

## Profit Academy – Virtual Weekend 2 – Day #1 – Facebook Ads with Zane Baker

Andrew: Hey, guys. Welcome back. We are going to move right along here. Actually, the next that we're going to be discussing is one of the most asked about topics with Profit Academy and with phase 1 in particular. A lot of people are very excited about solo ads and as you learn in the last virtual workshop, and all the training in Profit Academy, solo ads are a fantastic investment traffic source of new subscribers.

Another fantastic source is actually Facebook advertising. In a lot of niches, you'll have a very hard time finding solo ads and Facebook may make more sense. In other niches, a good mix of Facebook advertising and solo ads and other investment traffic is a nice cocktail, if you will to get the subscribers that you want on to your email list.

With that in mind, we have Zane here. Zane is a fantastic coach, very successful online marketer. Has helped a number of students build their businesses and is just loaded with amazing information about how to get the most out of Facebook advertising.

By the time he finish his presentation, you are going to know exactly what you need to do to take advantage of this fantastic source of traffic. With that in mind, Zane, are you there?

Zane: I sure am. Hi, Andrew. How are you?

Andrew: I'm fantastic today. How are you?

Zane: I'm doing great. I am so excited to be with you guys today.

Andrew: Well, we're excited to hear it, so I'm going to step aside here and let you take it from here. Let me know if you need anything.

Zane: Thank you, Andrew. Profit Academy students, welcome again. This is Zane Baker. I am sure by now you already know who the heck I am but for those who haven't yet, I have a short slide that just tells you a little bit about me. My name is Zane Baker. I've been with the Profit Academy program for almost a year-and-a-half now.

I am a mentorship student with Anik Singal himself and I'm a Profit Academy graduate and a Profit Academy coach. With that in mind, this enables me to actually help you even more because I have been through the Profit Academy program myself. I have insight into what to do especially when you are starting at the beginning.

Most of you know that I live in Washington DC but for those of you who don't I live in Washington DC. Right now, I'm a full-time entrepreneur and a coach. I spend most of my time either strategizing about techniques and technologies that I implement in my business or networking with other coaches and mentors and building my business as I go.

For those of you who want to connect with me, we are going to be on Facebook so I'm not going to spend a lot of time here. I'll just show you my page ones we're there. Now, let's dive in. In this class, I am going to take you on a tour on how to explore Facebook and how to make the best investment using one of the best sources available on the internet to drive traffic and acquire customers, leads, opt-ins, you name it. You can find it on Facebook.

Facebook is fantastic because it has enabled people who are new to the business to compete with large businesses that have a lot of capital and a lot of time and a lot of branding behind their names. It enabled the little guys like you and I to actually go and do advertising without having to be a brand from the get-go. Let's take a look at that.

Another thing that I'll cover with you today, are the things that you should do before you even think about advertising with Facebook. These are the most important things to pay attention to because Facebook advertisement is fantastic but at the same time if you don't have a strategy, you can waste a lot of time and energy, and money.

That's another important area I'll cover in Today's session. Then I will show you how to create your first Facebook business page. Now, if you know how to do that, then fantastic but repetition is great. If you don't then this actually shows you live how to create your own Facebook page.

Then we'll dive in to the nitty-gritty of Facebook which is the different types of Facebook ads. I will go through the system itself and show you live tutorials on how to do Facebook advertisement with each different type. Then the most important part is how to use a Facebook platform to create your own ads. It's called ads manager.

I'll show you how to do that. Then the last 2 points off today's presentation will be about how to test. Well, Facebook is quite tasteful for us, advertisers because it's really fun but how to test with Facebook advertisement so you know that an offer you're creating or a gift is actually resonating with people in the target audience.

Then we'll end with ... Once you did your testing, now what? Now it's time for scaling. An ad campaign that you created is doing really well, then now it's time

to actually go and take it to the next level, and expand, and scale, and make a lot of money and make a lot of engagement with our Facebook advertisement strategy.

Let's dive in. Now that I gave you an overview of what we'll cover in the class, now let's go into each one of these things that I just mentioned. Why should you use Facebook for advertisement? I found this amazing infographic by a social media tag. It's one of the social media blogs that I follow. From the numbers, I don't even need to sit and tell you the numbers.

