

FAN PAGE MONEY METHOD



**WHERE THE MONEY IS ON
FACEBOOK AND HOW TO GET IT**

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INTRODUCTION

I've made millions of dollars online and helped hundreds of thousands of entrepreneurs make sales on the internet since 1999.

What you're reading is the BEST way to start making money with Facebook.

Before you start, you should register for this FREE Live Bonus Training;

“Only Way Left For Little Guy To Get Rich Online”

You'll discover;

- The Ultimate Online Business Model
- What Makes An Internet Marketer Successful
- The Dark Secret The "Experts" Don't Want You To Know

[Click here to register for this Live online training event \(it's free\)](#)

Enjoy.

Michael Cheney

STEP 1. FIND THE MONEY

Most business owners miss out this step and instead fall victim to the dreaded syndrome known as...

THE FRANKENSTEIN EFFECT

Dr. Frankenstein locked himself away in his lab, away from the public, and on his own devised and created what he thought was a truly brilliant “product”.

He didn't do market research.

He didn't look at competitors.

He didn't take into account people's needs and desires.

He labored on his own, in isolation until finally his wonderful creation was ready to be unleashed onto the world.

Please.

Don't be another Dr. Frankenstein. Find the HUNGRY CROWD first and then create what they need and want rather than create some "monster" of a product and try to force people to like it or worse still – find out there ISN'T a market for what you're selling!

TARGETING PEOPLE WITH MONEY

Yes you'll want to target people on Facebook using Gender, Age, Geography and so on but there are some key data sets that you should also factor in and test out in your ads.

They are broken down into THREE AREAS. This topic is covered extensively in the free bonus video The Money Finder Method™ in your Members Area.

USE THESE "DEMOGRAPHICS" TO TARGET PEOPLE WITH MONEY

- ✓ Higher educated individuals
- ✓ High-ranking job titles (director, cxo, md etc.)
- ✓ High income earners
- ✓ High net worth individuals
- ✓ High home value individuals

USE THESE "INTERESTS" TO TARGET PEOPLE WITH MONEY

- ✓ The right pages
- ✓ The right brands

- ✓ The right products

USE THESE “BEHAVIORS” TO TARGET PEOPLE WITH MONEY

- ✓ Online spenders
- ✓ Online spenders (active)
- ✓ Online spenders (engaged)

To find out more about how you can target people in these areas watch the free bonus video The Money Finder Method™ in your Members Area.

RETARGETING EXISTING CONTACTS

One of the most over-looked, yet lucrative, ways to “find the money” on Facebook is to retarget people that have already entered your funnel.

Thanks to Facebook’s powerful ads interface you can track every last person that clicks on your ad and see what they do, how they behave on your website and then re-target them accordingly to get to them to progress further through your sales funnel.

In fact, you can even upload any existing contacts you have into Facebook and target them with ads as well.

Now, this is a HUGE area of Facebook that I can’t do complete justice to in this Report (I may well release an entire training program on re-targeting one day!) but suffice to say...

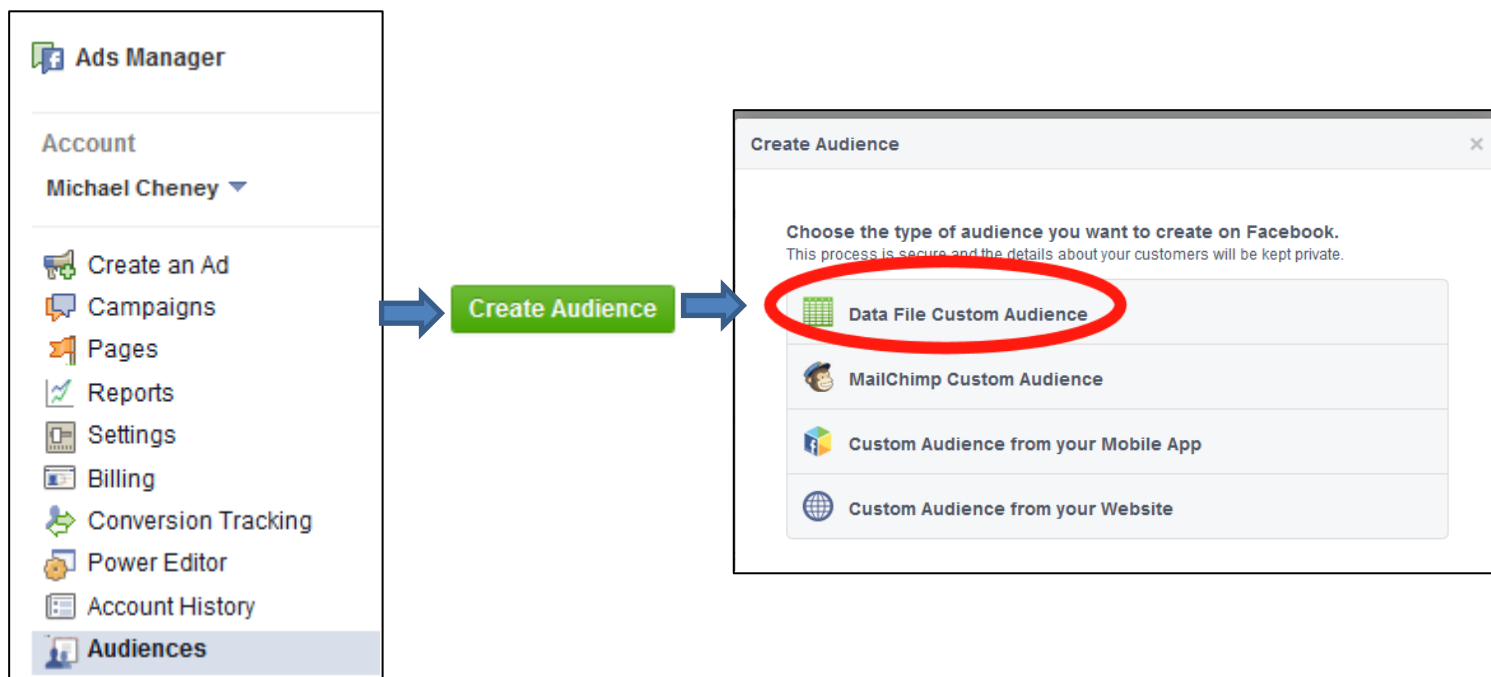
You’re getting everything you need here to start doing some *serious damage* using re-targeting methods on Facebook.

So let's get stuck into it...

UPLOAD EXISTING CONTACTS TO FACEBOOK

It's always better to target your sales messages to existing customers, leads, prospects and contacts than it is to try and get new ones from scratch.

Here's how you do it;



Ads Manager > Audiences > Create Audience > Data File Custom Audience

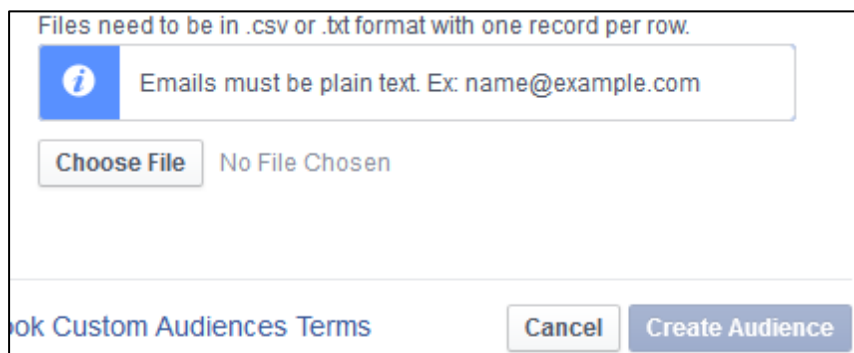
And then, enter the Name of your list of contacts, your description and choose the "Data Type" from Emails, User IDs, Phone Numbers etc.

The screenshot shows the 'Create Audience' form with the following fields and options:

- Name:** My Contacts
- Description:** This is my description
- Data Type:** A dropdown menu with the following options:
 - Select one ▼
 - Emails
 - User IDs
 - Phone Numbers
 - Mobile Advertiser IDs

You're most likely to have a list of email addresses (perhaps that you downloaded from your autoresponder service if you already have one) or maybe some phone numbers.

These do of course need to be contacts you gathered and have permission to reach out to.

A screenshot of the Facebook Custom Audience upload interface. At the top, a message states: "Files need to be in .csv or .txt format with one record per row." Below this is an information box with a blue 'i' icon and the text: "Emails must be plain text. Ex: name@example.com". Underneath is a "Choose File" button and the text "No File Chosen". At the bottom, there is a link "Ok Custom Audiences Terms", a "Cancel" button, and a "Create Audience" button.

You then choose the file on your computer with the contacts in, it needs to be .csv or .txt and have ONLY the email addresses in (or only the phone numbers) and nothing else (no column titles etc.).

You then upload that file and click "Create Audience".

The next part is where the magic happens...

