

ALL RIGHTS RESERVED. No part of this book may be sold, given, reproduced, stored in a retrieval system, or transmitted by any other means: electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the copyright holders.

DISCLAIMER/LEGAL NOTICES: This book is supplied for information purposes only and, as experienced in this subject matter as the contributors are, the material herein does not constitute professional advice.

The information presented herein represents the view of the contributors as of the date of publication. Because of the rate with which conditions change, the contributors reserve the right to alter and update their opinion based on the new conditions.

This book is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the publisher and the contributors are not engaged in rendering legal, accounting, or other professional advice.

If legal advice or other professional assistance is required, the services of a competent professional should be sought. The reader is advised to consult with an appropriately qualified professional before making any business decision.

The contributors do not accept any responsibility for any liabilities resulting from the business decisions made by purchasers of this book. Any perceived slights of specific people or organizations are unintentional.

EARNINGS DISCLAIMER: Actual results will vary with the use of this product. No express or implied guarantees of income are made when purchasing this book. This book is for informational purpose only.

Welcome to the Phase 3!

You worked very hard to make it up to here so for that:
CONGRATS!

Only a few people will make it up to here and I know for sure that if you've been following since the start you have a couple of winning niche right now.

You have identified the greatest demographic in phase 1

You have perfected your ad and build your custom audience in phase 2

You have monitor your ROI in phase 2 and you noted a continuous decrease of your ROI

Now it's time to hammer your custom audience and put them in the pressure cooker.

I like to coordinate this phase with a teespring campaign that has 4-5 days left.

I gives me the time to create a crescendo of pressure up to the last day... last 3,2,1 hour.

In Phase 3 you will still use CTW but this time instead of using interests you will use your custom audience.

You will do what we call a retargeting ad campaign.

In other word you will market your shirt only to the people who already saw your teespring campaign.

Those are the one who will make you the most money!

Usually, at this stage your retargeting lists should look like this.

| | |
|------------|-------------------------|
| -- | Not Ready ⚠ Audience |
| -- | Not Ready ⚠ Audience |
| 200,000 | Ready Last updated |
| 4,000 | Ready Last updated |
| 22,000,000 | Ready Last updated |
| 1,500 | Ready Last updated |
| 4,000 | Ready Last updated |
| 4,000 | Ready Last updated |
| 4,000 | Ready Last updated |

Ideally and usually at this point in the game it will be bigger than 1000 people for sure.

The bigger the list, the bigger the number of your payout will be!

Ok so let me explain how I play my cards in Phase 3

Until the final 2 days, I will show them different shirt color and styles.

Even if they will see an obscene amount of ads in the last days, don't make the error of showing them the same ad again and again.

Always have a reason to advertise to them.

I.E. In Phase 2 you used the black Unisex Shirt image on your ad so now you will change that for the blue one and change to ad copy for "You Liked The Black One But, Have You Seen The Blue One?"

This copy works great because it act as a reminder.

They saw this black shirt and you know they liked it because they are on your retargeting list right?

But you don't know why they didn't buy so why not try another color.

Have you seen the blue one?

They see the new ad with the blue shirt, Of course you've tweaked the ad so when they click to see the teespring campaign the blue shirt will be presented to them first.

Now you can do this for any colors, you can do this for styles also

Something like this: "You liked the long sleeve shirt but have you seen the Hoodie?"

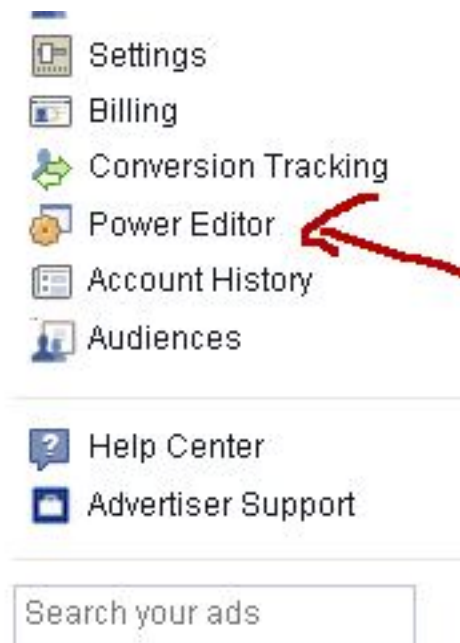
You have another reason to advertise to them and it becomes another reason to click your ad and see your teespring campaign.

They might not want it right now and it's ok.

