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Welcome and thank you very much for buying my WSO!

I'm so glad to be with you today and I promise I won't leave any stone unturned I will reveal EVERYTHING.

I've been in the teespring game for a while and I'll be honest with you, I wasn't successful at first.

Looking back I think that I was so afraid of failing or losing money that I didn't had at the time and this fear was strong enough to hold me back from taking massive action and be successful.

Usually when people starts a new venture they want and need to educate themselves so they can leverage their time and avoid some costly pitfalls but after I bought a few courses here and there, I knew that what they were teaching was only the basis of a

much larger business and THAT was causing a lot of frustration for me.

Have you ever felt like this?

Replicating all the right steps again and again and failing every time.

Then you go for help and support and you got a reply from the product owner 48 hours later saying that your whole campaign failed because of your "poor design"

And of course after telling me it sucked, I was left alone again with not much better advice.

Raise your hand if you relate?

I Knew I wasn't alone!

So people who know me know I love to do things a little bit differently.

Now if you didn't take the OTO for the personal 1 on 1 skype chat session for 30 days, you should reconsider your decision.

I know it is a higher price but even if this course will tell you anything you need to make big numbers with teespring.

Sometime you just need a partner besides you who will VALIDATE with you before taking action on

something you're not 100% sure and I will answer all your questions as soon as you got one.

And for the mere \$997 you have to invest for yourself, you'll get 1000X more help and support than any other \$2K+ coaching program on the market - GUARANTEED.

I will take between 15 and 20 people maybe less if I feel like I can't invest my time for everyone.

Again YOU DON'T NEED IT you will always have my support via email anytime you want it.

The difference is that in a chat session YOU can pick my brain as much as you want and learn advance stuff in the process.

Stuff you won't learn anywhere else unless you're ready to put a huge pile of your hard earned money on the table.

Ok Ready?

Here we go!

First thing you should know, finding a niche is NOT a factor of your success.

In fact trying to find the best niche to go in for profit on facebook is the reason why you fail.

If you've been in the business and bought a few course before this one, you know that gurus are teaching people to go to the graph search and type interests in the search bar to find all the interest you can imagine in order to give you ideas of what to go for.

Here's the truth: If you narrow yourself in a niche, you will fail!

Well, let me rephrase that.

If you're looking to make big pay checks like you've seen on their crazy 6 figures screenshots, with the previous technique, you will fail.

The only time you should narrow yourself in a niche is when you control the asset (Fanpage, Mailing List, Association, etc)

When you have a fanpage with 50K+ who are engage and looking for your next post its super easy to sell thousands of t-shirts.

Often time they don't even have an ad campaign behind the post and it will sell like crazy.

Just to demonstrate I made a quick search on teespring.com/discover

Here's one example of a niche : Grandparents



1834 sold, not bad!

Do you think you could replicate the design, make it better and sell a thousand of those with an ad campaign targeting grandparents?

