



FACEBOOK ADS FOR ENTREPRENEURS

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COURSE CHEATSHEET



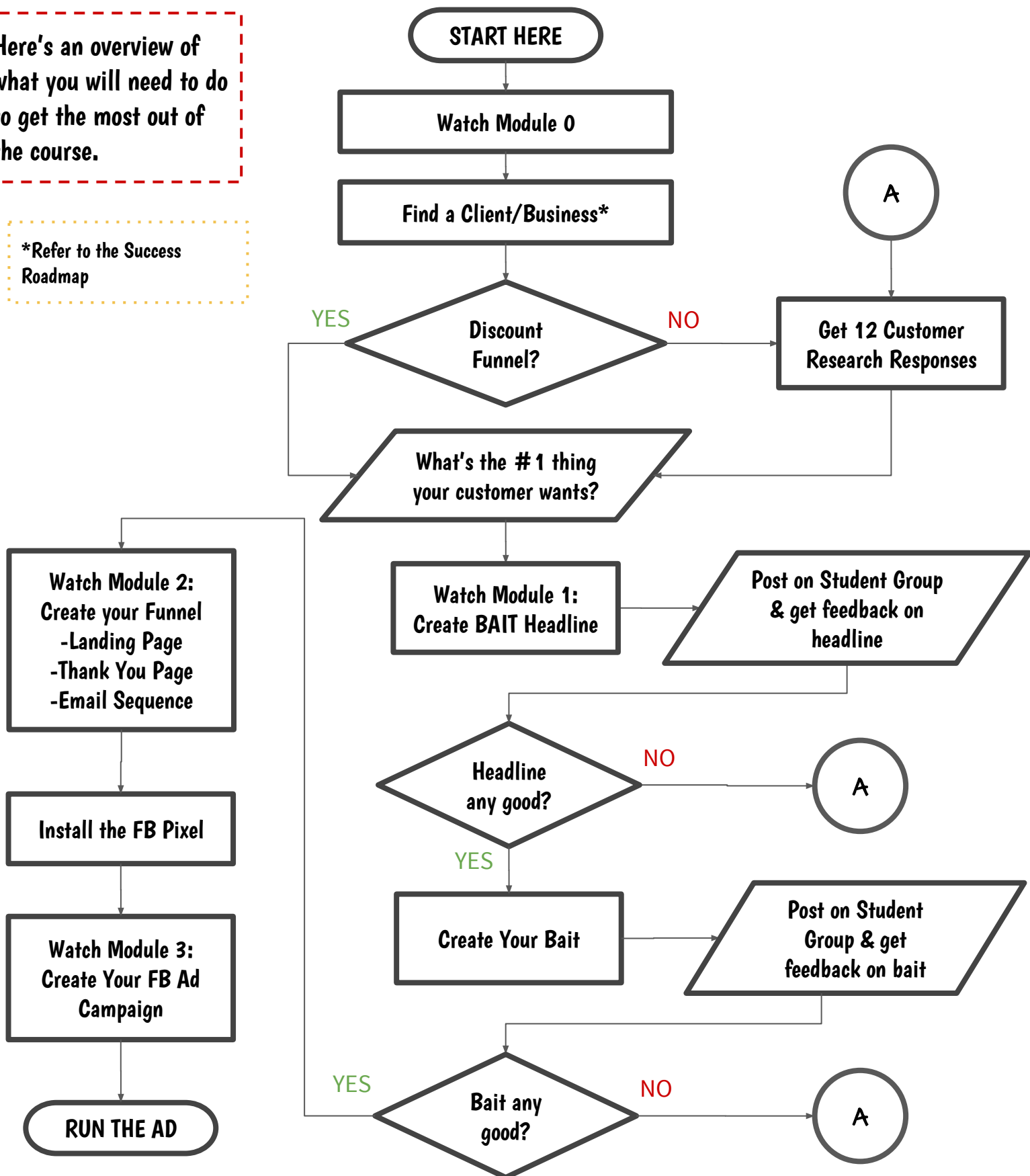


COURSE ROADMAP

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Here's an overview of what you will need to do to get the most out of the course.

