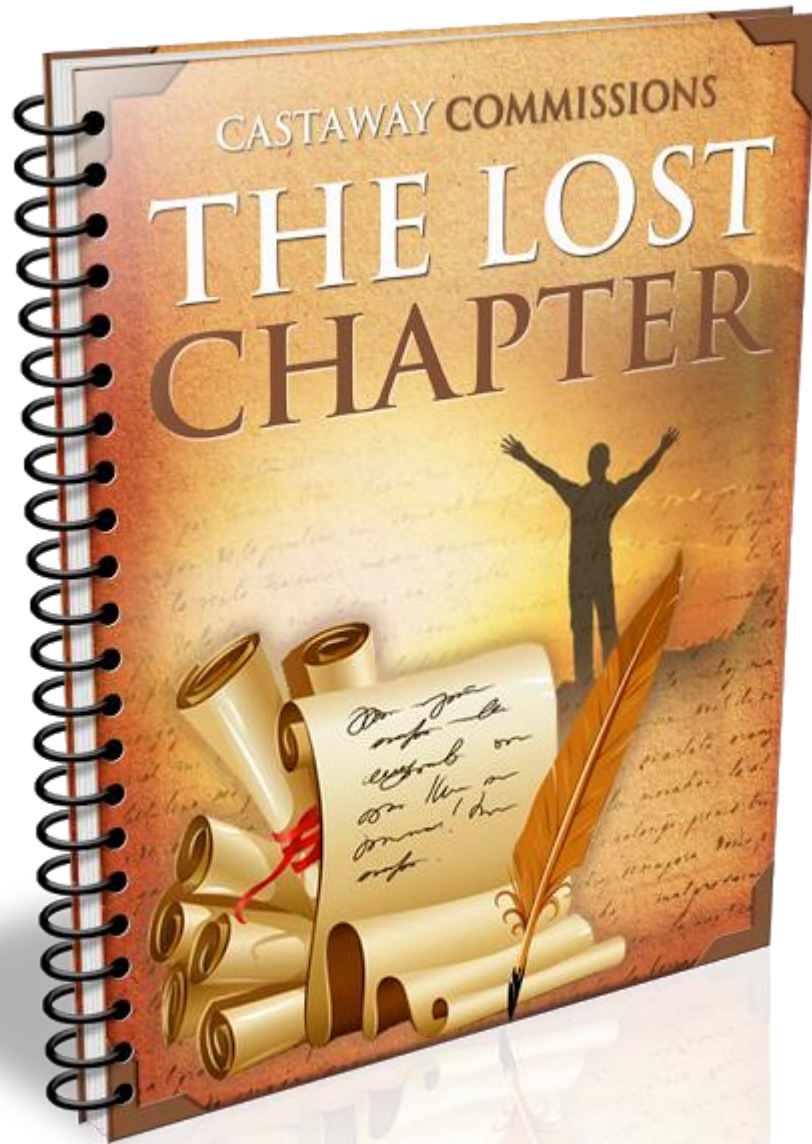


Castaway Commissions

The Lost Chapter

Ben Martin & Anji Long



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Anji & Ben here. And as a valued subscriber of Michael Cheney, we'd like to take the time to welcome you to the lost chapter. This chapter is not available anywhere else on the internet. Search for it, you will not find it.

There is only 1 reason why you have this lost chapter in your possession:

Michael has been personally mentoring us for the past 3 months. Without him this product launch wouldn't have been possible. So as a way of saying thanks to him, we wanted to give this chapter to you.

