TEE TARGETING

GOLDMINE

by Erica Stone

Legal Disclaimer

Contents

Introduction

Hi! My name is Erica Stone and I've been a self-employed internet marketer for over five years now.

The work and the lifestyle suit me perfectly. See, I like to research. I'm a data geek. Platforms, reports, instructional guides, analytics – YUM!! I can't get enough.

In fact, it's what often distracts me from doing other things. When I come up with an idea or pick one up from something I've read online, I can't let it go.

I have to explore, push the edges, stretch an idea into something new, test it out to see how I can make it better, and find out how to make it work better for me than it is working for anyone else.

Let me tell you right now – I am NOT an expert on Teespring. Until very recently I've simply swatted away any mention of t-shirts like an annoying fly. This book will NOT tell you how to be a successful T-shirt seller.

Now, before you go thinking that means this book won't be valuable, let me explain why I know *YOU'RE GOING TO BENEFIT ANYWAY*.

Let's go back a few sentences: <mark>I'M A DATA GEEK</mark>.

I have a nearly manic desire to understand how things (applications, systems, processes) work. Facebook Ads Manager is nothing more than a filter between you and a set of data. Once you understand the data source and how the filters work, you can think about how to use it in new ways.

In this case, I've uncovered a targeting method that *I know* is being overlooked by t-shirt sellers because none of the heavy hitters I've monitored and studied have mentioned it at all.

Before we get into the technique, let's lay out a few things about t-shirt marketing that determine success:

- You must target an audience that is passionate about a topic
- You must get your t-shirt in front of that audience
- Your shirt design must resonate with that audience

I'm not artistic or overly funny so you're on your own for that last item but I can help you with the first two.

What are (some) people passionate about? Their work.

One of the most saturated niches on Teespring is NURSES for this very reason. There are hundreds of thousands of people in the nursing industry which is a large pot of hungry t-shirt buyers. Everyone wants to target nurses because so many early adopters had success in this niche.

Create cool Nurse shirt >> Advertise it to Nurses on Facebook >> Profit

That means the competition, though, is very stiff. People have been targeting them with Teespring ads for quite some time which means they've gathered valuable data from their own campaigns and are many steps ahead of those who are newer to the business of selling t-shirts.

Over and over again, my success online has come from taking an idea and applying it to niches that have much less competition.

The same can be done for t-shirts. With the right information you'll be able to find hundreds of additional niches where there are large audiences who are getting completely overlooked by t-shirt sellers.

The problem: Facebook Ads Manager makes it very easy to find nurses – there's a specific Industry option in the Demographics filter that hands them to you. There's **NOT** such a thing for other specific job groupings.

And THAT is what we're going to fix with the steps in this book.

I love Facebook ads. The targeting features are just outstanding and earlier in 2014 Facebook did something that should be a t-shirt seller's dream come true – they separated out the ability to target an audience based exclusively on their **JOB TITLE**. (Previously, this field was part of the Interests field.)

This should present a significant opportunity to see lower ad costs because of the ability to target such a finely matched audience.

However, most t-shirt sellers are not using this field and if they ARE using this field they may be missing as much as 75% of their true potential audience.

We'll walk through why better targeting results in lower ad spend and then we'll talk about how to find these job groupings that are getting missed.

Better ROI on Your Facebook Ads

Any Facebook ads tutorial will tell you to target an initial audience that's focused around your niche and then continuously revise your targeting settings to fine-tune the audience until you're targeting the most responsive group at the lowest cost.

A simplified example:

> You start by targeting all the fans of your Facebook Page. After a day or two you find that only men 35-55 are responding to your ad so you turn off all the other gender/age segments.

> A couple of days later you see that your ads are getting the best response from males 35-55 who live in ten states located in the US so you turn off all the other states and focus on the few.

This process itself is fine – it's a normal part of revising your ad strategy to find the perfect mix.

Except that all the money you spent showing your ad to women and men in the non-performing age groups and in the non-performing states the first few days of your campaign resulted in $0 profit. Even if the final segment of men 35-55 in the ten states had a positive ROI, your ROI goes down when you fold in the ad spend for the unprofitable segments.

The goal is to get to your ideal audience as quickly as possible because the more time your ad gets shown to those who aren't really interested, the more money you're wasting on those ads.
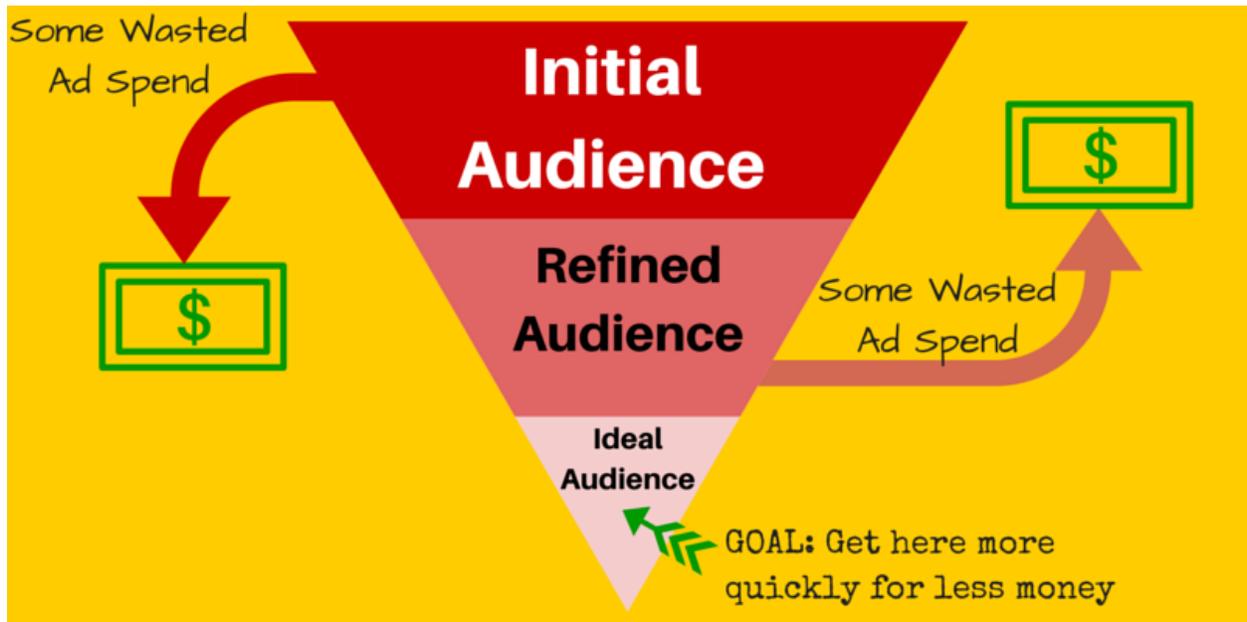
Suppose you've come up with a t-shirt that's perfect for teachers:
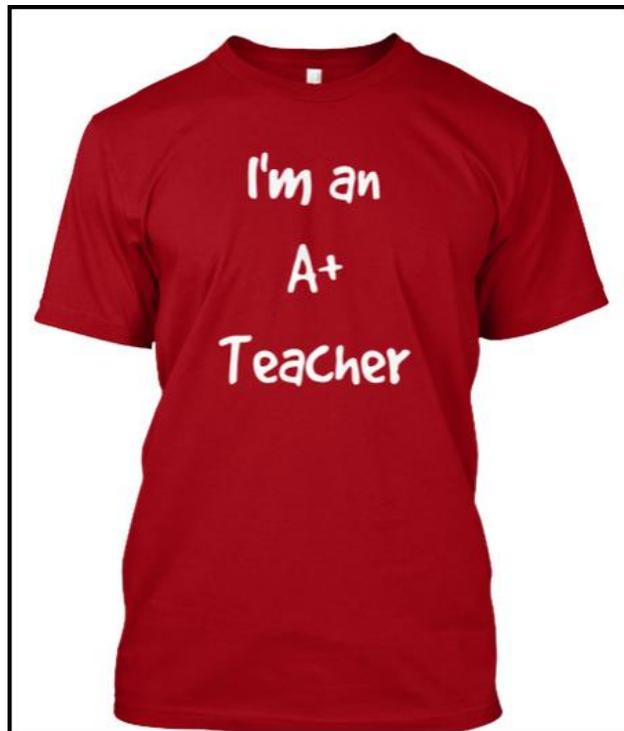
(No laughing! I think I've mentioned I'm not overly artistic or funny…)

After the t-shirt is launched on a site like Teespring.com, you need to get your shirt in front of people who are teachers.

