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Welcome back!

Still excited? I hope so; we have a super concept to turn into a campaign.

I can smell the money from here. No kidding!

Ok you got your list right?

You got your concept Also?

Now what's the next step?

Creating teespring campaigns?

Y..... NO!

Gotcha! ☺

# TIME TO DECIDE WHAT NICHE TO START WITH

Open your list

If you want to make a 5 niches campaign take the first 5 sub-niches in any broad niche and if you want to go big and do a 20 niches campaign take the first 20 sub-niches on your list.

That's it!

When your first 5-10-20 niches campaign is done, take the next 5-10-20.

Do not over complicate the system.

To keep everything congruent I will choose one of the niches from the list I showed you.

**JOB**

Engineer  
Mechanics  
Welder

## ORGANISATION IS KEY

Like I said before you have to be organised so now it's the time to create all the folder of your campaign to save your ad creative you pictures and everything related.

The naming convention could be like so

Concept Name > Niche

IE: Folder Name: The Legend > Sub folder name: Engineer, mechanics, welder, etc...

If you want to save a lot of time, setup your browser to open all the pages you need when you open it.

Mine it goes like this:

facebook ad manager page  
Teespring analytics  
Teespring overview  
Teespring discover  
Email

Yes I agree, this is simple and almost stupid stuff but the more you expand yourself and the bigger your business grows, the least amount of time you want to waste.

These simple things will prevent you to become overwhelmed over a certain period of time.

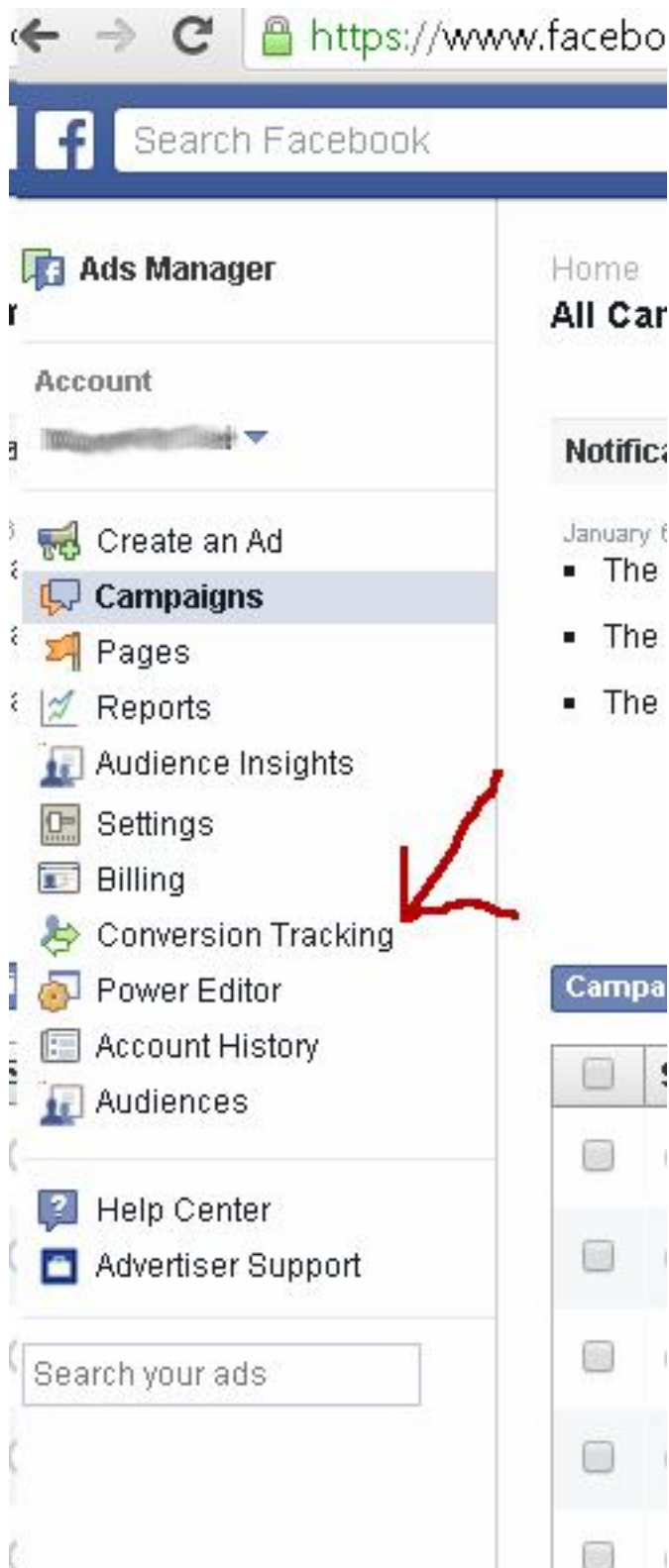
You will repeat the same thing and visit the same sites over and over again so why waste the time... anyways this is what I do so I had to let you know.

