LOCAL RETARGETING CA$H WIZARD

Step By Step Guide

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1. Introduction

Hey There, I'm Parviz and I want to welcome you!

Thank you for securing your copy of Local Retargeting Cash Wizard package. Your business is appreciated.

First, I want to congratulate you on making a wise decision – using our training package and the techniques revealed in this guide; you can quickly build a stable online business, or earn a great side income anytime you want.

Local Retargeting Cash Wizard contains all the training, content and tools you need to get your first client and provide the simple service.

In this step-by-step guide, I'll show you how to find, prospect and land local businesses who need this simple but powerful service.

AND I'll show you how to deliver the service!

You are going to love this since Retargeting is getting very big. Businesses are investing in Retargeting campaigns every day.

It started with the 'big guys', but now it's filtered down to smaller local businesses and marketers. When you approach local businesses with this strategy, you're bringing them something new, something they don't hear about every day (like SEO).

Their curiosity will be aroused, and if you follow our steps, you WILL land clients! I know because I am doing myself, and so can you. Are you ready? Let's get started.

2. Opportunity

It's no secret that thousands of local businesses are spending a small fortune on their marketing budgets for SEO services and for online advertisements…all aimed at generating traffic to their websites and landing pages, and this tendency is growing. This is happening because SEO and online ad are bringing far better results for local businesses than other types of marketing, *when done correctly*.

However, the majority of local businesses are only focused on generating more new traffic to their websites/landing pages and don't do anything for leveraging "warm" prospects who've already visited their websites and landing pages. *By doing this, local businesses are missing a huge opportunity and are wasting a big part of their marketing budgets.*

To make it even clearer, look at these two simple examples.

Example 1 – Paid Traffic- Dentist

*Let's assume a dentist is paying $1500 each month for an online advertisement to promote a "Free Consult For New Patient" offer and is getting about 500 visitors a month to his landing page. Best case scenario, from 500 visitors is only 30% (150 visitors) will complete a form to request and to schedule a free consultation, and maximum 10% (50 visitors) will actually take action and visit the dentist to get the free consultation. The remaining 70% (350 visitors) will leave the landing page without taking ANY ACTION, which means a loss of 70% of potential customers and $1050 ($1500 * 70%) of the advertising budgeted!*

Example 2 – Organic Traffic- Restaurant

Let's assume that a restaurant has invested in SEO services and now is getting 1000+ organic traffic visits a month. The best case scenario, from 1000 visitor, maximum 15% (150 visitors) will convert and perform an action on the website (book a table, order food, sign up for a newsletter, *etc.) and the remaining 85% (850 visitors) will leave the website without taking ANY ACTION.*

Do you see the lost opportunity for these local businesses? The restaurant is losing 85% and dentist 70% of their potential clients, plus the dentist is throwing away $1050 ($1500 * 70%) of his online marketing budget!

The majority of these local businesses probably accept it as a necessary evil– because they don't it's possible to re-market their services to these visitors and get much better results.

KEY POINT: Now imagine if you contact these businesses to simply explain the lost money and lost opportunities…and then offer a great solution for this issue, a solution that PAYS FOR ITSELF, would they be interested?

Would they be happy paying your reasonable fees if you create and run and manage Facebook Retargeting campaigns? Campaigns that will build their email lists and promote their "special offers", leveraging visitors who didn't take any action on their website?

The answer is, many will take you up on their offer, since they are already spending money one way or the other.

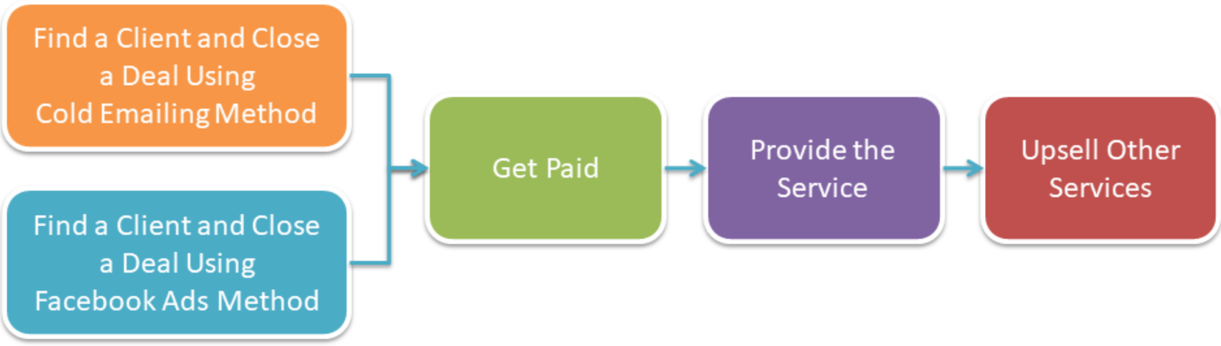
Don't forget, an email list is one of the most lucrative marketing tools for small businesses. According to DMA's Marketer Email Tracker 2018 report, for every invested $1 in email marketing, small businesses are getting in an average return of $32! (I wonder how many local businesses even know that powerful statistic?)

At the moment, there are almost no consultants who offer such a service so now is a great time to tap into this opportunity.

Note: *Please note that this is not a "get rich scheme". It's a real working method, I am employing it right now, which requires commitment from you to succeed (just like any other type of business does).*

3. The Method

The method is composed of four main steps:



As you can see from the above image, the method has two client generation options. Inside this guide, I'm going to walk you through each option in more detail and provide the necessary DFY tools and content.

Please go through each client generation option and choose one, which you are more comfortable with. Also, as an option, you can use both methods at the same time – however, please note that it will require more effort on your part.

OK my friend, if you're ready, let's start with the Cold Emailing method.

4. Client Generation Using Cold Emailing

The Cold emailing method consists of seven easy steps:

1) *Step 1 – Select a Niche and City*
2) *Step 2 – Find Ideal Prospects*
3) *Step 3 – Collect Contact Info*
4) *Step 4 – First Contact and Follow-Ups*
5) *Step 5 –Track Your Email Campaigns*
6) *Step 6 – Submit the Sales Proposal*
7) *Step 7 – Close the Deal*

Although this method requires more time for implementation, it has an excellent conversion rate and is well worth the time invested.

4.1 Step 1 – Select a Niche and a City

All local businesses, regardless of the niche, getting organic/paid traffic to their websites and/or landing pages and do not use retargeting ads – are your potential clients.

However, based on my experience, the method works best with the local businesses that are offering "repeatable" services and products, such as:

- *Dentists*
- *Gyms/ Personal Trainers*
- *Chiropractors*
- *Vets*
- *Beauty Salons (SPAs, hair salons, nail salons, etc.)*
- *Contractors (plumbers, electricians, etc.)*
- *Food Places (restaurants, cafes, bars, etc.)*
- *Retail Stores*
- *Hotels*
- *Automotive (mechanics, auto shops, etc.)*
- *Coaches and Trainers*
- *Classes; Etc.*

Regarding a city - you can select any city you are comfortable with while making sure that the city you are choosing has a sufficient number of local businesses you can reach and offer your services to.

To make your campaigns more focused and to be able to track everything easily, I would suggest you pick one niche and one city at a time. Once you've contacted all available prospects from your selected niche and city and landed a few clients, you can switch to another one.

4.2 Step 2 – Find Ideal Clients

As indicated above, your ideal clients are local businesses that are getting organic/paid traffic to their websites and/or landing pages and do not use retargeting ads.

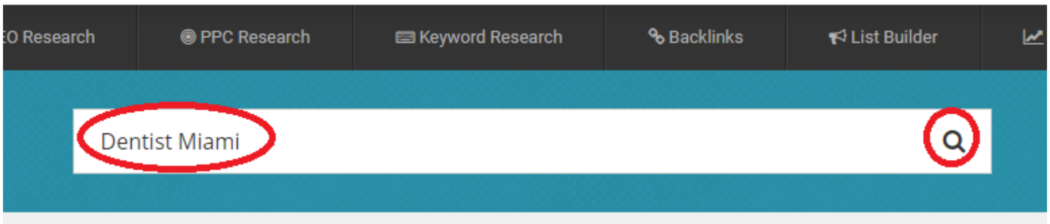
In search of these local businesses, you'll need the following free tools:

a. SpyFu.com free account (at the moment, as I write this guide, SpyFu.com is offering an option to create a free account through the provided link). This tool is used to find high volume keywords and estimated monthly traffic of our prospects. As an alternative, you can use any other tool you are comfortable with, which lets you find high volume keywords and estimated monthly prospect traffic;
b. Google Chrome browser. This browser is needed to install the Facebook Pixel Helper extension;
c. Facebook Pixel Helper extension. This extension is required to identify if a website has an installed Facebook retargeting pixel

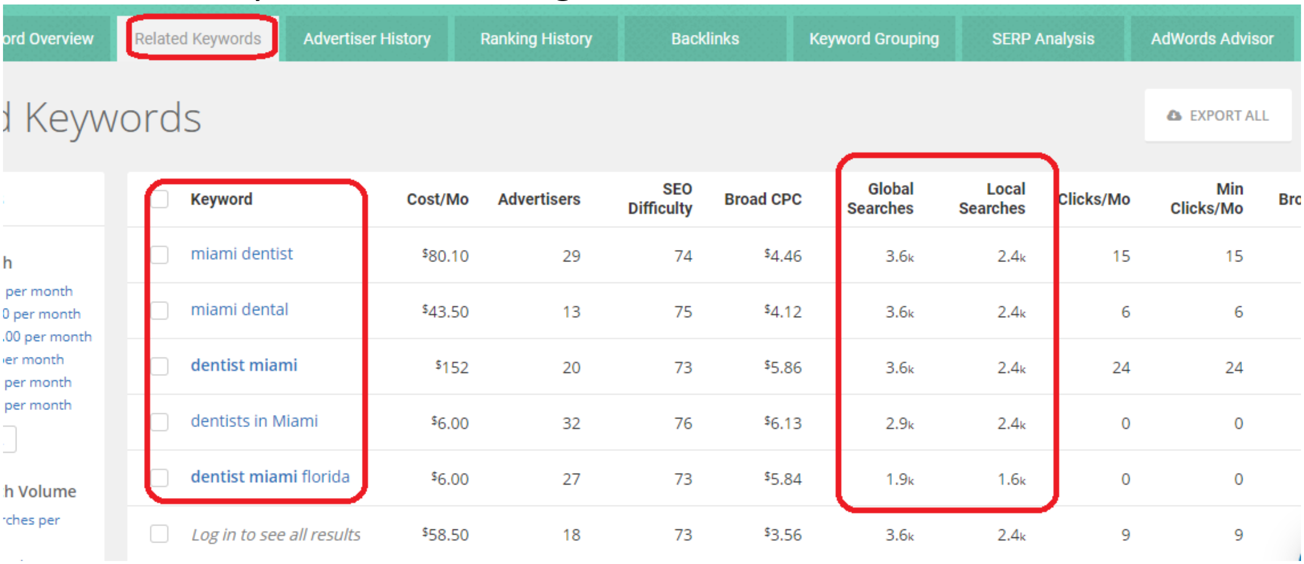
The best places to find these businesses are search engines and taking into account that the most popular and used search engine is Google; we'll use Google to find potential clients.

Once you have all the required tools, take the following steps:

a. Login to your SpyFu.com account and search a generic term related to your selected niche and city (for example, "Dentist Miami"):



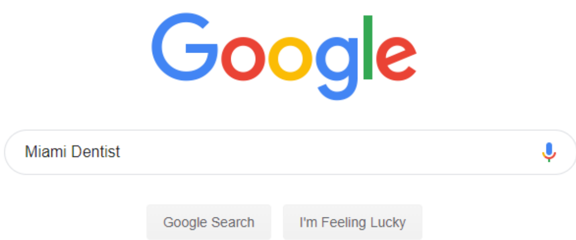
b. On the opened page, click on “Related Keywords”, and you will see five related keywords and their global/local search volumes:



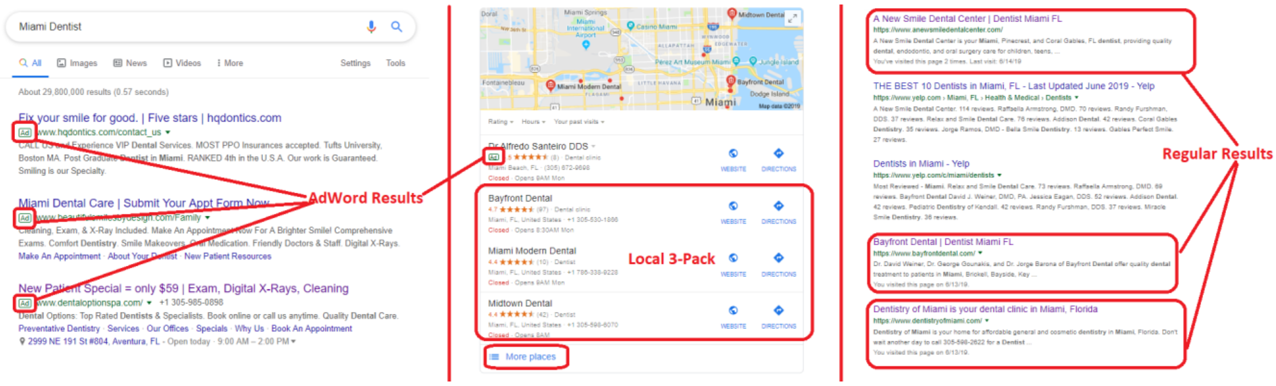
Keyword	Cost/Mo	Advertisers	SEO Difficulty	Broad CPC	Global Searches	Local Searches	Clicks/Mo	Min Clicks/Mo
miami dentist	$80.10	29	74	$4.46	3.6k	2.4k	15	15
miami dental	$43.50	13	75	$4.12	3.6k	2.4k	6	6
dentist miami	$152	20	73	$5.86	3.6k	2.4k	24	24
dentists in Miami	$6.00	32	76	$6.13	2.9k	2.4k	0	0
dentist miami florida	$6.00	27	73	$5.84	1.9k	1.6k	0	0
Log in to see all results	$58.50	18	73	$3.56	3.6k	2.4k	9	9

We’ll use keywords with the highest search volumes (above 1000 searches/month) from this list to find potential clients.

c. Pick a search term from the list and search it on Google.com:



d. On the opened page, you’ll probably see three types of results:
- AdWord results (have an “Ad” sign);
- Local 3-Pack results;
- Regular results.

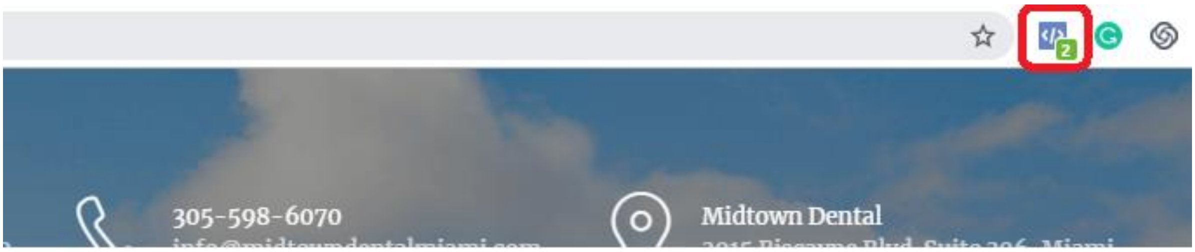


I would suggest you start with one type of result and once you've analyzed all the available websites, try another one. This way your work will be more organized and you'll avoid mixing everything up.