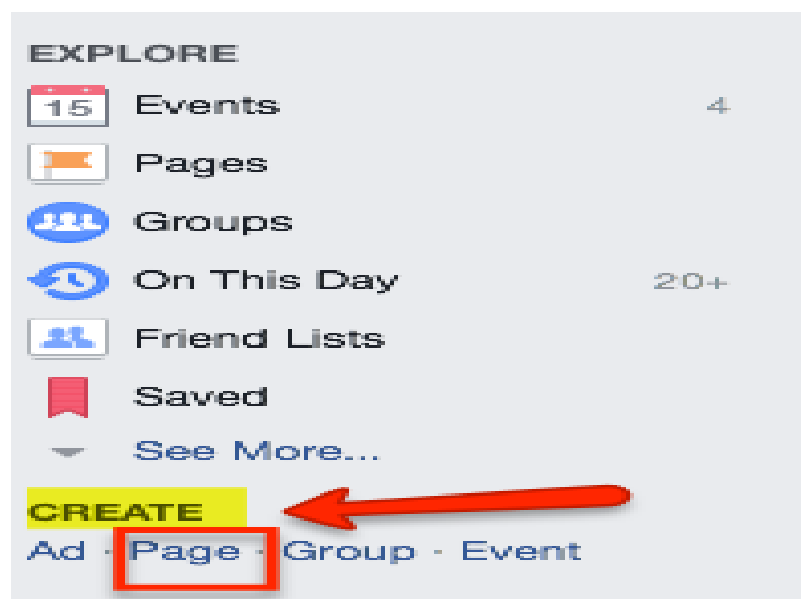
Ok, let's dive in right now. This is extremely powerful information that is making us anywhere from **\$500-\$1000+ per day** from tiny \$10 facebook ad spend. This one chapter is literally worth it's weight in gold.

Today's Results ▾	1/3/2017 8:57:47 AM	Credit Card	Security First/Last	\$90.00
2 Weeks Notice 102 3-Second Video Views for \$2.10	1/3/2017 10:07:17 AM	Credit Card	Security First/Last	\$90.00
Momlife 176 3-Second Video Views for \$2.48	1/3/2017 2:02:43 PM	Credit Card	Security First/Last	\$90.00
2 Weeks Notice - Copy 103 3-Second Video Views for \$2.13	1/3/2017 1:38:35 PM	Credit Card	Security First/Last	\$90.00
Kayla 377 3-Second Video Views for \$2.39	1/3/2017 4:25:49 PM	Credit Card	Security First/Last	\$90.00

What you need for this method:

Facebook Fan Page, Hot Converting Offer, 2 Minute Video, \$5-\$10 advertising budget per day

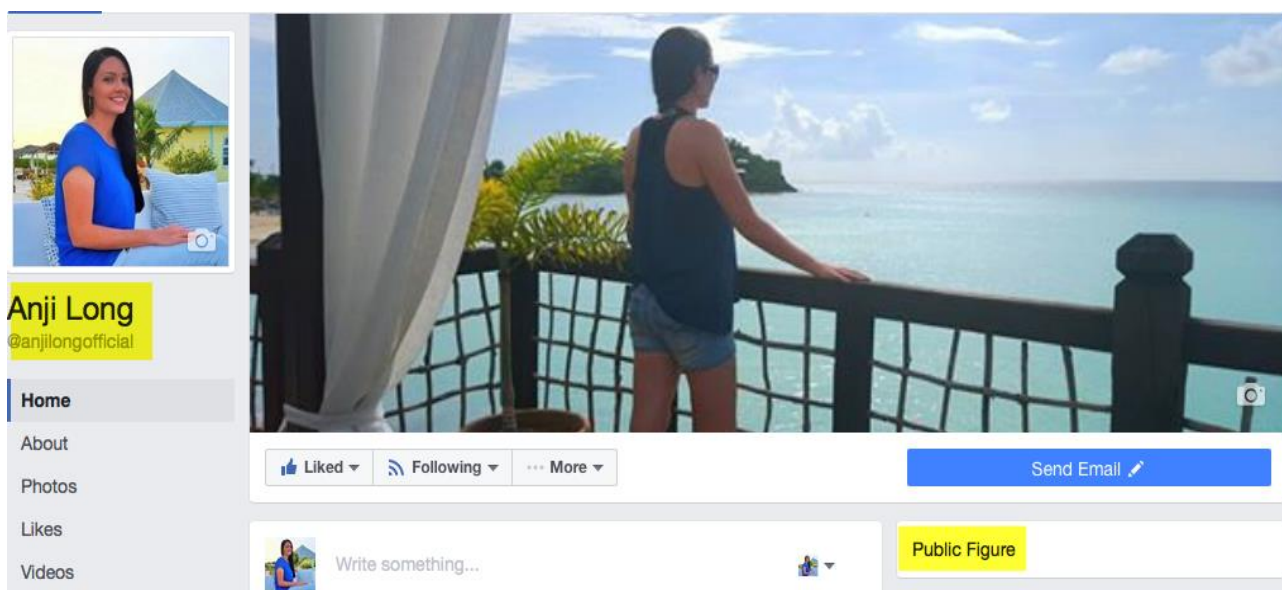
Step 1. Create a brand new facebook fan page. The create page link is on the bottom right of your facebook home page dashboard.