## **CREATE YOUR CONVERSION PIXELS**

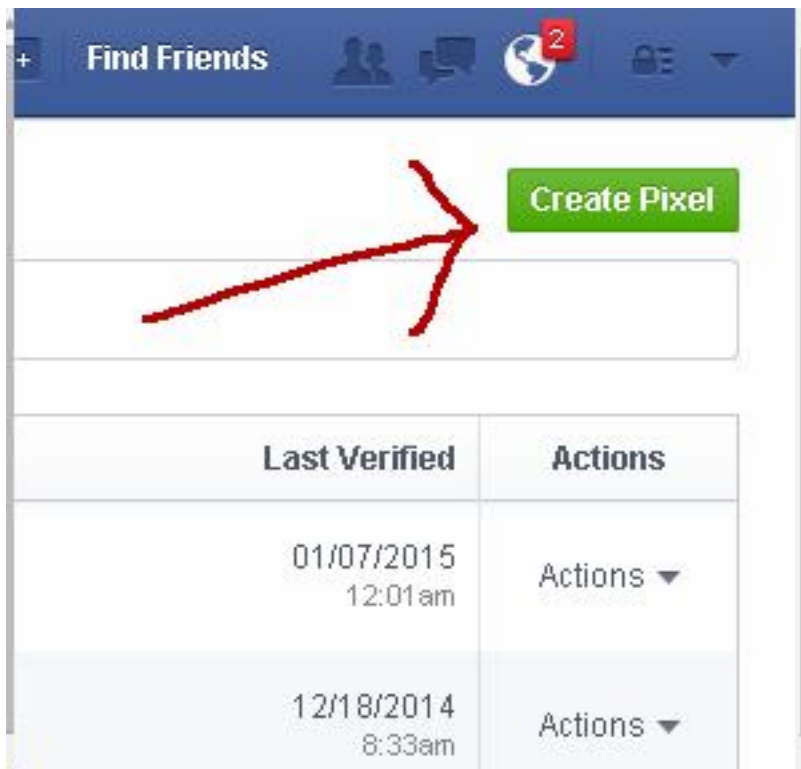
Instead of running on teespring right away, you will go on facebook instead and create your conversion pixel.

One niche - one pixel.

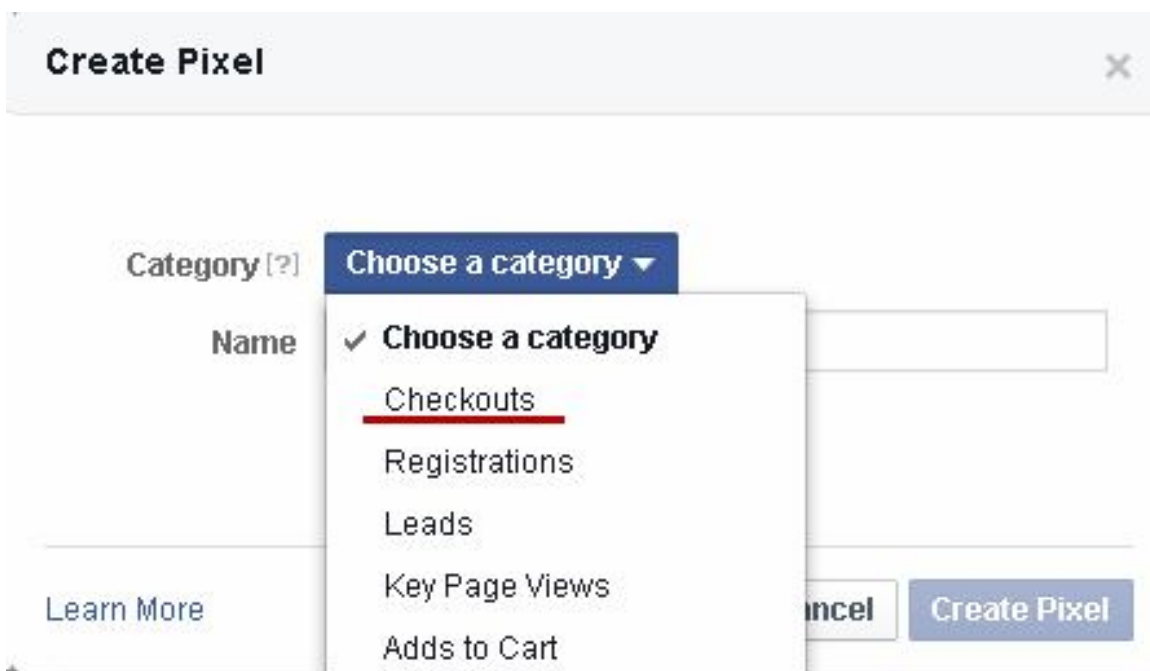
Go to your ad manager and click on the Conversion Tracking.