To target people based on the field in which they work, you have several options in Facebook Ads Manager.

Interests

You could use the Interests field. Facebook determines someone's interests based on the things they add to their timeline, keywords for the Pages they like, keywords for the apps they use, the type of ads they click on and other signals from their Facebook activity.

The word "teacher" does come up in Interests but "teaching" does not.

Selecting "teacher" gives a potential audience of 21 million people.

That's obviously WAY too broad. You'd be spending money showing your shirt to people who are not teachers.

Instead, you could search for popular Facebook Pages that teachers would like and put those in the Interests field but there are lots of Pages that are liked by teachers and are ALSO liked by people who are NOT teachers. You'd be targeting both groups (wasted ad money).

We're not likely to target JUST teachers by using Interests.

Industry

Another option would be to use the Industry field instead of Interests.

Using the Industry option you can target large groups of people who work in that one industry regardless of their specific job title.

There's a defined list of industries from which to pick:

- Administrative
- Architecture and Engineering
- Arts
- Entertainment
- Business and financial operations
- Cleaning and maintenance
- Community and social services
- Computer and mathematics
- Construction and extraction
- Education and library
- Farming
- Fishing
- Forestry
- Food preparation and services
- Caterers
- Healthcare and medical
- Legal
- Nurses
- Personal Care
- Production
- Protective Service
- Retail
- Installation and Repair
- Sales
- Science
- Veterans

For our teacher t-shirt campaign, we could choose to target anyone working in the "**Education and Library**" industry:

The potential reach is now 4.9 million – slightly more targeted than using just "teacher" from the Interests field but still too broad.

By setting a target audience that we know includes people who are NOT teachers, we're back to putting ourselves in a position of wasting some of our ad money on people who will not resonate with our t-shirt.

This leaves us one, additional option for targeting teachers – **JOB TITLE**…and that's where things get really interesting.

The Job Title field can be found in the Demographics filters inside Facebook Ads Manager and Power Editor. This field "reads" the work information that people manually add to their Facebook profile.
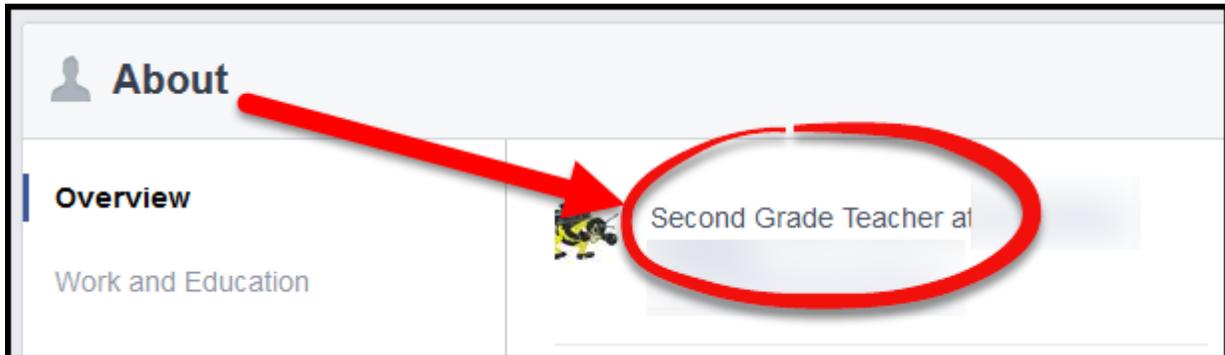
So, if we put "teacher" into the Job Title field, we get a more targeted group of 640,000 people that we KNOW are actually teachers:
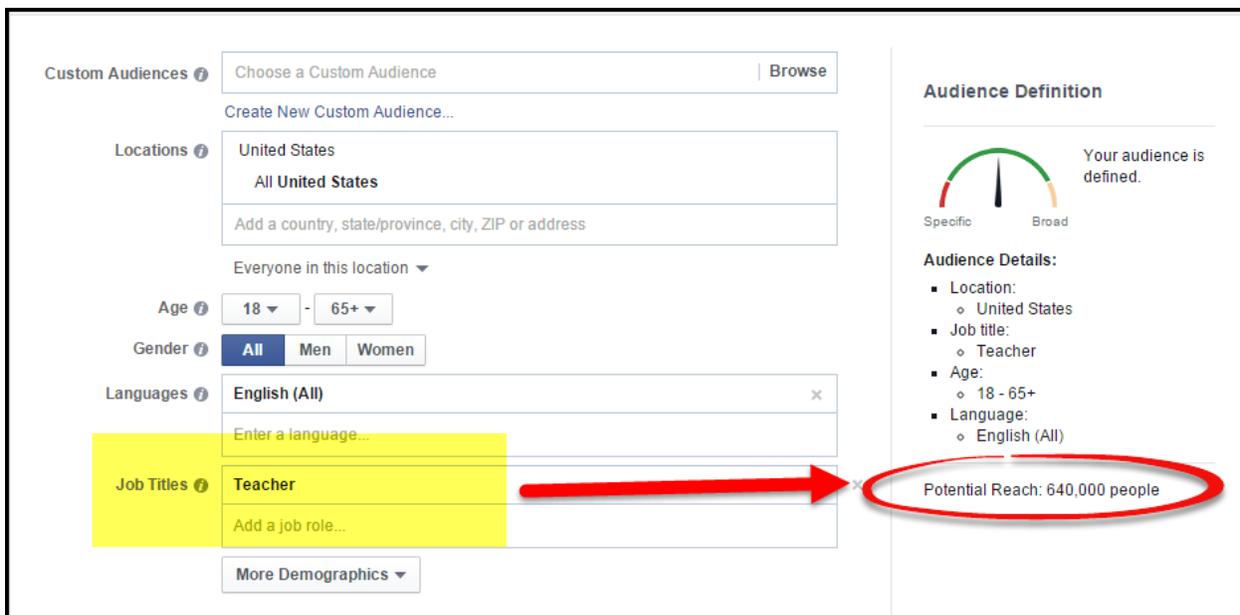
This looks great, right? WRONG…

Remember the image above that showed you a person's profile who listed "second grade teacher" as her job title? Look what happens when I add just that one additional job title:

Now there's an additional 10,000 people in our potential pool.

YES, Facebook Ads Manager does give you *some* of these suggestions but NOT all of them.

In fact, "second grade teacher" doesn't even come up as a suggestion:

Hopefully, most people by now understand that they should be looking at the suggestions to find more options and even – similar to how Google Suggest works – only type in part of the phrase they're hoping to target to get even more suggestions.

However, even THAT does not work at capturing all the possible matches.

Here are all the "teacher" options that come up if you type the following into the Job Titles field in Facebook Ads Manager:

- T
- Te
- Tea
- Teac
- Teach
- Teache
- Teacher
- Teacher(space)

That gets us up to 800,000 people but we're still missing the 10,000 from "second grade teacher" so let's add those in.