The numbers are right there. You can see it in your own eyes. There are over 1.5 billion people available worldwide on Facebook. These are all people that you can tap into. I'm not saying every one of these people will be your customer but I'm saying from 1.5 billion persons, I am sure you can find your target audience.

Right now, 699 million people login to Facebook daily on every single day. There are almost 700 million people online. Not to mention there are 700 billion minutes spent every month on Facebook, on average. We're not talking about the Facebook addicts like me.

I could spend a lot of time on Facebook but we're just talking about average people who do login once or twice a day. They spend on average that much time. It's really important to understand how big Facebook is. By knowing these numbers, you actually can have an idea on what to do when you do Facebook advertisement.

On top of the numbers, I mentioned earlier on the slide before this one, Facebook made it easier for new people, for newcomers, for new businesses to start building their brand. Unlike the old way of advertisement where you have to have a brand, you have to have a big large budget. Facebook made it as easy as investing \$5 to start advertising.

This is actually a phenomenal way to start advertisement especially at the beginning. You're brand new. You don't have a lot of money so you want a tool that you use to invest maybe 10, 15, \$50, up to \$50 to see if an advertisement campaign is successful or not. When I use Facebook to test an ad or an offer, I always give myself a play money of about \$50, because that's a lot of money in term of Facebook advertisement.

I'll show you what that means once we go into the platform itself. Now that we know how big Facebook is and how many people are using Facebook every day, now we need to know what are the things that we should do before we even consider advertising with Facebook. Let's dive in.

Before you start, you know that you want to advertise with Facebook, but before you start I want you to pay attention to this slide in specific because it has the 4 things that you should do before you start any Facebook advertisement. The first thing you need to do is to create your own Facebook fan page. Why a fan page?

Well, you need a place where people can hang out with you and your business. The Facebook fan page is that place for people to hang out with you. Right now, we are teaching you all about email marketing, but people like to engage with brands outside of just email.

Another area that you can engage with them is on your Facebook fan page. Also it's important to start a Facebook fan page because you cannot advertise without a fan page. As a person, you cannot advertise on Facebook. You have to present a brand or a page or a cause or something that you are passionate about and you're talking about it on Facebook.

You create a fan page and then you advertise through the fan page. You personally are the owner of the ad account. Your credit card and everything is on the account but everybody on Facebook, they don't see you, they see your fan page, that's why it's so important to create your Facebook fan page and create it correctly so then your ad will be approved and then you will be 100% compliant with Facebook and their advertisement rules.

The second thing is once you got your Facebook fan page created, now you need to identify your target market. I'm not going to go through this bullet and specific in details because I really don't have to. Tom has done a fantastic job in module number 1. Go back to the module and the training area and check it out. He did a fantastic job for about an hour showing you how to do market research and how to find your ideal customer inside a Facebook.

Right now, I'm just calling it your target market because this is a Facebook training for the virtual weekend, but in our words, what we use on daily basis, we call it finding our niche or finding the audience within our niche. The people who are engaged with us and we want to target them and sell them and give them our gifts so they can buy from us.

The third thing that I want you to pay attention to is once you identified your audience then you need to know what are you trying to accomplish for your business. What does that mean? You might ask me, "Well, Zane, I have no idea what does that mean? Accomplish what for my business." Well, as a business you have something in mind that you want people to do.

When you run an ad, you always need to have an idea why you're running the ad. Are you running the ad to get more customers? Are you running the ad to get

more people to like your fan page? Are you running an ad to sell something or are you running an ad for a product that somebody else sells and you just sell it as an affiliate.

You need to know these things. Now once you actually finalize the first 3 steps that I just mentioned, that takes us to the last one which is knowing what we're trying to accomplish will enable us to do the following. It'll enable us to know what is the goal of paying. When you create the page, you create the page, you create the target audience, you know what you want people to do.

Now, you can actually create your campaign inside of Facebook based on the goal you have in mind. There are 2 type of goals when you are using Facebook. By goals I'm talking about what you're trying to get the customer to do once they find your ad. There are 2 types of goals. The number 1 goal is you're trying to get somebody to take a specific action. They call it onsite engagement.

The person here is not leaving Facebook. They are just engaging with you in your ad and your brand via Facebook. Whatever they do in this type of an engagement, they are not leaving Facebook and going somewhere else. As an example, you're running out for people to like your page.