Click on Create pixel

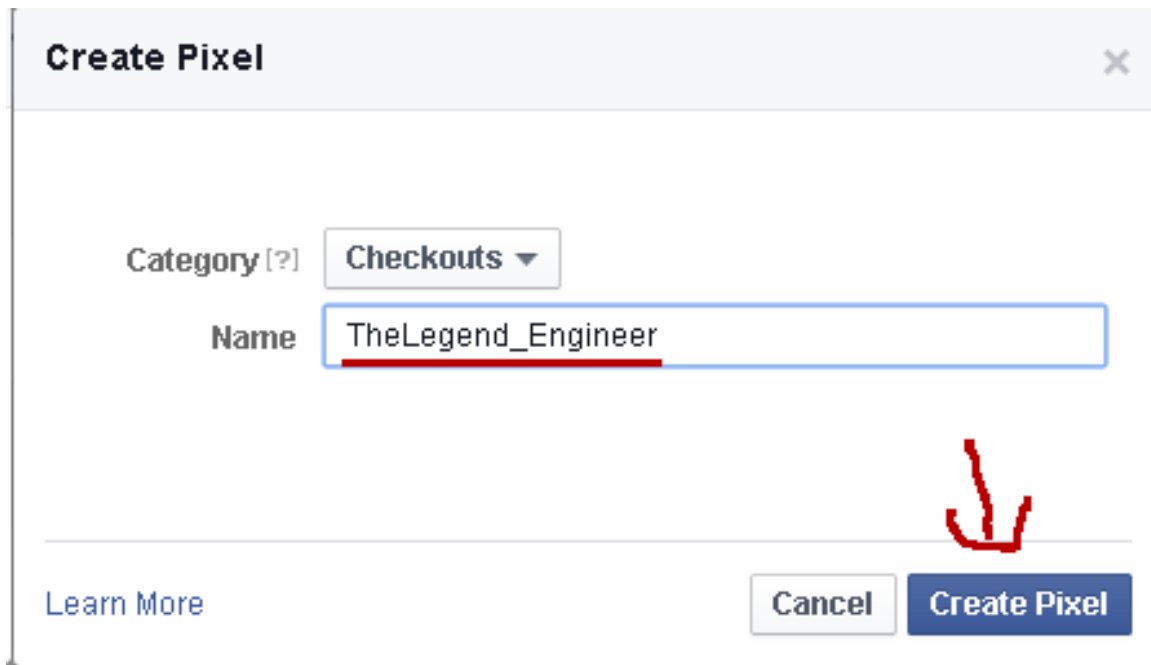


For the Category, select CHECKOUTS



In the name window, you will name it after the concept and the niche

IE: Our concept is "The man, The Myth, The Legend" and our first niche is Engineer so it would look like this:  
TheLegend\_Engineer




The screenshot shows a 'Create Pixel' dialog box with a close button (X) in the top right corner. Below the title bar, there is a 'Category' label with a question mark and a dropdown menu currently showing 'Checkouts'. Underneath, the 'Name' label is followed by a text input field containing 'TheLegend\_Engineer'. At the bottom left is a 'Learn More' link. At the bottom right are two buttons: 'Cancel' and 'Create Pixel'. A red arrow is drawn pointing down towards the 'Create Pixel' button.

Click create pixel.


Then your pixel code will appear

Copy this code and paste it in a notepad to keep track of every pixel name and their code you'll need it later.

**View Pixel Code**

Copy the code below and paste it between <head> and </head> in the webpage where you want to track conversions. Learn how to change the value for your conversions in the [Help Center](#).

```
<!-- Facebook Conversion Code for TheLegend_Engineer -->
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', '6021959229600',
  {'value':0.00,'currency':'USD'}]);
</script>
<noscript></noscript>
```

**Close**

In you notepad it would look like this

Pixel Name	Pixel #
TheLegend_Engineer	6021959229600



This way when you will create your teespring campaign you will be able to setup everything at a faster pace.

## **BUILDING ONE FANPAGE PER NICHE**

Why should you build a fanpage if you don't know yet if the concept will be profitable in those niches yet?

