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This module is the final module of preparation before we begin the actual creation of the 3 advertising phases.

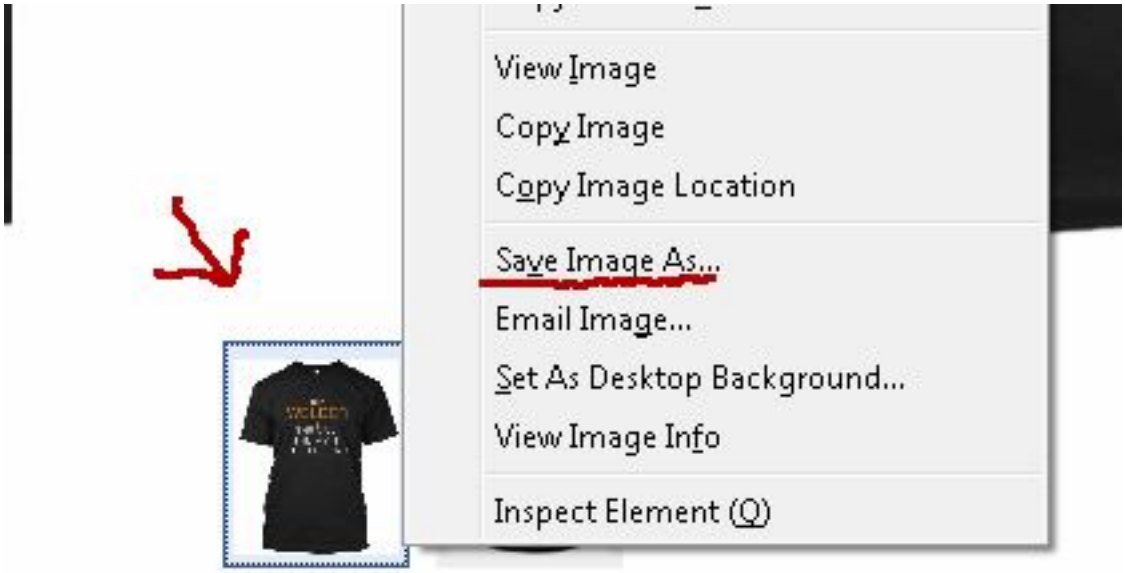
If you have any questions or need more explanations about the PREVIOUS modules please drop me an email right now or jump on your skype if you got the coaching.

You got to get a clear vision of the system if you want to succeed and as long as you follow each and every step with me, you are moving in the right direction.

We’re getting there!

Now you should have all your campaigns created on teespring with their respective conversion pixels and the retargeting pixel as well.

Now It’s time to go back to teespring and one by one you will save a copy of your shirt image



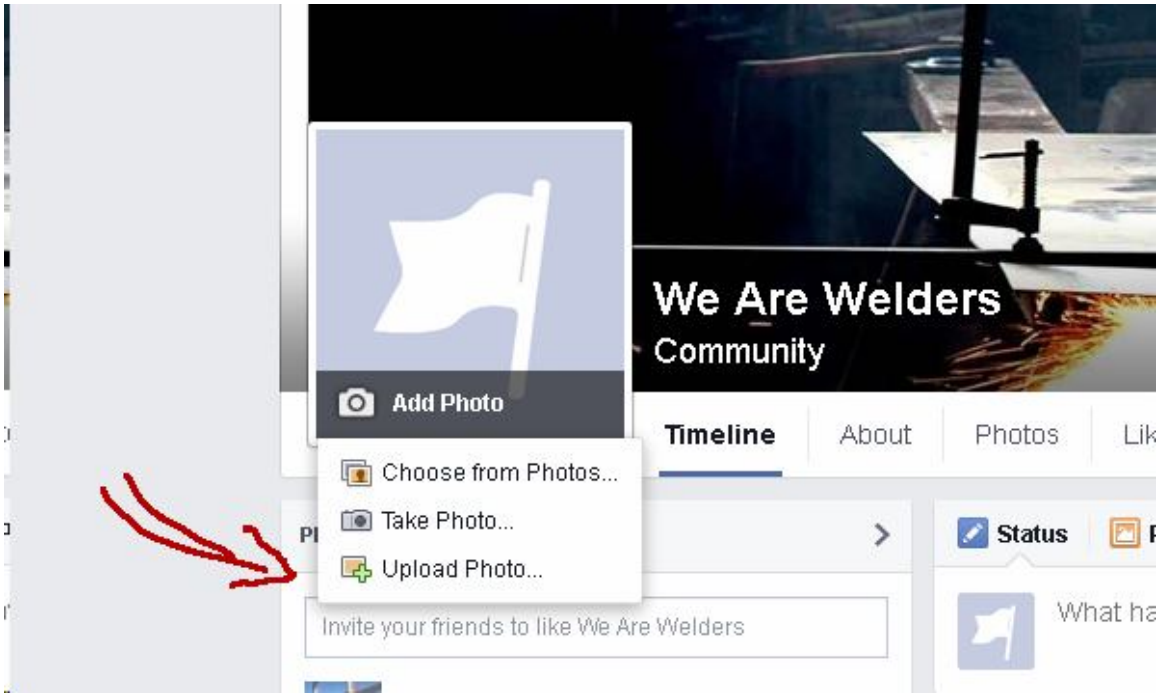
Save the image in the corresponding folder.

Do this for every other niche you have.

Once this is done you will go back to facebook and go to one of your fan page you've created previously.

Use the image you just saved from your teespring campaign and upload it as your profile picture.

This way when you're going to interact with people in the PPE phase (liking their comment or answering their questions) they will see your profile picture and reminds them that you have a t-shirt for sale that they liked.



Once again facebook will post you new profile picture to the fanpage timeline and like I said, I love to keep the timeline clean because if they decide to like and visit the fanpage I don’t want to see anything else than the shirt you have for sale.

Do this for every niche's fanpage

Next step I will explain how to setup the teespring link redirection with Pretty Link.

You will use a direct link instead?

Then you can go to the next step right now.

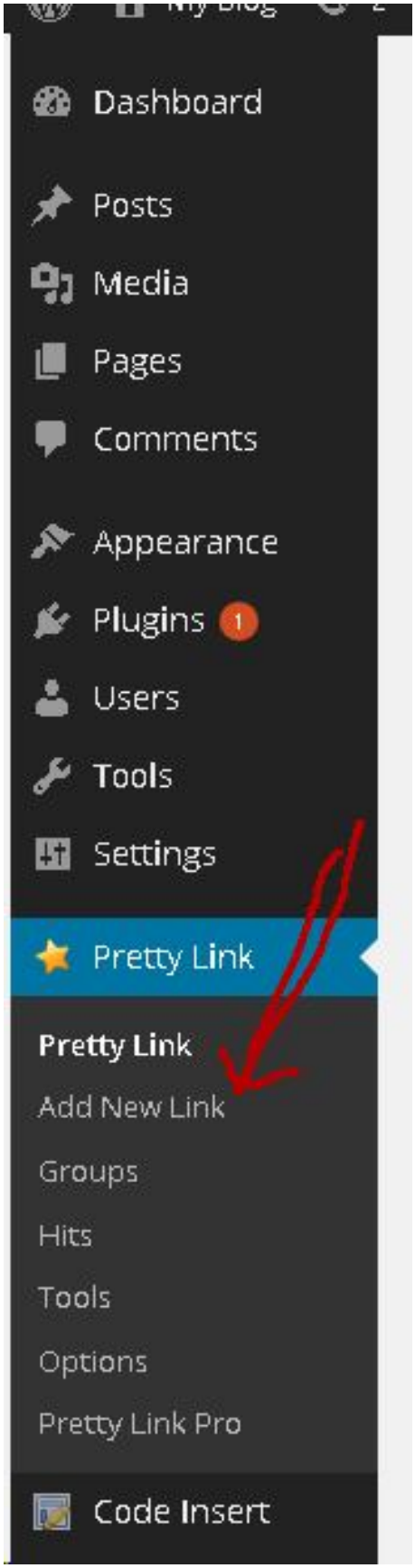
Go back to teespring again and copy the teespring campaign URL

Then go to your wordpress dashboard

You can access your dashboard by typing www.YOURDOMAIN.com/wp-admin

Enter the username and password you choose in the WP installation.