And, let's see what else we can find for "teacher" job titles. Check out this list:

Teacher, Drama Teacher, Reading Teacher, 5th Grade Math, Pre-K Teacher, Math Teacher, English Teacher, Algebra Teacher, Art Teacher, History Teacher, Science Teacher, Teacher Counselor, Teacher Technology Education and Computers, Teacher of the Speech and Hearing Handicapped, Cytology Teacher, Paleontology Teacher, Volcanology Teacher, Government Teacher, Teaching Assistant, Kindergarten Teacher, Second Grade Teacher, First Grade Teacher, First Grade Teacher Retired, Kindergarten / First Grade Teacher, First Grade Bilingual Teacher, First Grade Educator, First/Second Grade Teacher, 1st Grade Bilingual Teacher, 1st Grade Teacher, 1st Grade Teacher - Retired, Kindergarten Special Education Teacher, Bilingual Kindergarten Teacher, Title One Kindergarten Teacher, Pre-Kindergarten Teacher (Pre-K Teacher), Second Grade Science Teacher, Second Grade Teacher Retired, 2nd Grade Teacher, Third Grade Teacher, Third Grade Math Teacher, Third Grade Bilingual Teacher, Third Grade Teacher-Natcher Elementary, Third Grade Classroom Teacher, Third/Fourth Grade Teacher, 3rd grade English teacher, 3rd grade teacher, retired, 3rd Grade Reading Teacher, 3rd Grade Teacher, Fourth Grade Math Teacher, Fourth/Fifth Grade Teacher, 4th Grade Bilingual Teacher, 4th Grade Math Teacher, 4th Grade Reading Teacher, 4th Grade Science Teacher, 4th Grade Teacher, Fifth Grade Math Teacher, Fifth Grade Reading Teacher, Fifth Grade Science Teacher, Fifth Grade Teacher, Fifth and Sixth Grade Teacher, Fourth Grade Teacher, Fifth/Sixth Grade Teacher, 5th Grade Bilingual Teacher, 5th Grade English Teacher, 5th Grade Special Education Teacher, 5th Grade Teacher, Sixth Grade English Teacher, Sixth Grade Language Arts Teacher, Sixth Grade Math Teacher, Sixth Grade Math/Science Teacher, Sixth Grade Reading Teacher, Sixth Grade Science Teacher, Sixth Grade Math and Science Teacher, Sixth Grade Social Studies Teacher, Sixth Grade Teacher, 6th Grade English Teacher, 6th Grade Humanities Teacher, 6th Grade Reading/Language Arts Teacher, 6th Grade Teacher, Seventh Grade English Teacher, Seventh Grade Language Arts Teacher, Seventh Grade Social Studies Teacher, Seventh Grade Teacher, 7th Grade Reading Teacher, 7th Grade Social Studies Teacher, Eighth Grade English Teacher, 7th Grade Teacher, Eighth Grade Teacher, Eighth Grade Language Arts Teacher, Eighth Grade Math Teacher, 8th Grade History Teacher, 8th Grade Algebra Teacher, 8th Grade Mathematics Teacher, 8th Grade Reading Teacher, 8th Grade Teacher, 8th Grade English Teacher,

8th Grade Science Teacher, 8th Grade Math/Algebra Teacher, 7th and 8th Grade English Teacher, 7th and 8th grade teacher, 7th Grade English/Language Arts Teacher, 7th Grade Arts Teacher, 7th Grade Language Arts Teacher, 7th and 8th Grade Science Teacher, 8th Grade Language Arts Teacher, 8th Grade Math and Science Teacher, 8th grade English Language Arts teacher, Ninth Grade English Teacher, 9th Grade Teacher, 9th Grade Algebra Teacher, 9th Grade Biology Teacher, 9th Grade English Teacher, 9th Grade History Teacher, 9th Grade World History & Geography Teacher and AP Human Geography Teacher, 9th Grade Physical Science Teacher, 9th Grade Math Teacher, 9th Grade Science Teacher, 6th-9th grade Music Teacher, 10th grade teacher, 10th Grade Biology Teacher, 10th Grade English Teacher, 10th Grade Math Teacher, 10th Grade World History Teacher, 10th and 11th Grade English Teacher, 11th Grade English Teacher, 11th Grade U.S. History Teacher, 11th and 12th Grade English Teacher, 8th grade World Cultures/11th grade World History Teacher, 12th Grade English Teacher, 6-12th grade English Language Arts and Literature Teacher, 9th Grade English 10-12th Grade Bible Teacher, 9th Grade Physical Chemistry & 12th Grade Physics Teacher, 9th-12th Grade English Language Arts Teacher, K-12th Grade Special Education Teacher, Teacher 12th/11th grade Biology & Environmental Sciences, Elementary Teacher, Assistant Elementary Teacher, Elementary Education Teacher, Elementary School Teacher, Elementary School Special Education Teacher, Elementary Special Education Teacher, Elementary School Teacher (EC Special Educator), Severe Emotional Disorders Elementary Teacher, Junior High Math Teacher, Junior High Teacher, Family and Consumer Sciences Teacher Grades 7-9 (Junior High), Junior High English Teacher, Junior High Language Arts Teacher, Junior High School Teacher, Junior High Science Teacher, Middle School Teacher, Middle School English Teacher, Middle School Resource Teacher, Middle School Industrial Technology Teacher, Middle School Special Education Teacher, Middle School Vocational Education Teacher, Jr. High English Teacher, Jr. High History Teacher, Jr. High Language Arts Teacher, Jr. High Math Teacher, Jr. High School Teacher, Jr. High Teacher, Jr. high science teacher, Jr/Sr High Teacher, High School Teacher, High School Drafting Teacher, High School English Teacher, High School French Teacher, High School Learning Support Teacher, High School Math Teacher, High School Mathematics Teacher, High School Vocational Education Teacher, High School History Teacher, Pre-K Special Education Teacher, Pre-Kindergarten Special Education Teacher, Math Teacher (Mathematics Teacher), Special Education Math Teacher, ESL Teacher (English as a Second Language Teacher), ESOL Teacher (English for Speakers of Other Languages Teacher), English Composition Teacher, Algebra and Geometry Teacher, Algebra/Geometry Teacher, Pre-Algebra Teacher, Culinary Art Teacher, American History Teacher, World History Teacher, Physical Science Teacher or Junior High School English Teacher

This list gives us a much larger potential reach and yet still <mark>very</mark> targeted to only those people who are teachers:

Unless you do some work you'll never find these "hidden" job titles.

It would be great if the Job Title field in Facebook's Ad Manager (or in Power Editor) automatically included abbreviations, synonyms, and related phrases and matched just a bit more broadly than it does – but it doesn't.

If you and I are both second grade teachers and I type "second grade teacher" in the work section of my Facebook profile and you type in "2nd grade teacher", Facebook does not group those together as the same job title.

It also doesn't count the following as the same thing:

- Elementary teacher – second grade
- Second grade school teacher
- Teacher second grade

Now, pile on top of that all the grades there are in the US school system (Kindergarten through 12th grade); the different kinds of schools (charter school, middle school, junior high, high school); colleges, universities, trade schools; class topics (math, English, social studies) – and you can see how many different combinations people might be using in the About section that all mean "teacher"!

Unfortunately, this field does not allow you to paste in a list from elsewhere. You have to manually find all the combinations. This means I can't hand you a list of job titles and have you paste them into that field to use. I can get you started with ideas but you're going to have to do this work yourself.

Only by typing in different combinations of letters and words can you truly find all possible matches for this field.

This can be time consuming - it might take you an hour or two to fully research a job title - but compared to the cost you might spend advertising to hundreds of thousands of people who simply aren't in your target audience, it's well worth taking the time to complete this exercise.

However, once you do it, I'll show you how to save the audience so you can target that group any time you want without having to do the work all over again.

Think of this as the strategy internet marketers use to target lots of long-tail keywords as a way to break into a heavily competitive niche.

You're adding in lots of long-tail "keywords" (job titles, in this case) to target people who would be missed by those who only enter a few teacher terms in the Job Titles field and, yet, paying a lot less in ad spend than those who target the entire Education and Library industry or everyone interested in "teacher".

Sometimes adding a job title will result in you only adding one person to your potential reach. Another phrase will add anywhere from 10,000 to 100,000 additional people.

Unless you explore them all you'll never know which ones are the huge pools that are getting missed by other sellers so take the time to do this right (or pay someone to build the audience for you...)!

NOTE: While going through these steps it might look like nothing is being added to your potential reach when you find a matching job title. That's because Facebook rounds up potential reach to the nearest hundreds, thousands or tens of thousands. You won't see the number change until you've added enough job titles to round up another level. Just keep adding!

Following are the different strategies you need to use to find the largest potential reach using the Job Title field.   You want to use ALL of these strategies together to build your target audience.

Get ready – you're about to play a massive word game! (If you hate word games, get a friend to help you out here.)

Instead of creating an ad first, you're going to use Facebook Ads Manager to create a Saved Target Audience. This way, you'll be able to target the audience you create any time you want and won't have to do this work again for that job group.