*Refer to the Success Roadmap

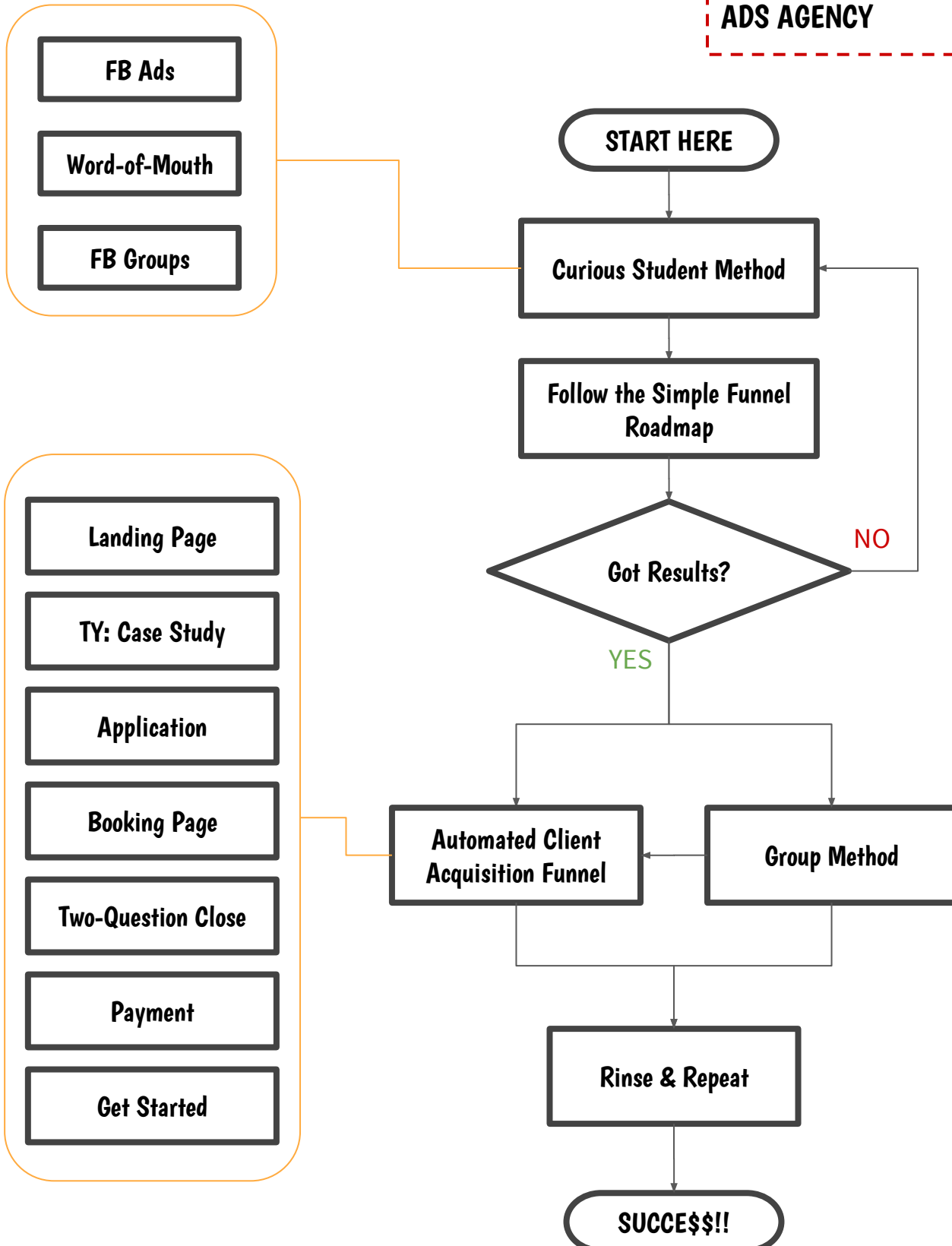




SUCCESS ROADMAP

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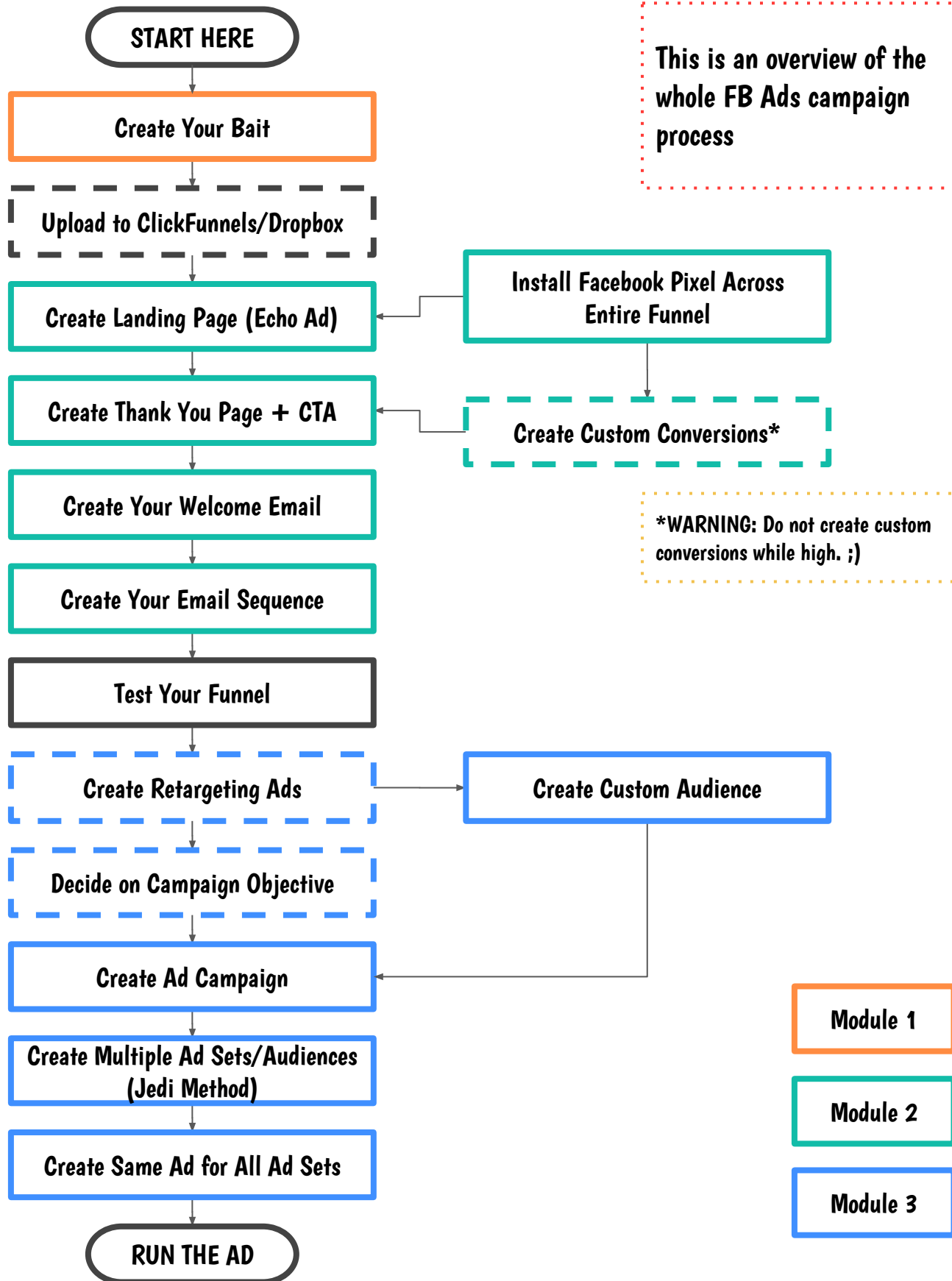
HOW TO GET CLIENTS & BE ON
YOUR WAY TO RUNNING AN FB
ADS AGENCY





SIMPLE FUNNEL ROADMAP

