

Can You *Really* Leverage Facebook To Get More Traffic to Your Blog?

**“How To Instantly Create An
Irresistible Brand, Gain Massive
Influence, And Attract New
Customers From Facebook
FAST...”**

**Without fear of losing money or getting your account
banned...**

2-Easy to Create **Facebook Ads**

About Me



- ✓ Founder of Social Media Branding Academy
- ✓ International Speaker/Trainer/Coach
- ✓ Over \$2.5 million Earned Online as a Facebook Marketer
- ✓ Generated over 100,000 leads profitably
- ✓ Built Multiple 6 Figure Businesses Online Using Facebook
- ✓ Over 100K Fans

You're About To Discover...

- The #1 FaceBook strategy we used to increase the traffic to your blog by 75% (I'll show you step-by-step)
- How we use FaceBook ad metrics to suck in red-hot prospects and avoid spending money on uninterested tire-kickers (zero tech skills required)
- How to use ONE simple FaceBook ad to expose your audience to 5 different offers or blog posts (this FaceBook hack cost us .30 cents per visitor)
- With 1 button create a "lookalike audience" to 3x your pool of interested buyers on FaceBook (WARNING: this is extremely powerful and can make you a LOT of money... proceed with caution)
- Our whole business revolves around FaceBook, and I'm going to give you everything we're doing today to create a full-time income from home with our Blog & FaceBook

Why This Is So Crucial NOW

- **FAST:** It gives you almost instant results
- **Guaranteed:** Foolproof lead formula
- **Leverage & Automation:** It's easier than ever
- **Competition:** If you don't, your competitors will

Is This For You?

- ✓ Are a network marketer
- ✓ Affiliate marketer
- ✓ Information marketer
- ✓ Service provider
- ✓ Want fast results
- ✓ Had Ads disapproved
- ✓ Sell more stuff
- ✓ Make more money



What You'll Need

- Facebook Fan Page
- Facebook Ad Account
- Irresistible Offer
- Blog
- Wordpress Plug in
 - AddFunc Head & Footer Code

If You Do This Right

- You won't get your ad account shut down
- You will be building your brand while increasing your know, like, trust factor with your audience
- You will get more traffic to your blog posts without trying to figure out SEO
- Won't obnoxious or intrusive



Step 1: Facebook Fan Page

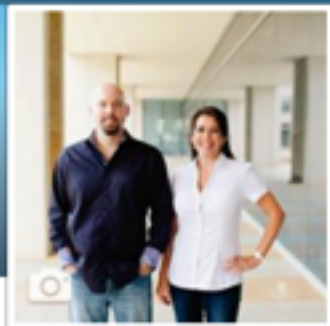


MICHELLE & BILL PESCOSOLIDO

www.OnlineWealthPartner.com



Turning *Your Passion*
Into a *Money Making Business.*



Michelle Pescosolido ✓

Public Figure

Watch Video ▾

Like

Message



Timeline

About

Michelle's Videos

Michelle's Instagram

More ▾



76% response rate, 1-hour response time

Respond faster to turn on the icon



Status

Photo / Video

Q&A, Event +



96k likes **+707 this week**

Michelle Pescosolido and Bill Pescosolido



59,515 post reach this week



Write something...



Michelle Pescosolido



facebook.com/ads/manager


Manage Ads | Account Settings | Billing | Power Editor | Tools

Account: Michelle Pescosolido

Search Filters Lifetime

Create Ad Help

Spent Last 7 Days: \$741.22



Reach More People Like Your Customers
Create an ad using your lookalike audience to reach more people like "Lookalike (US, 1%) - Vegan Blog".

< 1 of 10 >

All Campaigns + Create Campaign Columns: Performance Breakdown Export

	Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/> New Michelle Likes	Active	95 Page Likes	9,738	\$1.95 Per Page Like	\$185.21	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> Lead Gen	Active	67 Leads (Form)	4,671	\$1.92 Per Lead (Fo...	\$128.57	Ongoing

A photograph of a space shuttle launching, with a large plume of white smoke and fire trailing behind it. The shuttle is positioned vertically in the center of the frame. The background is a clear blue sky. The text "Step 2: Blog Post" is overlaid in the center of the image in a bold, dark blue font.

Step 2: Blog Post



Facebook Lead Ads

10

Tweet

32

Like

4

+1

3

Post

What are Facebook Lead Ads And How Do They Work?

Facebook just recently rolled out a new way of collecting leads via their advertising platform, called *Facebook Lead Ads*.

As of right now the *only* way you can create a Facebook Lead Ad is by using the Power Editor in your Facebook Ad Manager or a third party software program, like my favorite *Ad Espresso*. Personally, I hate the Power Editor as it is not user friendly but I am sure with all new features Facebook will eventually add the [Facebook Lead Ads](#) feature to the Ad Manager.

So what are Facebook Lead Ads? Basically this type of ad provides a simple way for your targeted audience to opt in to your offer(s) all via the mobile device. All this is done within Facebook. No longer do you need to click on an ad to get taken to a landing page where then you need to fill out all pertinent information in order to get your free offer or get signed up.

Instead it's all done within Facebook.

Pretty much tap, tap and your prospect you are targeting is done and you have collected the lead.

When you create a lead form within Facebook you can customize your form to the degree of what type of information you would like to collect from your targeted audience once they click on your Facebook Lead Ads.