Facebook looks at its huge database and tallies up any contact you've uploaded with contacts on Facebook and HEY PRESTO – you have a new audience of Facebook users you can target with ads! 😊

NOTE: This can take upto 24 hours depending on the size of file you upload

RETARGETING WEBSITE VISITORS

This one area has probably made me more money from Facebook than anything else so pay close attention! 😊

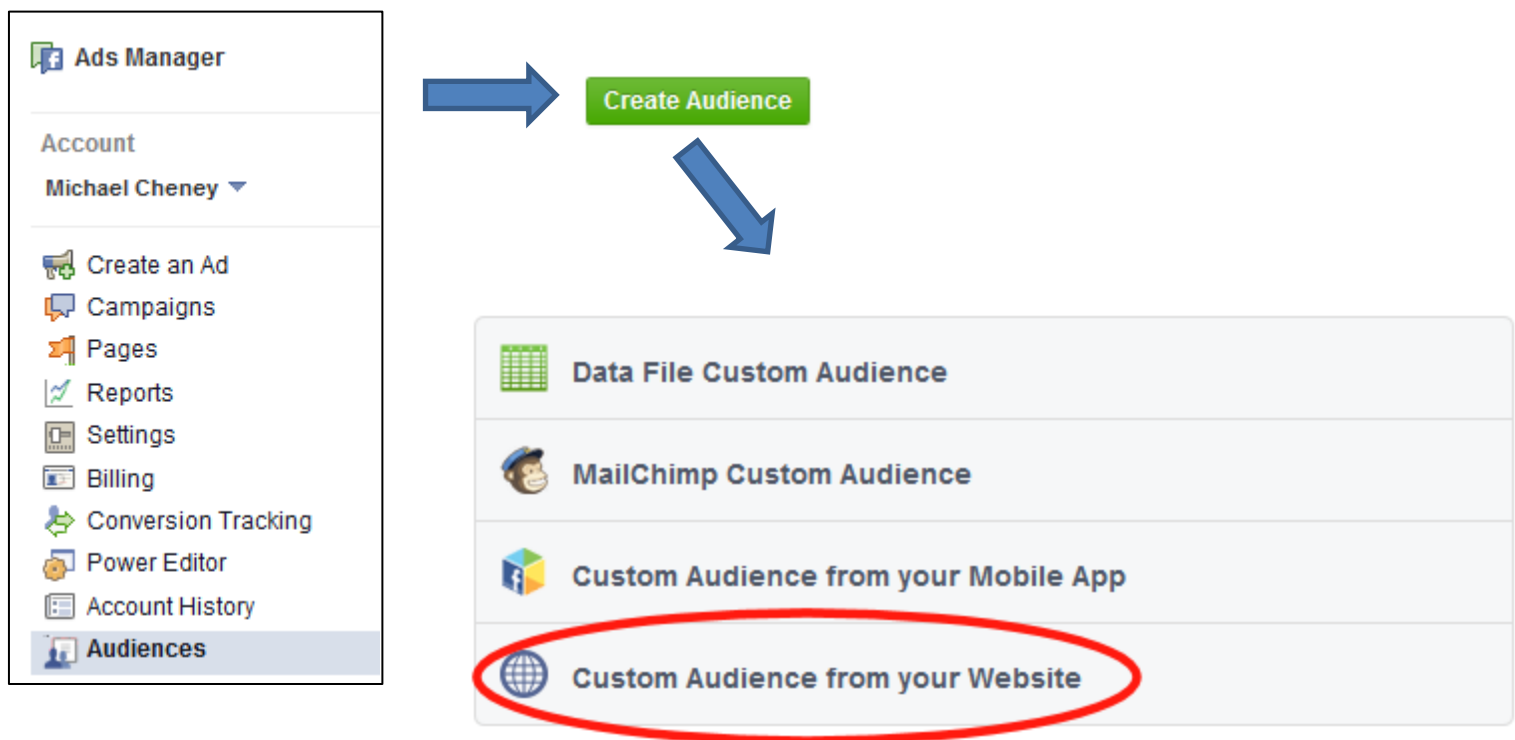
You can put a little tracking pixel on ANY web page you own and Facebook will monitor who visits that page and build up an audience for you that you can target (assuming that person is a Facebook user).

It's a **WEBSITE CUSTOM AUDIENCE**.

The possibilities with this are MIND-BOGGLING;

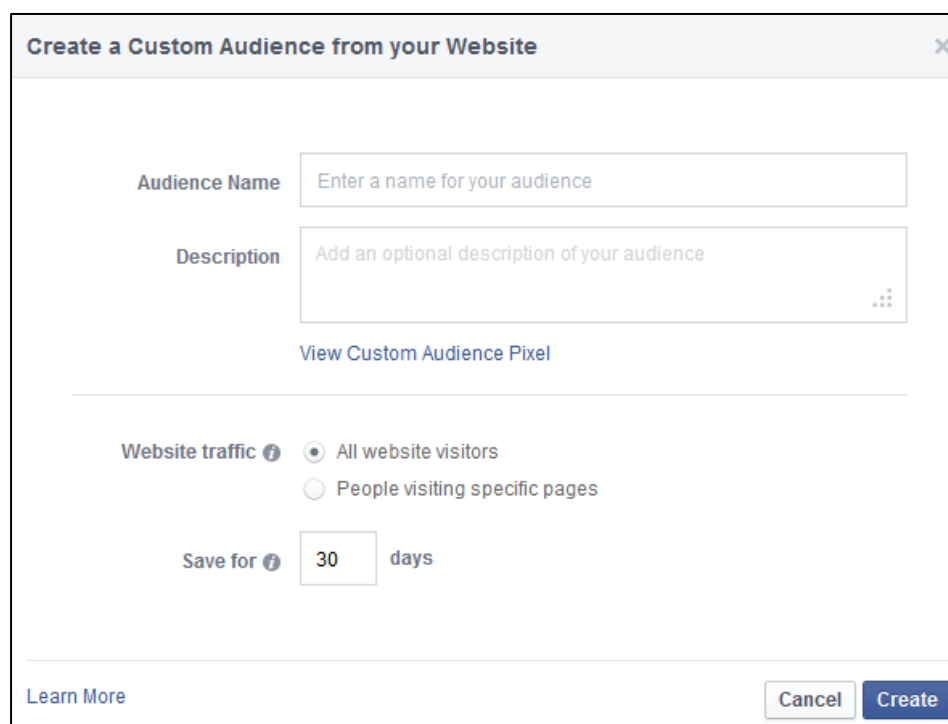
- Create a Website Custom Audience for anyone who visits your website or blog and then re-target them with an ad on Facebook saying "Hey, you just visited my website, I bet you'd like this..."
- Create a Website Custom Audience for anyone who hits your order page but doesn't buy and create an ad just targeting those people with an extra bonus or FAQ
- Create a Website Custom Audience for people that download your freebie and re-target them selling your product

Here's how to make the magic happen...



***Ads Manager > Audiences > Create Audience >
Custom Audience from your Website***

You'll then get to the following screen to enter details about the Website Custom Audience you're creating...



The screenshot shows a dialog box titled "Create a Custom Audience from your Website" with a close button (X) in the top right corner. The dialog contains the following fields and options:

- Audience Name:** A text input field with the placeholder text "Enter a name for your audience".
- Description:** A larger text input field with the placeholder text "Add an optional description of your audience".
- View Custom Audience Pixel:** A blue link text located below the description field.
- Website traffic:** A section with two radio button options:
 - ☒ All website visitors
 - ☐ People visiting specific pages
- Save for:** A section with a text input field containing the number "30" and the word "days".
- Learn More:** A blue link text at the bottom left.
- Buttons:** "Cancel" and "Create" buttons at the bottom right.

Enter the **Audience Name** (call it something meaningful – you'll be creating a lot of these!).

Description – more info to help you recall what this is later

Website Traffic – choose all website visitors or people visiting specific pages

Save For – I always choose the max 180 days – this is how long this audience will be recorded by Facebook. You will not be able to re-target anyone visiting the page longer ago than this period.

Before you click Create click on **"View Custom Audience Pixel"**.

This gives you the unique piece of code (the "tracking pixel") that you need to place on your website / web page to create the audience. It's easy to do – Facebook gives you instructions or you can get your web developer to do it.

Stick the code on the right page(s) on your website then click “Create” and you’re all set – Facebook will now start building a dynamic audience from your website traffic that you can target with Facebook ads! 😊

MONEY-CLONING MACHINE?

Now that you’ve got hopefully a series of Website Custom Audiences and uploaded Data File Custom Audiences you can do something SPECTACULAR that will multiply your potential profits on Facebook...

It’s called **LOOKALIKE AUDIENCES**...

Yes.

For every audience you’ve created you can now create a Lookalike audience based on Facebook’s vast database of users.

It will look at the “DNA” of your existing audience (from your website pixel or one that you uploaded) and it will create a LOOKALIKE audience of other Facebook users it feels are most like these people.

BOOM!

Instant influx of brand-new prospects and sales by targeting people similar to your buyers.

Imagine...