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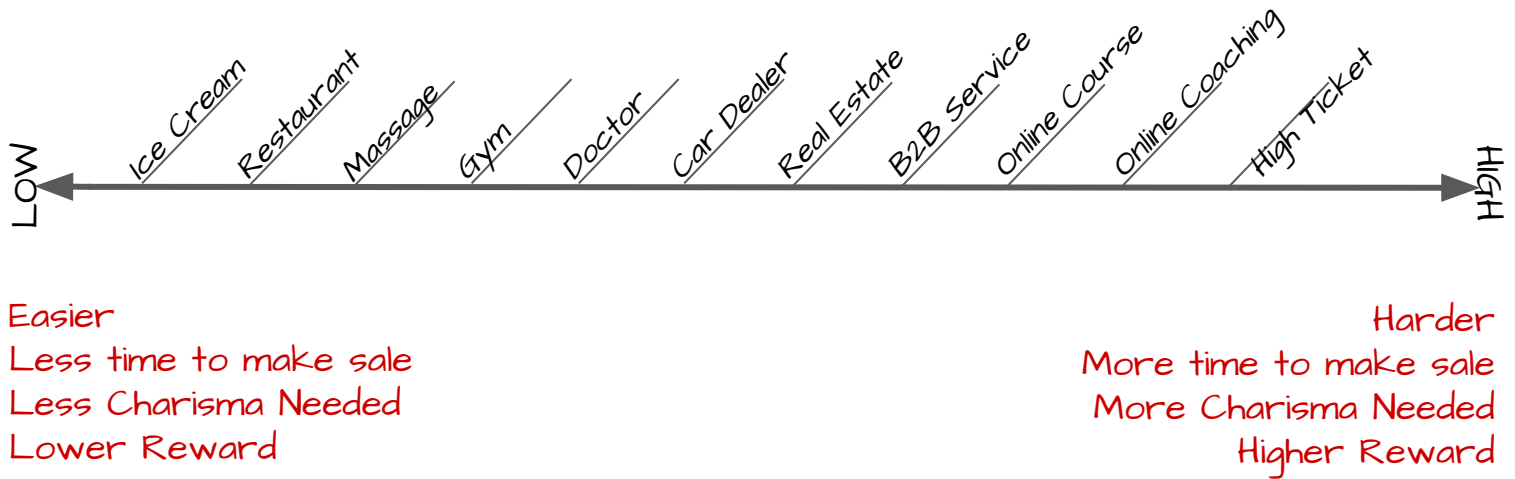




MODULE 0: THE VALUE SCALE

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THE VALUE SCALE





EXAMPLES OF FUNNELS

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SIMPLE TEMPLATE

AD: I will offer _____ which _____ will absolutely LOVE!