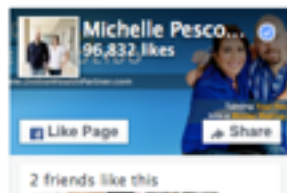
GET FREE
ACCESS TODAY:



THIS IS THE EXACT BLUEPRINT
WE USE IN OUR OWN BUSINESS

DOWNLOAD NOW

Follow Me On Facebook!



Check out the image below:

The screenshot shows a Facebook profile for Michelle Pescosolido. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The left sidebar has 'Posts', 'Videos', and 'Lead Ads Forms'. The 'Forms Library' section is open, displaying a table with the following data:

Name	Locale	Created	Leads Count	Leads
F Lead Gen Form	English (US)	Oct 14, 2015 at 3:42pm	0	Download

If you are looking for more help when it comes to Facebook Lead Generation check out my most up to date Facebook course [Social Media Branding Academy](#).

Reveals 21 Steps
To Earning Up To
\$9,000 Per Sale
Online!

WA
NO

MY ONLINE SALES MACHINE

By Matt Lloyd & Bill and Michelle Pescosolido

DOWNLOAD EBOOK!

FREE! 21 STEP PROGRAM

Get **\$1,000, \$3,000** & More

A photograph of a space shuttle launching, with a large plume of fire and smoke trailing behind it. The shuttle is positioned vertically in the center of the frame. The background is a clear blue sky. The text "Step 3: Create a Pixel" is overlaid in the center of the image.

Step 3: Create a Pixel



Find friends



Mich

Manage Ads

Account Settings

Billing

Power Editor

Tools

Audiences

Audience Insights

Pixels

Custom Conversions

Pages

Image Library

Advertiser Support



Account: Michelle Pescosolido

Spent Last 7 Days: \$741.22



All Campaigns

+ Create Campaign

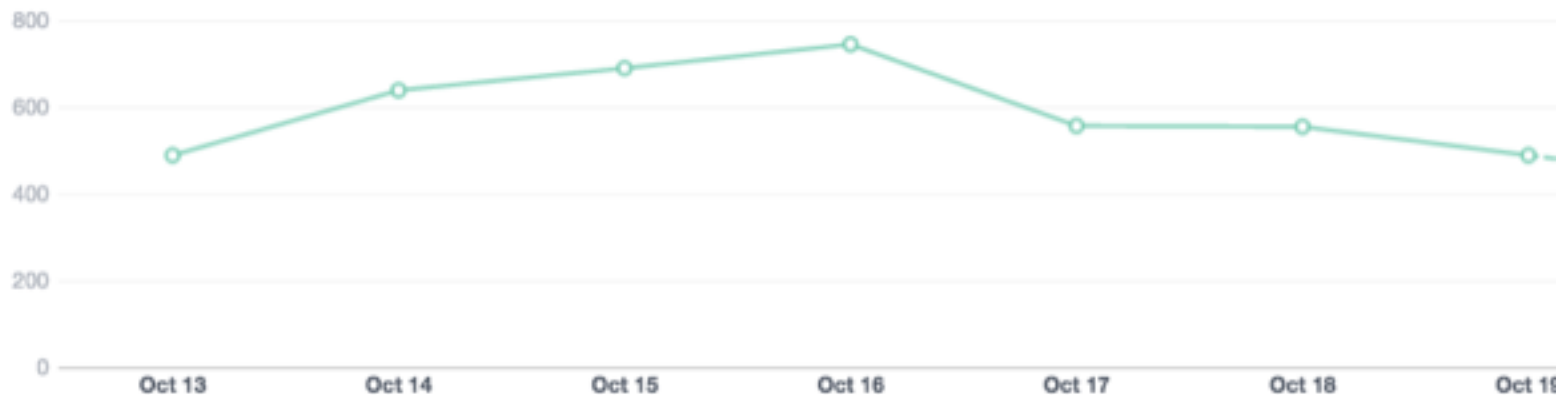
<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Co
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Michelle Likes	● Active	96 Page Likes	9,686	\$ Per Page
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead Gen	● Active	68 Leads (Form)	4,664	\$ Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FB Conversion Ad Cheat Sheet	● Active	22 Conversions	1,881	\$ Per Con
		Results from 3 Campaigns Excluding deleted		—	15,792 People	

Facebook Pixel

Conversion Tracking Pixel

[Create Ad](#)[Create Audience](#)[Create Custom Conversion](#)[Actions](#)

Total Traffic


[URLs](#)[Domains](#)[Device](#)[Events](#)

Domains

 Create Pixel

Conversion Tracking

 We're removing the conversion tracking pixel in the second half of 2016. For conversion tracking, optimization and remarketing, use the Facebook pixel. [Learn more.](#)

Pixel Name	Domain	Category	Sharing	Activity 	Status	Last Verified	Actions
Blog Post - 5 Tips to Get More Engagement ID: 6031182048133	michellepesocosolido.com	Key Page Views	—		● Active	10/20/2015 4:14pm	Actions 
FB checklist ID: 6031420468333	clickfunnels.com	Leads	—		● Active	10/20/2015 4:06pm	Actions 
Creating a High Converting Capture Page BL... ID: 6031409888933	onlinewealthpartner.com	Key Page Views	—		● Active	10/20/2015 1:41pm	Actions 

