

# FB Cash Spring! V1.0

*The Easiest, Proven Blueprint For Generating Cash On Facebook!*

Savvy Internet Marketers are earning quick & easy fortunes with Facebook & Teespring. This guide shows you EXACTLY how to do it – and how to leverage those tactics beyond Teespring!

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## FB Cash Spring!

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## \$2,670 Introduction

As I write this (May 5<sup>th</sup>, 2014), I have a “Teespring” T-shirt campaign running on Facebook (first image just below, the “Sponsored Post” ad) that’s been running for just 5 days, took under 2 hours to do start-to-finish, and earned me over \$1,500 already (second image below, the Teespring campaign landing page)!



FB Cash Spring!

**...In other words, this one campaign is EARNING me \$300/day!**

**\$1,503.96 earned!**

**Garcia Crazy Fingers Limited Edition**

What A Long, Strange Trip It's Been! Normally \$29.95, but in memory of the anniversary of Jerry's passing, you can get yours...

**2 days remaining** | **148/39 sold**

[edit details](#) [end early](#) [message buyers](#) [see more...](#)

**No fan page, no fans, nothing but \$100 spent on ONE Facebook ad, and I've NETTED over \$1,500 already!**

**UPDATE: When this campaign ended 2 days later, I'd earned a total of \$2,670!!**

Unless you've been living under a rock the last few months, you've almost certainly heard or seen this phenomenon of internet marketers selling tee shirts on Facebook – and earning small (and not-so-small) fortunes doing it!

This, my friends, is the REAL internet marketers dream: truly life-changing, a plan ANYONE can pull off successfully, and ACTUALLY EARN A HUGE AMOUNT OF MONEY!

This guide will show you EXACTLY what & how, such that you could REALISTICALLY start TODAY, and legitimately see profits THE SAME DAY!

**Your Dashboard**

View your affiliate portal

**\$78,267 !**

Campaigns 10 active | Drafts 9 | **Get paid** | Account Settings

You currently have **\$78,267.98** ready to be paid out. [Start a payout.](#)

## Exactly What This Is All About

Like many of you, I've seen offers flooding my inbox, and forum posts galore, about this new model selling T-shirts on Facebook. Initially I wrote it off as a fad.

Among other things, I knew very little about advertising on Facebook, and even less about selling T-shirts. Besides, it all struck me as more of a novelty than a serious business model.

Then I saw one case study on the private area of the warrior forum. I have to say, that post and case study turned it all around for me.

Before seeing that case study, I had some vague ideas that you needed first to create a fan page, and somehow get hundreds or thousands of fans before trying to sell anything.

Alternately, you needed to be a serious PPC expert and Facebook advertising wonk to do this straight advertising thing, otherwise you were sure to lose your shirt (no pun intended!) and possibly even your Facebook account.

I was so motivated after reading it, that I spent some time looking at T spring, and then started looking more closely at the Facebook advertising side of it.

Here is the reality of what I found out:

- It takes about 15 minutes, following Teesprings "Tour", and you'll know almost everything there is to know about T spring, and how to create and run a campaign.
- It costs nothing to launch and run a campaign on Teespring.
- There are some excellent, zero cost ways to advertise your campaign on Facebook.
- Running paid ads on Facebook is both far easier, and for cheaper than I had imagined.
- With just a little poking around, I found dozens and dozens of campaigns, each of which earned tens of thousands of dollars. That's tens of thousands of dollars, each, with dozens earning \$20,000 to \$50,000 to \$80,000. Each. And I'll show you the URL's and proof!
- This strategy, and these tactics, or easily and profitably transferable to things other

than T-shirts, such as CPA offers, and affiliate offers.

Here is what I did with that info:

- My first campaign, very sloppily and hastily put up, cost me \$20, and earned me nothing.
- My second campaign, done “right”, took me just a couple of hours to put together, including everything, and earned me net-net almost \$1000 in one week.
- I’m now earning more with Teespring campaigns on Facebook, then I did with everything else I’ve ever done in the past, combined. And I’ve had plenty of successes in the past.
- I’m now also ‘transferring’ many of these tactics to CPA and affiliate offers – with great success.

I found a case-study on YouTube, from Internet marketer Don Wilson, showing a Teespring campaign that earned net-net almost \$20,000:

<https://www.youtube.com/watch?v=mjcj1q8XDU4>

He sold Chicago Blackhawk hoodies, direct to a TeeSpring landing page. He had no fan page, no fans, nothing but the TeeSpring page and Facebook ads.

He made \$19,474 – after the cost of ads! – on one week, selling more than 1250 hoodies!

And now I’m going to show you a very simple, specific technique, that can easily earn you over \$1000 a week, free and clear.

Really, with just a little ambition, and not even that much time, you could do twice that, \$2000 a week or over \$100,000 a year, with just a part-time effort.



## NOW READ THIS BEFORE GOING FURTHER

There are essentially three ‘parts’ to this business plan / strategy:

- The mechanics of using Teespring to create T-shirt campaigns
- Knowing how to come up with “Winning” T-shirt campaign ideas
- Using Facebook to sell what you created on Teespring

The first section will introduce you to Teespring.

After that, we’ll look at how to create “Winning” campaigns.

And finally, we’ll look at how to make those “Winning” campaigns translate into dollars in your wallet!

### **IMPORTANT NOTE – THIS ISN’T JUST ABOUT TEE-SHIRTS:**

*We focus initially on using Teespring to sell shirts. In fact, this model and these tactics apply beautifully to affiliate sales, physical product sales, list-building, and more.*

*We’ll go over how to apply these techniques to other sales later in the guide.*

## The Very Simple Business Model & Process

- You come up with / scrape / copy a shirt idea that fits a specific ‘interest group’
- You create (or have created) the ‘artwork’
- You create your Teespring campaign using that ‘artwork’
- You create a Facebook ad showing the shirt from your Teespring campaign
- You target the Facebook ad to the appropriate ‘interest group’