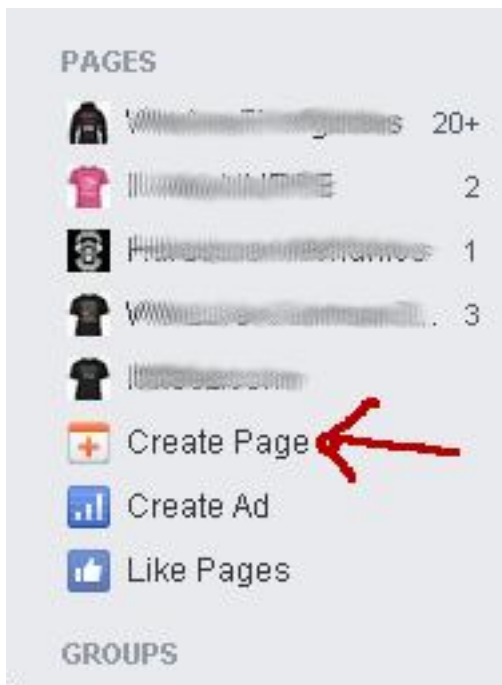
Simple answer; why would you risk missing the opportunity to get a few hundred or even a thousand likes on your fanpage if you stumble on a very passionate niche?

Think about the big picture, plan for the future.

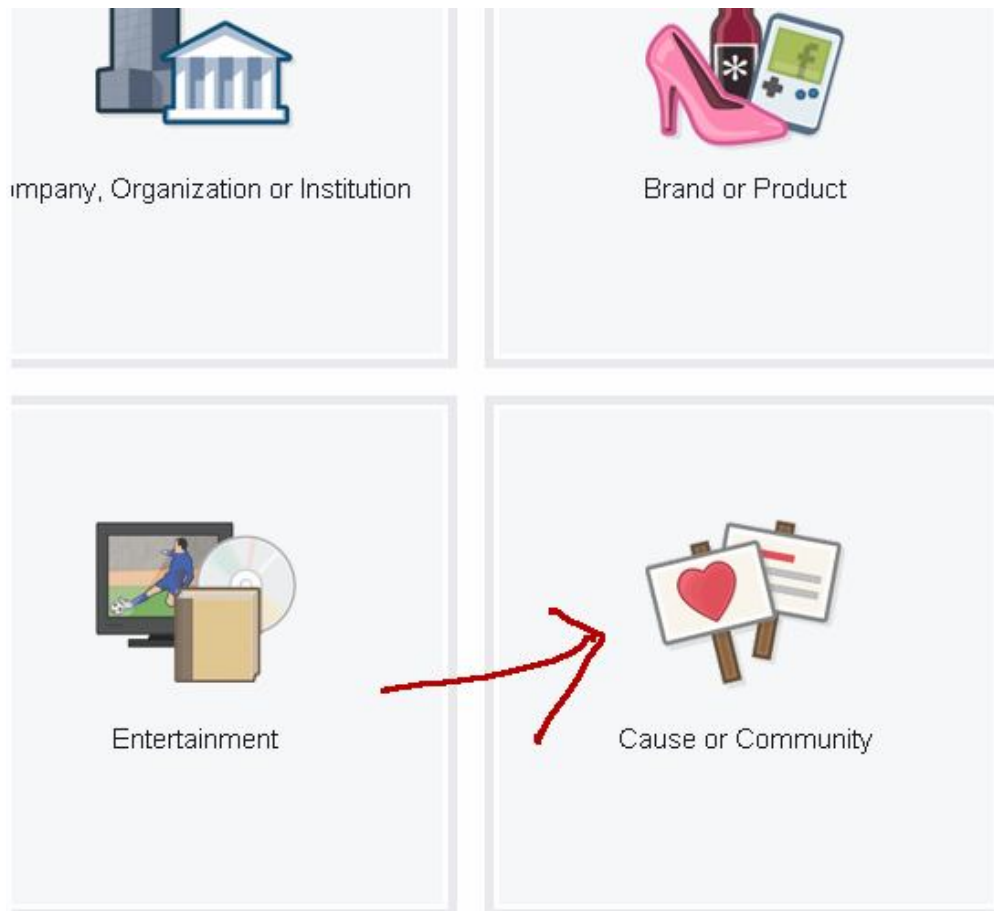
You could end up with a very passionate fan base that you will be able to market your stuff cutting out your FB ads spends tremendously.

I can build fan pages in 2 minutes, here's how I do it.