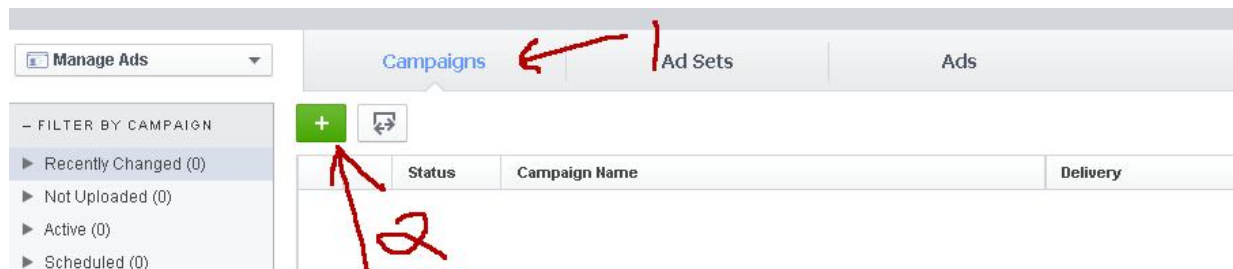
Maybe they did not want to buy a shirt or a hoodie that day but maybe they will buy the long sleeve tomorrow so try to show them as many ads as possible.

Before getting further let me show you how to setup everything step-by-step.

Go to your facebook ad manager and click on Power Editor



Under the campaign tab click the green + button

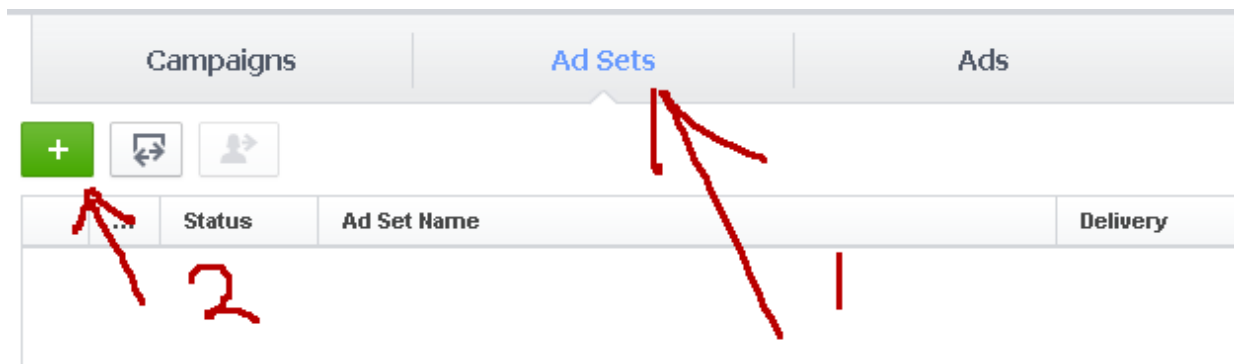


For your retargeting campaign enter your niche/concept name and type retargeting.

Leave it to auction and click to website

Click on Create

In the campaign tab make sure that the campaign you've just created is highlighted and then go to the Ad Set tab and click on the green + button



Name your Ad Set Custom Audience and select your campaign from the drop down list

The screenshot shows the 'Create Ad Set' dialog box. Red arrows point to the 'Use Existing' radio button, the 'Welder Legend - RETARGETING' dropdown menu, the 'Custom Audience' text input field, and the 'Create' button.

For the budget start with \$10 then scale it up slowly like you did for Phase 2

Now this is different from phase 2.

You will put an end date on this ad campaign.


Why I do that?

Simply because we know that this campaign will end in X days and we want facebook to know so instead of calculating the reach of our custom audience only with my daily budget I'm telling facebook to maximize the reach of my custom audience before the end date with my daily budget.

In the end does it makes a real difference? YES! Use it!

Select your ending date

■ Creating Ad Set Custom Audience ✎

Objective  Clicks to Website


BUDGET & SCHEDULE

Budget

Per day ▼

\$10.00 USD

Schedule Start

1/14/2015 


6:54 AM

America/Los_Angeles

Schedule End

☐ Don't schedule end date, run as ongoing

☒ End run on:

mm/dd/yyyy 

:

Ad Scheduling ⓘ

January 2015

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

AUDIENCE

Ag


Time to edit the audience:

AUDIENCE

Age: 18 - 65+

Location - Living In: Canada

Edit Audience



Edit Audience

Saved Target Group: Name: _____



Potential Audience: Potential Reach: 19,200,000 people

Custom Audiences: Include Choose a Custom Audience Browse

Locations: Canada All Canada Add a country

Age: 18 - Gender: All

Website: 4,000 people



In the custom audience window make sure that it is set to INCLUDE

Select your custom audience you want to target.