You can choose to brand the page with your name (recommended) as people like to do business with people they know, like and get to trust through following you.

Or you can name it something like Daily Success Stories, Wisdom & Inspiration, etc.

Select public figure if you are branding yourself and use lifestyle photos for your profile and cover.

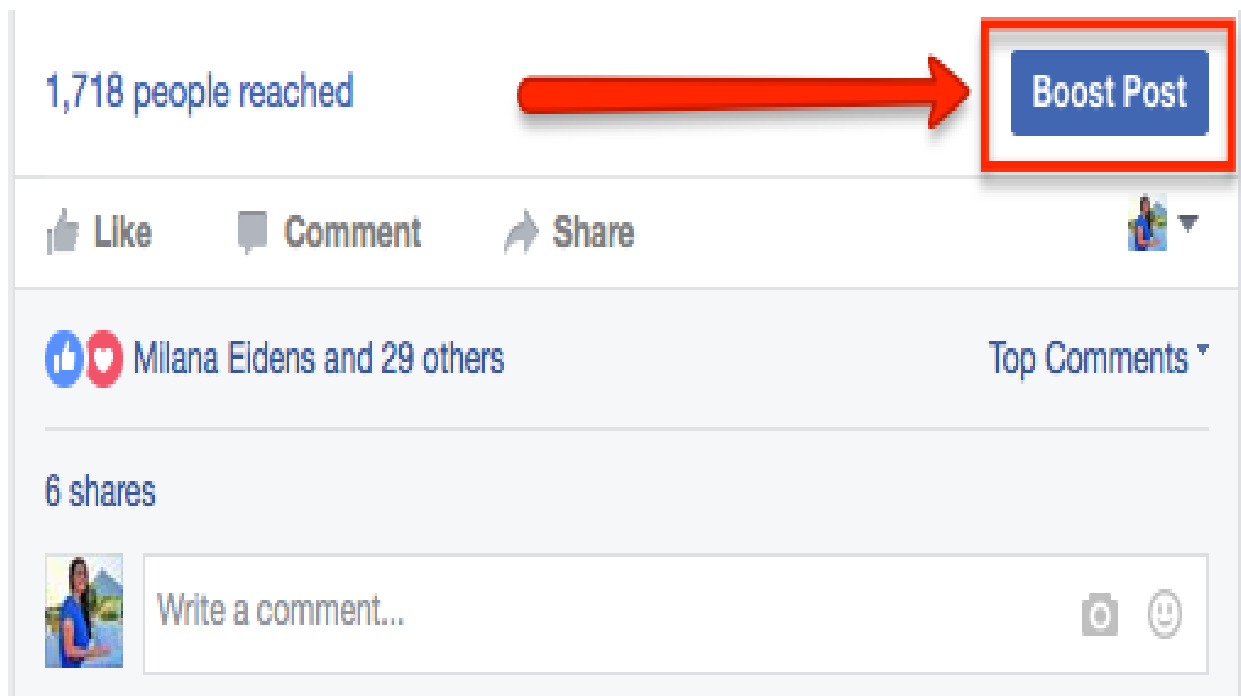


If you are going the other route, select community page and put up inspirational photos for the profile and cover.

