



Agitate

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. With the second installment of your Pre-Launch, it's time to Agitate the problem...

Agitate the Problem

EDITOR'S NOTE:

Ok, so the previous email has established a problem. Now, it's time to twist the knife a little bit. This next installment is all about revealing the deeper downside.

The problem is just the tip of the iceberg. Now it's time to dive deep, and really draw out why this problem is even worse than someone might think.

Let's dive in...

From: **Brian Moran**

Subject: **Please Avoid These 3 Fatal Fb Ads Mistakes...**

Yesterday I told you the story about how I lost the first \$500.00 I spent on Facebook ads...and how it almost ruined my business, and didn't help my relationship with my wife very much either.

I realized a few weeks later that I had made the 3 fatal mistakes you can't make if you want your Facebook ads to turn \$1 into \$2.

I was focussing my time on the wrong things.

I spent all of my time making sure my ads looked good, sounded good and got the right message across...

I spent tons of time on my landing page setting up split tests and writing headlines...

I spent days writing an amazing autoresponder sequence that would hopefully turn visitors into buyers.

I spent tons of time worrying about how much to pay for each click, whether to bid for clicks or impressions, and how to structure my spending.

And after everything was said and done...and that time spent got me zero results.

I was devastated. And I almost quit on my dream because of it.

Well, today I want to make sure you never make those same fatal mistakes. I want to guarantee you avoid them so that you never feel the same way I did.

EDITOR'S NOTE:

A quick recap, and a lifeline. The intro to this email re-establishes why The Problem sucks, and then introduces the idea that there is a way to avoid falling into the same trap.

The next section is just a bit on content focussing on how to troubleshoot or avoid the obstacles that your readers might not see coming.

So, here we go...

Mistake #1: Focus all your time on creating the ad creative (image, copy, text)

Here's the truth...

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.

Mistake #2: Focus all your time on your landing page

Just like your ad, you could have the world's best landing page. It could be the most conversion optimized page for your target market, with the best headline, the best call-to-action, and the prettiest graphics...

...but if you don't send your target market to the page, how do you think it will convert?

Exactly...it won't.

All of that time you spent setting up your funnel...

All of the money you paid your designer...

All of the headaches you dealt with making sure everything would work correctly...

...wasted.

Mistake #3: Focus all your time on your bidding

I get more questions about bidding than any other Facebook ad strategy.

Everyone wants to know, "Brian, how do you bid on your ads??"

"Do you use CPC (cost per click) or CPM (cost per conversion)?"

"Do you optimize your ads for conversions, clicks, impressions, or reach?"

"Do you use Facebook's automatic or manual bidding?"

...and the list goes on and on.

EDITOR'S NOTE:

Feel free to follow my "3 Mistakes" model [here](#). Every audience is different, but the layout of teaching ways to avoid "3 Mistakes" is an easy way to draw out the bad consequences someone could face.

Remember, this email is called "Agitate". It is your job to further Agitate why The Problem sucks so badly. So I used 3 key mistakes as a way of listing out worse and worse scenarios.

The Problem sucks. This format is an easy way to explain why The Problem sucks so much. Rant over.

You could spend weeks trying to learn all about Facebook's different bidding strategies.

And then months more testing each one to see which one works best.

Or you could do what I do now.

Not worry about a damn thing when it comes to bidding.

Sounds crazy, but that's what I do.

When you're showing the right ad to the right person, it will convert.

It will turn \$1 into \$2...or \$5....or \$10.

And the bidding won't matter one freakin' bit.

Trust me.

And don't make the same fatal mistakes I made back in 2010.

Do THIS Instead...

EDITOR'S NOTE:

Ok, another little lifeline. You've spent your time painting the doom & gloom scenarios. Not it's time to teach a little bit about the upside.

If you follow my "3 Mistakes" model, now is a good time to introduce one upside. One thing your audience can do right that produces a positive result. It teaches, and starts to establish you as the authority on how to break through the mess.

So, I've told you 3 things to make sure you NEVER do when trying to make Facebook ads turn \$1 into \$2...

so what should you do instead?

Focus on showing your ad to the RIGHT people.

When I lost my first \$500 back in 2010, I thought I was targeting the right people with my ads.

I was selling a \$27.00 ebook about how to be a better baseball hitter, so naturally I was targeting baseball players.

These players were typically 12-18 years old.

What I never sat down to think about was if those 12-18 year olds actually had a credit card to pay with me. (let alone actually having \$27)

I never thought of that...because "targeting" wasn't my primary concern.

I figured anyone who liked baseball would be a good fit because my ad, my landing page, and my bidding were golden.

#EpicFail

EDITOR'S NOTE:

And this is where you just barely start hinting at The Solution.

The next Pre-Launch email is The Solution. My solution here was picking the right targeting for your ads. And this is the first time I use that word.

But don't start fully unveiling The Solution just yet. First we have to establish the rest of the story. Show your readers a bit of the light at the end of the tunnel.

Let's explain what finding a solution can do for you.

A mentor of mine pointed that out to me, and here's how I felt...

After I got over the epic mistake I had just made, and realized that one stupid setting inside my Facebook ad account just cost me \$500, the next feeling I had was the complete opposite:

I was more excited than I had been in a month!

Why? Because now I knew if I just fixed this one mistake my ads had a chance of bringing my business back to life!

If you want to use Facebook ads to generate windfalls of new customers and profit into your business, targeting your ads to the exact right people is hands down the fastest way to make that happen.

The right targeting turns \$50 in ads into \$100 in profit without you needing to spend time creating the best Facebook ad...

The right targeting turns \$50 in ads into \$100 in profit without you needing to be a copywriting expert...

The right targeting turns \$50 in ads into \$100 in profit without you needing to hire people to code advanced funnels or analytics...

The right targeting turns \$50 in ads into \$100 in profit without you needing to worry about picking the perfect bidding structure...

The right targeting makes everything EASIER.

EDITOR'S NOTE:

See what we've done? I haven't explained what The Solution IS just yet. I have explained what it can do for you.

I have painted a picture, just as vivid as The Problem. This picture needs to be every bit as bright as The Problem was dark. For every terrible consequence, there has to be a big benefit.

And now, we let them know what's going to happen next.

Tomorrow, I'm going to show you how to practically guarantee that your targeting is setup correctly...

So that every single person that sees your ads is willing and able to buy your product, on the spot.

This greatly increases your chances of putting \$50 in, and getting \$100 (or more) back out.

We'll chat tomorrow.

Brian

P.S. Hit reply to this email and let me know if you've ever made the 3 fatal mistakes above.

Or if you've been told in the past that to be profitable with Facebook ads, it will require a huge investment of your time into creating beautiful ads, setting up amazing marketing pages and funnels, and spending a ton of time picking the right bidding structure.

I'd love to hear your experience...

EDITOR'S NOTE:

Always make sure your readers know what is coming next. Keep the open loops coming.

Your readers will be dying to open your next email. And that's exactly what you're looking for during your Pre-Launch. We've had people email us asking when we will send out the next update. A far different experience than most people have when writing plain old emails.

Last note, I like to engage my readers during Pre-Launches. I almost always ask for a reply with a quick easy question. Doesn't take much time, and the payoff is enormous.

Anyway that you can make things more personal, give your readers some sort of access to you, it really comes back when it's time to sell.

Brian