



Facebook Fast Track Implementation

How we went from a \$48,000 Lose in 2014
using Facebook to
\$200,000 with just \$8000 in expenses in 2015



Why Facebook?

1. Great Targeting when you know your Market
2. Over 14Million Active Users in Australia
3. 1.49 Billion users World Wide
4. 53% Shoppers who CLICK THRU Facebook make a Purchase
5. 51% of Fans are more likely to purchase from Brands they like on Facebook



1. The Top 10 Challenges I overcame to create INCOME using Facebook
2. WHY YOU MUST USE Facebook - especially if you want more of your IDEAL CLIENTS
3. The Way to Make it Work for you - and why you really need to LEARN



You can do Facebook Ad Marketing as little as \$5 a day

and

YOU GET BUYER LEADS (when you do it right)



Facebook Fast Track Implementation





CAMPAIGN RESULTS

1. 1000 Targeted Optins per month from Facebook
2. Nearly 500 targeted prospects in 3 days with 10 sales appointment = \$10,000 value
3. US\$200,000 revenue from \$8000 spent



I realised in the 6 month Turn-Around Time frame

We were making some serious mistakes...



PROBLEM #1: When we went in looking for lots of leads...

1. Opt outs were high
2. Freebie seekers
3. Not really serious - took 1 year to get 1 sale! (OMG)



**PROBLEM #2: We were trying to
model the big brand people with
huge followings**

**WE WEREN'T COPYWRITING LEGENDS
AND
WITH ESTABLISHED MARKETING**

IS THIS RINGING TRUE FOR ANYONE
IN HERE? HAVE YOU DONE THIS
TOO? TELL ME I'M NOT THE ONLY



**PROBLEM #3: We were hiring consultants
to set up and write our Ad Campaigns**

they had made millions for many

7 & 8 Figure speakers

why wouldn't it work for us?



**PROBLEM #4: We weren't paying
enough attention to what our IDEAL
CLIENTS wanted**



PROBLEM #5: We leading new prospects to our Sales Strengths



PROBLEM #6: We weren't controlling the Click Experience

Want to grow your business with workshops & group training?

A STEP-BY-STEP GUIDE TO YOUR MILLION DOLLAR SPEAKING BUSINESS

EXPERTS SUCCESS

How To Be A Highly Paid Speaker Trainer Or Coach

Cyndney O'Sullivan & Carrie Myton
Experts Success Speaker Management

This FREE 21-Page Guide Reveals Tips & Techniques to Becoming a Highly Paid Speaker, Trainer or Coach - Including:

- ✓ Discover the secret '4 P' plan - Guaranteed to help you establish a clear 'getting started' game plan
- ✓ Reveal evolving marketing techniques - Learn to promote yourself as an expert and generate a passive income plus build a strong following
- ✓ How to trigger consistent results - Explore a proven sequence that will boost sales conversions and improve your return on investment

[GET MY COPY NOW!](#)

100% Secure. We Never Share Your Email.

Cyndney and Carrie work with Speakers, Trainers, and Coaches and over the last 4 years have created over \$15 million in Sales for their clients.

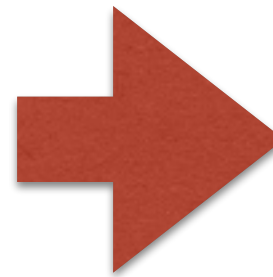
What Other's Are Saying



Jordan Belfort
"The Wolf of Wall Street"
I really like working with you, Carrie. You know how to get the true value of the sale. You don't have to undercut on price.



Bernie Griffiths
"Success Secrets of a Professional Photographer"
Working with Cyndney has been a joy. Her encouragement, enthusiasm and expertise in business consulting, has seen my business take a quantum leap!



VIDEO 1 NOW PLAYING VIDEO 2 THE TRICK TO GET MORE SPEAKING WORK VIDEO 3 COMING SOON

How to Be a Highly Paid Speaker

[CLICK HERE TO DOWNLOAD THE BOOK NOW»](#)

Hit the "Like" button and leave a comment below:

[Like](#) [Share](#) You and 21 others like this.

31 Comments Sort by Top

Add a comment...

Noelle Hill - School for Social Entrepreneurs Australia
Wow, thanks Carrie Myton, you have highlighted what I need to do. I need a bigger audiences instead of one on one. I need to replace myself with what I am doing.



**The HOTTEST POINT
is the FIRST POINT OF OPT IN**

**why the Heck DIDN'T ANYONE TELL
ME THIS!**



*This is going to be **CONTROVERSIAL** for Many*

**PROBLEM #7: We were using the
Product Launch Funnel because
“it was working for everyone
else”**



Want to see what made the
Big Change?



The 3 Keys to Facebook

1. Sell 1 Thing
2. Talk to Your Client in their LANGUAGE and SENSES
3. Focus on the Money



STEP #1: BECAME OUTCOME FOCUSED - The Prospect to Client!

Funnily Enough - Our List Doubled
when we did this!



