



Hey,

Zach here and before beginning I just wanted to thank you for putting your trust in Tim, Steve, and I.

This product wasn't just some flash-in-the-pan idea. Me and Steve first started talking about it back in MAY of 2010 and since then have taken step, after step, after step to ensure everything goes according to plan and that this product truly delivers on your every demand.

You see, we didn't know if we should release a Facebook product or not. It seemed like there were already quite a few products in the marketplace -- but then I did something that *really* changed my mind.

...I went to Clickbank and looked up the top 10 Facebook products (sorted by popularity) and bought them all. All together I think I spent just *over* a grand on them all.

I then took a day to go over them to see if they were worth anything. And to my shock ALL of them were terrible. And when I mean terrible I mean it.

After reading them I felt like they should pay ME money for wasting my time. Not only was the information extremely basic, it was simply *wrong*.

So I called Steve and we decided it was time the industry got a definitive Facebook product. One that people can refer to with confidence whenever they have a question, or need to know the *truth*.

So that's exactly what we've done here... and we're truly committed to your continued success (without spending a fortune on trial + error).

In this course we're going to be going over the SIX steps to making BIG money on Facebook without a website, product, or any of that stuff.

**Note:** If you currently do have a product, website, or business this information will be just as relevant for you. But I wanted to make a product that cost you as little as possible, made you as much as possible, all with very little effort (because I'm such a nice guy :-)

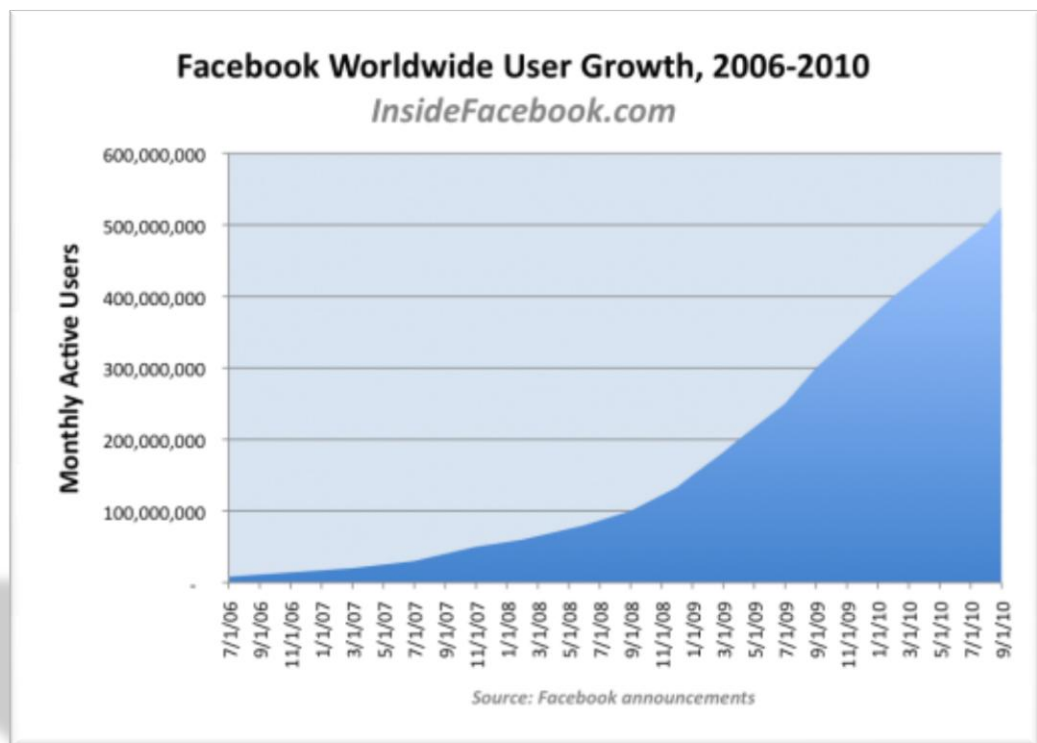
Before we go over the six steps we have to cover a few things, though...

# Why I Love Facebook

There are a few reasons why I really like Facebook. And a lot of these reasons are simply never covered by other people (cough; cough probably because they don't practice what they preach).

## Reason #1: Growing + Huge Number of Users

The first and biggest reason is because Facebook is growing at a steady rate and it appears as though it won't be stopping anytime soon.



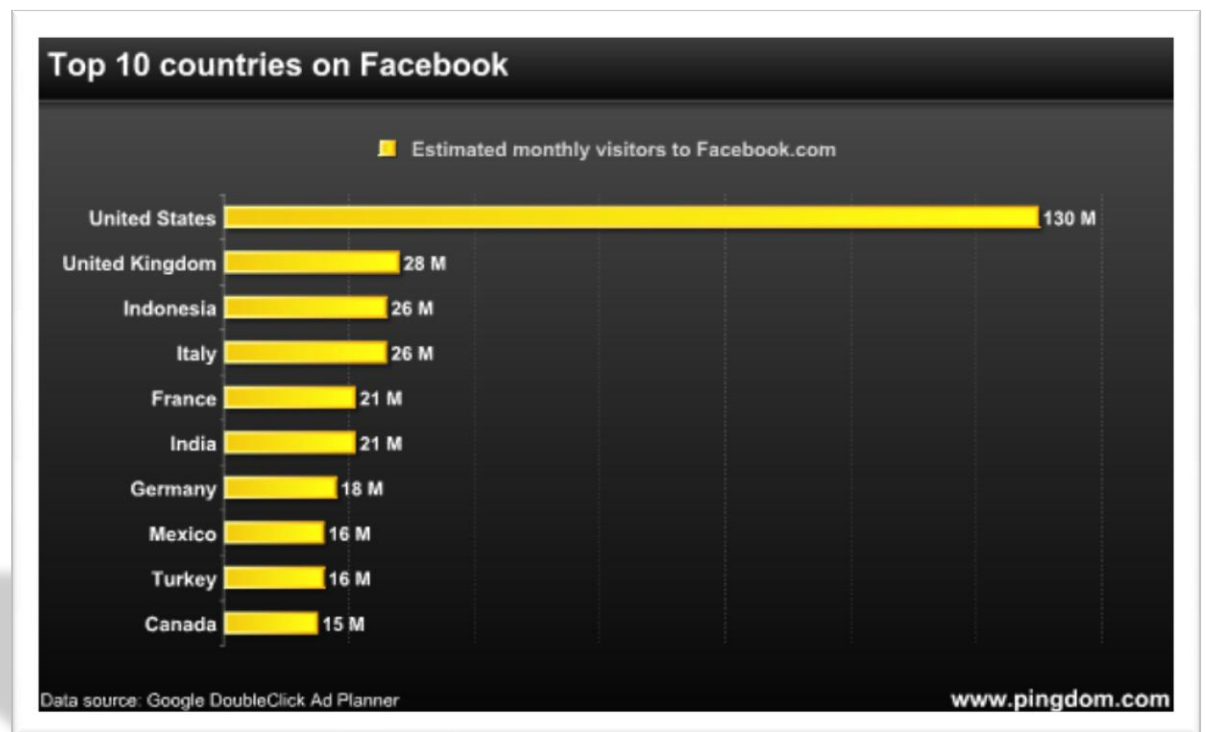
As you can see Facebook is getting up to nearly 600 MILLION active users. That's almost double the population of the United States of America.

...That's pretty crazy. And what's even crazier is that these are ACTIVE users meaning they don't just have accounts, they have accounts they go on at least a few times a week.

## Reason #2: International Traffic

The second great thing I like about Facebook is kind of implied by the graph above. If there are 600 MILLION active users there must be a lot of people

outside the United States that are on Facebook (since the US alone has just 330 million people).



This is really important as you'll come to understand as we go through the course together.

...The reality is your bid pricing will ALWAYS be higher in the United States. Almost always your Adwords costs will be double if you're targeting the United States as opposed to say Canada or the UK. And the same is true with Facebook.

But most Adwords advertisers are forced into targeting the US because their simply isn't enough traffic outside the US. But with Facebook that isn't the case at all.

There are literally millions of people you can target for dirt cheap that will buy your stuff like crazy (outside the US). And we'll, of course, go over who to target, where to target, and all that good stuff.

But for now remember a BIG reason we love Facebook is that there is traffic from all over the world.

### **Reason #3: Facebook has 10x fewer Advertisers than Google**

Third reason we love Facebook is the competition. Although more people are coming to Facebook most people simply DON'T know how to use it properly.

Most people struggle with the concepts we'll be going over in this very chapter about what makes Facebook *different* than other advertising platforms.

But even with the odd influx of new advertisers Facebook still has at least ten times fewer advertisers than Adwords. And the reality is Facebook has MORE traffic than Google.

### **Reason #5: Insane Targeting Abilities**

Fourth reason we love Facebook is because of its targeting capabilities. Never before in internet marketing have we been to so easily target a certain type of people who like certain things.

Being able to target on an age, keyword, and occupation level (just to name a few) is a huge advantage and those that use these parameters are going to do really well.

And targeting is something we will be going over A LOT in this course – because if you don't get it right chances are you'll be leaving money on the table.

### **There is one "negative" with Facebook though...**

It can't all be great news, right? ;-)

The negative with Facebook is that ads can be tough to get approved if you don't follow the guidelines. Now don't worry – we'll show you exactly how to get around these guidelines and get your ads though.

But know that their "ad approval team", which is nothing more than a bunch of college kids pressing the green (approved) or red (disapproved) button, have total control over your ads.

And those are the main reasons - and the one reason I don't - love Facebook advertising and why NOW is the time for you to get started.

# What Makes Facebook Different

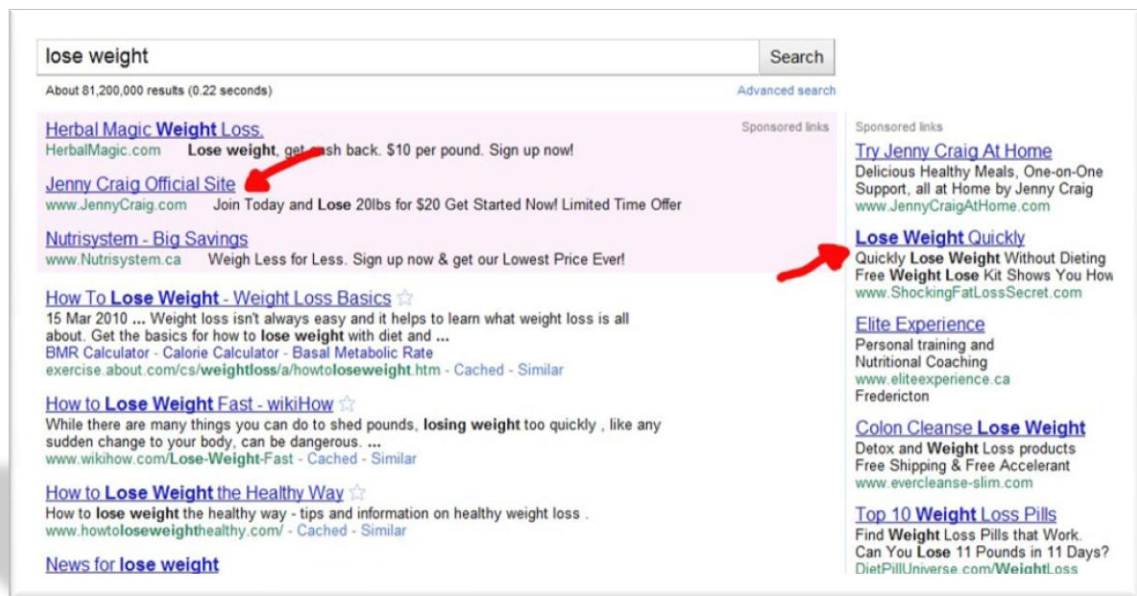
The main reason most people fail at making any money with Facebook is because it's different than any other advertising platform they've ever seen.

