

Hey friends. So in this module I'm going to be showing you how to get your clients fast results because that's what they want. They don't want slow results and that's why if you do something like SEO, you're going to be taken forever. So we want to obviously do paid ads, we want to run the ads, want to turn the ads on, we want to start getting leads as quickly as possible to get some fast results. I want to share that with you in this training, how we do that, the systems we use, the tools we use, literally everything that we do to get our clients super fast results.

Okay, so this is Janet. She was very skeptical. She posted this in the Local Boss group, but now she knows that she didn't get leads and she can sell her lead generation services off to the races. So Janet is someone we helped in the program and it just shows that once you have confidence in getting leads, then you can really make it happen. The end of the day, Janet wasn't confident, but she had courage to follow through. Although she was skeptical, she wasn't even sure if what I'm about to show you even worked. But then it did. She made it happen and that filled her with huge confidence, okay?

So three things. Let's go straight into this. Three things that make or break an online ad campaign, okay? Three main things. The first thing is the offer, okay? What's in the offer? What's in the ad? What are you offering in the ad? What you offer in exchange for the person's information, okay? What's it going to be? Why are they going to give you their name and email and phone number? Why are they going to do that? What's the incentive, okay? The second thing is the creative, which is the words and the images, okay, the text or the video or the images used in the ad. Then the third thing is the targeting. Who sees the ad? Very important, okay? If the wrong people are seeing an incredible ad, if you have the best fricking ad in the world, if the wrong people are seeing it, it's no good, okay? It's absolutely useless.

So let's dive straight into this, okay, guys. So the offer, okay, the offer. Behind targeting the right people, the offer is probably the most important thing, okay? Essentially, it needs to make someone want to give you their details, okay? So I want to share with you two of my favorite offers, which are discounts, which are money or percentage off, like so to give you an example, money off will be like \$500 off CoolSculpting or 20% of CoolSculpting. That's a discount. The other thing is free. So free consultation, free discovery call, free inspection, free audit. I like free a lot because people like free a lot. Free as a word, which reverberates with people a lot and free is a great thing. So they are two of my favorite offers, okay? So they're things that really are the foundation of pretty much every single ad that I run. I am running one of the two things. If you look at my ads, I'm doing free something, okay?

So to try and find proven offers that appear to already work and tell the client this is what you have recommended, okay? This is my advice to you. Try to find proven offers, okay, that already work or appear to already work and tell the client this is what you recommend. So to give you an example of that, I would actually go to a CoolSculpting client because I know \$500 off works. I know it works, I've seen it work, I've made it work. When I go to a CoolSculpting provider, I tell them, "Hey look, here's what we're going to do. In order for me to guarantee you 100 leads a month, we need to run this offer. It needs to be \$500 off and we need to run it and this is what's going to happen." You obviously need to sell the client on that.

If they don't want to do it, it's too much off da, da, da, okay, well, we can't guarantee our results then, okay? Fair enough. We can run whenever you want, but I cannot guarantee my results. So I will only guarantee results on an offer that I feel confident with, okay? So you're wondering how you do you find an offer? How do you find a proven offer? Well, you want to find things that are already running, okay?

Things that are running, been running for a little while. So one way to do that is with the Facebook Ad Library, okay? So this is the Facebook Ad Library.

Inside here, it's pretty good. You can kind of put in different search criteria. You can see what businesses and what ads are being run. So if we type in CoolSculpting you may even be able to see some CoolSculpting ads, okay? If we're lucky, if we're lucky, okay? So these are the ads that come up under CoolSculpting for some reason. Oh, it says dog food. There we go. It changed. There we go. So CoolSculpting. I typed it in. There's nine results. Obviously there's way more CoolSculpting ads being run on Facebook, but this is what the Facebook Ad Library shows us and here we go. Look at this, an ad, free CoolSculpting lunch demonstration. What did I say guys? Discount or free. Free CoolSculpting lunch demonstration, all right? I don't think this ad's that great. I'm going to show you the kind of flow, the template I used to buy ads in just a moment, but this is an ad. You can see a free thing. So free CoolSculpting lunch, okay?

