



Save

Nothing does more for your sales than scarcity. And I mean real, true-to-life scarcity. If you decide that offering a coupon code is right for your next promotion, then inject some scarcity by taking the coupon away...

Save

EDITOR'S NOTE:

This email will be the first of many "closes". Assuming you are following our exact schedule, this email would be sent on Day 2. But it also works at the end of Day 1, your call really. Regardless of when you send it, the point is to inject scarcity early and often.

You don't have to wait until "The Close" to let scarcity start working its magic. You've introduced an awesome discount for people who act fast, now its time to take that away. Put a hard deadline on when your coupon code will no longer work, and watch your sales jump.

No more "mid-launch lull period" where sales slow down. We want to get your audience moving, give them a new reason to buy, and keep the momentum rolling.

From: **Brian Moran**

Subject: **Discount Ends At Midnight EST**

All I can say is WOW! There have been so many of you that have already started boosting the profitability of your Facebook ad campaigns using the new Targeting Tactic program...

I've been completely blown away at the response!

Just a quick reminder that the 20% discount ends **Tonight At Midnight...**

So act now (the links are below), and enter the coupon code "SAVEBIG" to get 20% OFF the brand new Targeting Tactic course before tonight's midnight deadline!

[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:

Right off the bat we are giving a deadline, and providing a Call To Action.

Now that we are firmly into this promotion, I don't want anyone to have to scroll in order to click over to my checkout page. If some sees tonight's deadline to use the coupon code, and that's all they need to buy, I want them to have the checkout buttons right there!

Yesterday you introduced the offer. You went into detail about what your customers get, what the pricing options are, etc. Today, the only NEW thing you're bringing to the table is this deadline to use the coupon.

So the opening of your email says, "Here's the discount...use it or lose it." It's go time, your only job is get each reader to make a decision. Now that you've given the deadline, you can basically go back and copy/paste the last email you sent!

Three cheers for less work.

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.

EDITOR'S NOTE:

Now you'll see that this is not EXACTLY the same as the last email, but it's like 90% of the way there.

All I am doing here is re-introducing the idea that my product is the solution they are looking for. My audience is more familiar with my story, and now knows the name of my product. So now everything pivots. Now it's time to talk about your product, put it in the spotlight, and sell the crap out of it.

I've shortened the story side of things, since most people who are following along will already have heard that. And now it's time to quickly shift over to the BENEFITS this product offers...

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!

EDITOR'S NOTE:

I barely changed this section at all from my last email. Good benefits are music to my ears.

Remember, benefits are what your AUDIENCE cares about. Not what YOU care about. No one cares that a car has 4 wheels, 300 horsepower, and goes 0 to 60 in 3.5 seconds. They care that they will feel free driving down the highway, while their kids are safe in the back seat.

That's the difference between features & benefits. And it will take your sales to the next level.

Ok, what's next: Time to recap the offer.

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:

Sweet, good job Brian.

Thanks, Brian.

Recapping the offer is exactly the same as the day before. Didn't change a word. Your job here is to tell people everything that is inside of your course, and why they should care.

Same talk as before: benefits vs. features. I don't say, "You'll get some case studies". I said you'll get case studies that will help show you exactly how to setup your campaigns in your own market.

See the difference? One focus on the customer's specific needs, the other is just a lazy description.

Also, check out how much I say "you". This whole email is a sales letter, and every word should focus on what your customer wants, what your customer will get out of this whole experience. You're not here to talk about yourself.

Now, here's where our email goes next: We have 3 tiers of pricing for this product. So we break down each tier, highlight the different bonuses that come in each tier, and provide links to each tier's unique checkout page.

This doesn't HAVE to apply to you. Maybe your One Page Funnel promotion doesn't have tiers. Whatever you decide to do, here's where you lay out what specific items come with their product...

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:

Alright, time to close. For this content, a "close" is sort of a sales knock-out-punch. It's time for your readers to make a decision, and you get one more shot to convince them to buy.

I use three separate closes in this example. Basically just justifying the price, based on other examples that my audience could run in to if they decide to go another route.

The goal here is, after someone reads this section, buying should just seem really logical. You've already appealed to someone's emotional side with your story. You've appealed to their financial/deal-hunter side with a coupon.

Now we want to be logical...

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:

Let's wrap this up! Time to provide the final Call To Action, remind customers one more time about the deadline, and let them get over to the checkout page and make a purchase.

Nothing too special happening here. Maybe one thing to note is that even here at the bitter end, we are justifying our price, and reinforcing the idea that this deal will not be around forever!

Scarcity, my friend. Make it real, and it will do wonders for your bottom line. This whole promotion is about scarcity, and your audience will respond.

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](#)

Here's How to Save 20% (Today Only)...

Plus, for today only, you can save 20% off the purchase price by entering the following coupon code on the order page: "SAVEBIG"

Just type in "SAVEBIG" and click "Apply Coupon" and the price will be slashed by 20%! But remember, **this coupon code is only good until Midnight TONIGHT!**

So act fast.

Well, that's it for now. 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:

One last mention of the coupon code, tonight's deadline, and we're outta here.

On to the next email, where we will shift our focus to the promotion's inevitable close, and sweeten the deal a little bit before closing down for good.

Thanks for reading,

Brian