Without understanding the differences between Facebook and other advertising platforms you'll probably end up like most Facebook advertisers and failing.

You see, to become really good at Facebook you need to change your mind.

When it comes to what most people who do PPC (through Adwords, MSN Adcenter, Adsonar, etc) they are trying to help the consumer that is already looking for something.

Here's an example showing what I mean:



When a user searches "lose weight" they get weight loss ads. People are searching for a weight loss solution and you are giving it to them (most likely for a price).

Now there's nothing wrong with that.

BUT too often people come over to Facebook thinking that people are looking to buy their stuff.

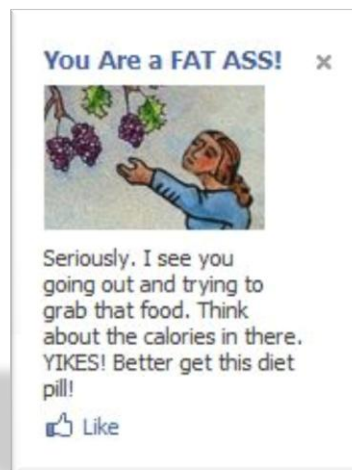
**And here's the breaking news:** people go on Facebook for a lot of different reasons. But they don't go there to look at your ads, click your ads, and buy your stuff.

Facebook is display advertising and its interruption marketing. You are, essentially, interrupting someone's pleasant time on Facebook with an advertisement aimed at getting them to pull out their wallet.

So, as we'll go over in future chapters, our goal is to get someone's attention because we're looking for them. They aren't looking for us.

There are some problems with getting their attention though.

**We can't be TOO aggressive in getting it...**



If we create an ad like the one above it *a)* probably won't be approved by Facebook and *b)* if by some miracle it is approved the consumer will quickly block your ad.

Here's what I mean: with Google, when you see an ad you don't like there isn't anything you can do about it. But with Facebook there is something you can do about it.

That little "x" at the top right hand corner is for the public to use. If you didn't like the ad you can tell Facebook and Facebook will consider banning it.



Here are the options Facebook will give for you to choose (if you don't like a certain ad)...



So if your ad is uninteresting and boring. Facebook will think about deleting it from your account.

If a user deems you're lying then they'll take a point off of you.

If you're being offensive (probably like our ad above) you'll get taken down.

If your ad is showing up all the time (which you can't help (unless you make more ad variations like we'll talk about later on)).

OR, my favourite, if you just don't know why you don't like the ad. But you know you don't. You can click other.

This isn't something to worry about a whole lot though because, to put it simply, most people don't care about your ad unless it interests them. I'd wager a bet that only one in every HUNDRED THOUSAND people click that "x".

But it is something you should always keep in the back of your mind when creating your ads.

Anyway we're getting a bit ahead of ourselves now...

**Here's the deal:** most courses have no flow. So what we've done is made sure, from step one to step 10, you know what to do, when to do it, etc.

So here's how we'll lay out the course...

# How the Course Will Be Laid Out

I make most of my money on Facebook quite simply. I don't have/use a website, product, or anything like that.

All I do are follow six steps each and every time I go into Facebook:

- 1) Find a great offer
- 2) Find out who likes/buys that type of offer
- 3) Create eye-grabbing, money-getting ads
- 4) Bid the *right* way
- 5) Create your first ad
- 6) And then scale my campaign as far as possible

Simple enough, right?

There are a million and one different types of ways to make money with Facebook. You could promote offline businesses, promote your own product, promote your own website, promote your own service, etc, etc.

But that all takes WORK and when I go into a campaign, never knowing 100% if it'll work out or not, I don't want to invest more than 30 minutes and a few dollars into testing.

Stick with my strategy and you will make money.

# Step #1: Find a Great Offer

## **Affiliate Marketing – The Easiest Way to Make Money**

Some of this may not be new to you. If it isn't that's great, but it's often great to have a refresher so resist the urge to skim over this area and just keep reading.

Affiliate marketing, in simple terms, is when you promote someone else's product and get paid a commission or fee when you refer a user to fulfill what the company wants.

So for example Rolex gives its watches out to specific stores and in return allows them to mark the watches up 30%.

And thus when I walk along and pay 10k for a new watch the store (not Rolex) I bought from gets around 3k and Rolex gets 7k.

The same thing applies on the internet. Companies will pay you x amount of dollars when you sell someone their product or get them to sign up for a free newsletter, etc.

## **But Can This Make You Money**

Years ago this was my first thought. It just didn't seem to make sense, if I didn't own a product or service, that I could make it work financially.

So let's look at a real example of a campaign I did.

Below is a Facebook ad that I did:

**Swat Members Make \$84,000**



Swat team members in Texas make on average \$84,000 yearly. Discover how you can join their team today!

Zach Booker likes this ad.

 Like

If you click the ad you go to a page like this:

**LAW ENFORCEMENT NEEDED!**  
**START YOUR CRIMINAL JUSTICE CAREER**



Begin your Criminal Justice Career now by entering your information in the form. Make your future bright get the education and training you need today!

**START NOW JOIN THE TEAM!**

**ENTER YOUR INFO:**  
**IDENTIFY YOURSELF**

First Name:

Last Name:

Phone:  -  -

Email:

Address:

Zip:

Highest education level:

HS/GED Graduation year:

Are you already involved in educational programs?  Yes  No

Birthdate:

By checking this box, I consent to be called by an Education Advisor at the phone number provided to discuss educational opportunities.

**SEARCH NOW**

Now that's not my site. It's a company that trains people to become swat team members. And for everyone I sent, to that page, that fills out that one form I get \$12 for.

All I had to do was make an ad, and get my special link that goes to this website in order to start making some money!

So where do you find companies like this?

This is the affiliate networks duty is.

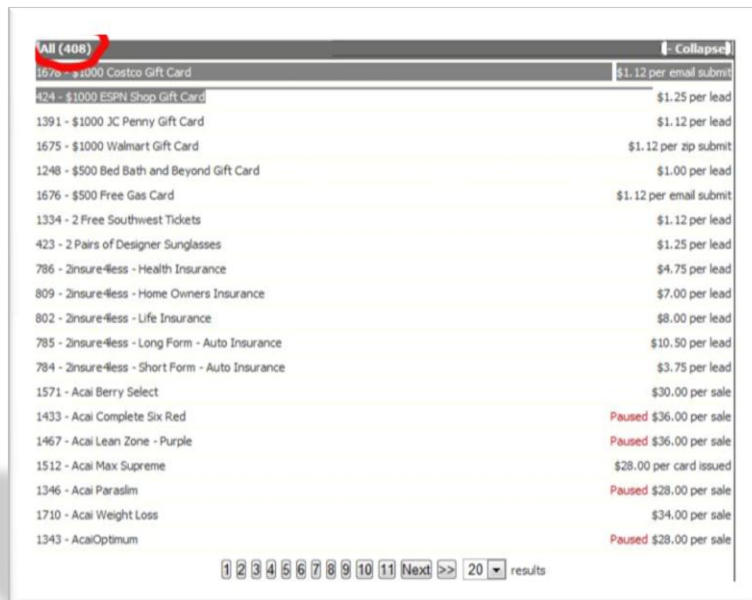
## Affiliate Networks – Your New Best Friend

Affiliate networks are a third party that has hundreds, sometimes thousands, of offers (from companies, also known as advertisers) that you can promote and easily get paid for.

This way you're only dealing with one company and you don't have to worry about building relationships with every single company/advertiser you want to drive traffic to.

Affiliate networks will also give you great payment terms. Usually net-30 but if you do over a thousand a week you can get wires every single week.

Here's an example of the inside of an affiliate network – all these are offers and you can promote any one of them you wish right away:



Offer ID	Offer Description	Commission	Status
1676	\$1000 Costco Gift Card	\$1.12 per email submit	
424	\$1000 ESPN Shop Gift Card	\$1.25 per lead	
1391	\$1000 JC Penny Gift Card	\$1.12 per lead	
1675	\$1000 Walmart Gift Card	\$1.12 per zip submit	
1248	\$500 Bed Bath and Beyond Gift Card	\$1.00 per lead	
1676	\$500 Free Gas Card	\$1.12 per email submit	
1334	2 Free Southwest Tickets	\$1.12 per lead	
423	2 Pairs of Designer Sunglasses	\$1.25 per lead	
786	2insure-less - Health Insurance	\$4.75 per lead	
809	2insure-less - Home Owners Insurance	\$7.00 per lead	
802	2insure-less - Life Insurance	\$8.00 per lead	
785	2insure-less - Long Form - Auto Insurance	\$10.50 per lead	
784	2insure-less - Short Form - Auto Insurance	\$3.75 per lead	
1571	Acai Berry Select	\$30.00 per sale	
1433	Acai Complete Six Red	Paused \$36.00 per sale	Paused
1467	Acai Lean Zone - Purple	Paused \$36.00 per sale	Paused
1512	Acai Max Supreme	\$28.00 per card issued	
1346	Acai Paraslim	Paused \$28.00 per sale	Paused
1710	Acai Weight Loss	\$34.00 per sale	
1343	AcaiOptimum	Paused \$28.00 per sale	Paused

1 2 3 4 5 6 7 8 9 10 11 Next >> 20 results

In exchange for giving you all these offers to promote, and assuming the risk that they may not be paid by the offer owner but will still pay you, they take a % of the commissions you generate.

Usually around 10% - but totally depends on the offer. Affiliate networks are crucial to your success and the price you pay (the %) is worth it many times over.

### **But How Do You Get Into These Networks?**

This is a question that comes up a LOT and chances are, if you've heard of affiliate networks before, you've worried about whether you can get in or not.

Applying to affiliate networks is really quite easy. You just need to look at it from the perspective of the network.

For them it all comes to risk. They don't want to assume too much risk and worry about you driving fraud traffic/leads to their offers.

On the application simply say that you plan on promoting offers via Facebook. Also include the type of offer you'll be promoting, for example you could say you'll be doing mostly dating, edu, or something else.

**Important note:** it doesn't matter how crappy your application is as long as you e-mail, or call, someone to let them know you're legit. Here's the e-mail I'd send to the company, after you finish your application...

*Hey name,*

*I just finished my application to your network.*

*...I do mainly Facebook and focus on dating ads. I'm a part of a few other networks and would love to test some offers on your network.*

*If you need any more info or anything at all don't hesitate to give me an e-mail back.*

*Can't wait to get going!*

*Cheers!*

*Your name*

Pretty simple, right?