Choose the type of action you want to measure

Key Page Views ▾

Checkouts

Registrations

Leads

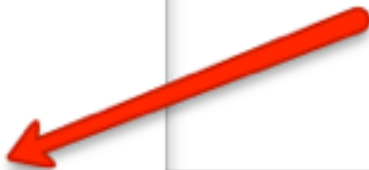
✓ **Key Page Views**

Adds to Cart

Other Website Conversions

versions on your confirmation page

psolido 1



[Learn More](#)

Cancel

Create Pixel



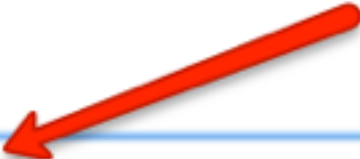
Choose the type of action you want to measure

Key Page Views ▾

Ex: Use "Checkouts" to track conversions on your confirmation page

Pixel Name

Key Page Views - Name of Blog Post



[Learn More](#)

Cancel

Create Pixel

Choose the type of action you want to measure

Key Page Views ▾

Checkouts

Registrations

Leads

✓ Key Page Views

Adds to Cart

Other Website Conversions

versions on your confirmation page

psolido 1

[Learn More](#)

Cancel

Create Pixel

Choose the type of action you want to measure

Key Page Views ▾

Ex: Use "Checkouts" to track conversions on your confirmation page

Pixel Name

Key Page Views - Name of Blog Post

[Learn More](#)

Cancel

Create Pixel



Create Conversion Pixel



You have created a Conversion Tracking Pixel

Pixel Name: Key Page Views - Name of Blog Post

You can view the pixel code to install it yourself now, or you can email it to your website developer to install.



[View Pixel Code](#)

[Email Pixel Code](#)



Instructions

1. Copy and paste the following code between `<head>` and `</head>` on the page of your website you want to track actions. For example, to track registrations, place the code on your 'registration completed' web page.
2. To include a monetary value for each conversion, edit the code to assign a conversion value using the 'value' and 'currency' fields. You'll also need to modify the JavaScript code and image URL within `<noscript>`. [Learn more](#).
3. To verify that the pixel is working correctly, test it by navigating to the web page you put the pixel on. If it's working, the pixel will send that information back to Facebook.
4. Come back to Facebook to start using your website conversion-tracking pixel in your campaigns.

Pixel Code

```
<!-- Facebook Conversion Code for Key Page Views - Name of Blog Post -->  
<script>(function() {  
  var _fbq = window._fbq || (window._fbq = []);  
  if (!_fbq.loaded) {  
    var fbds = document.createElement('script');  
    fbds.async = true;  
    fbds.src = '//connect.facebook.net/en_US/fbds.js';  
    var s = document.getElementsByTagName('script')[0];
```



Should LastPass remember this password?

Pages

Formidable

Comments 1

Portfolio

FAQs

Short Codes

Appearance

Plugins

Users

Tools

Settings

SEO

★ Ninja Popups

LayerSlider WP

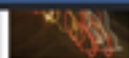
GetSocial

★ Pretty Link

Quick Redirects



6 Major Social Media Marketing...
3 weeks ago
alleywatch.com



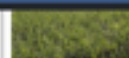
List of Best Social Media Opti...
3 weeks ago
internet.forum



Social Media Presentation at t...
digitalsurgeon



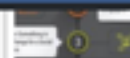
How can social media marketing...
business.yell.c



Webinar: 21 Techniques to Grow...
getresponse.c



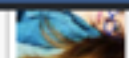
10 Apps To Boost Your Social M...
4 weeks ago
searchenginep



22 Techniques to Get More Soci...
3 weeks ago
bloggingtips.c



21 Social Media Sites
3 weeks ago
dexmedia.com



The Ins and Outs of Sex an So...
4 weeks ago
consciouslifen

Word count: 1227

Last edited by Bill Pescosolido on October 19, 2015 at 5:30 pm

GetSocial Settings

Hide GetSocial box on this post/page





Head & Footer Code

Head:

Footer:

Yoast SEO

General Page Analysis Advanced Social

Pixel Name	Domain	Category	Sharing	Activity 	Status	Last Verified	Actions
Blog Post - 5 Tips to Get More Engagement ID: 6031182048133	michellepescoecolido.com	Key Page Views	—		● Active 	10/20/2015 4:14pm	Actions ▾
FB checklist ID: 6031420468333	clickfunnels.com	Leads	—		● Active	10/20/2015 4:06pm	Actions ▾

Step 3: Create Your Ad



Account: Michelle Pescosolido

Search Filters Lifetime

Spent Last 7 Days: \$741.22



Track Results for Your Ad Set

You have one or more conversion tracking pixels on the domain you're promoting in 4 - 36-48, Mobile. Link a conversion pixel to this ad set to track what actions people

< 1 of 10 >

All Campaigns + Create Campaign

Columns: Performance Breakdown Export

Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
FB Conversion Ad Cheat Sheet	Active	22 Conversions	1,881	\$2.04 Per Conver...	\$44.96	Ongoing
New Michelle Likes	Active	96 Page Likes	9,686	\$1.94 Per Page Like	\$186.16	Ongoing

Choose the objective for your campaign

Help: Choosing an Objective



Boost your posts



Promote your Page



Send people to your website



Increase conversions on your website



Get installs of your app



Increase engagement in your app



Reach people near your business











Raise attendance at your event



Get people to claim your offer

Choose the objective for your campaign

Help: Choosing an Objective

-  Boost your posts
-  Promote your Page
-  **Send people to your website**
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event



Clicks to Website


Increase the number of visits to your website.