Look on the side of your wordpress dashboard you should have those options


Dashboard
Posts
Media
Pages
Comments
Appearance
Plugins 1
Users
Tools
Settings
Pretty Link
Pretty Link
Add New Link
Groups
Hits
Tools
Options
Pretty Link Pro
Code Insert

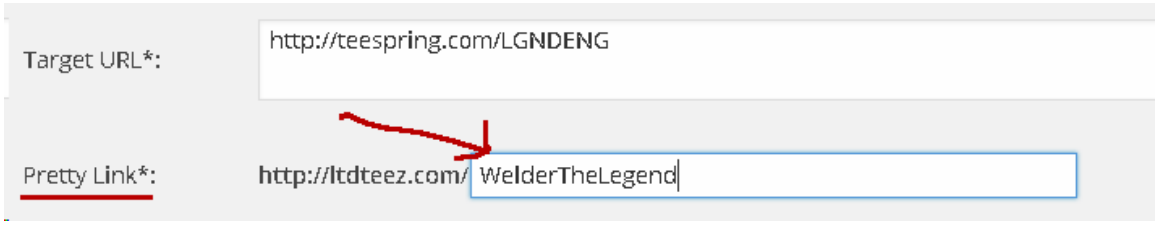
Click on add new link

And paste the code in this window…

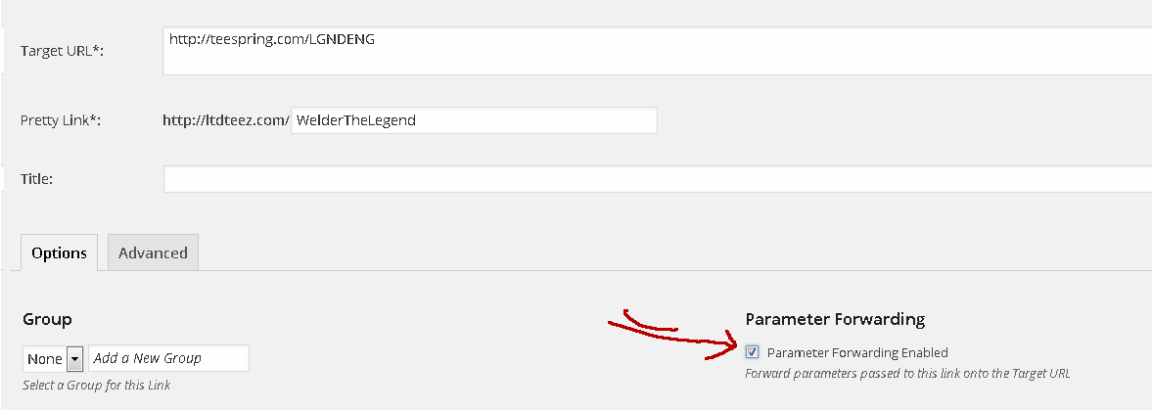
Now in the next window named “Pretty Link” this is where you will choose the name of the link that will be seen by your customer on facebook.

You want to choose something that is short but related to the concept and the niche.

Could be something like this: WelderTheLegend



Now like I said previously you ABSOLUTELY NEED TO CHECK THIS BOX…



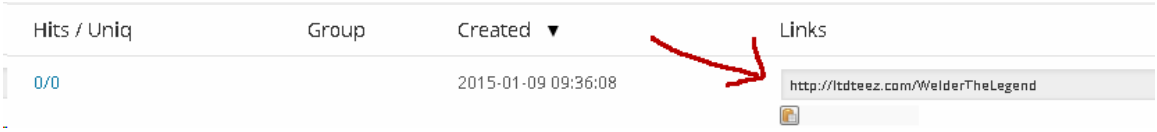
This is the parameter forwarding option.

We are going to set some variable into our facebook ad campaign so you NEED to click this box otherwise Pretty Link will NOT pass the variable info to the teespring analytic pages where will be able to see where the sales comes from. (CRUCIAL)

For now just click on it, I will explain variable in much more details later (Another Module)

Click on the Create button and you're done.

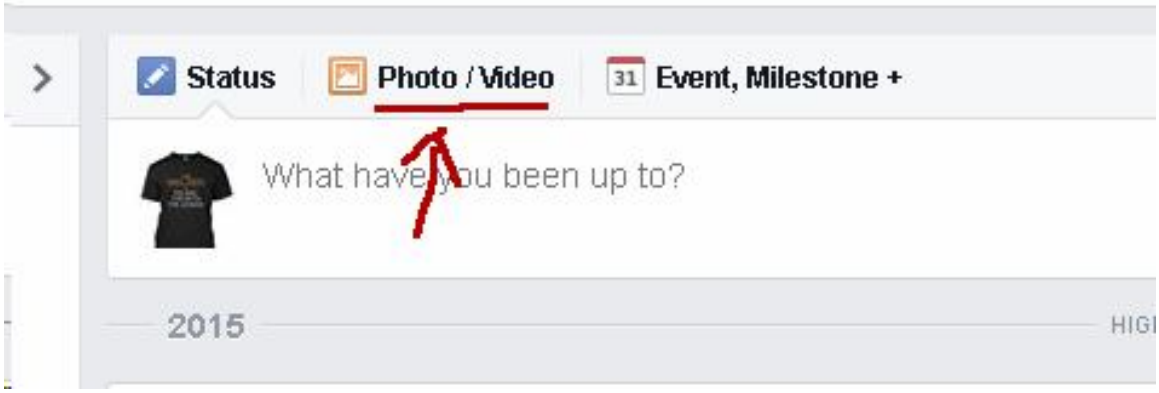
You will be redirected to the pretty link main page where you'll be able to copy the url from pretty link and paste it on your image post ad.



But for now let's get back to your fanpage on facebook.

It's time to create the Image Post that will be used in our future PPE campaign (phase 1)

Click on the Photo/Video Link



Click on Upload Photo/Video

Now for the PPE I always use the image I have saved previously from my teespring campaign.

It's the same image you used for your profile picture.

You may wonder why I don't use super duper fancy graphics and colors to advertise.

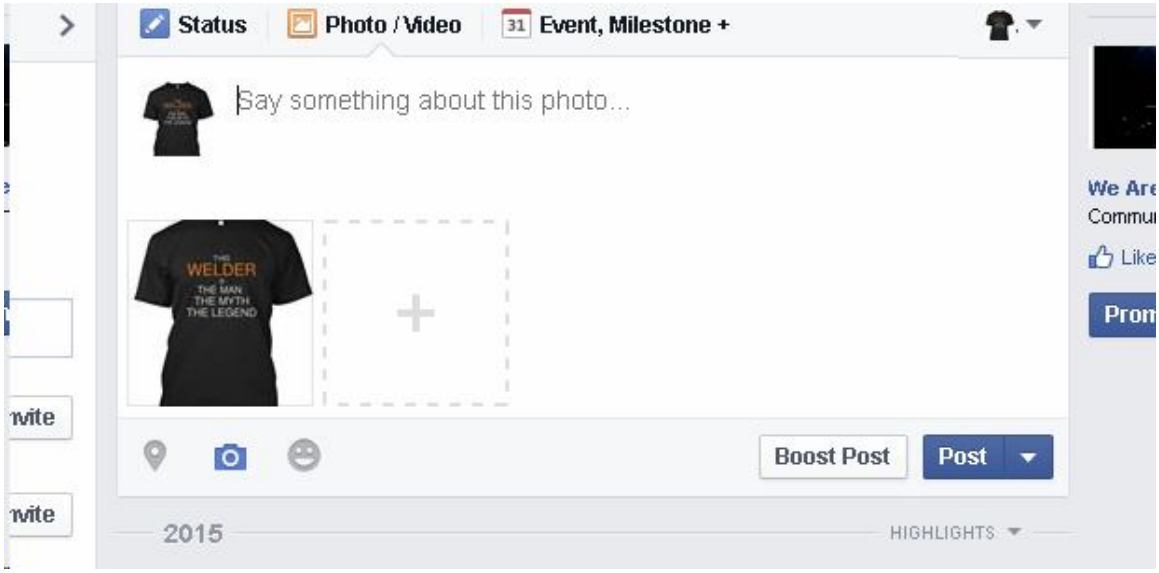
Because unlike the others, I am not using PPE to make the sale, I'm using PPE to find the best interest and pinpoint the right buyer demographic.