CoolSculpting event, it's a \$4,600 event, okay? Looks like people that are going to sell some spa stuff there. 20% off CoolSculpting. There we go. 20% of weight loss, spa treatments, CoolSculpting. See, if this was me, I would split this up. I would have an ad for each thing, an ad for the hormones, an ad for CoolSculpting, okay? Schedule a consultation. I'm guessing it's a free consultation. I assume, maybe not. But as you can see guys, there's some ads here that you can see. 50% off initial trip, free consultation and 50% of initial treatment. Wow. This isn't actually CoolSculpting. This is an FDA approved Strawberry Laser Lipo, but it's obviously does the same kind of thing, I assume, some kind of liposuction, but they are doing a crazy offer, free consultation and 50% off. That's a great offer, okay? That's a great offer in the ad.

So as you can see there guys, that is Facebook Ad Libraries. You could find proven offers. You could play around with that. Now the best thing that I love the most, my favorite way to find offers is actually Ad Suite there. So you can go, if you visit a localboss.com/adsuite, you can actually sign up the Ad Suite. Now there is a cost of it to join Ad Suite. It's 67 bucks. But I absolutely love it. I'm going to log in and show you how Ad Suite works in just a sec right now. Let me log in here. So this is Ad Suite. Man, I love this. It's kind of like the Facebook Ad Library on steroids, it is so awesome. You can find loads of ads, loads of offers. I mean, it's just insane. There's different search modes. You can do keywords, you can do ad, you can find any advertising, and also any domain as well.

So you can find domain names. If you put in like a URL domain name, you can find all the ads on Facebook that are linked to that as well. Also if you upgrade to Ad Suite, you can do Instagram, Google and YouTube as well. So I absolutely love Ad Suite. If you go to localboss.com/adsuite, you can get this for 67 bucks. It's really cool. I actually love it. Very cool software. So I'll just give you an example keywords here. So we do ad text, enter some ad text here. Let's type in CoolSculpting, right? So as you can see guys, look at the difference between Ad Library, they found nine things. Ad Suite, it just keeps on going guys. Look how many CoolSculpting ads it finds. It doesn't compare. This thing is awesome.

You can see all these different offers, all these different offers of CoolSculpting, tone stomach, free consultation, 25% off CoolSculpting. You can visit their websites, you can save this, you could star it. It's just insane guys. You can see all these different ads running. Guess what? If you want to like ... If you're struggling to write an ad, you can model these ads that are already running, okay? You can see all kinds of stuff on these ads as well. Lots of different things. You can see when it was last seen back in May, August. It's just really cool man. It's just goes on and on. It goes on and on. It will just keep on loading as

you keep going down. There were just tons and tons of ads. So Laserway, Yahoo would research the best CoolSculpting practice. It's just crazy.

I could play on this thing all day and you can just find so many ads as well and you can do that for Instagram as well. It does it. You obviously have to type in a and does it, you obviously have to type in different things, well, keywords, CoolSculpting. So again, all these Instagram ads for CoolSculpting as well. It's just endless guys. I don't know if you can tell how excited I am by this thing. But at the end of the day you can even swipe some of these ads. If you want to see ads that are running right now in pretty much any niche on here, visit localboss.com/adsuite. Amazing. Grab this thing today. I don't think I even need to speak much about it anymore. It does lots of other cool stuff as well. It really, really is cool.

So another way to obviously find offers is to go to groupon.com. Obviously there's tons of offers on there you can see. You can even see how many Groupon vouchers are sold as well. So that's a really cool way to see how many offers and things you can swipe from there as well. Google of course. You can go on Google. You can look at websites, you can be smart with Google, find different things as well. Other marketers as well, other marketers sharing their offers. So inside our Local Boss community, people share their ads and offers all the time. So there's another cool way which you can get offers as well to know what's working and what's not.