You can also call people but I know people are a little more uncomfortable with that type of thing. Either way is alright.

Now if you're from the US, Canada, the UK, or Australia getting into networks should be no problem at all. If you're outside those countries you may need to get on the phone, or send a few e-mails, just to make sure you get in.

### **Affiliate Networks To Join**

This is very important and I really encourage you to only apply to the win networks.

Some smaller networks are great. But every day there seems to be a new, scammy network out there that runs away with people's money and I don't want that to be you.

So focus on these few networks and that'll be all you need. Some people like to join 100's of networks and I have NO idea why. All you need are the top 5-10 networks and you have every offer covered.

So here they are (in no particular order)...

**Neverblue** – Neverblue has been around for years and years and was one of the first networks I ever joined back a few years ago.

They've grown by leaps and bounds and are one of the best CPA networks out there.

They have a ton of great offers that do really well on Facebook and give you some of the best payouts possible.

**[Sign up for Neverblue here!](#)**

**Ads4Dough** – You NEED to sign up for this network. I've given them this product and got their affiliate managers to review it and prepare offers, homework, and all the data you need.

These guys will make SURE you succeed and I'm putting my full 100% recommendation behind them.

Jason (the network owner) is not only one of the most influential guys in the industry; he's also a great guy. Just say in your application that you're part of "IMA" and you'll get in. No questions asked.

[Sign up for Ads4Dough here!](#)

**Convert2Media** – Also known as one of the most honest networks around C2M, for short, has really made a name for themselves.

They have loads of offers you can promote on Facebook and their affiliate managers (the people who will help you with your stuff) are extremely knowledgeable, friendly and just overall great guys.

[Sign up for Convert2Media here!](#)

**Azoog (Epic Direct)** – If there was a "top" network this would probably be it. They really know how to take care of their affiliate by not only giving them great gifts, vacations, etc but also by helping them succeed.

They've been around for years and years and have never had any problem that has troubled me.

They continue to grow and adapt to the ever-changing online world and are one of my favourite networks to work with.

This is one of those networks you just have to be associated with.

[Sign up for Azoog here!](#)

**Clickbooth** – This is another network that you should be a part of. Although I don't do that much volume through them they do have great offers and have, for years, been considered one of the top three networks out there.

They have loads of offers you can promote on Facebook and have gotten several awards from Forbes, Inc 500, etc because of their huge and continued growth.

[Sign up for Clickbooth here!](#)

**Go and Join!**

There are hundreds of networks out there, probably thousands now that I think about it, but these are the top five and these are the ones you NEED to join if you want to do well online.

...So go and apply to all of them. See what offers they have, see what network you like better, and get busy!

### **What Offers To Promote**

As you saw in the screenshot a few pages up these networks have hundreds, sometimes thousands, of different offers you can run.

So it can be really overwhelming trying to pick just one offer you want to run (especially since you want your first campaign to be damn near profitable).

So here are a few different ways you can find great offers to promote:

#### **#1 – Pick from the List**

Here are some of the types of offers that do really well – note that these are just *types* of offers. You'll want to ask and find out what one does the best.

- 1) Games – for most game offers you get paid a few dollars for ever person you get to sign up for it. This can mean big money in areas like Eastern Europe where you can get clicks really cheap.
- 2) Dating – I got started in dating on Facebook and I still do it because it's so profitable. The only thing is that dating is becoming more competitive on Facebook, so I'd recommend waiting to do these type of offers down the road a bit.
- 3) Insurance – These offers do really well because insurance companies are able to make so much money from just a simple e-mail or zip submit. Often times you get paid a dollar or two per conversion and the pages convert 30-50%.
- 4) EDU – education offers are always going to be hot. Especially in an economic downturn like we're currently in. Usually you'll get paid around \$10-15 dollars for a short form submit (like that swat team offer we talked about before)
- 5) Facebook installs – For every user you can get to sign up for a certain Facebook game you can make a dollar or two. They never leave Facebook so conversions are out of the roof and you can usually target people under 18 and get really cheap clicks.

## **#2 – Ask Your Affiliate Manager**

Once you sign up for a network you'll be given an affiliate manager. These people's sole job is to make sure you make money. Pretty cool, right?

So if you're wondering what's doing really well on Facebook right now simply ask them and they'll tell you everything you need to know.

Ask for what their EPC's (earnings per click) are for those offers so you know what you'll need to bid in order to make a profit in theory.

This is a great/quick way to do things.

### **Offers to Stay AWAY from on Facebook**

There's nothing worse than getting everything together and finally launching your first ad and BOOM you're account is deleted.

This usually/only happens when you promote an offer that's banned on Facebook.

You can keep up to date on Facebook's advertising policies at [www.Facebook.com/ad\\_guidelines.php](http://www.Facebook.com/ad_guidelines.php)

This will save you a lot of time and give you a good idea of what to do, and what not to do.

As a general rule of thumb re-bill offers and mobile subscription offers are a no-no on Facebook.

### **Get Your Affiliate Link**

Once you have an offer you think you'd like to run all you need to do is go and get your affiliate link.

This link makes sure you get paid for everyone who goes through it, and does the desired action.

Getting your link is really simple. Simply log into whatever affiliate networks you're a part of, click on an offer you'd like to promote, and you'll get your special affiliate link.

Here's a link from Convert2Media for an offer. This link means that I get paid for everyone who goes to it and fills out the form on the page:

The screenshot shows a web interface with a dark header bar containing tabs for 'Marketing Info', 'Links', 'Pixels', and 'Suppression'. Below the header, the page title is 'Links for POWER HOME INCOME - AU'. A text input field contains the URL 'http://affiliate.c2mclicks.com/rd/z.php?aid=2066&pub=615604&c1=ac2=ac3=' followed by a 'Test Link' button. Below the URL are three input fields labeled 'SubID 1 (c1)', 'SubID 2 (c2)', and 'SubID 3 (c3)'. A small text block below the input fields reads: 'ONLY alphanumerical characters can be used in your subids. Any other characters used in the subids will cause the links to malfunction and result in possible loss of link above, please enter these subids into the input boxes above labeled subid 1, 2 and 3. The tracking link will be updated to reflect the addition of the subids.'

# Step #2 – Finding Who to Target

Now that you have an offer you think you want to test out you need to know who to target.

Targeting people, the right way, can make almost any campaign profitable and that's why it's crucial that you know the ins and outs of Facebook's targeting options.

For example if I have a "build muscle" offer with some wrestler as my picture not too many girls are going to be clicking, right? So if I targeted women I'd simply be losing/wasting money.

But before we get into all that let's go over the targeting options we have:

## **Targeting**

Targeting is one of the biggest reasons I love Facebook – but get your targeting wrong and you're going to end up losing a lot of money.

There are 10 different ways you can target on Facebook and chances are in every campaign you'll be targeting slightly different.

A general rule of thumb, in my experience, is that those are target closet have the biggest chance or a) getting a high CTR and b) making money.

So let's go over the ways you can target (and why you should/shouldn't use some of them).

## **Geographic**

**Location**

Country: [?]

Canada X

Everywhere

By State/Province [?]

By City [?]

First up we have geographic targeting. If you've used any other ad platform like Google Adwords, etc, you'll know all about this type of targeting.

You can target via country, via state/province, or even down to a city.

...Hell, you can even target a radius of a set amount of MILES around a city.

Chances are you'll be focusing mainly on country targeting unless you're helping local businesses and their market is only a certain city.

It's important to know your product, or any product you're promoting, and to understand where your main audience is.

### Age

Age: [?]

18 - 22

Require exact age match [?]

This is a crazy way to target and one you can't ignore. I'll say that again IN CASE YOU'RE SKIMMING. You can't ignore this targeting feature.

If you're promoting a CPA offer you'll notice that some offers only accept traffic from those 35-45 or maybe 45-55.

If you do NOT target people within that range they won't pay you – even if they completed the desired reaction.

### Sex

Sex: [?]  All  Men  Women

Here's another killer feature that most ad platforms simply don't give you. The ability to target either males or females is huge.

**Tip:** *Never* target "all"... it's simply a fact that men and women respond to different ads. So even if you want to target both sex's please make two different ads targeting males and females.

### Birthday

Birthday:  Target people on their birthdays

Here's an interesting feature.

...It allows you to target people that have a birthday today. This is a good idea if you want to personalize your ads a bit for example this is a good example of an ad that'd probably get a great click through rate playing on the fact that the user seeing it has a birthday today.



And of course you can make an ad like this in any market whether it's dating, weight loss, etc.

But are there enough people out there? Since Facebook has nearly 600 million users about 1.6 million have a birthday every day of the year.

That's a LOT of people and this is becoming more and more of a powerful feature as Facebook grows more.

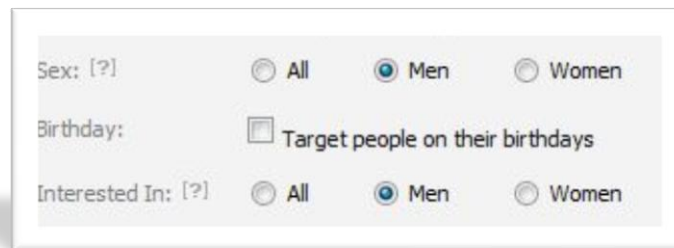
### Interested In



A screenshot of a targeting filter labeled "Interested In: [?]". It contains three radio button options: "All", "Men", and "Women". The "Men" option is selected, indicated by a blue dot in the center of the radio button.

Here's another powerful feature that allows you to separate those that are gay and straight.

For example there are a lot of gay CPA offers for both men and women. So if I wanted to target gay males I'd simply do this.



A screenshot of a targeting filter showing three sections. The first section is "Sex: [?]" with radio buttons for "All", "Men", and "Women"; "Men" is selected. The second section is "Birthday:" with a checkbox labeled "Target people on their birthdays" which is unchecked. The third section is "Interested In: [?]" with radio buttons for "All", "Men", and "Women"; "Men" is selected.

Needless to say for most products you want to specify whether the sex you targeted is interested in the same one, or the opposite.

By choosing all you can be showing your ads to people that simply aren't targeted and a) won't click and b) won't make you any money.

### Relationships



A screenshot of a targeting filter labeled "Relationship: [?]". It contains five checkbox options: "All", "Single", "Engaged", "In a Relationship", and "Married". The "All" checkbox is checked, while the others are unchecked.

Here's another feature that simply hasn't been talked about by most the "gurus" out there.

...The ability to target people that are married, single, in a relationship, or engaged is HUGE.

Here's why: some products are naturally geared towards certain people in certain circumstances. For instance relationship help guides are best suited for those single.

...Marriage help guides are best suited for those that are married (you'd be surprised how many "happily married" people end up buying those guides.

So when you're building your first ad think about the product you're promoting and if you were if it would appeal to all of these people – or just some.

Remember those that are not targeted will just be wasted clicks + impressions so get it right.

## Languages



The image shows a screenshot of a Facebook settings field for 'Languages'. It consists of a light gray rectangular box with a thin border. On the left side of the box, the text 'Languages: [?]' is displayed. To the right of this text is a white input field with a thin border and the placeholder text 'Enter language'.