Remember phase 1 is all about collecting the data we need to decide if we push the niche in phase 2 or not and if we do we are going to target only the best interest and demographics identified in phase 1.

In other words, we are going to advertise only to people who buy.

Make sense isn't it?

So here's what it will look like…



Don't hit the POST button yet, it's time to write the ad copy for our PPE ad.

Here's the ad copy I use:

JUST RELEASED Will Not Be Released Again!
Limited Edition For Welders Only - THIS IS A MUST!

http://yourowndomain.com/link
▲ ▲ WANT ONE? ▲ ▲
(Click the Link Above to Order)

LIKE - SHARE - TAG

This ad copy is the most perfected ad copy I own.

I don't use anything else. IT WORKS!

It's above the fold, which mean nothing is hidden under the "more..."

It happens when you type too much text in your ad copy.

Instead of showing everything, facebook will cut the text and show the "more..." so facebook users has to click the "more..." to see the rest of the text.

We don't want that.

Would you want me to explain why this ad copy works so well?

Let me explain...

The first line acts as a pattern interrupt. When you read it, it's almost odd.

Hey have you seen this! But I won't give you the opportunity to see it again.

The Uniqueness!

It’s new it’s happening right now, but it will never be available again.

Second line makes them feel like this is unique but also it make them feel like we have created this shirt for them only!

It calls the reciprocity trigger which goes like this: If you give something to me I MUST do something for you.

And by using the “Limited Edition For XYZ Only” It’s almost like we “gave” them something just by the fact that we invested our personal time to create a custom shirt just for them.

Then, if I’ve done something for you, you have to do something for me. It’s how it works right?

They can like, comment, share, tag a friend and buy.

And they WILL buy!

For the link presentation I chose to do it vertically because I needed something that would pops up to the eye.

I used to do it in a linear fashion like this:

GET IT NOW ==>> www.link.com

It was ok but it wasn’t like this:

http://yourowndomain.com/link
▲ ▲ WANT ONE? ▲ ▲
(Click the Link Above to Order)

The black arrows make a huge difference. It really drives the eyes to the link.

At first I was using many black triangles but one day I choose to try with the “WANT ONE?” question.

You see usually when people comment on a shirt they always says things like: “I Love It” or “I WANT ONE”

So why not capitalise on the fact that if they are thinking of typing I WANT ONE, why not ask them a yes/no question before they do.

WANT ONE?

Yes!

Click the link above to order

Always keeps in mind that this is all about impulse buying.

You have to reach into their mind and create the pulse just like this copy does.

Feel free to use the same ad copy into your own advertising, it’s all yours!

Ok once you copy paste the ad copy into your facebook image post ad make sure to change the link

If you are using the url of your teespring campaign paste it there.

If you are using a Pretty Link URL go back to your Pretty Link dashboard, copy the link and paste it into the ad copy.

When you’re done click on the blue POST button.

This is how it should look like

We Are Welders
a few seconds ago

JUST RELEASED Will Not Be Released Again!
Limited Edition For Welders Only - THIS IS A MUST!

http://[redacted]/WelderTheLegend
▲ ▲ WANT ONE? ▲ ▲
(Click the Link Above to Order)

LIKE - SHARE - TAG

IMPORTANT!!!

This is a step you don't want to overlook!

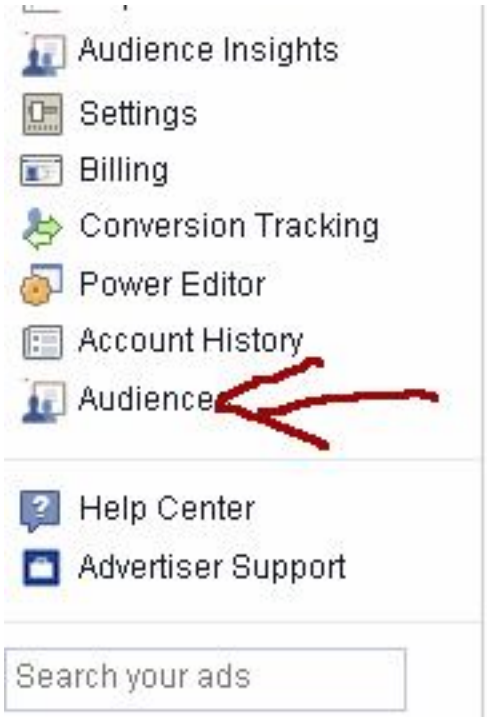
Now that you got your teespring campaign link and/or your pretty link you need to go to facebook and create your custom audience pixel.

When you create a custom audience pixel, you are basically telling facebook to record the UID of any facebook user who will visit any site you want so you can later advertise ONLY to that audience.

Even if the main goal of the phase 1 is not towards building your custom audience, you certainly don't want to miss the traffic you will get to your shirt campaign.

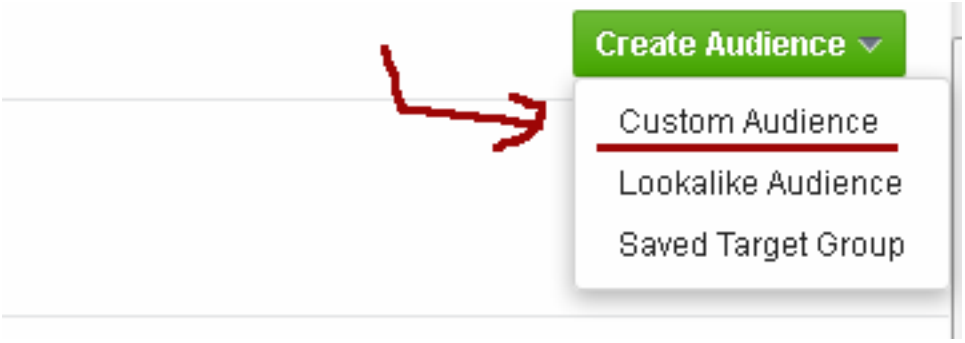
Follow me its super easy.