They find your page and they like it or you make a post on your page and you ask people to comment and engage with the post. They call that a sponsored story. You create a fantastic video and you want people to watch it. The new rules for Facebook ... Well, it's not rules, just a common sense right now.

Facebook give you organic reach but for you to reach bigger audiences and more people you have to advertise. The more you advertise with Facebook the more you'll see huge results because Facebook really take care of their customers. These are the kind of things to do when you want people to engage with you in your brand on Facebook.

Now there are other engagements or what we call offsite traffic goals so that's when you want somebody to engage with you via Facebook but then you take them somewhere else. This example, the offsite traffic goal, that's when somebody clicks, let's say on your Facebook.

You create an ad and you say my name is so-and-so and here is a free meditation gift because I'm in the personal development, I'm just going to use that as an example. When somebody clicks on my free meditation gift ad, it'll take them off of Facebook to my opt-in page. They call that offsite traffic. You're taking people from Facebook somewhere else.

Other type of an example is let's say you are running your own newsletter and you want people to join your newsletter. Of course this is important to do once you already have a lot of people on your newsletter but at the beginning I would advise you to just run an advertisement for people to get a gift or to get something that you're giving for free.

Running an ad to send people to join your newsletter is a fantastic method that you can use with Facebook. Another way for offsite traffic is you are an affiliate and you want to sell something on Facebook. Guess what, you take our affiliate link put it on Facebook.

When somebody clicks on that link from your advertisement, they will be taken off the affiliate site and they will make a purchase. If they purchased, fantastic, you just made a sale. If not, then it's just like any type of traffic. Sometimes people buy, sometimes they don't.

Now, one thing I love about Facebook personally is you can really hone in on people and find exactly who is interested in whatever you're trying to do. As I said, Tom did a fantastic job in module 1 when he was showing you how to use Facebook for market research.

This is exactly what he's talking about and this is exactly what I want you to do because through Facebook you can find where people are hanging out on Facebook, what kind of pages they like, what kind of things they do, what kind of hosts and videos. God Facebook has like tons of information that all you have to do is just go and dig.

Right now you're going to be like an anthropologist. You go into your Facebook account and you just stand a little bit of time to know your target audience. I'll show exactly how to do that in the live tutorial. Just so you can link back to what Tom was teaching in the class in module 1. With that in mind, we have covered the importance of Facebook and we have also covered what are the things to do before you even start advertising with Facebook.

Then I covered with you the 2 type of goals. This is something that I teach personally. I don't know if somebody else calls them goals but when I ran an ad on Facebook, there are 2 things that I want a person to do. I either want them to do something on Facebook so they are engaged with me, my page, my brand or whatever I'm doing on Facebook or I want them to download something from me or buy something from me as a person or as an affiliate.

Now that we understood all of that, I promised you I will show you how to start your own Facebook page. Right now I'm not going to sit down and read how to create a Facebook here because that'll be just ridiculous. I'm sure all of you can

read. What I will do is once I finished the presentation, I will actually go to Facebook and create a Facebook page live. You can see exactly how to do it.

The easiest way to create a Facebook page is just to go [Facebook.com/pages/create](https://www.facebook.com/pages/create). Then you start to go through the system in creating your own page. This is just a slide to show you how to do it if you are of a visual person. Then I will show you through the live session at the end of the training.

If you are more of a person who needs to see a written command in front of your eyes, you can always pause or take a screenshot of this training and then go to Facebook and start creating your Facebook page. I'll show you how to start your own Facebook page once we finish this presentation.

I mentioned also I will tell you what type of ads are available on Facebook. Well, Facebook makes it really easy to advertise. Before you advertise on Facebook, you really need to understand the different type of Facebook ads. Right now Facebook gives you 10 places or 10 categories to create ads.

I have took the most prominent ones and put them in this presentation but once we go to the live tutorial I'll actually show you each one of these 10 types of ads. The reason I'm paying closer attention to these ads in the presentation that I'm going to show with you next is because these are where you get the best ... I wouldn't say the best result but maybe these are the most famous type of ads on Facebook.

The other 6 or 7 types on Facebook ads, they are specific for somebody who already has something like there is a way for you to increase app installation or there's a way for you increase people to come to your store.

I didn't want to spend so much time on that because it's very specific for a person who have an application and they want people to download it or for someone who has a store or a bakery or a jewelry store and wants people to walk through the place.