Note: *When you check AdWords results, make sure to copy/paste website addresses of the businesses that are running ads, rather than clicking on their ad, because we don't want to cost these businesses by clicking on their ads☺.*

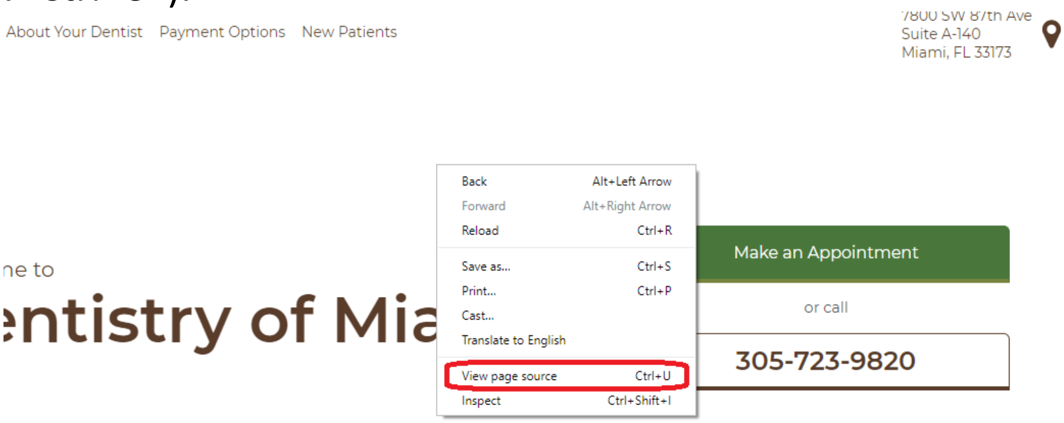
e. Once you open a website, check the icon of Facebook Pixel Helper and if it doesn't change color and stay grey, it means the website has not installed the Facebook pixel and as a result is not running the Facebook Retargeting Ads. This is our potential client, copy website the address for further use.

However, when you see that the icon has changed color to blue, it means they have installed the Facebook pixel and probably already are running Facebook Retargeting Ads. Just close the website and check the next one.

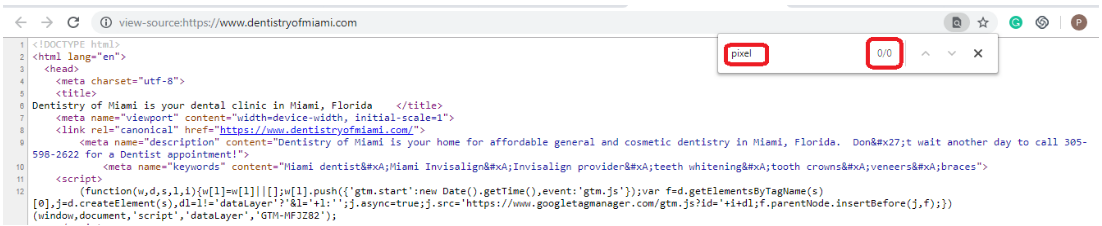


If the Facebook Pixel Helper extension doesn’t work for you or you want to check Facebook pixels manually, do the following:

- Right click on the opened page and select “View page source” (or click “Ctrl+U”):



- Click “Ctrl+F” and inside the opened search field type “pixel” and hit Enter:



If there are no search results for word “pixel” (as in the above image), it means that the business has not installed Facebook pixel.

However, if there are search results for word “pixel” (as in the below image), it means they have installed one already.

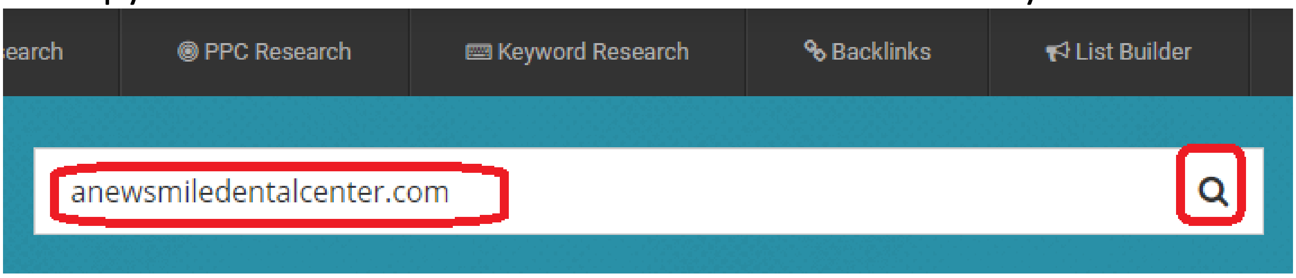
Using the above mentioned steps, check all the available websites from the search results and collect website addresses that don't have a Facebook Pixel.

Also, do not forget to repeat these steps using other search terms which you found in SpyFu.com.

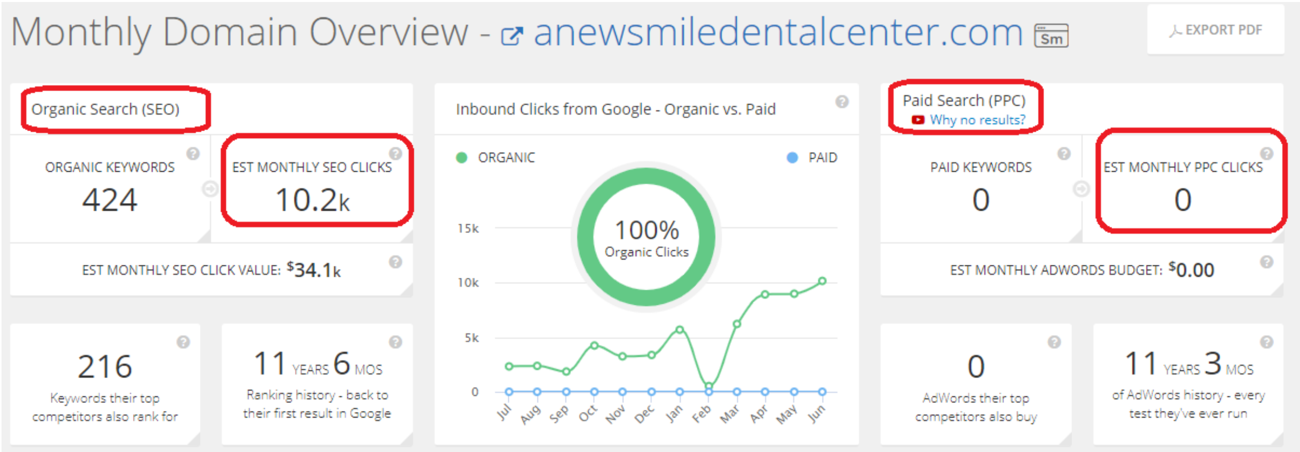
f. Once you have a list of websites, which don't have Facebook Pixels installed on them, it is time to find their estimated monthly traffic.
We need this information to know their potential losses and opportunities for savings and growth. If a website doesn't have a sufficient volume of traffic, our service may not be beneficial for them, and as a result, they will not convert well.

I'm suggesting you take this extra step to make your prospect list super-targeted.

To check the estimated monthly traffic of a website, login to your free SpyFu.com account and enter a website address from your list.



By hitting Enter (or search icon), you'll see the following information:



Under "EST MONTHLY SEO CLICKS" you'll find information on the estimated monthly organic traffic and under "EST MONTHLY PPC CLICKS" information on the estimated monthly paid traffic.

If the total amount of the estimated monthly traffic (organic and paid) is more than 500, leave this potential client in your list. If not, remove from your list.

Using the steps mentioned above, build your super targeted list of potential clients and move to the next stage.

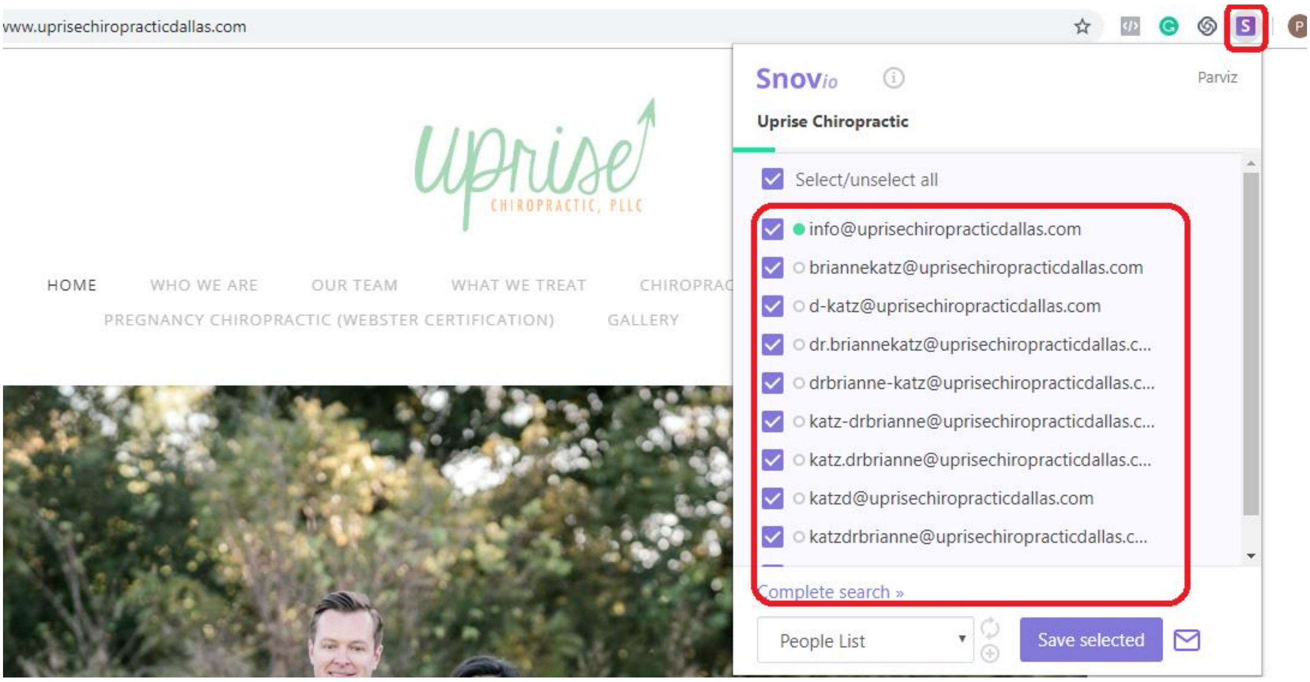
4.3 Step 3 – Collect Contact Info

Once your list of potential clients is ready, it's time to find their contact information (email addresses) for reaching out to them.

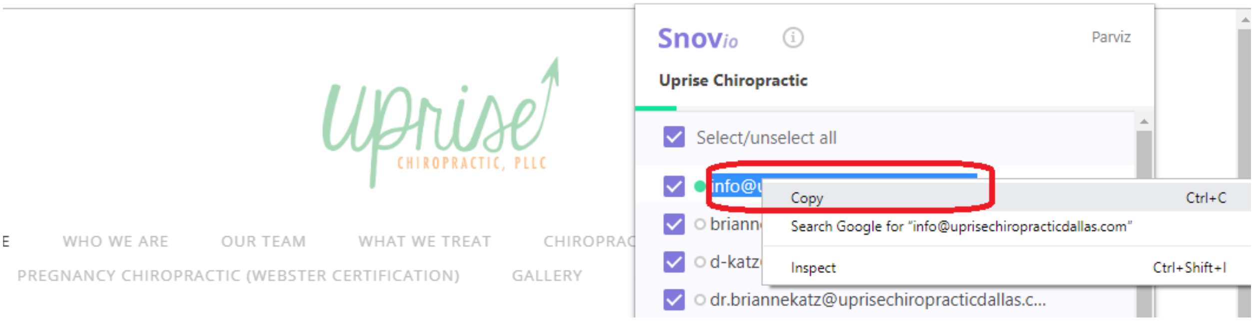
Below you'll find three effective methods I usually use to find email addresses of local businesses:

a. For the first method, we'll use a free feature of [Snov.io Email Finder extension](). Click on the provided link and install this extension to your Google Chrome browser.

   Once you've installed the extension, open a website from your list and click on Snov.io icon:



As you can see, the extension searches and shows all the available email addresses on the website. Just copy and paste the email address(es) you want, to your list:

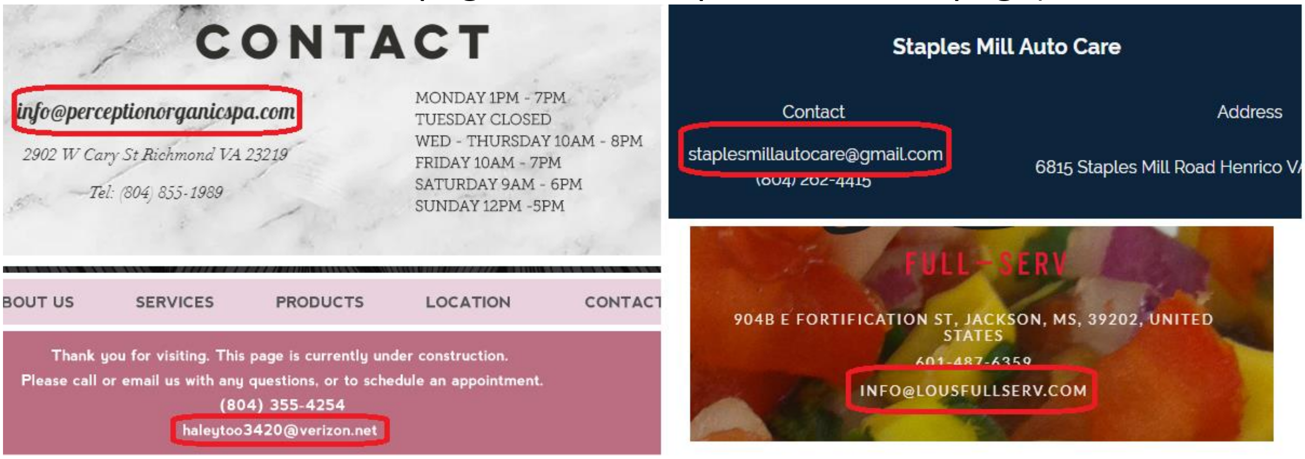


***Note:** For our method, the copy/paste method works well. However, if you want to run your cold emailing campaigns using Snov.io paid services, you can do it.*

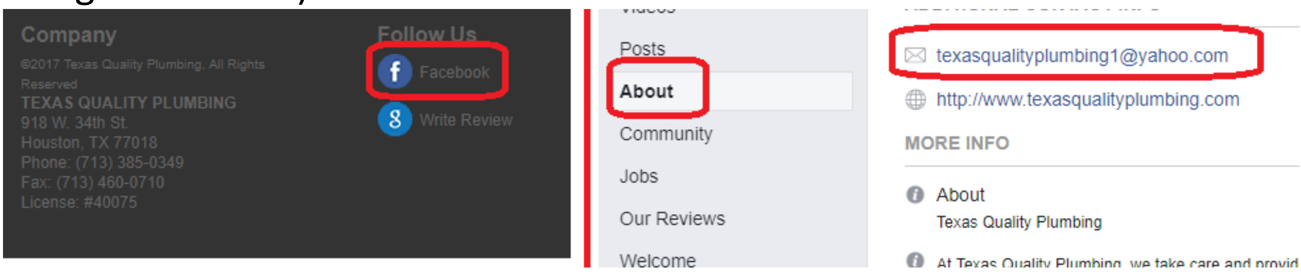
When the extension shows you several email addresses (as in the images above), it's a good idea to find the name of a business owner (for example, from "About Us" section) and copy business owner's email address.

If the extension doesn't work for you or you want to search emails manually, you can do it by following the steps indicated below.