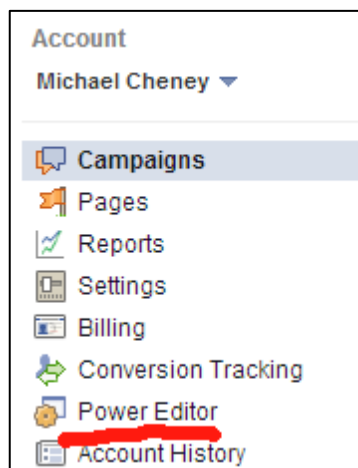
You can create a Lookalike audience for people who visit your Product Download Page (i.e. BUYERS!!!!)

You can create a Lookalike audience for people who visit your optin thankyou page (i.e. HOT LEADS!!!)

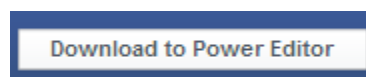
The list goes on and on! Good luck sleeping tonight! 😊

Here’s how you do it...

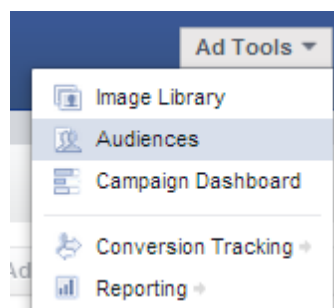
1. If you don't have it already go download and install the Google Chrome browser here; <http://www.google.com/chrome/>
2. Open up the Google Chrome web browser
3. Login to your Facebook account and goto Ads Manager
4. Then click "Power Editor"



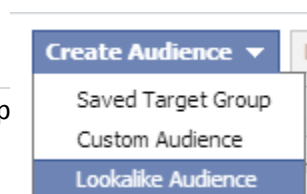
5. Click the "Download" button to download all your FB account data into the Power Editor program



6. Goto "Ad Tools" > "Audiences"



7. Click "Create Audience" > "Lookalike Audience"



8. Select the SOURCE of your Lookalike audience (i.e. an existing audience you want it to mimic). When you put your cursor in the blank box for "Source" it will give you a selection of possible options from previous audiences you have created.

The screenshot shows the 'Create Lookalike Audience' dialog box. At the top, there's a title bar with the text 'Create Lookalike Audience' and a close button (X). Below the title bar, there's a descriptive text: 'Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.' The form contains three main sections: 1. 'Source' with a text input field containing the placeholder 'Choose a custom audience, or a conversion tracking pixel, or page.' 2. 'Country' with a text input field containing the placeholder 'Choose a country to target...'. 3. 'Optimize for' with a slider between 'Similarity' and 'Reach'. The 'Similarity' radio button is selected. Below the slider, there's a note: 'Audiences that are optimized for similarity will behave more like your source compared to larger audiences that are optimized for reach.' At the bottom right, there are two buttons: 'Cancel' and 'Create Audience'.

9. Select the country (you can only choose ONE country for each Lookalike audience so best to create multiple Lookalike audiences for each country you are targeting if that makes sense for your business. E.g. USA, Canada, UK, Australia, New Zealand, South Africa

10. If your original source audience doesn't have enough people in it for Facebook to be able to create a Lookalike audience from it will give you an error at this point
11. Choose "Optimize for Similarity" – I've found this always gets you a LOT of new people to target without having to select "Reach" and get people who are not quite as similar to your source audience
12. Click "Create Audience" and you're done. Facebook may work away for 24 hours or so creating the Lookalike Audience. Once it's done you can then select this audience as a group you want to target when creating new ads in Power Editor! BOOM!

STEP 2. BUILD YOUR FACEBOOK FUNNEL

HOW TO CREATE YOUR FANTASTIC FREEBIE

In order to incentivize people to click on your ad then join your mailing list (so you can build a relationship with them and make them offers) you need to give away a "Freebie".

The "Freebie" forms the backbone of your Facebook Funnel because it drives the clicks, drives the value, drives the leads to join your list and warms them up before you present them with your first offer. Your Freebie needs to address the main pain point, problem or frustration of your target audience and give them sufficient information to improve their situation in some way but not so much that you have nothing left in your locker to sell as part of your offer!



I've built a mailing list of over 100,000 people over the years offering Freebies like this in exchange for a person's email address so trust me – it works!

When it comes to creating your Freebie you have various choices, you could offer;

- A free Report
- A free Video
- A free Webinar
- A free Audio
- Combo of the above

I've tried all variations over the years and there isn't a "one size fits all" approach – it depends on the type of audience you're targeting, how you are selling your own offer, your own skills and personal preference and what gets the best results in each case (like all these methods – you need to TEST out what works best for you).

Reports, Videos and Audios can work really well for people that want information quickly and are in a hurry. Webinars can work great for those people looking to get more info about a particularly complex subject.

So here's everything you need to do, in a nutshell, for each of these Freebie types;

CREATING A REPORT

1. Write the content in a Word doc (don't forget to include mentions of your main offer to drive sales)
2. Add images from [BigStockPhoto](#)
3. Save it as a PDF
4. Upload it to your website and you're set!



CREATING AN AUDIO

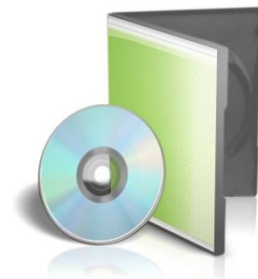
1. Create your Script and practice it
2. Download [Audacity](#) (free audio recording tool)



3. Use a microphone / headset to record and edit your audio
4. Save as MP3, upload to your website and you're set!

CREATING A VIDEO

1. Create a Powerpoint presentation of your content
2. Create your Script and practice it
3. Use [Camtasia](#) and a microphone / headset to record and edit your video
4. Upload to your website and you're set!



OFFERING A FREE WEBINAR

1. Join [GotoWebinar](#) service
2. Schedule your Webinar date
3. Create the Reminder emails to go out to attendees using the [Gotowebinar](#) interface
4. Create the slides you'll use for your presentation
5. Give prospects the registration link to attend (this can be automated using [LeadPages](#) – see below)
6. Deliver the webinar



HOW TO ACTIVATE AUTOPILOT EMAIL SALES

It might seem counter-intuitive to talk about setting up your follow-up emails before you even have people on your email list but you need your



autopilot email sales system working *before* you can create your optin page.

You have various choices of provider for an “Autoresponder” service to help you set all this up. An autoresponder service stores the email addresses of your prospects and enables you to set up a series of follow-up emails which go out to every prospect automatically whether you’re at a computer or not.

You can also use an autoresponder service to send a “Broadcast” out to all your prospects at one time if you have a special offer or event you want to notify them about.

The autoresponder I personally use (and recommend that you do too) is called [GetResponse](#);

GetResponse

Features Pricing Partners Help Enterprise Blog Log in

World's Easiest Email Marketing.

Create stunning newsletters and landing pages in minutes.

[Try It Free](#) [Buy Now](#)

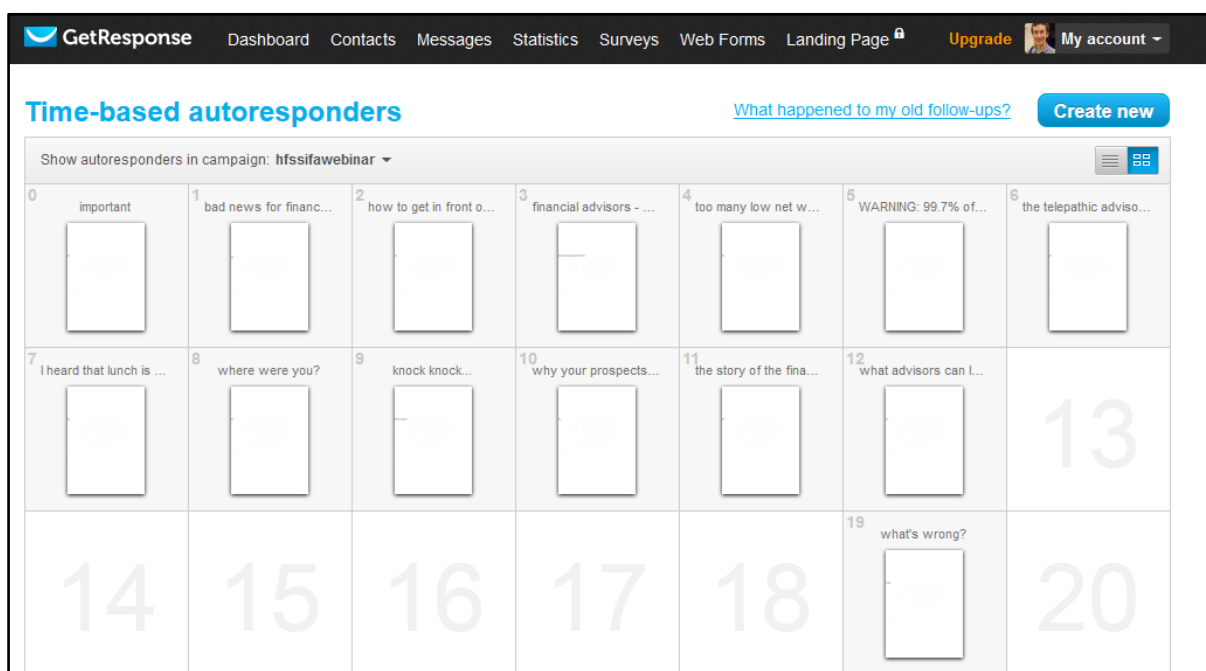
30-day free trial. No credit card required.