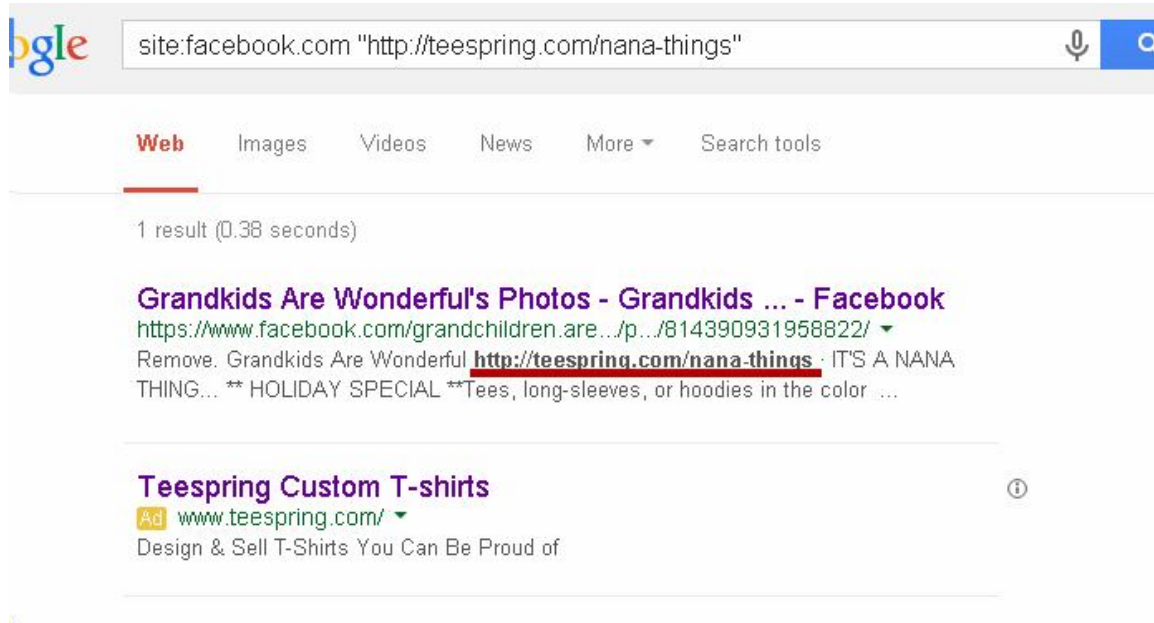
Well you could... I mean people win the lottery everyday!

But I think you are heading for a failure here's why:

First I clicked on the shirt to see the campaign, then I copied the url and I went on google and type this code.

Site:facebook.com "http://teespring.com/nana-things"

Basically the code will search facebook for the teespring campaign link and here's the result I got



Boom!

Now if you click the link here's what you would see.



Great now we can see that there's an asset behind, tons of likes and tons of shares.

Also as I see it I'm pretty sure they have some kind of an ad campaign behind also just because of the ad copy they got.

But one thing for sure, they had a great asset before...



222K+ Fans and they are SUPER engaged see:



btw: this is a regular text on a background with an inspiring saying that's all!

The most important thing I want you to get here is this: It's not because a shirt is successful on teespring that you can replicate the shirt, put an ad campaign on facebook and get the same success.

Personally I would stay away from anyone who tries to lure you into that kind of thinking.

HOW TO SELECT A NICHE THEN?

I hope I won't be responsible for a riot all over the internet marketing community here but what I'm about to say will shake every cells of ever marketer's body...

Look for & Market to the broad niches!

I told ya! Now before thinking I'm an idiot please read on, it will make sense to you.

If you really want to go from nothing to make real money with teespring and facebook this is the way you got to think.

You see, I'm not looking to hit a homerun with my campaigns I don't care closing a campaign with 20 sales of a goal of 50... let me explain.

Would you prefer break even on a campaign that sold 1800 or close 10 campaigns at the right time and cash out a 300% ROI on each of your smaller campaign?

300% of course!

If you want to hit big numbers don't look for homeruns or you'll lose your t-shirt ;)

The problem is most people want the big hit, the glory of seeing their campaign with 1000 sales... The Ego game again!

Don't worry I've been there too and my goal today is making sure that you don't repeat the same errors that I've made.

Ok so if we're not looking for big hits, what are we looking for?

Multiple High ROI micro campaigns

I'll go into details later but first... Here's what I mean by a broad niche.

Jobs, College Teams, Military, Animals, Hobbies, Causes, Sports etc..., Are broad niche.

Just pick one it doesn't matter. I'm serious.

Here's an example:

BROAD NICHE JOBS	SUB-NICHE	SUB-SUB-NICHE	
This Is What You Want To Target First - Stay In The Sub Niches	Engineer	Software engineer	
		chemical engineer	
		project engineer	
		design engineer	
	Nurse	registered nurse	
		military nurse	
		veterinary nurse	
		licensed practical nurse	
		neonatal nurse	
	Mechanics	auto mechanic	
		diesel mechanic	
		heavy duty mechanic	
	Welders	Tig	
		Mig	
		Arc	
		High pressure	
	Truck Drivers	underwater	

Create a big list of sub-niches don't go in the sub-sub-niches yet this is too narrow for now but that's something to keep in mind for the long run.