Click on the Create Page Link

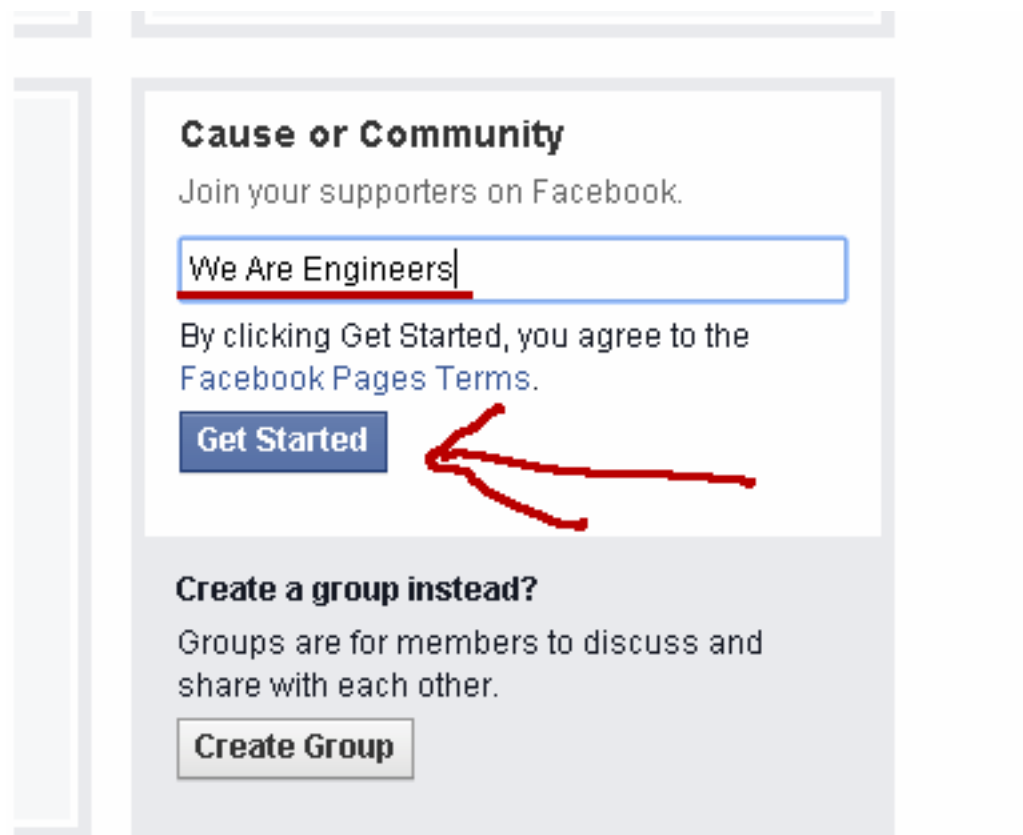


Click on the Cause or Community



Name it in a way that it talks to them

Like this:



**Cause or Community**

Join your supporters on Facebook.

We Are Engineers

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

**Get Started**

**Create a group instead?**

Groups are for members to discuss and share with each other.

**Create Group**

A red arrow points to the 'Get Started' button.

Click get started

Now instead of answering all the fb stuff click on the last step right away

## Set Up We Are Engineers

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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\*Tell people what your Page is about...

Website (ex: your website, Twitter or Yelp links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/> Enter an address for your Page ...

[Need Help?](#)

SkipSave Info

And click on SKIP

## Set Up We Are Engineers

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

When people like your Page, you'll be able to reach them with posts in their News Feeds.