1. Log into Facebook

2. Bring up Facebook Ads Manager (click on the drop down arrow next to your name and then click Manage Ads – if you don't see Manage Ads then select Create Ads)
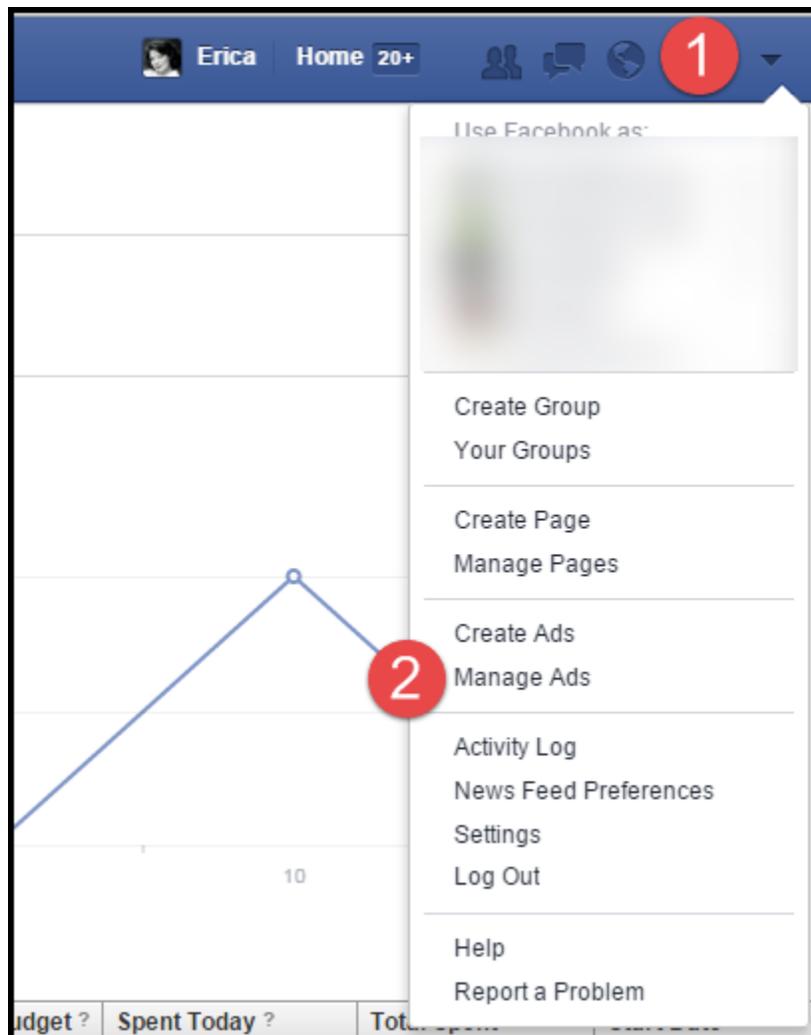
3. Click on Audiences in the left sidebar
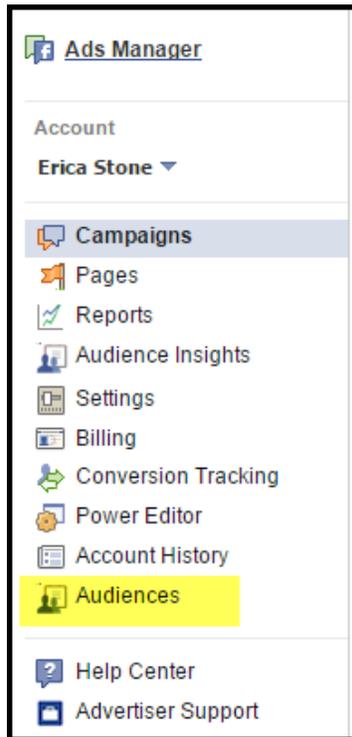
4. Click on the green Create Audience button in the upper right corner and then select Saved Target Group
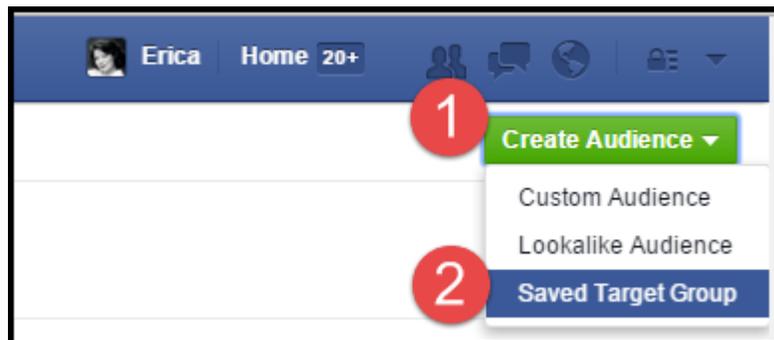
5. Give your new audience a name that will remind you which group is being targeted
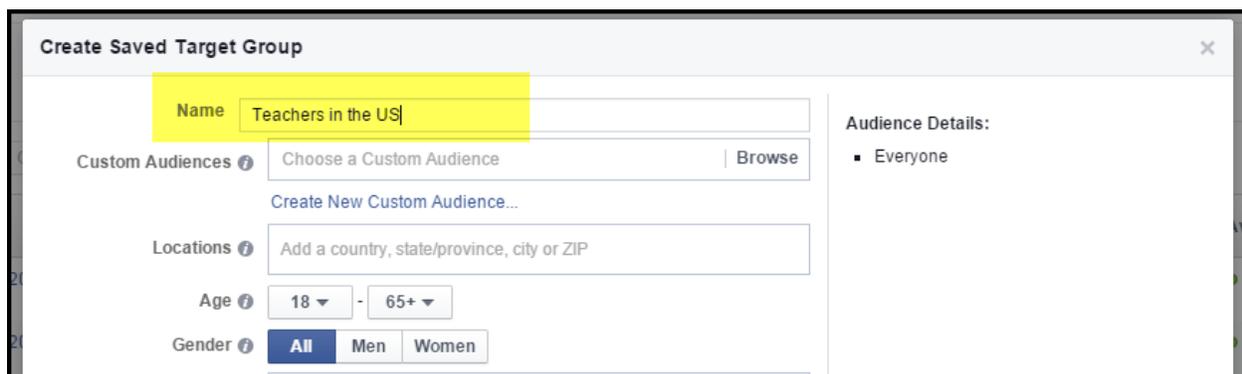
6. Enter at least one location in the **Location** field (or you won't be able to save your audience)

7. Under the Languages section, click on More Demographics, select Work and then Job Titles
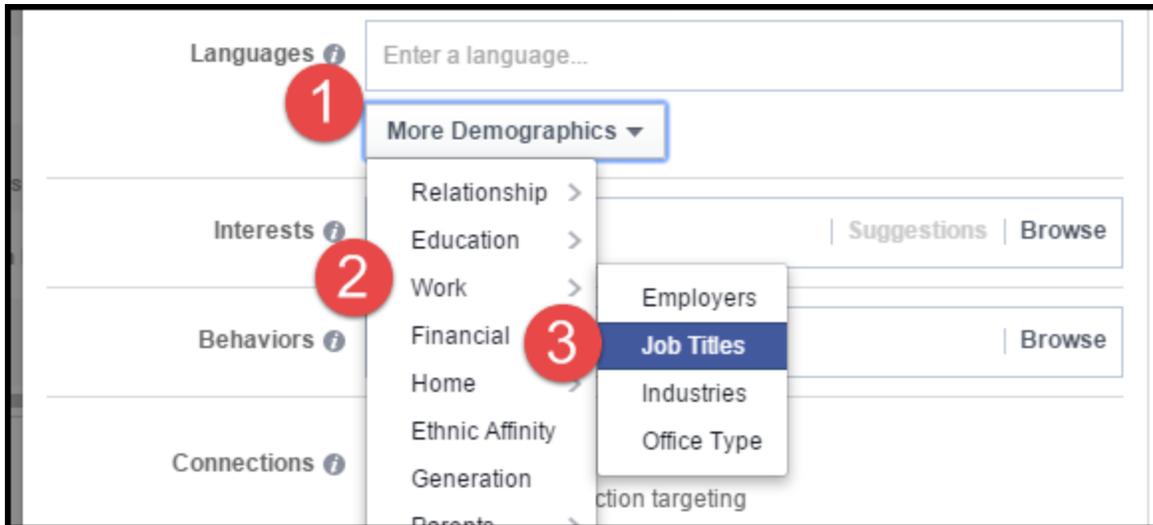
8. The Job Titles field now shows in your set of filters and you'll use that field to walk through all of the following search strategies
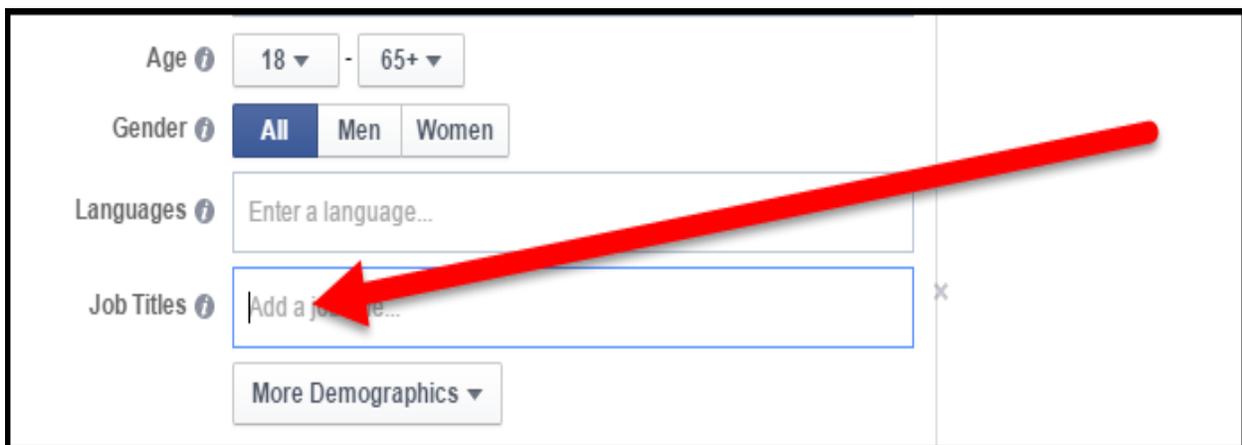
Going Through the Alphabet

