

www.getwsodownload.com

FACEBOOK ADS PROPOSAL

Created for [NAME]

By the Lord and Master of Online
Entrepreneurial Nerdom . . .

Dan Henry



FACEBOOK ADS PROPOSAL

www.getwsodownload.com

Who is Dan Henry?

I'm a young dude. I'm 29, I have a wacky personality, I don't like waking up early, and I've been known to bring up Batman during business meetings.

Long story short, I went from being a pizza delivery boy that dropped out of college . . . to making a million bucks online. If you want to read my full story, [you can click here](#).

I *AM* the guy that for some crazy reason, gets ridiculous results with online advertising, especially **Facebook Ads**.

These results have gotten me interviewed on the Huffington post, newspapers, radio shows, blogs, and podcasts.

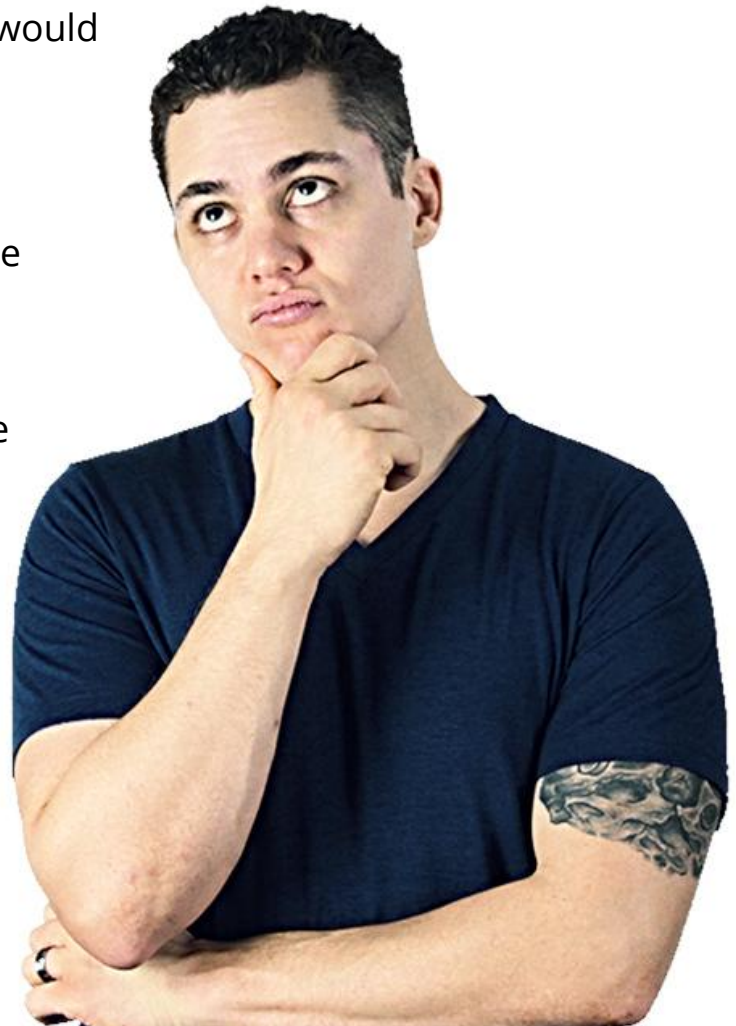
I used to get excited about a \$10 tip when I worked for Pizza Hut. I never thought I would be this guy!

But here I am.

I promise to do for you what I have done for others and myself, and that's get results.

But don't expect me to wear a suit while doing it! Ain't gonna happen!

Before I get into results, let me tell you why Facebook ads is the way to go!