Go to your facebook ad manager

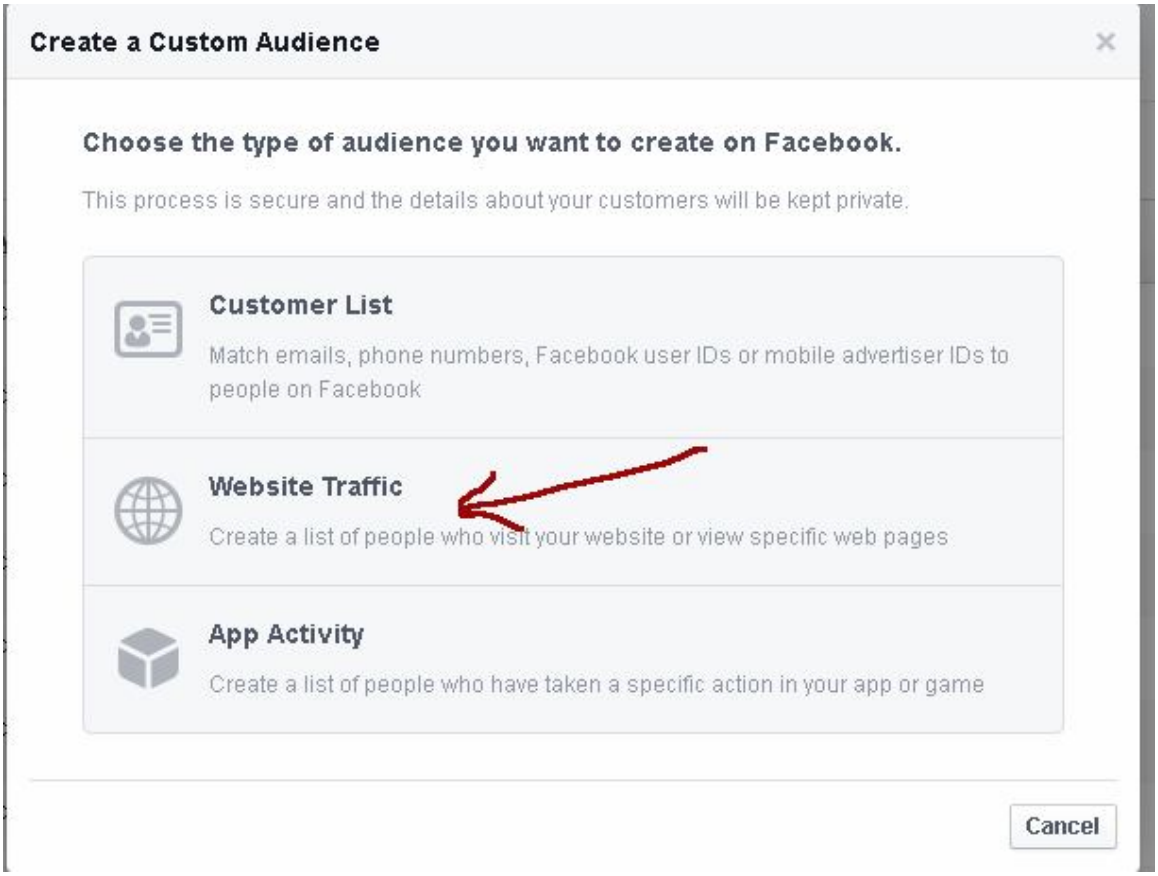


Click on Audiences,

Click on create audience/custom audience



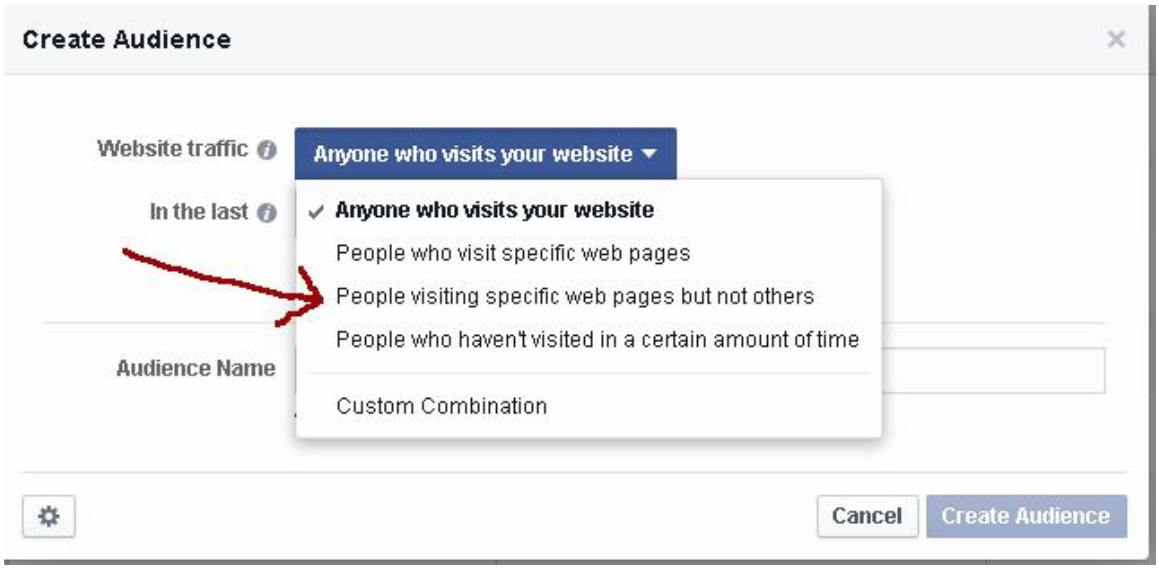
You will see the following window:



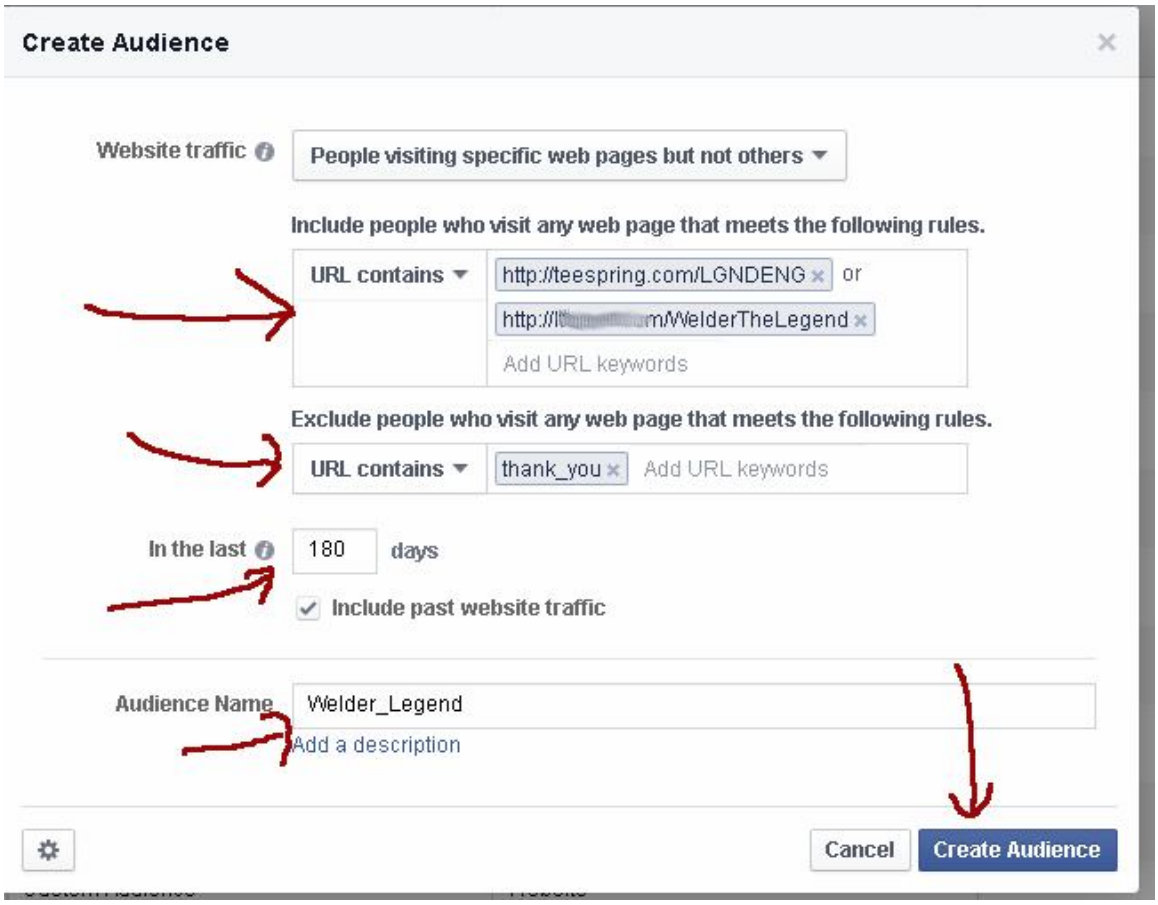
Click on website traffic

Click on the “anyone who visits your webpage” button and choose this option instead:

“People visiting specific web pages but not others”.