Free mobile apps. [Phone](#) or [Android](#)

Our Clients & Partners: gsk GlaxoSmithKline Hilton Raiffeisen INSURANCE Men'sHealth

Awards: European Business Awards

Once you’ve signed up for your [free trial of GetResponse](#) you can then set up your email campaigns and create the follow-up email messages (or “autoresponders”) that you want people to receive when they join your email mailing list;



These emails will be sent out to every prospect on the days in sequence after they first join your list and you want to include some good free content in there as well as regular reminders of your offer(s). You will find a lot of your sales will come from these follow-up emails which is awesome because you only need to write them one time and they keep serving your business forever! 😊

HOW TO CREATE YOUR FAN PAGE ON FACEBOOK

You may already have a Fan Page on Facebook – if so – great! If not, you can set one up in a couple of minutes. Just head over to <https://www.facebook.com/pages/create/> and follow the simple steps and you'll have your Fan Page.

What is a Fan Page?

A Fan Page or Facebook Page, is similar to a profile, but it's used to promote a product, service or business rather be used for personal reasons.

Lots of business owners are starting to realize that having a Fan Page is a great way to get additional (and free) ways to advertise their business, interact with prospects and share information about their products.

Fan Pages grow and get new traffic when fans click “Like” on the page itself (or any posts made), when they share anything that’s been posted or choose to comment about posts made. Fan Pages can also be advertised by sending traffic to the page to get Likes, by sending traffic to a specific post on the page, or – as we recommend – by sending traffic direct to a custom TAB on that Facebook page that offers something for free in exchange for a lead entering their email address.

Now there’s plenty of options and settings you can play around with but don’t get distracted! At this point, you just need to have an active Fan Page so you can create a custom tab for it – you can add all the other things and change settings of your Fan Page later on.

HOW TO CREATE YOUR KILLER OPTIN FORM

It used to be the case that creating any type of web page and publishing it online was a big deal (I remember the hassle involved when I created my first website back in 1996!). Never mind creating an “optin page” or “lead capture” page (basically any type of page where you ask for a person’s email address in return for giving them free information).

But times have changed and now there is an awesome *must-have* tool that you need in your arsenal that makes this an absolute breeze.

It’s called [LeadPages](#) and it lets you create beautiful looking, **super-responsive** optin pages that get results. All the optin pages I have online use LeadPages because its templates are second to none. (LeadPages is a paid service but it’s awesome, flexible, and I personally use it. But if you’re looking for a quick, dirty and free way to do this I cover that too later although it does have other people’s ads on it!)

Here's an example of sample Lead Pages optin page;

FREE ONLINE LIVE EVENT FOR FINANCIAL ADVISORS

"How to DOUBLE Your Financial Advisor Income in 12 Months..."

(Without Cold Calling or Networking)

Live Online Event

With Michael Cheney - Founder of the Entrepreneurs' Advice Bureau and #1 Best-Selling Author

February 26 Wednesday 26th February

- 1:00pm - 2:00pm EDT (New York)
- 12:00pm - 1:00pm CDT (Houston)
- 10:00am - 11:00am PDT (Los Angeles)

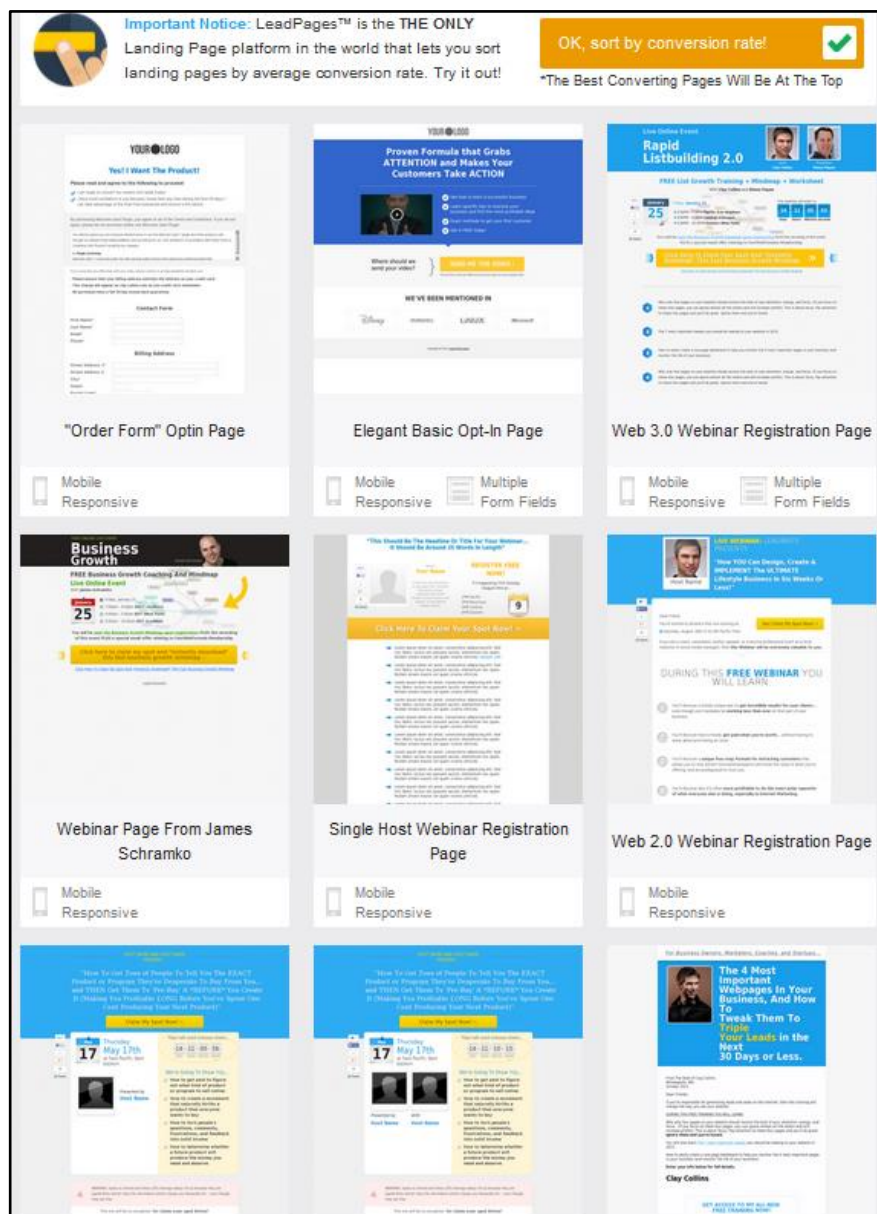
You will also be [sent this free Report: "7 Dangerous Trends Facing Financial Advisors in 2014"](#)

Click here for access and you'll also get this free Report: "7 Dangerous Trends Facing Financial Advisors in 2014" »

[Click Here To Claim My Spot And *Instantly Download* This Free Report: "7 Dangerous Trends Facing Financial Advisors in 2014"](#)

All of the elements you see on the page you can edit just by pointing and clicking when you're inside LeadPages – it's really very easy. And once you're finished editing your page you can save it and then publish it into your website or even just publish it on the leadpages website (if you don't have a website or way to publish onto your own website). It really couldn't be easier.

LeadPages also lets you choose from a wide variety of templates and sort these templates by the conversion rate so you can be sure you're always using the best performing optin page;



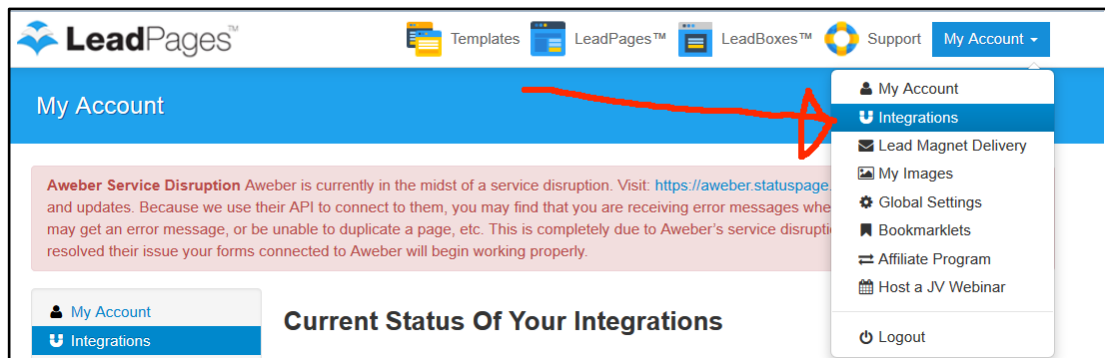
Creating your optin page on LeadPages is a breeze but there are a couple of things you need to set up before you can create your page there...

