

CHECKLIST



Facebook Ads Checklist – Your Quick Guide to Success

You've read the full book but now it's time to put what you've learned into action. The best way to discover the nuances of Facebook Ads is to get in and start experimenting and learning on the job. This checklist will help you to turn theory into practice by looking at everything we've learned and organizing it in some simple-to-follow steps.

Step 1 – Your Niche

First, you need to think about the niche you want to target. Your niche is your subject matter, which in turn dictates your industry. For example, if your niche is fitness then you can sell fitness products.

Choose a niche that is not too large, nor too small and that you understand the ins and outs of.

Step 2 – Your Product

Next, choose the product you want to sell. Make sure it:

- ☐ Solves a simple problem
- ☐ Is directly targeted at your chosen niche
- ☐ Is something that is likely to sell in the current climate of your chosen industry – do your research!

There are a number of different ways to start selling a product:

- ☐ Make your own
 - ☐ Find a manufacturer and work from a prototype and 3D file
 - ☐ Print a book using POD publishing
 - ☐ 3D print your own phone cases, stands, etc.
 - ☐ Make a digital product like an eBook
- ☐ Become a reseller
- ☐ Sell products through a drop shipping company
- ☐ Become an affiliate marketer
 - ☐ Using platforms like JVZoo and Click bank
 - ☐ Or going through Amazon Associates/Share a Sale

Step 3 – Create a Buyer Persona

Your buyer persona is a fictional biography of the kind of person who is likely to buy your products. This means they fall into the right demographics in terms of age, sex, location etc. However, you should also think about where they like to spend time, what their hobbies and interests are, how much income they're likely to have etc. Get a complete picture of your buyer and get inside their minds.

Step 4 – Create a Brand

A great social media campaign needs a strong brand behind it. Your brand starts by knowing your 'why' which is your mission statement. What are you bringing to the table?

Then create your Facebook page.

Then create your website with a landing page or ecommerce store to sell your product. You can skip this step if you're going to sell an affiliate product and simply use your affiliate link in your ads. Have a great logo that conveys *exactly* what you're about and exactly what kind of person is likely to respond to your content. Don't try to appeal to everyone, or you will appeal to no one.

Step 5 – Design Your Ads

Now you can start building your ads! Choose whether you want image ads, text ads or something else. Then write the copy and add the photos.

- ☐ Try to design ads that will put off people who won't want your products
- ☐ Use images that are eye-catching however
- ☐ Make your copy persuasive by selling your **value proposition**
- ☐ Remove barriers to sale by offering things like money-back guarantees and simple order processes

Step 6 – Target Your Ads

Now you can target your ads. This will filter who they are shown to and you can select multiple factors, such as:

- Age
- Sex
- Location
- Marital Status
- Income
- Hobbies and Interests
- Homeowner Status
- Internet Behavior

Step 7 – Advanced Targeting

Better yet, you can also use advanced targeting techniques. This includes using:

- ☐ Remarketing – Using cookies stored on users' computers, you can show ads to people who have previously visited your site and looked at your products, thereby ensuring that they are likely to be people with at least some interest in those items.
- ☐ Custom Audience – If you have a mailing list, then Facebook will allow you to import that list and use it to find those users on Facebook. They will be matched with around a 50% success rating.
 - ☐ Better yet, Facebook can also generate new users to add to this list that match the ones you provided!
- ☐ Filtering – It's possible to list traits you *don't* want your audience to have as well and also to look for specific combinations, thereby truly narrowing down your audience.