**Promote your Page with an ad to get more people to like it.**



Skip

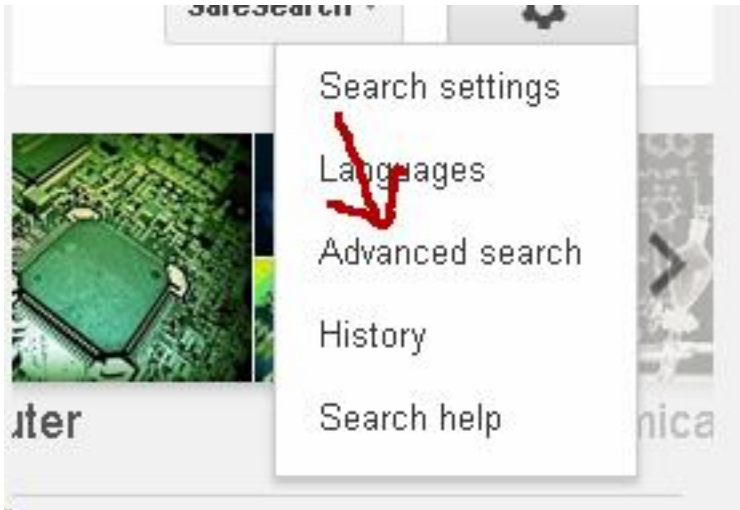
Create an Ad

FB will create your fan page and 3 windows will be shown

In that order from window 1 to 3 click NEXT – SKIP – NEXT

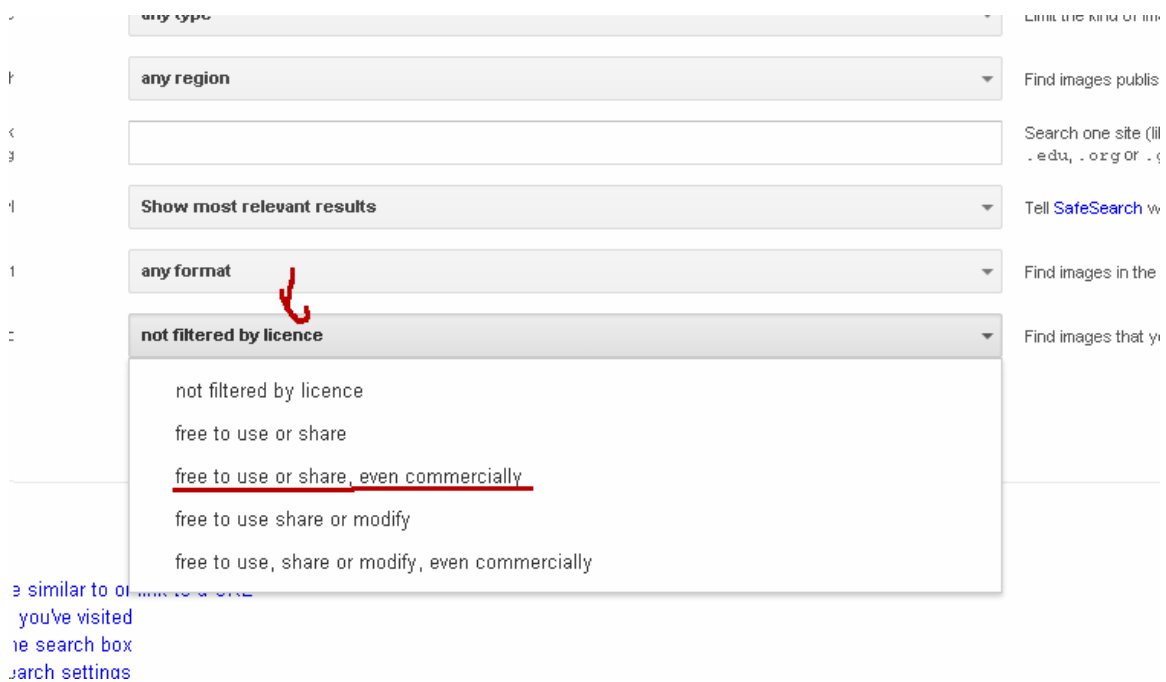
There you go

Now go to google.com and locate the advance search



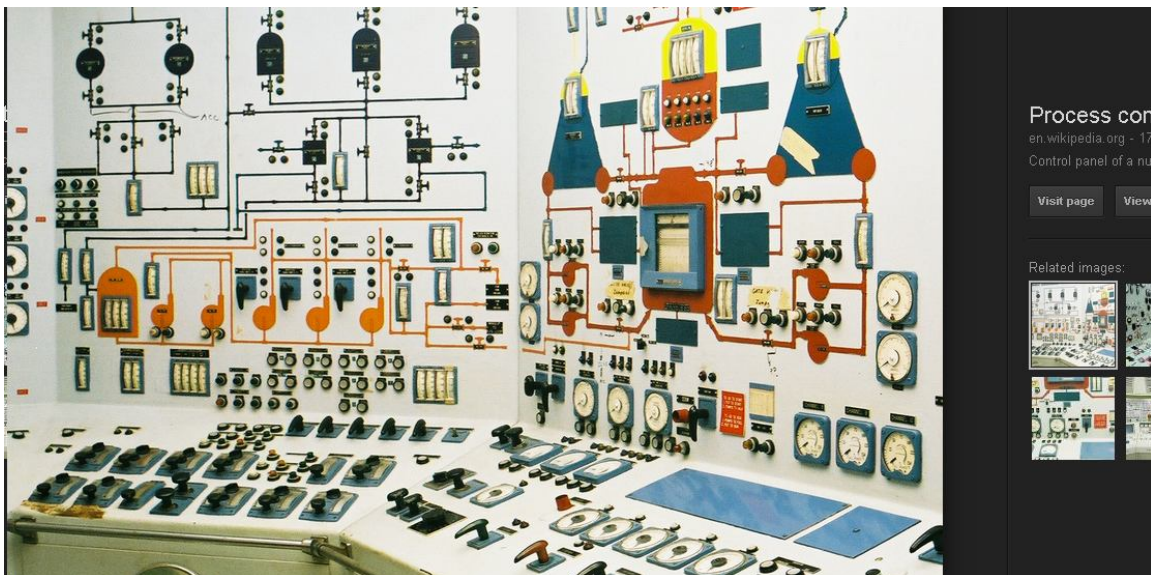
Click on the advance search

Look at the bottom and select the option "free to use or share even commercially"



Select the best picture related to your niche and make sure it has a good resolution and is big enough to fit your fanpage header.