Next you want to start seasoning the page with lots of great inspirational content: [quote photos](#), [short viral inspirational videos](#).

Put content on the page 3x per day for 3 days.

Step 2. Start getting ads approved by “boosting” an inspirational video. Spend \$1 per day for 3 days (3 different videos):



Here is an example:

 **Anji Long**
December 11, 2016 · 🌟

We all have a story but no matter what happens we can ALWAYS over come it 😊 "Like" & "Share"



31,004 people reached

4.6K Views

[View Results](#)

Add your audience details: (who is your target audience for the offer you are going to run?)

I usually start off with 18-65+ and let facebook find the age range interested. My offer is for USA & Canada only so I will only use those countries.

If you are doing a make money online offer then you want to type in the keyword: **make money online** and then let facebook keep coming up with suggestions. Type 50+ of the recommend suggestions into the box.

AUDIENCE

People you choose through targeting

[Edit](#)

Location - Living In: United States

Age: 18 - 65+

People Who Match: Interests: Small business,

Set the budget to \$1 for one day and make sure you have a payment method attached to pay for your ads.

Total budget ⓘ

\$1.00 ▼

Estimated People Reached ⓘ

130 - 340 people of 17,000,000

Refine your audience or add budget to reach more of the people that matter to you.


Duration ⓘ

1 day 7 days 14 days

Run this ad until

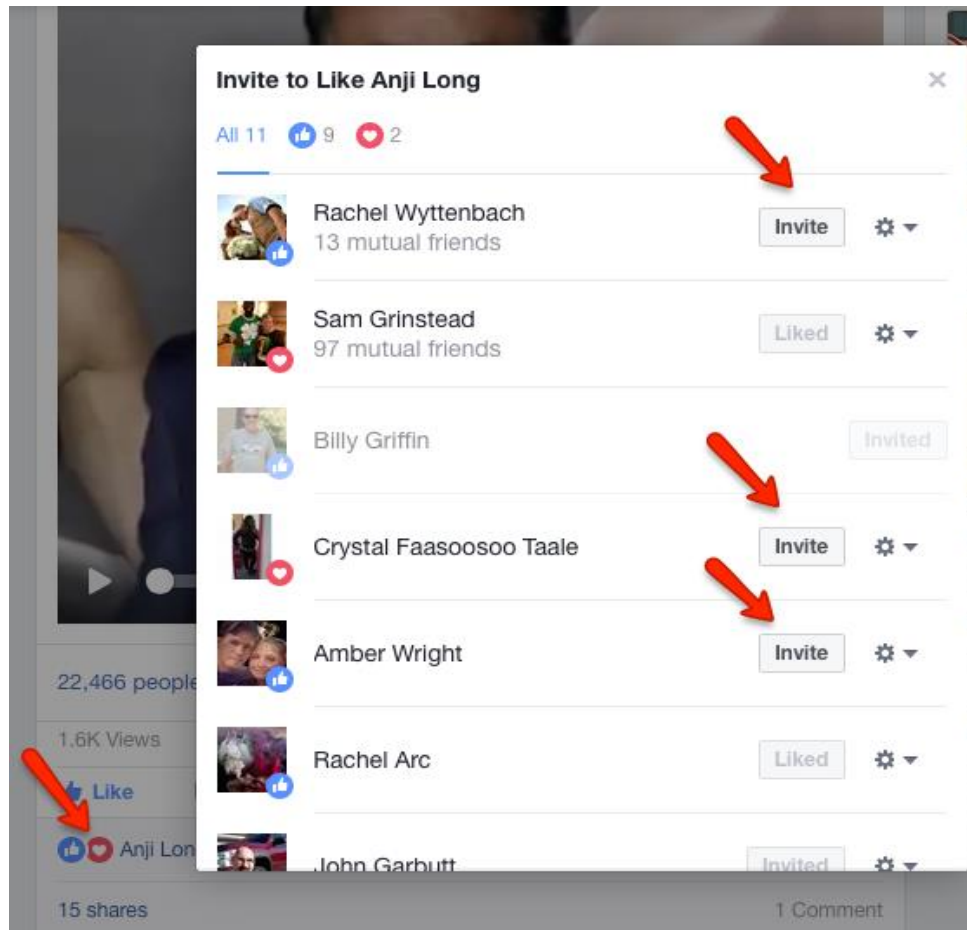
PAYMENT

Payment Method

PayPal account  [Change](#)

Repeat this process for 2 more days so you have a total of 3 videos boosted over 3 days for total of \$3.

Go back to the videos and invite everyone who liked the video to like your page. Simply click on the names who liked the video and the box will pop up where you can invite them.

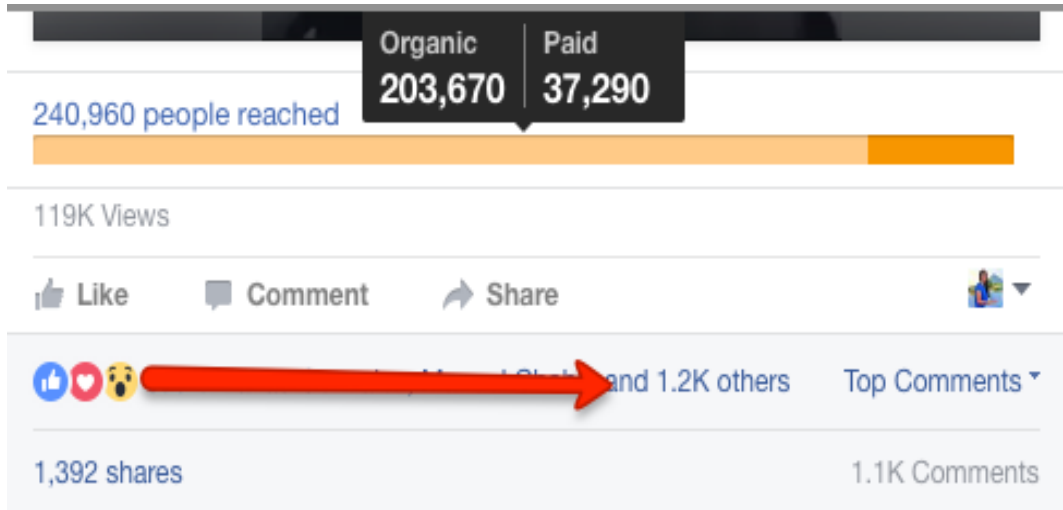


Now you have gained Facebook's trust after a week of putting out good content, boosting posts and interacting with your followers.

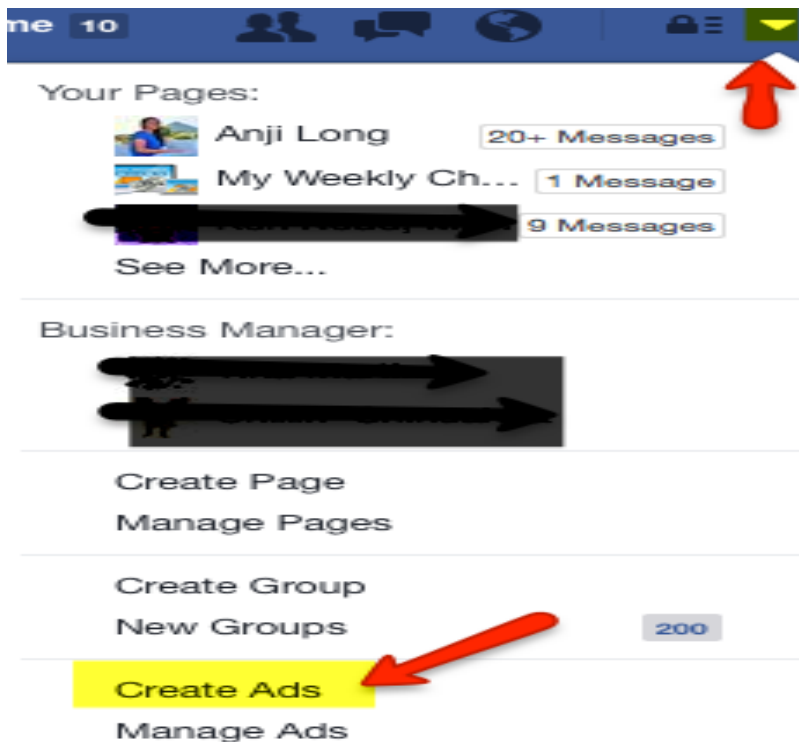
Step 3. The Money Post!