On the next page:



In the INLCUDE URL contains window enter one of your teespring niche campaign.

If you don't use your own domain and pretty link, only enter the teespring campaign url.

If you are also using Pretty Link, then enter you teespring link AND your pretty link, like I did in the screen shot.

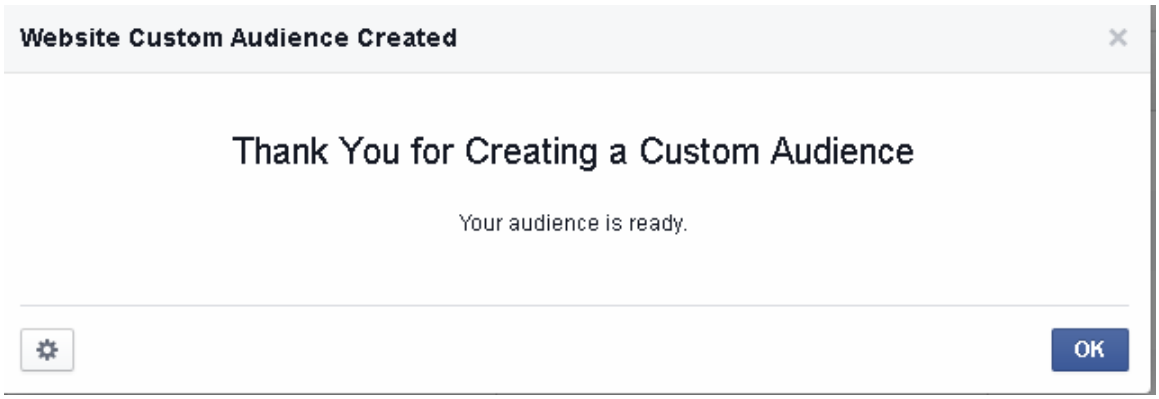
In the EXCLUDE URL contains window enter "thank_you"

This corresponds to the thank_you page of teespring when people buys.

So all facebook users who visits this teespring campaign url will be recorded EXEPT those who bought the shirt because we don't want to market to them anymore.

Enter you campaign name. Be specific. Niche and concept.

Click the Create Audience button.



Click OK

DONE!

Ok now you will have to replicate the same process for every other niche of your campaign.

Do It right now because we're about to take a serious dive into serious stuff!

You got to follow me to the "tee" lol

Easy one… I know! ☺

HOW TO CREATE YOUR MASTER FB INTERESTS LIST

For most people, this is where the confusion begins.

There is so much different approach on how to find the best facebook interests but in the end it's really a matter of will they like the concept or not.

I will show you what I do to find my interests.

I don't pretend it's the best; it's the one who suits me the best and works perfectly.

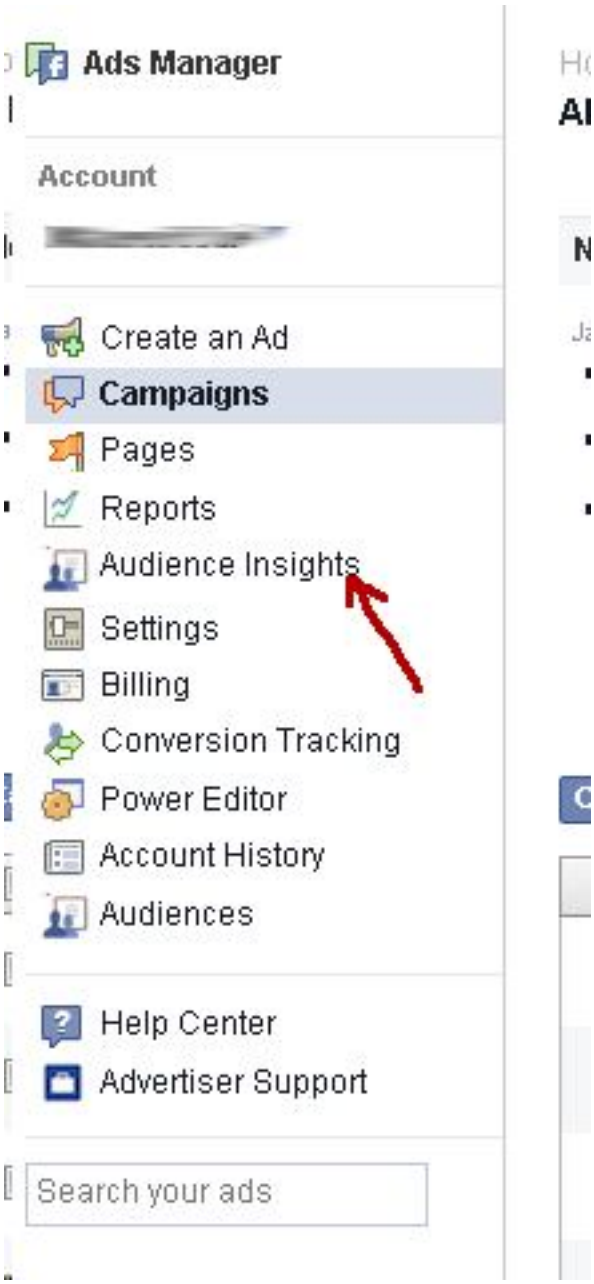
The goal is to create a master list of targeted interests.

In the Phase 1 (PPE) each interest we find here will become an ad set in the campaign.

The best interest we are looking for should have a good affinity with the niche we target.

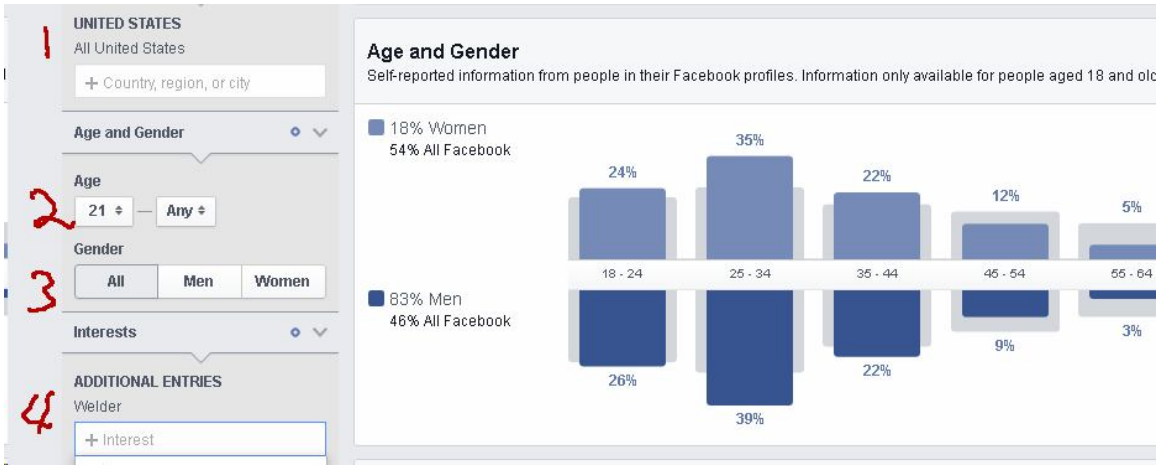
Let me explain…

Go to facebook and open you ad manager and click on the Audience Insight tool


Ads Manager
Account
Create an Ad
Campaigns
Pages
Reports
Audience Insights
Settings
Billing
Conversion Tracking
Power Editor
Account History
Audiences
Help Center
Advertiser Support
Search your ads

Make sure to:

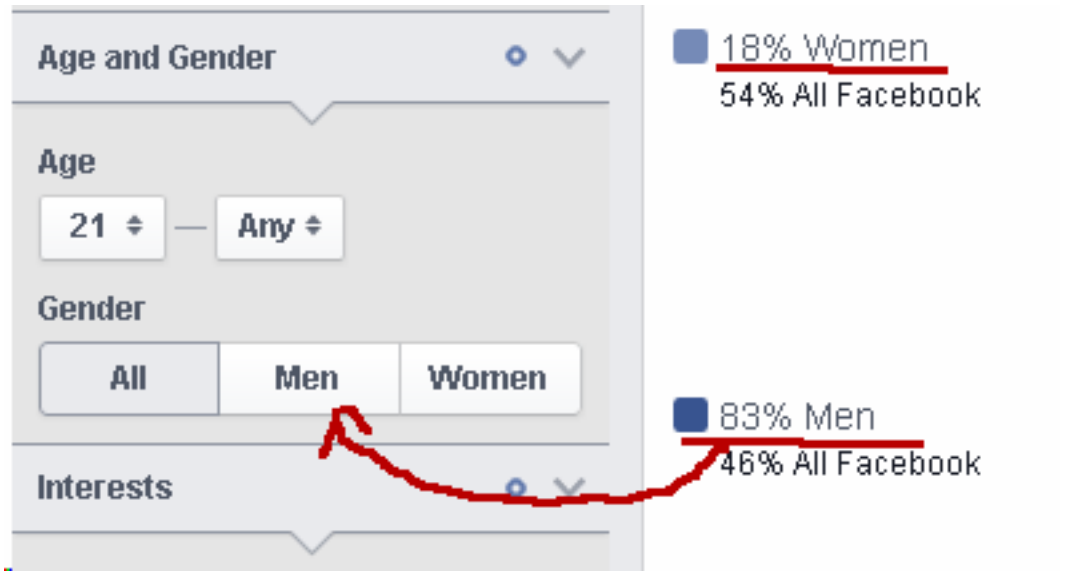
1- Your country is United States
2- The age range start to 21
3- Select All
4- Enter your main niche keyword: Welder



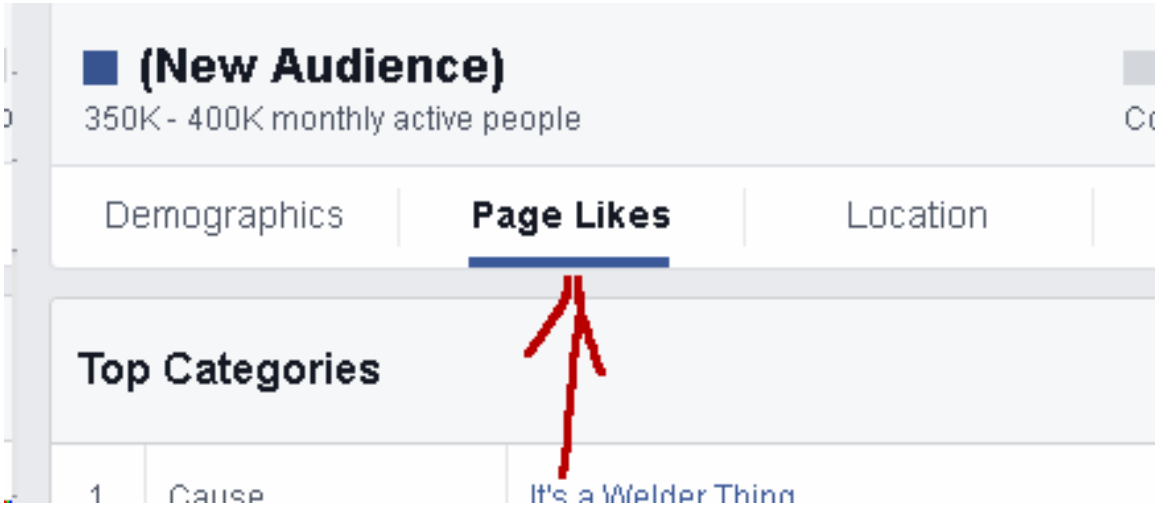
If we look closer on the right side of the pane where you have the blue graphic bars, you can see right of the bat that our INTEREST RESEARCH will be targeted to man only.

I capitalise “interests research” because even if we are going to target men only to find the best interests, in the advertising campaign it might be the women who will be our best buyers (they might want to make a gift to their welder man)

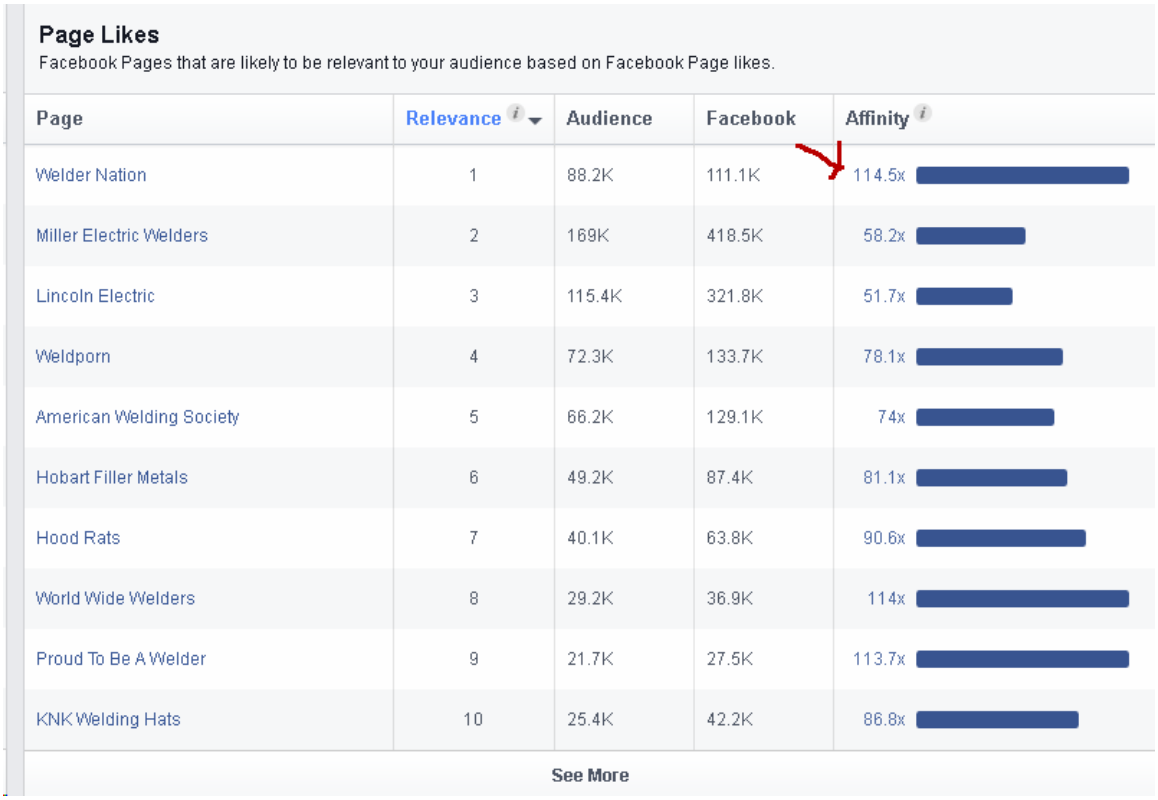
We don’t know yet…



Click on Page Likes



Scroll down in the bottom of the page you will see this



Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance	Audience	Facebook	Affinity
Welder Nation	1	88.2K	111.1K	114.5x
Miller Electric Welders	2	169K	418.5K	58.2x
Lincoln Electric	3	115.4K	321.8K	51.7x
Weldporn	4	72.3K	133.7K	78.1x
American Welding Society	5	66.2K	129.1K	74x
Hobart Filler Metals	6	49.2K	87.4K	81.1x
Hood Rats	7	40.1K	63.8K	90.6x
World Wide Welders	8	29.2K	36.9K	114x
Proud To Be A Welder	9	21.7K	27.5K	113.7x
KNK Welding Hats	10	25.4K	42.2K	86.8x

See More

See the arrow, this is the affinity.

The affinity is how likely my audience will like this page compare to other people outside of my audience on facebook.