You can take the one in the example I don't care you can also go into the more obscure jobs if you want.

Here's my mindset when I start a new campaign.

I always assume I'm the first in the world to market the people I want to market to.

So would I want to be the first to market to engineers? YES

Be the first to market to nurses? YES!

Be the first to market to firefighters? YES!

Etc...

Would I want to be the first to market to the sheep manure collector? Well, maybe not.

You get the idea.

Please don't think that the market is saturated because it is not and it won't be.

Your ultimate goal is creating a massive list of broad niches, sub-niche and sub-sub-niche.

Once you got your massive list you'll never have to search for niches ever again!

Having a killer design is not a factor of your success

Show me someone who is looking to replicate a great design and ready to pay 20\$/design and I'll show you someone who's going bankrupt with his t-shirt business...

Let's be honest, people you reach on facebook are not on facebook to buy your shit whatever it may be.

Selling t-shirt on facebook is only a matter of creating the impulse for people to buy.

They won't shop elsewhere to see if they could find better design at a better price.

They see the ad, they buy or they don't.

That's about it!

But not buying now doesn't mean they won't buy it tomorrow.

Like I said it's an impulse buy.

They may not want it today but show them the same ad tomorrow and they will buy 3.

Go figure!

The thing to remember is this: They don't connect with the design.

They don't care about your design.

Here's the proof:



This is a great example of people buying on impulse.

No design.

Not even straight and 25 sales.

So you're not a designer?

Well you have an advantage because you won't waste your time making it perfect.

Here's THE secret. People connect with the **CONCEPT!**

It's quick, it's easy, 3 lines, a rhyme, emotions, a laugh and they will hit the buy button like crazy.

Everyone here saw the KEEP CALM concept?



respond in any situation.

Based on the classic "Keep Calm and Carry On" phrase from WWII Britain, this t-shirt is sure to be a hit with everyone in the military community and beyond!

But remember, this is only available for a limited time so buy today to get it before Christmas!

Design will be screen printed on

Hanes 6.1oz Long Sleeve (\$24.99)

[View Sizing Chart & Product Details](#)

Campaign has ended

This campaign reached its goal!

1094 were sold (towards the goal of 101)

🕒 Last available on 12/10/13

Tell me; where's the design?

There's none

You need to find mass replicable concepts.

This is how I make money, this is how big dogs make money and this is how you will make money too.

Before you go crazy and run to find a good concept please read the next part...

3 Types of Concept

When it comes to finding a concept you have 3 choices:

- 1- Create A Brand New Concept
- 2- Replicate an existing concept
- 3- Find an hybrid of 1&2

1- Creating a new concept can be quite rewarding since you're the first one to target the market.

If your first massive campaign is successful you can quickly spread out to other multiple niche (refer to your niche list) and make a killing.

The main cons are there's a chance that your first massive campaigns fail which will result in a loss of funds.

Like some gurus says: "You're not losing money you're buying data" They're absolutely right but are we obligated to be the one who make the investment for the other? No.

Especially when starting in the business. So let's keep this option for people who have a boatload of money for research.

2- Replicate an existing concept is the best idea for people who never run a teespring campaign or never dealt with facebook ads.

The concept works in many niches already. So you are running for a piece of a proven pie.

It will cut down the time lost in research, will reduce your risk of a major loss of money in fb ads.

Will get your feet wet while you learn how to master the fine art of marketing a tshirt on facebook.

A major con is that it's a piece of a pie and 90% of the time you won't get campaign with crazy sales numbers but you know what?

We don't care about selling 1000 shirts right?

We want big ROI

3- Find an hybrid of 1 & 2. This method will take more time to make the proper research but this one is the most rewarding method I know.

The hybrid concept is a concept that is currently successful but still new in the market, so there are plenty of other niches to get into.