The Job Title field in Ads Manager works a lot like Google Suggest.

As you start typing a word, the Job Title field will offer up possible matches.

1. Start by typing in your target job title ONE LETTER AT A TIME. We'll use "teachers" as our example.

© Erica Stone

2. The suggestions will change with each new letter. With the addition of each letter, go through all the suggestions offered up by the Ads Manager and click to add any that you believe match the job types you want to target.

3. Once you've completed your main niche word, add a space after the word and try adding each letter of the alphabet one at a time like this:
   - Teacher a
   - Teacher b
   - Teacher c
   - Teacher d

4. For niches where you know there should be even more matches, you can extend this to two letters carried out after the space like this:
   - Teacher aa
   - Teacher ab
   - Teacher ac
   - Teacher ad

5. Repeat those steps for every letter of the alphabet.
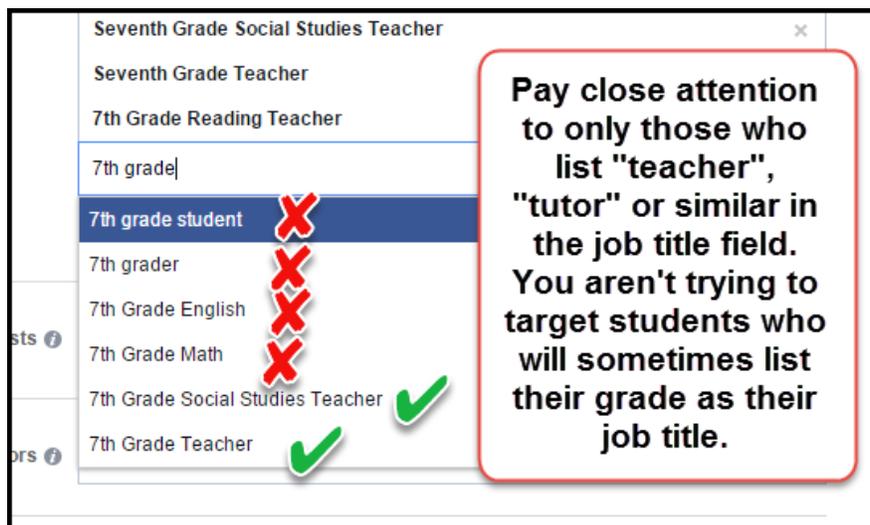
While going through the above steps you will see that people described their job title using words in a different order than you were initially targeting or with new words you hadn't thought to include.

In the image above we see someone listed their title as "7th Grade Social Studies Teacher".

These new arrangements are clues to more phrases you can use with the "alphabet" trick.

Use those new phrases and go back through the alphabet steps like this:

- Social studies t
- Social studies te
- Social studies tea
- Social studies teac
- Social studies teach
- Social studies teache
- Social studies teacher
- Social studies teacher a
- Social studies teacher b

I know – not exactly the most exciting work in the whole world but I never promised you it would be! ☺

However, it is **EFFECTIVE** and because there are so many people who WON'T do the work, you know you're going to find audiences that others are not. That's where you're going to make your money.

Synonyms

Throughout the step above you may find synonyms that also make for good matches.

For instance a teacher could also be called "tutor", "instructor", or "professor".

Make sure to explore other titles that mean the same thing. You can use an online thesaurus to help you find synonyms to try if you don't see any coming up in your search results in the Job Title field.

Musicians are another group that is passionate about what they do. They can also go by a wide variety of job titles:

- Pianist
- Musician
- Band member
- Violinist
- Drummer
- Guitarist

Make sure you're coming up with all the possible names that might be used to describe a job in the niche you want to target and then walk those other names back through the Alphabet step, too.

Numbers

Some people spell out numbers in their job title and others use the numeric form. This is huge with teachers, as we saw in the example earlier in the book. Fifth grade teachers also used the title "5th grade teachers".

Include both formats in your searches when appropriate and walk both forms back through the Alphabet step, too.

Levels

People often have levels of seniority noted in their job title. These include things like:

- Head
- Senior
- Junior
- Assistant
- Director
- Lead
- I, II, III, IV, V
- President
- Vice President
- Assistant Vice President

Try adding these in front of your main job title name and with the Alphabet steps.

Variations

Lots of jobs have different variations that mean the same thing.

An accountant might refer to themselves as an "***accountant***" while another might say they're an "***accounting*** clerk". For that niche, you'd want to do searches for both "accountant" and "accounting".

Abbreviations

Abbreviations used in job titles will cause you to miss a lot of them – especially if the abbreviation is common in the industry but not well understood by those outside of the industry.

For instance, "***acctg***" is a common way to shorten the word "***accounting***".

Do a search in Google to find common abbreviations for any job field and use those in your searches.

Job Certification Initials

Jobs that require certain certifications or where certifications are an option for those in the field provide another way to find matches.

CPA stands for Certified Public Accountant. Someone who is a CPA may not use the word "accountant" or "accounting" in their job title at all. Instead, they might only use the standard "CPA" term.

While doing searches for "lifeguards", I discovered that WSI often stands for "water safety instructor". These are people who teach water safety – they're sometimes also lifeguards or swim teachers. I'd have missed a large category of lifeguards had I not researched why WSI showed up in some of the suggested job titles.

Truckers are another example where this comes into play. Truck drivers are required to have a certain kind of license – a "CDL" here in the States – and will often list their license type in their work information in Facebook instead of calling themselves a truck driver.

Auto mechanics also have certifications that apply to their field. The label "CSE" or "CSE Certified" is a mechanic who has taken certain tests to receive their certification. Don't skip these kinds of terms in your searches AND use these terms in the Alphabet steps, too.

Not Familiar with a Niche?

If you're unfamiliar with a niche, go to Google and type in "types of [niche] jobs". For example, Google "types of accounting jobs" or "types of trucker jobs" to find a list of alternate titles that might be used in the field.

For truckers, this page gave great terms to use in the Job Titles searches: http://www.lifeasatrucker.com/types-of-truck-driving-jobs.html.

Because of that page, I found the following terms to use with the Job Title field:

- Dry Van
- Dry Van Driver
- Reefer
- Reefer Driver
- Freight
- Freight Truck
- Freight Truck Driver
- Freight Hauler
- Tanker
- Tanker Driver
- LTL
- LTL Driver
- OTR
- OTR Driver
- Over the Road
- Over the Road Driver

> NOTE: Not every suggestion Facebook Ads Manager shows you will be a match you want to use. Your job is to find additional matches, evaluate them to make sure they mean the same kind of job you're targeting and add the ones that do mean the same thing.