Landing Page: I will use _____ to collect info and _____ to add to my email list!

Thank You Page: I will offer _____ they will love even more, if they _____ right NOW!

Retargeting: I will show people that viewed the TY page _____ until they become a sale!

COPY/DIALOGUE STRATEGY

LOW VALUE SCALE

Call out your customer
(pain/desire/location)

Who am I?

What Awesome Thing do I
have?

Where can you get it?

Be attractive
(honest/entertaining/human)

Scarcity

HIGH VALUE SCALE

Call out your customer
(pain/desire)

Tell a story

What Awesome Thing do I
have?

Why am I credible/results?

Where can you get it?

Be attractive
(honest/entertaining/human)

HIGH VALUE W/ NO RESULTS YET

Call out your customer
(pain/desire)

Tell a story

What Awesome Thing do I have?

Why do you want it?

Where can you get it?

Be attractive
(honest/entertaining/human)





MODULE 1: THE **BAIT**

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HOW TO **FIGURE OUT WHAT THE BAIT** SHOULD BE

THE **PROBLEM** QUESTION

What's your biggest challenge/problem/roadblock when it comes to ___?

THE **GOAL** QUESTION

What is your goal for your ____? What do you want out of it?

THE **FEEL** QUESTION

How would it feel if this problem was gone?

THE **ADVICE** QUESTION

What have you already tried in this area? What frustrations did you have?

THE **NOW GOAL** QUESTION

What are your biggest goals in your business right now? What do you want to change this year?





MODULE 1: THE BAIT

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THE BADASS BAIT CHECKLIST

FREE ONLINE WORKSHOP ...



HOW TO CREATE FACEBOOK ADS THAT DON'T SUCK
HOW I TURNED \$450 INTO \$900,000!

Yes Save My Spot!



Tuesday, June 21st
11am Pacific / 2pm Eastern

Webinar Starts In...

Dan Henry
Nationally known Entrepreneur and Facebook Ads Expert, founder of FacebookAdsTraining.com, and probably Batman.





- ☐ Specific Promise
- ☐ Specific Prospect
- ☐ Pre-Frame Shift.
- ☐ Promise.
- ☐ Perceived Value.
- ☐ #1 Thing.
- ☐ AHA Moment.
- ☐ Immediate Gratification.
- ☐ 5 Minute Rule.





MODULE 1: THE BAIT

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HOW TO CREATE A SIMPLE CHEAT SHEET

TITLE

Make Specific Promise to Specific Prospect

PAGE 1

Introduce yourself and show why you are credible
Demonstrate result, *so that they will keep reading.*

PAGE 2

Address #1 Thing / Stir the pain
Dangle the desire, *talk about what they're struggling with, what they want, talk about the things they tried*

PAGE 3-6 (sample page numbers)

Pre-Frame Shift (*further shift from the Page 1 pre-framing*)
Deliver AHA moment.
Give instructions for Immediate Gratification.

FINAL PAGE

Call to Action — *the last page should have the CTA.*





MODULE 2: THE FUNNEL

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HOW TO BUILD A CHEATSHEET FUNNEL

In ClickFunnels, click the **Add New Funnel** button.

Choose the goal: **Collect Emails**.

Sort by **Top Converting** to choose a high-converting template.

Funnel Checklist

- ☐ Use **conversational wording** instead of the overused ones like "Get Instant Access".
- ☐ Your **big bold headline** should be the name of your freebie.
- ☐ The **simpler** the page, the better.
- ☐ It's recommended to **send the PDF via email** instead of the Thank You Page.
- ☐ When configuring the **Share buttons**, use the landing page URL or even better: the Facebook Ad permalink.

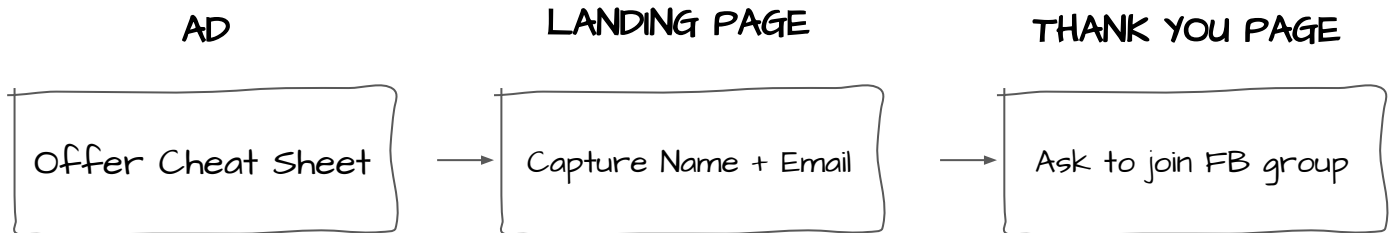




MODULE 2: CHEATSHEET FUNNEL

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HOW TO BUILD A CHEATSHEET FUNNEL