So once you have an offer, you know what you're offering, then you can move onto the creative, okay? Just remember the creative there in the ad is not there to actually make the sale. All you're trying to do is you trying to get someone to opt in and be ... Show some interest, at least get them going through the sales process, okay? Because its job is to persuade them to take the next step, okay? You're not trying to get the sale. You're not trying to get the credit card to handover. It's just getting them to take the next step in the process, okay?

What's interesting is the creative is actually the least important thing compared with the offer and who sees the ad because as long as you have a great offer and you put it in front of the right people, just having those things alone, those things, the most important things, the creative is probably the least important thing, but still it's still important. It's just the least important of the two, okay? I wanted to mention that. But really the offer and the data and who sees the ad is really, really important because you can have a great offer and great targeting and crappy creative and it'll work. If you have crappy data or crappy offer, usually it won't work, okay?

So I want to share with the formula which I use for a lot of ads. It's a very famous formula, which is AIDA, which is attention, interest, desire, action, okay? So attention, you get their attention. That's the first thing that happens in the ad. Second thing is you kind of gain their interests a little bit. You get their attention, you get their interest a little bit, you then build the desire and then you go for the action, which is tell them to do something. Get them to take an action, action step, like click here, give us your information, call this number. That's an action step, okay? So AIDA. Here it is in principle. Here it is actually in action.

The AIDA advertising formula, which is attention ... Imagine the ad [inaudible 00:13:03] this. Attention, Hey, San Diego. Interest, we found an amazing deal for CoolSculpting treatments where our favorite clinic in town is giving \$500 off too the first 20 people to respond. Desire CoolSculpt, is an FDA approved way to remove stubborn areas of fat in 60 minutes or less. Action, watch the video then click to claim

your \$500 off gift certificate now, okay? Obviously that should say then click to claim your \$500 off certificate. But I hope you'll forgive me for the little typo. But that is the AIDA advertising formula, okay? Attention, interest, desire, action. You can use this all the time in multiple settings. This ad copy is actually proven ad copy that actually works, okay? So this ad copy is real. It works. It converts.

I've used it to generate thousands of CoolSculpting leads and I've just followed the formula and you can switch it out many different ways. Call out a different local area. You can use a different niche, different offer, a different desire builder and a different action. But as long as you follow this formula, this formula absolutely works and it's a real hit as well. So that's the AIDA advertising formula.

So next up is targeting. Now I used to think targeting didn't matter so much, but showing an amazing offer with genius creative to the wrong people will never ever work, okay? So targeting is probably the most important thing, okay? Because if you have the right people and you just make them a crappy offer with a crappy creative, but it's an offer that they need, they will buy. So targeting is important. The cool thing about Facebook and Instagram is that Facebook actually kind of does auto targeting as well. So you can actually put zero targeting in and Facebook will actually choose the audience for you just based off what happens and people clicking on stuff. So that's the really cool thing about it.

But you can also choose your own targeting as well. You can choose interests on Facebook, that would obviously match the interest, the type of people you're targeting. For example, CoolSculpting is a fat loss procedure, so people interested in weight training, health and fitness and diet food would be a perfect place to start, okay, because they're more than likely going to be interested in trimming those extra pounds. They're kind of looking at weight training, they're looking at health and fitness. Maybe they'd be interested in CoolSculpting just to kind of help that actually a little bit as well. So you can do interest targeting.

You can also upload customer lists and create what's called lookalike audiences from where Facebook will basically create an audience of people that look like customers. So you can do that as well. But targeting is super important with Facebook and obviously with advertising in general. So targeting is super, super important, okay?

So this is a post from David here saying Local Boss flat out works. My first Local Boss client, in a never been tested niche with a never been tested offer, 10 leads, \$6.46 per lead. He's charging 50 bucks a piece. So estimated monthly net income is 4,354 from one client. Why I put this? Is just to show you basically because David did the research, because he did what I just showed you, he has been able to then go into the game and get results out the gate very, very quickly, okay guys? So what I shared with you is super important and it works, okay? Very, very important.