The magic here is if a concept works in a niche it is most likely to work in another. It's not a 100% guaranteed thing but this is where I put my money night and days.

It's like spying on the guy who took the first bite in the pie to see if he liked it and if it was good enough to take another piece.

And if it was good... well I will try my best to get all the rest of the pie!

SECRET FACEBOOK AD BREAKDOWN (THE MISSING KEY)

A.K.A The Real Serious Stuff

Here's what most people get it all wrong and for some obvious reasons this is not teach very much.

I said obvious reason because some "Teespring Preacher" makes some good business selling their stuff and if people would master this part (that I'm about to show you) well, it would put an end to their 6 figures/year teespring coaching business.

No, I'm not against the gurus.

Most of them are great teachers and coach.

Some of them will share more info's than the others and to get the info you got to dig deep into their sales funnel and in your pocket, of course.

What I despise is when you dig down and there's nothing waiting for you in the end.

Usually there are no refunds on private coaching so...

Here's a word of warning: What I'm about to share with you can raise your anger level tremendously toward all the other so called Teespring Preachers.

You've been warned 😊

This is the missing key: My campaign doesn't revolve solely on PPE ads but is spread into 3 crucial phases instead.

Here's the sequence I use for all my campaigns.

Phase 1: PPE

Phase 2: CTW

Phase 3: CTW - Retargeting

Before I start explaining the phase there's one thing you should understand: Even if you choose to start with a 7 days campaign your campaign can last for months.

There's so much people who are stick with the mindset that the campaign need to be successful only for the length of the campaign... this is mind boggling!

So you can run your ad campaign for as long as you get a POSITIVE ROI.

Please don't get caught with the idea that your ad campaign will end in 7 days or you will leave a lot of moolah on the table.

Even if you campaign ends you can re-launch the same campaign over and over again.

So the entire sequence can have a total length of 3 weeks... 1 month... 6 months... as long as you got a positive ROI.

I mean why would I stop a campaign that still has a 300% ROI in the 2nd phase on the 6th day? It makes no sense.

Don't worry everything is explained below and it will make sense to you.

PHASE 1 - PPE AD (Page Post Engagement)

For now I won't go deep into how to setup everything but I will explain it later on.

In this phase I concentrate on 3 things.

First thing is to put the concept in the face of the niche and see how they react to it.

Remember that doing PPE ads facebook will select the people who are the most incline to engage within your niche based on the interest you've provided to them of course.

So, if your concept is good, it won't take long to get likes, comments and shares. People in the niche will react, they will tag their friends make comments like "I Want One"

You will get a good CTR and your cost per engagement will be low.

If your niche doesn't engage with your ppe ad as much as it should your CTR decrease and your cost increase but the main thing you should understand is that this one concept doesn't work with the niche.

It doesn't mean the niche is not good... it simply not connecting with the niche.

Second thing is that I want to find the best interests to target BEFORE getting in the second stage (CTW)

Why?

Because, I like the idea of keeping the full control on my ad expenses at any time.

More work to do? Yes sure!

Don't be sloppy when playing with hard earned money or you will go bankrupt or you'll get out of the business whining that the t-shirt business is a scam.

You want big numbers like the big dogs?

Well play it like the big dogs.

You got to come up with a list of the best interests and create an ad set for each of your interests.

Here's an example:

Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?
164 Post Engagements	\$0.06 Per Post Engagement	2,198	\$5.00 Daily	\$0.00	\$9.29
100 Post Engagements	\$0.09 Per Post Engagement	1,034	\$5.00 Daily	\$0.00	\$8.59
246 Post Engagements	\$0.06 Per Post Engagement	3,650	\$10.00 Daily	\$0.00	\$14.76
387 Post Engagements	\$0.04 Per Post Engagement	4,924	\$10.00 Daily	\$0.00	\$15.55

This was a test in the nursing niche

In order the interest were the following:

[lippincotts nursing solutions - US - W - 24+](#)

[American Association of Nurse Practitioners - US - W - 24+](#)

University of Florida College of Nursing - US - W - 24+

Duke University School of Nursing - US - W - 24+

BTW I stopped this campaign... Why?