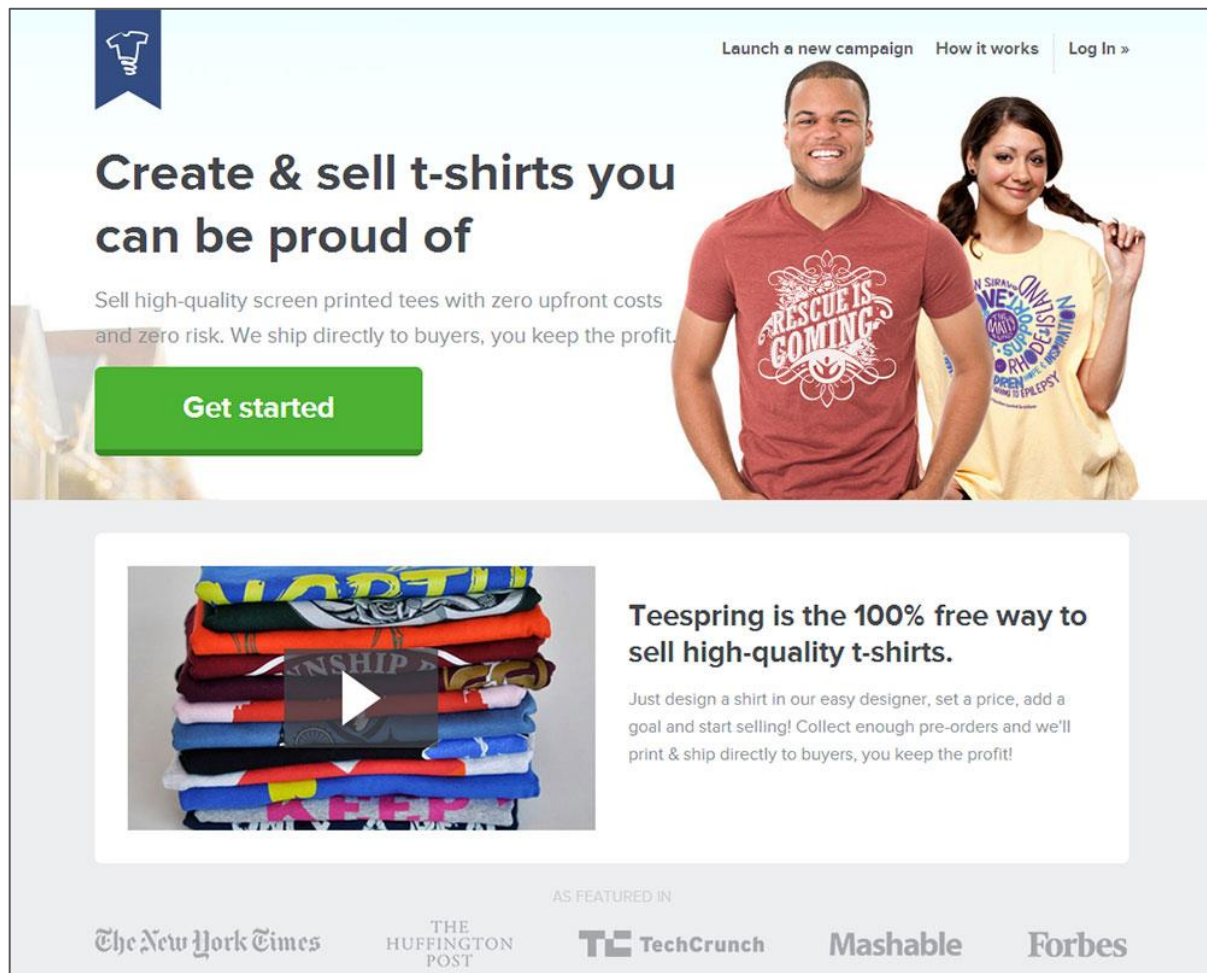
### ***That’s it!***

Providing you used a shirt idea that fits well to a specific ‘interest group’, Facebook and Teespring will do the rest:

- The ad will be shown to exactly the people who would be interested in it;
- Some of them will click through to your Teespring campaign and purchase;
- Teespring handles all the billing, shipping, and fulfilment, then sends you a check!

## Introducing Teespring

Riding at the top of the crest of the t-shirt design craze is TeeSpring. You may have already heard this mentioned, or seen other eBooks or training on how to capitalize on this platform to earn money designing shirts.



The image shows a screenshot of the Teespring website. At the top, there's a navigation bar with links: "Launch a new campaign", "How it works", and "Log In »". Below this, a large banner features a man and a woman wearing custom t-shirts. The man's shirt says "RESCUE IS COMING" and the woman's says "ON SIBIRIAN WOLVES DIVISION". The banner text reads: "Create & sell t-shirts you can be proud of". Below this, it says: "Sell high-quality screen printed tees with zero upfront costs and zero risk. We ship directly to buyers, you keep the profit!" and a green "Get started" button. Below the banner, there's a section with a video player showing a stack of colorful t-shirts. To the right of the video, it says: "Teespring is the 100% free way to sell high-quality t-shirts." and "Just design a shirt in our easy designer, set a price, add a goal and start selling! Collect enough pre-orders and we'll print & ship directly to buyers, you keep the profit!". At the bottom, it says "AS FEATURED IN" and lists several media outlets: "The New York Times", "THE HUFFINGTON POST", "TechCrunch", "Mashable", and "Forbes".

Launch a new campaign   How it works   Log In »

### Create & sell t-shirts you can be proud of

Sell high-quality screen printed tees with zero upfront costs and zero risk. We ship directly to buyers, you keep the profit!

**Get started**

**Teespring is the 100% free way to sell high-quality t-shirts.**

Just design a shirt in our easy designer, set a price, add a goal and start selling! Collect enough pre-orders and we'll print & ship directly to buyers, you keep the profit!

AS FEATURED IN

The New York Times   THE HUFFINGTON POST   TechCrunch   Mashable   Forbes

The site has gained such attention due to a few key factors:

- There is no up-front investment or commitment. If you don't sell any shirts, you haven't lost any money.
- It takes care of the printing and delivery of the shirts without you needing to do anything.

There are only really two major things you need to take responsibility for:

- Creating the design, which you can do with the aid of their online software.

- Driving traffic to the finished shirt, to generate sales.

The site operates with a crowdfunded model, which means you set a goal (a number of shirts to be bought) and a timeframe to reach that goal.

### Creating designs with an audience in mind

When deciding what to put on your shirts, keep in mind your target audience. You want to ensure there is a big enough demand for your design.

Keep the following in mind about your target audience:

- They need to be passionate about the subject matter your shirt is related to.
- They need to be large enough in numbers for you to sell a decent amount of shirts.
- They need to have disposable income and a credit card for ordering.

### Short term popularity

If you pick a topic that has a limited lifespan (e.g. related to a specific event) then you need to understand that your design will have a peak, and then die down until the point that very few (if any) people will be interested in it. However, if you are quick to capture something hot and fresh, you might be the first or only person with anything like it, and you could get a huge boost in sales.

An example of a short-term design would be a **Graduates 2014** themed design. It would be very popular during the weeks surrounding graduation time this year, but would then become completely undesirable.

### Long-term popularity

Alternatively, a long-term design is something that doesn't date quickly or at all, and you could have consistent sales for some time. However, you might not have the surge that comes with short-term hot properties.

A shirt that says **I Love Tacos** for example, is not going to have a specific reason to be dated and lose popularity.

### Seasonal popularity

In between these two, you have seasonal designs. These are tied to specific times, but ones that come around again (such as the literal seasons).

For example, a design mentioning the **SuperBowl** (without a specific year or teams mentioned) would be relevant for a short time, but will return to relevancy the following year.

## Creating a Flexible Design

The other important factor to consider when settling on a design, is how flexible it is.

- Does your design look good on a number of different coloured shirts?
- Does your design work on other clothing styles, such as Hoodies?
- Can your design be easily adapted into alternative designs? (E.g. does it mention a sports team or a person's name, that could easily be swapped out to create a different variant?).

All of these factors will make it much easier for you to expand your offering, and potentially earn more money from the original design effort.

## Implementing Your Design

Teespring features a great intuitive online design tool for quickly creating basic designs.

The screenshot displays the Teespring design tool interface. At the top, there's a navigation bar with links for 'Track your order', 'How it works', and 'Login'. Below this is a progress bar with three steps: '1. Create your tee' (active), '2. Set a goal', and '3. Add a description'. The main area features a central image of a white t-shirt. To the left of the t-shirt are three tabs: 'Add text', 'Add/upload art', and 'Add an outline'. The 'Add text' tab is active, showing a text input field with the placeholder 'Add your text here', a font dropdown menu set to 'Helvetica', a text color selector set to black, and an outline dropdown menu set to 'No outline'. To the right of the t-shirt is a 'Style & quality' section with a dropdown menu set to 'Basic Tees'. Below this are three product recommendations: 'Hanes Tagless Tee' (Budget friendly, 7 reviews), 'Canvas Ringspun Tee' (Premium materials, 15 reviews), and 'American Apparel Crew' (Brand name, 28 reviews). At the bottom right, there's a price box showing 'Base cost @ 50 shirts' as '\$5.75' with a green 'Next step »' button. A 'See Back' button is located at the bottom center of the t-shirt image.

Here are the main elements you can control:

### **Shirt Choices**

You can browse the style and quality of the physical shirt by choosing one from the right hand list. Check out the ratings to see which are popular. You can then select the base colour of the shirt, and the mockup will change accordingly.

### **Text**

You can insert text, choose the font and colour and even add an outline. Then you can position, rotate and size it on the shirt.