Now you want to make or find a video that is less than 2 minutes talking about your offer. Keep it short sweet and generic. The end should have a call to action to like, share and comment info!

The goal is to make the video go viral and the organic reach to out do the paid advertising reach.

















Go to create ad via the settings tab, top right of your facebook dashboard.



Your marketing objective is to get video views:

What's your marketing objective?

Awareness	Consideration	Conversion
 Boost your posts	 Send people to a destination on or off Facebook	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Increase brand awareness	 Raise attendance at your event	 Get people to claim your offer
 Increase your reach	 Get video views	 Promote a product catalog
	 Collect leads for your business	 Get people to visit your stores

Name your ad something generic:



Video views

Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

Campaign Name ⓘ

Continue

AD SET: Define your audience, budget and schedule.

AD SET: Define your audience, budget and schedule.

The screenshot shows the Facebook Ad Set configuration interface. On the left, the 'Locations' section is expanded to show 'United States' and 'Canada', both highlighted in yellow. Below this is a map of North America with location pins. Further down, the 'Age' range is set to '18 - 65+', 'Gender' is set to 'All', and 'Languages' is set to 'English (All)'. On the right, the 'Audience Definition' panel shows a gauge indicating 'Your audience selection is fairly broad.' Below this, 'Audience Details' lists: Location (Canada, United States), Age (18 - 65+), Language (English (All)), and Placements (Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Instagram Feed and Audience Network). At the bottom of the right panel, 'Potential Reach' is 222,000,000 people, and 'Estimated Daily Reach' is shown for Facebook (2,700 - 7,000 people) and Instagram (2,800 - 7,400 people).

Once you have your location, age, gender and language, next we will get into detailed targeting.

For a make money online offer, you want to type in an initial keyword like make money online, work from home, etc.

Facebook will come up with a bunch of suggestions as shown below. Just keep adding interests as recommended. Add 50+ to the first box.

The screenshot shows the Facebook Ads targeting interface. At the top, it says "INCLUDE people who match at least ONE of the following". Below this, there are tabs for "Add demographics, int", "Suggestions", and "Browse". The "Suggestions" tab is active, showing a list of interests:



- WORK from HOME Opportunities (Interests)
- Work at Home Moms (Interests)
- Earn Money at home (Interests)
- The Work From Home Lifestyle. (Interests)
- How to make money on internet (Interests)
- Home Based Business (Interests)
- Business opportunity (Interests)
- Work From Home (Interests)
- Online Home Business (Interests)

To the right of the list, there is a summary for the selected interest:

- Age:
 - 18 - 65+
- Language:
 - English (All)
- Placements:
 - Facebook Feeds, Facebook I
 - Articles, Facebook In-Stream

Below the summary, it says "34,928 people". Underneath that, it says "Interests > Additional Interests > WORK from HOME Opportunities". A description follows: "Description: People who have expressed an interest in or like pages related to WORK from HOME Opportunities". At the bottom right, there is a "Report this as inappropriate" link and a "Report a P" button.