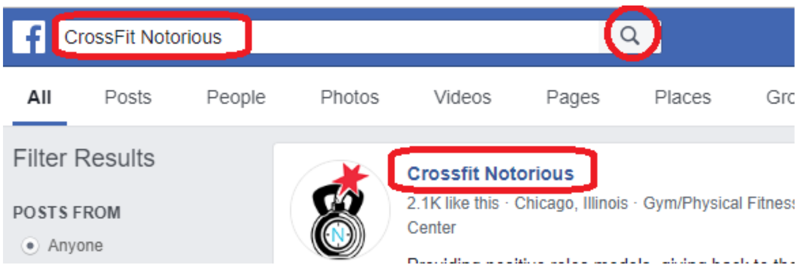
b. When you have landed on a local business's website, first search for the email address on the home page – in most cases, local businesses indicate their email addresses there (if you cannot find their email addresses on the home page, find and open "Contact" page):



c. If you didn't find an email address there, you can search it in their Facebook Pages. Find the Facebook Page of a local business (usually, they put a link to their Facebook Page on their home page) and open it. Once the page opens, click on "About" section (in the left side navigation Menu) and look under "ADDITIONAL CONTACT INFO":



If you're unable to find a link to the local business's Facebook Page on their websites, you can search for the business name on Facebook:



Using the techniques shown in this section, find the email addresses of your potential clients and add them to your list.

I would suggest you build, at a minimum, a list of 20 potential clients in a day for further contacting.

4.4 Step 4 – First Contact and Follow-Ups

Before going further with the next steps, let me quickly explain the main aim of your cold emailing campaign(s) – so, you have an understanding of it and know what to do next.

KEY POINT: Within your cold emailing campaign(s), you need to make your potential clients eager to <u>ask you for more information</u>.

In your emails, you want to let the business owners know that they're losing a big opportunity and potentially losing more than 70% of their potential customers to their competitors…and you can provide them more information and details.

As you receive a positive replies, you'll prepare and send them the Sales Proposal, where you provide more information about their current potential loses and show them a solution by presenting your service (don't worry, inside "Step 5 – Submit the Sales Proposal" section I'll show you how to do it).

For easy reference, below I have provided two examples of the first email; modify them by adding your own tweaks before sending to your list. (Note don't change them too much as they do work.)

<u>1st Example:</u>

Hello [Name],

I know you probably get a TON of emails each day, so I'll keep this really short. I think you'll find it interesting.

I have identified a legitimate opportunity that can result in an increase of new clients and sales for your business. Your client base will grow each month without significant additional investments in new advertisements.

Do you mind if I send you details to see if this would be a good fit for your business?

Kind regards,
Your Name

2nd Example:

Hello [Name],

I know you probably get a TON of emails each day, so I'll keep this really short. I think you might find it interesting.

I have noticed that your business is losing a big opportunity at the moment, which is resulting in loss of about 70% of your potential customers to your competitors. This issue could be solved easily after you hear my recommendation.

Do you mind if I send you more details?

Kind regards,
Your Name

Note: *If you want to create your own text of the first email, please remember to make it short and straight to the point.*

Once a text of your first email is ready, it's time to send it.

There are three ways to send your first emails:

1. **Manually (one by one)**. The advantage of this option is simplicity (no need to use any plugin/application) and an opportunity to send personalized emails.

   The disadvantage of this option is that it takes more time.

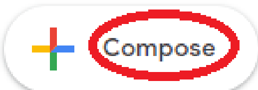
I assume you already know how to send an email from your email account and there is no need to show you how to do it. ☺

2. **Non-Personalized Bulk Emailing.** The advantage of this option is simplicity (no need to use any plugin/application) and an opportunity to send bulk emails fast. The disadvantage of this option is that you cannot personalize emails.

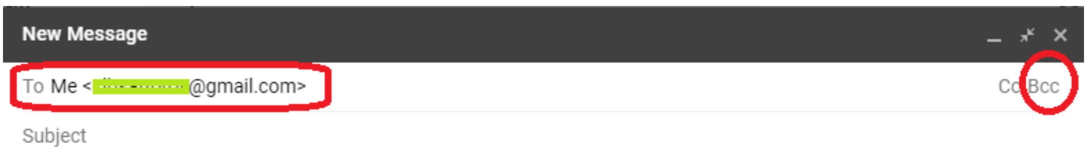
   If you want to use this option, first, make sure that your email message doesn't contain personalized information (for example, business name, business owner's name, etc.). However, you can use generalized phrases like "Business Owner", "Your Business" or "Your Business's Website".

   In the example below, I'll use Gmail to show you how to send non-personalized bulk emails:

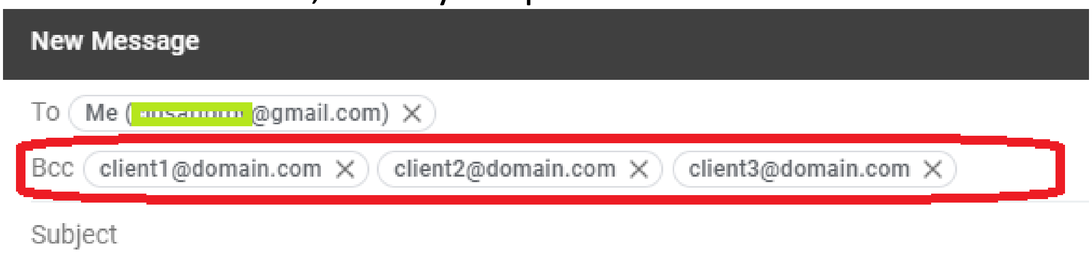
   a. Login to your Gmail account and click the "Compose" button:



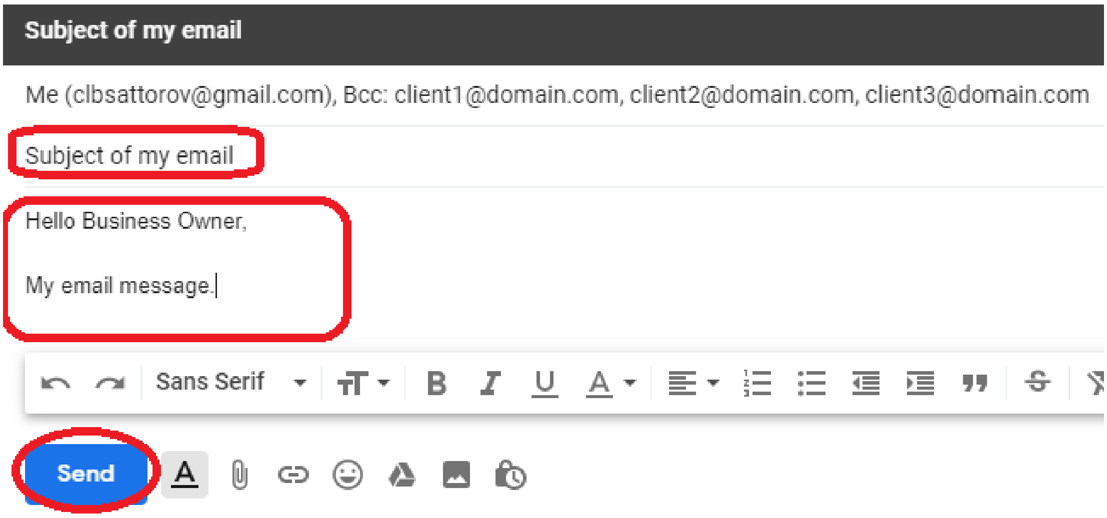
   b. Under "To" field, enter "Me <youremail@gmail.com>" (replace "youremail@gmail.com" with your email address - the email address you will use to send these emails) and click on "BCC" link:



   c. Under "BCC" field, enter your potential clients' email addresses:

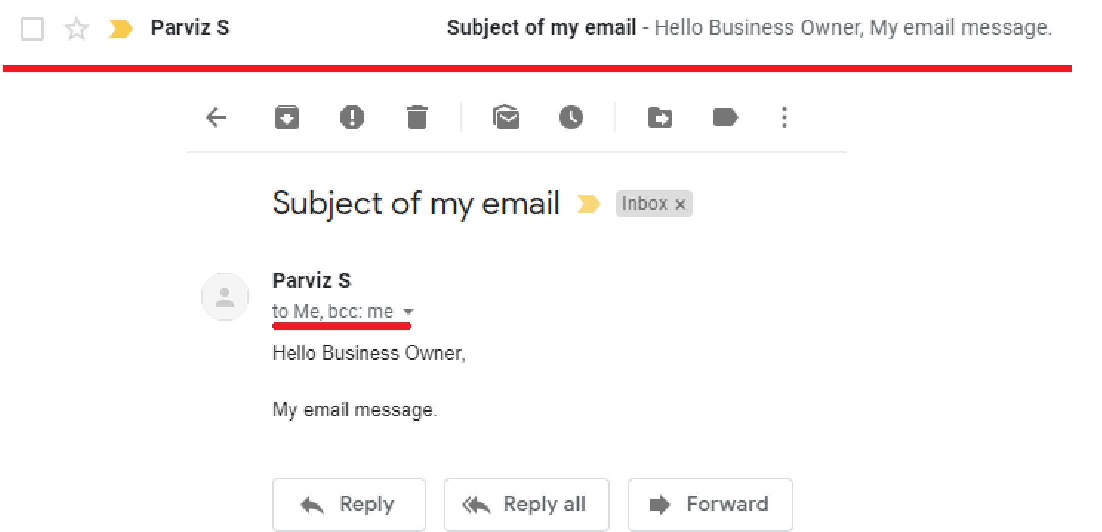


d. Enter your subject and email message and click the “Send” button:



Congratulations☺! Your email was sent.

Here is an example of an email your potential clients get (only yours and your client’s email addresses will be visible):



Once you send an email, you’ll also receive a copy of your email in your inbox.

3. **Personalized Bulk Emailing.** The advantage of this option is an opportunity to send bulk personalized emails in a short period. The disadvantage of this option is that you should learn to use

special plugins/applications and in some cases, pay for these applications.

There are many free and paid plugins and applications which you can use to send personalized bulk emails (Google it!). Each of them has it's pros and cons. Which one to choose depends on the volume of emails you want to send, your budget, level of your technical knowledge and skills.

However, for easy reference, I'm going to list two of them (one paid and one free) which I feel will be well-suited for your campaigns:

a. **Gmass (paid one).** This is a plugin that allows you to send personalized emails, follow up emails and track the performance of your campaigns (open rate, bounce rate, etc.). The plugin is easy to use and has very powerful features. You can find more information about Gmass here.
b. **Yet Another Mail Merge (YAMM).** This plugin also allows you to send personalized emails. With a free account in YAMM, you can send up to 50 emails per day at no charge. To find out more information, click here.

Explore all of these tools and methods and select the one you like most. After that start sending your first emails to your potential customers.

Following up is very important in cold emailing. If you do not follow up, you'll lose many opportunities. However, it is important that follow-ups be done correctly.
I suggest you send at least four follow-up emails to each message, which you have sent (first email) if you didn't get a reply.

For easy reference, here's an example of a follow-up email you can send:

Hello [Name],

Just wanted to quickly follow up and see if you've received my email about your business. The businesses like yours that applied what I'm recommending are getting very good results.

I would love to provide you more detailed information.

Kind regards,
Your Name

The schedule I use to send follow up emails is as follows:

a. *First follow up – one day after the first email sent;*
b. *Second follow up – three days after the first email sent;*
c. *Third follow up – one week after the first email sent;*
d. *Fourth follow up – one week after the third follow up.*

When you start sending follow-up emails and receive a message saying they are not interested and/or do not want to receive any more emails – stop following up with these local businesses. *You don't want your mailing service to get spam complaints about you!*

4.5 Step 5 – Track Your Email Campaigns

Without proper tracking, you can create confusion and never know whom to follow-up or reply or delete from your list. In this regard, you need to track your cold emailing campaigns very carefully.

To help you with this, I've included my "Tracking Tool" inside "3. Cold Email Tracking Tool" folder (an excel file) which you can use to track your campaigns; and below I'll quickly explain how to use it.
"Tracking Tool" is composed of three tables/sheets, which will help you to track and manage your email campaigns:

a. **Contact Lists Follow-Ups.** This table is created to help you monitor your sent emails and follow-ups to your lists.

No	List	Date of ...							
		First Email	1st Follow Up	2nd Follow Up	3rd Follow Up	4th Follow Up	5th Follow Up	6th Follow Up	7th Follow Up
1	Gyms_Maimi_1	March 21	March 22	March 24					
2									
3									
4									

Once you have sent the first email to a list, enter list name under "List" column and dates of sent emails under respective columns ("First Email", "1st Follow Up" etc.). This way, you'll always be aware of what you have sent already, and know the next steps to take.

b. **Sales Proposals Follow-Ups.** This table is created to help you to monitor follow-ups after you have sent a Sales Proposal.

No	Name of Business	Email Address	Date of ...								Status
			Sent Proposal	1st Follow Up	2nd Follow Up	3rd Follow Up	4th Follow Up	5th Follow Up	6th Follow Up	7th Follow Up	
1	Comfort 365 heating and coo	comfort365hvac@gmail.com	April 2	April 5							Replied
2											
3											

Once you have sent a Sales Proposal to a potential client, enter client information (under "Name of Business" and "Email Address" columns), and sent date under "Sent Proposal" column.

Once you send your follow-up emails, enter dates in the table under respective follow-up columns. When you have received a response to your sales proposal, enter "Replied" under "Status" column. This way, you'll always be aware of whom to further follow-up.

c. **Email addresses to delete.** From time to time, you'll have to clean your lists – deleting email addresses you don't want to send emails to, before sending follow-up emails.

The Emails you delete from your follow up lists could be those who responded negatively or who already purchased your service. This table is created to help you monitor emails you want to delete.

No	List	Email Address	Description (optional)	Status
1	Dentists_Houston_1	frontdesk@tridentdental.com	Closed a deal	Deleted
2	Dentists_Houston_1	sagebaytown@mb2dental.com	Not interested	Deleted
3				

Once you have landed a client from the list, or somebody who is not interested in your service responded – enter this information on the table.

When you have deleted an email, enter Deleted under "Status" column. This way, you'll always be aware of which emails you should delete before sending follow up emails.

4.6 Step 6 – Submit the Sales Proposal

As you receive positive replies – it's time to prepare your Sales Proposal and send it to your potential clients.

Inside "2. Sales Proposal" folder the "Sales Proposal Template" is located which you can use to create a Sales Proposal for your client. Just replace the brackets ([ ]) with the required information and insert a screen from SpyFu.com – and the Sales Proposal will be ready.

I would suggest you convert the Sales Proposal file to a PDF before sending it to a potential client (that way, whatever PC or Mac computer they use, it will be readable in the proper format).

You can convert a presentation file to PDF using the following free online tool https://www.ilovepdf.com/powerpoint_to_pdf.

Note: *if you didn't get a response from your potential client in three days (from the date you sent the Sales Proposal), don't forget to send the follow up emails.*

4.7 Step 7 – Close a Deal

Once you start sending your first emails and follow-ups, you'll start getting replies – positive, as well as negative ones.

If you've received a negative reply (like "not interested"), you can stop sending follow-up emails to this business owner, or send the last email, writing something like this:

Hello [Name],

Thank you for your reply.

We have unsubscribed you from our list and we'll not send you any other email further.

However, if you'll want to have more information about the opportunity for your business I've mentioned earlier, you can always drop us a message.

Kind regards,
Your Name

Now, let's see what to do if you've received a positive reply.

After submitting the Sales Proposals to your potential clients, you will likely start getting requests to provide more information and/or asked some specific questions. Answer all their questions as soon as you can, and provide comprehensive information – so they can have a full picture of what you're offering and what they are getting.

Once the requested information and responses to their questions are provided, ask them to let you start working for them, and request 50% prepayment for you to begin.