CLICK THE CREATE AUDIENCE BUTTON TO SAVE YOUR TARGETED AUDIENCE!

You can edit the Targeted Audiences that you create by bringing up your list of Audiences in Facebook Ads Manager, clicking the box next to the name of your audience, and selecting Edit from the Actions box:
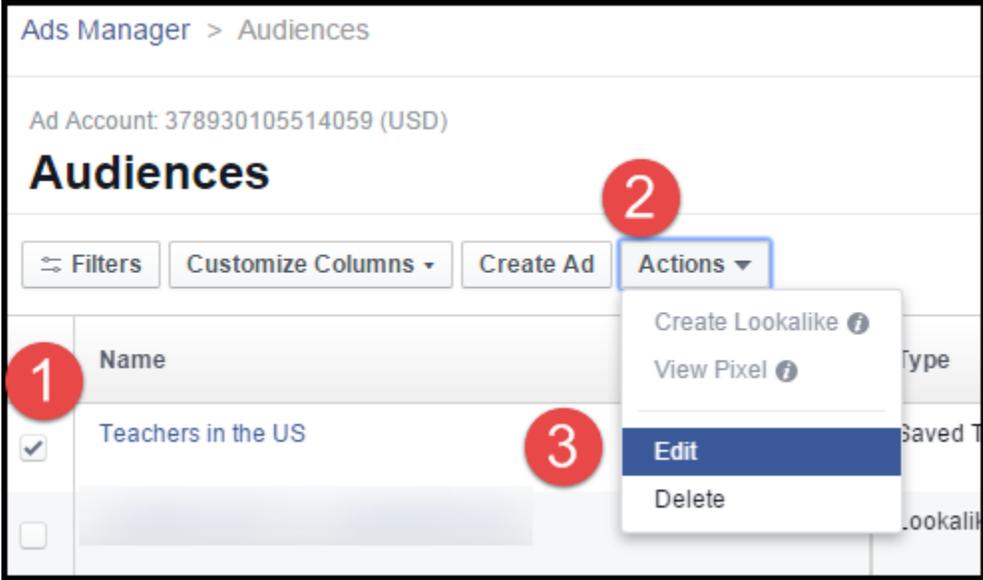
In the future, to create an ad for that audience, go to your list of audiences and click on the name of the audience.
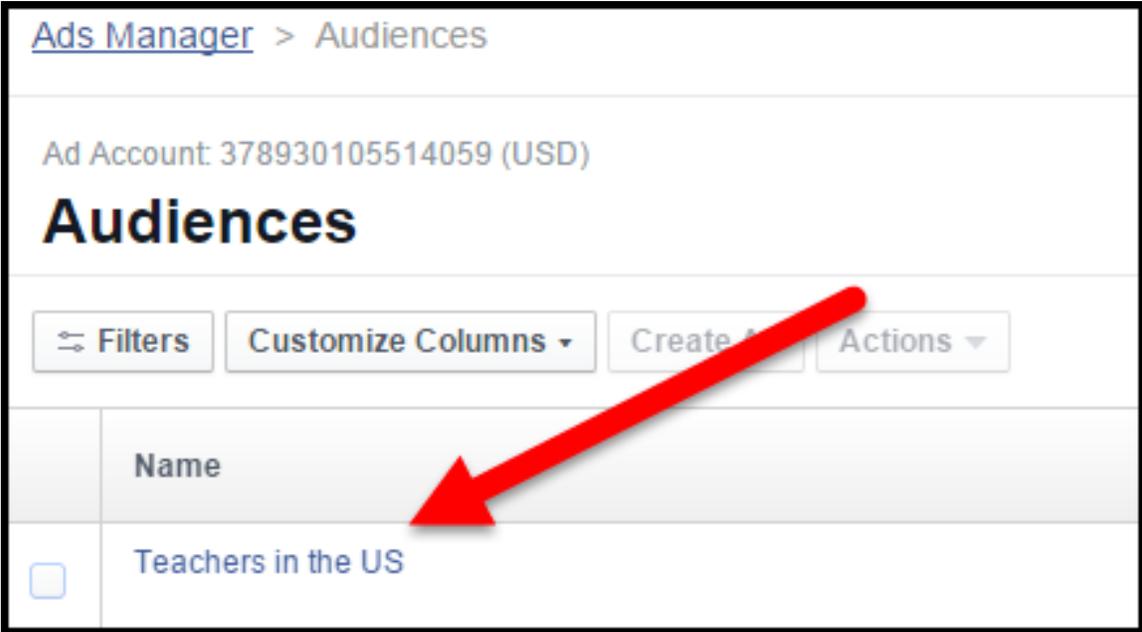
This will bring up the audience details. Click on the button to Create Ad in order to work with this group.
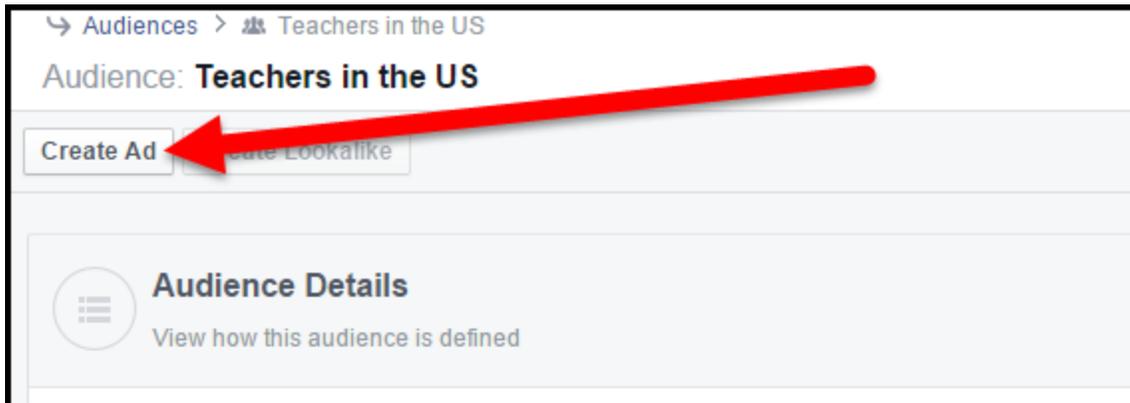
This will take you to the normal Facebook Ads Manager screen for selecting your ad objective and creating your ad.

Mega-Targeted Job Title Niches

Finding additional potential reach for your Facebook ads is one thing but using job titles can also allow you to build t-shirt campaigns on niches you previously thought were unidentifiable or didn't have a large enough potential audience to make the campaign worthwhile.

Very tight targeting is how you get the highest click through rates and, therefore, the lowest cost per click/conversion.

If someone has tried targeting all "math teachers" for example, and failed to sell any t-shirts there are three possibilities for having failed:

- They presented the shirt to an untargeted audience
- Their design did not resonate with the audience
- The audience is not passionate about their work

Teachers are pretty passionate about their work – at least all the ones I've met and with three boys I've met my fair share.

If they targeted all "teachers" and only 5% of that pool were actually math teachers, their ad click through rates probably looked too poor to continue the campaign.

Here's what comes up in Facebook Ads Manager when you follow all of their suggestions for "math teacher":

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Here's what comes up when we walk through the suggested search steps outlined in the previous section:

The next few pages show the final list of job titles for the 140,000 math teachers so you can see the incredible variation that comes up when you follow the steps in this book.