Here's another feature that people just don't talk about and use.

And it drives me CRAZY as to why they don't.

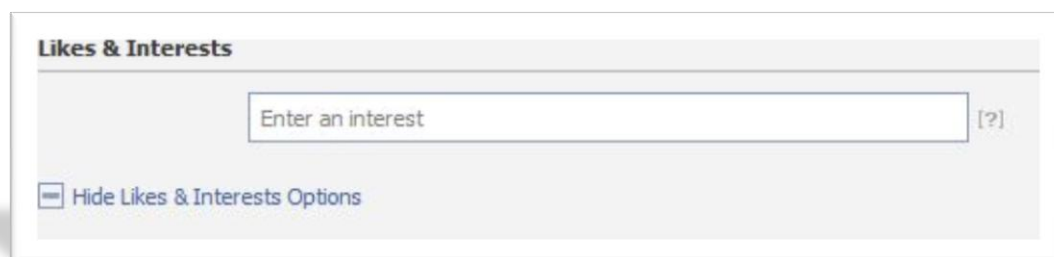
Let's, for example, say I was targeting Canada and of course the main language is English so I write all my ads in English.

BUT, if I don't specify English in the languages setting Facebook will show it all over my targeted area (Canada). Now *most* of Canada is fully English. But out of the 30 million that live here about 1 million only speak French – and chances are they use Facebook, too.

So when they see English ads they a) can't read it or b) if they can read it don't want to because it's in English, etc.

So you're simply wasting money targeting them. So if you're ad is in English, make sure you specify you only want it sent to English people.

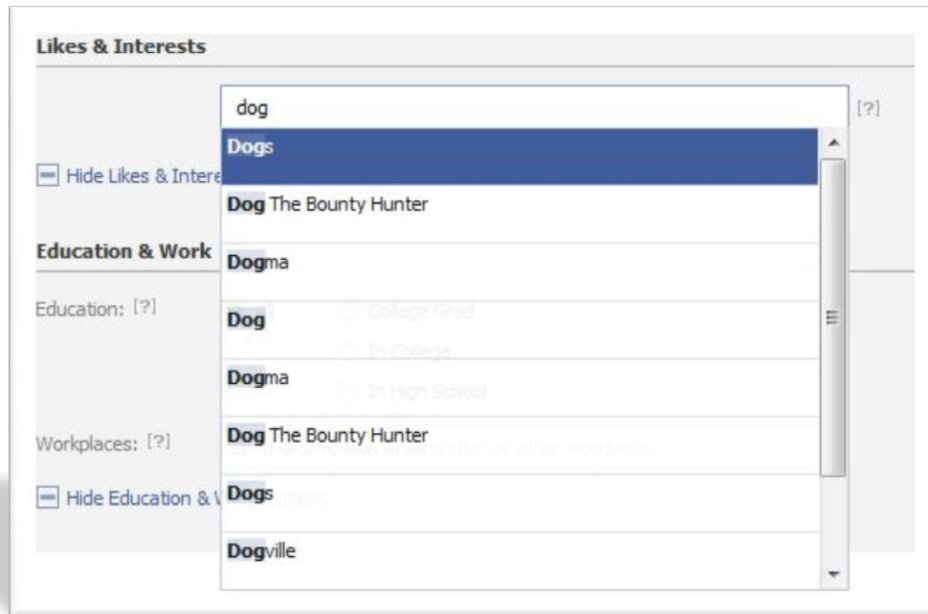
## Likes and Interests



The image shows a screenshot of a Facebook settings field for 'Likes & Interests'. It consists of a light gray rectangular box with a thin border. At the top left of the box, the text 'Likes & Interests' is displayed. Below this text is a white input field with a thin border and the placeholder text 'Enter an interest'. To the right of the input field is a small gray square containing a question mark '[?]'. At the bottom left of the box, there is a blue square icon with a minus sign, followed by the text 'Hide Likes & Interests Options'.

This is kind of like Google Adwords. What “likes and interests” really means is keywords.

So if you want to target people who like dogs, because you have a fantastic dog training course, you’d type in dogs and it’ll give you suggested keywords you can pick.



Remember you can pick AS MANY keywords as you want. Facebook will even give you some pretty good suggested keywords you can pick too:



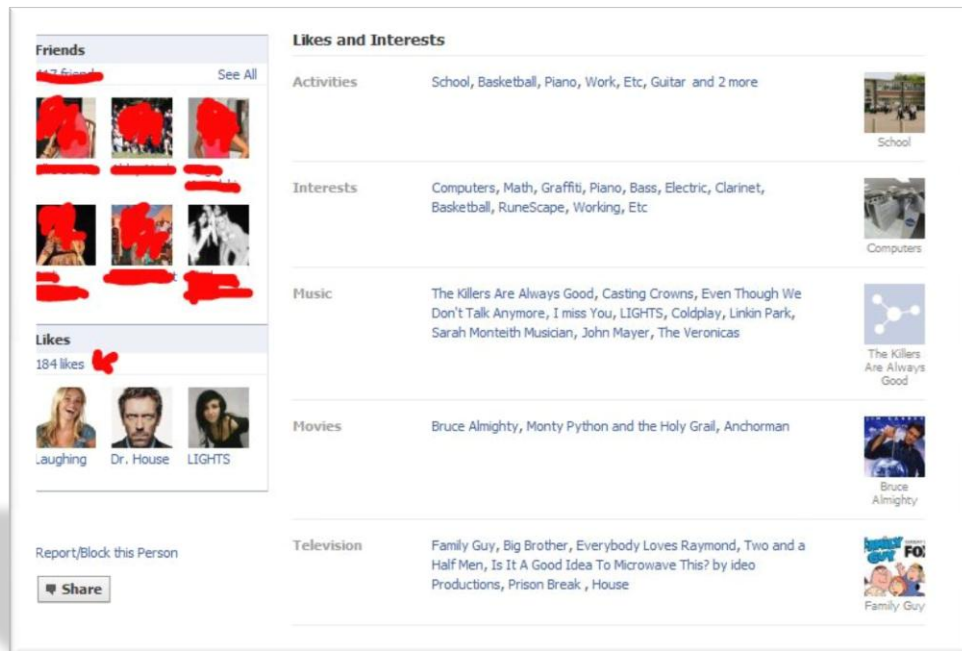
Remember you can type in any keyword and you’ll get keywords to target. Dogs alone has a demographic (meaning people) of 700,000 in JUST the United States alone.

...And terms like weight loss have millions of people interested in it.

How Facebook determines if somebody is interested, and thus would like to see your ad, in a certain subject is by the information they give on their profile pages.

And luckily for you people LOVE filling out the information part of Facebook. In fact people's identities have been stolen because of how much information people pour into their profile.

Just check out this profile:

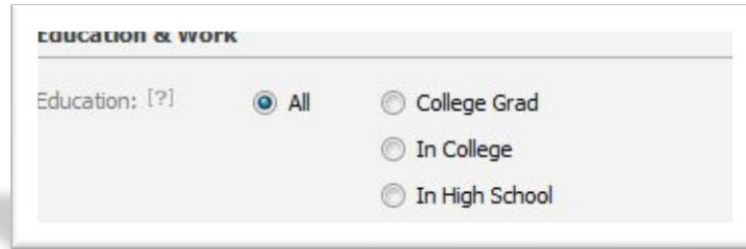


And this is a pretty "normal" profile.

He "likes" over 180 things, not to mention all the other stuff on his profile. So for example he likes "Dr. House" so if I were to think that all people who like House, the TV show, are overweight than maybe I'd use that as a "like" or "keyword" in my targeting.

Targeting by keyword, instead of targeting broad like all men 25-35 in the UK, is probably the easiest and safest way to make money and we will, of course, go over it in more detail once we've gone through the core of how a Facebook ad is made.

## Education



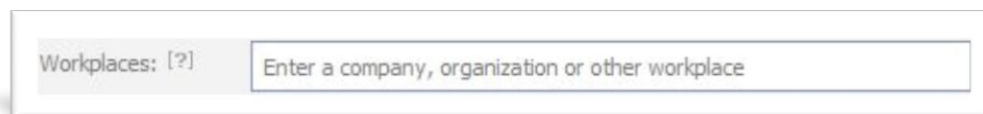
Here's yet another way we can target that people just DON'T use.

...And by knowing about it, and by using it, you can save yourself + make yourself a boat-load of money.

**Funny story:** I heard a story about a guy who graduated from college. During his stay everyone made fun of him (not sure why) and told him he'd never get anywhere.

Well, after years of hard work he finally did get somewhere and became a multi-multi millionaire. So he set up an ad, targeting people who graduated from his college with an ad basically saying "you're all peasants". Anyway that's the power of Facebook!

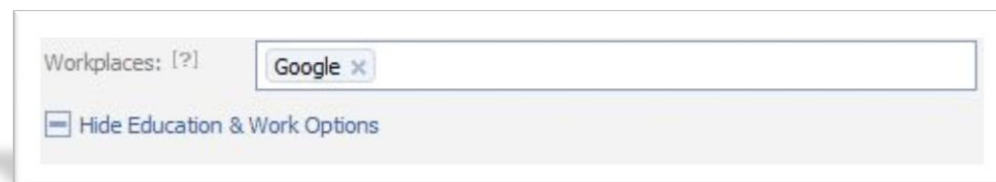
## Workplaces



Finally we have a feature that I don't really use. But if you were a head hunter looking to lure people away from a certain workplace and to your, or your clients this would be a great feature.

What this targeting feature basically allows you to do is target people who say they work at a specific company.

So for example I can target an ad towards all of those who work at Google:



Pretty cool feature although, like we said, unless you have an offline business or know that all of those working at xyz company need your product it probably isn't too useful.

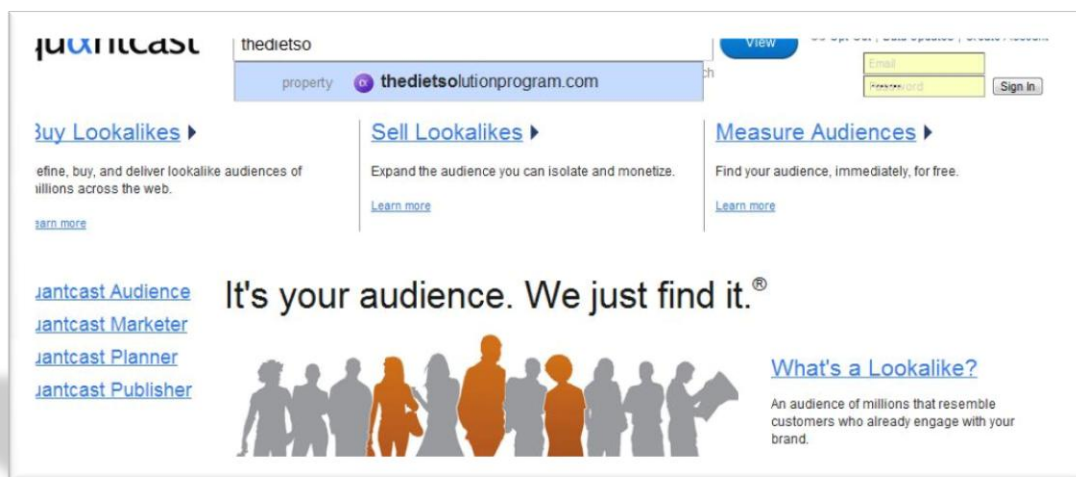
## Finding Your Demographic

Targeting is great, but only if you know who your main audience is. There are a few ways, besides guessing, that can help you understand who your market is and how you should target.