Note: *I would also advise having your clients switch from email to Skype or Messenger if it's possible. This way, you can communicate with your potential clients faster, and it will help you to convert them to paying clients quicker. It's also a more personal tool and bonds you quicker to them.*

5. Client Generation Using Facebook Ads

As you've already noticed, this method is about using Facebook Ads to generate clients who need your service. It consists of the following four easy steps:

1) ***Step 1 – Run Facebook Video Ads***
2) ***Step 2 – Create a Custom Audience***
3) ***Step 3 – Run Facebook Lead Ads***
4) ***Step 4 – Follow-Up with Received Requests and Close a Deal***

What I like about this method is that you can see quicker results without additional work and potential clients will contact you to provide more information.

However, if you want to use this method, be ready to learn a little bit about using Facebook Ads (if you don't know how to use them already) and you'll need a small budget ($100 - $200) to run the ads.

To use this method, you'll need a Facebook Page for your consulting business. If you don't have a Facebook Page, go and create one. Make it look professional and add as much information as you can. I would also suggest you add several interesting content posts before you start running ads.

If you already have a Facebook Page for your business, move to Step 1 – Running Facebook Video Ads.

5.1 Step 1 – Run Facebook Video Ad

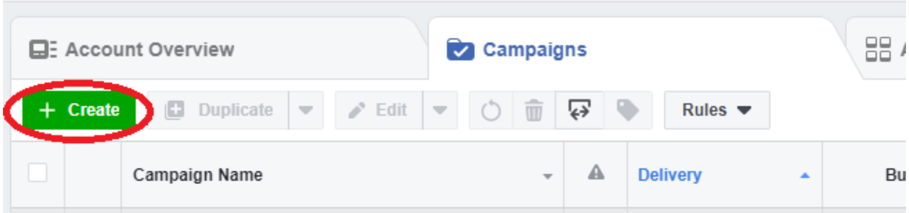
The main aims of your Facebook Video Ads are:

- Engaging with your potential clients' audience to identify those who may be interested in your service;
- Building your credibility with your potential clients.

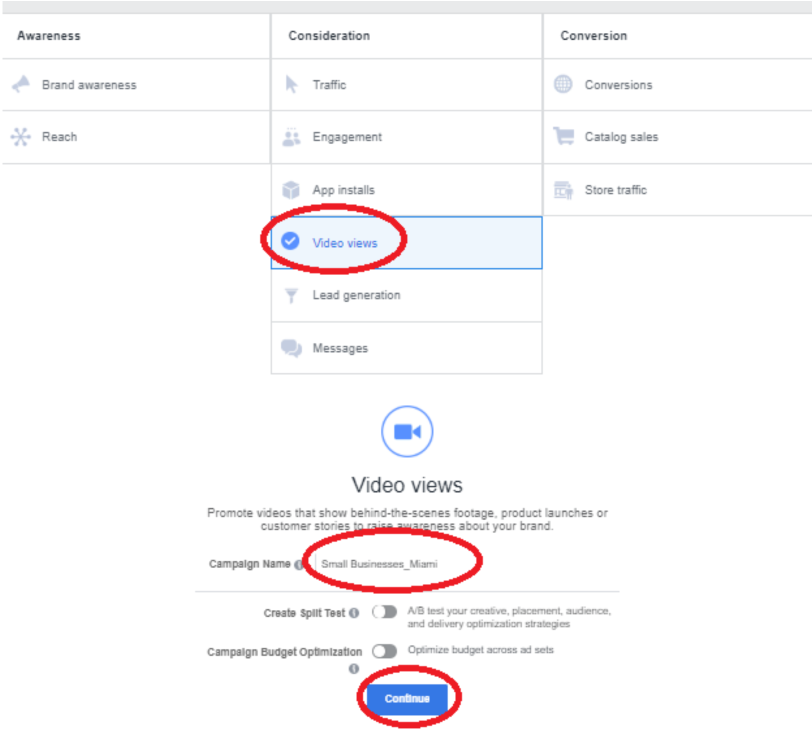
In this regard, from one side, your video should be engaging and from another side – it should provide value to those who watch it.
Inside “4. DFY FB Video Ad” folder I’ve included one DFY Video Ad which you can use to create your first Facebook Video Ad.

To create your Video Ad, take the following steps:

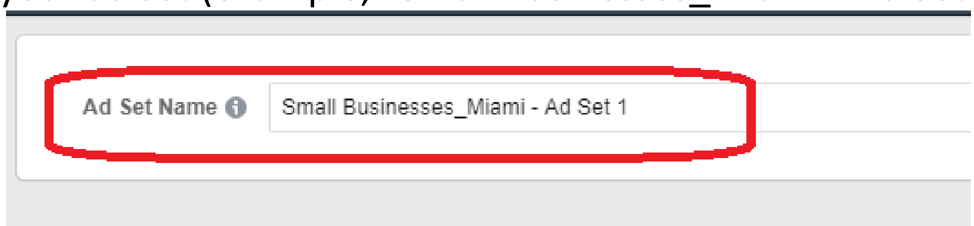
a. Open your Facebook “Ads Manager” page and click on the “Create” button.



b. Select “Video views” type of campaign, name it (for example, “Small Businesses_Miami”) and click on the “Continue” button.



c. Name your ad set (example, “Small Businesses_Miami - Ad Set 1”).

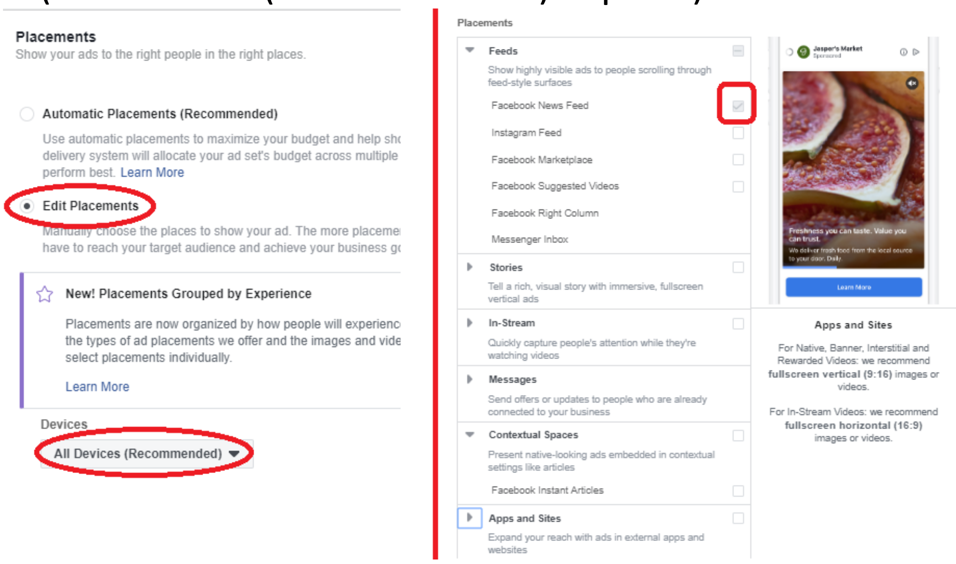


d. Now you need to set the following parts of your ad set:
   - **Audience.** Selection of the right audience is the most important part of your ad campaign! When you create your ads, ensure that you are including small business owners who are interested in paid advertisement and SEO services. This way you'll have the best chance to show your Video Ads to business owners who are already getting a sufficient amount of traffic to their websites and landing pages.

     Here are some audience suggestions/ideas you can use to set up your ad's audience:
     - **Behaviors:**
       - Small business owners
       - Business page admins
       - Facebook Page admins
       - Food & Restaurant page admins
       - Health & Beauty page admins
       - Retail page admins
       - Sports page admins
       - Travel & Tourism page admins
     - **Demographics (Job Titles):**
       - Businessperson
       - Entrepreneurship
       - Founder
       - Owner
       - Owner and Founder
       - Self-employed
       - Solo Entrepreneur
     - **Interests:**
       - AdWords
       - Google Analytics
       - Search engine marketing
       - PPC
       - Web traffic
       - Digital marketing

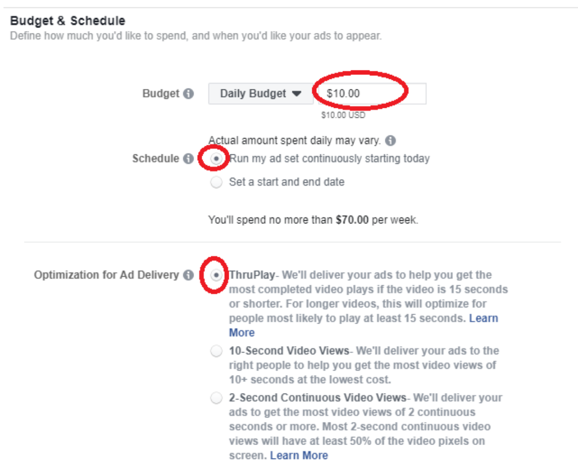
- Online advertising
- Search engine optimization
- Social media marketing

- **Placements.** Type of ad placement, which was the most effective and worked best for me, is “Facebook News Feed”. I advise you to select “Facebook News Feed” option for desktop and mobile devices (“All devices (Recommended)” option).

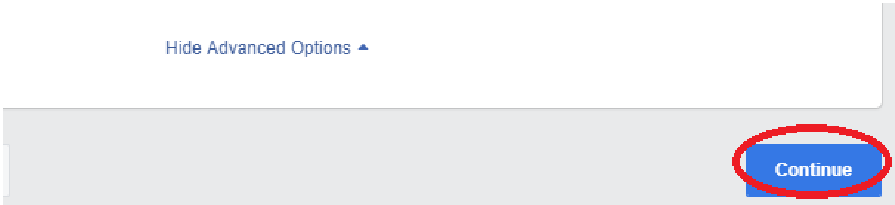


- **Budget & Schedule.** I suggest you start with a lower budget to test things out and only then scale it. For example, you can start with as little as $5-$10 daily budget to test your Video Ads. After analyzing and getting enough data then you can scale it, if you want to.

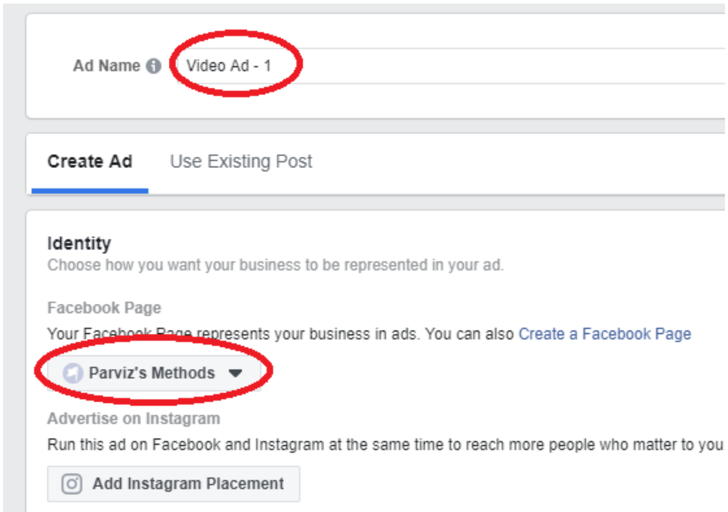
  Under “Schedule” section, select “Run my ad set continuously starting today” and under “Optimization for Ad Delivery” select “ThruPlay”. For the remaining settings, I would leave them as is.



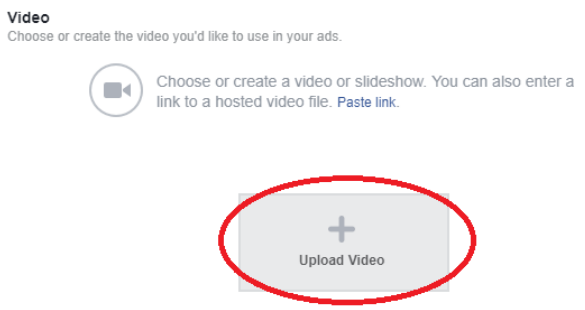
e. Once you insert all the required information about your ad set, click on the “Continue” button.



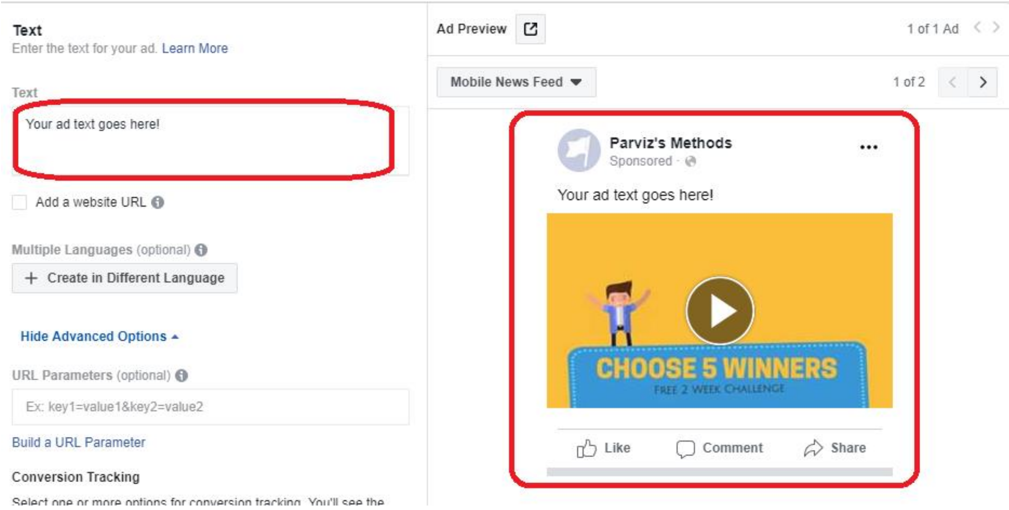
f. Name your ad (example, “Video Ad – 1”) and select your Facebook Page.



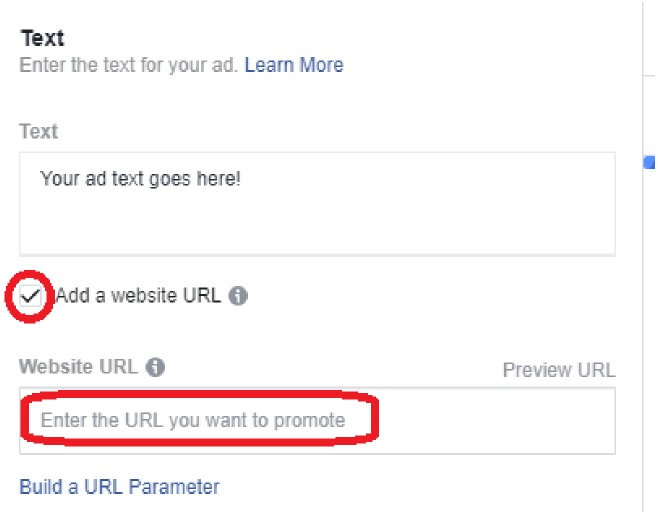
g. Under the “Video” section, click on “Upload Video” button to upload your Video Ad.



h. Under the "Text" section, add your ad text.