Remember that we already enter our first interest which was WELDER. So right now welder is our audience

So in our case the WELDER audience is 114.5X more likely to like WELDER NATION than any other user on facebook who didn't liked WELDER.

Now go back to the interests bar, where we just entered WELDER and type Welder Nation

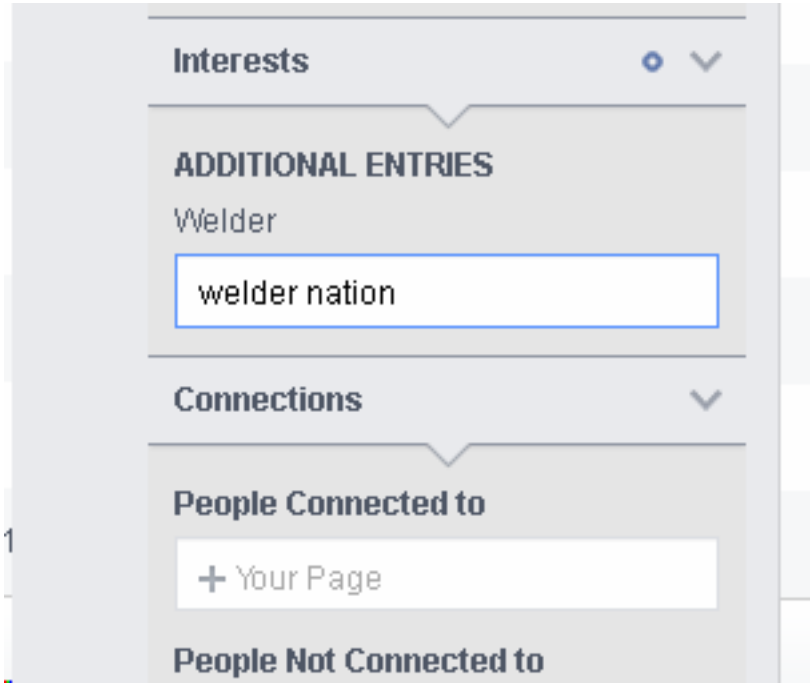
NOTE: I'm doing it with the niche WELDER but of course you would adapt it to your niche.

If your niche is dog don’t do this with welder but dog instead.

No matter your niche it’s the same process

The welder niche is for information purpose only!

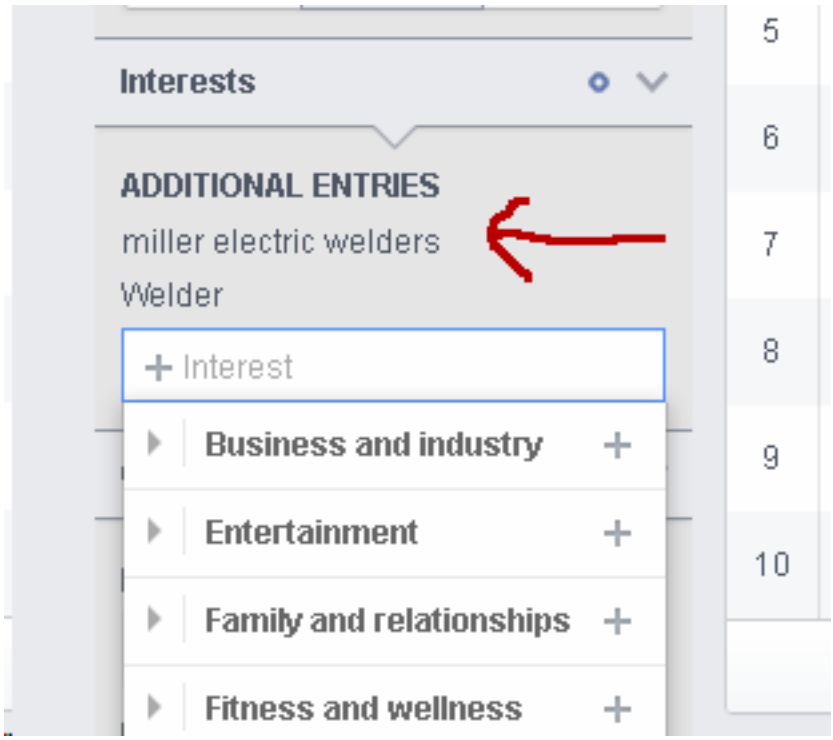
Got it? ☺



Ok, welder nation is not an interest.

If this happens to you, don’t panics just continue with the second one.

Let’s try Lincoln Electric Welder, which is a high end welding machine and company.



See! We got one.

Now if you go back to the page likes page you will see that all the results changed.

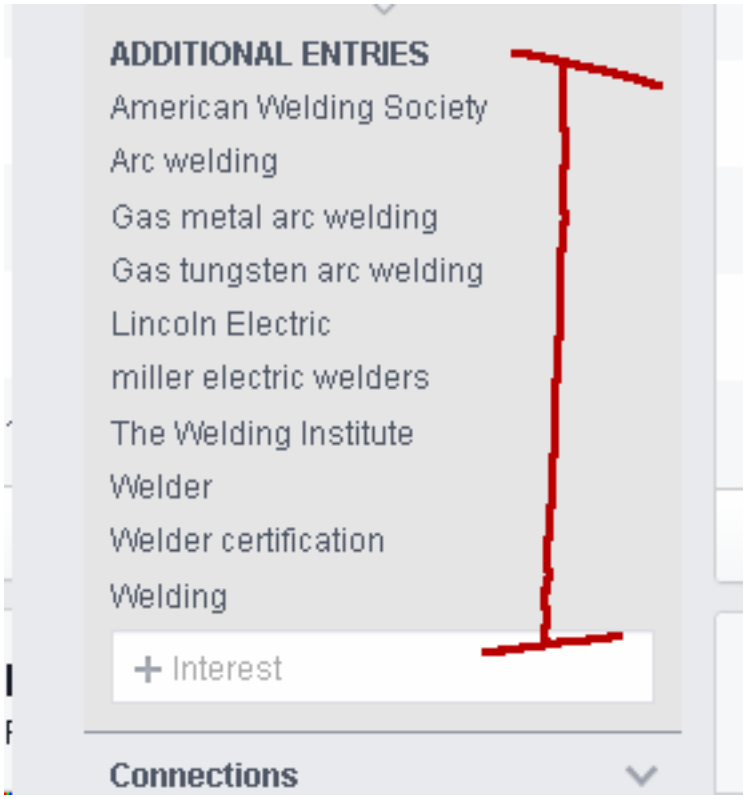
This is normal because by adding another targeted interest, facebook will now base the affinity on those 2 interests instead of just the first one.

More we add interests to build our audience the more targeted we'll get.

You will do this until you got to a point where it becomes untargeted like this…

Hobart Filler Metals	7
XDP	8
Diesel Trucks For Sale	9
STIHL USA	10
Royal Purple	11
Powerblock TV	12
PJ Trailers	13
Superchips	14
Eastwood	15
CHANNELLOCK®	16
Gas Monkey Garage	17

Ok I've done the first part of the work and from the affinity here's what I came up with.



It’s a list but not a massive list would you agree?