### **Images**

You can select an image from the extensive library of elements, or you can upload your own image from your PC.

### **Editing Tools**

Other tools let you auto-center the text or image, flip it or move it above or below other elements on the shirt. You can also duplicate an element if you want to repeat it, or make a slightly different version of it.

You can also turn the shirt around in order to create a design for the reverse of the shirt. Adding a design to the back of the shirt will of course also add to the overall cost per shirt.

### **Review Pricing**

The price will update based on the options you've set. The basic price is set by the type of shirt, and then your additions to the design will also add to the price depending on the complexity of your design.

For now, the price is shown on the assumption you are going to sell a minimum of 50 shirts. Later we'll see how sales quantity can affect pricing.

### **Setting Your Goal**

Moving onto the next step in the creation process, you can set your goal. The way Teespring operates, is by a crowdfunding method, similar to Kickstarter.

Track your order
How it works
Login

1. Create your tee
2. Set a goal
3. Add a description
Save
Share
Preview

Sales goal

10 20 30 50 75 100 125 150 175 200 250 300 350 400

\$10.95 base price per tee with a goal of 50

Your goal is the minimum number of shirts that need to be reserved before the shirts are printed!

Selling price

\$12

With a price of \$12 your profit is \$1.05 per tee

Estimated profit

If you reach your goal of 50 with a price of \$12 you will make at least:

\$52

Next Step



See Back

With crowdfunding, you set a goal (in this case it's the number of shirts, with Kickstarter it's the amount of investment to be raised). If you fail to meet your goal, then nothing will happen. No shirts will be sold, even if you did have some people interested in buying.

A slider lets you change the quantity of shirts you hope to sell. The higher your target, the cheaper the base price per-shirt will be.

Therefore you need to pick a careful balance that will provide you with good profit margins, but has a good chance of meeting the goal.

You also get to set the selling price. Obviously this has to be at least the base production price that you saw on the previous screen. Again, a balance needs to be met so that you still get a profit you feel is worthwhile, but keep the price reasonable so that people are inclined to commit to buying. Don't forget that in most cases, customers will also need to pay for shipping.

An estimate of your total campaign profit will automatically update based on your changes to the goal and sale price. This total assumes you meet your goal exactly, but you of course could exceed your goal, which will provide additional profit.

## Settling on a balance

Play around with the variables until you find a realistic balance. Take a look around at other successful campaigns to see how they set things up.

You may need to reconsider your previous shirt style and design choices in order to adjust the base-price. In this case, you can click on Step 1 in the progress bar to go back.

Small changes can result in big differences to your profit. In our example pictured above, we have a base price of \$10.95, a sale price of \$12, a profit margin of \$1.05 per shirt, and a target of 50 shirts. This results in a total profit of at least \$52.

However, if we think customers will pay \$20 per shirt, and we're confident we can sell 100 shirts, the profit increases to a whopping \$1060. Whist we have committed to selling 2x as many shirts – we have made a 20x increase to our profits!

<p><b>📈 Sales goal</b></p> <p>10 20 30 50 75 100 125 150 175 200 250 300 350 400</p> <p><b>\$10.95 base price per tee</b> with a goal of <input type="text" value="50"/></p> <p>Your goal is the minimum number of shirts that need to be reserved before the shirts are printed!</p>	<p><b>📈 Sales goal</b></p> <p>10 20 30 50 75 100 125 150 175 200 250 300 350 400</p> <p><b>\$9.4 base price per tee</b> with a goal of <input type="text" value="100"/></p> <p>Your goal is the minimum number of shirts that need to be reserved before the shirts are printed!</p>
<p><b>💰 Selling price</b></p> <p><input type="text" value="\$12"/></p> <p>With a price of \$12 your profit is <b>\$1.05 per tee</b></p>	<p><b>💰 Selling price</b></p> <p><input type="text" value="\$20"/></p> <p>With a price of \$20 your profit is <b>\$10.60 per tee</b></p>
<p><b>♥ Estimated profit</b></p> <p>If you reach your goal of 50 with a price of \$12 you will make at least:</p> <p><b>\$52</b></p> <p><a href="#">Next Step »</a></p>	<p><b>♥ Estimated profit</b></p> <p>If you reach your goal of 100 with a price of \$20 you will make at least:</p> <p><b>\$1060</b></p> <p><a href="#">Next Step »</a></p>

By increasing the sales price AND reducing the base price at the same time (because of the higher goal) we extended our profit per shirt by over 10x.

## Setup Your Campaign

On the third and final stage, you enter the details and settings for your campaign.

## **Listing Details**

Enter a title and description for the shirt's sales page. Be sure to use attractive, relevant and punchy words in the title. Make the description informative, but not overly long. You're limited to 300 characters, but can add links and images to make a really appealing page.

In both of these areas, be sure to include keywords that people are likely to be searching on, so that you have the maximum chance of being found.

## **Campaign Details**

### **Duration**

You need to set the duration of your campaign. This is the timeframe within which you must secure your pledges from customers to buy your shirts (according to the quantity you've previously set).

You can choose from 3, 6, 7, 10, 14 or 21 days. Whilst a longer duration will give you more time to reach your goal – it also means that people will need to wait that much longer to receive their shirt. (US Customers are advised that their shirts will arrive approximately 10-14 days after the *end* of the campaign.)

Depending on how you plan to promote your campaign, choose a timeframe that will end on a suitable day of the week. You may want to ramp up promotion in the last couple of days with some "Last Chance" persuasive advertising.

### **Campaign URL**

You can also choose a specific URL to use for your salespage. You'll only be able to use a URL that hasn't been previously taken by another user.

### **Local Pickup**

For most campaigns, you'll want Teespring to take care of all the shipping of shirts to customers. But if you are making a local campaign (e.g. a shirt for a local sports team) you can arrange for all shirts to be shipped to you for in-person collection.

The additional benefit of this option is that the individual customers are not charged a shipping fee. This might encourage more pledges, as their total outlay is reduced. You might even have wriggle room to raise the sale price of your shirt ever so slightly.

### **Extra Options**

Finally, you can add additional product options, to allow people to choose other shirt or hoodie styles with your same design on. Your minimum profit margin per shirt is retained on each of these options.



## Winning Campaigns

### Starting With A Winner

One obvious component of a profitable campaign, is a winning shirt design.

When I first began to consider this business model, one of my big concerns was that I'm not a graphic artist. Nor am I one of those real clever guys that can come up with a great catchy saying that everybody will want to wear.

Fortunately, you don't need to be either of those guys. In fact, those are the guys that are more likely to fail.

The reason? There are plenty of great graphic artists, plenty of clever guys, but how many of them are producing real 'winners'?

A much easier, and surer method, is to look at what's already 'winning'!


### What Constitutes A "Winner"?

Very simply, a "winner" is a successful campaign - one that has sold many units and become profitable.



And as you'll see below, there are places you can go and look up "winners"!

You can then re-use winning designs, modify them slightly (or not), or simply change up the focus. For example, a 'winning' campaign aimed at a particular sport or sports team can be 're-purposed' directly to other sports and/or teams.

A 'winning' campaign targeting a place, state, gender, etc., can be 're-purposed' and launched at a different place, state, gender, etc.


[Launch a new campaign](#)
[How it works](#)
[Log In »](#)

# This Girl Loves the Seahawks !!


560

118

Love The Seahawks?

If you're a Girl who LOVES the **Seahawks** then this LIMITED EDITION "Seahawks" Hoodie is a MUST have.

Normally, \$49.99 - Today it's \$20.00 Off and you can buy it for only \$29.99 .

Click "buy it now" to order!

**Check Out Other Options Below**

Additional Styles:

Hanes 7.8oz Hoodie - \$29.99


[Sizing info](#)




**Campaign has ended**

**1419 sold towards goal of 50**

1419 were sold (towards the goal of 50)

This campaign ended on 1/17/14



The “This Girl Loves the Seahawks!!” campaign is known-successful – it exceeded it’s goal. How hard would it be to do this for other teams?