Note: *If you have a website/landing page and want ad viewers who click on your ad to send to your website/landing page, select "Add a website URL" and enter your website URL (optional).*



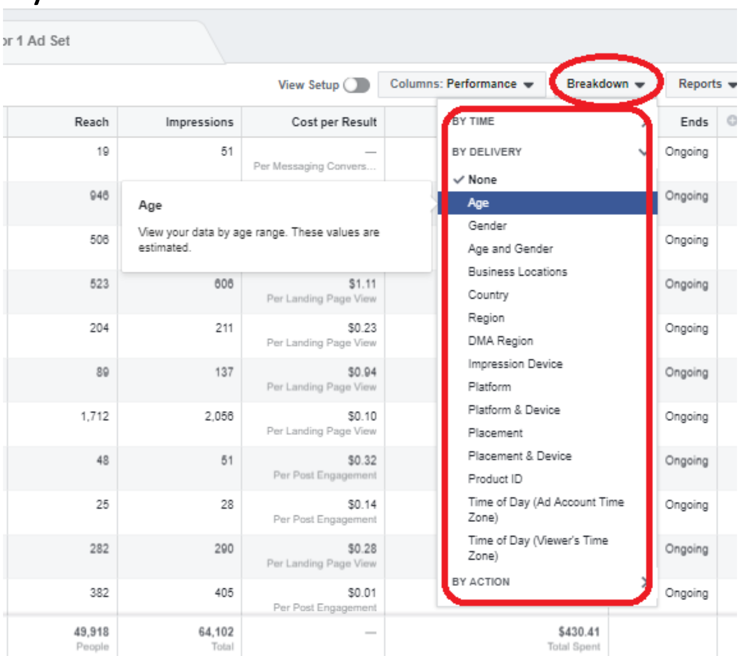
i. Once you set your ad, click on the "Confirm" button and wait till your ad is approved:

Analyze and optimize your ads: When you create your Video Ad, let it run for about three days before beginning to analyze it's performance. Once three days have passed, check the following metrics to see which ranges deliver more views at the lowest cost (minimum 25% video views):

a. Age of visitors;
b. Device of visitors;
c. Time of video views.

Based on the assembled information, update your ad applying the new metrics that worked best (age range, device type and most active time). Also, don't forget to analyze which audience works best with your ads.

The easiest way of checking the metrics mentioned above is to click on "Breakdown" button inside your "Ads Manager" page and choose a metric of your campaign you want to see:

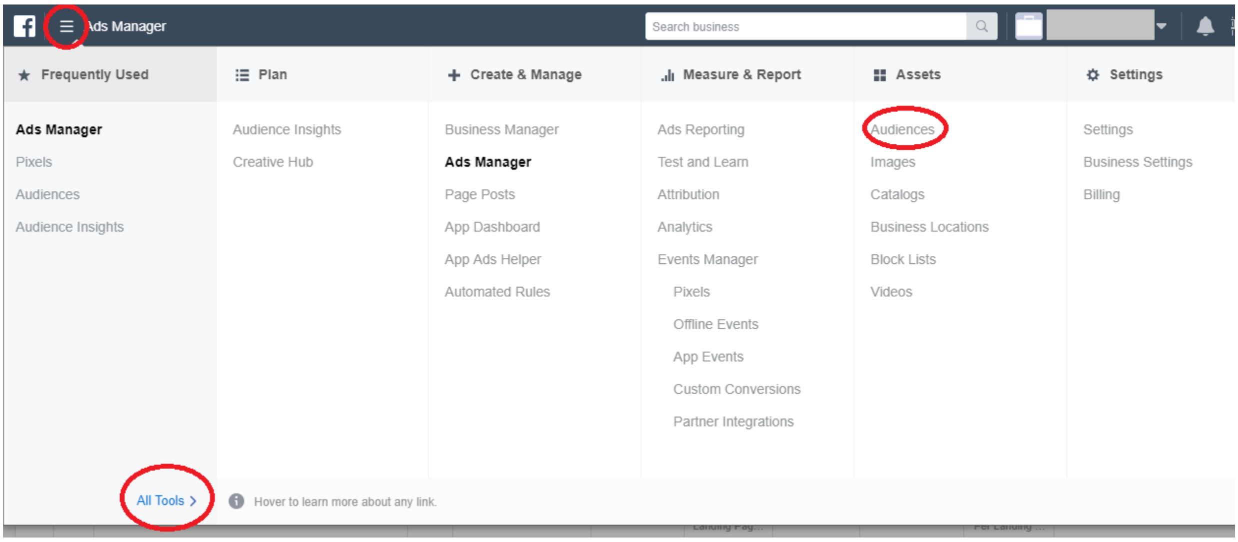


5.2 Step 2 – Create a Custom Audience

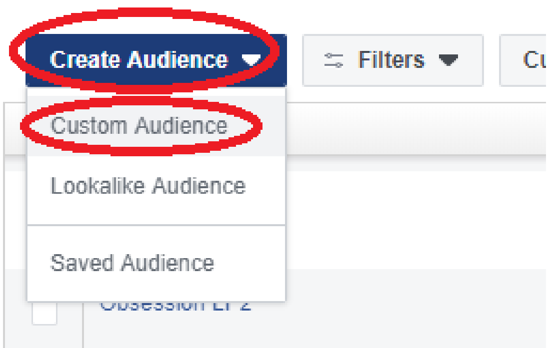
Once your video accumulates about 200-300 views (min 25% video views), you can create a custom audience and run Facebook Lead Ads to this audience.

To create a custom audience of video viewers (who have watched at minimum 25% of your videos), do the following:

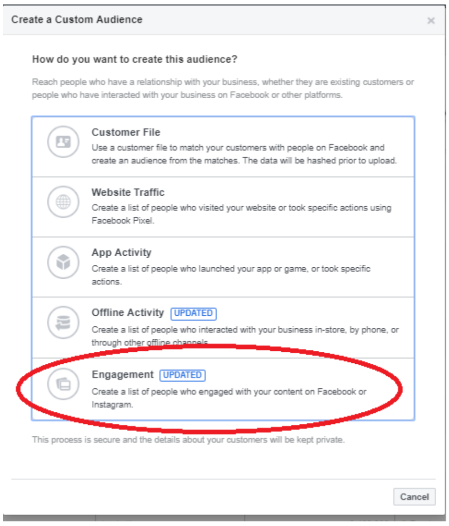
a. Go to Main Menu on the Facebook Ads Manager page, click “All Tools” link and choose Audiences:

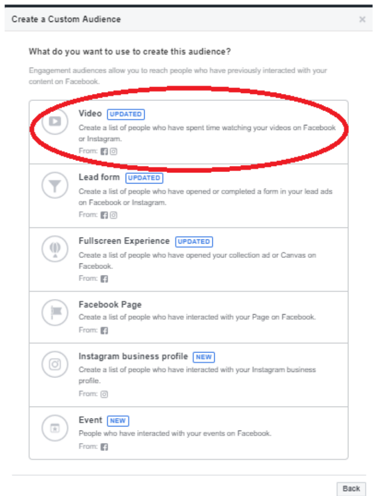


b. Click on “Create Audience” drop-down menu and choose “Custom Audience”:

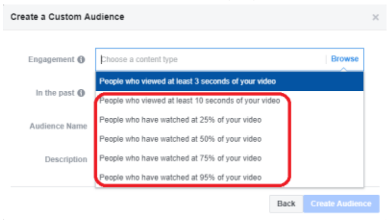


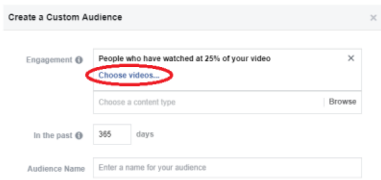
c. Choose “Engagement” and after click on “Video”:

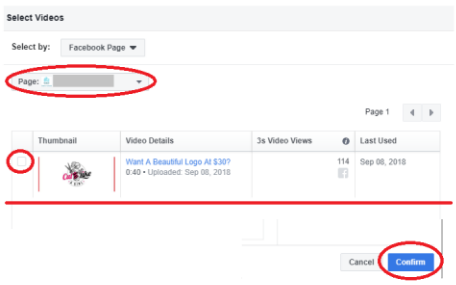




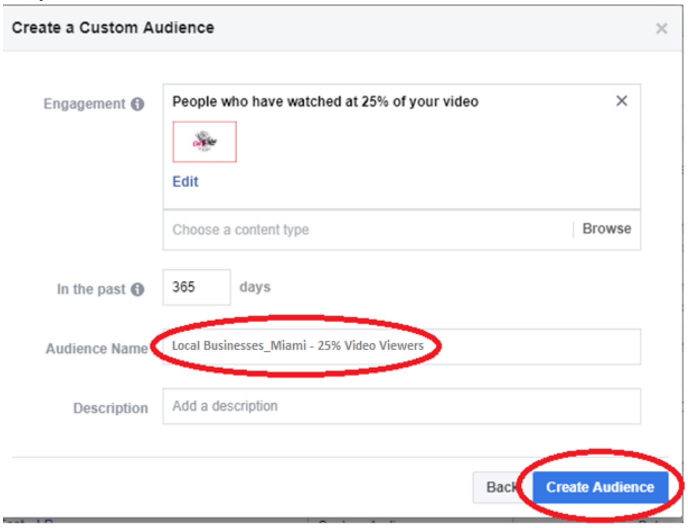
d. Choose “People who viewed at least 25% of your video” option, click on "Choose videos..." link, select your Facebook Page, select your Video Ad(s) and click on "Confirm" button:







e. Name your audience (for example, “Local Businesses_Miami - 25% Video Viewers”) and click on the “Create Audience” button:



Wait about 30 minutes and your custom audience will be ready and you can use it to run your Facebook Lead Ads.

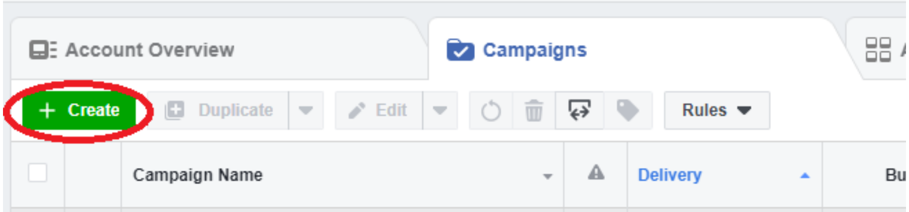
5.3 Step 3 – Run Facebook Lead Ad

Once your custom audience is ready – it's time to create and run Facebook Lead Ads.

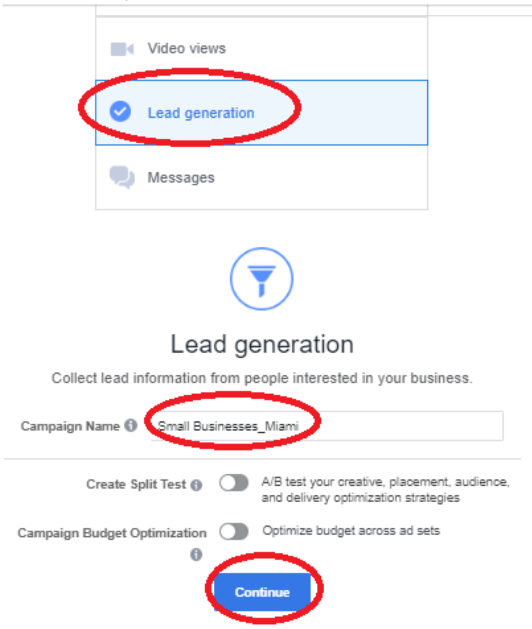
The purpose of your Facebook Lead Ads is to make a part of your custom audience (who have watched at least 25% of your videos) request more detailed information on growth opportunities for their businesses. Once you receive a request for more information, prepare a Sales Proposal, as mentioned in the above sections, and submit it to your potential client.

To create your Facebook Lead Ad, follow these steps:

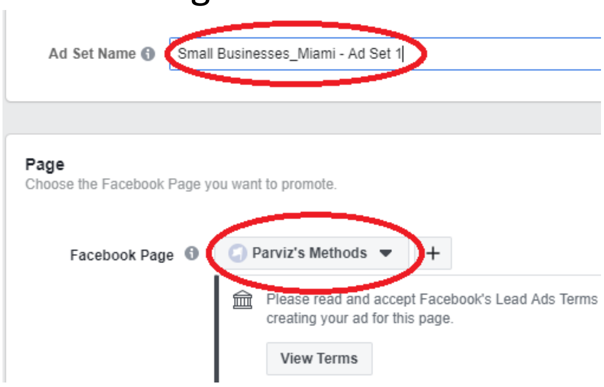
a. Open your "Ads Manager" page and click on the "Create" button.



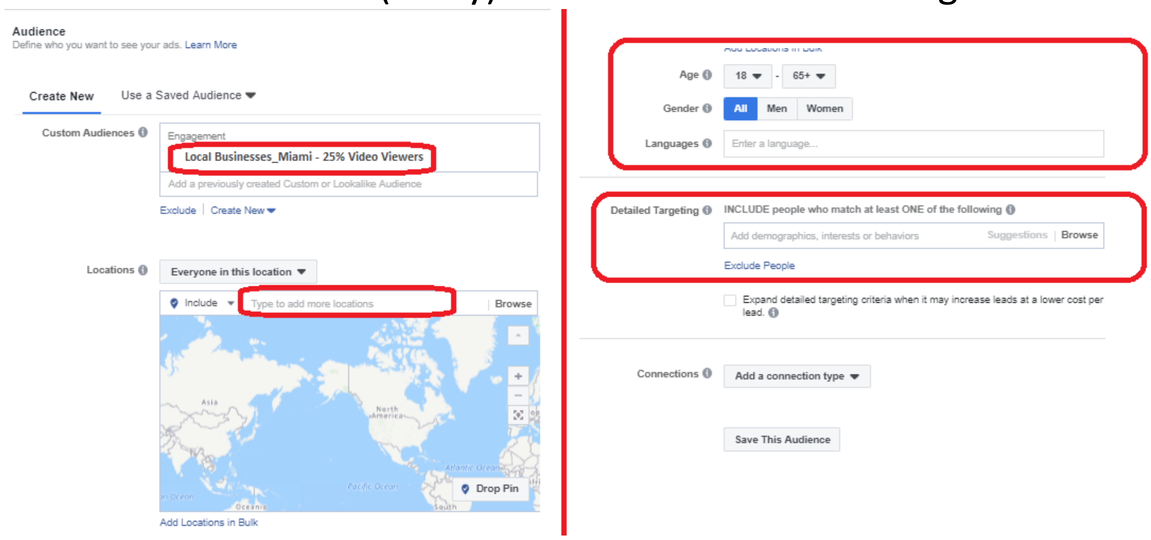
b. Select "Lead generation" type of campaign, name it (for example, "Small Businesses_Miami") and click on the "Continue" button.



c. Name your ad set (example, “Small Businesses_Miami - Ad Set 1”) and select your Facebook Page.

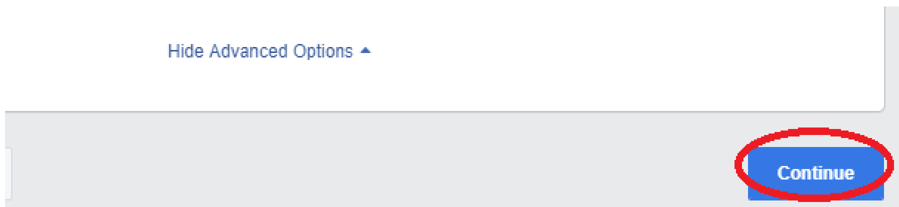


d. Under the “Audience” section, select your custom audience, remove all indicated countries (if any) and leave all other settings as it is.

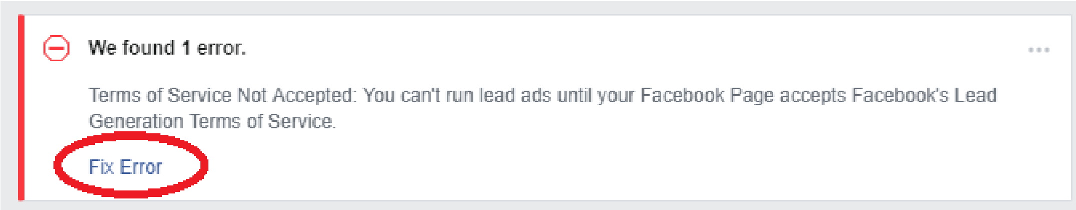


e. As suggested in the previous section, select “Facebook News Feed” option for all devices and start with a small budget ($5 - $10) to test your ad.

