

FB Vault

1. Niche Research

We're looking for a niche with a simple Email Submit CPA offer. Something that people REALLY want.

So I'll pop my head into Maxbounty.com and look around...

ONE: KEYWORDS

TWO: TRAFFIC TYPE

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Incentive | <input checked="" type="checkbox"/> Email |
| <input type="checkbox"/> Banner | <input type="checkbox"/> Contextual |
| <input type="checkbox"/> Search | <input checked="" type="checkbox"/> Social Media |
| <input type="checkbox"/> Coreg | |

SEARCH CAMPAIGNS

Email and Social Media Both work great. You might want to capture leads and then send them email follow-ups with CPA offers and other affiliate offers.

Now look at all of the email submit offers. (Below)

You could choose Maxim and here's the reason why: CPA offers and Dating.

You can promote dating products to these men, while promoting a Free Maxim Subscription offer too.

Can you say Win-Win?

ID	CAMPAIGN NAME	EPC	CPA RATE	INCENTIVE	EMAIL	BANNER	CONVERSION
4765	Free Diablo 3 and Game Stop GC (One Fiel	New	\$1.40/lead	✗	✗	✓	✓
4593	Free iPhone/iPad - Canada (One Field)	\$0.03	\$1.50/lead	✗	✓	✓	✓
4595	\$250 Grocery Gift Card - Canada (One Fie	\$0.08	\$1.50/lead	✗	✓	✓	✓
4661	The New Apple iPad (One Field)	\$0.06	\$1.40/lead	✗	✗	✓	✓
4660	Samsung Galaxy S3 (One Field)	\$0.06	\$1.40/lead	✗	✗	✓	✓
4546	\$250 Olive Garden Gift Card (One Field)	\$0.09	\$1.40/lead	✗	✗	✓	✓
4521	Free Nintendo Wii U - Two Fields	\$0.02	\$1.40/lead	✗	✗	✓	✓
4541	Free Kindle Fire (One Field)	\$0.10	\$1.40/lead	✗	✓	✓	✓
4545	Free Dell XPS 17 (One Field)	\$0.10	\$1.40/lead	✗	✓	✓	✓
4542	Free Dell XPS M1530 (One Field)	\$0.07	\$1.40/lead	✗	✓	✓	✓
4543	Free iPhone 4S (One Field)	\$0.09	\$1.40/lead	✗	✓	✓	✓
4544	Free MacBook (One Field)	\$0.05	\$1.40/lead	✗	✓	✓	✓
4294	iPhone 5 - Test & Keep (One Field)	\$0.08	\$1.50/lead	✗	✓	✓	✓
4549	Free Cosmo Magazine Subscription - (One	\$0.05	\$1.00/lead	✗	✗	✓	✓
4550	Free Maxim Magazine Subscription - (One	\$0.07	\$1.00/lead	✗	✗	✓	✓
4461	\$100 Grocery Gift Card - (One Field)	\$0.07	\$1.40/lead	✗	✗	✓	✓
4430	\$250 Shop NHL Gift Card + Jersey (One Fi	\$0.02	\$1.20/lead	✗	✗	✗	✓
4442	Free NFL Jersey (Email Submit)	\$0.10	\$1.20/lead	✗	✗	✗	✓
4410	Two Free Apple iPod Touches (One Field)	\$0.05	\$1.30/lead	✗	✗	✗	✓
4391	Free Subscription to Reader Digest (One	\$0.06	\$1.00/lead	✗	✗	✓	✓
4394	One Year Subscription to Time Magazine (\$0.06	\$1.00/lead	✗	✗	✓	✓
4375	Free Copy of FIFA 12 (One Field)	\$0.09	\$1.20/lead	✗	✗	✗	✓
4322	Free iPad 3 (One Field)	\$0.10	\$1.80/lead	✗	✓	✓	✓
4293	Free Call of Duty MW3 Plus Console (One	\$0.04	\$1.40/lead	✗	✗	✓	✓
4246	\$100 Red Lobster Gift Card (One Field)	\$0.09	\$1.40/lead	✗	✗	✓	✓
4245	Free Southwest Tickets (One Field)	\$0.07	\$1.40/lead	✗	✗	✓	✓
4153	\$100 KFC Gift Card (One Field)	\$0.07	\$1.30/lead	✗	✗	✓	✓
4154	\$100 Starbucks Gift Card (One Field)	\$0.05	\$1.30/lead	✗	✗	✓	✓
4178	Free Starcraft 2 + Laptop (One Field)	\$0.05	\$1.45/lead	✗	✗	✗	✓
4171	Free Diablo 3 + GameStop Gift Card (One	\$0.09	\$1.45/lead	✗	✗	✗	✓
4145	Free Apple iPad 2 with iCade and \$100 iT	\$0.07	\$1.40/lead	✗	✗	✗	✓
4141	\$500 Chili's Gift Card (One Field)	\$0.04	\$1.30/lead	✗	✗	✓	✓
4133	Free White iPhone 4 (One Field)	\$0.06	\$1.40/lead	✗	✗	✗	✓

So we've chosen our niche. Pretty simple right?

