



6

# KEYS TO MASTERING FACEBOOK ADS NOW

# 6 KEYS TO MASTERING FACEBOOK ADS RIGHT NOW

Want more customers via Facebook ads?

Let me let you in on something that is definitely NOT a secret...Facebook ads can be a huge way to boost your business.

When done properly, they can bring in floods of customers for whatever-it-is-you-are-selling (coaching, online courses, membership sites, events, services... the list goes on).

But Facebook can also be the trickiest and most intimidating if you don't know what you are doing.

Because...the best practices & strategies for Facebook ads continue to change and evolve.

Because...Facebook ads are MUCH MORE than just ads (just as important as your "ad" is who you are targeting and how, where you are sending them and your OFFER i.e. what they are signing up for).

Read that bolded sentence one more time....Facebook ads are MUCH MORE Than just ads.

Once you know what to do when it comes to Facebook, it can literally change your entire business...regardless of what you are selling.

The key is knowing what works, right now. Meaning in 2019. Not 2013. Not 2015. But 2019 (and going into 2020).

The good news? This is all very learn-able regardless of where you are at now.

Here are the six key things you must get right to master Facebook Ads NOW.

And fun fact...these keys don't come from throwing mama's spaghetti at the wall.

They come from the one, the only..THE Tamiko Kelly.





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Now, if you don't know Tamiko...you, my friend, are missing out.

Tamiko runs a wildly successful baby sleep training business (she is literally the baby whisperer).



She quit her corporate job years ago to grow her business (completely replaced her income and then some) by selling coaching, online courses and more.

That's the run down on Tamiko in about 5 seconds.

What does this have to do with Facebook ads?

Tamiko's bread and butter is Facebook ads and she is an extremely gifted teacher who makes it SIMPLE and DO-ABLE.

This isn't some kind of big complicated mess or anything like that.

In fact, she has worked with many of my students and you wouldn't believe the progress they have made with Facebook ads (EXAMPLE: Numerous students went from 0 to over 1,000 email prospects in less than 30 days...that's not a typo).

Meaning she DOES IT (in her own business). And has taught it to others (who have used it in a massively successful way in their businesses).

Without further ado....



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## KEY #1: THE RIGHT OFFER

Now realize one of the biggest mistakes you can make is trying to sell to people right away in your Facebook ads. Meaning, sending them to a sales page. That's a massive mistake. The goal of your Facebook ad is to bring the RIGHT people to your email list and lead them down a path towards a sale.

**However, ALWAYS keep your offer in mind.** Because the end goal is for someone to buy from you (whether it is an online course, coaching, event, membership site, service or something else).

So, keep this question in mind as you get started. What will your prospect ultimately buy from you?

## KEY #2: THE RIGHT FREEBIE

People often skip this step. But the good news is you are much smarter than that :)

WHO are your people that you are going to be targeting? The more specific...the better.

We aren't talking "women" or "men" or even a random age group. We are talking about getting SPECIFIC.

Example: Dog trainers who specialize in Labradoodles or parent of teenagers who are struggling with physics.

The good news with Facebook advertising in 2019 (and going into 2020) is that you can get hyper specific (thanks Facebook for all the amazing data).

So, before spending a penny on advertising....think about WHO YOUR PEOPLE ARE.

## KEY #3: THE RIGHT COPY

A "Freebie" is what you are going to give away in exchange for an email address. This might be a guide, a free video, a cheat sheet...the list goes on.



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The best freebies address a pain point for your audience and give them a quick win.

The keys to a successful freebie are:

Relevant to your target market AND ties directly into what you are selling  
Gives them a quick win.

Example: You are ultimately going to sell an online course showing Labradoodle owners how to train their stubborn dogs.

Your freebie might be: “3 Keys To Getting Your Stubborn Labradoodle to finally sit on command”

Not sure what would be valuable for audience? Think about the questions that people always ask you. And now think how could you easily answer this question in a compelling way where some would be excited to give you their email address?

## KEY #4: THE RIGHT PEOPLE

Copy is KEY to connecting with your target consumer and the most over-looked aspect of a successful Facebook.

Being able to talk to your customer in terms THEY understand and THEY use. And put simply, so even a 5-year-old could understand.

Knowing how your customers talk about the problem you solve can take your copy to the next level and allow you tell people exactly why they should be listening.

## KEY #5: THE RIGHT IMAGE

They say a picture is worth 1,000 words. Attention is the new currency.

We are all bombarded by images, videos, alerts on a daily basis and only those can create compelling image will win their customer's attention. An image that stops the scroll is the first step to getting the right people to read the right copy about the right offer.



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Dynamic imagery is key to capturing your ideal consumers attention before they read a single word.

The goal here is to STOP THE SCROLL.

## KEY #6: THE RIGHT AD

What you don't want to do is just throw in some money and pray.  
Or guess what works.

There are several elements of a successful Facebook ads strategy including:

What kind of ad to create (and which kinds of ads are a waste of time) especially when you are starting out with Facebook ads (the key is keeping things simple...and profitable)

2. How to know if your copy is really speaking to your target market or not. And where to find amazing copy ideas.

3. A step-by-step formula for writing the perfect ad for your target market.

4. How to select images that will "stop the scroll."

4. How to budget (and keep things inexpensive. Spoiler alert: You only need a few dollars a day to test your ads).

5. What metrics & numbers to pay attention to (so you know if you are doing good, bad or OK) AND what to adjust to improve those metrics.

....and much more. **The good news is you can do this. And we can help.**

**No reason to be intimidated or overwhelmed as it will become crystal clear.**

*The next step is to watch this quick video we put together for you showing you the keys to a successful ads strategy (and how we can help):*  
[\*\*WATCH RIGHT HERE.\*\*](#)