Because, numbers are telling me a story and if you can interpret what they say... well good luck.

But you're at the right place.

I will go deeper in the subject later but let me go off topic a little bit to tell you the story I see.

Just for the record all the CTR were over 6%

Good CTR, Low Cost, Good engagement. So why the hell did I stop this campaign?

The reason is the concept design.

What??

Didn't I say that the design wasn't a factor of your success??

Yes it's true.

But sometime you have to adapt the concept with the niche.

Particularly when you want to re-launch the same concept again after you squeezed out all the ROI possible from the first campaign.

So to the concept we would add an image often time just a clipart to the original concept.

Example:

Teacher – apple

Nurses – syringe

Firefighter – fire trucks

So the problem was the concept design. I have added a clipart to the concept and even if I had good engagement for the whole concept... No sales!

You see 99% of the time when you got good CTR (above 6-7%) low engagement cost (0.08 or less) and lots of comments and shares but no sales or negative ROI, your problem is your concept design.

Yes a simple image can ruin everything!

It's not because the niche sucks... It just didn't connect with them.

It didn't make sense to them.

Therefore no impulsive purchase is possible.

Now let's get back to the PPE Ads

Third thing is I'm looking to get a positive ROI out of the testing campaign.

Most of the time it won't happen in the first hour but if it does it's a bonus.

All interests are separate and I budget 5\$ on each of those. I wait to get 100 - 200 in reach and I kill everything with obscene cost like 0.25\$ and above.

It's not an exact science because facebook ad interface is not in real time but most of the time I'm right so this is how I do it.

After killing the definite loser I'll wait to the other interests analytic to settle a little bit longer 2-3\$ this is where I take the final decision to keep the winner run until the end of the 5\$ and kill all interests who exceed 0.10\$/engagement.

Another thing you MUST DO is refine your demographics

What is the age range of your buyers?

Male or female?

Desktop or Mobile?

You absolutely have to get these infos if you want to succeed.

It's crucial.

Now that you get your best interest nailed in you got to decide if you kiss that campaign goodbye or not.

If no sales, usually I don't bother pursuing and try to force the concept to work.

I don't care because I have 20 other campaigns running at the same time for the same concept.

But if the campaign has a positive ROI but a low one like below 150% I could keep this campaign in the PPE stage only and monitor closely to see if it would be worthwhile to push it in the second stage after a few days.

If the campaign has a ROI of 150% and more then I would take this campaign and push it into the stage 2.

And in stage 2, I will use only the best interests AND the right buyers demographic.

Here's a big question... Do I stop the stage 1 after pushing it in stage 2?

Stage 1 is already making you money so while I wait for the CTW to be approved YES I will keep the PPE ad run as long as it makes me money.

It's only a matter of monitoring your ROI.

Now, What I'm about to reveal might be a real breakthrough moment for you and make you rich beyond your wildest dream.

This is serious.

Here it is: When you push your campaign in stage 2, the new main role of stage one is to SUSTAIN the ad cost of stage 2 which is building your custom audience (retargeting) and prepare for stage 3 whilst bringing you a positive ROI at the same time to scale up and put some money in your pocket.

Often time the phase one will cover the ad cost of phase 2 giving me FREE facebook ads!

If stage one can't support the ad cost of stage 2... I'll keep my campaign in stage 1 (PPE) and monitor for a future breakthrough.

If no breakthrough I might decide to cash out right now ending the teespring campaign and move on or just let it go until the end of the teespring campaign.

Make sure to read it until you get it.

Now here's a question for you.

How many "so called guru" told you that kind of guru stuff?

Not many I guess...

STAGE 2 CTW (CLICK TO WEBSITE)

Now that you have a strong PPE ad running with a good ROI it's time to push it in phase 2.

Like I said before the first main goal of phase 2 is to build your custom retargeting audience for the last squeeze.

Second main goal is to split test your creative (ads)

First you will split test the ad copy.

