

"7 PROVEN Ways To Build Your Business With Facebook Advertising - Starting Today!"



Dan Janal
PR LEADS
dan@prleads

Facebook is more than a place to watch cat videos and catch up with your friends' lives.

It is a thriving marketplace of people and companies that need your books and information products as well as speaking, training, coaching, and consulting services.

If you've ever asked "How can I deliver my message to the right audience with breaking the bank," then you are in the right place!

We're going to have a wide-ranging discussion. But we should also cover these sample questions:

1. Isn't Facebook just a place where people go to see pictures of their family and friends? Are people actually looking at ads?

Answer: David Newman, Amy Porterfield, Michael Hyatt – great place to build your list, get prospects and sell products

2. How can I find my prospects?
Your email database, lookalike audience
3. What if I don't have a list of prospects? Can Facebook find new prospects?
Interests, demographics.
4. What kinds of ads are available on Facebook?
Standard, Carousel, Video, Lead Gen

5. I heard that you can boost a post. Why would I want to do that?
Because Facebook doesn't show your post to everyone.
6. What is the best way to create an ad that stands out on Facebook?
Pictures of people, headline with question, call to action.
7. Is advertising expensive? How can I save money on ads?
No. Test your ads with \$10 day.
8. Can you share other ways to save money on ads?
Pay for clicks, not impressions.
Don't accept Facebook's standard \$20 a day suggestion.
Put an end date to your campaigns.
9. I've heard that some ads aren't approved. What does Facebook allow or disallow? Obvious TOS, (e.g., guns, sex) not so obvious TOS (ethnic, health, impossible claims)
10. How can people measure their ROI – return on investment?
Cost of advertising vs. cost of acquiring a customer.
Compare to lifetime value of customer.
Compare to other forms of marketing expense.
11. You make advertising sound simple. We know it isn't. What's the most confusing part about advertising on Facebook?
It changes all the time. You have to work with someone who does this for a living, not as a sideline like a VA. Or yourself. Facebook can be very frustrating because it changes all the time.
12. How can people work with you?
www.PRLEADStoPROFITS.com/facebook-special
13. Final piece of advice?
Testing is the name of the game with Facebook ads. No one knows which ads will work. That's why you test and test again. You'll find winners but you'll have to face losers. Every baseball player gets out nearly 70 percent of the time. It's a numbers game. But you have to be in the game to win it.

Links to recommended resources

1. Get your free checklist: How to Bullet-Proof Your Facebook Ads
<https://prleads.leadpages.co/fb-ad-checklist-landing-page/>
2. Create your own ads: Canva.com
3. Create your lead magnets and landing pages:
http://link.leadpages.net/aff_c?offer_id=6&aff_id=15520
4. I want Dan to create and manage my ad campaign:
<http://www.PRLEADStoPROFITS.com/Facebook-special>
5. I know what I'm doing – I think! I want Dan to consult with me on my ad campaign for hourly rate:
<http://www.prleadstoprofits.com/fbcoaching/>

About Dan Janal

Dan Janal has been teaching people how to use the Internet to make money since 1993, when he wrote the first book about marketing on the Internet. Yes, the first book. That led to speaking engagements around the world from Beijing to Budapest. He also taught the first Internet marketing course at Berkeley and Internet Branding classes at Stanford. He shook up the publicity world when he created PR LEADS in 2001 and he's helping speakers, authors, consultants, coaches and businesses of all sizes achieve their marketing objectives with his Facebook advertising agency. See info at www.PRLEADStoPROFITS.com/Facebook or email him at dan@prleads.com