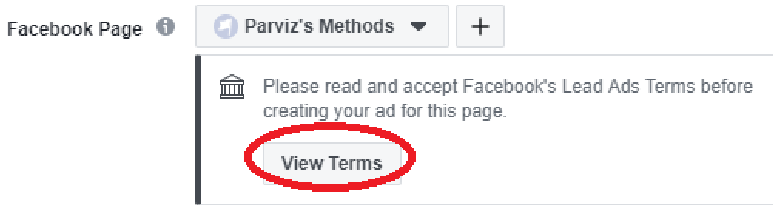
f. Once you have set all the required information, click on the “Continue” button.



***Note:** If you are seeing the following error, click on “Fix Error” link.*

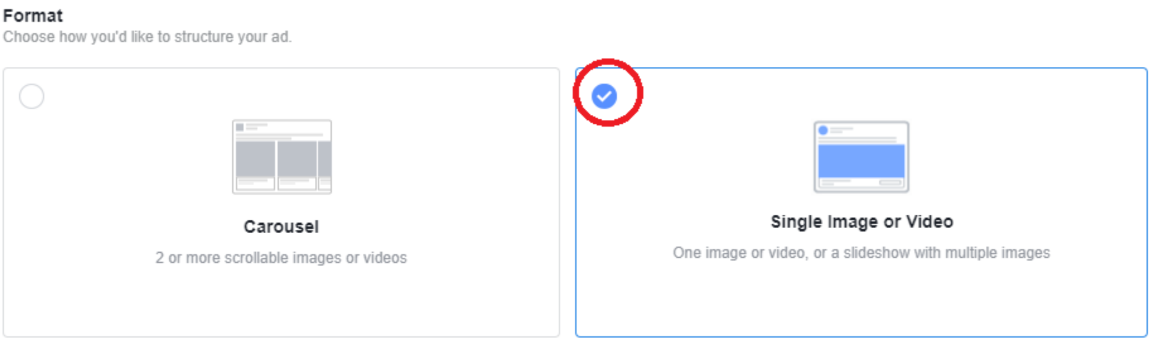


Click on "View Terms" button, read the terms and if you agree with the terms – click on "I agree" button.

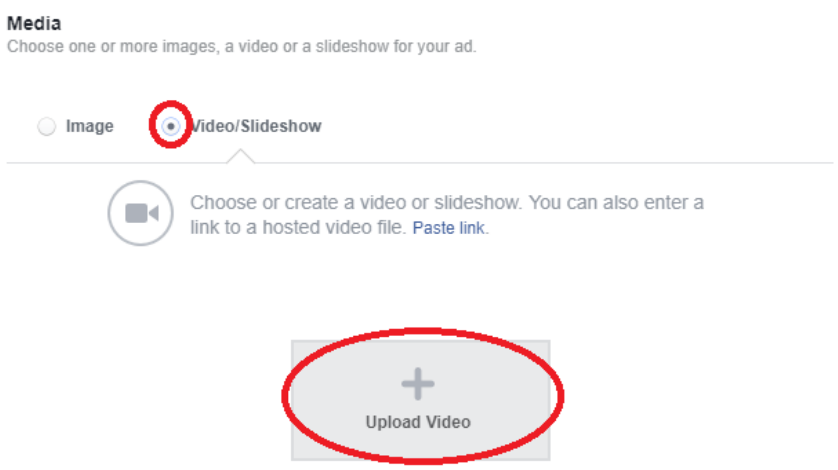


g. Next, name your ad (for example, "Lead Ad – 1").

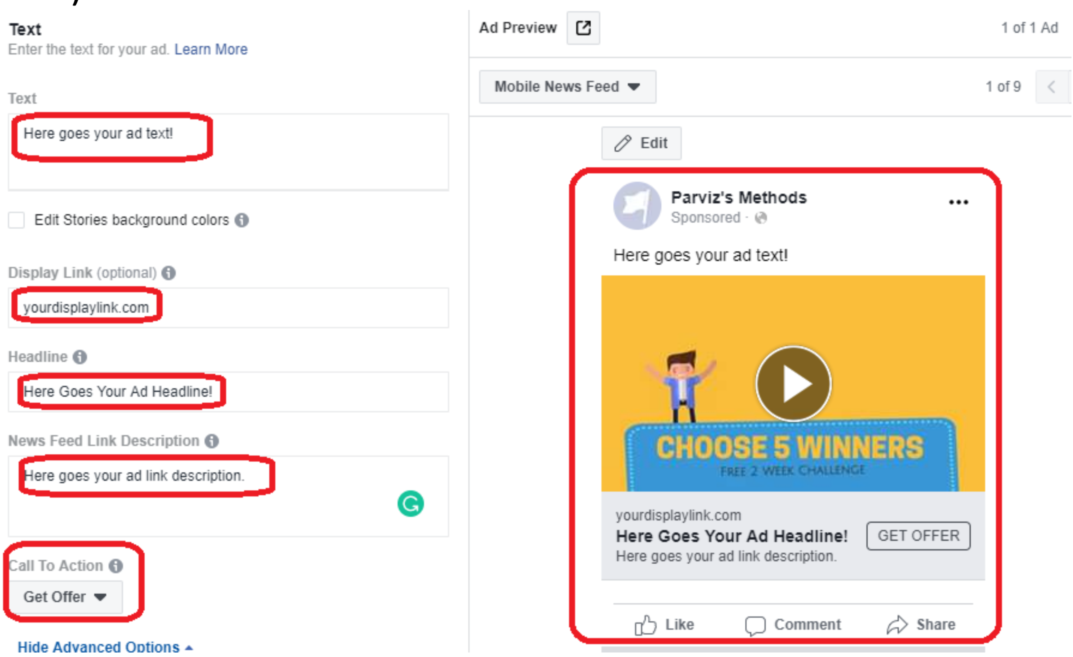
h. Under the format section, select "Single Image or Video".



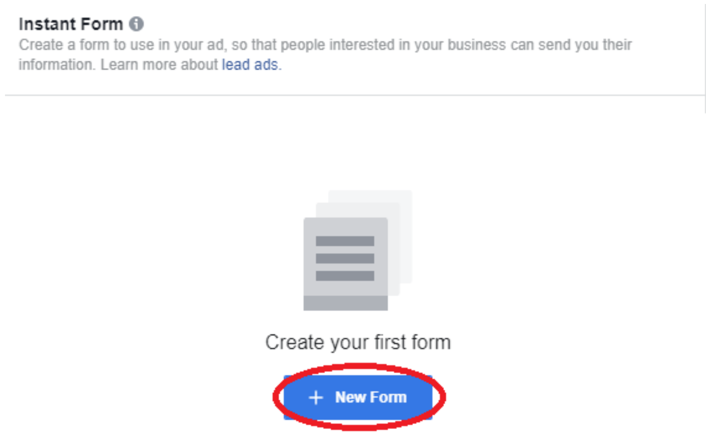
i. Under "Media" section, select "Video/Slideshow" and click on "Upload Video" to upload your video (inside "5. DFY FB Lead Ads" folder you can find a DFY video for your Lead Ad).



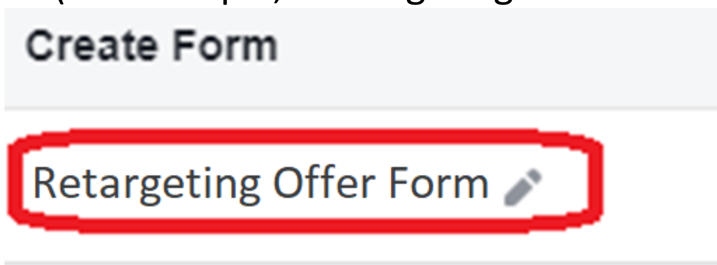
j. Under “Text” section write your text, headline, display link (optional), Newsfeed link description and select “Get Offer” call to action button (inside “5. DFY FB Lead Ads” folder you can find DFY ad texts for your Lead Ad):



k. Under “Instant Form” click on “+ New Form” button.

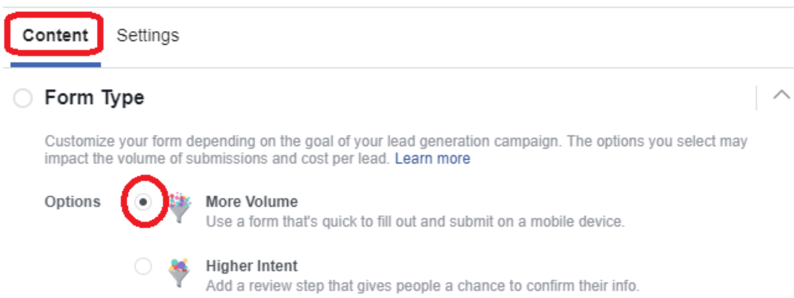


l. Name your form (for example, “Retargeting Offer Form”).



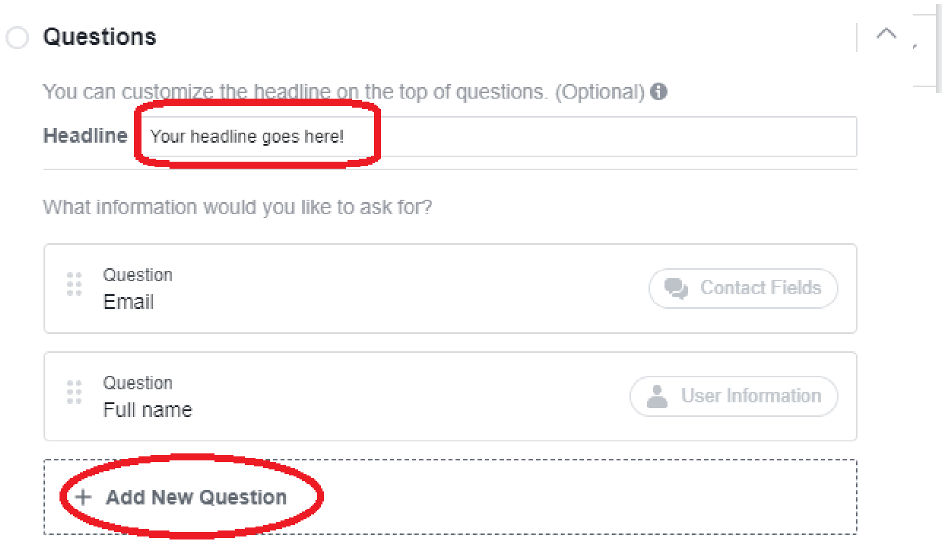
m. Set the sections under “Content” part as follows:

- Select “More Volume” under “Form Type” section.

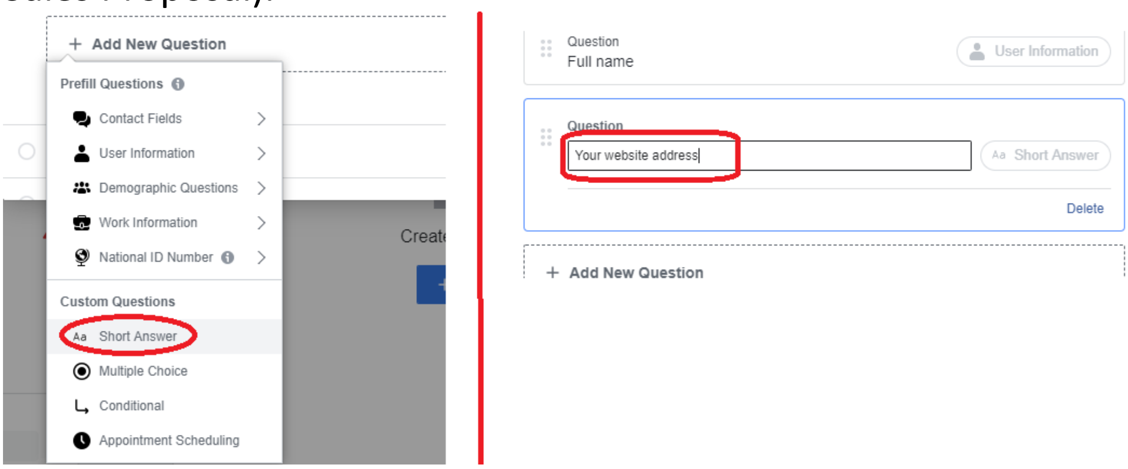


- Turn off “Intro” option.

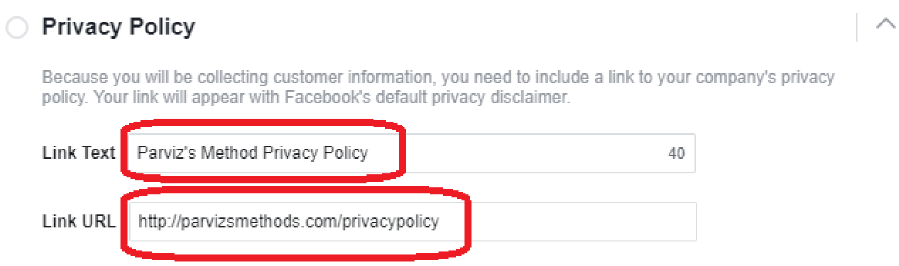
- Under “Questions” section write your headline and click on “+ Add New Question” button.



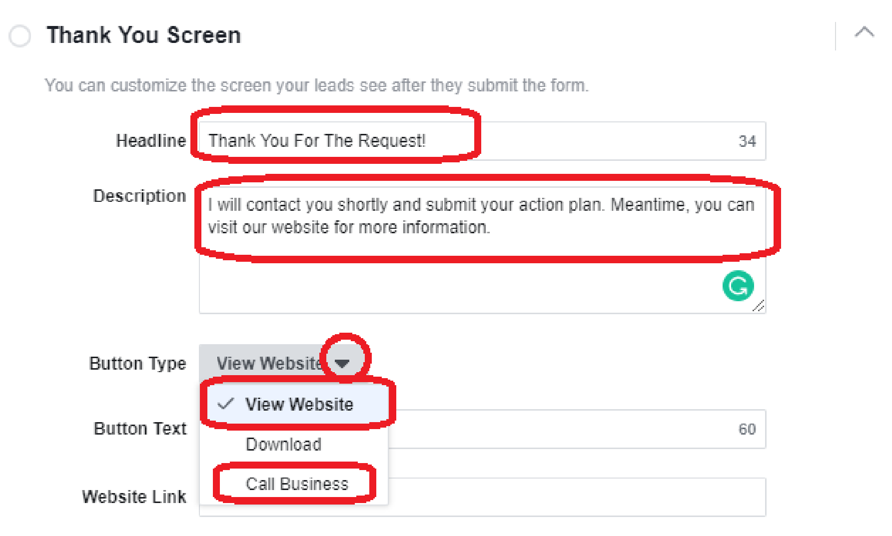
- Select “Short Answer” and name it “Your website address” (you’ll need your potential client’s website address for preparation of Sales Proposal).



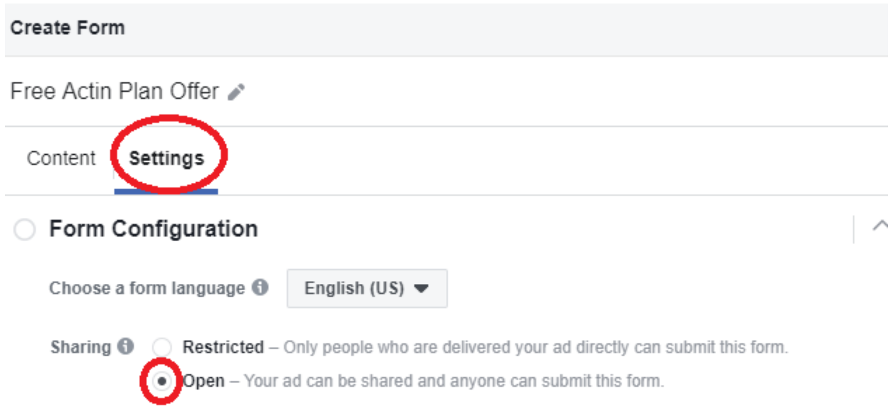
- Under the “Privacy Policy” section, enter your website’s privacy policy link and name it.



