

9 PROVEN STEPS TO CREATING, RUNNING & PROFITING FROM FACEBOOK ADS

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About Will...

Basically one of the oldest, longest running coaches out there that you've never heard of.

I went from failing at being a financial advisor to selling over a million dollars of products using Facebook Ads. If you want to know more just ask, but for now, let's get you into the 9 Proven steps!



That's my site where I've trained well over 10,000 online marketers since 2007 when I opened it!

Read On To Learn...

**9 Proven Steps For Creating, Running and Profiting
From Facebook Ads**

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Step #1 - Research

This is the step where you have to find niches that you want to be in. The niche should have the following criteria. First, it can easily be found on Facebook. Second it must have passionate people in it and finally they must have disposable income!

There's a few ways to find these, but start with Google.com, Pinterest.com and Facebook search itself. You want to have at least 3 core niches that you can sell products in for a long, long time.



Once we've found 3 core niches we have to build up what our perfect customer looks like.

Let's see how to do that in the next step...

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Step #2 - Know Your Customer

Now that we know what niches we want to target for our products, we need to figure out what our ideal customer is and where they hang out on Facebook.

That means what gender, age and interests would they probably like on Facebook? Do some digging into pages on Facebook in your niche and start to build out the profile of your ideal customer.

We need this for our next step which is testing.

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Step #3 - Testing

Research, check, customer profile, check, now it's time to test. I suggest testing in batches of 5 products at a time. Run these tests for 24 hours and at the end you will be left with at least 1 product that is worth selling.

Testing is ongoing if you want to really do well with Facebook ads too. You will want to test a lot of things like different interests, different ad types, different campaign styles. You will find what works best by doing a lot of testing.

There is a way to speed up the trial and error part of Facebook ads too but we will get to that later...



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Step #4 - Sell Them What They Want

Your testing step allowed you to see what they like best. Now it's time to sell them what they want. You ultimately want to use your testing to become so in tune with your customers that future tests go swimmingly.

Don't sell them what they need, sell them what they want. That's one of the oldest adages in marketing, (online or offline), and it still applies today.

Just because YOU might be in love one of the designs or products you made doesn't mean your customers are.

Don't fall in love with a design you did, treat them like one night stands. They put out and are gone in the morning, (or earlier). You are not getting married to every test you do. I cannot stress this enough.

This means your product has to evoke an emotional response. Either they laugh, (funny), or they tear up, (sentimental). Those two emotions sell best online no matter what the niche. Keep that in mind.

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Step #5 - Create Awesome Ads

What is an awesome ad? It's what that stops them from scrolling through their Facebook newsfeed long enough to actually consider what you're offering.

That means your ad images have to be "pattern interrupters". Sometimes the product itself can achieve this, other times you need to put up something else.

Testing will determine what type of images, ad copy and ad type works best with your niche.



**Yep that is a
TOOTHPICK
AD!**

**See how it
got you to
look and go
"wtf is going
on there?!?!"**

**That's what
you want...**

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Step #6 - Create An Email List Of Buyers

Once someone has bought from you via your Facebook Ads, make sure you get their name and email onto an email list.

You can use services like Aweber, Getresponse, Mailchimp or Constant Contact to do this. With those programs you can then email them two ways.

First, whenever you want via an email broadcast and second automatically!



This will enable you to run MORE ads and even lose on the front end if you wanted. (Not that we ever want to lose money though).

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Step #7 - Create Custom Audiences

Say you want to show a different ad to people who clicked your ad but didn't buy. You can do that easily with Facebook Ads.

You create a "custom audience" in your Facebook account then run ads only to that custom audience.

Popular ones are View Content, Add to Cart and Purchase. That means you can run ads to people who viewed it but didn't buy or added it to the cart but didn't buy. Or you can even show new products to old buyers!



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Step #8 - Create Lookalike Audiences



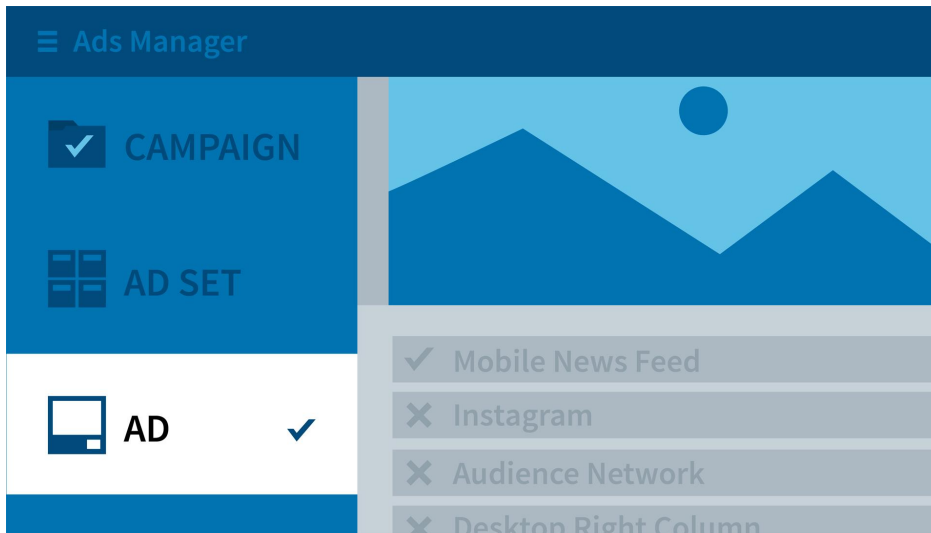
Lookalikes are based on your custom audiences. Facebook will create these for you when you tell them to.

That means you can create an audience of potential customers who “look like” people who bought from you already. Or people who “look like” people who added a product to cart in the past. Or people who view your sales page in the past!

These lookalike audiences are the most powerful feature of Facebook Ads and should be used constantly!

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Step #9 - Managing Your Campaigns



You need to be managing campaigns and the first thing you need to know is your breakeven number.

If you're selling a product that pays you \$27 every time you make a sale, then you know that you can spend up to \$27 before deciding whether to keep or kill that ad.

This is a daily thing, (now there are rules that can automate this too), but to start you should do this manually.

I like to do this every morning with my coffee. That way I have them set for the rest of the day and can look at lifetime numbers from yesterday and beyond.

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**That's All For Now, But Look Out For
My Next Email!**

**I'm going to be
sending you
several emails
that show you
how I went
from failed
financial
advisor**

Thank You

**To selling over a million dollars worth of products
online, (and then training over 10,000 online
marketers in how to do that too).**

**I'm also going to give you one of my best
Facebook Ad trainings for FREE, but you have to
do one thing, read those emails to get it!**

Chat soon,

Will