Thank You Email

- Introduce yourself/your company
- Set expectations for what they will receive
- Restate the benefits of being a subscriber/lead
- Get them to make microcommitments
- Open a loop

ClickFunnels & videos are recommended.





MODULE 3: CREATING THE AD

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HOW TO CREATE ADS

For new accounts: run a "Clicks to Website" campaign until you get about 50-100 leads, then run a "Website Conversions" campaign and your lead cost should drop.

Ad Manager > Power Editor > Create Campaign.

Website Conversions is recommended. Other objectives could also work if you stick to the core principles.

Three levels of FB Ads:

Campaigns - like folders. Can set a spend limit.

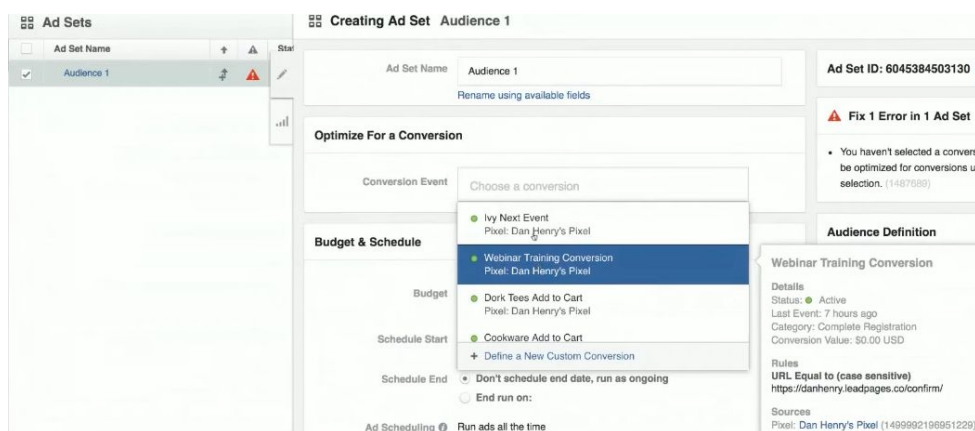
Ad Sets - where we choose audiences to target + connect pixel.

Ads - where we create ads that we're using.

Conversion Event - where you set your **Custom Conversion**.

Budget - always start at \$5.

Placement recommendation: **Mobile & Desktop**.