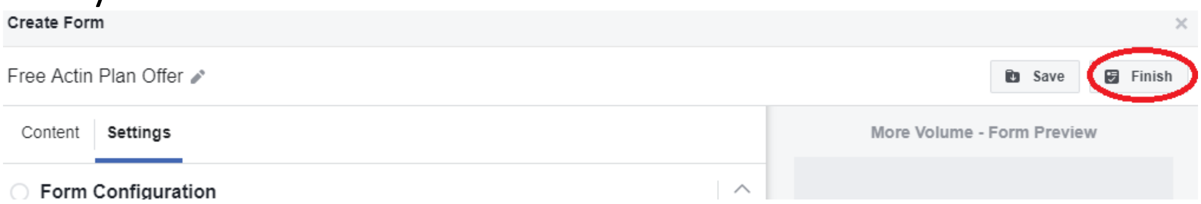
- Under “Thank You Screen”, write a headline and description of your thank you section. Also, you have an option to provide a link to your website or your phone number there.



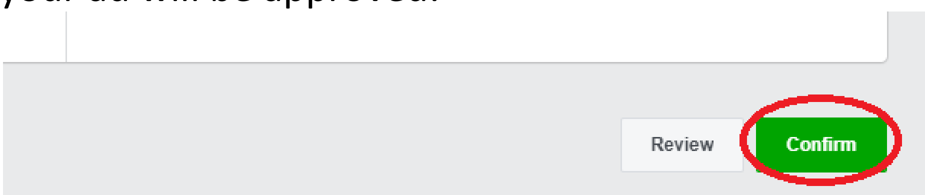
- Click on "Settings" part and select "Open" under "Sharing" section.



- Once you set up everything here, click on the "Finish" button to save your form.



j. Once you have created your form, click on the "Confirm" button and wait till your ad will be approved:

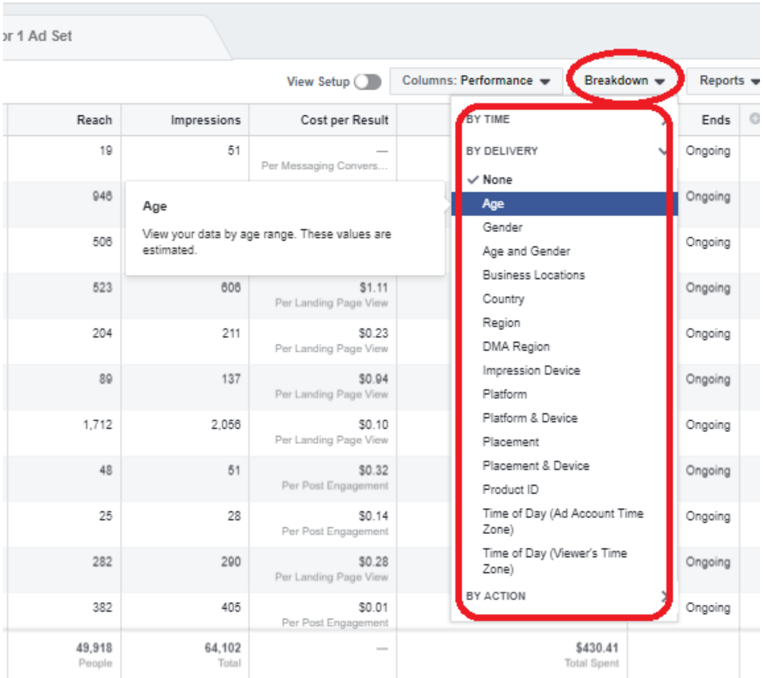


When you create your first Facebook Lead Ad, let it run for about 3-5 days before you start analyzing it. Once 3-5 days have passed, check the following metrics to see which audience filled out your form at the lowest cost:

a. *Age of the audience;*
b. *Gender of the audience;*
c. *Device of the audience;*
d. *Most active time.*

Based on the information gathered, update your ad applying new metrics that worked best (age range, device type and most active time).

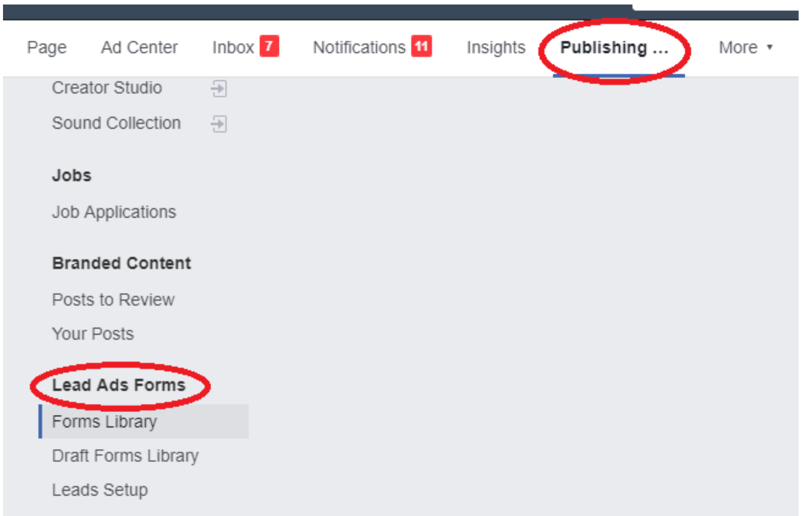
The easiest way to check the metrics mentioned above is to click on the "Breakdown" button inside your "Ads Manager" page and choose a metric of your campaign you want to see:



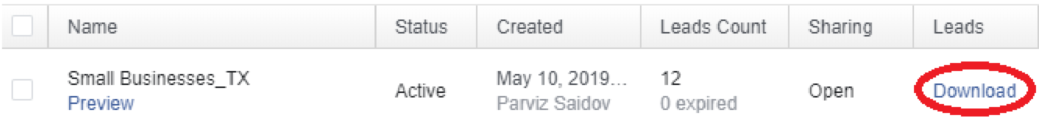
5.4 Step 4 – Follow-Up with Received Requests and Close a Deal

All leads you receive within your Lead Ad will be stored in your Facebook Page. To download your leads, open your business Facebook Page, click on

"Publishing Tools" and after on "Lead Ads Forms" link (located on the left side menu).



After, click on the "Download" link of your lead form.



Follow the steps mentioned above anytime you want to download an updated list of your leads.

Once you download your leads, it's time to respond to their requests and provide them detailed information about this growth opportunity for their business.

As I indicated earlier, you can do it by preparing and submitting a Sales Proposal, which is available inside "2. Sales Proposal" folder.

When you submit the Sales Proposal, expect to receive requests for more additional information. Provide as much detailed and comprehensive information as you can, so they have a full picture of what you're offering and what they're getting.

Once the requested information and responses to their questions are provided, offer to start working for them, and request 50% prepayment to get them started.

6. Pricing your service

Depending on the budgets of your potential clients and the results they want to get, you can price your services as follow:

a. Development and setup of Facebook Retargeting campaigns (including preparation of a "freebie", landing page/thank you pages and setup of an autoresponder) - $497 to $997, one-time fee;
b. Management of Facebook Retargeting campaigns (excluding ad costs) - $297 to $497 per month;
c. Management of an email list - $197 to $497 per month.

You can negotiate other prices with your clients, but please remember that this service provides a great value to your clients and is worth the suggested fees.

As I indicated, I would advise you to negotiate with your clients and get at least 50% prepayment before providing the service. Many consultants get the entire fees in advance. Never perform services without any prepays.

Note: *You should also discuss your client's budgets for their Facebook campaigns and ask them to send you funds for running ads – if you'll run ads from your own Facebook account.*

7. Accepting payments

In my experience, the easiest to use and the most trusted payment processor is PayPal. If your PayPal account can receive payments – great, use it to get paid quickly whenever possible.

However, if you are not able to receive payments through PayPal, I suggest you use the following payment processors/services:

a. **Escrow.com** – Offers secure payment services. This is a win-win option for both of you. Just create a free account, and you can start your transactions right away.
b. **Payoneer.com** – With Payoneer, you can collect payments around the world and withdraw your funds from any ATM that accepts Maestro debit cards.

During the request for payment, be honest and always make your client feel secure. For example, if you want to use Payoneer to get paid, but your client does not want to use this payment method – ask them what payment option they prefer and try to find a solution suitable for both of you.

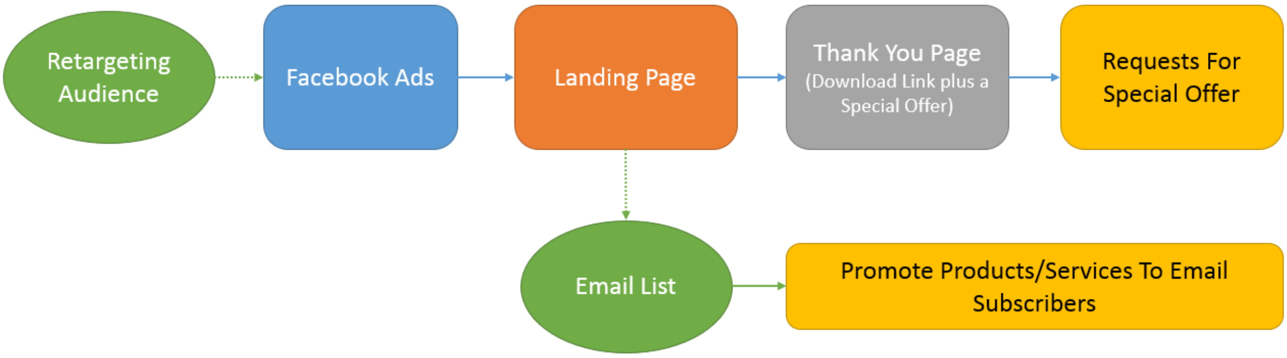
You will find that many local businesses pay for most products and services by company check. If you can receive and deposit these checks, then that’s a completely viable option as well.

8. Provide the Service

Once you have closed a deal and received 50% of prepayment – it's time to deliver the service.

The service that you'll provide is the creation, running, and managing of Facebook Retargeting campaigns for your clients aimed to build an email lists for your clients and promote their "special offers".

Here's the structure of a typical campaign you'll create:



As you may notice from the above illustration, within your Facebook Ad campaigns, you'll not only build an email list of your clients but also promote their special offers. This way, your campaigns will be much more profitable and beneficial for your clients.

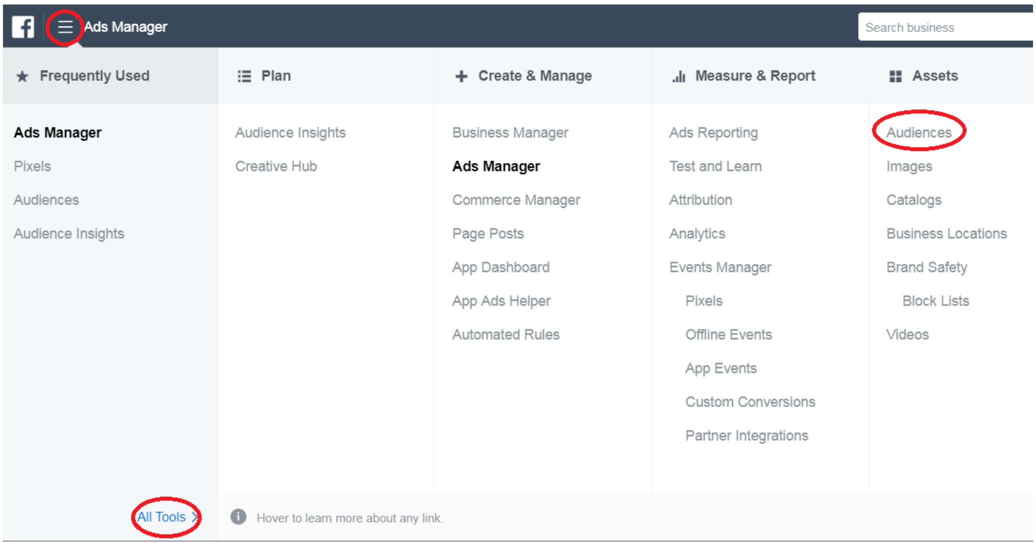
Now, let's see how to create such a campaign.

8.1 Step 1 - Create a Custom Audience and Install Facebook Pixel

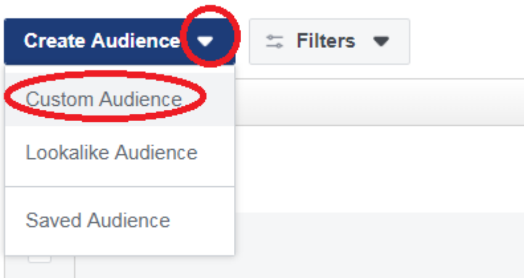
For the creation of a custom audience and getting a Facebook Pixel code, you'll need to gain access to the Facebook account of your client. If your client doesn't feel comfortable sharing login details, provide him/her the list of steps mentioned below.

To create a custom audience and to install a Facebook Pixel take the following steps:

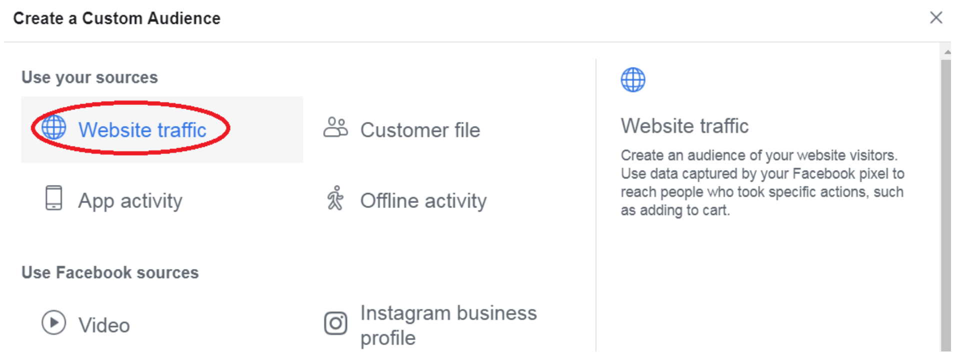
a. On “Ads Manager” dashboard, click on the menu icon, then click on “All Tools” link and select “Audiences” section.



b. Click on “Create Audience” and select “Custom Audience”.