Right now I'm covering everything that is more digital as that's the method that we are learning through the Profit Academy program. With that mind, let me show you the type of ads. This the most famous type of ad on Facebook. They call it the right side ad or the standard ad.

I'm sure everyone who knows Facebook and who has used Facebook in the past they've seen these little boxes on the right side of their newsfeed. It's quite simple. It's just an image and it tells you a story or tells you what the service or the thing is. Right here [Linda.com](http://Linda.com) is a fantastic website to learn anything, pretty much anything you want to learn.

They have a course about it on Linda. The Linda website here and this is actually a screenshot that I took from my Facebook because I've been looking for a specific type of training in the past few days and Linda found me on Facebook and targeted me. That's what you will do with Facebook too. This is an example of an ad that's on the right side.

If you haven't been on Facebook a lot or you haven't paid attention on what this kind of ad look like, I took another screenshot for you so you are more like inside Facebook and you see what I'm talking about. Once you are inside of your Facebook, if you look on the right side of your Facebook, you will these type of ads.

These are just ads that people run on Facebook. They target people based in that. Now, sometimes you might see an ad that you think, "Holy crap, why they even are running this ad to me. I'm not interested in that thing." Well, you might not be interested in something but one of your friends or one of the people that you are engaged with on Facebook is interested in that thing.

Because they are a friend with you, then the ad shows up on your Facebook because birds of ... I don't recall the adage or the old saying. It's like birds of the same kind, they fly together or something. By association with somebody who likes, let's say contemporary art, they ran an ad to me because they think I like contemporary arts.

Well, I do but I'm just using that as an example. This is what a right side ad looks like on Facebook. Now, there's another example right here which is a local video marketing. I am learning how to create my own videos so I was looking online on videos and different companies who create videos for you or they sell trainings so you can create your own videos.

They targeted me on Facebook too so I took a picture of that just so you can see how it looks like. Now there is what I call a page-like ad. This is an ad that you run when you want people to like your page. Valhalla Mind if my personal ... Well, it's my business page.

It's about the law of attraction, about manifesting wealth, about success and prosperity. When I run an ad, this is how it looks like. This ad actually can show up in multiple places on Facebook. It could be in the newsfeed. It could be literally anywhere depending on where I'm running the ad and where I'm sending people when I'm creating the ad.

That's another kind of an ad. A page-like ad is usually very easy to set up with Facebook. It doesn't require a lot of knowledge. All you need to know is pages



similar to use so you can target people of these pages and you will have your ad running.

As you can see, I have generated 23,000 likes to this page alone. I have multiple pages. Each page has a different number. The higher the number, the more people will engage because, guess what, people don't want to be on a page that has only 2 people. They want to be on a page that has 10, 15, 20, 30,000 people.

Believe me, 23,000 is not a large number at all. Some of the big Facebook pages in the personal development niche, they have 7 million likes. These are 7 million people on their Facebook page. Now, I'm not saying all of them came from an ad or from a campaign but you can see how big you can grow things with Facebook.

Now another type of Facebook ad is what they call Facebook offer. Now these I love Facebook offers because you can go on your Facebook page and you create an offer for free or for a prize and everybody on your Facebook page who liked your page will see it.

Facebook now have changed their algorithm so you have to actually advertise on Facebook that you just made an offer so everybody in your page will see it, but nonetheless, it's a very good way for you to offer something on Facebook and let people grab that from your Facebook page itself. That's what they call the Facebook offer.

You can offer anything on a Facebook offer kind of an add. You can offer a download, you can offer a service, you can offer even a coupon. You're not given them anything other than a code and they just go to your site and use that coupon. Now, that's how Facebook works.

It's phenomenal. It's really a magical place to use when it comes to advertising. The last thing I wanted to cover with you before we go into the system itself and show you the nitty-gritty of Facebook is there are 2 things that I will talk about. It's CPM and CPC. CPM is cost per impression.

Every time a thousand people see your ad, you will be charged for a CPM. That's what CPM means. It doesn't matter if a thousand people saw your ad and liked it or saw an ad and didn't like it, Facebook will charge you the CPM amount. Now, there is a CPC and that's cost per click.