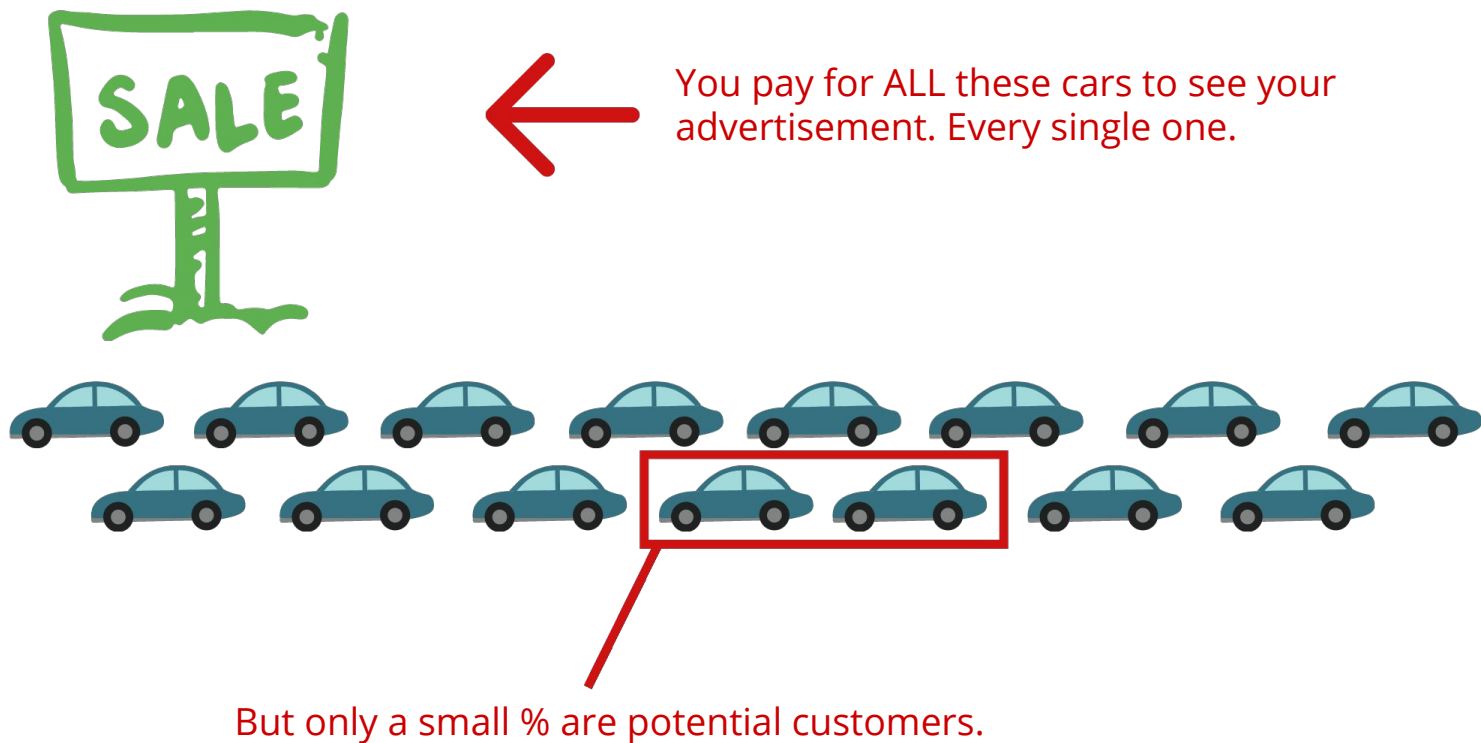
FACEBOOK ADS PROPOSAL

www.getwsodownload.com

Why Facebook Ads?

You want sales and you don't want to overspend on advertising to get them. If you made a million bucks, but you spent \$999,000 to get there, that's not so good!

In San Diego, the average cost of Billboard advertising for 1 month is \$15,000. Fifteen grand!!! Imagine you spend \$15,000 on Billboard advertising . . .



This is true of all print, tv, radio and magazine advertising. You pay for everyone to see your ad, regardless if they are likely to buy or not! Essentially, it can really be a waste of money!

Facebook Ads are different. You can actually choose who you show your ads to. So if you target your ideal customer, then you only pay when your *ideal customer* sees your ad! How awesome is that!