So what I want to share with you guys is how I grew my lead generation business from zero to 60,000 a month in 90 days, very, very quickly, okay? So the reason how I was able to do that is because I was able to scale, okay? A lot of businesses, a lot of agencies, they struggle to scale this quickly because one client leaves them all kerfuffled, "Oh, what am I going to do? I got one client, one client is a dentist and I have to build a whole funnel and campaign and they have to ... I have to build a website for them. Then this other client, a chiropractor, I need to figure out ..." It just can be like a headache and you're doing all these different things and trying to create these pretty images and you're doing too much. You can't scale that way.

So how I scaled very quickly as I used the rapid scale method, which is the one to many model. So I had one proven offer, creative and targeting in the CoolSculpting space, right? So I just had a CoolSculpting offer. When you saw the creative, I shared that with you and you also saw the targeting as well. So I've shown you all these three things, which is the \$500 off is the offer, the creative you saw and you saw the targeting, which is health and fitness and things like that. I used CoolSculpting in every examples. So you saw that, that's all I used, right? Then I've used the same thing for client A, client B, client C, client D, client E, all the way to the first 10 clients in the CoolSculpting space that I had and I guarantee them all 100 leads a month.

Now the cool thing is they all have the same ads, okay? They never met each other. They weren't competing with each other. Every CoolSculpting clinic that I worked with was in a different area. So I literally was copying and pasting the ads and it takes me less than 45 minutes to set up a new client and less than five, 10, 15 minutes a day to manage them. So that's how I was able to get so many clients so quickly and scale because I used the same offer, creative and targets in the proven formula that I've already showed you. I've use that for every single client, it was the same thing. I literally pretty much copied and pasted and I ran it out of my own ad campaign, my own ad account, and so I can control that and I was just able to scale very, very quickly.

That's the method that I highly recommend you use is the one to many model. That's why focusing on one niche can be really lucrative because you can just basically just go and what I did was when I got results or client A, I showed client B, C and D and E those results. I showed them the results and then I showed client A and B client, I showed them ... I showed C those results. Then I showed all three, A, B and C's results to D and then I showed A, B, C and D's results to E. So it got easier and easier and easier to close deals because I was showing them results. But you've got to get in the game, you've got to get that first client. That's really important to. Use the consultative close and you're able to get clients that way, which is really, really quick if you know what you're doing. You have the website, the WEX website, and you do everything correctly, you can be landing clients really quickly.

So my favorite type of Facebook and Instagram campaign right now is what I call, well, what they call Facebook lead ads, okay? So AdEspresso says in 2015, Facebook launch a new ad type called Facebook lead ads and the world of online marketing has never been the same sense. I love lead ads. I love it because it's super easy to set up. They convert really high. There's no complicated funnels. The leads are inexpensive and it allows you to scale fast because I can set up clients in record time, okay? I have got this down to a science that my students can copy step by step and I'll show you the formula in a sec. But also I have some great news. So the game changed again when Facebook obviously acquired Instagram and now you can do Instagram lead generation ads on Facebook with a click of a button, literally. You literally can take your Facebook ads, click a button, and then you can run them on Instagram.

This gives us two ways to generate inquiries really quickly and easily for local businesses all over the world, which is something that I am super happy about because now we can double down and we can have even more traffic and even more people we can target as well using that. So I want to show you a diagram of the funnel that I use, the Facebook lead ad funnel. So on the left you have the Facebook and Instagram ad, right? You've already seen that, you've seen the creative, you've seen the offer, you've seen the targeting, okay?

Now, and what I want to mention as well is people ask, what images do you use? Honestly, I use a lot of stock images. I use the built-in Facebook, I think they use Shutterstock inside Facebook, you can pick

images. Stock images work really well and people say, "Oh, do they work? I heard they don't work anymore." They work amazingly well. Just I use them. Also videos as well. You can make video presentations inside of Facebook now with the slide presentation. So that's how I do the ... That's part of the creative is getting my videos inside Facebook and using simple, simple images that make sense as well. Obviously it's related to the thing, but there's just a huge library of stock images that you can use for free as long as you use them in Facebook.