<http://onlinewealthpartner.com/5-ways-increase-br> ×

Loading website details...

Choose the objective for your campaign

Help: Choosing an Objective


 Boost your posts


 Promote your Page

 Send people to your website


 Increase conversions on your website

 Get installs of your app

 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event

 Get people to claim your offer



Clicks to Website

Increase the number of visits to your website.



<http://onlinewealthpartner.com/5-ways-increa> ✕

● Creating a High Converting Capture Page... ▾

Continue



< Back



Clicks to Website



http://onlinewealthpartner.com/5-ways-increa x

● Blog Post - 5 Tips to Get More Engagement ▾

Campaign Name ⓘ

onlinewealthpartner.com/5-w... - Website Clicks



Who do you want your ads to reach?



Help: Choose Your Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

Everyone in this location ▾

United States

📍 United States

📍 Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age ⓘ

18 ▾

-

65+ ▾

Gender ⓘ

All

Men

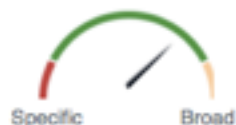
Women

Languages ⓘ

Enter a language...

More Demographics ▾

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 186,000,000 people

Interests ⓘ

Search interests

Suggestions

Browse

Interests ⓘ

Search interests

| Suggestions | Browse

Behaviors ⓘ

Search behaviors

| Browse

More Categories ⓘ

Choose a category

| Browse

Connections ⓘ

Facebook Pages ▾ ×

People who like your Page ▾

Michelle Pescosolido ×

Add another Page

Save this audience

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - United States
- Connections:
 - People who like Michelle Pescosolido
- Age:
 - 18 - 65+

Potential Reach: 59,000 people

How much do you want to spend?

Budget *i*

Daily Budget ▾

\$5.00

\$5.00 USD

Schedule *i*

- Run my ad set continuously starting today
- Set a start and end date



are based on the average of ads targeted to your audience.

Optimize For ⓘ

Link Clicks to Website / Pay per Impressions ▾

Pricing ⓘ

✓ Link Clicks to Website / Pay per Impressions

We'll deliver your ad to people who are more likely to click the link in your ad, and you'll pay per impression.

Link Clicks to Website / Pay per Link Click

We'll deliver your ad to people who are more likely to click the link in your ad, and you'll pay per link click (CPC).

Ad Scheduling ⓘ

Daily unique reach

We'll serve your ad to people up to once per day.

Delivery Type ⓘ

Impressions

We'll serve your ads to people as many times as possible (CPM).

[Hide Advanced Options -](#)

Optimize For *i*

Link Clicks to Website / Pay per Impressions ▾

Pricing *i*

You'll be charged each time your ad is served.

- Get more link clicks at the best price.
- Set the bid you're willing to pay per link click.

Ad Scheduling *i*

Run ads all the time

[More Options](#)

Delivery Type *i*


Standard - Show your ads throughout the day - Recommended

[More Options](#)

[Hide Advanced Options](#) -

Ad Set Name *i*

US - 18+



How do you want your ad to look?



A single image or video in your ads

Show only one image or video at a time in your ad. [Learn more.](#)



Multiple images in one ad

Show up to 5 images at a time at no extra cost. [Learn more.](#)

Learn more about these ad formats in the [Ads Product Guide](#)

What creative would you like to use in your ads?



Select Images

Upload your own images, choose images from your Facebook Page or use images from the stock image



Select Video

Upload your own video or choose from preexisting videos from your video library.

What creative would you like to use in your ads?

< Back

SELECT IMAGES



Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



Upload

Browse Library

Free Stock Images

Crop

Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).



Michelle Pescosolido

Sponsored · 🌐

👍 Like Page

Hey there! Check out what I just put together for you. A action guide to help you get started with building your business online using Facebook. You will find the exact strategies that we use that has also helped thousands of our clients promote their business successfully on Facebook.



Download Now

Download Your Action Guide Today

Bill & I are active advanced marketers and we love helping business owner's achieve success online.

CHEAT SHEET | BY MICHELLE PESCOSOLIDO

Download

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

 Michelle Pescosolido



or [Turn Off News Feed Ads](#)

Headline

Headline Goes HERE

Text

Description Goes HERE

Ad Preview

1 of 1

 **Desktop News Feed**

[Remove](#)