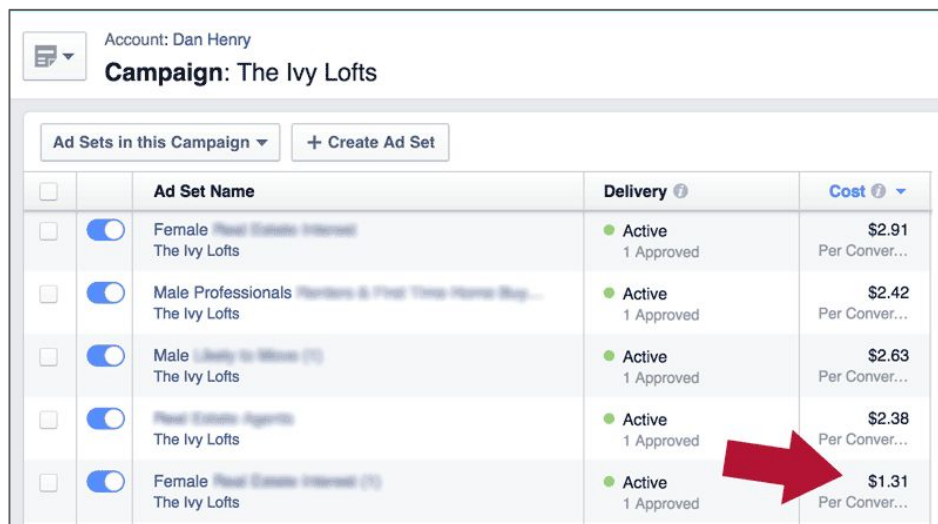
FACEBOOK ADS PROPOSAL

www.getwsodownload.com

What this means for results

Since we are only showing our ads to our ideal customer, we are getting much more for our money. We can spend very little, and get a lot in return.

Example: I recently ran a campaign for a Condo Development in Houston. These are Real Estate leads with email, full name AND phone number!



Account: Dan Henry				
Campaign: The Ivy Lofts				
Ad Sets in this Campaign + Create Ad Set				
		Ad Set Name	Delivery	Cost
☐	☒	Female Real Estate Interest The Ivy Lofts	Active 1 Approved	\$2.91 Per Conver...
☐	☒	Male Professionals The Ivy Lofts	Active 1 Approved	\$2.42 Per Conver...
☐	☒	Male Likely to Move (7) The Ivy Lofts	Active 1 Approved	\$2.63 Per Conver...
☐	☒	Real Estate Agents The Ivy Lofts	Active 1 Approved	\$2.38 Per Conver...
☐	☒	Female Real Estate Interest (7) The Ivy Lofts	Active 1 Approved	\$1.31 Per Conver...

The first week, I spent \$441 on ads to get leads, and 6 of those leads turned into sales at \$150,000 each. That's \$900,000 in gross sales from \$441 in ads! You can't do that with print advertising!

I also teach Facebook Ads. Here is a campaign I ran for myself, where I did an online presentation on how to create better ads, and at the end upsold my *Facebook Ads for Entrepreneurs Course*.

I spent \$80 on this particular campaign and made 5 sales for a total of \$4,000. That's from an \$80 budget! You can see here how cheap my leads were!

Account: Dan Henry

Campaign: Facebook ads that don't suck

Ad Sets in this Campaign + Create Ad Set

		Ad Set Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ ▲
☐	☒	██████████ Female 21-34 Mobile Facebook ads that don't suck	● Active 1 Approved	11 Conversions	1,231	\$0.61 Per Conve...
☐	☒	██████████ Male 21-34 Desktop Facebook ads that don't suck	● Active 1 Approved	17 Conversions	965	\$0.66 Per Conve...
☐	☒	██████████ Male 35-45 Mobile Facebook ads that don't suck	● Active 1 Approved	15 Conversions	1,317	\$0.71 Per Conve...

FACEBOOK ADS PROPOSAL

www.getwsodownload.com

More results

This Real Estate campaign is currently running, and so far this week I have generated 200 leads for an average of \$2.33 each.

Once again, full name, email, and phone.

All Campaigns ▾ + Create Campaign							Colu
☐	Campaign Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Sp... ⓘ	
☐	☒ Ivy Apartment	● Active	201 Conversions	28,856	\$2.33 Per Conversi...	\$467.70	

Here is a closer look at some of the top performing ads in the campaign from the first week.