HOW TO INTEGRATE YOUR LEADPAGES ACCOUNT WITH YOUR EMAIL & WEBINAR SERVICE

LeadPages lets you do something really cool and that is – it will take the email address of your prospect who opts in for your freebie and they will send this email address to your email autoresponder account (GetResponse)

AND over to [GotoWebinar](#) (if you're holding a webinar). So this means the prospect just enters their email ONCE and they are simultaneously added to your mailing list AND added to your webinar (if you're providing a webinar).

To do this you need to set the LeadPages integrations correctly on this screen;



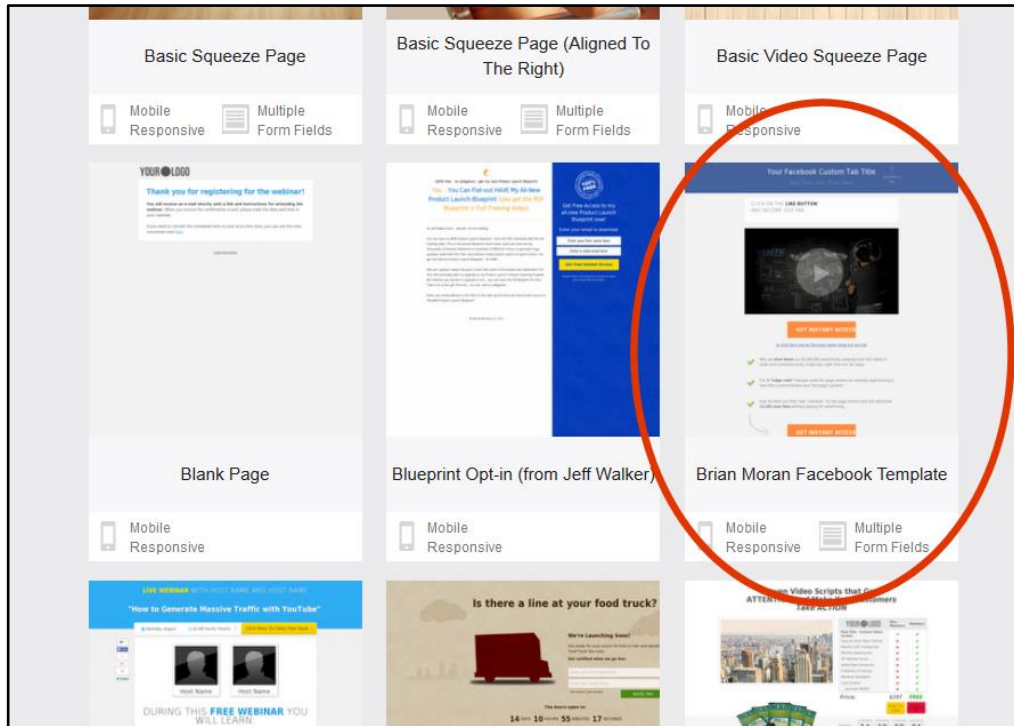
From here you then provide your login details for your Email Autoresponder account (GetResponse or other) and your [GotoWebinar](#) account (if you plan to offer a webinar as the freebie to your prospects)

HERE'S WHERE IT GETS *SEXY* – HOW TO ADD THE OPTIN PAGE TO A CUSTOM TAB ON YOUR FACEBOOK FAN PAGE

You see – whilst you can take these optin pages that you create from LeadPages and put them on your own website then the downside of that is that you will miss out on getting the Likes, you'll also pay more to have people sent away from Facebook and you just won't get as good a result.

So you want to create the best Optin Page and make it *part of* your Facebook Fan Page. Here's how you do this...

1. Choose the coolest Facebook-ready template from Leadpages, it's called the "Brian Moran Facebook Template";



2. Edit the page to your heart's desire;



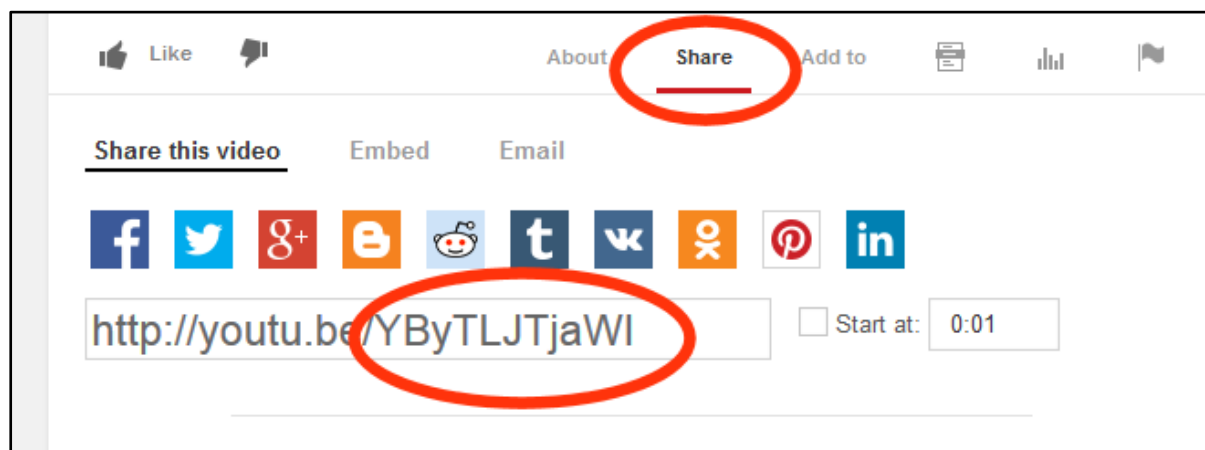
3. Be sure to add in your headline, click "Dynamic Controls" from inside LeadPages and put in the address of your Facebook Fan Page so that you gather Likes and put in the embed code for your YouTube video that you want to show. The best sample code to use is the following because it makes it AUTO-PLAY and not show any other YouTube videos at the end (which you definitely don't want!);

Sample YouTube embed code to use:

```
<iframe width="720" height="405"
src="//www.youtube.com/embed/XXXX?rel=0&autoplay=1"
frameborder="0" allowfullscreen></iframe>
```

(Where xxxx is the unique collection of letters for your video on YouTube)

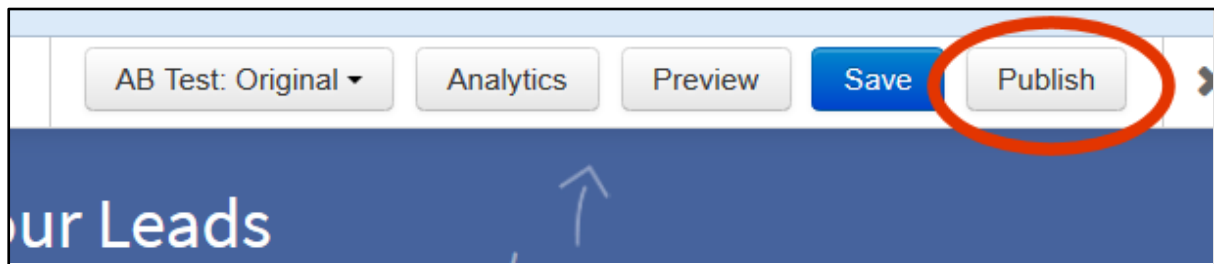
Create and upload your video on YouTube. Then go to the video page itself. You then click "Share" and just copy the string of letters that uniquely identify your video (you don't need to copy the whole code);



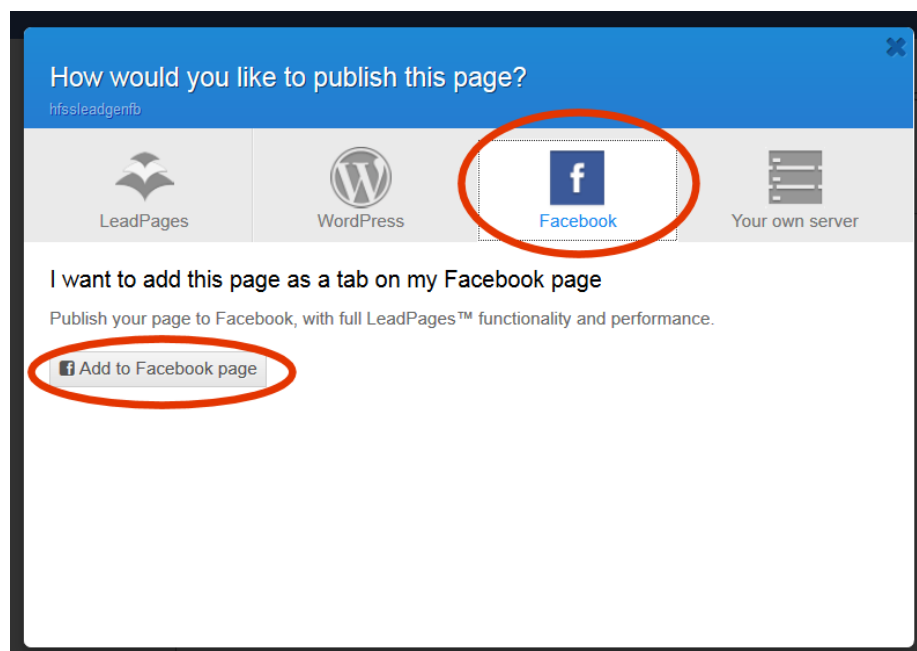
You take those letters and you paste them where it says "XXXX" in the template file you downloaded are now editing

IMPORTANT: You are also given an option inside LeadPages to choose the “Thank you page” that your prospects will be sent to *directly* after they optin for your Freebie – this needs to be your Offer Page on your website where you talk about the offer that you have.