That's actually you will be charged only when somebody clicked on your ad from your Facebook. When you run an ad on Facebook and someone clicks on it, then you get charged. I'm showing this in a slide on its own with you guys because I really want you to get the difference and the meaning between the 2. If you

want to learn more, I will show you exactly where to go to learn more about Facebook and all the kind of things that you need to do with Facebook.

Now, that I actually went through the training presentation, as I said, I am going to go live on Facebook and show you exactly what I was talking about. Before I go and do that let me ask Andrew and see if there are any questions or anything that I need to do.

Andrew: Hey, Zane. I'm just browsing the questions right now.

Zane: Awesome.

Andrew: You said \$50. You can do some stuff on Facebook for \$50, right?

Zane: Exactly. You can start as low as 5 bucks but if you give yourself a budget of \$50 you can actually know if an offer is good or too good to use with Facebook.

Andrew: In your experience what have been the type of niches where Facebook traffic has been more effective than say using solo ads?

Zane: Well, that's a funny story and a personal story of mine. Most of you know that I have 2 niches. The personal development niche which I built just from solo ads. I have another niche which is survivalist and self-reliance. Unfortunately when I started, they didn't have a solo ad vendor for that kind of a niche. Actually, I believe I am the only person on the economy right now who offers solo ad for survivalist.

When I couldn't find a solo ad for that, I run into really a wall. I had to find another way to find people to advertise to and that's when I actually used Facebook to create a huge community of more than 32,000 people on my page actually. I'm going to log in to Facebook page and I'll show you what I'm talking about.

Andrew: You're saying your Facebook has 32,000 fans.

Zane: Yeah. See, this is my Facebook page and it's called The Preppers Republic and it's all about self-reliance, survivalism. As you see this is a post I made this morning what are [inaudible 00:30:19] and what are your thoughts? 2900 have seen this post, 36 people has shared it and 5 people commented.

This is actually a sucky reach by the way because I have some of the stuff that has reached literally thousands upon thousands of people. This is just an example. It shows you see 4,000 people have seen this post. I actually built this mainly from Facebook. Everybody who's in this page came from Facebook.

Everybody who is on my list right now that I am offering a solo ad for came from Facebook for this page in specific.

This is actually a very good one, word of wisdom from our founding fathers. It has attracted 5,000 people, 253 likes and 117 shares. This is the power of Facebook. I used Facebook alone to build this page and all the audience who is on my actual list from their Facebook account and from Facebook advertisement.

I didn't use anything else for Facebook other than Facebook for my survival niche. See, this is another example. This is actually a blog post so these 9,000 people who have seen the post, they actually went through my website. See 354 likes, 354 shares and it just shows you what you can do with Facebook and how huge of an impact you can create for yourself and your business.

As I said, I have 32,579 likes. This is just as of today. Now, it changes usually weekly so the number always goes up. Sometimes it goes down if I really don't do anything with my page for like a week or 2. Just like everything we teach you, it's all about continuing to engage people.

When you have a Facebook fan page, you really need to engage people with that. Now while we are right here on my page, see, this is my survivalist website. Right here, this is actually a type of promotion that I can promote my website to people.

When I was talking about offsite traffic, if I actually clicked and promote this website, it'll promote the website to my 2,000 people. Whenever somebody clicks on it, it'll take them to my website. This is an offsite traffic. Now, when somebody actually engages with my post, inside of Facebook, that's what they call an engagement or onsite engagement.

See, this is a hideout. It's an image and 1200 people engaged with it. 15 people have shared it, 62 people liked it and there are like 11 or 12 comments. That's what we call on-site engagement. Long story short, I built an entire niche just from Facebook and it's a survivalist niche.

Now other niches that are great to start with Facebook is the weight loss niche but Facebook is more about health and fitness than weight loss so I apologize if I say weight loss niche. It's more about the health and fitness.

If you are a personal trainer or if you are an athlete of some sort then you can sell weight loss products with you as a persona. You are the person who is selling it instead of just 5 methods to lose 10 pounds in a week, the difference, so back to you, Andrew.

Andrew: You said again to show them how to do this.

Zane: Yes, exactly. Now, let's go to Facebook and I'll show you exactly how to do the following. Before we do anything with Facebook, I want all of you to go Facebook.com and then go to Facebook ads and learn about the policies and guidelines for Facebook because as long as you stay within the line with Facebook, you will prosper.