I should have the nice/concept naming convention if you've been following me step-by-step.

Now for the other usual setting you are leaving then AS IS

Saved Target Group

Name

Custom Audiences

Website

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations

United States

All United States

Add a country, state/province, city or ZIP

Age

18

 -

65+

Gender

All

Men

Women

More Demographics

Connections

☒ All

☐ Advanced connection targeting

Languages

Enter a language...

Interests

Search interests

Suggestions

Browse

Behaviors

Search behaviors

Browse

Your custom audience is already the cream of the crop so you don't need to play with demographic you want to target your custom audience at large.

Now click on save

For the placement choose both mobile and desktop.

You want to reach them everywhere they look!

PLACEMENT

Mobile News Feed ☒

All mobile devices ▾

☐ Only when connected to Wi-Fi

Desktop News Feed ☒

Desktop Right Column ☐

Partner Mobile Apps ☐

Now make sure your ad set is highlighted and click the ADS tab and click on the green + again

Campaigns Ad Sets **Ads**

+ ↺

| | Status | Ad Name |
|--|--------|---------|
|--|--------|---------|

On the next window, select your campaign name, your ad set name and for your ad name I enter the concept I will use.

In this case I usually begins with "Have you Seen the (color/Style)" So I named it Have You Seen

Create Ad [X]

CHOOSE A CAMPAIGN FOR THIS AD

☒ Use Existing Welder Legend - RETARGETING ←

☐ Create New

CHOOSE AN AD SET FOR THIS AD

☒ Use Existing Custom Audience ←

☐ Create New

NAME NEW AD

Name Ad Have You Seen| ←

Cancel Create

When you're done click on create.

Here's the full set-up to show them a shirt with another color then the one teespring shows by default.

Let's pretend we want to show the blue shirt.

Go to the corresponding teespring campaign

Choose the color you want teespring to display.



Quantities are limited and this shirt will be only available for a few days, so **buy yours right now.**

Order 2 or more for all the family and SAVE on shipping!

100% Designed, Shipped, and Printed in the U.S.A.

HOW TO ORDER ?

1. Click the "BUY IT NOW" OR "RESERVE IT NOW"
2. Select your Preferred Size Quantity
3. CHECKOUT!

Additional Styles:

Hanes Tagless Tee - \$21.95

[View Sizing Chart & Product Details](#)

Color:



Click on navy (blue)

then go to the top of your browser in the URL bar and copy the link.



then paste the link into the website url window in your power editor.

☒ Create new or edit

☐ Use existing post

Website URL



<http://teespring.com/LGNDENG#pid=2&cid=576&sid=front>

Text

Enter text that clearly tells people about what you're promoting

That's it!

When people will click on your ad they will be redirected to this link which corresponds to the blue shirt.

Now setup you ad copy

Website URL

<http://teespring.com/LGNDENG#pid=2&cid=576&sid=front>

Text

You Liked The Black One But Have You Seen The Navy?

Link Description (News Feed Only) ⓘ

Only a few days left so DON'T MISS OUT! Not found in store.

Headline ⓘ

****CLICK TO GET THE NAVY****

Display Link ⓘ

Enter the link as you want people to see it in your ad...

Image



Select Image

Reposition Image

Create another 1200X627 image ad with your best selling border and background from Phase 2 and put the blue shirt instead.

Upload the image to power editor

Leave the NO Button option there.

In the optional url tags.

What I do is use the key PH3 for Phase 3 this way I can see in a blink of an eye which one is which.

If you use the same key as phase 2 it will be more difficult to sort them out and you don't want to lose time here.

The quicker you get to your info the best.

PH3=Blue (for the color of the shirt)

PH3=BlueUnxShirt (For color and style)

What would it look like for a red hoodie?

PH3=RedHoodie

Simple as that.

