

# Guide to Replay of Live Training on 14-09-21

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

## Agenda

### Inside Brittany's Ad Campaign – This Week Stats/Results

- "banner blindness" and your ad
- Etsy sales page and changes implemented
- Promoting 'other people' products as an affiliate
- Pausing your ad for a few days and working your list

### 0.30.00 Email Marketing Schedule/Calendar

- The email strategy/big picture
- Types of emails: Physical product promo, Intro/Trust building, Content, Trip Wire promo, Continuity promo, Giveaway product winner, Segment
- The Schedule/Calendar
- Why the Breaks
- Writing yourself or outsourcing the Copy
- "Follow up emails" and "Broadcast emails"

### 0:50:15 Creating a Resource Box in Aweber

### 0:56:20 Some Ideas for Content

- Build a RSS feed scan for topic ideas (with blogs in your niche/topic)
- Subscribe to other marketers in your category - see their promos and content
- Browsing forums: look for repeated questions
- Youtube.com in your category
- News Articles

### Promo Ideas:

- Test a new physical product via Amazon affiliate link, Amazon or other method
- Info product affiliate from Clickbank, Udemy, JVzoo or other source
- Advertise the opt in page of a new list segmentation like productivity, time management...

#### **1:09:00** How to create your own opt in form in Aweber

- Your own product: interview series, video guide, PDF...

#### **1:12:40 Retargeting**

<https://www.facebook.com/ads/manage/audiences.php>

- Create your custom audience (from your own website) + Copy your pixel code + paste/install pixel to your website
- Create 2 retargeting pixels: one for people who visited your opt in page and another for people who visited your page after opting in
- Start retargeting with only people who have actually opted in
- Is usually cheaper per click and you get a higher Return On Investment
- You need to have your own website to do this

#### **1:26:00 Q & A**