Ad Sets in this Campaign ▾ + Create Ad Set						
☐	Ad Set Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Cost ⓘ	
☐	☒ Apartment Dwellers Male 31-45 Mobile Ivy Apartment	● Active 1 Approved	15 Conversions	3,416	\$1.73 Per Conve...	
☐	☒ Apartment Dwellers Renters All age/gender Ivy Apartment	● Active 1 Approved	20 Conversions	2,017	\$1.30 Per Conve...	
☐	☒ Apartment Dwellers Male 31-45 Desktop Ivy Apartment	● Active 1 Approved	12 Conversions	1,568	\$2.17 Per Conve...	
☐	☒ Apartment Dwellers Female 31-45 Desktop Ivy Apartment	● Active 1 Approved	11 Conversions	1,519	\$2.36 Per Conve...	
☐	☒ Apartment Dwellers Female 31-45 Mobile Ivy Apartment	● Active 1 Approved	9 Conversions	2,638	\$2.22 Per Conve...	
☐	☒ Apartment Dwellers Female 21-30 Mobile Ivy Apartment	● Active 1 Approved	7 Conversions	2,601	\$2.86 Per Conve...	

Why you need an expert

Facebook ads is a skill. It's like boxing. If you aren't a trained boxer and you step in the ring, you are going to get killed!

The same goes for Facebook ads.

If your sales funnel, ad, targeting, or any other component isn't top notch, you are not going to get those cheap leads that looks so appealing on the previous page! *And you certainly won't get enough sales!*

As a Facebook ads expert, my job is to make decisions with your money, so you don't waste it!

These decisions are things like . . .

- Who to target so we are only showing ads to people highly likely to buy.
- How to appeal to their pain points, emotions, and desires to easily convert them into leads, and ultimately sales.
- How to budget so we you don't waste money on things that won't bring you revenue.
- Plus all that tech stuff that no one else want to deal with.

In a nutshell, my job is to make you do the happy dance when you see the results from your Facebook ad campaigns!