STEP #2: Focused on Our IDEAL Clients

We literally LOVE the HIGH END CLIENTS we have now -

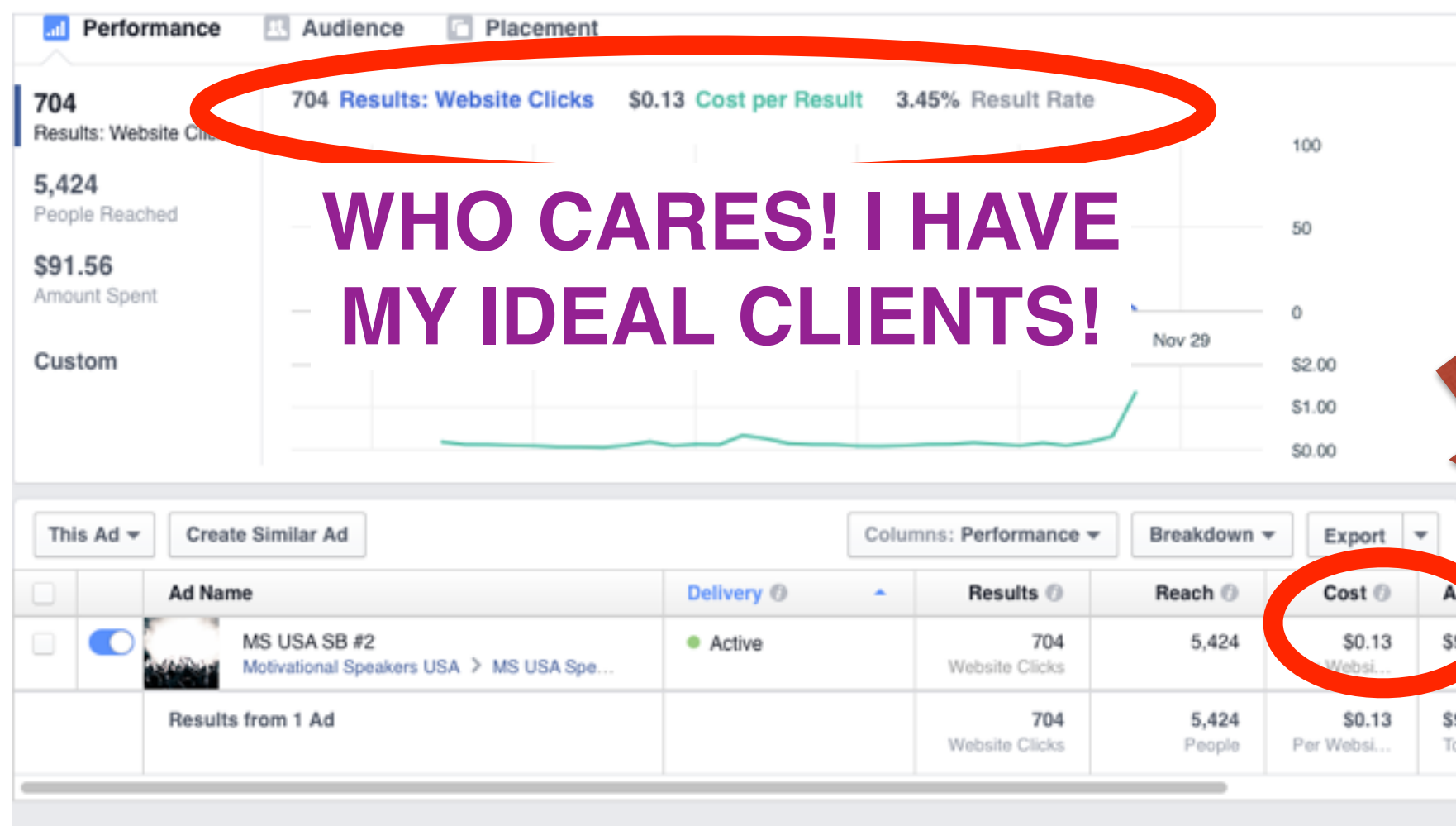
and we HAND PICK THEM!

60% ARE COMING FROM FACEBOOK!!



STEP #3: CONNECT TO their WORLD

1. Your Pictures
2. Your Words
3. Your Videos
4. YOU



WHO CARES! I HAVE
MY IDEAL CLIENTS!

Ad

Motivational Speakers America

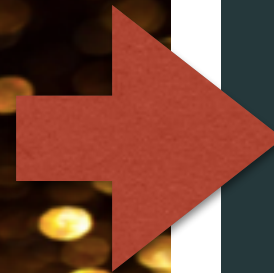
Sponsored ·

Ready to get More Training Work, Speaking Opportunities, and Regular Bookings? It's about the team and experience supporting you. This is not like anything you have ever done before. Our team of Speaker Marketers regularly market you to the right people. Today.

Speaking Schedule Empty? Need More Gigs? Learn More



Your Website Opt In. Your next Page Opt In. Your Ads. Your Sales Page. Your Thank You Page.





STEP #4: Watch the Money It talks

1. Your Cost Per Click tells You if People Care
- 2 .Your Number of Leads coming in tells You if You're Speaking their Language
3. Your Sales tell You What You Need to Improve or Keep Doing



This took me 7 months to get right!