And speaking of which, notice this campaign sold over 1,400 hoodies. With a margin of approximately \$10+ each, that means that this one campaign netted it’s owner over \$14,000 in profit!!

**TIP:** Here’s Wikipedia’s listing of hundreds of professional sports teams, their ‘home’ location, etc. in the US & Canada:

[http://en.wikipedia.org/wiki/List\\_of\\_professional\\_sports\\_teams\\_in\\_the\\_United\\_States\\_and\\_Canada](http://en.wikipedia.org/wiki/List_of_professional_sports_teams_in_the_United_States_and_Canada)

## Riff Off Of What Works!

If you don't read anything else... If you ignore every other word in this book, do not ignore this advice.

It's so hard for some people to do this. They want to be clever. They want to create their own unique design. The problem is, you're going to fail 90% of the time when you do that. You and I don't know what our market wants. We have to let them tell us, at least in the beginning.

When you have a few successful campaigns and have money to test, you can start trying new designs. But in the beginning, give yourself a huge advantage and research to find out what is selling.

And by swipe, I don't necessarily mean copy.

Find out what works and apply it to another team, state or niche. That's exactly what I did and it worked like a charm.

## 'Discovery' Resources

**Teespring Discover** – <http://teespring.com/discover>

Teespring will actually show you what is working on this page. Just go there and browse the pages and look at the sales. This page is showing the big winners. This will not only give you ideas to test, it will show you which markets are saturated.

As I write this, there is a shirt selling very well which says "God First, Then Family, Then <team name>"

It's a great shirt but someone has rolled this out to nearly every professional and college team in the nation. And anyone doing that is a big player. They've spent a lot of advertising dollars on these shirts and a lot of the market has seen it. This shirt is probably played out.

The only way it will work is if you can find a team they haven't hit. And I'll tell you how to do that later. If you can find a smaller niche or a missed team, this is a sure winner.

**Teeview** – <http://teeview.phatograph.com>

Teeview scrapes the web for teespring campaigns. It then displays them in a searchable, sortable database. You can sort by top sellers, search for team names, etc. And you can see exactly how the shirts are doing. This is a great resource to find winners in niches you haven't even thought of.

## Google

You can search Google to find out how saturated a particular market is or determine if your target team has already seen the shirt. Here's how you do it:

Go to google.com and search for this:

site:teespring.com <team name>

Here's an actual example for the shirts which say God first:

[God First Search](#)

## Top Tee Sites

These sites are not only huge t-shirt sellers, but they allow you to sort their T-shirts by popularity! How awesome is that? Go browse these sites and swipe some great ideas of top sellers.

- <http://www.zazzle.com/tshirts>
- <http://www.t-shirts.com>
- <http://www.snorgtees.com/t-shirts/best-sellers>

## “Winner” Motives

If you've been in Internet marketing for any time, already have an understanding of why people buy. And the reasons people buy t-shirts are pretty easy to understand.

Let's take it in 2 steps.

First, why do people wear custom t-shirts?

There are really only 3 reasons. Everything else you can think of falls into 1 or more of these 3 categories:

1. They want to express an opinion which they are passionate about.  
Examples of this are political shirts supporting candidates or parties; their belief in God; their love of animals or for the environment; their anger at a bigger target like the government or corporations. People love to support causes.
2. They want to get a reaction from people.

### FB Cash Spring!

You know this, right? The typical example is a kid wearing something shocking or profane, walking around the mall just trying to offend people. But the desired reaction may also be to get a smile from people or to be complimented on the cleverness of the t-shirt. People love to get attention like this.

3. They want to belong to a group.

People buy shirts to feel part of a group. The group may be a sports team, it may be a church or neighborhood. But it may be more subtle than that. The group may be, "The people who've gone to Hawaii" or Europe. That's why t-shirts are such hot sellers on vacation.

We want everyone to know we've been to <insert exotic destination here>. It makes us feel special, rich or exclusive, right?

But all this is only half the equation. You know why they buy but more important is WHEN do they buy.

### "Passion Peak"

Think about this. You're not going to buy a Hawaiian shirt when you're shopping in a mall in Chicago. And, in general, you're not going to buy a shirt for your favorite football team when they're losing or not in the season.

People buy more when their passion is peaked. Denver Broncos T-shirts are selling well right now because fans want the world to know they're associated with a winner. In other words, THEY are winners too.

And that's good.

But if Denver wins the Super Bowl, their shirts will sell many times better, for a short period of time. The Super Bowl win is the Passion Peak for a pro football team.

You have to think about the "Passion Peak" for your audience.

I'll give you another great example.

A few months ago, there was a big stir when one of the stars of "Duck Dynasty" made some bigoted and 'homophobic' remarks during an interview.

A&E reacted quickly, and suspended the "Duck Dynasty" cast member.

The same day the news broke that A&E was suspending Phil Robertson from "Duck Dynasty", some brilliant marketer launched a Teespring campaign in support of Phil. In one week, he sold more than 2,000 shirts and earned at least \$18,000. In a week!

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The shirts sold like hotcakes because they were at their Passion Peak. Fans who would never consider buying a shirt, bought like crazy because they wanted to show the world they were part of the group. And they wanted to express an opinion they are passionate about; their belief and support of Christianity and this television program.

## The Coin Toss

Now while we're on the subject, I'll point out something many people miss. There are 2 sides to every coin. And when you have red hot passion on one side, the other side will be equally as hot.

Every trend, every passion represents TWO opportunities.

And you want to know something cool? As a smart, objective marketer, you can make money on both sides. For example, the Duck Dynasty situation created an opportunity to sell t-shirts to:

1. Fans of Duck Dynasty
2. Supporters of gay rights

***TIP: Here's a tip for you. If you want to really make money, put your feelings aside and market to both, in anything.***

Here's another example: this year, Oklahoma and Alabama play in the Sugar Bowl.

The end of this game is going to be a Passion Peak for the fans of the winning team, whoever it is. I have designed a t-shirt for BOTH sides. The minute the game is over, I will launch a shirt for the winner. And it will sell like crazy.

Whichever team wins, I have a "Winner"!

## News & Trends

A little more about trends. Always be on the lookout for them. Pay attention to the news. Monitor [trends.google.com](https://trends.google.com). Monitor twitter trends.

And when something breaks, do a quick analysis and decide whether or not to launch a shirt. Some things to consider are:

1. Are people passionate about this?
2. Can I give them a design that will meet one of the 3 needs defined above?
3. Do I have time? Will it last long enough to be profitable?

### FB Cash Spring!

For example, the Duck Dynasty event is over. A&E put Phil back on the show and the time has passed. It lasted about 10 days. If you didn't hit this the day the story broke, or the next day at the latest, you missed the big sales.

#### 4. Can I target this group successfully?

This is huge. If the group you want to hit can't be targeted with Facebook ads, nothing else matters. Investigate this by creating a new ad and go through the audience selection process and see.

If the answers are all yes, then launch a campaign immediately and reap the profits. Don't hesitate.

### S U M M A R Y

You have to consider the "when" as well as the "why" when you're selling shirts. You can always make some money selling to the "why" but if the "when" is right, if it's in its passion peak, you'll make a killing.

Contrarily, if you sell to a "when" but there is no real "why", it will not work. Follow these steps:

1. Find a campaign that is working
2. Search Google to see if YOUR team or group has already been marketed the same shirt
3. If not, design it and run it.

## Shirt Design Tips

This is not a "How-to Master Photoshop", but that would probably do you more harm than good. Remember, these are shirts – simple is good.