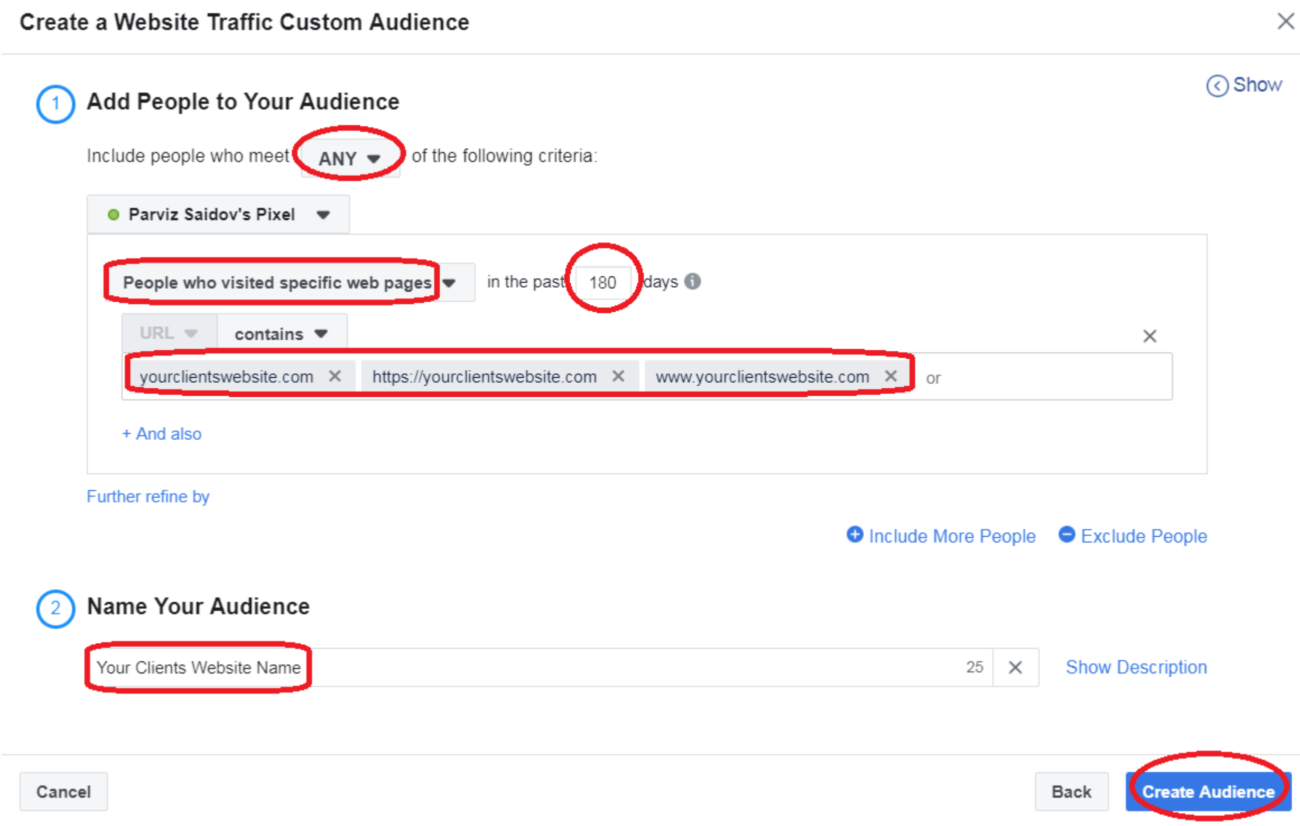


c. Select “Website traffic”.

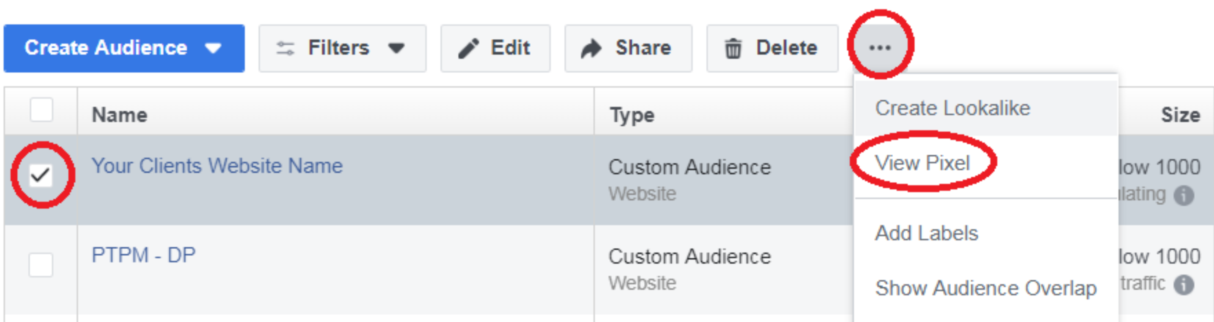


d. In the opened window setup everything as shown in the image below (don’t forget to replace “yourclientswebsite.com”, including with “https” and “www” ones, with the website address of your client and to name your custom audience).

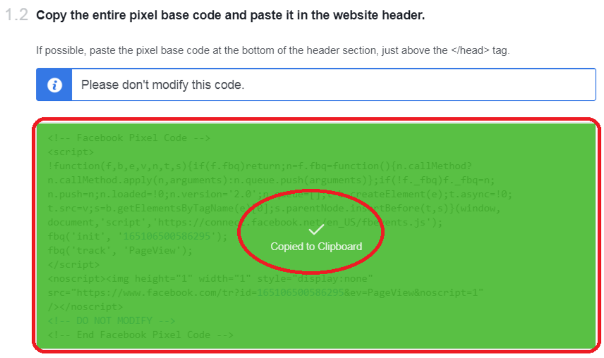
Once you set up everything here, click on “Create Audience” button.



e. On the “Audiences” dashboard, select your custom audience, click on “---” icon and select “View Pixel”.



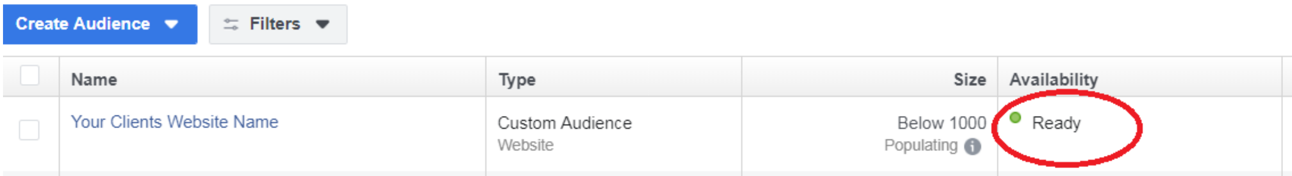
f. Under section 1.2 click on the code area and it will automatically copy your Facebook Pixel code.



Paste your code in a text editor (MS Word or Notepad). You'll need this code for the next steps.

g. Now, you simply need to insert your Facebook Pixel code at the bottom of the header section of your client's website (just before </head> tag). You can do it yourself (if you have some basic HTML skills), use a free plugin/extension to do it (if your client's website is created using CMS like WordPress, Joomla etc.) or outsource it to a freelancer at Fiverr.com.

h. Once your Facebook Pixel is set up, you can check the readiness of your custom audience on the "Audiences" dashboard.



If it indicates that your custom audience is "Ready", it means your Facebook Pixel is working now, and it will capture all visitors to the website to build your custom audience.

8.2 Step 2 - Setup Autoresponder

In this step, you need to set up an autoresponder for your client by creating a new list and preparing sign-up form for this list.

If your client already has an autoresponder account, get access to this account (logins and passwords) for creation of a new list and preparation of the sign up form. If your client doesn't feel comfortable sharing his/her autoresponder login details, ask them to create a new list and a signup form for your campaign and provide you with the form's HTML code (you'll need this code during development of a landing page).

If your client does not have an autoresponder account, then suggest they create one. There are many email marketing software platforms on the internet, but I prefer GetResponse.com and advise you to recommend

GetReponse.com to your clients. It is easy to use, safe and has a one-month free trial. You can also sign up with their affiliate program and send to your clients your affiliate link for registration of accounts.

Note: *If you don’t know how to set up autoresponders – don’t worry. Almost all autoresponder service providers have detailed instructions on the creation of new lists and sign up forms inside their dashboards.*

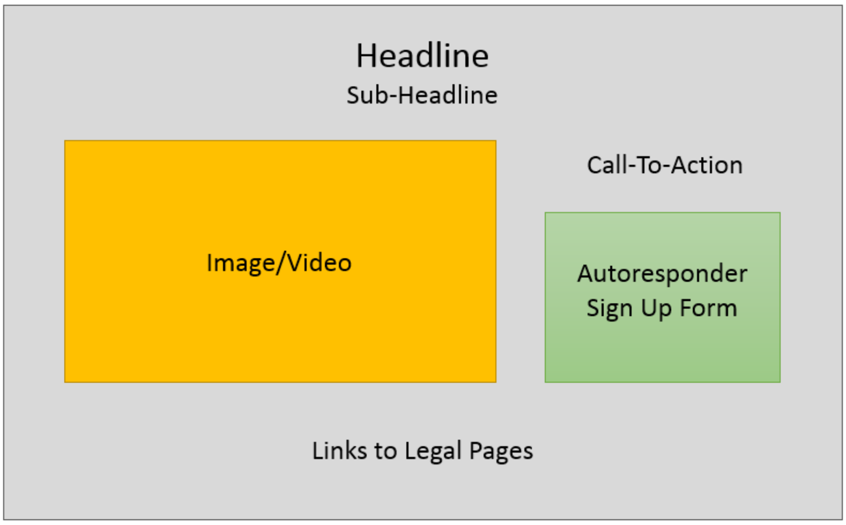
8.3 Step 3 - Prepare a Landing Page and a Thank You Page

The purpose of your landing page is to invite potential customers to subscribe to an email list of your client in exchange for something valuable, which is provided for free (the 'bait piece' could be a report, a cheat sheet or a discounted/free service or product).

For the design of a landing page, I would suggest you go with a simple but good-looking design and ensure that your landing page contains at a minimum the following parts:

a. Headline
b. Sub-headline
c. Image/Video
d. Call-To-Action
e. Contact Form
f. Links to legal pages (Privacy Policy, Terms of Services, and Disclaimer). Please note that the availability of links to legal pages is mandatory when you want to run Facebook Ads to your landing page.

Here’s a typical structure of a landing page:



Thank you page is more straightforward than a landing page and is aimed to:

a. Thank a subscriber;
b. Provide the promised freebie;
c. Provide info about a limited special offer.

Here's a typical structure of a thank you page:

Don't forget to make your pages responsive (mobile compatible), because most Facebook Ad traffic will come from mobile devices.

You can create a landing page/thank you page using any website building tools or services you are comfortable with. As an alternative or you can outsource this task to a web designer in Fiverr.com.

8.4 Step 4 - Create and Run Facebook Ads

Once your landing page and thank you page are ready, it's time to send some traffic through Facebook Retargeting Ads.

You need to get permission from your client (through Facebook) before you can create and run ads on Facebook on behalf of your client's Facebook Page.

To do this, request "Page advertiser" access to your client's Facebook Page through your Facebook Business account (here's an article showing how to do it).

I would advise you to start with "Traffic" type of Facebook Ads. After some time, when you get some conversions and data for analyzing, you can start running "Conversion" type of ads optimizing it for leads.

Note: *You can create your Facebook Traffic Ads using the steps indicated in the above sections, by selecting the "Traffic" type of campaign instead of "Video views".*

For those who don't have experience with Facebook Ads and don't know how to create one, I would suggest checking https://blog.hootsuite.com/how-to-advertise-on-facebook blog post for a start. Alternatively, you can find a lot of helpful information on Google.

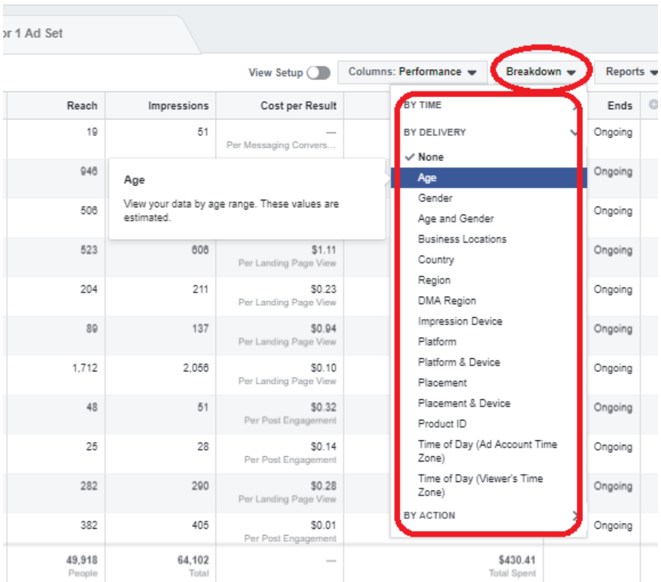
8.5 Step 5 - Analyze and Optimize Your Ads

When you create Facebook Traffic or Conversion Ads, let them run for about 3-5 days before you start analyzing them. Once 3-5 days have passed, check the following metrics to see which of the following metrics brought more conversions at the lowest cost:

d. *Age of the audience;*
e. *Gender of the audience;*
f. *Device of the audience;*
g. *Most active time.*

Based on the information gathered, update your ads by applying new metrics that worked best (age range, device type and most active time).

The easiest way of checking the metrics mentioned above is to click on "Breakdown" button inside your "Ads Manager" page and choose a metric of your campaign you want to see:



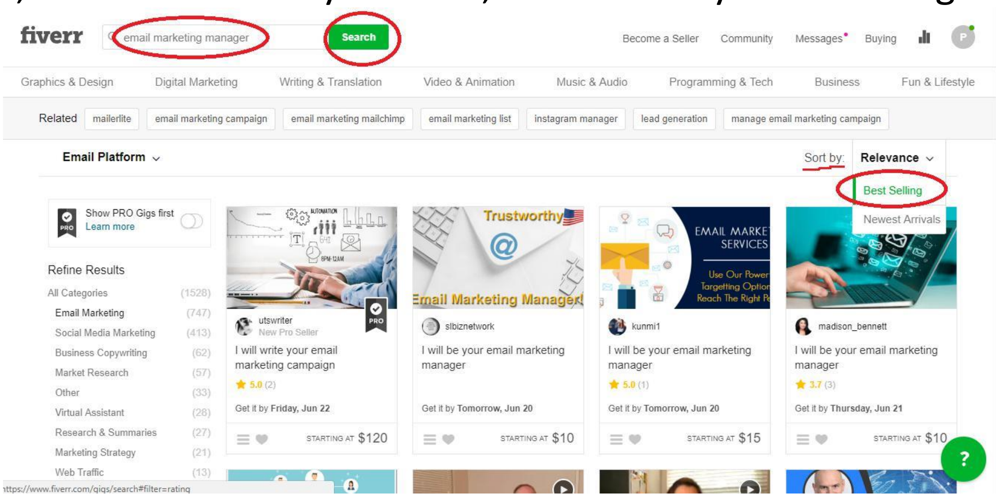
9. Upsell Other Services

Most clients that have a positive experience with a consultant are likely to purchase other products/services from the same consultant rather than from others. So, this is an excellent opportunity for you to expand your relationship with the client. When you've successfully provided your service to your clients, you can upsell different services, like:

a. **Facebook Page designs and updates;**
b. **Social media management;**
c. **SEO Services**
d. **Responsive website;**
e. **Etc. (hint: ask them what they need).**

You can price your services from $97 to $1497 (including recurring fees) depending on a value your clients get from your services. Some services are more worthy substantially than others are.

You can outsource these services easily to service providers on Fiverr.com. To find a service provider on Fiverr.com visit and log in to your Fiverr.com account, search a service you want, and sort it by "Best Selling":



Now, open and browse each gig you like and if a gig provides a service that you need, and has at least 4.5 ratings and the price is suitable for you – go with it.

Note: *Before any purchase from Fiverr.com, I would strongly advise you to contact sellers and explain your needs to avoid misunderstanding and issues later.*

If you didn't get your copies of our One Time Offers, you can do it now:

1. **100% DFY Campaigns – 7 Local Niches Package** is a brand new, unique package that includes seven DFY Facebook Retargeting Campaigns and a Quick Start Guide all designed to create and run Facebook Retargeting Campaigns in 7 hot local niches.

2. **Mega Clients Package** helps you land high paying clients who are already spending thousands of dollars for paid advertisement and in desperate need of your services.

10. Conclusion

Now you have all the information, content and tools you need to start your new venture! I'm excited for you because I know this works.

Please note that knowing how to make money does not always make you money - you have to take action. In any other type of business, there are difficulties, and if you want to succeed, you have to overcome the obstacles.

Once you get your first taste of success with your first sale, you'll begin to understand it more deeply, get a feel for it and get better at it. It'll be a lot easier for you to get more clients and sales and grow your consulting business.

If you enjoyed this training package and have started taking action, please let me know. I would love to hear from you.

Feel free to contact me at hello@parvizsmethods.com. Please understand that I get upwards of a hundred emails a day, but I try to check it every day and respond as soon as I can.

Thank you again for your support and for purchasing this training package.
Your Local Marketing Friend,

Parviz. S.A.