This is what I found for my Engineer page



Right click on the image and "Save As" put it the niche folder that you created earlier.

Go back to your fanpage. Click on the upper left camera. The one located above the profile picture

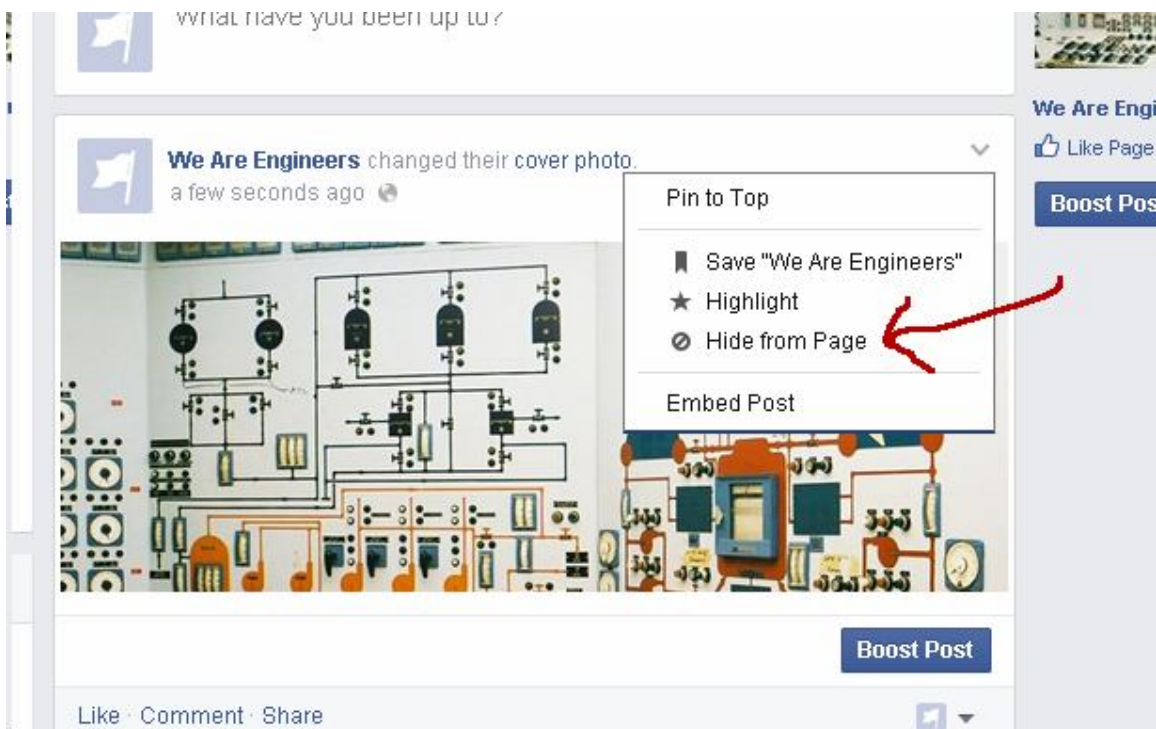


Upload the picture from your folder, FB will upload the picture and now you can drag the picture a little bit if you want to reposition, when you're done click on Save Changes





Now check on your timeline, you will see that facebook posted the header picture. Locate the small arrow and clock on it then select the "Hide From Page" option.





Facebook will hide that image from your timeline but will still be viewable in your photo folder.

Some people say that it doesn't matter if the header picture stays on the timeline.

Maybe but I like to keep everything clean and to me it looks odd...

Don't worry about the profile picture yet. You will use an image from your teespring campaign later.

See! Super simple. A few clicks per fanpage and voilà!

## **DIRECT LINKING OR STEALTH MODE?**

Personally, stealth mode all the way and the reason is simple.

The longer you stay invisible to your competitors the longer you can spread the concept through all your niches without being noticed.

I have my own domain name where I installed wordpress with the Pretty Link plugin.

Pretty link act as a redirect for all your teespring campaign.

It does pretty much the same thing as bit.ly and those kinds of sites.