Here are my tips for design:

1. **Use An Expert** - If you don't know how to do it, get someone on [Fiverr](#) to create your concepts for you.
2. **TeeSpring Designer** — You can make money with no Photoshop skills using the online design tool at Teespring.com. You will find it harder to create really unique designs, but that is not always important. The "God First" T-shirts above could easily be created at Teespring and they are selling tens of thousands of dollars worth of shirts.

### FB Cash Spring!

3. **T-Shirts are Physically Big** — This is not like creating a photo for a website. Your design needs to be high resolution and very large. I start in Photoshop with a 12"x17" image with the resolution set to 300 dots per inch (300dpi). It's even better if you create a vector graphic in a program like Adobe Illustrator, but most people don't know how to do that.
4. **Transparent Background** — Your image needs to have a transparent background when you upload it so the t-shirt color shows through. If you just do it on a black background for a black shirt, you may very well get charged for 2 colors. This means you have to create a png format in Photoshop. **A jpg will not allow a transparent background.** Do not use a gif under any circumstances. The resolution and colors are terrible.

**Note:** TeeSpring asks for eps files (Encapsulated Post Script) but I was unable to upload one I'd created in Photoshop. If you can get that to work, then it is the best option.

<http://clippingmagic.com/>

4. **One Color** — Try to stick with one color; two at the most. You pay a very high premium for additional colors on the shirt.
5. **Don't use copyrighted images** — If you get caught or reported, Teespring will kill your campaign AND may ban you. It's not worth it. Use original artwork you have created or paid to have created. Do not use team logos, corporate logos, etc.
6. **Coordinate Colors** - Colors look so much better when they're actually coordinated. If you have no artistic skills, like me, use a color scheme tool like this:  
<https://kuler.adobe.com/create/color-wheel/>



## Actual Examples, Earning \$10,000 - \$80,000 Each!

Below are some actual campaign examples; note the “Quantity Sold” circled in red on each.

Since each has a profit of appx. \$10/shirt, every one of these examples earned over \$10,000 each!

And for this first one, they were Hoodies with a profit of \$20/ea., quantity sold almost \$4000 – that equates to a PROFIT of appx. \$80,000 for this ONE campaign!

Also, note the ‘re-direct’ link, which tells us this campaign was run over and over!

Launch a new campaign How it works Log In »

### Cute enough to stop your heart

Like 2k Tweet Pin it

We are ending this campaign so we can ship out the orders. If you wish to place an order, please do so from the new campaign... <http://teespring.com/cute-plus-skilled> Thank you.

We have received dozens of requests to re-launch this campaign. Cute enough to stop your heart. Skilled enough to restart it. Limited Edition hoodie for RNs, LPN, CNAs, etc. Trouble ordering? Contact Teespring Customer Support! +1 (855) 833-7774.

Additional Styles:

Hanes 7.8oz Hoodie - \$39.99

Sizing info

Color:

**Campaign has ended**

3929 sold towards goal of 250

3929 were sold (towards the goal of 250)

This campaign ended on 2/5/14

3929 Sold times \$20/ea...  
**\$78,500 Profit!**

## FB Cash Spring!

The screenshot shows a web browser with multiple tabs open. The active tab is 'teespring.com/she\_loves\_seahawks3'. The page features a large image of a black hoodie with the text 'THIS GIRL loves the SEAHAWKS' and a graphic of a green eye. To the right of the hoodie, there is a description: 'Love The Seahawks? If you're a Girl who LOVES the Seahawks then this LIMITED EDITION "Seahawks" Hoodie is a MUST have. Normally, \$49.99 - Today it's \$20.00 Off and you can buy it for only \$29.99 . Click "buy it now" to order!'. Below the description, there is a section for 'Additional Styles' with a dropdown menu showing 'Hanes 7.8oz Hoodie - \$29.99'. A large grey arrow points to the right with the text 'Campaign has ended'. Below this, a red circle highlights the text '1419 sold towards goal of 50' and '1419 were sold (towards the goal of 50)'. A green progress bar is shown below the text. At the bottom, it says 'This campaign ended on 1/17/14'.

Launch a new campaign | How it works | Log In »

# This Girl Loves the Seahawks !!

Like 560 | Tweet | Pin it 118

Love The Seahawks?

If you're a Girl who LOVES the **Seahawks** then this LIMITED EDITION "**Seahawks**" Hoodie is a MUST have.

Normally, \$49.99 - Today it's \$20.00 Off and you can buy it for only \$29.99 .

Click "buy it now" to order!

**Check Out Other Options Below**

Additional Styles:

Hanes 7.8oz Hoodie - \$29.99

[Sizing info](#)

**Campaign has ended**

**1419 sold towards goal of 50**

1419 were sold (towards the goal of 50)

This campaign ended on 1/17/14

1419 Sold times \$10/ea...  
**\$10,500 Profit!**

## FB Cash Spring!

The screenshot shows a web browser window with multiple tabs open. The active tab is 'teespring.com/engineering2'. The page features a blue T-shirt with a white graphic that includes the word 'ENGINEERING' in large letters, surrounded by various engineering symbols like a lightbulb, gears, a hammer, and the formula  $E=mc^2$ . Above the shirt, the title 'Wake up Smarter, Sleep with an Engineer' is displayed. To the right of the shirt, there is a paragraph of text: 'Due to popular demand we are releasing this shirt once more for all you engineers and engineering students who missed the first campaign! Check out our previous campaign which sold over 2500 shirts! <http://teespring.com/engineering>'. Below this, another paragraph says: 'Supposedly the female tee's (read the reviews) run small so for the Female Tee's you can find more detailed measurements at <http://www.jiffyshirts.com/gildan-G640L.html>'. A third paragraph encourages sharing: 'Remember to share this tee to your friends, engineers, engineering students, colleagues and classmates! :)'. There are social media share buttons for Facebook, Twitter, and Pinterest. Below the main image, there are four smaller images showing different views of the shirt. On the right side, there is a section for 'Additional Styles' with a dropdown menu showing 'Hanes Tagless Tee - \$12.00'. Below that, there is a 'Sizing info' link and a 'Color' selection area with four color swatches: black, red, blue, and purple. A large grey arrow pointing left contains the text 'Campaign has ended'. Below this arrow, a red circle highlights the text '2285 sold towards goal of 1000' and '2285 were sold (towards the goal of 1000)'. A green progress bar is visible at the bottom of this section.

Wake up Smarter, Sleep with an Engineer

Due to popular demand we are releasing this shirt once more for all you engineers and engineering students who missed the first campaign! Check out our previous campaign which sold over 2500 shirts! <http://teespring.com/engineering>

Supposedly the female tee's (read the reviews) run small so for the Female Tee's you can find more detailed measurements at <http://www.jiffyshirts.com/gildan-G640L.html>

Remember to share this tee to your friends, engineers, engineering students, colleagues and classmates! :)

Additional Styles:

Hanes Tagless Tee - \$12.00

Sizing info

Color:

Campaign has ended

2285 sold towards goal of 1000

2285 were sold (towards the goal of 1000)

2285 Sold times \$10/ea...  
**\$22,850 Profit!**

Teeview x Don't fl x Limited x Cute en x Stay Str x Trust M x Wake u x EMT/P x This Gir x

teespring.com/loveshersaints

Launch a new campaign How it works Log In »

## Limited Edition - Loves The Saints!

Who does this girl love? She loves her Saints!

Limited Edition and made Proudly in the USA!

Additional Styles:

Gildan Womens Relaxed Fit Tee - \$19.99

Sizing info

**Campaign has ended**

**1074 sold towards goal of 20**

1074 were sold (towards the goal of 20)

This campaign ended on 11/30/13

1074 Sold times \$10/ea...  
**\$10,700 Profit!**

## Making Money: Advertising

### Ad Budget

If you don't have a lot of money, or room on a credit card, you're going to have to start small. And that's ok. It will just take you a bit longer to get where you want to get. But sadly, if you do get a winner, you're going to leave money on the table because you don't have the budget to really scale it.