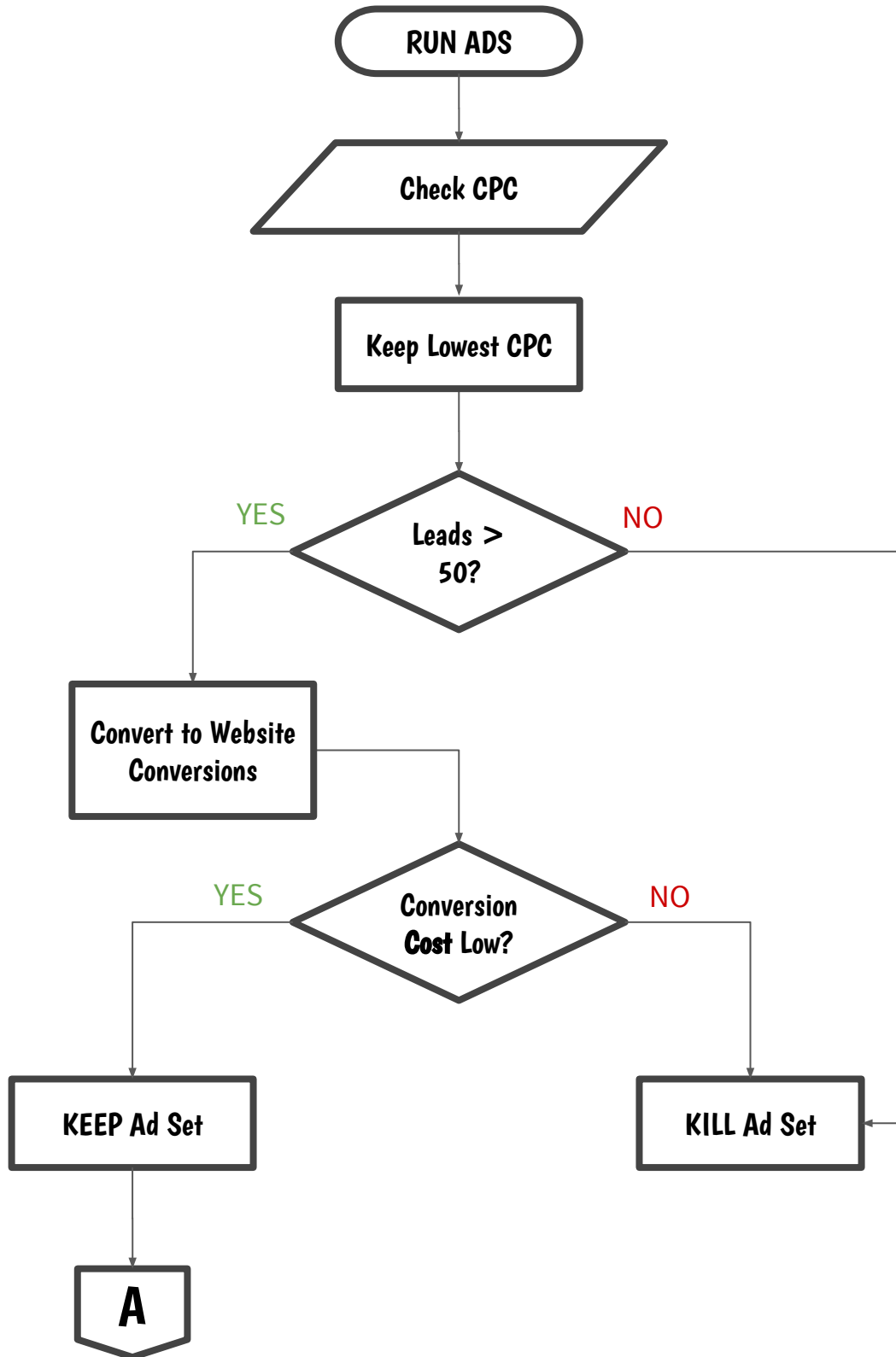




MODULE 3: MANAGING ADS

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THE SEASONING EQUATION

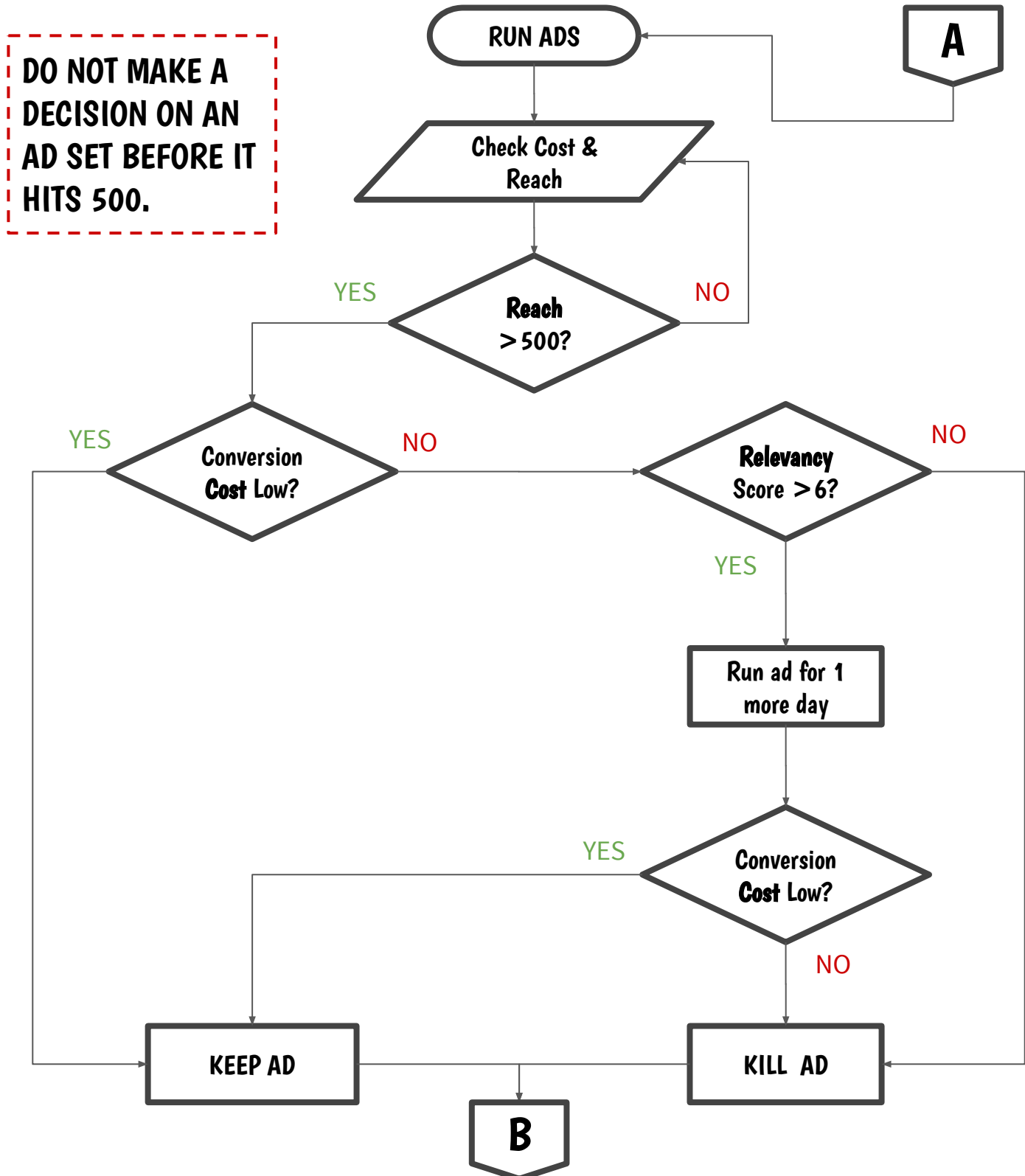




MODULE 3: MANAGING ADS

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THE SPLIT TEST EQUATION