Job Titles ⓘ	Math Professor	✕
	Math Teacher	✕
	Math Tutor	✕
	Mathematics Lecturer	✕
	Mathematics Professor	✕
	Mathematics Teacher	✕
	Math Teacher (Mathematics Teacher)	✕
	4th Grade Math Teacher	✕
	High School Math Teacher	✕
	Junior High Math Teacher	✕
	Special Education Math Teacher	✕
	Math Teacher and Basketball Coach	✕
	Math Teacher and Coach	✕
	Math Teacher and Department Chair	✕
	Math Teacher and Football Coach	✕
	Math Teacher and Volleyball Coach	✕
	Math and Science Teacher	✕
	Academic Support Math Teacher	✕
	Math Teacher in AVID Academy	✕
	Add Math teacher	✕
	Adjunct Math Teacher	✕
	Adult Basic Math Teacher	✕
	Advanced Math Teacher	✕
	Math teacher & Grade 3 adviser	✕
	Teacher Of English & Math and Advisor	✕
	Math teacher, Substitute teacher, Before and Aft…	✕
	AIS Math Teacher	✕
	8th Grade Math/Algebra Teacher	✕
	Math Teacher / Alpine Race Coach	✕
	Math-2 (Geometry-light, Algebra-2, Trigonometry…	✕
	Math and Computer Science Teacher	✕
	Math and Computer Teacher	✕
	Math and English Teacher	✕
	Math and History Teacher	✕
	Math and Physics Teacher	✕
	7th Grade Teacher Math 7th/Pre-AP	✕
	Teacher, 6th Math Pre-AP	✕

8th grade teacher Reading/Language Arts/Math	×
Math/AVID Teacher	×
BC Math Teacher	×
Boss Math Teacher	×
Math Teacher/Basketball Coach	×
Math Teacher/Coach	×
Math/Computer Teacher	×
Math Teacher/Department Chair	×
Math Teacher/Dept Chair	×
HS Math Teacher	×
Middle School Math Teacher	×
Remedial Reading, Math, or Other Subject Teacher	×
Teacher of Math	×
Math/Physics Teacher	×
Math Resource Teacher	×
Math Teacher, Retired	×
Math Teacher/Robotics	×
Math/Science Teacher	×
Secondary Math Teacher	×
Upper School Math Teacher	×
2nd Grade Math Teacher	×
3rd Grade Math Teacher	×
3rd Grade Math/Science Teacher	×
4th Grade Math/Science Teacher	×
4th and 5th Grade Math Teacher	×
5th Grade Math Teacher	×
5th Grade Math/Science Teacher	×
5th and 6th Grade Math Teacher	×
6th Grade Math Teacher	×
6th Grade Math/Science Teacher	×
6th Grade Mathematics Teacher	×
7th grade math/science teacher	×
7th Grade Math Teacher	×
7th Grade Mathematics Teacher	×
7th and 8th Grade Math Teacher	×
8th Grade Math Teacher	×
8th Grade Math/Science Teacher	×
8th Grade Mathematics Teacher	×
9th Grade Math Teacher	×

10th Grade Math Teacher	×
Elementary Math Coach	×
Elementary Math Teacher	×
Teacher Specialist- Elementary Math	×
Junior High Math Teacher, 7th Grade Girls Bask...	×
Junior High Teacher 7th grade Math And Social ...	×
Teacher, High School / Junior High School - Math...	×
Jr. High Math Teacher	×
Middle School Math and Science Teacher	×
Middle School Math Coach	×
Middle School Mathematics Teacher	×
High School Math Tutor	×
High School Math/Science Teacher	×
High School Mathematics Teacher	×
ASST. Teacher(Mathematics)	×
Assistant Teacher (Mathematics)	×
Mathematics and Computer Teacher	×
Mathematics and Physics Teacher	×
Mathematics and Science Teacher	×
Professor of Mathematics and Computer Science	×
Associate Professor of Mathematics	×
Assistant Professor of Mathematics	×
Developmental Mathematics Professor	×
Mathematics Education Professor	×
Algebra Instructor	×
Algebra Teacher	×
Algebra Tutor	×
Algebra/Geometry Teacher	×
Pre-Algebra Teacher	×
Algebra and Geometry Teacher	×
Teaching algebra	×
8th Grade Algebra Teacher	×
Advanced Mathematics Teacher	×
7th Grade Pre-Algebra Teacher	×
Algebra and 8th grade Science Teacher, JV Volle...	×
9th Grade Algebra Teacher	×
Geometry Teacher	×
Geometry Instructor	×
Geometry Professor	×

Geometry Tutor	×
Geometry Teacher/Team lead	×
Geometry & Conceptual Physics Teacher	×
High School Geometry Teacher	×
Trigonometry Teacher	×
Calculus Instructor	×
Calculus Professor	×
Calculus Teacher	×
Calculus Tutor	×
Math and Chemistry Tutor	×
Math and English Tutor	×
Math and Physics Instructor	×
Math and Science Instructor	×
Math and Science Division Chair	×
Math and Sciences Department Chair	×
Algebra, Psych, and Communications Instructor	×
Teacher of Mathematics and Physics	×
Math Tutoring	×
Math Tutor/Grader	×
Math Lab Tutor	×
Math Teacher/Tutor	×
Math and Physics Tutor	×
Math/English Tutor	×
Math Tutor/Mentor	×
Math/Physics Tutor	×
Third Grade Math Teacher	×
Fourth Grade Math Teacher	×
Fifth Grade Math Teacher	×
Fifth Grade Bible, Math, & Science Teacher	×
Sixth Grade Math Teacher	×
Sixth Grade Math/Science Teacher	×
Seventh Grade Math Teacher	×
Eighth Grade Math Teacher	×
High School Math Teacher/Coach	×
Tutor- Calculus, Algebra, Geometry, and Basic M...	×
College Math Instructor	×
College Physics and Mathematics Instructor	×
PRE-COLLEGE MATH, ENG,ACCT.TECH, & ORIE...	×
Senior Math Teacher	×
Senior Mathematics Teacher	×

- Senior Lecturer in Mathematics ✕
- assistant Teacher(Math) ✕
- Assistant Teacher(mathematics) ✕
- Assistant Primary Math Teacher ✕
- behavior teacher/Algebra teacher ✕
- High School Algebra Teacher ✕
- Teacher, Highschool Math and Science ✕
- Math/Accounting Tutor ✕
- Math Instructor ✕
- Math/Business Teacher ✕
- Math Department Chair ✕
- Math/History Teacher ✕
- Title I Math Teacher ✕
- Title I Reading and Math Teacher ✕
- Special Ed Math Instructor ✕
- Special Ed Math Teacher ✕
- General mathematics instructor ✕
- ABE & General Ed. - Math Instructor ✕
- Mathematics and General Science Teacher ✕
- Title I Reading/Math Teacher ✕
- Mathematics Teacher of Gifted & AP Statistics ✕
- 5th Grade Teacher - Math/Science and Bible ✕
- Bilingual Math Teacher ✕
- Biology, geology and sometime math and chemi... ✕
- Business Manager / Math Teacher ✕
- Business/Math Teacher ✕
- Math and Business Teacher ✕
- Certified Math Teacher ✕
- Higher Math Teacher cphd coaching center. ✕
- Head Teacher III - Math & EsP ✕
- Head Teacher/Math.Dept.Head ✕
- Head of Mathematics/ Math Teacher ✕
- Math Teacher & Head Dept.-Computer ✕
- Math Teacher/Department Head ✕
- Math Teacher/Dept. Head ✕
- math teacher & Head Coach ✕
- Honors Math Teacher ✕
- Assistant Teacher,Interventionalist, & Math Lab ... ✕
- Math Lab Teacher ✕
- High School Math/Science/Music Teacher ✕

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Math and Music Teacher	×
Retired Nuclear Engineer & Now I am a Math-Sci…	×
Part Time Math and Robotics Teacher	×
Part-time Math Teacher	×
Math and PE Teacher	×
Math, Science, English and PE Teacher	×
PE Teacher, Soccer Coach, Math Teacher	×
Math and Science Tutor, Voice, Piano, & Guitar T…	×
Math/Reading Teacher	×
Reading and Math Intervention Teacher	×
Reading and Math Teacher	×
Remedial Math Teacher	×
SAT Math Teacher	×
Science and Math teacher	×
Teacher (Math & Science)	×
Math Teacher/Senior Master	×
Secondary Math and Science Teacher	×
Secondary School Math Teacher	×
Senior teacher(math)	×
6th grade math and social studies teacher	×
Math Teacher/Soccer Coach	×
Math Teacher/Softball Coach	×
Math/Social Studies Teacher	×
Science, Math, Social Studies Teacher	×
Third Grade math science social studies Teacher	×
Math and Spanish Teacher	×
Math/Spanish Teacher	×
SPED Math Teacher	×
Teacher/Math Specialist	×
STEAM Coordinator, Math Teacher	×
Math Support Teacher	×
Subject Math Teacher	×
Substitute Math Teacher	×
Summer School Math Teacher	×
Long Term Substitute Math Teacher	×
Mathematics Teacher/currently-Substitute Teac…	×
Substitute teacher 5th grade Math and Science	×
Math Teacher/Swim Coach	×
SG SV Math teacher	×
4 th Grade TAG Math Teacher	×
Title 1 Math Teacher	×