My suggestions are as follows.

If you have less than \$200, don't waste your time with this method. I'm not saying you can't make it work, but you have very little margin for error or scaling. In my mind, a minimum campaign would call for \$30/day ad spend. 7 days of that is \$210.

But I do have a suggestion for you, if you're in this situation...

### The Friends and Family Method

Nearly everyone knows someone with SOME money. The plan is pretty simple, but it will only work if you do it in this order:

1. Run a \$200 campaign and show a profit
2. Invite the "investor" over or go visit them.
3. Log into your Facebook and Teespring accounts
4. Show them what you did and ask them to put a credit card on your FB ad account.
5. Work out the details and percentages as you see fit.

Don't ignore the advice to have a WINNING campaign first. This will separate you from the beggars and dreamers who never do anything. And it will give you a better shot at getting this going with an investment from a friend or family member.

---

### Testing

In the beginning, I suggest you do just as I did. Keep testing simple and answer this question: "Am I still making money?"

If the answer is yes, keep running the ad. Or better yet, increase the budget. Just keep in mind, you need to make decisions about every 3-4 hours, not every 3-4 minutes :) You have to give the ad time to work.

## FB Cash Spring!

I suggest something like this:

Run the ad with \$30/day limit. Follow this chart. It is based on a profit of \$19/hoodie and \$10/t-shirt:

Minimum Sales to Continue or Scale		
	Hoodie	T-Shirt
\$30/day	3	5
\$100/day	7	13
\$300/day	20	33

## Expectations

There are guys making more than \$1 million per year selling nothing but T-shirts on Facebook. It can be done and it is being done. But take it a step at a time and be realistic.

If you're starting with \$200 cash and no credit, it's going to take you a while. And you're going to have to resist the urge to blow what you make. You HAVE to put it back into the business, at least in the beginning.

Just keep your eyes peeled for hot trends, new ideas and steadily run your campaigns. Before you know it, you'll be making the kind of money you always dreamed of.

## Getting Paid

Something to consider:

It takes a while to get paid, even after your sale closes. TeeSpring pays you after the shirts are made and shipped. This is 10-14 days AFTER your sale closes.

So if you spend your entire budget on one campaign, you're going to have to wait at least 2 weeks before you can start another one.

## Audience

Do not waste money on an audience that is not passionate about the subject of your t-shirt. Passion sells. Look for it. Wait for it. Don't make a move without it.



## Audience Size

You can make money with a 25,000 audience and with a 2.5 million audience. Obviously, the bigger audience has a lot more upside and scalability, but that doesn't mean the smaller audiences should be ignored. If they are ultra passionate and easily targeted, you can make thousands on niches like that.

## Targeting

The best t-shirt design in the world will fail on Facebook ads if you can't put it in front of the people that are passionate about it. Get familiar with the Facebook audience categories, groups and pages so you'll know who you can reach and who you can't.

Let me give an example. It's not a t-shirt example but it will make the point. My girlfriend is a Realtor. She would love to advertise her services to people thinking of selling their homes, in our area. Well, with Facebook, we can target home owners in our area. But there is no way on earth to target people "about to sell". How would you possibly know that?



## Drill Down

It's getting real crowded in areas like sports. You need to start racking your brain and asking, how can I drill down in a niche to a more targeted niche? This is the only way you're going to make it in a crowded market. And the good news is, the conversions will be even higher.

This shirt is a great

example: Here's the

levels of drilling down:

1. Sports
2. Football
3. College
4. Auburn
5. Christian

So you could target Christians who are fans of Auburn University football and you're going to

### FB Cash Spring!

have awesome conversions. If you target Auburn fans and ignore the Christian aspect, you'll sell ok but your conversion rate will be lower.

## Making Money: No Advertising

While paid traffic is definitely the fastest way to start generating sales and revenue, it's certainly not the only way.

If you have created a Facebook page, you can create a post advertising your T spring campaign, find relevant groups and pages in Facebook, and then "share" that post directly.

## Killer No-Cost Case-Study

Here is a phenomenal and brilliant case study, that you could duplicate 1000 times, in 1000 different ways, limited only by your imagination.

(This was shared by brilliant marketer Travis Petelle on Warrior Forum)

consider this scenario: two college football teams, Auburn and Alabama, with a fierce, longtime rivalry, played each other in the Iron Bowl.

As it happens, it was a very close game, with a memorable win via a touchdown in the final play of the game. Chris Davis ran back a missed field goal for 109 yard touchdown.

Whether you were at the game, listened to the game, or heard about the game, that final play was a monster.

Savvy marketer Travis Patel, recognizing the opportunity, immediately created a T spring campaign, with a text only shirt forwarding that final play announcement. Here is the shirt:





He did a simple search to find the relevant Facebook pages and groups:



He then created an eye-catching, seemingly impartial post to share in each of those groups and on each of those pages:



Not only were the shirts snapped up, but the post, and link, were shared far beyond where he himself posted.

The results? A few thousand dollars in profit, at zero cost!

## Duplicating The Case-Study Yourself

If your mind isn't already spinning with possibilities, you might want to have your heart checked to see if it's still beating.

Almost any memorable event, or significant news item that affects a narrow, specific, or well-defined group can be the basis for similar opportunities.

A current example that comes to mind (regardless of your personal feelings about the matter):

The recent NFL draft made big news when the St. Louis Rams drafted the first openly gay NFL player, Michael Sam.

According to CNN, sales of his jersey immediately became a bestseller.

How hard would it be to search Google for some appropriate, catchy gay rights slogan, and create a 'faux' Michael Sam jersey with that slogan?

Then post it in various LGB T groups and pages on Facebook, similar to the example above?

(Needless to say, you could do the same thing with paid ads.)

There are a literally endless number of situations and opportunities that you could take advantage of. All you need is something that speaks to work or inflames the passion of a targetable group.

## TEESPRING TIPS

### Quantity

The best compromise when starting out is probably 40-50 shirts. You'll get a significant price break over 20 but still have a target which is pretty easy to hit. If you have a budget less than \$500, I'd start with 20 shirts.

Do not choose 100, like I did. I saved .40 cents per shirt so I earned about \$60 more on my sale than if I'd have chosen 50. But the stress and worry while I was below my goal was not worth the extra money.

### Colors

Try to use only 1 color of ink. Adding a second color will add about \$1 to the shirt. A 3rd color will add another .60 cents. I'm not saying never use 2 colors but be aware of the price change. In the beginning, stick with 1 color.

### Tees vs. Hoodies

While both are profitable, I recommend hoodies for beginners as long as you're reading this in the winter. Here is why. The profit on a hoodie is about \$19. The profit on a t-shirt is about

### FB Cash Spring!

\$10. T-shirts ARE easier to sell, but they aren't twice as easy. The higher profit on hoodies gives you more room to make mistakes and still make money.

A good compromise is to offer both. If you do this, I'd test both ways, advertising the hoodie for \$39 and having the t-shirt for a down-sell and then I'd offer the tee for \$19 and have the hoodie as an upsell. See what works best.

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## Front / Back

Print front and back. It only adds \$1.10 to the price but the additional perceived value is much higher. People like shirts with something on both sides. Test various things but typically you'd put a large design on the back and a small design on the front left pocket area.

---

## Teespring Customer Service

Here are a couple of things TeeSpring can do for you.

1. **Color Selection** - They can add color selections for your shirts. This way you can offer customers a choice of 2 or 3 colors.
2. **The "Save Your Ass" Maneuver** — They can actually lower your tipping point! So let's say your goal is 50 and you've spent \$500 on ads but you've only sold 48 shirts. And the clock is almost up. If the clock expires without selling 50, you lose everything.

But... If you email or call Teespring, they will lower your tipping point (and raise your shirt cost) to allow you to close the sale.