I don't know if you ever saw a CTW ad but it differs from the PPE ad.

Here's what it looks like:



Of course an ad copy with so much pressure is used at the end of the campaign only because there is so much pressure you can put on people before they just break away completely from your offer and begin to hate your advert.

This is an ad copy I use in stage 3. Why?

"LAST DAY!"

I also use a really powerful psychological trigger you can see at the bottom of the ad that used the fear of lost with the "YOU'RE GOING TO MISS IT!" and right at the bottom I offer them the relief AND the call to action that would create the relief for them. "DON'T PUT YOURSELF AT RISK!"

In other word... you know you want it and you know that if you're not taking action now you will miss it... why are you doing that to yourself, why would you wait the whole day worrying about the fact that you might miss it or forget about it... Get It Now!

Their magic pain relief become the action of buying the shirt

And guess what?? They buy it!

Feel free to put this one into your arsenal... it works like crazy!

Me, I prefer to be soft and gentle at first (phase 1) and finish them with a sledgehammer (phase 3)

It's also easier to split test when you are using CTW because you can edit your image/ad copy at will without losing all the engagements you've got already.

When you got your ad copy nailed in you can now test split your creative (ads) Border or no border, red or green, background or not, one tee or multiple, buy button or not.

Personally if my ROI is good from the start in stage 2, I won't go wild with split testing.

Some people are addict to split testing and if it works for them then perfect, I got no problem with that.

Me, I tweak a little bit until I'm comfortable with the ROI I got. If it works don't fix it.

When you are spot on with your ad, stage 2 can last for as long as you get a positive ROI above 150%, preferably 200% and up.

I don't care if your campaign is ending in 2 days... AS LONG AS YOU GOT A HIGH ROI IN STAGE 2, STAY IN STAGE 2!!!

If you're campaign ends perfect, re-launch the same campaign and just continue as long as your ROI is good

This is where the money begins to hit your pocket.

Think about it, your phase one (PPE) is paying itself and also pays the cost of your CTW campaign so the positive ROI of the stage 2 is money in your pocket and more budget to scale this baby up!

At this point you just have to monitor your ROI and make sure it stays stable or going up.

So can you see how the real money is created?

Don't worry; In this module it's all about changing your mindset and putting you on the right track to breakthrough.

I will go in much deeper detail later.

STAGE 3 CTW (RETARGETING)

You will enter this stage when you spot a continuous decrease in your ROI in stage 2 not before!

I can't tell you the exact moment it will happen; this is why you need to monitor everything closely.

Stage 3 is dedicated solely to market your shirt again and again to your custom retargeting audience you've been building all along in stage 2.

This is where the real money is. YES! for some campaign you might just break even in the 2 other phases... heck you could even have lost a little bit of money BUT guess what??

You got your custom audience! IT'S YOUR BIGGEST ASSET.

And good for you, because you've been using CTW in phase 2, you now have a huge custom audience to market to.

This is the Holy Grail really because this is a huge list of targeted people who saw your ads and for some reasons they didn't bought your shirt...

Maybe they wanted to wait for a check to come; maybe they were at work and didn't have the time to checkout and they forgot about it, maybe this maybe that...

Like I said it's an impulse buy and Life Happens!

So many things can happen to us in a few second.

With the retargeting campaign it's time to tell them that we know they were interested in buying the shirt and they have to do it right now or they will have to say goodbye forever!

Right there the fear of losing the opportunity is so high that they will buy.

Not everyone of them will, of course, but this is the cream of the crop and most of your money will comes from phase 3

You will get higher CTR and lower cost per click.

Now remember...

You determine what was the best creative by tweaking your ad in phase 2 now it's time to use that super optimized creative and put more scarcity into the mix.

You can edit your optimised creative with a teespring screenshot were you show them how many sales you've got, this will give you social proof to your campaign: If so many people bought it MUST be good!

They are used to see your optimized ad so by keeping the same ad and adding screenshot to it makes it pop and they will click the ad again and see your shirt again.