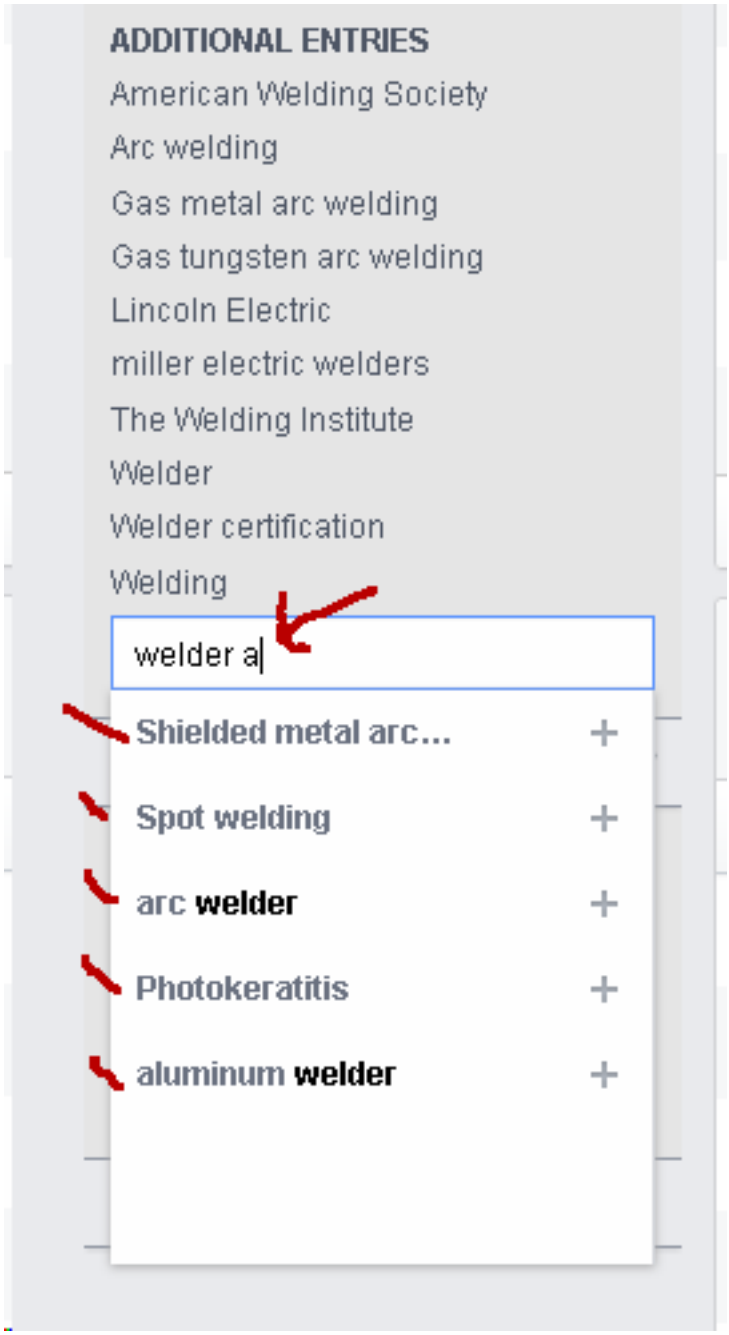
So this is how you create your gigantic list…

You go back to the interest bar and you type the one that are already in the group like welder.

So you type welder and you add a letter like this:

WELDER A

Check out the results



See what you could have missed out!

Check this one... Photokeratitis!

I would NEVER think of that one for sure.

Photokeratitis is an eye disease cause by a long exposure to UV rays in other words WELDERS!

Is it a good one? No idea yet…

When you add all the interest from WELDER A

Do another search with WELDER B and see what comes up

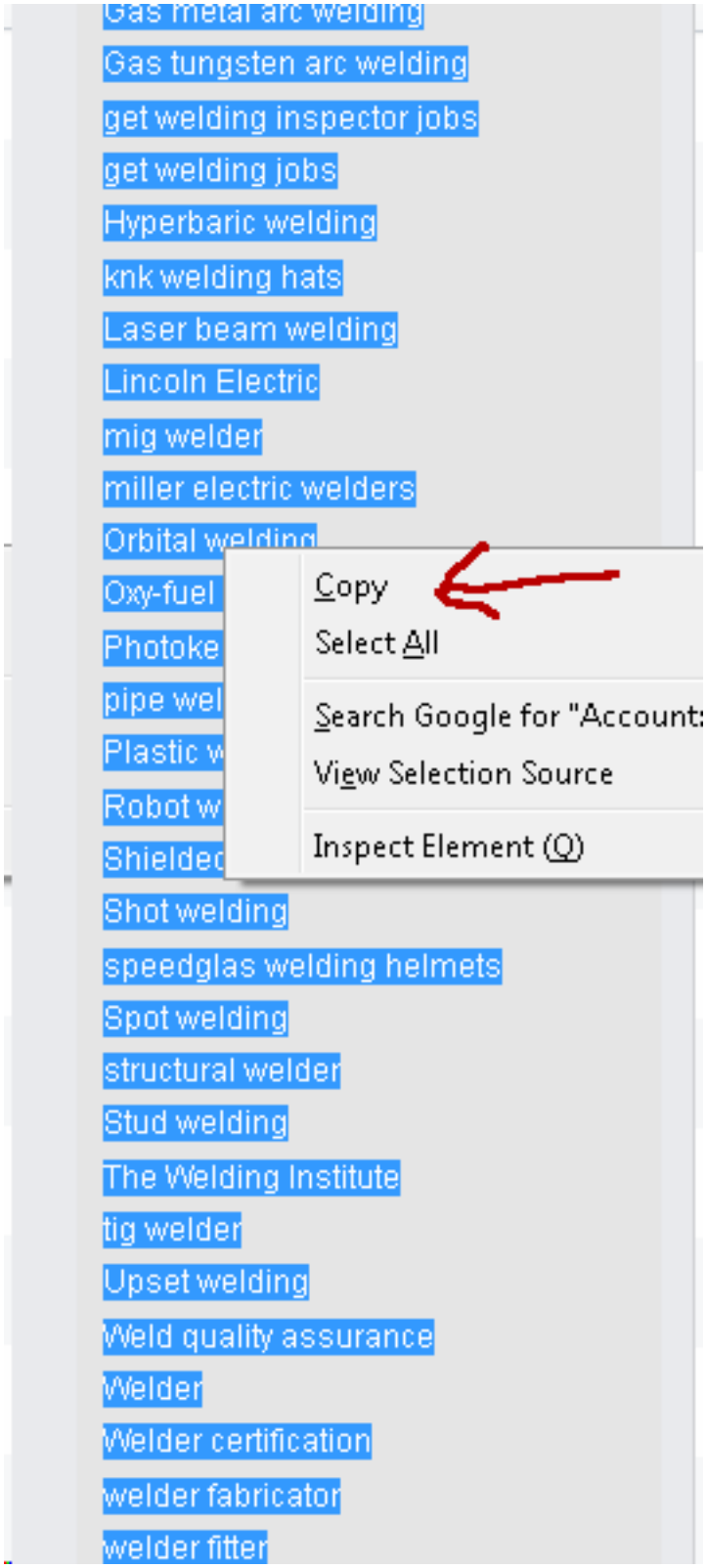
Then D,E,F,G… and so on until you get to z

When you're done with WELDER take another one like WELDING

WELDING A,b,c,d,e…

You got the idea.

Once you got at least 100 interests you can copy all the interest and paste it in a notepad and save it into your niche folder.


Gas metal arc welding
Gas tungsten arc welding
get welding inspector jobs
get welding jobs
Hyperbaric welding
knk welding hats
Laser beam welding
Lincoln Electric
mig welder
miller electric welders
Orbital welding
Oxy-fuel
Photoke
pipe wel
Plastic w
Robot w
Shielded
Shot welding
speedglas welding helmets
Spot welding
structural welder
Stud welding
The Welding Institute
tig welder
Upset welding
Weld quality assurance
Welder
Welder certification
welder fabricator
welder fitter
Copy
Select All
Search Google for "Account
View Selection Source
Inspect Element (Q)

Make sure you do this part for all your niches

100+ Interests NO LESS!

Build your interests list, save everything in your folder, stay organised.

While you are searching interests sometimes you will get results that look strange or look untargeted to you but make sure to check them out.

Open another facebook page and type the interest into the search bar and look further if it’s targeted or not.

Don’t be lazy with this.

It’s your money!

More work you put in the research and preparation, more money you will make in the end.

Less work you put in the research and preparation, more money you will lose in the end!

Don’t say I didn’t warned you ☺

Now go work on those lists when you’re done jump into the next module.

See you there!