



# Bonus

Another new day, another reason to buy. Today's email is about providing customers a new reason to get excited, and move them towards a buying decision. And we will do that by sweetening the pot.

# Bonus

## EDITOR'S NOTE:

The goal today is to give your readers a new reason to get excited. As any launch or promotion drags on, the idea gets stale. People get more familiar with it, and pay less attention. Today, we combat that fatigue by throwing something new in the mix...

You are adding a new bonus. Now this bonus can be anything you want, it honestly doesn't matter that much. Don't get caught up trying to brainstorm some new bonus idea! Anything will do, and then get straight back to writing this email.

What you will read below is my "Two Big Questions" intro, works like a charm. Let's dive right in...

From: Brian Moran

Subject: I Just Added A Brand New Bonus...

I was up until 3AM last night talking to some of the brand new Targeting Tactic students...and man am I excited for them.

They're truly about to change their business with their new ability to get customers on-demand using Facebook ads.

Anyway, as I was talking to a few of them, I realized they were having 2 very common questions...

"Now that I can target the perfect prospect with my ads, where do I send them after they click on my ad?"

...and...

"Now that I can target the perfect prospect with my ads, which ad types are the best ones to run?"

## EDITOR'S NOTE:

Ok, so I have introduced the "Two Big Questions". And if you can read between the lines, I will be introducing bonuses that answer these two big questions.

These questions are just common objections I hear about this product. And at this point in a launch, anyone who still hasn't bought probably has some objections, some pressing questions they need answered before buying. They didn't act fast, so what objections are still out there that we can help them with?

What are you potential buyers asking before buying? What are they worried about? What big question do they need answered? Create quick bonuses that answer those exact questions, and eliminate common objections.

Eliminate objections, and sell more stuff. In this case, we are going to use bonuses to target big objections.

Obviously the Targeting Tactic course isn't meant to go into depth about those 2 things...but I want to make sure you still get answers to those questions...

So here's what I'm going to do.

For the next 36 hours, when you purchase the Targeting Tactic, you're going to get 2 other amazing products of mine that take care of both of those concerns.

### 1) The Fan Page Funnel Report (Normally \$99)

Where you'll discover...

- My EXACT marketing funnel...where my users go immediately after they click on my ads...
- The 7 step process I send my visitors through that guarantees you build a huge email list...
- How to ensure tons of those new leads turn into paying customers as fast as possible...

Plus, I'll walk you through how I create each step of this funnel so you don't have to go figure it out all on your own.

### 2) The Retargeting Hacks Report (Normally \$99)

This report is a game-changer if you're looking for the easiest way to start creating ads that turn a profit.

If you combine what you're about to learn inside the Targeting Tactic with the content inside this report, you'll find more customers than ever.

You'll discover:

- My 11 retargeting campaigns that I run constantly because they make 2-3X more than I spend for my ads...
- A step-by-step process of how each of these campaigns work and how to apply them to your business...

The good news...you get both of these bonuses completely free with the Targeting Tactic...

...but only for then next 36 hours.

#### EDITORS NOTE:

Go right after the big objections! And sell the lights out of these bonuses. Pay attention: I didn't simply mention the name of the bonuses and move on.

I named the bonus. I mentioned how much it is worth. I outline specific things customers will discover inside. That's good copywriting. That's how a bonus becomes a tool that sells more stuff.

And of course, I set a deadline. You get these bonuses anytime before "The Close", which is coming up fast. So we are already hinting that this product is going away, and going away soon.

Make sure every single customer knows that the deadline to act is right around the corner. Hint at it whenever you can.

To close this email out, I will literally copy & paste the majority of yesterday's email. Simple as that. No need to re-invent the wheel. Some people will have read it already, some haven't. But you've already done the heavy lifting of explaining what your product is, and what it can do.

You do not need to re-write all of that.

Read the email from yesterday down below now...it has all the details about why you need the Targeting Tactic for your business right now...

===== Yesterday's Email =====

It's been about 24 hours since we introduced The Targeting Tactic, and clearly we're on to something good here...

If you're currently using Facebook to try and generate leads and sales...or you think you want to start...then The Targeting Tactic is exactly what you've been looking for.

Whether you want to turn \$1 into \$2...\$50 into \$100...or \$8,000 into \$14,000 like I showed you the other day.

The system behind The Targeting Tactic course has been perfected over the last 5 years, and is the same system that took me from losing my first \$500 with Facebook Ads, to spending thousands of dollars every single day...

Filling my email list with potential buyers, and capturing waves of new customers!