Michelle Pescosolido

Sponsored · 

 Like Page

Description



Call-to-Action Button (optional) *i*

Choose Button ▼

✓ **Choose Button**

Shop Now

Book Now

Learn More

Sign Up

Download

Watch More

Apply Now

Donate Now

Contact Us

ns ▲

cription

escription here too

Text ⓘ

Description Goes HERE

Call-to-Action Button (optional) ⓘ

Learn More ▾

Hide Advanced Options ▲

News Feed Link Description

160

Don't forget to add description here too

URL Tags ⓘ

1024

✓ Desktop News Feed

Remove



Headline Goes HERE

Don't forget to add description here too

ONLINEWEALTHPARTNER.COM | BY MICHELLE PESCOSOLIDO

Learn More

Like Comment Share

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✓ Audience Network

Remove

Text ⓘ

Description Goes HERE

Call-to-Action Button (optional) ⓘ

Learn More ▾

Hide Advanced Options ▲

News Feed Link Description

160

Don't forget to add description here too

URL Tags ⓘ

1024

✓ Desktop News Feed

Remove



Headline Goes HERE

Don't forget to add description here too

ONLINEWEALTHPARTNER.COM | BY MICHELLE PESCOSOLIDO

Learn More

Like Comment Share

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✓ Audience Network

Remove

Hide Advanced Options ▲

News Feed Link Description

160

Don't forget to add description here too

URL Tags ⓘ

1024

Headline Goes HERE

Don't forget to add description here too

ONLINEWEALTHPARTNER.COM | BY MICHELLE PESCOSOLIDO

Learn More

Like Comment Share

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✓ Audience Network

Remove



Ads images with text that takes up more than 20% of the image may not be approved. [Learn more](#) about using text in ads.

Review Order

Place Order

By clicking "Place Order", you agree to the [Facebook Statement of Rights and Responsibilities](#) including your obligation to comply with the [Facebook Advertising Guidelines](#). We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply with the Terms and

Your Order Has Been Placed



Your order has been placed

You'll receive a notification once your ads are reviewed.



Create Similar Ad

Continue

Campaign Name ⓘ

onlinewealthpartner.com/5-w... - Website Clicks

▼ + Create Ad Set Columns: Performance ▼ Br

e	Delivery ⓘ	Results ⓘ ▼	Reach ⓘ	Cost ⓘ	Budget ⓘ	Amount ... ⓘ
States - US, Female, 36-49, Mobile	● Active	181 Conversions	7,422	\$0.15 Per Conv...	\$10.00 Daily	\$27.08
States - US, Female, 25-35, Mobile	● Active	150 Conversions	7,173	\$0.18 Per Conv...	\$10.00 Daily	\$27.23
States - US, Female, 50-65, Mobile	● Active	128 Conversions	4,241	\$0.22 Per Conv...	\$10.00 Daily	\$27.63
States - US, Female, 50-65, Desktop ...	● Active	119 Conversions	3,411	\$0.22 Per Conv...	\$10.00 Daily	\$26.75
- AU, Female, 50-65, Desktop Feed	● Active	97 Conversions	2,607	\$0.28 Per Conv...	\$10.00 Daily	\$26.71
m 36 Ad Sets		1,710 Conversions	78,127 People	\$0.30 Per Conv...		\$512.77 Total Spent



Michelle Pescosolido

Sponsored · 🌐

👍 Like Page

[BLOG POST] HI there! Just wanted to give you a heads up and let you know that we just published another awesome blog post. Feel free to share if you got value.

If you want to create a high converting capture page, check out this 5 second test.

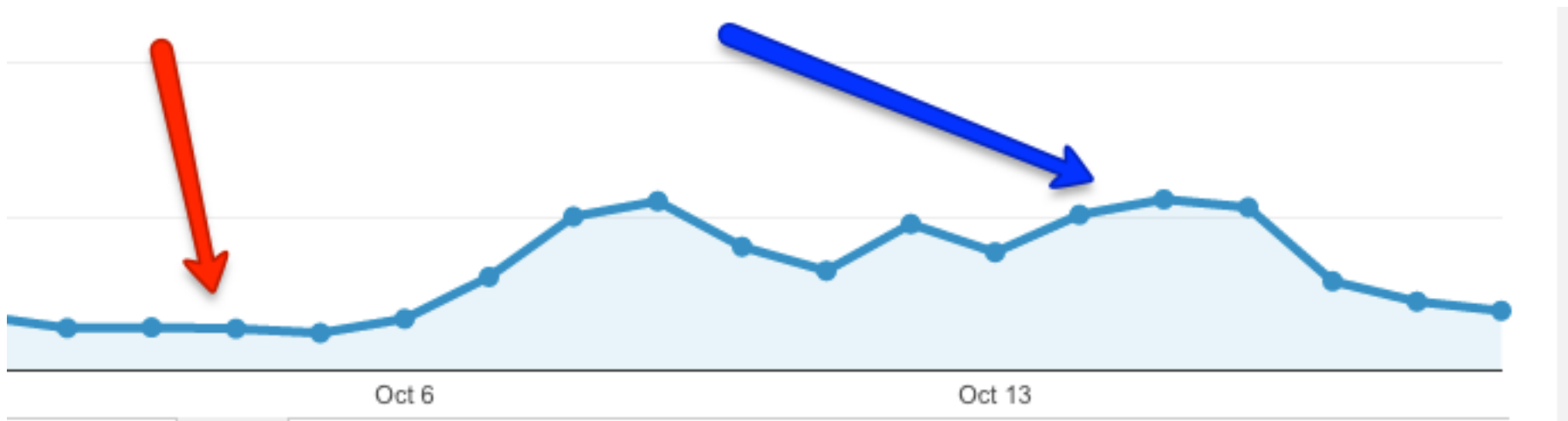


Do You Have a High Converting Capture Page?

In today's competitive marketplace, having a high converting capture page is a must if you want to get conversions and sales. With so many offers out on the internet, and so much competition if you're capture page isn't converting... how...