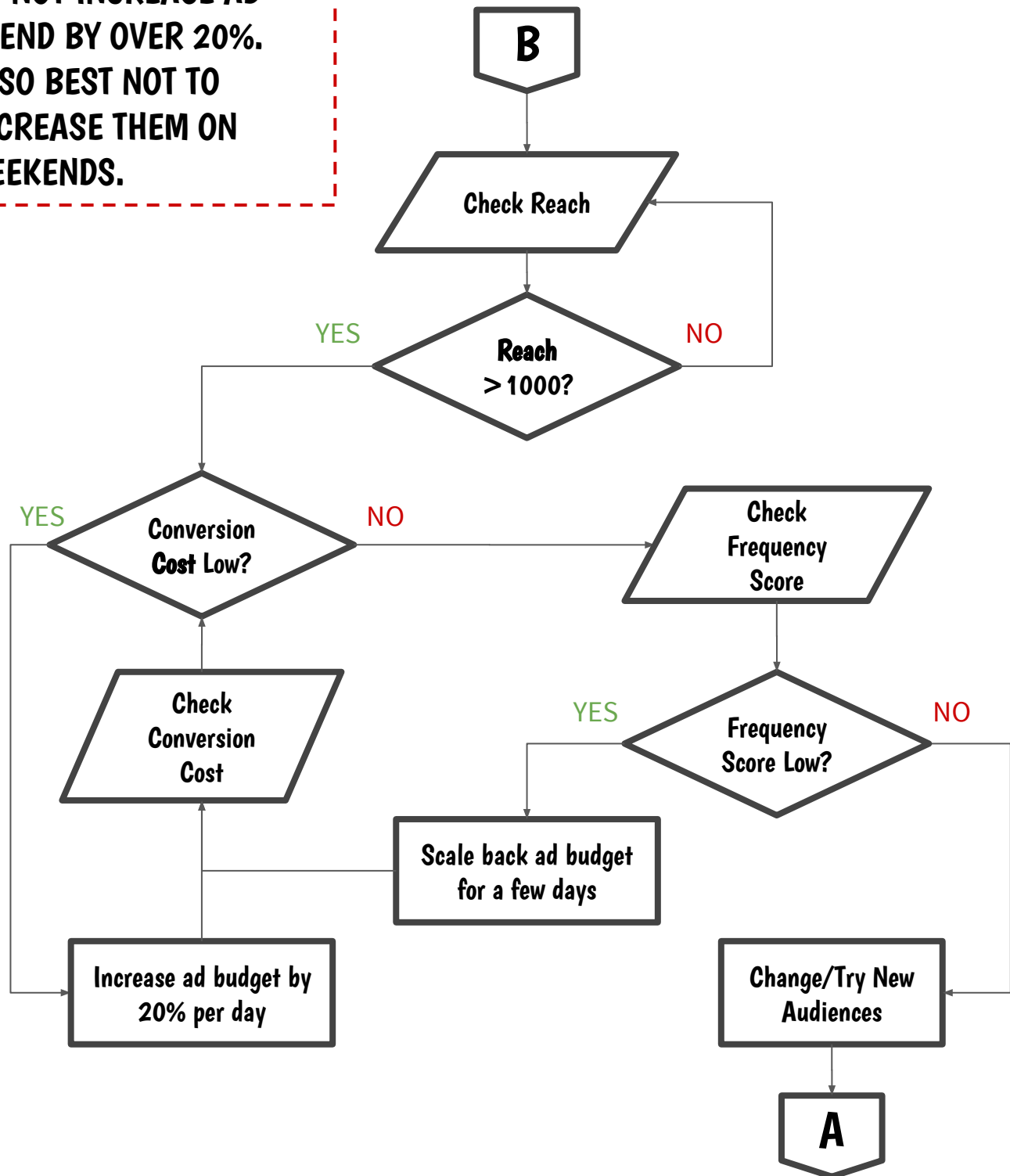


MODULE 3: MANAGING ADS

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THE PROFIT SCALE EQUATION

DO NOT INCREASE AD SPEND BY OVER 20%. ALSO BEST NOT TO INCREASE THEM ON WEEKENDS.