So basically the ad happens or the ad ones, people click the ad, they go to what's called the Facebook lead ad form, which is built into Facebook. You go into Facebook, you set up a lead generation campaign, built into Facebook and you can have questions that they have to answer. Then when they clicked submit, you obviously get their information and the client gets it. So we have like name, email, phone number, and then a question, usually some kind of qualifying question. It depends on the niche what the question is going to be and there are rules inside Facebook you can look at what kind of questions you can ask. But you can ask questions just to qualify and give your clients some extra information.

So once once they click your ad, they put that information and actually gets ... The name, email and phone number actually gets populated automatically and then they just have to fill the question in. It's really cool with lead ads. Then the client, if you look down, client receives the info in real time and they get the info via an email, a text message if you want, and also a spreadsheet. So as soon as the lead comes in, you, your client, boom, you get an email, you can get a text, you get it in the spreadsheet, leads come in automatically and leads literally flood in. It's an exciting thing when the leads come in. You literally have spreadsheets full of leads and it's really, really cool. You'll just see all the leads kind of pouring in as you saw in an image from David early on in the training, you will see all those leads that he had there that were flying in as well.

So after they've click the lead form and the information has been taken and the client gets the lead data and so do you, the person who clicks the ad and puts their information then goes to a thank you page and also ... Which basically has a call tracking number. So if they call the clinic from the ad and you could build the thank you page if you go to localboss.com/clickfunnels as a free trial. You can build thank you pages in there. Really kind of simple stuff, lots of free tutorials in there on how to do that. We can add testimonials of the business as well and also the business info as well. So it's really kind of simple, kind of step-by-step there of what you can actually add into the Facebook page as well.

So I'll actually show you a thank you page really quickly right now. Let me actually open this up. So this is a thank you page which we created in a ClickFunnels. It's thank you from the business name. This is for CoolSculpting, schedule your free consultation, bit of scarcity. We got a tracking number. We use CallRail for the tracking numbers. I'll talk about that in just a second. But basically we have this information here, limited time only. We add the client's testimonials in. Click to call, again, just reiterating the limited availability. We add a Google map of the client. We're working with the business and then we put the business name, address down there. That's literally it guys. Simple as that. Really simple. That's the thank you page. You can build this in ClickFunnels really quickly and easily. It's a really cool software.

Again, localboss.com/clickfunnels. You can actually build that for yourself as well, okay? So that is the system. That is the system literally guys that we use to generate tons and tons of leads for our clients. It works amazingly well. I want to share with you the exact tools we use so the page builders is

ClickFunnels, localboss.com/clickfunnels. That is \$97 a month. It's worth its weight in gold. I want to say this, the clients pay for it guys because you don't need to buy or use this stuff until you get a client. You know what I mean? You don't need to build a funnel or get call tracking or automation or ClickFunnels until you actually land a client. So this money doesn't even come in until the client's paid you anyway.

The call tracking we use is CallRail, which is localboss.com/callrail. That's about 30 bucks a month. What that does is you can add a number on here, which is a special number you make in CallRail. So that when the lead calls it, it redirects the client's cellphone or whatever phone they want and you can track the call. So the call's tracked, it gets recorded and it goes into a spreadsheet automatically as well. Basically you can use Zapier to tie all the automation together, okay guys. That's zapier.com. That's 20 bucks a month. Again, like I said, the clients pay for it. These are all the tools we use to build a seven figure lead generation business. That is literally the A to Z of how you do it.

So get to work guys. Dive in. Pick a niche. Pick an offer. Start, use one of the call ... Use one of the client getting machines. Start using them. Get out there with your messaging, with your offer, make offers, get on the phone, consultative close, get a client and then set them up. As you can see guys, I've shown you the really kind of 20, 30, 50,000 foot view of this business and as you can see, I think it's the best business model in the world and I really hope to hear about your success and just enjoy. Enjoy the process guys. This takes work. But everything in life worth working for, everything in life worth having is working for. Okay, guys. So enjoy.