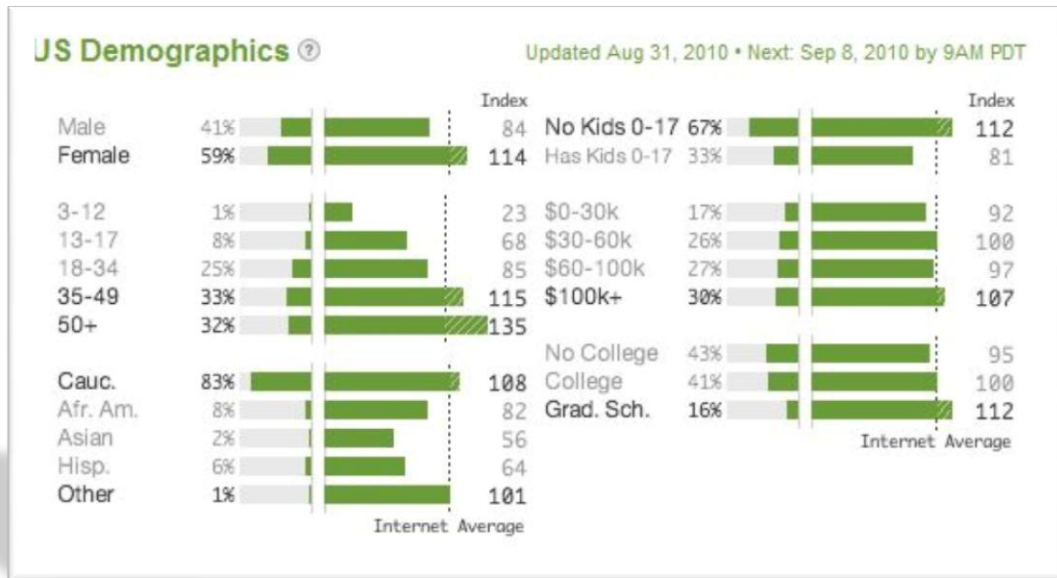
## Quantcast

Here's a GREAT tip to finding out the demo most likely to buy your stuff. Let's say we wanted to promote a weight loss CPA offer.

First thing I'd do is go to [www.quantcast.com](http://www.quantcast.com) and type in the url like so:



Once you click "view" you'll get a ton of info on the type of people who are going to the website and what they're like.



So taking these statistics you can get a good idea on what ages to target and it's something to keep in mind. For example most people who buy have no college experience.

So from this info you'll probably want to target people who are women, age 35-45, with no kids (so probably single).

Google Adplanner and [www.Compete.com](http://www.Compete.com) are also similar resources you can use to verify information from Quantcast.

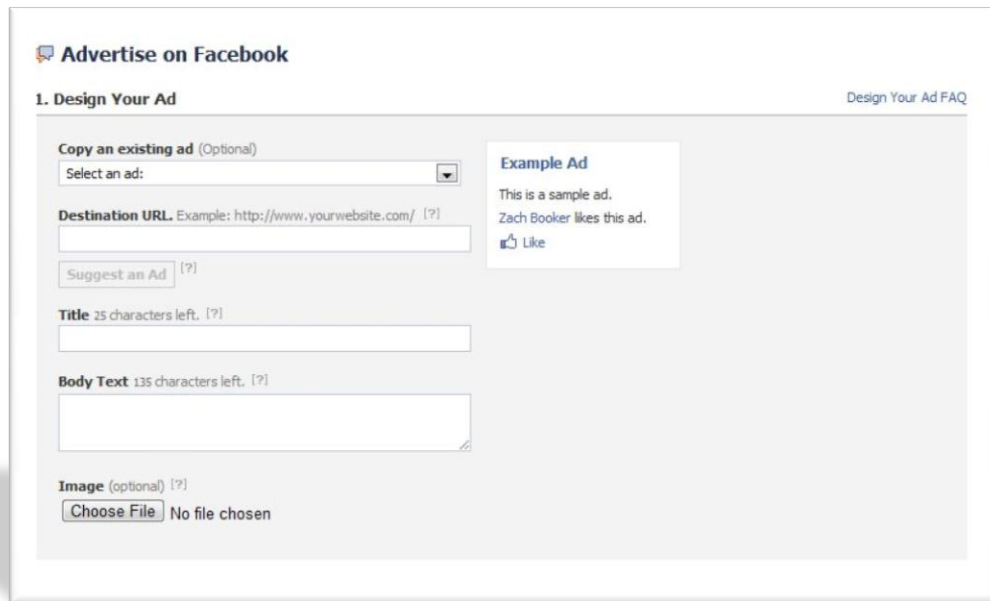
### **Ask Your Affiliate Manager**

Another thing you should do is simply ask your affiliate manager (that you'll get once you sign up for networks) what demographics they feel do the best.

Maybe they'll give you a good hint about targeting a certain type of people.

# Step #3 – Creating Kick-Ass Ads

Creating captivating, eye-grabbing ads is essential to making a load of money. When you go to make your ad you'll be looking at a screen like this one:



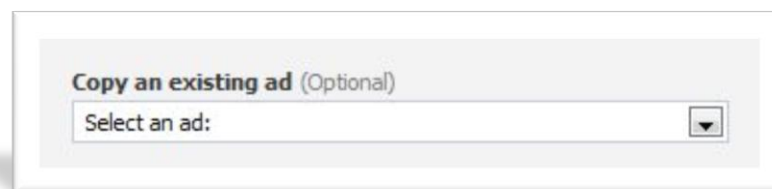
The screenshot shows the Facebook Ad creation interface. At the top, it says "Advertise on Facebook" and "1. Design Your Ad". There is a "Design Your Ad FAQ" link. The main area is divided into two columns. The left column contains several input fields: "Copy an existing ad (Optional)" with a dropdown menu labeled "Select an ad:", "Destination URL. Example: http://www.yourwebsite.com/ [?]" with a text input field and a "Suggest an Ad [?]" button, "Title 25 characters left. [?]" with a text input field, "Body Text 135 characters left. [?]" with a text input field, and "Image (optional) [?]" with a "Choose File" button and "No file chosen" text. The right column shows an "Example Ad" with the text "This is a sample ad. Zach Booker likes this ad." and a "Like" button.

Here is where you make your ad! Pretty simple, right?

But in this little area, depending on what you do, a lot can go right and a lot can go wrong.

So let's start going down the list of options here.

First thing we see is:

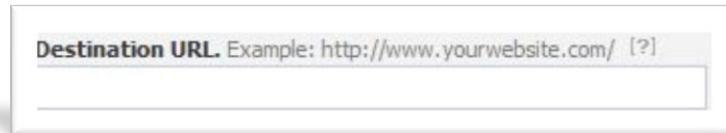


A close-up of the "Copy an existing ad (Optional)" dropdown menu. The text "Copy an existing ad (Optional)" is in bold. Below it is a text input field with the placeholder text "Select an ad:" and a small downward-pointing arrow on the right side.

This option is VERY helpful when it comes to making variations of your current ads. So for example, if you only wanted to tweak a portion of your current ad like a title, you could simply load your previous ad, tweak the title, and save.

But since this is our first ad, and obviously have no other ones, we'll leave it blank.

Next up in our destination url:

A rectangular input field with a light gray border. The text "Destination URL. Example: http://www.yourwebsite.com/ [?]" is displayed in a small font at the top of the field. Below the text is a horizontal line indicating the input area.

This is where you'll put your affiliate link that we talked about earlier.

And now that those two fields are done we head into the meat of ad creation. Now ads are critical to your overall success in almost any advertising platform.

Doesn't matter if it's Adwords, MSN Adcenter, Plenty of Fish, or Facebook your **click through rate** (how many people click your ad) matters.

For Facebook you want to have AT LEAST a 0.1 click through rate. Reason being is that the higher your click through rate the lower your cost per click will become because they can afford to show your ad more over another person, who may be bidding higher, but has no one clicking his ads.

Again, if this doesn't make much sense just continue reading and it'll all fall into place. :-)

So how do we ensure we get at least a 0.1 click through rate? If I had to sum it all up in a few words it'd be: make engaging ads.

Remember what we talked about earlier. No one is LOOKING for your ads. You need to go and grab the consumer's attention and make them take notice – if you don't get their attention they won't click. Simple as that.

So let's move forward and I'll explain each element in more detail.

Next up is the title:

A rectangular input field with a light gray border. The text "Title 25 characters left. [?]" is displayed in a small font at the top of the field. A red arrow points to the question mark. Below the text is a horizontal line indicating the input area.

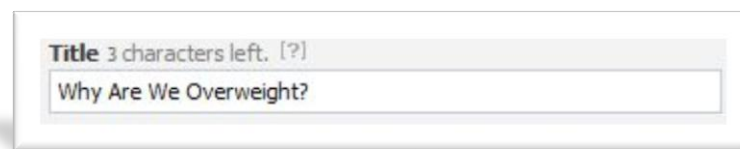
Now if you notice it only allows you to put in 25 characters. That's not a lot at all and leaves you pretty limited.

So here's my general rule of thumb: always have a question in your title.

We'll be going over example ads that do really well in a minute – but for now let's focus on building this ad in a way that will probably get it a great click through rate.

Let's say we're promoting a weight loss product.

So here's an example of a title I'd use:



As you can see we barely have any "characters" left so you are really quite limited in how long you can make your titles.

But regardless this is a great one.

First of all it's a question. And that's critical to engaging the reader. Remember that's our goal here.

What's more engaging than a question? When we're asked a question we're almost obliged to answer. So by asking "Why are we overweight?" we're getting the consumer to think about whether or not they're overweight, and why they may be that way.

Also note I said WE. I could have very easily said, "Why am I overweight?" but that wouldn't get nearly the response. You want to connect and engage the user – and by connecting with them, and feeling their pain by saying "we", we're doing just that.

We'll be going over some more winning ads in a minute and you'll notice a trend in the titles always having question marks at the end.

Next we have the body text...



Most people won't read much of your body text but we still want to have it there and have it for that 10-20% that want to read it before clicking through.

**Now here's a big mistake:** Some people want to use ALL the body text. Here's a few reasons why I rarely use all the body text space they give you.

- 1) Almost all advertisers use all the body text and thus the ads all seem to be the same length when a user is just glancing at the right of their screen. By having a shorter, or different styled, body text it can be unique enough to grab the consumers eye.
- 2) People just don't like reading a whole lot unless it's something that really interests them. Chances are your ad isn't really interesting too many people. Hell, my ads don't. So by having short, to do the point copy you can get people clicking through.