Don't overcomplicate things..I could setup 10 niches today..if one doesn't work just stop using it. You'll find huge winners eventually. (Niches that will make you \$250-\$500 a DAY!)

2. Create Your Page

Very easy. Go to Create a Page on Facebook.

<http://www.facebook.com/pages/create.php>

Choose community for most of your pages. (unless it's a business page of course)

Simple picture and cover photo work..anything from Google. (Doesn't really matter..)

Here's my page I just made:



Now you're done with your page. Simple right?

Now the fun part..

3. Setting Up Your Ads

Check out the screenshot below for how everything should be:

Advertise on Facebook

Set Up Your Ad or Sponsored Story

[Learn More About Advertising](#)

Choose a Facebook destination
or enter a URL:

Maxim Fans [?]

 **Maxim Fans**
Page - Community
1 likes

What do you want to promote?

- ☒ Maxim Fans [?]
- ☐ A specific post on Maxim Fans [?]

People will see:

- ☒ A new ad about Maxim Fans [?]
- ☐ Stories about their friends liking Maxim Fans [?]

Headline: [?]

Maxim Fans
15 characters left

Text: [?]

Do You Like Maxim? Then Like This Now!
52 characters left

Image: [?]

 **Upload From Computer**
[Select from image library](#)

Landing View: [?]

Résumé ▼

Ad Preview

Maxim Fans



You like this.

Do You Like Ma
Like This Now!

Audience

287,940 people

- who live in the United States
- who are male
- who like #Maxim (magazine)
- who are not already connected to Fans

Main things to note: Text should be; Do You Like (X)? Then Like This Now!

We're targeting people who like Maxim, so obviously they're gonna like the ad.

Location: [?]

☒ Country
☐ State/Province
☐ City
☐ Zip Code

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

Gender: [?] ☐ All
☒ Men
☐ Women

Precise Interests: [?]

Broad Categories: [?]

- Activities
- Business/Technology
- Ethnic
- Events
- Family Status
- Interests
- Mobile
- Movie/Film
- Music

Connections: [?] ☐ Anyone
☐ Only people connected to Maxim Fans
☒ Only people not connected to Maxim Fans
☐ Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[Show advanced targeting options](#) ▾

Make sure to only target **ONE Thing**. If you target multiple interests, one might do well, and the other could do poorly. Your ad is now a waste.

You only wanna connect with people who are not already connected to Maxim Fans. That's self explanatory.

You might get some ads rejected at first (definitely for this fan page, others will be easier)

Keep setting up ads until you have at least 5 approved.

I find my winning Ad after I get around 1,000 impressions for each one. I like to get .0500% or above to keep the ad running.

4. PROFIT!

Start running CPA offers on the page after you get around 800-1k fans! It'll start off slow, but when you get around 5k fans, you'll be making money all day.

I have a fan page that gets me around 1500 clicks a day and makes around \$600-\$700 a DAY!

Test multiple offers if you have to. You want your epcs around 3x what your paying for traffic, just because not everyone will be clicking on the ad you post.

Sample AD:

"Were Giving Away 1 FREE Steelers Jersey to one Fan!

Click Here >> (link)

Expires in 15 minutes!"

That always works. It's got a nice call to action, plus an expiration date to get multiple people clicking and entering their email address!

BONUS TIP: Keeping Your EDGERANK

If you post too much on your page with offers people don't like..they will not like the photo, comment, or interact. You need to keep your edgerank up in order for people to see your posts on their newsfeeds.

So what I like to do is post a photo and ask them to like and share it if they like it.

Obviously they're gonna like and share it, they liked the page already!

You will also pick up extra fans because of all of the shares.

Closing Statements

You can expand and make products, and sales funnels for each Fan Page.

For one fan page I have, I'm creating a \$7 report and then a \$27 a month membership site.

Should do real well with all of the people I have to market too.

Think outside of the box.

TEST!

Test different offers and you will find one that outperforms the rest, I promise!

If you have any questions..

Add me on skype: yankforlife41 or email me at mike@mikebuontempo.com

I appreciate the business!

Mike Buontempo