They see the image and in their brain it's like... "wow 250 sold Really?" and they will click you ad just to check if you lied to them.

Chance are that they will see a bigger number like 255 or even 280, this is what I call social proof.

You can also update your Ad copy headline and let them know how many days left to the campaign.

3 Days Left! / Only 2 Days Left Hurry Up! / You're Hoodie Is Waiting – 1 Day Left!

Here's another secret scarcity twist... I call it the "back to the future twist" lol btw, I just made that one up! ;)

HEADLINE: Sorry, It's Too Late!

BELOW THE PICTURE: This is how it feels to miss out! Only Few Hours Left! Get yours Now!

What I just done should be illegal but it's not. I projected my customer into a future situation where they've miss to buy the shirt so they can feel what it really feels like to miss out in the present time and then I release the pressure by telling them they can get it now and avoid feeling so bad in the future.

So it's not far from the "back to the future" movie right?

You bring them in their future to let us know how bad it will be, then you bring them back in the present so they can change it!

Genius, I know!

Again, how many gurus out there told you that kind of stuff uh?... not many? None? Freakin' good stuff then right?

Let's move on...

Ok trivia question for you... In phase 3 do we stop phase 1, phase 2 or both?

You stop BOTH!

Trivia question #2... Why Both?

Because phase 1 was running to pay for the cost of phase 2 and since your ROI declined in phase 2 we need to close them both or it will eventually suck all the profits from phase 3 and trust me you don't want that...

It just sucks to break even with a campaign that could have earned you 50K+ and because you forgot to close the 2 other phases, most of the profit is gone in ad spend.

Lesson Learned!

Usually I like to start phase 4 days before the end of the campaign so I can use all my scarcity tactics that I've explained and make sure I reach most of my audience.

Does it mean that this is the end of that campaign?

Of course not but to use scarcity you need the fact that your campaign is ending to make it work at its best

Then at the end of the campaign you can wait a few days and RELAUNCH the same Teespring campaign and market to your custom retargeting audience right away!

Think about it there's a bunch of people who REALLY missed it! I don't know why they didn't believe us when we told them they would feel that way but you know... Life & things happens!

So you come back with a headline like this one

Hey! Its back for X days!
XXXX Sold in the first campaign. This Is Your Last Chance.
GET IT NOW!

Or if you like the sledgehammer approach try this one

Back for XX Hours Only!
XXXX sold in the first campaign.... Blablabla get it now!

So, even if the relaunch campaign is set for X days you close everything XX hours.

Monitor the ROI. At the end of the campaign if the ROI still high what do you do?

RE-LAUNCH again!

Again and again, until your ROI decrease.

END of Phase 3 – Time to cash out!

Pay the advertising debt and spoil your wife/husband and kid(s) they deserve it

Now you got the real "What's need to be done" to make big bucks on teespring.

Remember what you have into your hand IS NOT a tshirt business...

It's an advertising business!

And the good news is if you are successful as an advertiser, it works with teespring!

HERE'S A RECAP OF WHAT YOU'VE LEARNED SO FAR

(print it and pin it near your desk)

- 1- Don't narrow yourself in a niche, choose a broad niche and target multiple sub niches at once.
- 2- You don't need a good design; you need a good replicable concept. This way you can target multiple niches at the same time.
- 3- Selling t-shirt is not just about PPE. There's 3 phases
 - Phase 1 PPE : (testing concept, Define your demographics, Find best interests, pay for phase 2)
 - Phase 2 CTW (Building your custom retargeting audience, tweaking your ad & creative, Monitor Your ROI, keep alive until ROI decreases)
 - Phase 3 CTW (Kill phase 1 & 2, Market only to your custom retargeting audience, Use Social proof and scarcity, re-launch as many time as needed, When ROI decrease Cash Out!)

Now that you get the right mindset and you're back on the right track it's time to go deeper in the detail and get your first campaign rolling!

Check out all the other modules I have segmented everything so you can find what you're looking for faster and easier.

So far I hope you like it and having a great time as much as I have sharing everything with you!

See you In Module 1.