Without this, your only other option is to buy the remaining shirts yourself.

Once you sell a while, you can get your own customer service rep to help you with things like this.

## Beyond Tee Shirts

### The Same – But Different

One way to expand this model is to use similar fulfillment services beyond Tee Shirts. There are many companies that follow a similar model as Teespring, but with one major difference: no quantity commitment!

In other words, you can come up with a good design and have it put on any of hundreds of different items, where all the manufacturing, payment processing, and fulfillment is handled for you – all you have to do is drive buyer traffic.

We're talking any- and everything from keytags to posters, bumper stickers to mugs, calendars, planners, ornaments, even skateboards!

*IDEA: find some 'cool' music groups, sayings, etc., that appeal to the 'skater' (skateboarders) population – they'll eat it up, and the margins are enormous!*

### Cafepress



One of the original and best of these companies is [Cafepress](http://Cafepress.com).

Not only do they have literally hundreds of items that they will custom-imprint, but through them you can create your own Cafepress 'store' – a webpage featuring only your stuff.



## Zazzle



[Zazzle's](#) stated mission: "To Enable Every Custom, On-Demand Product in the World On Our Platform."

## 50 More...

Here's a listing from the site "similarsitesearch.com" listing 50 sites like the ones above:

<http://www.similarsitesearch.com/alternatives-to/zazzle.com>

## Creating Your Facebook Ads

### Using “Power Editor”

While I strongly suggest you download, learn, and use the Google Chrome “Power Editor” plugin, it isn’t necessary in order to get started.

You’ll eventually want to take advantage of all the added features & functionality of “Power Editor” however, as you can do more, do it better, and do it more efficiently by using it.

*NOTE: “Power Editor” is a Google Chrome plugin; you must use the Chrome browser to use “Power Editor”*

### Using Facebook’s Ad Manager









This report is made to get you rocking with Facebook ads, to get you ROI when you advertise. The best thing you can do is learn how to turn advertising money into profits (so you don’t rely to just having affiliates, and depending on them to launch your stuff).

FYI, this is a report for beginners, intermediate and advanced marketers. This is what you’re going to learn:

To create a Facebook ad:

1. Go to the [ads create tool](#)
2. Choose an [advertising objective](#). Depending on the results you want from your ad, you can [choose what advertising objective](#) you want to create an ad for.

**What kind of results do you want for your ads?**

	Page Likes
	Page Post Engagement
	Clicks to Website
	Website Conversions
	App Installs
	App Engagement
	Event Responses
	Offer Claims

3. Type in what you want to advertise and click **Continue**

Once you choose what you want to advertise, you're going to [select images for your ad](#).

## Ad Images

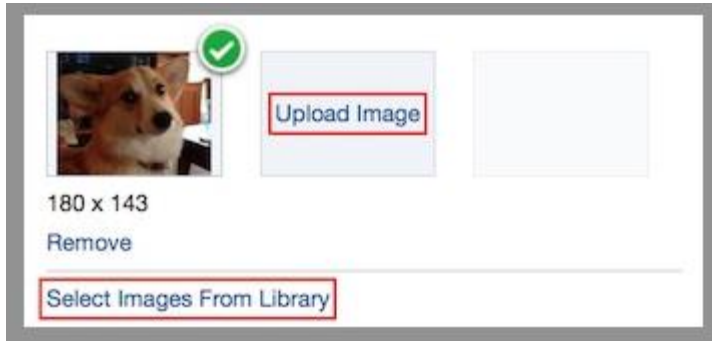
When you create a group of ads, you can select up to 6 images from a range of Page photos, previous ads or you can choose to upload images. Selecting multiple images at the same time creates multiple ads at once for a single campaign so [we can use your budget toward the ad that performs best](#).

To select images for your ad:

1. Go to the [ads create tool](#) and choose what you want to advertise and what your goal is.  
Your goal, for example, may be to **Get More Page likes**.
2. Fill in your ad headline and text.
3. Choose whether you want to **Upload Images** to use images from your desktop or **Select Images From Library** to use images from your Page photos or previous ads.



## FB Cash Spring!



For all ads, the best size image to upload is 1200x627 pixels, but we recommend a minimum width of 600 pixels for images appearing in News Feed. Depending on what type of ad you're creating, you may also see a more specific recommended image size in the create tool when you upload your image.

[Learn more about choosing images for your ad](#)

## Edit Text and Links

Edit the text and links for your ad. You'll be able to see a preview of your ad on the right side.

The text limit for your headline and text will depend on what your advertising objective is. The character limit when you edit your text will ensure that the people you're trying to reach will be able to see your entire message. You can learn more about the specific text limits for each ad product in the [Ads Product Guide](#).

**Preview and Edit**

**Headline:** [?] 10 characters left

Jasper's Market

**Text:** [?] 15 characters left

Jasper's is a unique community destination for ultra-premium prepared food.

**Landing View:** [?]


Timeline

**Sponsored Stories:**

☒ Help people discover your business through their friends.  
No increase in budget is required.

**Right Column Preview**

**Jasper's Market**



Jasper's is a unique community destination for ultra-premium prepared food.

880 people like Jasper's Market.

[Learn more about editing text for your ad](#)

[Visit our Ads Product Guide](#)

## Targeting: Choose Your Audience

This is where much of the 'magic' comes from.

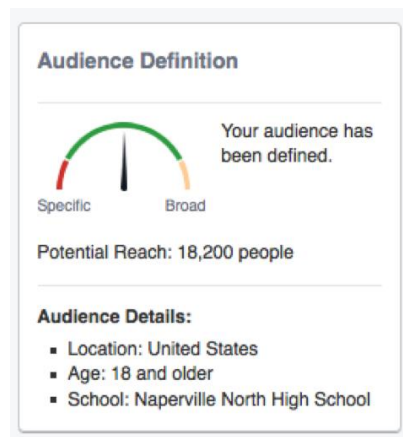
After creating your ad, you'll be able to identify the best audience to target.

Choosing a relevant audience for your business is important because your ad will only be shown to people who match the criteria you select.

After you've chosen your [advertising objective](#) and finished editing your campaign creative, you'll create your audience for your ads in the **Audience** section.

Use the targeting options, such as location, demographics, interests and behaviors, to define the relevant audience for your ads.

The **Potential Reach** on the right side below **Audience Definition** will show you an estimate of how many people your ad could potentially reach with the targeting options you choose. Keep in mind that your actual audience size depends on your budget and the duration of your campaign.



## Targeting Options

[Learn more about targeting options](#) for your ad campaign.

### Custom Audience

Create or select a Custom Audience that you can use with your other targeting options. A Custom Audience will let you find your offline audience among people who use Facebook.

### Location

Enter the name of one or more countries, states, provinces, cities and zip codes to show your ads in those locations. You can use any of the choices in any combination. After selecting a location, use the arrow on the right to choose a radius from that location or exclude a location that falls within the selected area.

## Demographic Targeting Options

### Age & Gender

Select the minimum and maximum age of the people who will find your ad relevant. Under **Gender** choose "All" unless you only want to target either men or women. Some people don't specify their gender on Facebook, so the only way to reach everyone is to select "All".

You can use these demographic targeting options to select audience segments related to categories such as relationships, education, finances, and life events.

### Interests

Reach your audience based on their interests. This can include interests from their timelines as well as the interests tied to Pages they've liked or keywords associated with those Pages or apps they use.

For example, If you're a yoga studio in in San Francisco, you may use enter terms such as Exercise and Fitness and also enter very specific terms related to Yoga

### Behaviors

Reach your audience based on their digital activities, what devices they use, past or intended purchases, and travel.

### Education Targeting

To target education levels, specific schools, fields of study or specific graduation years.

### Connections

Control whether or not your ad shows to people have already connected with you on Facebook.