So for our blue shirt I would put PH3=BLUEUNIXshirt

Call To Action

No Button 

☐ Show as a media player 

Optional Url Tags

PH3=BLUEUNIXshirt

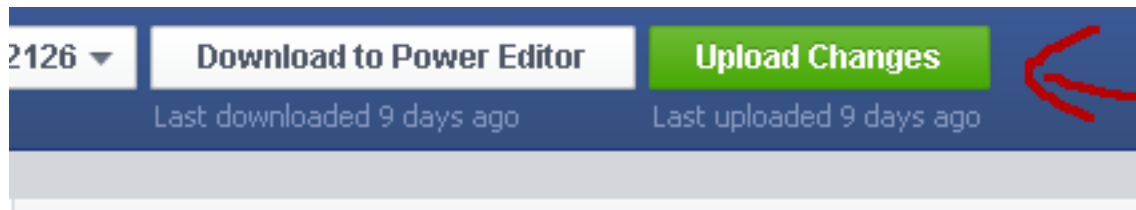
Use a Conversion-Tracking Pixel

Use Existing Pixel

Create Pixel

Then choose your corresponding niche/concept conversion pixel

Then upload the changes to facebook



You're done

Do the same thing for every niche you were running in phase 2.

Monitor Your ROI closely.

Change your ad everyday. So 24 hours after this one as been running, create another image ad with another color and/or style, modify the ad copy and don't forget to modify the URL variable also!

When you got to the point where there's 2 days left or less now you will start to use even more pressure.

LAST 48 Hours! Get yours now!

Almost sold out!

You will miss out!

Will never be printed again Guaranteed!

You can even play with the image ad.

Here's an example:



See what I've done here I used the teespring countdown as a screenshot so they see that there's not much time left to buy and they should do it now.

People will click your ad just to see if it's true and they will see that the time is even LESS than the one shown on the screenshot so it gives them even LESS time to make their purchase...

I really like to use this kind of ad up to this point every single time I hit refresh my sales goes up and up and up and now you can experience the same thing.

Try it, you'll see its addictive!

Like I said in the main manual, when your campaign is over, if your ROI was still through the roof you can restart a quick 3 day campaign and push your baby until you got to the breakeven point then you're done with your whole campaign.

It's time to cash out and tell teespring it's time to send you the final pay check.

At this point if you've been following my advices from the start you should have another concept in hand ready to takeoff.

Like I said, keep yourself organised and always be aware of new concept.

Choose your next concept, select the niches and get everything in gear for your next campaign.

Does it mean that you couldn't reuse the "The Legend" concept?

Of course not, you can go back to your niche list and select the next 20 jobs on the list right away and start all over again using the same shirt with a set of new niches.

This is my whole business explained to you.

This is what I do and as you seen this is why I'm always winning at selling t-shirts.

I use proven to work concepts, spread over multiple niches at the same time.

I keep the niche who wins and scale them up to Phase 3 and I cash out.

Sometimes number are astronomic sometimes number are ok but I never fail. I always win. I ALWAYS make money in the end.

Even if I lose money with the losing niches I will recoup my losses as I push the winners up to Phase 3.

Want to become a tipping machine? You want to stop failing and get huge payouts?

Just follow every step I shown you in this WSO and you'll do just that!

So I think it conclude our Journey together.

I hope you really liked this wso and I my best reward would be to see you succeed.

If you need any help at any point in time just hit me with an email and I will put you back on track.

If you think I have overlook important point that you'd like me to explain, just let me know and I will update the whole course and send an email Update to everyone.

If you feel like you should get the 1 on 1 Live Skype Chat Coaching you can get it here:

www.reachonemedia.com/skypecoaching

Like I said, very limited number of seats available so I can concentrate on each student and make sure I can be 100% available for them as they need me.

My 1 on 1 Live Skype Chat Coaching is priced at \$997 it maybe looks like a high ticket coaching but it's not.

The coaching is for continuous 30 days so it will cover the whole duration of your first campaign.

The daily cost of having the 1 on 1 Live Skype Chat Coaching and having me on your side making sure you're on the right track is just \$33. Yes \$33!

Less than minimum wage for me!!

Can you really afford to miss this opportunity?

Sell 2 hoodies @ \$20 profit each day and you cover the whole daily cost of this coaching.

Here's what Erick had to say about my coaching...

"..I was able to hop on Skype two minutes after download and going over the materials and instantly connect and have a one on one chat with Joel. He was able to communicate with me in a very matter of fact manner about the product no hesitation for information and idea exchange at all.

Matter of fact he shared more ways to get money from the technique!

I have paid for coaching and haven't got that type of response time. If his energy behind putting out the information is any indication, this thing is pulling in buckets for him and I'm all in 😊..."

Erick Griffin

[Click Here to Get Your Coaching Now!](#)

Talk Soon!

J