Science, math & TOEIC teacher	×
Teacher in Math Grade 7 to 10 and Physics	×
Math Teacher and Wrestling, Track and Volleybal...	×
Math Teacher/Track Coach	×
Math trainer and Physics teacher	×
English/ Math Edge Teacher - Admin - Tutor	×
Teacher's Assistant & Literacy/Math Tutor	×
6th Grade Math Teacher and Head Volleyball Co...	×
Math Teacher/Volleyball Coach	×
Math and Reading Tutor	×
Math and Science Tutor	×
Math and Writing Tutor	×
Chemistry/ biology/ math tutor	×
Full Time Mom/ Babysitting/ Tutor(english, Math)	×
Math & Chemistry Tutor	×
Math Center Tutor	×
Math Learning Center Tutor	×
Professional Math Tutor	×
8th Grade Pre-Algebra Teacher	×
Pre Algebra & Inclusion Teacher	×
Statistics Teacher	×
Math Teacher	×
Math Teacher/Assistant	×
HS Math/Science Teacher	×
HS Mathematics Teacher	×
MS Math Teacher	×
MS Math/Science Teacher, Wrestling and Footbal...	×
science/Math teacher, MS coordinator	×
Adjunct Math Instructor	×
Math Instructional Coach	×
Mathematics Instructor (Math Instructor)	×
Math Instructional Specialist	×
Title 1 Math Tutor	×
Mathematics Instructional Coach	×
Mathematics Instructor	×
Adjunct Mathematics Instructor	×
Developmental Mathematics Instructor	×
Mathematics Department Chair	×

Professor of Mathematics and accountanc	×
Professor of Mathematics	×
Add a job role...	

Refer to the separate PDF that came with this book to see more examples.

Larger, Extremely Targeted Sub-Segments

If you keep an eye on the "potential reach" number as you add each new job title, you're likely to discover even more deep niches that you can target with a t-shirt.

In the math teacher example, the "professor of mathematics" title alone had a potential reach of 71,000.

Look for those titles that return surprising numbers on their own and make a note about any that might be worth targeting with their own t-shirt.

You could even open a separate tab in your browser and create a new audience for just those titles as a reminder that you found those niches.

Now that you know how to find a very large, extremely targeted niche by job title you can then apply other filters for more powerful and profitable sub-segments.

In an earlier example, we took our targeted list of teachers from a potential reach of 640,000 to 1,100,000 – nearly DOUBLE what most Facebook ads users think exist for people employed as teachers.

Just think about how you could carve up that 1.1 million into smaller segments and still have plenty of potential reach with which to work:

- Teachers who like to fish
- Teachers who crochet
- Teachers who like a certain kind of music
- Teachers who ski
- Teachers who live in a certain state
- Teachers who live in a certain region
- Teachers who play baseball
- Teachers who play any sport
- Teachers who like to swim
- Teachers who work out
- Teachers who are new to teaching (age range)
- Teachers who are approaching retirement (age range)
- Teachers who like to travel
- Teachers who love certain kinds of books
- Teachers who love action movies

- Teachers who are parents
- Teachers who are single

Being able to target like this gives you additional options for t-shirt campaigns that are going to have a stronger emotional bond with the audience.

If you create a t-shirt for teachers in Texas (something with a slogan for teachers and an image of the state of Texas) think about how there are now two reasons for a teacher in Texas to like that shirt!

Combine Job Titles by Similar Goals

What do landscapers, gardeners, and lawn care specialists all have in common? They work with plants, grass and trees – things that grow.

You might find a job niche that has lower volume than you like to have available for your campaigns. When that happens, combine it with similar job niches and focus not on the job title but on a feature of the jobs that is the same.

Think about truck drivers, cabbies, delivery truck drivers, bus drivers – they all "get paid to drive" (see? – slogan for a shirt that applies to all!).

Want to target people whose jobs have to do with swimming? Look for swim coaches, swim lesson instructors, swim teachers, lifeguards, swim instructors, diving instructors, divers, and water safety instructors.

How about targeting people who work with food? You've got chefs, cooks, caterers, restaurant owners, room service staff, and bakers.

Combine similar jobs by using the Job Title field and you'll have unique, extremely targeted niches with a whole slew of new t-shirt ideas with which to reach those audiences.

Some job titles imply a dependence on getting new clients in order for that person to maintain their income or grow their own business.

Imagine the demand for your shirts if they were designed to help these kinds of people get more clients!

Not only are these people passionate about their work but they'd **LOVE** a new way to easily advertise their own services.

These are just a few examples of such groups:

Interior designers	Party planners	Wedding coordinators	Private tutors	Caterers
Website designers	Landscapers	Yard crew	Vocal coaches	Tax accountants

Sure, you can't customize the shirts with individual phone numbers (easily, anyway) but you could come up with a cute slogan for a shirt and add something like "just ask".

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Wrapping Up

The steps in this book are meant to help you better target your t-shirt campaigns and to help you uncover niches based on job title that you might have previously ignored.

You might even find that you have an old t-shirt idea that you could revive now that you know how to find the perfect audience.

Your next steps are to practice using the Job Title field on your own to create new saved audiences you can target with your own t-shirt ideas.

If you've been wanting to get into t-shirt sales but find the idea of designing them or getting involved with artwork overwhelming, start with Denise Hall's course on selling shirts through a site that lets you start out as an affiliate with your own store concept (no website needed!). Her guide is called **Bigger Better Tee Profits** and at under $15 it's well worth the money.

If you've been looking for a complete course on t-shirt sales using Teespring take a look at **Peter Chan's new course**. His approach is thorough and, best of all, he's assembled it as a process that folds in the science that goes with the art of selling t-shirts. His seven step process is something anyone can follow. He's been featured in Teespring's community for his recent success.

Wishing you greatness!

Sincerely,

Erica Stone

Erica@extremereviewer.com

Ongoing Mentoring and Support

Internet marketing can be a lonely road. You're usually not in an office surrounded by your peers, instant support and advice. However, it doesn't have to be like that.

Join me on Online Business Insiders – a members-only forum staffed with experts in all aspects of internet marketing.

I am the Amazon Associates affiliate marketing expert for the forum and answer questions, share case studies, and provide mentoring to members who need assistance growing their income.

You can even follow along as I build an Amazon review site and share all the details (including the site URL) in the project notes.

Other experts provide assistance with other critical internet marketing skills including Traffic Generation, WordPress, Social Media, Business Management, Authority Sites, Kindle Publishing, and Product Creation. The expert for each section has hands-on experience in their field.

There are also free downloads, a very supportive community environment, and a growing wealth of information in the challenges you face on a regular basis.

Follow this link to learn more and get the discount rate available to my customers: http://www.extremereviewer.com/joinericastone/.

You can also read archives of emails sent to my list here: http://archive.aweber.com/revwr123 - I share lots of tips, updates, and information through my emails. There are several articles that may further assist you in building up your review site.

PinFabulous Affiliate – Forget Google! Build thin sites LOADED with Amazon affiliate links and go straight to Pinterest for buying traffic! This super-simple strategy takes very little effort and is great for beginners and advanced Amazon affiliates alike.

PinPlosion – Struggle to get Pinterest followers? Learn how to find active Pinterest users and gain hundreds of followers a day for free. No software, nothing to buy and beginner friendly. This does not include ViralWoot but gives you a way to save your ViralWoot seeds for pure pin promotion while still growing your Pinterest followers.

Extreme Review – The Amazon super-book! **Step by step** instructions for setting up your own authority-style Amazon review site - everything from finding great niches to doing competitive analysis to growing your affiliate marketing site so it dominates the search engines. This is NOT just any review site method!

Hobby Master – Add at least 3 income streams to your wallet with a hobby site that promotes Adsense, Amazon, and Clickbank products. Get detailed instructions for finding hobby niches, building your site and creating content. Build a solid business from a single topic with easy to follow instructions.