Once you have 50+ in the first box then you want to begin narrowing your audience down to make it more targeted to this interest.


Detailed Targeting   INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Work From Home

WORK from HOME Opportunities

Add demographics,... | **Suggestions** | **Browse**

Exclude People or **Narrow Audience** 

Add 1 interest to the 2nd box and 1 interest to the 3rd box from the keyword set. The biggest interests from the top box (should be over 2 million).

Now you have 3 layers, 3 boxes filled with interests. The photo below doesn't represent what should be in the boxes. You need more interests listed.

This is just an example of what the 3 layers are:

Interests > Additional Interests

Work From Home

WORK from HOME Opportunities

Add demographics,... | **Suggestions** | **Browse**

and **MUST ALSO** match at least **ONE** of the following



Interests > Additional Interests

Online Home Business

Add demographics,... | **Suggestions** | **Browse**

and **MUST ALSO** match at least **ONE** of the following



Interests > Additional Interests

The Work From Home Lifestyle.

Add demographics,... | **Suggestions** | **Browse**

Uncheck audience network and instagram (this eats your budget):

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types **All Devices (Recommended)** ▼

Platforms ▶ Facebook

Instagram

Audience Network



ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

[Exclude Categories for In-Stream Videos](#)

[Apply Block Lists for Audience Network](#)

Make sure your total audience reach is between 75,000 - 300,000

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 200,000 people



Ad spend \$5 per day ongoing budget:

Budget & Schedule

Daily Budget
\$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule Start Monday, Dec 19, 2016 3:01pm
Pacific Time


Schedule End Don't schedule end date, run as ongoing
 End run on:


Ad Scheduling ⓘ Run ads all the time
[More Options](#)


Upload your money video and ad copy:


AD: Select media, text and links to create one or multiple ads.

Format
Choose how you'd like your ad to look.


Carousel
Create an ad with 2 or more scrollable videos



Single Video
Create an ad with one video



Slideshow
Create a looping video ad with up to 10 images



Canvas
Tell a more immersive story by combining images and videos

Upload the video:

Video
Choose the video you'd like to use in your ads.

 Upload a video, or use one from your library.





Upload Video **Browse Library**




Recommended Video Specs

- Format: .MOV or .MP4 files
- Resolution: at least 720p
- File size: 2.3 GB max
- Recommended aspect ratio: widescreen (16:9)
- Facebook: 60 minutes max
- In-Stream: 10 - 15 seconds
- Instagram: 60 seconds max




For questions and more information, see the [Facebook Ad Guidelines](#).

Add your ad copy:


Connect Facebook Page
Your business is represented in ads by its Facebook Page or an Instagram account.

 **Anji Long**  

Instagram Account
This Facebook Page will represent your business in Instagram ads, or you can add an Instagram account. ⓘ

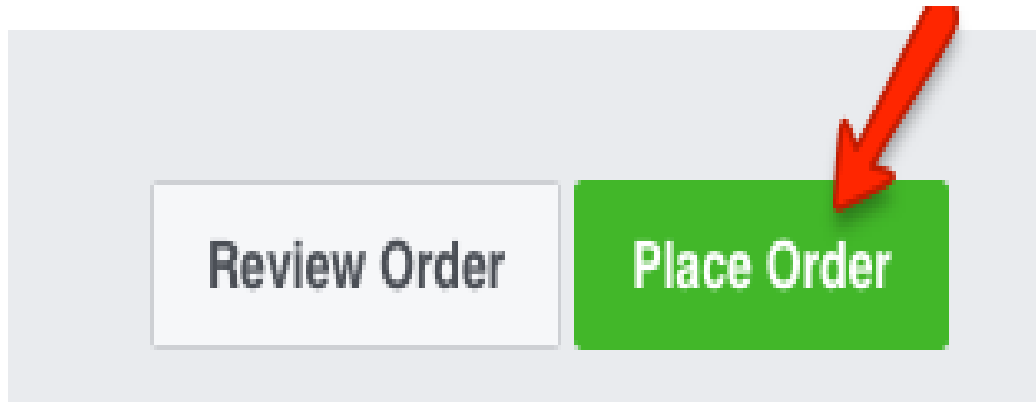
 **Anji Long (Page)**  OR  **Add an Account**