And the line between success and failure, is razor thin. Having been there myself, I can tell you that it really all boils down to one thing...

Targeting.

“Targeting” = who is seeing your ad.

Listen, if the wrong people see your ad, then you’re wasting money with nothing to show for it.

Even the best product on the planet won’t save you. And the sad part is, so many of us fall into this trap.

#### EDITORS NOTE:

Like I said, yesterday’s email just copied & pasted in.

Well, not the whole email technically. Just the part where we are talking about the product, and what is included. I leave out the very beginning where we talk about the discount coupon and all that.

But the next section covers the benefits. It’s a copy/paste job from yesterday. Let’s keep reading...

#### Why You Need Solid Targeting For Your Ads...

But, if you know how to show your ads to the PERFECT prospect, someone who is actively looking for the product you’re selling, someone who is willing and able to buy from you...

The results become easy.

With the perfect targeting:

- You don’t need to be an expert copywriter
- You don’t need to pay a designer to create beautiful ads
- You don’t need to have amazing landing pages that take hours to setup
- You don’t need to be an expert salesmen
- You don’t need the perfect marketing funnel

...because you’re bringing the Perfect Prospect to your site.

The heavy lifting is already done for you.

Look, Facebook ads are hands down the fastest way to drive “qualified” traffic to your site, resulting in a massive amount of new subscribers, and of course, paying customers...

...IF you’re targeting the right people.

Which is why The Targeting Tactic is here. This brand-new course 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.

And now is the time to get your copy!

#### EDITORS NOTE:

Once again, the sales message is still the same. You still have to talk about benefits your audience cares about, then tell them what they are going to get, then give them their deadline.

The good news is, once you write this, you get to re-use it again and again. Each email comes with consecutively less work.

Alright, time to outline what the customers are going to get...

#### Here's What You'll Learn Inside the Course...

#1 - You'll become an expert at the fundamentals of why targeting is so important if you want to make more money than you spend. These marketing principles apply to way more than just creating Facebook Ads...

#2 - You'll discover how to quickly drill-down and find your 'Perfect Prospect' and then specifically target them with your ads, almost guaranteeing the best results right from the start.

#3 - You'll discover the power behind 'custom audiences' and how to use them to your advantage...saving you tons of time...and boosting the profitability of your campaigns.

#4 - You'll discover the 5 Go-To Targeting Groups that everyone should be going after, regardless of what niche you're selling to. These 5 groups apply across the board, and it's where most of the profits are found.

#5 - In the 'Pro' version of the course, you'll have access to 4 amazing case studies where you'll see behind the scenes of me setting up campaigns for 4 totally different business.

These case studies include insights and tips for the following markets:

- Service Based Businesses
- Info-Product Businesses
- Physical Product Businesses
- Coaching Businesses

You'll see exactly how I setup my campaigns, the keywords I chose, the demographics I target, and how I find the Perfect Prospect in any market.

#6 - In the 'Expert' version of the course, you'll even get the chance to sit down with me live, one-on-one on Skype for 30 minutes so we can walk through and setup your ad campaign so you get the biggest ROI possible.

### EDITOR'S NOTE:

This section hasn't changed since the first day. Just good sales copy. Find ways to talk about your product in unique ways.

Your product isn't boring. And what your customers get isn't cut and dry. Draw it out for them, and just stick to what THEY care about. They don't want your product/service, they want freedom. They want respect. They want to save time. They want a great deal.

Talk about that stuff. And remember, this is like going to the gym. At first, this might seem arduous. But that's just because you haven't used this muscle much. Each time you write one of these emails, it gets easier and easier.

Alright, time to wrap it up. The end here will be a little different than before, but not by much. Let's dive into our 3 packages...

Like I said, there are 3 versions of the program. "Basic", "Pro", and "Expert".

Here's the breakdown of each level.

#### What You're About To Get (Basic Version)

- Module 01: The Targeting Tactic (\$197 Value)
- Module 02: The Demographic Discovery (\$197 Value)
- Module 03: The Targeting Quick-Start (\$197 Value)
- Module 04: How to Use Custom Audiences to Boost Profit (\$197 Value)
- Module 05: The Drill-Down Technique (\$197 Value)
- BONUS: The Perfect Facebook Ad (\$197 Value)

...A Total Value of **\$1,182**

#### What You're About To Get (Pro Version)

- Module 01: The Targeting Tactic (\$197 Value)
- Module 02: The Demographic Discovery (\$197 Value)
- Module 03: The Targeting Quick-Start (\$197 Value)
- Module 04: How to Use Custom Audiences to Boost Profit (\$197 Value)
- Module 05: The Drill-Down Technique (\$197 Value)
- BONUS: The Perfect Facebook Ad (\$197 Value)
- BONUS #2: 4 Case Studies - The Targeting Shortcut (\$397 Value)