It doesn't have to take this long when you have the right templates!



STEP #5: Work to Your Sales Strength

Right now: Ask Yourself

How do You Make the Most Money? (eg:Phone Consults,
Face to Face, Stage, In a Room, Webinars)



...2016 Goals...

1. What do you want to earn (REALISTIC) in 2016?
2. Right now, how many sales are you getting in 1 month?
3. How many people do you meet or talk to get those sales?
4. What's your Sales Conversion?



...2016 Goals...

How many prospects do you need to talk to or speak to in 2016

to hit your financial goal?










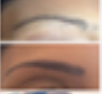









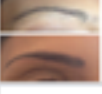
You Can Start Doing this using
Facebook



but you need to focus on
doing this RIGHT



Fast & Easy Not Care Route

	Ad Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
 	ad1v2cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	95 Website Clicks	1,072	\$0.06 Per Website Click	\$6.16
 	ad2v1cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	82 Website Clicks	845	\$0.07 Per Website Click	\$5.55
 	ad2v1cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	35 Website Clicks	448	\$0.10 Per Website Click	\$3.55
 	ad3cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	35 Website Clicks	445	\$0.08 Per Website Click	\$2.93
 	ad2v1cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	1 Website Clicks	322	\$0.14 Per Website Click	\$2.60
 	ad2v1cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	— Website Clicks	106	\$0.37 Per Website Click	\$1.48
 	ad2v2cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	6 Website Clicks	100	\$0.22 Per Website Click	\$1.29
 	ad1cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	2 Website Clicks	78	\$0.63 Per Website Click	\$1.26
 	ad3v2cars Eyebrow Tattooing 04/2015 > Corp Women Prem Cars	● Not Delivering Campaign is Off	— Website Clicks	51	— Per Website Click	\$0.66
Results from 9 Ads			277 Website Clicks	2,775 People	\$0.09 Per Website Click	\$25.46 Total Spent

The Ad

"I wanna say thank you for the amazing job! I am more than happy! Feeling beautiful! It looks so natural.. I am in love with my eyebrows for the first time! I knew i was in good hands!"



**Want Natural Looking
Eye Brows?**

[Learn More](#)



The Landing Page: Clear Outcome

**ARE YOU STRUGGLING WITH UNEVEN
EYEBROWS?**

*ARE YOUR EYEBROWS OVERPLUCKED?
STILL FILLING THEM IN?*

**// DISCOVER YOUR "NATURAL-LOOKING"
BROWS**

YES, I WANT A NO-OBLIGATION BROW CONSULTATION



Apathetic Results

10 Consultation Opt Ins

in 3 Days

\$25 in total spend

Average Sale: \$400 - \$1500

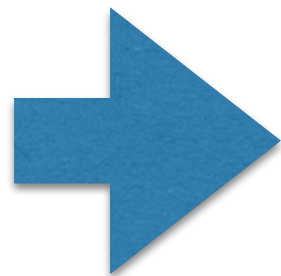
Half Ass Campaign
But Shows You the Power of the RIGHT LANGUAGE



Starts with your Connection

FACEBOOK AD

1. Picture or Video
2. Headline
3. Story



LANDING PAGE

1. Transition with Same Language as Ad
2. Connecting to Outcome You Want
3. Very Good Reason to Act Now



STICK EXPERIENCE

1. Leading to Your Ideal Outcome
2. Keeping on the First Click
3. Give them a Reason to Stay



You may have noticed - I'm not
talking about Engagement...

We're use Facebook
to MAKE MONEY



Facebook Fast Track

- ☑ The Ad: Picture + Text + Copy Focus
- ☑ High Converting Landing Pages: Each Step along the Way to lead to Sales & Webinars
- ☑ Email Funnel Swipe Files: with 30% - 40% opens after opt in
- ☑ 12 Weeks of Implementation with ME and 20 people only!
- ☑ Advanced Targeting & Entire Campaign Set Up for Sales!

**Only \$997 or
4 easy payments of \$299 a month**



FIRST 10

I'll do an entire
Campaign Conversion Session
with you 1:1 for the FIRST 10
People

speakingstars.com/facebook



Small Group over 12 weeks

- Implement **Right Away**
- **Results** as we are Working
- Entire **SWIPE FILE** (value: \$20000+)
- all we have to do is **Work on Your Language**
- Focus on Your **SALES STRENGTHS**

speakingstars.com/facebook



All Done WITH You ONLINE

- We can even remote in your computer to tweak on the sessions

speakingstars.com/facebook



So that all we have to focus on is
the Important Part of Facebook
Marketing...

Making Money & Speaking to
“Your People”

speakingstars.com/facebook



We will also be covering...

- Advanced Targeting
- Finding the Audience with Money
- Workshopping and Improving YOUR STRATEGY every week
- This is why it's only for 20 people
MAX

speakingstars.com/facebook



WHY NOW?

January was our Best Sales
Month from Facebook!

speakingstars.com/facebook



Facebook Fast Track Implementation



speakingstars.com/facebook



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