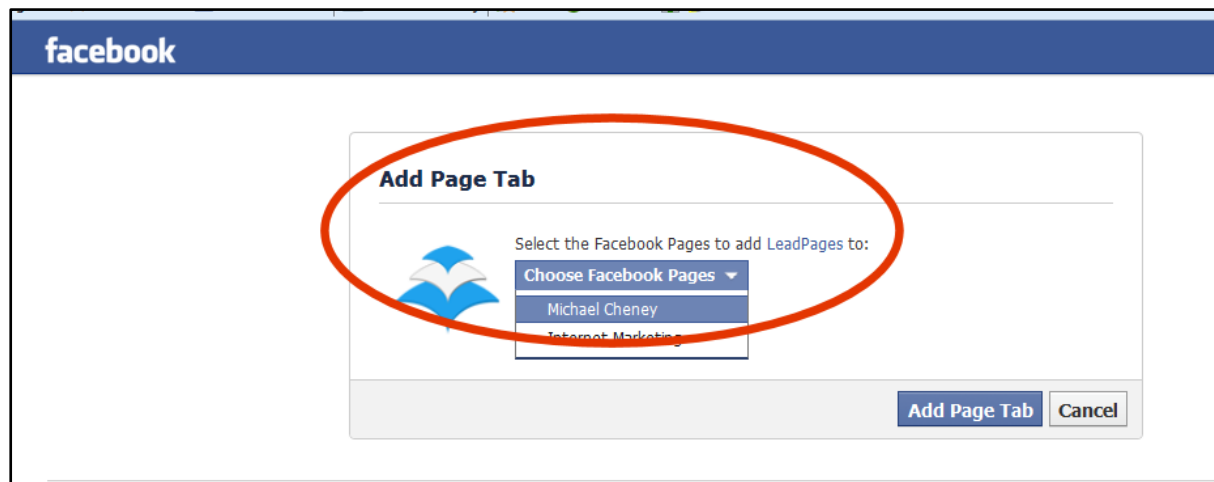
4. You now need to save and publish the page to your Facebook Fan Page Tab, here’s how you do this. First you click Save then “Publish”;



Then you choose to publish on Facebook;



Then you choose which page (if you have several) that you would like to publish the optin page to;



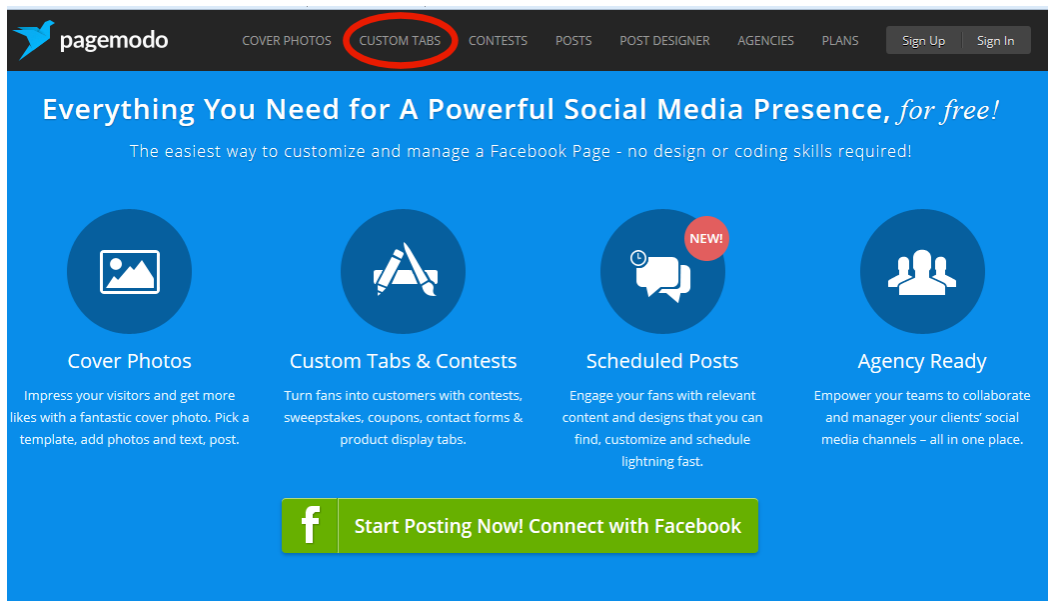
SUMMARY OF HOW TO SET UP YOUR OPTIN PAGE USING LEADPAGES

1. Get a [LeadPages account](#)
2. Set up your integrations with your [GetResponse](#) and [GotoWebinar](#) accounts
3. Choose the Brian Moran template to use for your optin page on your Facebook Tab
4. Make the necessary changes to the text and images of the page and add your video embed code
5. Save the page and upload to your Facebook tab

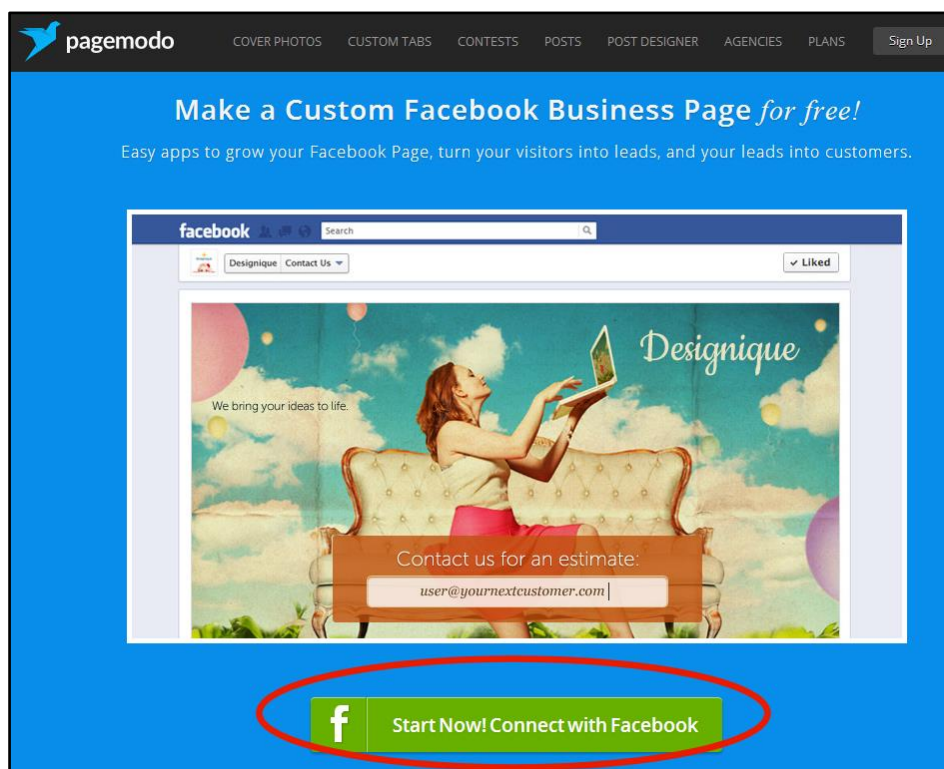
HOW TO PRODUCE YOUR CUSTOM TAB (FREE OPTION)

First off, this will only work on one page and only for one tab. The other downsides are it has someone else's ad at the bottom of the page and it's not as super flexible or cool-looking as LeadPages but if you're on a shoestring budget it's better than nothing!