Text



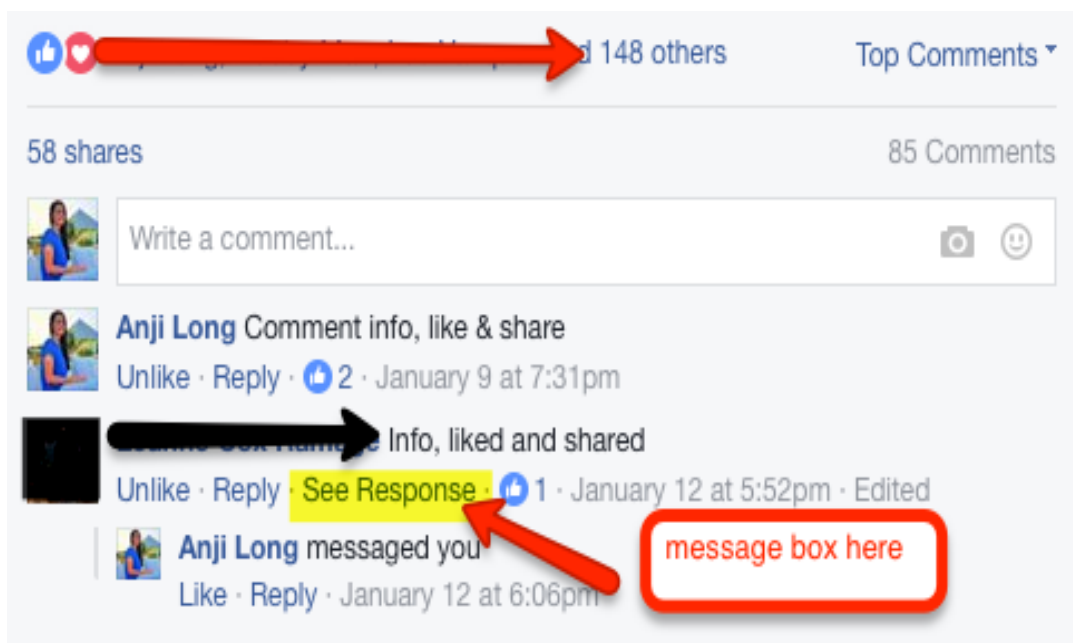
She's shocked when she checks her bank account....|

Place your order:



Wait for facebook to approve your ad.

Once it's live and people start commenting info, then you want to make sure they share. Then message them the details to get started with your offer.



Rules:

Facebook actually doesn't like make money opportunities, mlm, network marketing. So you have to be careful about following their terms of service.

Don't make outrageous claims in your ad copy. Keep the ad copy short, sweet and just make sure it evokes curiosity. One line of open ended text.

Encourage people to share to get the info.

Don't Make These Mistakes:

- No links whatsoever on your fan page
- Don't add youtube videos to your page
- Don't use the words make money, work from home, cash, laptop lifestyle, anything like that on your page while you are beginning the process of getting ads approved.
- If a video get denied - don't use it again!
- Rename all video files on your desktop with something generic - college kid, momlife, caribbean, etc.
- Don't spend more than \$5 per day on an ad until it's producing results
- Don't post ads if you haven't seasoned your page with content.
- Don't include instagram or audience network in your placements



We hope you got an incredible amount of value from this lost chapter.

We are using the information in this one chapter alone to make \$500-\$1,000 per day.

To see this strategy live in real time and to discover how we generate commissions for products in the \$2,000 to \$10,000 price range, be sure to register for the live Castaway Commissions orientation call in the members area.

Anyone can make that kind of money.

We're going to show you live on the call. See you there! Thanks once again.