You will have huge impact both on your business and on your financial status. It's really important to spend the time to learn what the Facebook advertisement is because unfortunately if you make a mistake with Facebook they're not going to say, "You're a newbie so we're going to cut you slack."

No, they'll just disable your account and you're screwed. I'm sorry if I'm being hard on you but I really need you spend time on the ads policy and guidelines. In here, it actually goes in details and tells you what you need to do to actually stay compliant within Facebook.

This is a perfect place to start with. I just wanted to bring it to your attention and now let the fun begin. Right now, I told you where to create a Facebook page? You go to [facebook.com/page/create](https://facebook.com/page/create). Right now we can actually create a page our self. When you click on [Facebook.com/pages/create](https://facebook.com/pages/create), it'll actually bring you to this page.

From here, you will choose the kind of page that you want. Now, for the purpose of this tutorial I'm not going to spend a lot of time finding what I'm trying to do is just an example. In your case, you know exactly what your niche, you know exactly what your brand is and you just go and start creating.

For right now the easiest one is a cause or community. All you need to do is just add a name and you create a community and you get started with it. The second place to start with is a brand or product. If you are establishing yourself as a brand then you go and choose from the categories and then you write the name of your brand or product, then click start it.

Right now, I'm going to go with the cause or community just for the tutorial purpose. A rule of thumb, you can never create a Facebook page that says Facebook in it. Say, Happy Marketing. It's just a silly name and you create a community for people, like-minded people who are all about marketing and all about creating their own real-life status and real life changes using online marketing.

This is the name of your page. You will go through these 4 pieces. It's important that you type an about section when you create your own page. You can always

skip it but it's important to create an about part because when you create it then Facebook ... With Google they index you. Facebook have a similar thing.

I don't know if it's indexed or not but when you have more meat to your page than just a page that has nothing, you will actually show in searches on Facebook and things seem to be much better for you. You click on the about section and you add it here. If you have a website, you click the link here and then you save the information.

I'm just going to skip it because it's a tutorial. Then here, what's where you add the profile picture of your brand. Now if you are the spokesman or the spokeswoman, you can definitely add your face in there but I will always write the name of the brand and your face.

They'll know that the brand is Happy Marketing but it's run by me, Zane. You can say Happy Marketing run by Zane Baker, just an example. The add to favorite part, this is actually when you add it to your favorite inside of your Facebook so you can easily go into it and you don't have to hunt for it.

Then the last piece, that's actually where the fun begins because this is actually where I can choose people who are interested in marketing. This is where I'll show you how you can target people of similar interest. I'm going to go right now to Facebook and show you how to look for people who are interested in a specific thing, so interests or pages, similar to digital marketing.

Actually, today I am not typing, right? Sorry guys. I butchered digital. Right now, I'm going to see all the pages that are similar to the subject of digital marketing. Bare with me guys. Looks like the internet is a little bit slow. As I was telling you, Tom created a fantastic training showing you how to do this page is similar and things of that nature.

I want you to spend some time to find interests but right now because it's a digital marketing thing, I will just start typing like marketing and Facebook will suggest things for you, marketing right here and then coupons, advertisement, sales promo. You see how Facebook, because you told Facebook that you're interested in your interests are marketing then they go and suggest things to you that you can choose for your advertisement.

This is where the fun begins because as you can see Facebook really collects a lot of data on everybody who uses Facebook so you can target exactly who you want to target with Facebook. That's phenomenal. That's beyond phenomenal actually. This is how you create things and how you get things done.

This is how you create a Facebook page. As I told you, I will show you how to create a Facebook page and I delivered on my promise. Now, I can't go in and create stuff on different niches because I can't spend all day long showing you that but you use the same similar way where I showed you how to create a page and you start your own page and you're good to go.

Now, that you created your page, now the true fun begins. That's when you start doing what? Advertisement. I love advertising on Facebook. Remember I told you there are 10 different categories or 10 different areas. They call it objective, I call it goals when you are running a campaign.

There are different ways you can send people to our website. You can send people to a website for a sale. You can boost a post. You can promote a page. As I said, there are other things like install an app or engagement with an app. I didn't spend a lot of time on these because they are not applicable at least for us during the class.

Now if you're a techie guy and you have an app, then I would advise you to actually spend some time understanding how to advertise or that kind of an issue. The areas for your right now as the website clicks, to boost a post. That's when you post something on your Facebook page and engage people with it, Facebook page likes and offers.