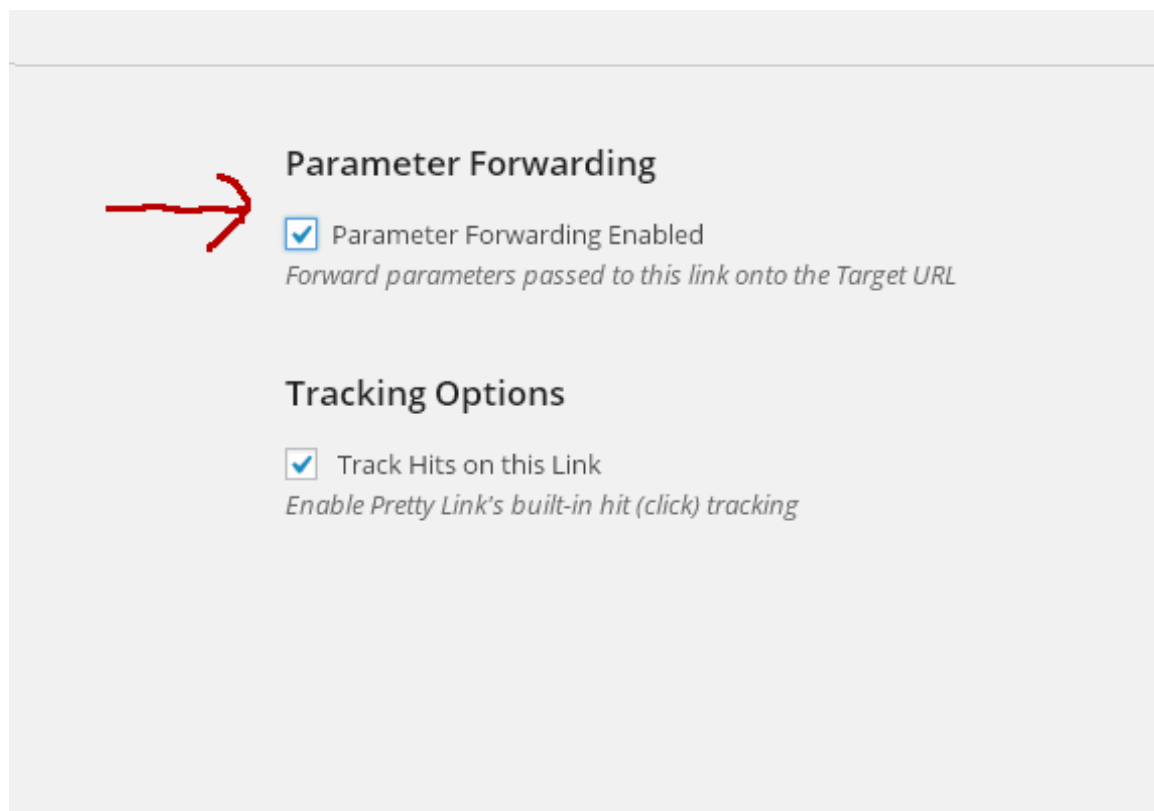
I usually name my campaign with a strange string of character which I'm the only one to understand and then I

got to my pretty link and create a link with another name which I can use on facebook.

This way both link, even if they're the same, has a different name so it would be pretty hard for someone to get on teespring and track me back to my fanpage to see what I'm doing.

**\*\*VERY IMPORTANT\*\***

When you use pretty link, make sure to mark the box that says: **Parameter Forwarding**



The screenshot shows a settings interface for 'Pretty Link'. A red hand-drawn arrow points to the 'Parameter Forwarding' section. This section contains a checked checkbox labeled 'Parameter Forwarding Enabled' with the subtext 'Forward parameters passed to this link onto the Target URL'. Below this is the 'Tracking Options' section, which also has a checked checkbox labeled 'Track Hits on this Link' with the subtext 'Enable Pretty Link's built-in hit (click) tracking'.

In our facebook ad campaign we will use "?var" parameter with you link to track where the sales come from but if you let this box uncheck your tracking parameter will not be passed to the target url and won't be recorded in your teespring analytics. (more details on that later)

I will talk about this in another module but I thought it was crucial enough to mention it here so keep that in mind.

You will have to click that box every time you create a new pretty link.

If you use direct linking it's ok but if your campaign is successful, there are a few people who will want to know what's going on and those copycats will pollute your market.

This is the reason why I want to be stealth as long as possible.

Now if you are just starting out and you're short on budget, PLEASE use direct linking and then re-invest from the profit of your first campaign.

If you decide to buy a domain, choose a domain name that made sense. Like LimitedApparel.com OriginalShirts.com etc...

Stay broad; don't pick something like engineerapparel.com because you will need to use this one only when you market to engineers.

Ok, I think you got the idea.

I won't go in detail about buying a domain name, hosting, setting up wordpress and installing pretty link.

Need a domain name and hosting? More than 10 years with them ZERO downtime... (YES! affiliate link)

<http://www.namecheap.com/?aff=11919>

EVERYTHING is explained on youtube already.

Setting up Wordpress

<https://www.youtube.com/watch?v=QihvpQYOJ04>

Installing Pretty Link

<https://www.youtube.com/watch?v=IAT8Dm46KEQ>

If you got problems, just hit me with an email.

For the lucky one who got my 1 on 1 coaching just type your question in Skype and I will help you out right away!

Good!

See you in the next module!