

Guide to Replay of Live Training on 14-09-07

Below is a guide to where you'll find specific parts of the training and at what minute mark

Q&A

Agenda

There is no such thing as the ONE right niche or the ONE right product, there are lots of great niches and great products.

There is no such thing as the 'perfect product'. It's really about testing it.

00:09:45 Selecting a Product

How to find a physical product - especially unique and cool products

1. Go to: <https://www.Google.com>

2. Search using:

your niche + gifts

your niche + gift ideas

your niche + gift list

Examples: "photography gifts", "raw food gift list".

3. Explore the search results.

One example that came up for "photography gift" was:

www.brit.co/photog-gifts-under-50/

Insight: you want it to be a product that is a "want to have" more than a "need to have".

You want to find a product that is a little bit unique or that has a cool factor - these products tend to do the best and give you higher conversion rates.

Your physical product doesn't have to be on Amazon, it could be on Etsy, on Teepring, etc.

The goal of the first physical product is really to help you pay for your lead generation cost, to get the people on your email list for free or at a smaller profit so anything else you promote to that list is money in your pocket.

Tip: Need help brainstorming ideas of products? Post in the private Facebook group!

00:15:30 Inside Brittany's Ad Campaign – This Week Stats/Results

Start with small budget

When to scale your budget?

- When you are winning your money back.
- Scale progressively to make sure you are still making money/profit
- Raise it early in morning.

What's working - The Strategy

The Ad - Optimization - Facebook Ads Reporting

"There is no such thing as 100% success or 100% failure"

How to know if your ad is working

- Right product/right targeting
- Post page engagement (likes, shares, tagging people, comments...)

Right/wrong targeting - Click Through Rate

Optimize your ad first for opt-ins, second for demographics that are sharing or liking it

00:33:35 Creating your first Ad or Improving it

- how to target/create/understand your audience?

Tool: Audience Insights

<https://www.facebook.com/ads/manage/> - on the left menu, click 'Audience Insights'

Tool: Feedly

<http://feedly.com/> (for ideas for content, products, audience interests, resources...)

00:49:30 Graph Search

- How to save your custom audience on FB
- Activities
- Purchase behavior
- Type on Facebook search box (top of the page):

"Interests liked by people who like X"

Example: "Interests liked by people who like Bramble Berry"

00:56:40 Two Additional Sales Strategies

1. Second Opt in Page to reply to comments on FB page
2. Added Section to all Emails

Include Unsubscribe Link in all emails

1:07:00 Next Week Agenda

1:08:10 Q&A

How frequently to email them?

Can I use the same conversion pixel for two ads in the same campaign?

How to initialize your custom audience inside Facebook?

How to get the first interest to start the process?

How do you know how to stop promoting a product and choose something else?
(while testing before sourcing)

TeeSpring: <http://teespring.com/> for Tshirts

Email templates

Value of each subscriber in your list

How many days after you start your Facebook ad campaign, do you look at changing your targeting? Data vs number of days - Facebook Ads Reporting

Do I need to have/open a business/company?

Squeeze Page Conversion rate

Do you keep an ad on Facebook indefinitely if it continues to generate leads that are paying for themselves?

Aweber or other company

Optimizing to get more sales

Double opt-in vs single opt in

How long and how to announce the winner of the contest

Tripwire sales page – the Bullet Points

Template to announce the winner

Establishing a Facebook page and importance of checking it often

Picking winners for a contest

What do you get with Ideal Me Success U Membership