



## THE Problem

A great promotion starts with a great Pre-Launch. The goal of any Pre-Launch is to generate anticipation, build hype, and start a story that will captivate your audience. Inside of The One Page Funnel, your Pre-Launch begins with a problem...

# THE Problem

## EDITOR'S NOTE:

The following email comes from my very first One Page Funnel promotion for my Facebook Marketing brand, Get 10,000 Fans. The product was "The Targeting Tactic". It's goal was to teach people how to properly create the targeting for their Facebook Ads. A huge problem most people never get past.

So in the first Pre-Launch email, my job was to introduce a big problem. A problem that would instantly resonate with my audience. A problem that drags up bad memories.

With that, let's dive right in...

From: **Brian Moran**

Subject: [Live] Introducing, The Targeting Tactic

I remember it like it was yesterday.

My wife and I had just gotten married and were living in a basement apartment about 2 miles away from where I'm sitting right now.

I was hard at work on my new website trainbaseball.com, and I had just bought a product that was teaching me how to setup Facebook ads that would send me tons of new customers and help me make a ton of money.

Obviously, I was all excited.

My wife...not so much.

She had heard the story before about how we were about to be rich and I was going to quit job.

And I don't blame her for being skeptical. Up until that point, she had no reason to take me seriously.

So, my newest idea was to convince her to let spend \$50 on Facebook ads...something she was not thrilled to hear.

If this didn't work, we most likely wouldn't be going on a date that week.

There wasn't a ton of money laying around for stuff like this, but she decided to trust me and agree to let me spend some money driving ads to my site...in hopes that I'd be able to turn that \$50 into \$100...\$200...or more.

This story doesn't end well...

### EDITOR'S NOTE:

This is a true story. This actually happened, and as a result, it makes for a compelling email. Everyone wants to know more about you, more about your "Origins".

Whatever you decide to tell, make it a story. Stories are the single best way to communicate an idea, to connect with your audience. And the more you can draw your readers in, the better it is for your sales.

Skip the boring stuff, and just tell a story.

Not only did I lose my \$50...I got stubborn and kept spending money, hoping that a customer would eventually show up...and \$500 later...

...I was broke.

\$500 gone. Into thin air. And I was devastated.

Terrible thoughts ran through my head.

I thought my product was terrible. I thought no one would ever buy from me ever again.

I thought that my website was awful and the 3 months I spent on it were completely wasted.

I thought I had just betrayed my own wife who put her trust in me to pull this off.

I was embarrassed beyond belief.

I had no idea what went wrong.

### EDITOR'S NOTE:

Brutal, right? This is the problem. The problem is, you can lose your shirt doing this stuff. A great problem because it is true. And it happens a ton.

I would bet you my car that my readers have either experienced this themselves, OR are afraid it will happen to them. The Problem should speak to real issues your audiences faces. If you can, share a failure of your own. Show your readers that their worst fears have already happened to you!

Because not long from now, it will be time to show them that you can still come back from rock bottom.

Yesterday I showed you the 3-step process for creating facebook ads that convert on more than any other ad...

And you want to know what was the most frustrating part?

The ads that costed me that \$500...were setup exactly like they should have been.

In fact, the reason I lost \$500 so quickly was because my ads were so good!

They got clicked on like crazy...they just didn't convert.

And I didn't know why until 3 weeks later.

After I crawled out from under my desk and worked up the courage to show a mentor of mine what had happened, he pointed out something that was terribly wrong.

I was showing my ads to the wrong people.

I thought my "targeting" was setup correctly, but it wasn't.

(I'll explain that part of the story tomorrow)

#### **EDITOR'S NOTE:**

This is called an "Open Loop". I am already introducing the idea that there will be another email tomorrow, a continuation of this story.

Same way every single episode of 24 used to end (Jack Bauer for President). Jack is trapped on a rooftop with no ammo and bad guys all around him...

And they cut to the credits. Have to tune in next time. That's an "Open Loop", and it's a great way to draw people in and keep them reading.

If you've created Facebook ads in the past and they didn't end up making you the money you had hoped...tomorrow's email will explain why...and show you how to fix it.

You can literally have the best Facebook ad ever created...

The best image...

The best headline...

And the best copy.

But if you're showing that ad to the wrong person, you literally have ZERO CHANCE of them buying your product.

Your money = wasted.

I had to learn that the hard way...and it almost costed me my dream.

Tomorrow, I'll show you how to avoid that same devastating mistake.

Until then...

Brian

#### **EDITOR'S NOTE:**

**That's it. That's the whole thing. Not too bad, right?**

**It might be one of the longer emails you ever right, but just introduce a problem, share some of your own story, and get out of there!**

**The whole point of this email is to setup your next one. Draw your audience in, show them you're just like them, that you get their issues. And then open a loop that they have to "tune in next time" to get.**

**On to the next one.**

**Brian**