BLOG POST

Learn More





Step 4: Finding Your Red Hot Audience

<p>1 5 - United States - US, Desktop Feed Duration: 10/14/15 - 10/18/15 Budget: 15.00 \$ / daily</p> <p>View Target</p> <p>Show ads</p>			1,927	23	37.73 \$	8	1.194%
<p>1 4 - United Kingdom - GB, Mobile Duration: 10/14/15 - 10/18/15 Budget: 15.00 \$ / daily</p> <p>View Target</p> <p>Show ads</p>			2,179	22	40.33 \$	5	1.010%
<p>1 3 - United Kingdom - GB, Desktop Feed Duration: 10/14/15 - 10/18/15 Budget: 15.00 \$ / daily</p> <p>View Target</p> <p>Show ads</p>			1,166	15	37.77 \$	8	1.286%
<p>1 1 - Canada - CA, Desktop Feed Duration: 10/14/15 - 10/18/15 Budget: 8.34 \$ / daily</p> <p>View Target</p> <p>Show ads</p>			504	4	8.80 \$	8	0.794%

1	5 - 49-60, Desktop Feed	Duration: 10/16/15 -	Budget: 7.50 \$ / daily	View Target ▾	Show ads ▾		357	7	9.27 \$	1.961%
1	6 - 49-60, Mobile	Duration: 10/16/15 -	Budget: 7.50 \$ / daily	View Target ▾	Show ads ▾		364	9	9.38 \$	2.473%
1	1 - 25-35, Desktop Feed	Duration: 10/16/15 -	Budget: 7.50 \$ / daily	View Target ▾	Show ads ▾		371	4	9.20 \$	1.078%
1	4 - 36-48, Mobile	Duration: 10/16/15 -	Budget: 7.50 \$ / daily	View Target ▾	Show ads ▾		413	3	9.25 \$	0.726%

<input type="checkbox"/>		Ad Set Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ ▲	Budget ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	7 - Australia - AU, 50-65, Desktop Feed New Michelle Likes	● Active	— Page Like	251	— Per Page ...	\$15.00 Daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	11 - Canada - CA, 25-37, Mobile New Michelle Likes	● Active	17 Page Likes	840	\$0.71 Per Page ...	\$15.00 Daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 - Australia - AU, 25-37, Mobile New Michelle Likes	● Active	15 Page Likes	642	\$0.77 Per Page ...	\$15.00 Daily
<input type="checkbox"/>	<input type="checkbox"/>	20 - United Kingdom - GB, 25-37, Mobile New Michelle Likes	● Inactive	4 Page Likes	253	\$1.29 Per Page ...	\$15.00 Daily
<input type="checkbox"/>	<input type="checkbox"/>	10 - Canada - CA, 25-37, Desktop Feed New Michelle Likes	● Inactive	3 Page Likes	238	\$1.35 Per Page ...	\$15.00 Daily
<input type="checkbox"/>	<input type="checkbox"/>	36 - United States - US, 50-65, Right Column New Michelle Likes	● Inactive	3 Page Likes	154	\$1.37 Per Page ...	\$15.00 Daily
		Results from 36 Ad Sets		109 Page Likes	11,930 People	\$2.01 Per Page ...	



Step 5: Promote 5 Products With One Facebook Ad



Jasper's Market

Sponsored · 

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.



Set of five white ceramic bowls

\$20




White ceramic mortar and pestle

\$25



Set or two utensils

\$15

 Boost your posts

 Promote your Page

 Send people to your website


 Increase conversions on your website

 Get installs of your app

 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event



 Get people to claim your offer



 Get video views



Clicks to Website

Increase the number of visits to your website.

 <http://onlinewealthpartner.com/> 

 Default Pixel 

Continue

Who do you want your ads to reach?

[Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience

[Browse](#)

Create New Custom Audience...

Locations ⓘ

Everyone in this location ▾

United States

United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age ⓘ

18 ▾

-

65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

[More Demographics ▾](#)

Interests ⓘ

Search interests

[Suggestions](#)

[Browse](#)

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 186,000,000 people

Budget ⓘ

Daily Budget ▾

\$5.00

\$5.00 USD

Schedule ⓘ

Run my ad set continuously starting today

Set a start and end date

Optimize For ⓘ

Link Clicks to Website / Pay per Impressions ▾

Pricing ⓘ

You'll be charged each time your ad is served.

Get more link clicks at the best price.

Set the bid you're willing to pay per link click.

Ad Scheduling ⓘ

Run ads all the time

[More Options](#)

Delivery Type ⓘ

Standard - Show your ads throughout the day - Recommended

[More Options](#)

Estimated Daily Reach




870 - 2,300 people on Facebook

0

of 180,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

How do you want your ad to look?

-  **A single image or video in your ads**
Show only one image or video at a time in your ad. [Learn more.](#)
-  **Multiple images in one ad** 
Show up to 5 images at a time at no extra cost. [Learn more.](#)

[Learn more about these ad formats in the Ads Product Guide](#)

What images and links do you want to use?

[Help: Editing Ads](#)

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

 Michelle Pescosolido



Text

Latest News From Our Blog

Ad Preview

1 of 1

Desktop News Feed

[Remove](#)



Michelle Pescosolido

Sponsored · 

Latest News From Our Blog

What images and links do you want to use?

Help: Editing Ads

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Michelle Pescosolido



Text ?

Latest News From Our Blog

Images and Links

- Automatically show the best performing images and links first
- Add a card at the end with your Page profile picture ?