## Choose your campaign, ad set, budget and schedule

Name your campaign and ad set, and then select your budget and set the schedule for your ad set.

**Campaign:** We'll automatically suggest a campaign name for you, but if you want to edit the campaign name or select a different campaign, click **Change Campaign**.

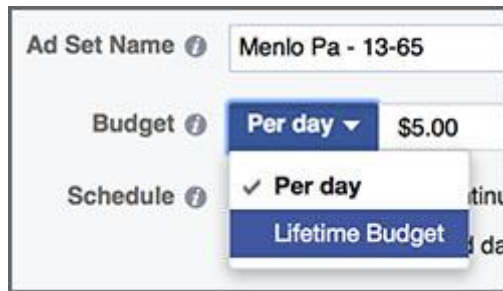
- **Create Campaign:** This option will let you change the name of the new campaign.
- **Use Existing Campaign:** Best option if you're creating an ad that has the same goal as another campaign because the they will use the same budget. We'll only run a few ads from any campaign, so the ad that performs best will run more often.

## FB Cash Spring!

**Ad Set Name:** The ad set name will pre-populate with details to make your ads identifiable. You can change the name, but it should be something that you'll be able to identify if you want to add more ads to the campaign later.

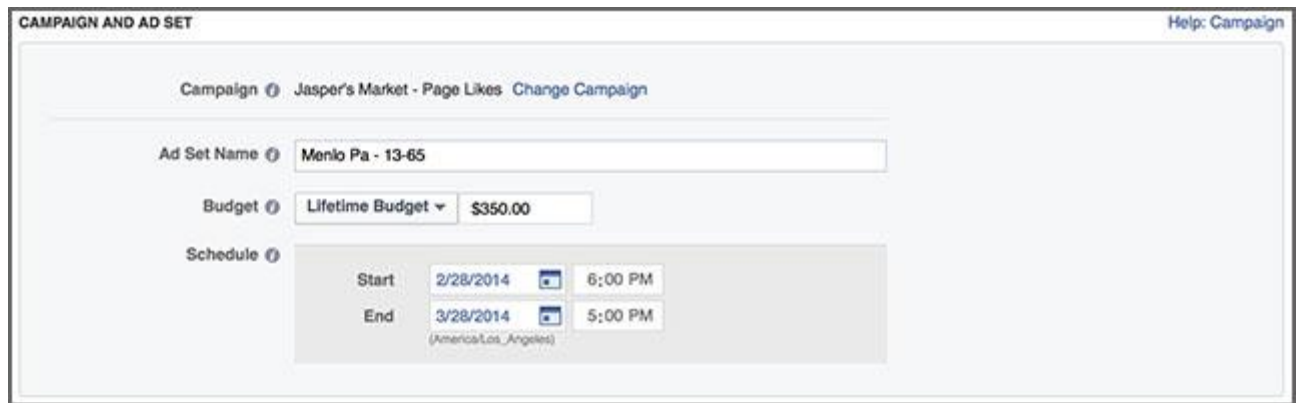
### Determine your budget:

The [cost of advertising](#) on Facebook depends on the size of [your audience and your budget](#). This section will help you [determine your budget](#) for your campaign.



The screenshot shows the 'Ad Set Name' field with the value 'Menlo Pa - 13-65'. Below it, the 'Budget' section has a dropdown menu open, showing 'Per day' selected with a checkmark and '\$5.00'. The 'Lifetime Budget' option is also visible in the dropdown.

Choose whether you'd like to set a budget per day or for a set period of time.



The screenshot shows the 'CAMPAIGN AND AD SET' configuration page. The 'Campaign' is 'Jasper's Market - Page Likes'. The 'Ad Set Name' is 'Menlo Pa - 13-65'. The 'Budget' is set to 'Lifetime Budget' with a value of '\$350.00'. The 'Schedule' section shows a start date of '2/28/2014' at '6:00 PM' and an end date of '3/28/2014' at '5:00 PM' for the 'America/Los\_Angeles' time zone.

If you'd like to spend a set amount of money on your ad campaign over its duration, you can do so using the **lifetime budget** option.

[What does my daily budget control?](#)

[What is lifetime budgeting?](#)

[What's a daily spend limit?](#)

[What is the minimum daily budget for an ad set?](#)

**Campaign Schedule:** Choose **Run my ad set continuously starting today** to start running your ad continuously when it's approved or select **Set a start and end date**.

[Learn more about choosing a campaign for your ad](#)

### 5. Choose how you want to bid for your ads

### FB Cash Spring!

**Bidding:** Choose whether you want to bid for your objective, clicks or for impressions. This will determine how you pay and who will see your ad.

**Pricing:** Choose whether you want to automatically bid for your ads or manually bid for your ads.

- An automatic bid will set your bid so it's optimized to help you reach your objective.
- A manual bid will let you pick a maximum bid. With a manual bid your ad won't be optimized to help you reach your objective, but for clicks or impressions.

After you've confirmed your campaign and ad set, and selected your budget and schedule, place your order or review your ad.

## 21 Facebook Ads Do's & Don'ts

### Dos:

- 1) Read the pages terms and conditions at [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php) and the advertising terms and conditions at [https://www.facebook.com/ad\\_guidelines.php](https://www.facebook.com/ad_guidelines.php). Most of the things not to do you can easily see by reading both of these pages in 10 minutes or less. If you skip reading them, you will likely suffer for hours.
- 2) Test and apply many targeting variations. You can find your ideal audience best by testing different possible audiences compared to assuming you know the right one.
- 3) Create simple ads that clearly communicate the value you offer.
- 4) Check your page functionality on every device. If your app or offer loads poorly on mobile, make sure to remove "mobile newsfeed" from the options.
- 5) Check your ad formats. If your ads looks terrible in the newsfeed or right hand column, remove that placement.
- 6) Make many smaller campaigns and ad sets instead of one larger one.
- 7) Use images you have copyright for or stock photos.
- 8) If people will visit your Facebook page, build your page large first with a global audience to establish your fan base. People in the US/UK/CA/AU are unlikely to trust or interact with a smaller page. This fact makes getting started more than most advertisers can handle.
- 9) Prepare for unexpected opportunities by having your email address or another method available for your fans to reach you. For example, my recent flippa auction led me to get another great type of business offer before my website even sold.
- 10) Give your most enthusiastic fans all the content they can handle. Most people will do little more than look for 10 seconds and leave. A few people will go through every single thing you have posted. Make sure wherever you send people that your most avid fans have the opportunity to dig deep into who you are and what you do.

## Don'ts

Avoid doing anything on this list with Facebook advertising:

- 1) Using images that have a lot of text.
- 2) Create ads that are obviously false, misleading, or offensive. Just one “report” on an ad can ruin your CPM or even get your account banned.
- 3) Offer adult or illegal services or be disgusting.
- 4) Target minors for certain products such as weight loss or health foods.
- 5) Use hate speech of any type.
- 6) Apply Facebook advertising coupons bought from any third party.
- 7) Try to create an ad prior to verifying your email address.
- 8) Ask for a like or a share in the ad because it sounds desperate.
- 9) Use images from Google images or any source where you do not have permission from the copyright holder.
- 10) Add anyone you do not trust as a “general user” to your account or an “advertiser” to your Facebook page. I ask my customers to do this after they have already paid me and watched a few of my top ranking Facebook advertising YouTube videos.

### ***And most importantly:***

21) Facebook is going to be with us for a long time. It is the most exceptional marketing vehicle available. **DON'T RISK BLOWING UP YOUR FACEBOOK ACCOUNT BY TRYING TO 'SHORT-CUT' OR GAME THE SYSTEM!**

## SUMMARY

***More than any online opportunity I've ever seen, this works. It has the least amount of work and the greatest upside potential; literally millions per year can – and are - being made.***

***Do this.***

***There is nothing in here that any average person cannot do.***

***And you will make money.***