FACEBOOK ADS PROPOSAL

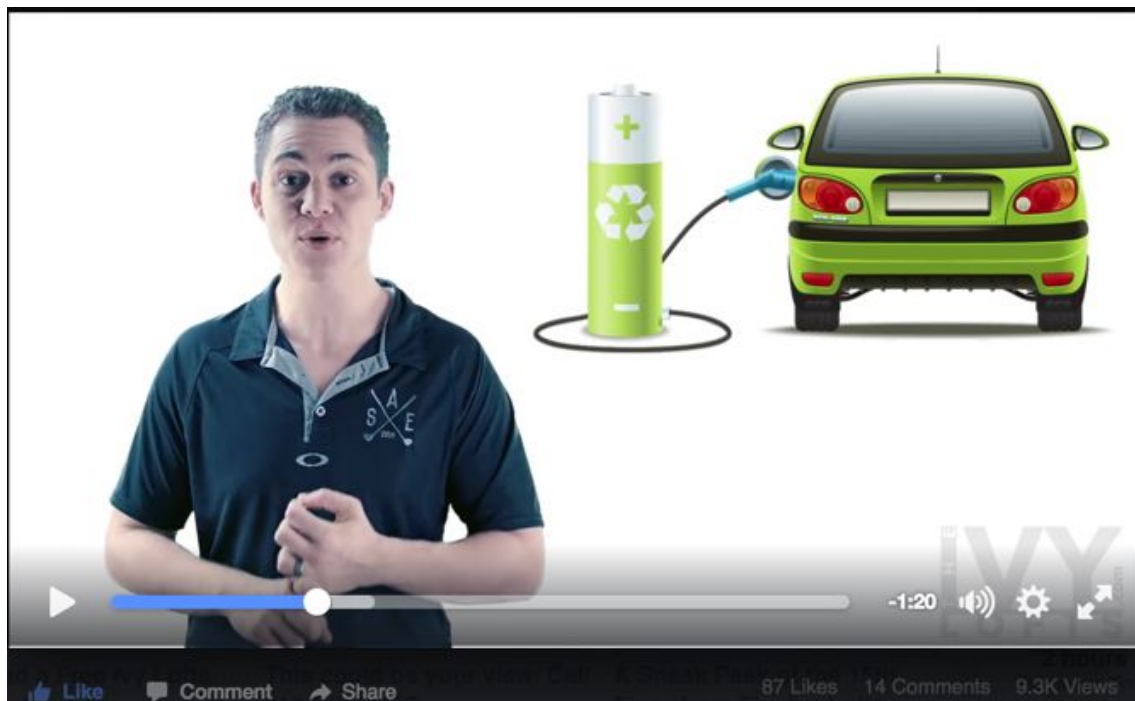
www.getwsodownload.com

Here's what I can do for you

I'll create something for free that gives value. So if you are selling real estate, this could be a floor plan pdf, an invite to an open house, or whatever I decide resonates the most with your ideal customer.

I'll create a simple sales funnel that automatically emails them this free gift in exchange for their name, email and phone. Now you have your lead!

I will create an awesome video ad for your business. Video ads perform the best of all types of Facebook advertising. Lucky for you, I have a complete video studio with green screen, all in my office! Also I love to be on camera!



I'll target your ideal customer, and not just a "maybe" customer. This is where you will see cheap leads that convert into real SALES.

I'll manage your entire ad campaign. You won't have to lift a finger. You'll get fresh leads emailed to you the second they come in. These will also be added to your email list automatically so you can follow up.

FACEBOOK ADS PROPOSAL

www.getwsodownload.com

Okay! What's it gonna cost me?

I'm not the cheapest guy around, but I am one of the best! (Prolly THE best)

\$1,500 Setup Fee: This includes building your sales funnel, audience research, targeting research, and setting up your campaign.

\$1,000 Super Sweet Video Fee: This is a one time fee for making a killer video specifically designed to make your ad convert like wildfire!

\$2,500 per month Campaign Management Fee: This fee is for actually running your ads, checking them daily, adjusting targeting and scaling budgets, and a bit of consulting. Your second month's fee is not due until 30 days after your first ad begins.

Bonuses: If you are selling real estate, I can drop the management fee to \$1,500 if there is a performance bonus equal to 1% of the gross sales that come from my leads. This bonus is only expected if I generate leads within the *Lead Cost Estimate*.

Ad Budget: You decide this. You will pay Facebook directly for your ads. I will be the guy running them. I recommend spending \$300-\$500 initially over 1-2 weeks for the *split test*.

Split testing allows me to narrow down which targetting gets you the most for your money. Once we run the split test, you should know approx how much your leads are going to cost you. After that, it's all about how many sales you want! At this point you can decide how much you want to spend each week.

Lead Cost Estimate: I estimate I can get leads for your business for \$1-\$6 each. Keep in mind though that my leads kick total ass. In one case, I got 9 people to an open house on short notice and 6 bought!

I try to be conservative. I have in the past generated real estate leads for much cheaper, but I can't be a Superhero every day!

To get started, the initial investment will be . . .

\$5,000
(Setup/Video/1st Month Management fee)

FACEBOOK ADS PROPOSAL

www.getwsodownload.com

How to get started now

If this proposal sounds good to you, let me know! I'll send you a credit card authorization form. Fill it out and send it back. Or if you want to land a spot on my favorite people list, 2-day me a check instead. Merchant fees suck.

Next, I'll send you a form with specific questions about your business and requests for things like pictures, brochures, etc.

I'll start working on your sales funnel and Ad video, and the magic begins!

Then after we get results, I'll bug you for an interview or testimonial so I can brag about it and sell more of my coaching and courses!

I love bragging, so it's in my best interest to do something *AMAZING* for you that I can brag about!



Ready to get started?

Email me at dan@danhenry.org and say "let's go!".

FACEBOOK ADS PROPOSAL

www.getwsodownload.com

Thank you for considering me

I'm still that comic book reading pizza delivery boy at heart. So just the fact that you are considering me for such an important part of your business is really means alot to me. Thank you.

But I won't let you down. I haven't let anyone else down, and I'm not about to start now!

I'm your guy.

SINCERELY,
DAN HENRY