That's when you advertise and people claim your offers. Now, something that Facebook added recently it's called video views and this is fantastic for people who create videos. If you remember, I told you I am learning to create my own videos and this and that, it's because I started to study and learn that videos on Facebook actually are getting a huge, huge impact.

A lot of people are interested with videos and when you post a video, you get a bigger region, you get a bigger engagement from people so now I'm learning how to do videos. Facebook caught on to this so now they offer video views on Facebook. If you think that Facebook doesn't know, you are mistaken. Facebook knows exactly everything.

I'm going to show you how to run 2 type of ads in today's tutorial. The number 1 type of ad is a Facebook like ad and then the second one is clicked website because this is how you send people to your opt-in page so they can engage with it. As I said, to promote a Facebook page that's actually the simplest and easiest.

Actually, I need to go back and show you. When you click on to promote your page, the system will immediately show how many pages that you own or manage as a Facebook page admin. Then you choose the page that you want to advertise for.

You see I have 3 pages right now that I'm administering. I'm just going to run and ad for my personal page. The location is actually where you add people from different countries. Right now I want you to focus on people from the United States, United Kingdom and Canada because they call these tier 1 countries. People in these countries they like to engage with different kind of stuff.

I'm not saying other countries do the same because I actually have a lot of followers from other countries like Ireland and India and Nepal and this and that. For the reason of the tutorial, I'm just showing how to do it with the top tier countries because these are people who have credit cards.

These are people who are known to buy and to opt-in. That's where you add the location. Now the age and the gender, I have to take you back to the module where Tom was talking about finding your niche. That's where he showed exactly like finding the niche is a niche composed of men, women, which age, what type of products that they like, blah, blah, blah.

Whatever your niche is, these things will change. I know for people interested in my personal development stuff, they are usually about 25 years old to about 54 of age. I'm not saying people who are younger or older are not interested. They are interested, however this is the segment of age where people are most engaged.

When you are spending Facebook money or you're spending money on Facebook advertisement, you want people to have the best ... you want the people who have the highest impact to join your campaigns. Don't pay any attention to languages because the countries here all speak English.

Now, this is where targeting begins. In the forum, a lot of you asked, "Well, Zane, what do you mean by targeting?" Well, targeting is right here. You are targeting people of a specific interest. These are people who have a specific thing that they are looking for.

Right now I'm targeting entrepreneurship, online businesses, online shopping could be a fine one, online, offline. I chose the wrong thing. I'm not going to go through it all, I'm just showing you what kind of social entrepreneurship. I'm sorry. English is not my first one so sometimes I butcher words. This is how you create your ad.

This is how you set up a budget. Remember when I said to have a budget of ... You can start as low as \$5 or up to \$50. Always set a budget. Always choose a specific date because otherwise Facebook will just run it continuously. When you are brand new, you want to limit your risk. Start with 5, 10, \$15 up to \$50 and then let the ad run for a day or 2.

If you get good results with it, then fantastic. If you don't, then you will go and alter it. Within a day or 2, that's when an ad settles and you can start to see how effective these ads are and if you need to change something or not. Now, this is the budget area. No matter what kind of thing you do, they all look the same. You click on the dates. I want to run today for a lifetime budget of \$50 and I want it to end by Wednesday.

I have full 2 days and \$50 a day. This is an optimized page like so I want people to join my page and like it. This is the area where you add a Facebook image. This is actually very important because you want an image that engages people and people find it very, very interesting. There's a fun part here.

You can create your own image or you can browse the Facebook library. See Facebook has made an arrangement with Stockimages.com and the fun part as I said Facebook knows exactly what you're looking for. If you noticed they know that the page that I am running an ad for is about entrepreneurship.

Guess what image they found for me, startup business. I click on the image. You can pick up to 6 images. Now, I do not recommend that you start with 6 but you can do it if you want to. I always like to start with 1. If I don't find any results, with that one then I go and change it or I create a separate ad with that image.

Now, guys this is just a glimpse of what you can do with Facebook. I actually took multiple Facebook courses to become the guru on Facebook and use it to the best of my ability. Now, this is the area where you actually add your ad text. This is a Facebook page ad, for my personal Facebook page.

