



The Close

Far and away the most important day of your entire promotion. The Close is where scarcity really takes over, and where sales start flooding in. As your deadline gets closer and closer, your customers will kick it into gear and start taking action like you've never seen before. Get ready, this is going to be big.

The Close

EDITOR'S NOTE:

The Close is simple. Everything, and I mean EVERYTHING in this email centers around the deadline.

Biggest mistake you could make today would be for someone to read your email, and not understand that this offer is disappearing in the near future.

But here's what happens on closing day: your readers are forced to make a decision. Let someone waffle and think they can come back and make a decision later...lose the sale forever. They're gone.

Make someone choose right now, and you close more sales. Period. This will be the biggest day of your whole week.

Let's get after it...

From: Brian Moran

Subject: Read This Before Midnight Tonight...

Warning: The Targeting Tactic course we be closed down for good tonight at midnight. (about 36 hours from now)

So if you're still on the fence, I'd grab your copy now, before it's too late.

And remember, if you don't like it, we'll give you your money back.

No questions asked.

EDITOR'S NOTE:

Boom, right off the bat. The deadline is front and center.

Now is not the time to get soft, you have something great for your customers. Something that can and will help them, so stand firm and say some bold stuff: "I would grab your copy now, before it's too late."

And the quick blurb about the guarantee is awesome. Do whatever you can to help make customers feel more secure. Find unique ways to remove the risk, and you will capture more sales.

Alright, let's keep moving...

The \$97 to get started right now will be a fraction of what this course makes you in the long run.

You could go spend \$100 on a fancy dinner, or a new outfit, or the latest new gadget...but those things fade. The \$100 you could spend on this course is an investment in yourself, your business, and your future.

If this information does a fraction of what I say it can do, it'll still change your business forever and give you the advantage you're looking for.

So, you have 2 choices...invest a quick \$100 in this program today and finally learn how to create Facebook ads that bring you new customers every single day and help you turn \$100 into \$200....or \$500 into \$1,000...

...or, you can do nothing. And you'll be in the exact same place you're in right now.

I'm guessing you like Option #1 better or you wouldn't be reading this email in the first place. Am I right?

I don't know about you...but Option #1 always leaves me off a lot happier.

[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](#)

If you're still wondering what the Targeting Tactic course is, how it will help you start making more money, or why you should grab it today, read the email below...

EDITOR'S NOTE:

This is called "Price Anchoring". Relating the price of one thing to the price of something else. Makes the whole thing more relatable.

People make judgements in a vacuum. It's why someone can spend \$4.50 at Starbucks 5x a week, but hesitate before buying that \$0.99 iPhone App.

But when you bring in outside comparisons, prices start looking different. This particular example costs \$97, but that is nothing compared to what someone is going to spend on their first advertising campaign using what the course teaches.

What comparisons can you bring in? What real world examples will make your price seem like a steal by comparison?

Of course the last piece here is the links to the checkout page. We are going to have these links high in this email, because people will be ready to act fast when a deadline is coming up. Don't hide your links at the bottom, make them very easy to get to.

And as you'll see below, the rest of this email is practically copy & paste of the previous emails. If it ain't broken, don't fix it.

Let's keep reading...

===== Tuesday's Email =====

If you're currently using Facebook to try and generate leads and sales...or you think you want to start...make sure to read this entire email because it could change your life.

You're about to discover how a few simple Facebook ad tactics could finally allow you to turn \$1 into \$2...\$50 into \$100...or \$8,000 into \$14,000 like I showed you the other day.

The system behind this course has been perfected over the last 5 years, ever since I lost the first \$500 I ever spent on Facebook ads and my wife almost killed me.

I almost gave up on the idea of running an online business that day because of the failure I experienced.

But your story doesn't have to end that way.

I was forced to figure out what was wrong with my ad campaigns, and turn them around quickly.

And luckily, I found the answer.

It was my targeting.

EDITOR'S NOTE:

Just a quick note about why I copy & paste previous emails.

This section of the email is the sales letter. It is the "Why should I buy this?" part. And that part doesn't change from one day to the next. There will be some people who open today's email, and it is the first email they have read about this entire promotion.

They will need the sales material to make their decision. So I include it.

People who have been following along every day will be ready to act quicker. So the top of this email is all they need: a reminder about the close and links to the checkout page.

For someone who needs more, the rest of the sales material is right here for them.

“Targeting” = who is seeing your ad.

Listen, if the wrong people see your ad, its 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.

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 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 I created The Targeting Tactic, 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.

And it’s ready today.

EDITORS NOTE:

Once again, we are just recapping the benefits of why this product is a good idea. Focusing on what our customers care about: freedom, time, respect, etc.

We are still talking about our product as the solution to their problem. Your audience’s problems are coming to an end, as soon as they purchase what you’re offering.

Make great stuff, it makes selling it WAY easier.

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.

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

Here's the breakdown of each level.

EDITORS NOTE:

I feel inclined to remind you that you don't have to have 3 packages in your One Page Funnel Promotions.

Our offer includes 3 packages, but you certainly don't have to. It's a cool idea, and if it fits with what you're selling, great. Easy way to get your best customers to spend more with you.

We talk about WHY we use 3 tiers in the videos for this course. No need to go into that here. Just a friendly public service announcement.

[Back to the email, coming down the home stretch here...](#)

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)
- NEW BONUS: The Fan Page Funnel Report (Normally \$99)
- NEW BONUS: The Retargeting Hacks Report (Normally \$99)

...A Total Value of \$1,380

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)
- NEW BONUS: The Fan Page Funnel Report (Normally \$99)
- NEW BONUS: The Retargeting Hacks Report (Normally \$99)

...A Total Value of \$1,777

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)
- NEW BONUS: The Fan Page Funnel Report (Normally \$99)
- NEW BONUS: The Retargeting Hacks Report (Normally \$99)

...A Total Value of \$3,774

EDITOR'S NOTE:

Now it's time for the closes. Remember the term "Price Anchoring" from before?

Same deal here. We are relating the price and perceived risk of grabbing this product to other things in life: the value of the time it will save you, the to-do list items this takes off your plate, stuff like that.

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:

Aright, one last time, provide your links and let them buy!

Of course this section should be changed a little bit to mention the deadline again. Never forget the deadline.

But other than that, not much changing here. Talk about the deadline, talk about the deadline again, maybe mention the deadline real quick...

Then provide your links in a Call To Action, and congratulations on a job well done. Your One Page Funnel promotion is finished, and you should be damn proud of yourself.

This strategy has made 1,000s of other business owners a LOT of money. It saves time, it sells products, and it cuts past all the non-sense that we all THINK we need to sell stuff.

Now all that's left is to deliver your killer product, make your customers super happy, rinse, & repeat.

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 before tonight's midnight deadline...

[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 before tonight's midnight deadline...

[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 \$69 before tonight's midnight deadline...

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

Remember, there are only a few hours left to grab your copy! Our deadline is midnight tonight!

So if you are ready to transform your next Facebook Advertising campaign, grab your copy of The Targeting Tactic right now using the links below...

There has never been a better time to join up, and all the risk is on me. What do you say?

Brian

P.S. Here are the links one last time...

[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:

There it is. The One Page Funnel.

Now, time to get moving. You've read through the report, probably watched the videos.

But that doesn't mean anything without taking action. Pick what you want to sell, and start creating your own One Page Funnel Promotion to sell it!

And be sure to let us know how it goes! I want to know exactly how well it goes, so I can take allllll the credit.

Fine, you can keep like 25% of the credit. I get the rest. But you follow-up and let me know what you think. I'd love to hear from you.

Talk soon,

Brian Moran
SamCart