1

2

3

4

5

Ad Preview

1 of 1

✓ Desktop News Feed

Remove



✓ Mobile News Feed

Remove

1

2

3

4

5

Remove

Image ⓘ

Change Image

Crop Image

5626f2c93cef45626f1b6697c0.png – 1200
x 627

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline ⓘ

32

Headline

Description (optional) ⓘ

1

Description of Post

Destination URL ⓘ

964

<http://onlinewealthpartner.com/reasons-deal-negative-people/>

Ad Preview

1 of 1

✓ Desktop News Feed

Remove



Headline

Description of Post

Home

Like Comment ↗ Share

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✓ Audience Network

Remove



5626f2c93cef45626f1b6697c0.png – 1200 x 627

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline ⓘ

8

✓ Choose Button

Negative People

Shop Now

al) ⓘ

3

Book Now

Learn More

Sign Up

964

Download

partner.com/reasons-deal-

Watch More

Apply Now

Donate Now

Contact Us

(optional) ⓘ

Choose Button ▾

Show Advanced Options ▾

Ad Preview

1 of 1

✓ Desktop News Feed

Remove



How to Deal With Negative People

My Personal Story

Home

Like Comment Share

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✓ Audience Network

Remove

Images and Links

Automatically show the best performing images and links first

Add a card at the end with your Page profile picture ⓘ

1 2 3 4 5

Remove

Image ⓘ

Select Image

IMAGE SPECIFICATIONS

- Recommended image size: 600 x 600 pixels
- Image ratio: 1:1
- Your image may not include more than 20% text.

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline ⓘ

40

Add an attention-grabbing headline

Description (optional) ⓘ

20

Describe why people should visit your site

Ad Preview

1 of 1

Desktop News Feed

Remove



How to Deal With Negative People

My Personal Story

Learn More

Home

Like Comment Share

Mobile News Feed

Remove

Desktop Right Column

Remove

Audience Network

Remove

1

2

3

4

5

Remove

Image ⓘ

Change Image

Crop Image

5620763e6929356207534b292b.png – 120
0 x 627For questions and more information, see the [Facebook Ad Guidelines](#).

Headline ⓘ

15

3 Steps to Brand Building

Description (optional) ⓘ

1

Building Your Brand

Destination URL ⓘ

966

<http://onlinewealthpartner.com/3-steps-build-online-brand/>

Ad Preview

1 of 1

✕ Desktop News Feed

Add



This preview is not available because this placement is disabled

✓ Mobile News Feed

Remove

✕ Desktop Right Column

Add

✕ Audience Network

Add

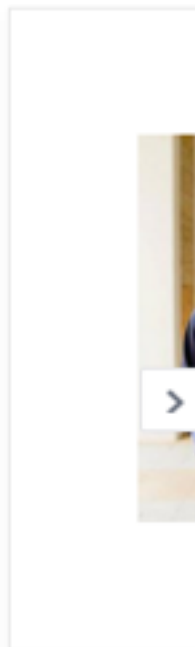
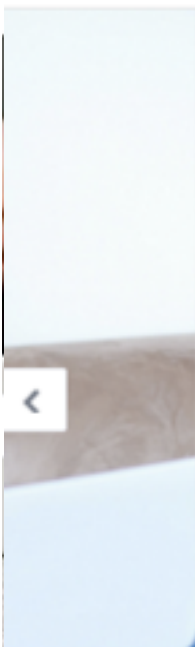
Michelle Pescosolido and Bill Pescosolido like Michelle Pescosolido.



Michelle Pescosolido

Sponsored (demo) · 🌐

Several of our different blog posts are featured here. Feel free to check them out today.



[Learn More](#)

Increase Your Conversion Rate

[Learn More](#)

The Fastest Way

ONLINE

The background features a light blue grid of small circles. Overlaid on this grid are several stylized icons: a wrench, a pencil, a screwdriver, and three interlocking gears of different sizes and colors (light blue and grey).

Step 6: Targeting Audiences

Audiences

[Create Audience](#)[Filters](#)[Customize Columns](#)[Create Ad](#)[Actions](#)

	Name	Type	Size	Availability	Date Created
<input type="checkbox"/>	OWP Blog Visits	Custom Audience Website	3,500	Ready Last updated 10/21/2015	10/16/2015 4:43pm
<input type="checkbox"/>	marie forleo	Saved Audience	270,000	Ready Last updated 10/16/2015	10/16/2015 4:42pm
<input type="checkbox"/>	Lookalike (US, 1%) - Infusion Soft List	Lookalike Custom Audience: Infusion Soft List	1,938,600	Ready Last updated 10/17/2015	10/16/2015 4:25pm
<input type="checkbox"/>	Lookalike (US, 1%) - Vegan Blog	Lookalike Custom Audience: Vegan Blog	1,941,800	Ready Last updated 10/17/2015	10/16/2015 4:23pm
<input type="checkbox"/>	Lookalike (US, 1%) - People who like Michelle Pescosolido	Lookalike Page: Michelle Pescosolido	1,923,700	Ready Last updated 10/17/2015	10/16/2015 4:21pm
<input type="checkbox"/>	Vegan Blog	Custom Audience Website	5,200	Ready Last updated 10/21/2015	10/15/2015 2:58pm
<input type="checkbox"/>	ryan deiss - page admins	Saved Audience	72,000	Ready Last updated 09/27/2015	09/27/2015 9:54am
<input type="checkbox"/>	Texas - 28-60 - Michelle's Fans	Saved Audience	5,900	Ready	09/11/2015