There are a few notes about the body text though. Whatever you put needs to represent what you're fulfilling. So if I say "get your 80 page special report" there needs to be an 80 page special report on the page you link to or else Facebook won't approve your ad.

...But that's okay. Because some of the best ad copy is so generic it can be used for almost any website, any direct link, etc. Have you ever heard the old saying, "State the benefits, not the features"?

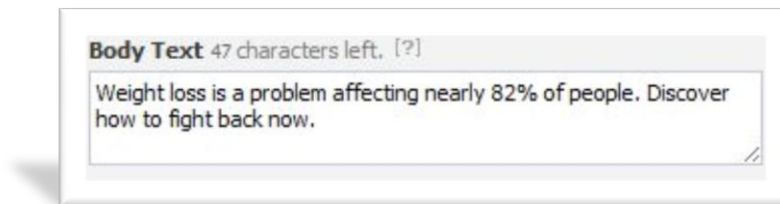
Like when you go to buy a Ferrari. You probably don't care too much about its exact horsepower, its exact mileage, or the exact specifications of its muffler.

You may pretend like you do – and the salesman might briefly mention it in an impressive tone – but what he'll try and sell you on is the benefits of driving a Ferrari and owning one instead of the features (like horsepower, etc).

He'll sell you on the fact you'll join an elite club, get invited to the local Ferrari club, have people stop to take your picture, have paparazzi follow you, and have rumours swirl as people stand awestruck as your bright-red Ferrari drives through the downtown core with its engine growling and echoing through the tiny alleys separating the buildings.

That paints a picture, the horsepower talk doesn't. See what I mean?

So here's an example of some short, sweet, and exciting ad copy that will make people want to click through.



Check out how many characters we have left. This makes our ad lean and mean and I think it's a pretty good cliff hanger. The more eye-grabbing your body text the better.

So having the percentage (82%) in there makes your ad pop out. Facebook also likes to see call to actions. But instead of "click here now" or anything plain like that we take it up a notch and use the word "Discover".

**Body text guidelines:** Alright, this is pretty important. As we already went over there are a few body text guidelines. Ironically, out of everything, Facebook seems to be the strictest about the body text.

So here are a few rules to follow:

- 1) As we already said you need to fulfill the promise. So that's why we make pretty generic ones. You don't want to promise a guide, or three special tips to weight loss. You want to simply promise weight loss and of course, regardless of what product you promote, you'll fulfill it by just sending them to a weight loss offer or website.
- 2) Second tip is you need to write as if you were writing for your English teacher. Now, you don't need to write all up-tight. But you do need to write properly with good grammar, good spelling, and all of that good stuff.
- 3) Again, we already went over this a little bit. But try and have a call to action at the end of your ad. Not only will this help your ad but

Facebook does “require” it. A call to action is simply telling them to click your ad, or get you to continue on. It doesn’t have to be strongly worded like “click here”. It can simply be “learn more”, “discover the truth”, etc.

Now we come to the most important part of your whole ad, by far, and that’s the picture.



Now Facebook’s pictures NEED to be 110x80. You can either do this yourself or Facebook will resize any picture you choose automatically.

Pictures are the most important part of your ad. In fact your ad should be completely revolved around your picture.

**Here are a few rules of thumb:**

- 1) Your pictures should always have a person in them somewhere. If your ad is for weight loss, dating, education, or anything involving humans directly you should have someone as the focus point of your picture.
- 2) If your ad is for something not really involving humans like computers, electronics, or something of that nature then have a human holding a computer, working on a computer, etc. Supplement your main theme with a person.
- 3) Women work the best in most ads (especially if you target men) and surprise, surprise the more cleavage that is showing the more clicks you’ll most likely get (especially if you target men ;-).
- 4) Now, there can’t be too much cleavage or Facebook will deny your ad. Even if you are targeting only adults, etc. So try and keep it pretty clean.
- 5) The more casual the picture the better. People want to see “real” people not paid actors in pictures, etc.

The number one question I usually get is how to find pictures. And there are tons of them out there.

Here’s a list of (some paid, some free) to get you started in finding what you’re looking for:

[www.freedigitalphotos.net/](http://www.freedigitalphotos.net/)

[www.Thinkstockphotos.ca](http://www.Thinkstockphotos.ca)

[www.iStockphoto.com](http://www.iStockphoto.com)

[www.Shutterstock.com](http://www.Shutterstock.com)

[www.sxc.hu/](http://www.sxc.hu/)

[www.freeimages.co.uk/](http://www.freeimages.co.uk/)

[www.jupiterimages.com/](http://www.jupiterimages.com/)

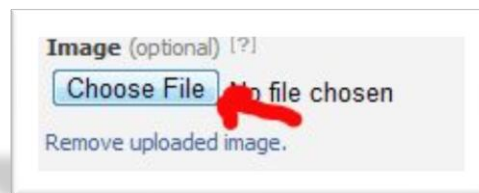
Another great source a lot of people use is [www.hotornot.com](http://www.hotornot.com) which is like a dating site where you can sort people between xx-xx age and location, etc.

...You, of course, do not have rights to those pictures though so it's up to you whether you want to use them!

Another thing you can do is go to [www.PoF.com](http://www.PoF.com) (Plenty of Fish) and look at those ads and copy the pictures over to Facebook. It's kind of a sneaky trick that works really well.

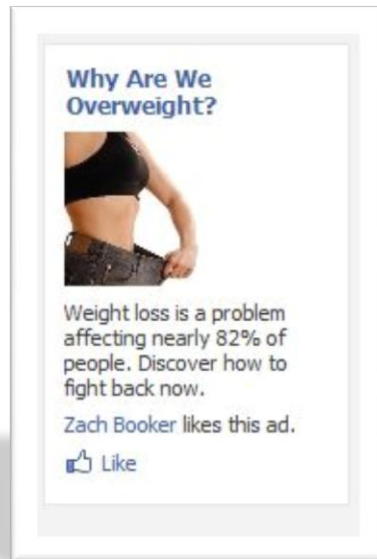
So let's upload a photo for our example here. I'm thinking just a thin woman would be a great image. Maybe we'll include some wording that we'll go over later.

To upload simply click the "choose file" image:



**Note:** it says "optional" but if you don't do an image I'll come over to your house and give your head a shake. USE A PICTURE.

Now that you've clicked the button simply pick your picture and you'll end up seeing an ad that looking something like this:



Now I usually like having a face in my ad pictures – but because there's quite a bit of skin and some cleavage this should work perfectly.

In fact this ad should get me over a 0.1 CTR (click through rate).

And that's it! You've created your first ad.

And this is what your screen will probably end up looking like (or something close to it)...

facebook Search Home Pro

**Advertise on Facebook**

1. Design Your Ad [Design Your Ad FAQ](#)

**Copy an existing ad** (Optional)  
Select an ad:

**Destination URL.** Example: <http://www.yourwebsite.com/> [?]  
  
[Suggest an Ad](#) [?]

**Title** 3 characters left. [?]

**Body Text** 46 characters left. [?]

**Image** (optional) [?]  
 No file chosen  
[Remove uploaded image.](#)

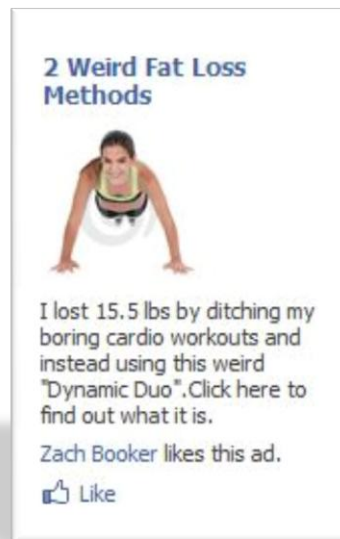
**Why Are We Overweight?**  
  
Weight loss is a problem affecting nearly 82% of people. Discover how to fight back now.  
Zach Booker likes this ad.

Pretty easy, isn't it?

**Here's an important tip:** 70% of your results come from your picture, 20% from your title, and 10% from body text.

That's critical and something not many people know. Your picture is honestly what will make or break you. That's why it's important to pick the best pictures possible.

So now that you know what makes up a good ad let's show a few really good ads and you can try and guess as to why certain ones did so well.



Alright, so this ad got a GREAT click through rate. Here are a few reasons why it probably did so:

- 1) Used a number in the headline (although no "?" which I maybe should've tried).
- 2) I used exact numbers in the ad copy. 15.5 lbs.
- 3) I capitalized a few words that weren't at the beginning of a sentence. I told you Facebook is like your English teacher. Nothing can be capitalized unless it's a proper word or the first word in a sentence unless it's in quotation marks like "Dynamic Duo".
- 4) It has a smiling girl with not a ton of clothing on (even though this ONLY targeted women – we'll get to targeting in a bit – that is still important to note).



Next is an ad I did for a swat team offer. I got paid \$10 for every person who filled out their first name, last name, street address, phone number, and specified which part of the swat team they like best.

This ad also did pretty well for a few reasons.

- 1) I asked a question in the title. I'm almost challenging people by asking if they're tough enough.
- 2) I used a red border around a picture. This is a cool trick not a lot of people do. In the ad variations chapter I'll show you exactly how to do it with a cool, free tool.
- 3) I talked about specific income they can make if they choose to become a swat team member.
- 4) I didn't use a ton of copy to convince them... I just made it a bit of a cliff hanger.



This next one didn't do bad, but it also didn't do that well. I think it had just under a 0.1 CTR (click through rate) and that's what I always aim for.

So why did it not do too well probably?

- 1) The title is pretty short.
- 2) I used a LOT of body text and didn't space it much.
- 3) I used a picture of a guy who is clearly in the army, a fire fighter, cop, etc but made no mention of it.
- 4) It just seems a little boring, doesn't it?

But here's another ad I made, sending traffic to the same dating offer, that did really well...



So why did this one perform so much better?

- 1) It asks a specific question "would you date a fireman" that, no matter what, you think about as you're reading the question.
- 2) The body copy is good – although maybe a bit too long.
- 3) It finally gives a correlation between the picture of a guy in uniform and the fireman headline. You know feel more connected with him.

If I had to make the ad do even better I'd probably make a red border around it to make it pop just a little bit more.



And finally this is an ad that did, and still does, really well. If you live in Texas and are male you may have even seen it!

So what makes this ad so great?

- 1) It doesn't ask a question, which I usually recommend doing, but it has the income RIGHT in the headline.
- 2) The picture is full of action... he's racing around a corner with his gun held.
- 3) Strong call to action.
- 4) I targeted ONLY people in Texas and included Texas in my body copy

As you can see none of my ads are really that special. All of them are pretty simple and you can very easily come up with ones that do just as well.

## Step #4 – Bidding and Budgets

Now comes the dreaded part of actually having to pay – GASP!

I know it can be tough to fork out money. But luckily Facebook bidding and budgets are very easy to do and this, out of all the steps we go over, is probably the easiest.

So let's take a look at the screen you should be looking at:

3. Campaigns, Pricing and Scheduling AU Campaigns and Pricing PA...

Create a new campaign [?]  
 Choose an existing campaign [?]