...A Total Value of **\$1,579**

## What You're About To Get (Expert Version)

- Module 01: The Targeting Tactic (\$197 Value)
- Module 02: The Demographic Discovery (\$197 Value)
- Module 03: The Targeting Quick-Start (\$197 Value)
- Module 04: How to Use Custom Audiences to Boost Profit (\$197 Value)
- Module 05: The Drill-Down Technique (\$197 Value)
- BONUS: The Perfect Facebook Ad (\$197 Value)
- BONUS #2: 4 Case Studies - The Targeting Shortcut (\$397 Value)
- BONUS #3: 30:00 One-On-One Coaching Call (\$1,997 Value)

...A Total Value of **\$3,576**

### EDITOR'S NOTE:

Just wanted to mention something here. This section above hasn't changed. But remember that value is subjective.

Don't undersell your stuff. Far too often people under-sell, because they don't value their own time, their own expertise. Here's why I value each of these 10-15 minute videos at \$197 a pop...

Because in order to learn what I put into that 10-15 minute video, I had to spend \$1+ Million on Facebook Ads.

Which also comes with HOURS of my own time, which I value at \$1,000/hr. Now, I literally do not bill out my time. I don't do client stuff, I don't do paid live events. But never underestimate your own time.

I say \$1,000/hour because that is the MINIMUM someone would have to throw out there for me to consider taking time away from my own business, my own life. Around the office, that \$1,000/hour number keeps me from doing the menial tasks that don't grow my business by leaps and bounds.

Remember, you are offering someone a solution to a problem. That's a damn valuable thing. If you're saving someone time, account for the value of that time! If you are saving someone from making a big mistake on another product/service, account for the value of time/money you are saving them from!

That's how I arrive at these figures, and honestly mine might be a little low.

And when you buy before tomorrow's Midnight Deadline, you get these two bonuses completely FREE...

- 1) The Fan Page Funnel Report (Normally \$99)
- 2) The Retargeting Hacks Report (Normally \$99)

**Quick question for you:**

...If all this course did was finally get you just ONE profitable ad campaign that let you spend \$50 each day and generate \$100...\$150...or \$200 per day...would it be worth it?

...If all this course did was lower your ad costs by 50 to 75% so you pay less than all your competitors for the same traffic...would it be worth it?

...If all this course did was help you reach more people with your message...would it be worth it?

I sure hope so!

**EDITOR'S NOTE:**

Ok, here's the only part that is different. Remind your customers about the bonus, and the deadline.

If I could get away with mentioning The Close in every sentence of this email, I would. Can't say it enough.

So, here's the deal...

The 'Basic' version of the course will be priced at \$197.00 to the general public later this year, but since you're a lower reader I'm making a crazy special offer, but just for this week.

You can get access for just \$97 today.

[Click Here Now to Purchase the 'Basic' Package for Just \\$97](#)

The 'Pro' version will be priced at \$397.00 to the public, but you can get access for just \$197 today.

[Click Here Now to Purchase the 'Pro' Package for Just \\$197](#)

And the 'Expert' version will flat out not be offered to the general public. I just don't have time to have coaching calls with everyone, but I wanted to give you the opportunity to get one-on-one attention if you need it. You can get access to the 'expert' package for just \$697.

[Click Here Now to Purchase the 'Expert' Package for Just \\$697](#)

And remember, The Targeting Tactic is only available until tomorrow night at midnight, 12:00 AM Pacific Time, USA!

Which means there has never been a better time to grab your copy!

I can't wait to see you inside the brand new members area. And I can't wait to hear about the results you're about to get.

With this new information, your business will change forever.

See you in the members area!

Brian

P.S. Here are the links again...

[Click Here Now to Purchase the 'Basic' Package for Just \\$97](#)

[Click Here Now to Purchase the 'Pro' Package for Just \\$197](#)

[Click Here Now to Purchase the 'Expert' Package for Just \\$697](#)

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

That's it. Nothing too complicated.

When it comes down to it, all we did was mention the bonuses up top, and start talking about tomorrow's close. Just setting the stage for what will be the largest single sales day of your entire promotion.

The Close is a big deal, and I can't wait for you to see what it can do for you. Today, we'll settle for a new bonus or two. But tomorrow, it's go time.

Brian