1. Head over to [PageModo.com](#) and select "Custom Tabs";

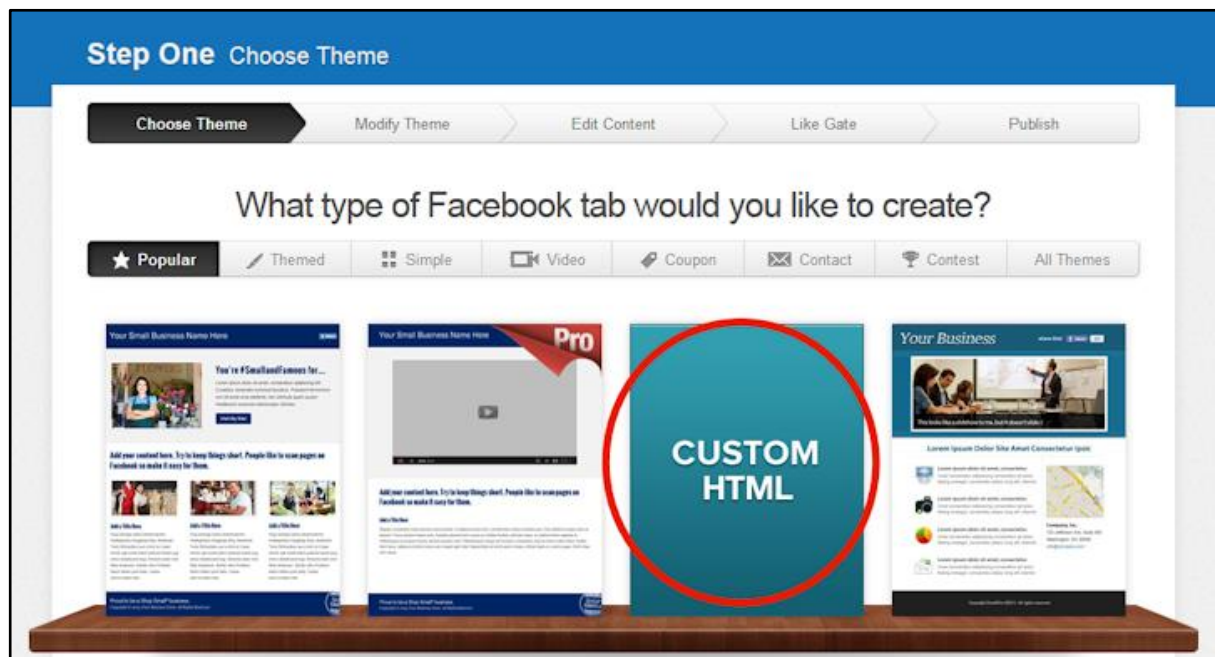


2. Click "Start Now! Connect with Facebook"



3. Say YES to all the permissions Pagemodo requests to make with your Facebook account

4. Choose the Page you want to add your Custom Tab to (you can only have 1 tab added to 1 page – unless you upgrade)
5. Choose “Custom HTML” from the Theme options;



6. Save [this template file](#) we've made for you by [clicking here](#)
7. Open that text file up in Notepad or some other simple text editor
8. Look for parts in the file like this;

<!-- EDIT REQUIRED

These are parts of the template you need to edit and insert in your own items such as;

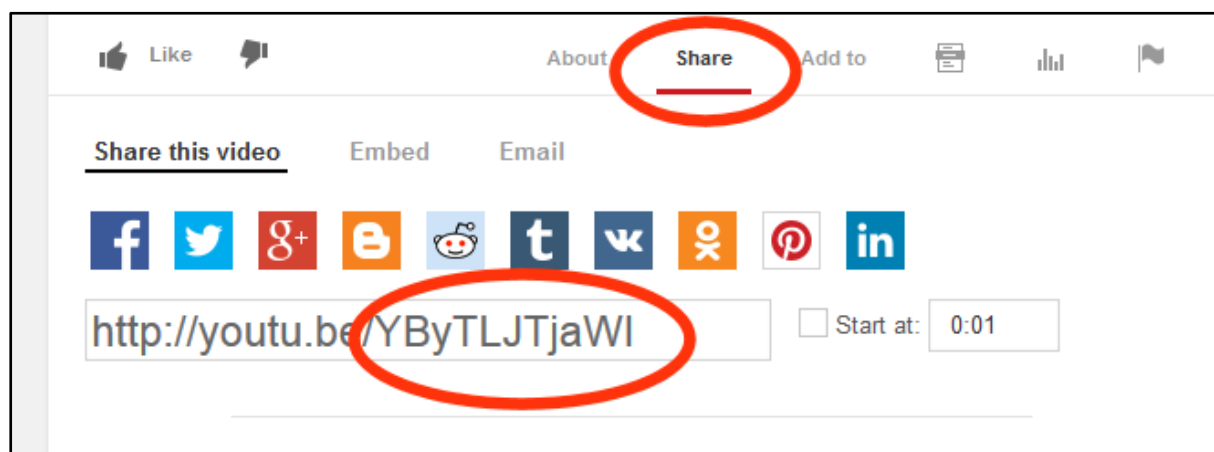
- Headline
- Sub-headline
- Address of your Facebook Fan Page
- Your YouTube embed code (to display the video)

- Your autoresponder embed code (to display the email optin form)
- Your privacy policy

Remember also to insert a Website Custom Audience Pixel (see earlier in the Report) if you want to build an audience of people who view the landing page that you can then re-target later on!

Inserting Your YouTube Embed Code

Create and upload your video on YouTube. Then go to the video page itself. You then click “Share” and just copy the string of letters that uniquely identify your video (you don’t need to copy the whole code);



You take those letters and you paste them where it says “XXXX” in the template file you downloaded and are now editing

Inserting Your Autoresponder Embed Code

Once you’ve created a campaign with your autoresponder and an optin form to collect the email addresses your autoresponder will give you an embed code that you can use to put into the template you’re editing. Make sure you use the HTML version of this code (and not Javascript).

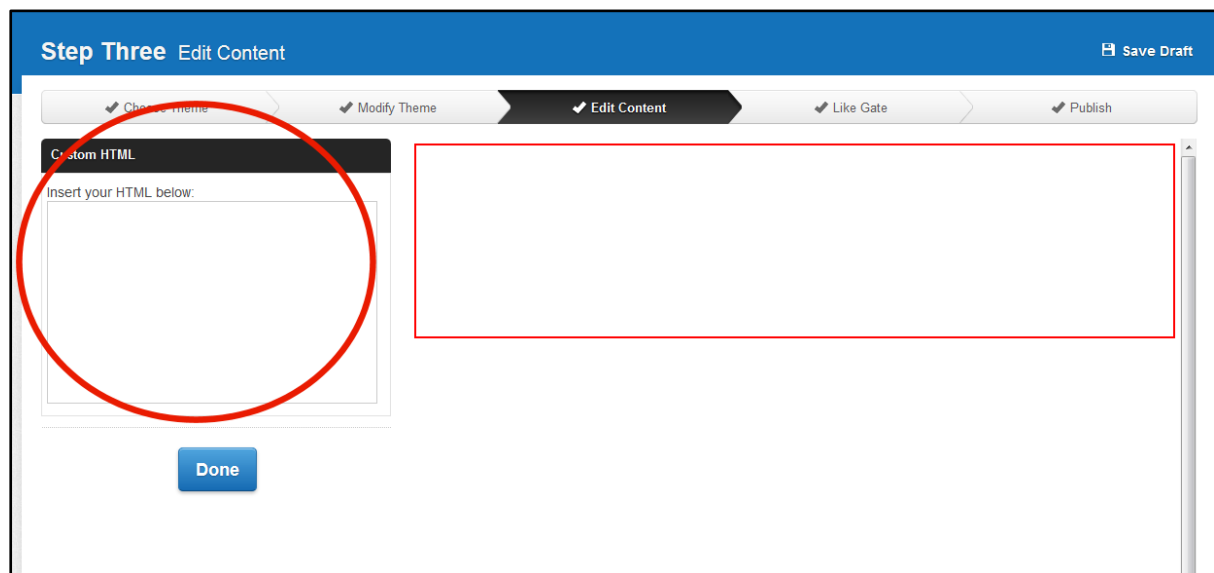
ARE YOU STUCK?

This is a little tricky but you can have it all up and running much easier and quicker just by using [LeadPages](#)

Inserting Your Privacy Policy

It's essential that you display a Privacy Policy on your custom Facebook Tab because otherwise people may not join your email list and if you start doing paid advertising to the tab (which I recommend) then you may get rejected if you don't have a Privacy Policy there.

9. Once you have edited the template to add all your components, as per above, then click "Next Step" on PageModo and then paste that code into the little HTML box;

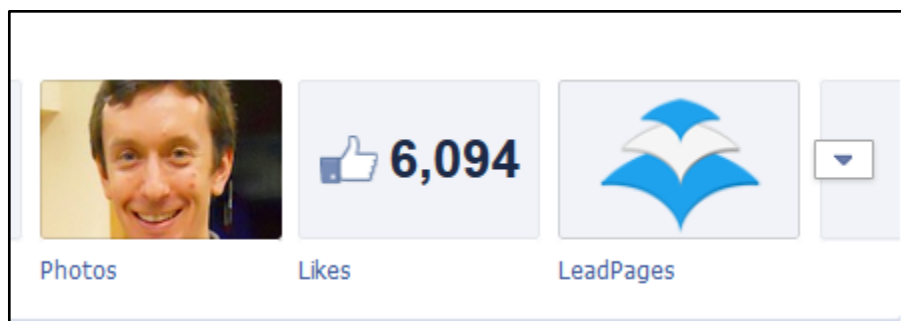


10. Now click "Publish" to publish the tab to your Page (you can choose the Free option but it will only allow you to have one tab on one page and it will also have small adverts for PageModo).

