



THE  
**Solution**

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 third, and final, installment of your Pre-Launch, it's time to give them The Solution...

# THE Solution

## EDITOR'S NOTE:

Alright, almost done. We've introduced The Problem, painted the worst case scenario with Agitate, and now it's time to let everyone off the hook with The Solution.

And for those of you following along at home, your product is The Solution. Whatever you are selling is the focal point of this whole thing. Every ounce of anticipation, ever open loop, every step is all gearing up to point everyone to your product.

Let's get to work...

From: **Brian Moran**

Subject: **The Drill-Down Technique: How To Guarantee Profitable Facebook Ads...**

Over the last few days we've been talking a lot about Facebook ads.

And for good reason.

Facebook ads are proven to be one of the fastest (if not THE fastest) way to drive "qualified" traffic to your site, resulting in a massive amount of new subscribers, and of course, paying customers.

But there's a big problem.

90% of Facebook ad campaigns fail.

They lose money.

Someone creates an ad, spends \$50...or \$100...or \$1,000...and then nothing happens.

They get traffic, but no one buys. Sound familiar?

The good news?

There's a reason for all of this failure, and it has nothing to do with being amazing copywriter, having the perfect funnel, or any of that.

It's all about "targeting."

## EDITOR'S NOTE:

Get right into it. Quick recap of the problem, and BAM...The Solution. Only now it's time to call it out by name.

So we remind everyone about the downside, and then show them the light.

"Targeting" = who is seeing your ad.

Listen, if the wrong people see your ad, it's game over.

No one is going to buy from you, or opt-in to your list if they're not interested. I don't care how good your copy is, how pretty your ad is, or how amazing your funnel is. You have no chance.

And the sad part is so many of us fall into this trap. (Just take a look at some of the email replies I got yesterday)

[Several Real Emails From Engaged Readers]

It looks like I wasn't alone when I lost the first \$500 I spent on ads.

But like I said, we're all just 1 small tweak away from turning \$1 into \$2 with Facebook ads...if we get our targeting right.

That's all it takes.

## EDITOR'S NOTE:

The Solution is the answer. And it's the only answer you need to talk about here.

Now, this sets a high bar for your product. But don't shy away from that! Too many people apologize for selling their stuff, but you're going to push right through that.

Your job is to make great stuff, and sell the crap out of it. Rant over.

You just need to make sure you avoid the 3 fatal mistakes we talked about yesterday. (here's a quick recap)

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

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

Mistake #3: Focus all your time on your bidding

Instead of making these 3 mistakes, spend your time on the only thing that matters...your targeting!

Why You Need Solid Targeting For Your Ads...

Remember the case study I share with you last week?

I broke down a campaign I just ran last month where I spent \$8,340.17 in Facebook ads promoting a new product...

...and generated \$14,291 in sales. (that's over \$6,000 in profit)

You want to know why I was able to generate more dollars in sales than I spent on my ads? Targeting.

If you click on the image below, you'll see that the \$8,000 I spent got me about 8,500 clicks, which ended up bringing in 150 news sales. (each sale was about \$100)

### EDITOR'S NOTE:

Inject some proof. I used a picture from a real ad campaign I had run not too long before this promotion.

It was an actual campaign. Great results.

Whatever your proof is, now's the time. Testimonials, case studies, whatever you have. What we're doing here is painting the picture of what life is like with The Solution.

Now, quick teaching moment...

Here's How You Target the Right People...

I call it "The Targeting Drill-Down."

If you start thinking, "Who do I want to show these ads to?" ...

You'll most likely come up with one major group, right?

If you're selling fitness equipment: people who workout

If you're selling ski goggles: people who ski

If you're selling spots in your dance studio: dancers

...you get the idea.

But if you went out and targeted all people who workout, all skiers, or all dancers...your ad will fail.

You need to drill-down. Deep.

Drilling down means asking yourself one simple question...

"Which [Insert Target Group Here] do I most want?"

Let's take the ballet studio example. The first group I think about targeting is all dancers. So, I ask myself...

"Which dancers do I most want?"

Well, most likely I actually don't want the dancers, I want their parents to see the ad. (they're the ones buying the classes)

So, now I've drilled down to: Dancer Parents. Drill down again...

"Which dancers parents do I most want?"

Answer: the moms (for obvious reasons)

So, now I've drilled down to: Dancer Moms. Drill down again...

"Which dancers moms do I most want?"

Answer: moms that have disposable income (so they can afford the class)

So, now I've drilled down to: Wealthy Dancer Moms. Drill down again...

"Which wealthy dancers moms do I most want?"

Answer: ones that live within 10 miles of the studio

Get the idea?

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

I really enjoy sharing new stuff with people. Teaching them something they didn't already know. Too many people confuse teaching and sharing with giving away the ice cream truck for free.

Not true. All I've done is make my audience want what I have MORE! If I have one great little tidbit that I'm willing to just hand over, the reader will believe that I have 100 more waiting.

The product is still the solution, as it should be. You don't need to teach something for free, but I do recommend it.

The problem we all make is we don't take the time to sit down and really go through this exercise...and it leaves us with great ads that get shown to the wrong people.

Of course, there is a lot more to targeting your ads than just this one strategy...

Once you've used the Drill-Down technique, there are still questions like:

1. How do I actually go into Facebook Ads to find these people?
2. Which groups should I personally be targeting for my niche?
3. How do I setup custom audiences that convert like crazy?

If you want answers to these questions and are ready to be taken by the hand and shown the exact process, I can help.

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

**Those bullet points are objections. They aren't there by mistake.**

**I want my readers to know that whatever objections they might have, my product can handle it. In fact, it's built for them.**

**Brainstorm some big reasons why someone might NOT buy, and use them here.**

**Now, it's go time. Time to introduce the product by name, and tell the people how to get it.**

I've just put the finishing touches on a brand-new course that will walk you through a proven step-by-step system for targeting your Facebook Ads to people willing and able to buy from you, so that you can get \$100 back for every \$50 you spend on your ads.

It's called the Targeting Tactic.

It will be available to purchase tomorrow Tuesday, February 16th at 10:00 a.m. EST.

I'll be sending you all the details in the morning...

Keep an eye out for that email...

See you tomorrow.

Brian

P.S. A quick action item for you: I want you to go through this drill-down exercise right now on a piece of paper.

Think about your target market...and who the PERFECT group would be for you to get your ads in front of.

Then start drilling down.

Once you get your ideas on paper, hit reply and let me know how it went. :)

### EDITOR'S NOTE:

And there you have it. Put a bow on this Pre-Launch, it's time to go live.

My readers know the problem, they feel the problem, and they know the time and place to get the solution. I've done my job.

Again, I end with a little call to action. Asking readers to reply to a quick question, and I'll try and respond to every email I can. Even if the reply is super short.

And remember, the more specific you can be about answering the question, 'How can I get your product?', the better! I give a specific time, and tell people to be waiting in their inbox.

Follow my lead, and the first few hours of your promotion will be bigger than anything you've ever done before.

See you when your cart is open,

Brian