I'm sending people to my page and it tells them I am Zane Baker. I am your friend and your life coach and your motivational buddy. Just something fun and engaging and this is how the actual ad would look. As I mentioned earlier there are different kind of placement on the ads and some of you might have said, "What the heck Zane means?"

This is what the placement means. There are different places on Facebook that your add shows on. Right now, we're looking at the newsfeed for a desktop. When somebody is on a computer, this is how the ad would look like. When someone is on a mobile phone, this is how the ad would look like.

You see how Facebook actually works really well for everything? Then there is the right side, remember the little 2 images from Linda and their video site that I was showing you? This is how my advertisement would look on the right hand side. Now, once I review everything, always click on the review order just to make sure that you have everything in place and you have all the stuff that you want in place and then you place the order.



That's exactly how you create your Facebook ads and place them. It's quite easy, quite simple if you are in different niches. If you are in the weight loss, if you add here ... I'm not going to use weight loss. As I said Facebook doesn't like the word weight loss but I'm going to go with Paleo because I noticed a lot of people are interested in Paleo diet, so Paleolithic lifestyle, Paleo ethics.

A lot of people who are in cross fit, they love Paleo. You just keep digging through these things. If you actually did your market research, you will know exactly the name of the big pages about Paleo. Then you come here and type it. Right now it's not Paleo related but for my personal development, I know some of the biggest pages are Mind Unleashed. She they have 400,000 people.

I just come and type the name of the page and then it adds it there. Another huge page is called Prolific Living ... Exceptional Living. It has 2 million people and then I just add them to my sites. When you do your market research you should know what are the big pages in your niche and start to target them.

Now, sometimes you might not be able to find ... For some reason the algorithm on Facebook couldn't capture it so don't get alarmed. It's not your fault. They are just not there. Go and find the biggest thing and target it or just find the big niche name like Paleo, Paleo ethics, Paleo lifestyle or whatever is it that the niche that you are in. This is how you run a Facebook like ad.

Now another place to actually see or as a promise to create ads. You click right here. You click right here on the little triangle then you go to manage ads. I'm going to leave this page and then I'm going to go to the manage ads. This is your ads manager. I'll show you what it is and how you use it. This is where you actually go and you create a Facebook ads.

Whenever you are ready, you just go and create an ad. I showed you how to create a Facebook ad with a Facebook like ad. Now I'm going to show you how to create a Facebook ad where you send people to your, what? To your opt-in page. This is an example of ... Nope, this is actually not mine. This.

Let's use this one. You put the name of your face of your opt-in page in there. You go to create ad and then clicks to website and then you put the name of your Facebook page or your ... Sorry, not Facebook page, your opt-in page so you always name the campaign by the opt-in page name. Because you want to recognize this.

This is Reiki offer so this is just for me so I can see that. It's a Reiki offer and when I go to my ads, I understand and I see how it is. Now everything in here is exactly like I showed it to you in the other ad. You go and you add the countries that you target, the age group, men or women and then you go and do what?

You go interests. Since I'm doing Reiki ... Actually, I need to see how Reiki is spelt with an E. R-E-I-K-E-E. See? Now I am targeting people who are interested in what, in Reiki, in energy medicine, in alternative healing, in crystal healing. It's all about energy healing and healing from within.

You see how Facebook targets exactly people who are interested in something that you're giving them? That's the best thing after the solo ad. The solo ad is a person who is interested in something and he's already on a page and you're advertising to that. If there is no solo ad person for that, then you go to the next best thing which is Facebook.

You go through everything as I showed you. You always choose a lifetime budget, the reason I say choose a budget because guess what, we want to limit our risk. We don't want to lose a lot of money especially when we're testing. Then we know it's a clicked website. I showed you exactly how to the image search through health.

Andrew: Hey, Zane. I'm really sorry to interrupt. We are actually out of time here. We got Sean on the line ready to go. Could you wrap it up real quickly?

Zane: Sure. As I showed you guys, you search the image, you accept it, you review your order and then you place your order and there you are. Now you know exactly how to do Facebook advertisement. Sorry guys, I love Facebook and I carried away so I don't want Sean to hate on me. He knows me and he knows my phone number so thank you, Andrew. Back to you.

Andrew: No worries. Thank you so much. That was wonderful. You're going to be presenting again after Sean here so if there are any extra questions, I will ask them during your next presentation.