MODULE 3: CREATING THE AD

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HOW TO CREATE **IMAGE ADS**

Use Existing Post is great if you want to take advantage of the engagement on one post.

Headline - use for your Call To Action.

HOW TO CREATE **VIDEO/SLIDESHOW ADS**

Video Captions - Automatically add captions is recommended (can take over 24 hours).

Headline - use for your Call To Action.

Aspect Ratio - square is recommended.

HOW TO CREATE **CAROUSEL ADS**

Similar to slideshow, but you can flip through ads.

Headline - use for your Call To Action.

Aspect Ratio - square is recommended.

TIP: Once ads are created, you can go to the Ad Set and duplicate the ad set so that you can test the same ad with different audiences.





MODULE 3: CREATING THE AD

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RETARGETING ADS

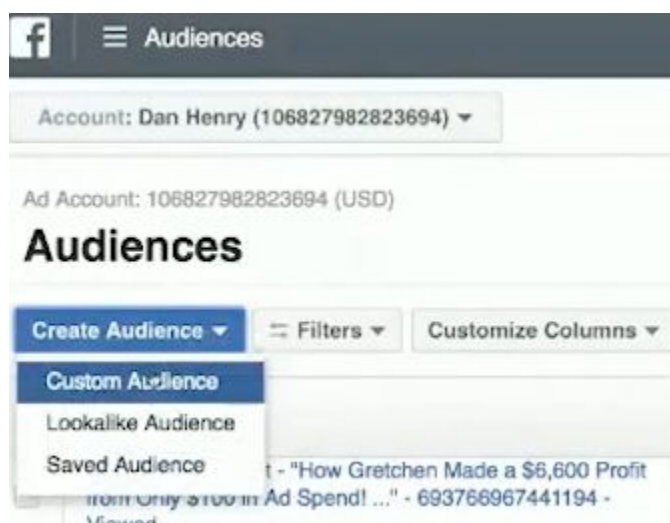
Research > Bait > Funnel > Ads > **Retargeting Ads** > Targeting > Run Ads > Split Test Ads > Find Winners = **PROFIT**.

Retargeting helps push someone that has already engaged to complete an action, send a reminder, or to build trust.

HOW TO CREATE RETARGETING ADS

Ads Manager > Audience.

Click the **Create Audience** button.





MODULE 3: CREATING THE AD

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HOW TO CREATE A **CUSTOM AUDIENCE**

TYPES OF CUSTOM AUDIENCES

Customer File - where you can upload your mailing list.

Website Traffic - people that visited specific pages, etc.

App Activity - not covered, for apps/games

Engagement on Facebook - Video (custom audience automatically created by FB) and **Lead Ads**.

Custom Audience Too Small - comes up when choosing video engagement, sometimes takes half an hour to update, so check back again.

Website Traffic - retarget people that signed up for a webinar, etc.

URL Contains is recommended over URL Equals.

Advanced: **People visiting specific web pages but not others**

The screenshot shows the 'Create Audience' dialog box in Facebook Ads Manager. Under the 'Website Traffic' section, a dropdown menu is open, highlighting 'People who visit specific web pages' with a checkmark. Other options include 'Anyone who visits your website', 'People visiting specific web pages but not others', and 'People who haven't visited in a certain amount of time'. The 'Audience Name' field at the bottom contains the text 'Registered for Blue Widget Webinar'.

In this example, you're targeting people who signed up for your webinar, but didn't actually visit the live webinar page to watch the webinar.





MODULE 3: CREATING THE AD

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CREATING A **RETARGETING** CAMPAIGN

In **Power Editor**, Create A New Campaign.

In the **Ad Set > Audience** section, select the **Custom Audience** you created earlier.

Budget & Schedule: \$5/day.

Placement: **Mobile News Feed & Desktop News Feed.**

Optimize for a Conversion Event: Select the **Custom Conversion** (usually the one that has the URL to your Thank You page).

Go to the **Ad** (clicking on the Ad Set will take you there).
In the **Destination** section, select **Facebook Page**.

Destination URL: enter the link to your landing page.

Display URL: same as above.

See More URL: same as above.

Text: Enter your copy.

Choose a **Video Thumbnail**.

When done, click the **Review Changes** button and click **Continue**.

Then wait for your ad to get approved!