**Campaign Name**

**Daily Budget** What is the most you want to spend per day? (min 1.00 USD)

**Schedule.** When do you want to start running your ad?  
 Run my campaign continuously starting today  
 Run my campaign only during specified dates

Based on your targeting options, Facebook suggests a bid of **\$0.63** per click. You may pay up to this much per click, but you will likely pay less.  
All bids, budgets, and other amounts in the UI are exclusive of tax.  
[Set a Different Bid \(Advanced Mode\)](#)

First thing we're going to do is name the campaign. Now as time passes and you become a Facebook pro you'll have a lot of campaigns. So it's critical you take the time to name your campaign name.

Trust me, when you're starting at a bunch of campaigns numbered random numbers it kills a lot of time. Ask me how I know. ;-)

Anyway name your ad something like the market you're entering into like "weight loss".

Next thing up is your daily budget. Now this is for the whole campaign, and every ad variation you create. So you could have 100 ads and be testing them all, but it'd all still be drawing from that one \$200/daily budget.

So set it at whatever you feel comfortable with. I recommend around \$20 at least – but it's all about what you feel comfortable doing.

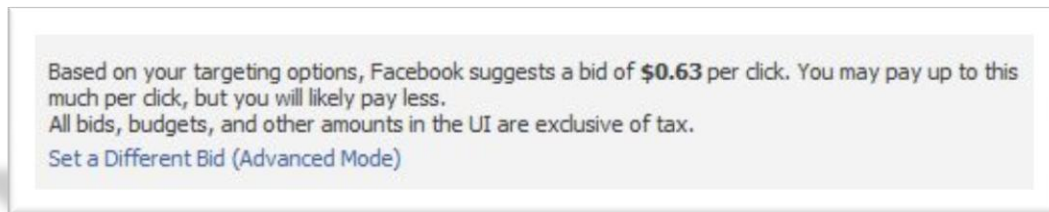
Next we have the schedule:

**Schedule.** When do you want to start running your ad?  
 Run my campaign continuously starting today  
 Run my campaign only during specified dates

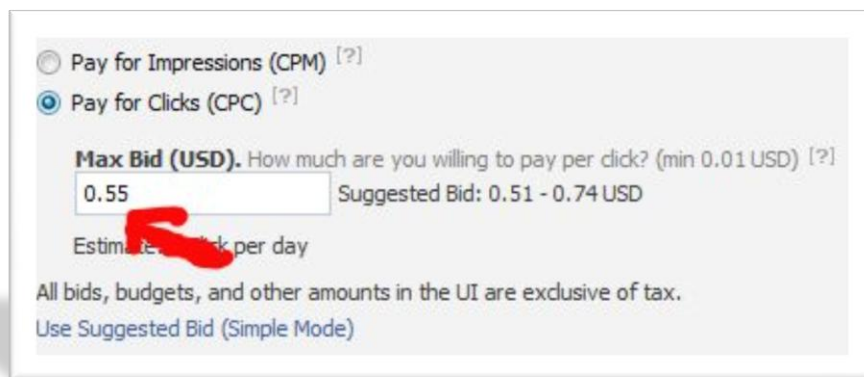
You want to stick with the top option and run your ads all through the day. This way you get a good idea for your CTR.

...If you notice all your sales happen in the morning or the afternoon then you "day part" your ads and only run them during your profitable hours.

And the final part is setting your bids. Now Facebook has gotten tricky and shows a screen like this:



Always, always, always set your bids YOURSELF and don't let Facebook do it for you (or you'll end up losing an arm and a leg).



Some might know, or might not know, what CPM and CPC means. So we'll quickly run them down...

**CPC:** Cost per click. For every click your ad gets you pay Facebook your max bid price.

**CPM:** Cost per thousand impressions. Facebook will make sure 1,000 people see your ad and you'll get charged whatever your max CPM bid is. Now the downside here is that if you write a bad ad you'll still pay, even if you got now clicks.

And on the flip side if you write a great ad, you'll get a ton of clicks, and not need to pay per click.

Here's the deal though. I highly, highly recommend you just stick with CPC bidding. I've had a lot of dealings with CPM and I just feel that Facebook gives you the "left over" traffic since they make more money (if advertisers

know what they're doing) with the CPC model. Which makes logical sense, too.

So stick with CPC and don't worry about CPM.

Now moving on to picking your initial bid! How do you? Everyone has a different strategy it seems. But my favourite is I always start off by bidding a few cents under my EPC OR the lowest estimated bid given by Facebook.

An EPC (earnings per click) is the amount of money, per click, you should be able to make. You can get that number by taking the amount of visitors and dividing it by the amount of money you made off those visitors.

Now once you're CTR (click through rate) is proven and does well you'll notice that the amount you're paying per click will go down. Now there are two options here... you can either just let Facebook bill you what they want or you can lower your bid as they lower the cost they're charging you per bid.

**Note:** Lowering your bid is usually frowned upon so just let Facebook lower your bid for you. :-)

Now just click "place order" or "review ad" if you want to see what it'll all look like.

**Note:** If this is your first ad EVER on Facebook you'll be promoted for a credit card number, etc, so you can pay. Damn Facebook always wanting their money!

### **Ad Inspiration**

If you need a little inspiration to see what's working for other people than simply look at the different ads that are running. You can see every ad that's targeted to you by going to your profile and clicking the "more ads" button...

Check out all our training programs. Advanced Foot Care Management is a 5-day course for RN's and LPN's.

Like

---

**Win a Nintendo DSi XL** ×













Until September 12 Video game tournament ! Also: 10 hours of free cartoons, E-cards, videos, bonus, files, etc. on www.CyberDodo.org

Like

---

More Ads

Now you'll see a ton of different ads and some of which will probably give you ideas on how to target, what to write, etc.

<p><b>Best WWII Shooter Game</b> ×</p>  <p>Prove your skill in the most addictive shooter game. Beat the high score. It's Free, download the mywebsearch toolbar. Click to Play.</p> <p>Like</p>	<p><b>Runes of Magic online RPG</b> ×</p>  <p>Play this great game for free. Create an account &amp; start playing right now. This game's just like WoW, but free &amp; better. Register now!</p> <p>Like</p>	<p><b>Supercars race CF-18s</b> ×</p>  <p>A fantasy come true for exotic car lovers and speed worshippers, fundraiser pits supercars against fighter jets. Click Like to read.</p> <p>Like</p>	<p><b>Win a Nintendo DSi XL</b> ×</p>  <p>Until September 12 Video game tournament ! Also: 10 hours of free cartoons, E-cards, videos, bonus, files, etc. on www.CyberDodo.org</p> <p>Like</p>	<p><b>The Adventure Begins!</b> ×</p>  <p>Don't waste your time - Fiesta Online accepts new player to it's world - don't miss it! Join the fun!</p> <p>Like</p>
<p><b>Can you Bear it?</b> ×</p>  <p>It takes a hardy pioneer to tame the wilderness. Park your wagon and see what you've got! Play Frontierville now.</p> <p>Like</p>	<p><b>Shop for FREE with mymonthlyrewards</b> ×</p>  <p>Hello Everybody, we are proud to announce the new design is finally over, and also we have brand new products waiting for you!</p> <p>Like</p>	<p><b>TeenYogi DVD-BluRay</b> ×</p>  <p>Yoga for teenagers Recharge the power within you!</p> <p>Like</p>	<p><b>TheMegaPhone.ca</b> ×</p>  <p>Find out about shows around the Maritimes and contests via TheMegaPhone.ca. Click here and become a fan of the Facebook fan page.</p> <p>Like</p>	<p><b>Walk with us Sept. 11!</b> ×</p>  <p>Don't just stand there! Show your support: walk/run/roll, donate &amp; join us for a free BBQ, entertainment and a chance to win prizes!</p> <p>Like</p>

Now because I'm a young, straight male I don't see too many dating ads on my own personal profile.

So it's a great idea to create both a male and women profile ages 18, 25, 35 and 50.

It'll only take a few minutes and that way you can see all the different ads that show for women aged 25, etc.

Never copy ads though; it'll just create "banner blindness" which we go over later on. Simply try it out and get inspired!

## Step #5 – Making Your First Campaign

Alright, we've come a long way and everything you need to know you now have!

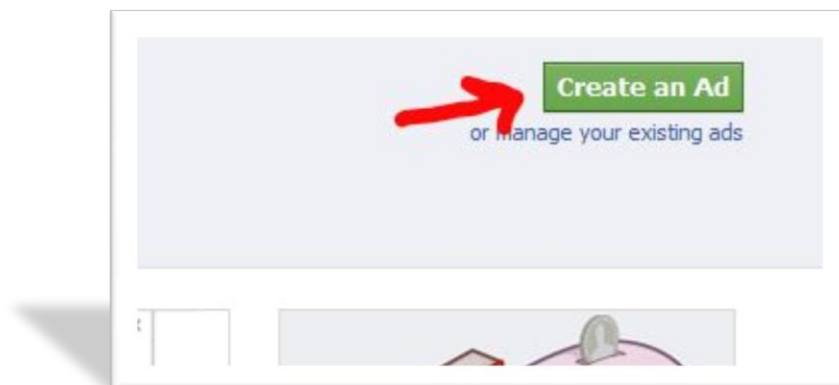
To get your first campaign going all you need are four simple things:

- **Your affiliate link** – you'll put this in the link area and everyone who clicks, and does the desired action you'll get paid for.
- **Your ad copy** – we just went over what you need to do to create kick-ass ad copy.
- **Your demographic data** – this data will help you with your targeting. Go back to that section if you don't quite remember what you have to do.
- **Facebook account** – obviously!

Now you need to go to the ad area here:

<http://www.facebook.com/advertising/>

Now click the big green button and you're ready to start!



Now it's a matter of just typing in the info you've come up with and entering it all into place.

**Design Your Ad** Design Your Ad FAQ

**Copy an existing ad** (Optional)  
[Redacted]

**Destination URL** Example: <http://www.yourwebsite.com/> [?]  
[Redacted]


[?]

**Title** 1 character left. [?]  
2 Weird Fat Loss Methods

**Body Text** 4 characters left. [?]  
I lost 15.5 lbs by ditching my boring cardio workouts and instead using this weird "Dynamic Duo".Click here to find out what it is.

**Image** (optional) [?]  
 No file chosen  
[Remove uploaded image.](#)

**2 Weird Fat Loss Methods**



I lost 15.5 lbs by ditching my boring cardio workouts and instead using this weird "Dynamic Duo".Click here to find out what it is.

Zach Booker likes this ad.

**Location**

Country: [?]

Everywhere  
 By State/Province [?]  
 By City [?]

**Demographics**

Age: [?]  -   
 Require exact age match [?]

Sex: [?]  All  Men  Women

**Likes & Interests**

[?]

Show Advanced Targeting Options

The image shows a screenshot of the Facebook Ads Manager interface for creating a new campaign. The form is titled "3. Campaigns, Pricing and Scheduling". It includes several sections: "Create a new campaign" (selected), "Campaign Name" (with the text "1weightloss"), "Daily Budget" (set to 20.00), "Schedule" (with "Run my campaign continuously starting today" selected), "Pay for Impressions (CPM)" and "Pay for Clicks (CPC)" (with "Pay for Clicks (CPC)" selected), and "Max Bid (USD)" (set to 0.67, with a suggested bid range of 0.66 - 0.98 USD). At the bottom, it shows an estimate of 300 clicks per day and a note that all bids, budgets, and other amounts in the UI are exclusive of tax.