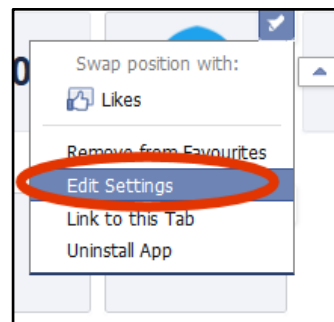
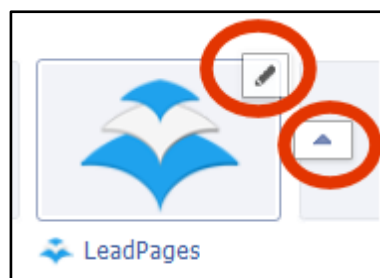
HOW TO CUSTOMIZE THE NAME & IMAGE OF YOUR CUSTOM FACEBOOK TAB

Now you're ready to change the NAME and IMAGE associated with your custom tab.

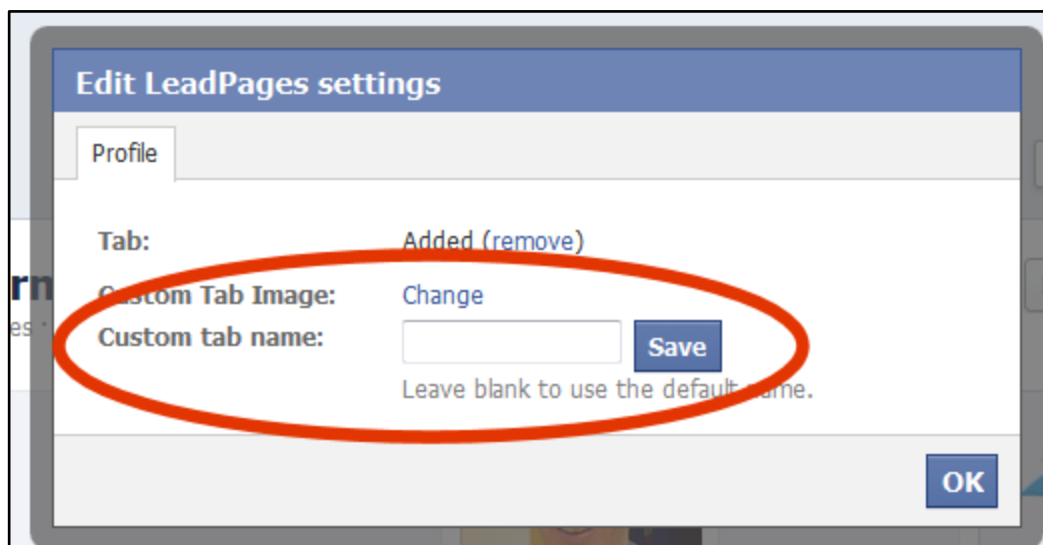
At first your custom tab will look something like this (depending on if you use LeadPages or some other service);



You don't want that, because nobody will ever click on it! 😊 So click the little arrow next to the image, then click the little edit pencil icon, then choose "Edit Settings";



From here you can edit the NAME of the tab (I suggest “Start Here”) and the IMAGE.



You can download the images we use [here](#) and use one of those, they work great!

HOW TO CREATE YOUR KILLER AD ON FACEBOOK

The best way to show you what to do is to show you a sample ad I’ve used to do exactly this.

NOTE: We will cover posting ads to the News Feed because I’ve found this yields good results but you WILL need to test all of this out for yourself and monitor *your* results. Testing and tweaking are the bedrock of your success on Facebook!



Notice this ad looks like it's a post on my page but it was *never* published on my Fan Page. The reason for this is because if you publish a post on your Fan page / Profile and then promote *that*, then your existing followers will see that post and maybe become annoyed that you're getting them to do something they've already done.

You want to send people from your ads directly to your Optin Page on your custom Fan Page tab where there are less things to distract them and you can control what happens on that page.

IMPORTANT!

To send traffic to your Fan Page Tab there's a very specific way you need to set up your ads. I've created a video for you about this as a free bonus in your Members Area called "The Tab Traffic Tweak". Go check it out!

The benefit of using the above type of ad is that it *appears* as if it's a post on Facebook so it gets better engagement – people can still comment on it, still Like it and still Share it, but when they click on the image or any of the links they are taken to your custom Fan Page Tab and not another page on Facebook. This is *critical*.

As the social proof builds for your ad (you get more Likes, Comments and Shares) then the more attractive the ad becomes to others. So let's breakdown the different components of this ad now...



The Image

This is where you upload the image you want to use with your ad. At the time of writing, for News Feed Ads, Facebook recommend an image 600 pixels wide x 315 pixels tall. You *can* and *should* include some text in your ads but be careful not to exceed Facebook's "20% rule". [This grid guideline tool will help you.](#) Make sure, ideally, that any text you use is inbetween the lines of the boxes on that grid because if it overlays two squares then Facebook will count your text as filling both those squares.

I always try to combine several elements on my images;

1. **Credibility** (note the picture of me speaking at an event and logos of media outlets that have featured my business)
2. **Desired Outcome of Your Prospect** (in this case the statement "How to get 371% Return on Your FB Ads" – who doesn't want that right?)
3. **Call to Action** (use of the arrow / hand cursor clearly shows that you need to click this image to get this outcome)

I've tested this exhaustively and found that mirroring the main headline / benefit (in this case the "how to" statement) on the image itself always yields a better result.

The "Connect Facebook Page" Option

This allows you to connect this ad to a Page you've created on Facebook so that people will see the social statistics associated with that Page alongside the ad. This is very useful because if you already have Fans of that page it will then appear as if you have that many "Likes" for the ad already. This is powerful social proof that will encourage people to click your ad. It also enables prospects to check out your Page to gather you more Likes and build trust with the people clicking your ad.

The Headline

This is the main headline for your ad – in the News Feed this appears just underneath the image. For this ad the headline was;

FB Ads Not Working?

You should always appeal to people's *pain, problem or frustration* in your headlines. This way you can be sure you're only going to attract leads that have a problem you can solve and who are ready and willing to do something about solving it. You don't want general browsers or tyre-kickers. You want a *hungry crowd* who have the problem you can solve.

Sometimes, however, targeting by "pain" like this isn't possible. In which case you can target by "vertical" instead i.e. if you're targeting a specific demographic or group of professionals. E.g. *"Are You a Doctor?", "Just Married?", "Single Man in Detroit?"*

The reason for either targeting by the pain or the vertical is that your ad needs to leap off the screen and hit your prospect square between their eyes. Most ads are NOT targeted so people develop ad-blindness and believe that all ads are un-targeted and none of the ads they see are for them. Using your headlines in the ways described above helps you combat this.

The Ad Text

This is the main text that appears before the image on the Newsfeed Ad. In this example, the text used was;

How To Get a 371% Return On Your FB Ads Without The Hard Work And Hassle (Free Training)

There are a number of critical elements in this text that you need to use in your ads;

1. Use the "How To" statement wherever possible in your ads because people respond to it – they like to know HOW to do stuff and if your ad

mentions this they will click on it and take action to find out this information

2. Using a specific number (or percentage in this case) creates a better response because it infers that you have very concrete information to share rather than vague generalities. Always be specific.
3. The “How To” statement always works best when you can combine it with a corresponding “Without Having To” statement. E.g. “How to Lose Weight Without Having To Miss Out On Your Favorite Foods”. Of course your claim needs to be justified and provable! 😊
4. The “Free Training” in brackets is very important too because this conveys to people what they’re getting. You don’t want people to have any surprises because surprises mean mis-managed expectations. If you’re charging for something – tell them. If you have a video – tell them, if you have a report - tell them. This way you know that people clicking on your ad have full awareness before they see your information so you’re not wasting ad spend.

If you’d like some help and inspiration in writing the wording for your ads be sure to check out the free bonus “Killer Copy Cheat Sheet” in your Members Area.

The “News Feed Link Description”

This is the description that appears at the bottom of the News Feed ad and serves to give prospects more reasons and benefits to responding to your ad. I always use this to hit on the **main benefit** of responding to the ad and really driving home WHY they need to click on it and take action. In this example I went with;

“Free training shows you simple changes that can multiply the return on your ads to 371%”

All that remains is for me to thank you again for investing in this report and becoming a loyal member of the “Michael Cheney Family”.

I look forward to hearing YOUR success story – contact me at MichaelCheney.com/help

To your success,



(Michael Cheney)

P.S. You should register for this FREE Live Bonus Training;

[“Only Way Left For Little Guy To Get Rich Online”](#)

You’ll discover;

- The Ultimate Online Business Model
- What Makes An Internet Marketer Successful
- The Dark Secret The "Experts" Don't Want You To Know

[Click here to register for this Live online training event \(it's free\)](#)