Saved Audience



Audience Details

View how this audience is defined

Audience Name marie forleo

Saved Audience Location: United States

Details Interests: Marie Forleo

Excluded Connections: Exclude people who like Michelle Pescosolido

Age: 30 - 64

Gender: Female

Edit

Manage Ads

Account Settings

Billing

Power Editor ↗

Tools ▾

Ad Account: 686960481436373 (USD)

Audiences

Create Audience ▾

Filters ▾

Customize Columns ▾

Create Ad

Actions ▾

- Custom Audience
- Lookalike Audience
- Saved Audience

Type

Custom Audience
Website

Saved Audience

marie forleo

Lookalike
Custom Audience: Infusion Soft List

Lookalike (US, 1%) - Infusion Soft List

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

Michelle Pescosolido

Country

United States (US)

Size

1.9M



19.3M

Size range is based on the total audience in the country you choose. Smaller audiences most closely match your source audience. Creating a larger audience increases your potential reach, but reduces the level of similarity to your source.

Cancel

Create Audience

Audiences

Create Audience ▾

Filters ▾

Customize Columns ▾

Create Ad

Actions ▾

	Name	Type	Size	Availability
<input type="checkbox"/>	marie forleo	Website		Ready Last updated 10/21/2015
<input type="checkbox"/>	marie forleo	Saved Audience	270,000	Ready Last updated 10/16/2015
<input type="checkbox"/>	Lookalike (US, 1%) - Infusion Soft List	Lookalike Custom Audience: Infusion Soft List	1,938,600	Ready Last updated 10/17/2015
<input type="checkbox"/>	Lookalike (US, 1%) - Vegan Blog	Lookalike Custom Audience: Vegan Blog	1,941,800	Ready Last updated 10/17/2015
<input type="checkbox"/>	Lookalike (US, 1%) - People who like Michelle Pescosolido	Lookalike Page: Michelle Pescosolido	1,923,700	Ready Last updated 10/17/2015

Custom Audiences

Lookalike

Lookalike (US, 1%) - Infusion Soft List

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations

Everyone in this location

United States

United States

Include | Add a country, state/province, city, ZIP, DMA or address

Age

18

- 65+

Gender**All**

Men

Women

Languages

Enter a language...

More Demographics**Interests**

Search interests

Suggestions

Browse

Business and industry

+

Behaviors

Entertainment

+

Audience Definition

Your audience is defined.

Audience Details:

- Custom Audience:
 - Lookalike (US, 1%) - Infusion Soft List
- Location:
 - United States
- Excluded Connections:
 - Exclude people who like Michelle Pescosolido
- Age:
 - 18 - 65+

Potential Reach: 1,800,000 people



Custom Audiences

Lookalike

Lookalike (US, 1%) - Infusion Soft List

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations

Everyone in this location ▾

United States

United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age

18 ▾

-

65+ ▾

Gender**All**

Men

Women

Languages

Enter a language...

More Demographics ▾**Interests**

Business and industry

Entrepreneurship

Search interests

Suggestions**Browse****Audience Definition**

Your audience is defined.

Audience Details:

- Custom Audience:
 - Lookalike (US, 1%) - Infusion Soft List
- Location:
 - United States
- Interests:
 - Entrepreneurship
- Excluded Connections:
 - Exclude people who like Michelle Pescosolido
- Age:
 - 18 - 65+

Potential Reach: 550,000 people





Find friends



Michelle Rene

Home

Find Friends

Manage Ads Account Settings Billing

Ad Account: 686960481436373 (USD)

Audiences

Create Audience

Filters

Customize Columns

Name

marie forleo

Lookalike (US, 1%) - Infusion Soft List

Lookalike (US, 1%) - Vegan Blog

Lookalike (US, 1%) - People who like Michelle Pescos

Vegan Blog

ryan deiss - page admins

Texas - 28-60 - Michelle's Fans

Create a Custom Audience



Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.



Customer List

Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game

Cancel

Saved Audience

72,000

Ready

Last updated 09/27/2015

Saved Audience

5,900

Ready

Last updated 09/11/2015

Audiences

Create Audience ▾ Filters ▾ Customize Co

Name

Lookalike (US, 1%) - Vegan Blog

Lookalike (US, 1%) - People who like Michelle Pes

Vegan Blog

ryan deiss - page admins

Texas - 28-60 - Michelle's Fans

Infusion Soft List

Get Pixel

Custom Audience
Customer List

Custom Audience

13,400

5,100

Ready

Ready

Last updated 08/13/2015

0/17/2015

0/17/2015

0/17/2015

0/21/2015

9/27/2015

9/11/2015

Create Audience



Pixel ● Default Pixel

Pixel ID: 114627795551129

Website Traffic

Anyone who visits your website ▾

Include people who visit any page on the following domains (optional).

Choose a website domain

Browse

In the Last

30 days

Include past website traffic

Audience Name

Enter a name for your audience

Add a description



Cancel

Create Audience

Audiences

- Website Traffic
- Subscriber List
- Lookalike
 - Fans on Fan Page
 - Website Traffic
 - Subscriber List