## Making Sure Your Ads Get Through

Facebook is notorious for sometimes denying your ads when their 100% compliant.

When this happens don't take it personally. Simply re-submit the ad and go about your day.

The guidelines are quite vague and depending on what intern you have your ad might randomly be approved or disapproved.

Often times the approvals just take a few hours so be patient. If you've re-submitted your ad a few times and it still hasn't been approved (which is rare) and you're 100% sure it's within Facebook's guidelines then simply e-mail [affiliates@facebook.com](mailto:affiliates@facebook.com) and they'll approve the ad for you.

Remember there are hundreds of thousands of ads submitted every day. Sometimes mistakes will happen.

# Step #6 – Scaling To the Moon

Alright!

So by this time you should have

- Applied to some affiliate networks

- Found some offers
- Found out the demo that suits that offer
- Found out the EPC of that offer
- Made your ads
- Got your ads approved

And now you should be seeing some traffic coming through and you should either be making some money, or losing a bit of money.

### **Making Your Ads Profitable – The Basics**

Some of my best money-making campaigns first started off with me losing a bit of money. So if that sounds like you, at this point, don't worry!

Your CTR (click through rate) as we've talked about before is 100% crucial to you making money and ensuring you do well. You should shoot for at least a 0.1% CTR.

The higher your CTR the lower your click cost will become and the more likely you'll be profitable you'll get.

So if you aren't profitable, because of your CTR most likely, here are three things you need to do right away before sending too much more traffic to your ads:

- 1) Change up the image
- 2) Change up the title
- 3) Go over some of the sneaky tricks below

### **Sneaky Tricks**

This is where things get pretty cool. The great thing about Facebook is you can be losing a bit of money, or making a bit of money and then all of a sudden, by doing one of these things, explode your income through the roof.

#### **#1 – Tracking Ads**

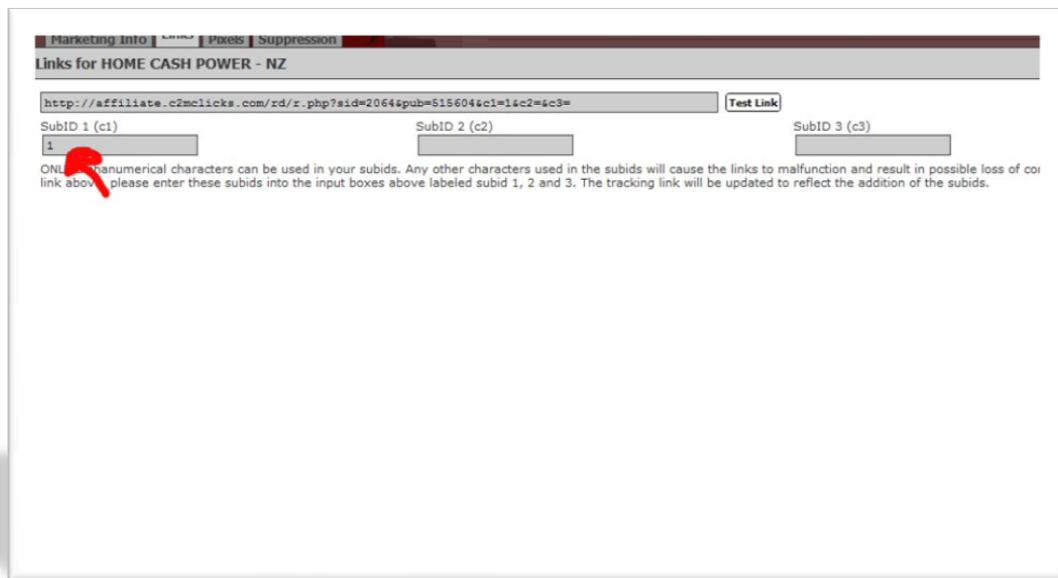
This should be pretty obvious but for some reason people just don't seem to do it.

When you get your affiliate link, like we talked about before, you can add a subID. So all you need to do is name each one of your ads and give each one a unique subID so you can see not only which ad is getting the best CTR

through Facebook but you can see what ad is actually making you money in your CPA network account.

**Note:** Sometimes my ads, with the best CTR, don't get me the most money so I actually delete the best CTR ads.

I usually name each ad just 1, 2, 3, 4, etc.



The screenshot shows a web interface for a CPA network. At the top, there are tabs for "Marketing Info", "Pixels", and "Suppression". Below this is a header "Links for HOME CASH POWER - NZ". A text input field contains the URL "http://affiliate.c2mclicks.com/rd/r.php?sid=2064&pub=515604&c1=1&c2=&c3=" with a "Test Link" button to its right. Below the URL are three input fields labeled "SubID 1 (c1)", "SubID 2 (c2)", and "SubID 3 (c3)". The "SubID 1 (c1)" field contains the number "1". A red arrow points to the "SubID 1 (c1)" field. Below the input fields is a note: "ONLY numerical characters can be used in your subids. Any other characters used in the subids will cause the links to malfunction and result in possible loss of commission. Please enter these subids into the input boxes above labeled subid 1, 2 and 3. The tracking link will be updated to reflect the addition of the subids."

### **Sneaky Trick #2 – Geo Targeting**

One of the best ways to get insanely profitable is to break down your ads into city or state levels instead of countries.

You'll often find, if you target all of the US, that certain areas make you huge ROI's and some make you lose money.

By breaking it down into state levels you can see what states make you money, and delete the ones that don't.

### **Sneaky Trick #3 – Age Targeting**

If you're targeting all men between 40-50 try breaking it down into men 41, 42, 43, etc.

It's odd, it doesn't make much sense, but you'll find some men, at certain ages, convert much better than others.

If you're starting to think this will take a long time to split test you aren't 100% wrong... it will take awhile but I'll show you a tool that can automate most of it for you in a minute.

Note: by the time you get to the point where you'll want to test this out you'll probably be making a little money anyway. :-)

### **Sneaky Trick #3 – Banner Blindness**

This can set in pretty early if you're targeting a small group of people (demographic).

Banner blindness, in case you don't know, is when your ad is shown to the same people over and over decreasing your CTR, increasing your CPC, etc.

Banner blindness can set in really quick if you don't have more than one ad variation running so here are some tips to keep banner blindness from happening:

- 1) Change up your headlines to something 100% different
- 2) Put a border around an ad. You don't need photoshop or anything – just use the free online program [www.piknic.com](http://www.piknic.com)
- 3) Switch out the images (obviously)

I've had ads running for months before banner blindness sets in. Sometimes it simply never happens. But by doing the steps above you ensure it doesn't happen and doesn't end up ruining your fun, profitable campaign.

Just always keep three or four ad variations (which different colour borders, etc) going.

### **Sneaky Trick #4 – Sexy Photos = Sexy Profits**

If there's one thing that has stayed the same in marketing since humans began it's that sex sells.

It's 100% undisputable that an attractive woman on any ad will raise the CTR. Even if the ad is targeting women!

So try and incorporate a nice photo of a male or female (preferably female) into your ad.

Obviously you can't just have a woman in your ad if you're selling car insurance. But a woman, beside the car, is a great example of how to incorporate a sexy element into your ad.

### **Sneaky Trick #5 – Recreating Ads**

If you're doing really well and want to kick up the volume try duplicating your *exact* ad a few times. The volume won't double or triple usually but it will go up considerably the more you do this.

Facebook also doesn't really mind if you do this. So it's worth doing if you have a good thing going.

### **Sneaky Trick #6 – Monitor EVERYTHING**

This should be pretty obvious but often times your campaign can go downhill without you even knowing it, and it becomes too late to fix the problem.

Facebook and the CPA networks I gave you the names of earlier both have great interfaces making it easy to sort your data.

If you notice your CTR dropping on Facebook, or your EPC dropping in your affiliate network than try some of the sneaky tricks above to make sure you get your campaign back on track.

The worst thing that happens is when you have a great campaign that every day gets a little worse and before you get around to fixing it, it nosedives and it's too far gone to repair.

By just taking a few minutes a day you can ensure your campaign stays profitable as long as possible.

### **Sneaky Trick #7 – Facebook Ad Manager**

I'm always looking for ways to make more money easier and quicker.

...People ask me all the time if I use fancy software or anything like that and the answer is simply NO, except for *one*.

I would literally be nowhere near where I am today without a tool called [Facebook Ad Manager](#).

What it does is automates your entire ad making. I can literally make a thousand ads in a few minutes with this tool. If you or I tried to do it it'd take at least a few hours to do.

The tool is an extension of Firefox so all you have to do is open Firefox, open the ad manager, and make ads just like you would normally in the Facebook interface.

Except you never actually have to go to Facebook with this tool.

...I honestly can't recommend this tool enough. EVERY serious marketer I know that does Facebook advertising has this tool – except for a few who made their own similar tools (which cost them all over six figures).

It's incredibly self explanatory to use and it'll save you a boat-load of time. I honestly believe it has changed the way I make money with Facebook. It's that big of a deal.

**But here's the deal:** I don't want you to feel like I'm trying to "upsell" you on anything. Trust me, there's nothing that annoys me more than when these "gurus" try and do that.

So here's what we're going to do. I really encourage you to get this tool, it'll make your life so much easier and I know you'll thank me later.

What I'm going to do is GIVE YOU \$20 of your money back AND a few video/pdf tutorials of me making a campaign with the tool so you know exactly what to do. And if you have any questions you can personally e-mail me, etc so you get everything right!

Step 1: Go here, to my cleverly disguised affiliate link, and purchase Facebook Ad Manager:

<http://0b7f6zp9orcz1p70e8ibmcd3fp.hop.clickbank.net/>

Step 2: Forward me your receipt at [zach.booker1@yahoo.ca](mailto:zach.booker1@yahoo.ca)

Step 3: Once I confirm your purchase I'll shoot you back \$50 via PayPal and direct you the *secret page* with your video/pdf guides.

If you're still a little confused on what exactly Facebook Ad Manager does, or you want more information, then simply go to the website and read/watch everything about it.

# Conclusion

First of all I want to thank you for reading this far.

...I remember back to a Frank Kern conference where he asked how many people actually went through the whole course. Only 25% of people did.

The fact that you read through this all means you're ahead of 99.9% who are currently advertising on Facebook.

Not only that but you know exactly the method you should be using to make insane amounts of money.

I hope you're a little excited with what you've learned, because I know it'll make the difference needed to make you quit your day job or make the money you need.

It's so simple, and so easy.

I have 100% confidence in you and know that you can and will be able to make boat loads of money with Facebook.

Not every campaign I do is profitable. I have a few losers, and I have a few winners. But the difference is the winners make me hundreds of times more than the losers.

If you hit a few losers just keep thinking that eventually you'll hit a winner, and when you do things will *never* be the same.

Again, I just want to thank you and wish you all the best in the world.

Cheers!

Zach, Tim, and Steve

**P.S** – I hope you aren't one of those people who skims to the end of the book! Get reading! :-)