



Module 9 – Advertising

Advertising is a great way to build your list. And you don't have to spend a great deal of money either. This module focuses on Facebook advertising, but a lot of the principles also apply to LinkedIn or Google Adwords.

Nowadays there are a lot of “magic pills” out there that help you get thousands of leads within a very short amount of time. However, it's important to remember that sales (especially if you want to come from a place of integrity) is based on building relationships, trust, and your client actually needing the product they are buying. As you start advertising, you'll want to take your client through the progressive agreements. And oftentimes, less is more. You'll have more success from a smaller group of high quality leads than from a large group of leads that aren't really your ideal client.

It might take you a little while to locate your ideal client through advertising. As an example, I started out advertising on Facebook to coaches in general. The result was a great amount of leads, but half of them weren't actually coaches and if they were, many of them weren't trained in NLP (if they were trained at all). So I spent a lot of money on leads that I would never sell to. The better you prepare yourself and choose your audience, the better off you are.

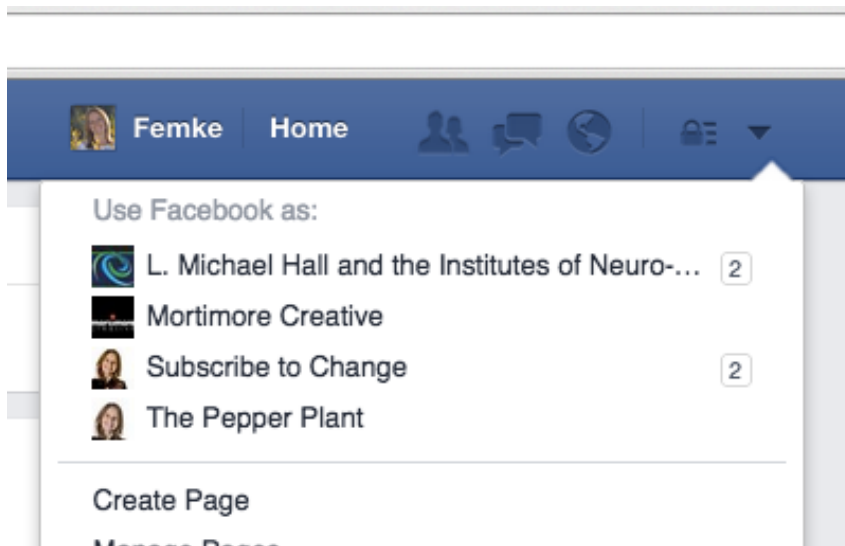
You'll want to refer back to your principles to determine your style in your advertisements, as well as the progressive agreements.

Let's get started with setting up your facebook fanpage (if you haven't done so already!)

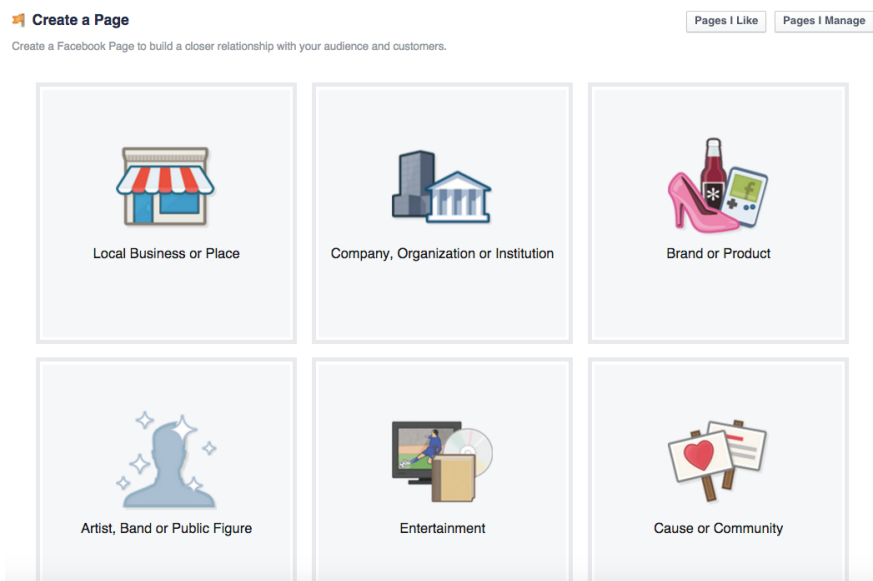
Subscribe TO *change*

Setting Up Your Facebook Fanpage

To set up your Facebook Fanpage, you click on the little triangle pointing down. It's on the right hand side at the top of your homepage. Underneath "Use Facebook As" you'll see "Create page". Click on that.



Once you've clicked on that, you'll get a few options: Local Business, Company/Organization, Brand/Product, Public Figure, Entertainment, or



Subscribe TO change

Cause/Community. You can choose from either one of these options depending on the nature of your business. When clicking on the option, you'll get a form to fill out. In the case of Local Business, the form looks as follows.

You simply fill out the form and click "Get Started".

Create a Page

Create a Facebook Page to build a closer relationship with yo

Local Business or Place

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

Phone

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

Get Started

After you've clicked "Get Started", you will be guided through several forms in which you set up the page. You'll share the "about" part of your page, add a profile picture, a cover photo and you'll add favorite pages (that you can then interact with), and it asks you about your preferred page audience. Simply answer the questions in the forms and your page is set up!

Subscribe TO change

Set Up Femke Mortimore

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Add categories, a description and a website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

*Category (ex: Chinese restaurant, museum)

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

*Tell people what your Page is about...

Website (ex: your website, Twitter or Yelp links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/ Enter an address for your Page ...

Is Femke Mortimore a real establishment, business or venue? ☐ Yes ☐ No
This will help people find this establishment, business or venue more easily on Facebook.

[Need Help?](#)

SkipSave Info

A few things to be aware of with regards to your facebook page. Your cover photo needs to be a specific size (851x315). Facebook doesn't want it to be all text, so make sure that you don't have more than 20% text in your cover photo.

The posts that you create will only be shown to a percentage of your audience. If you want to make sure others see your posts, you'll need to get people to engage (either through liking, commenting, or sharing). If you want to get your business seen by others, the best thing to do is to advertise.

At the top of your fanpage you can also add a call to action. This is where you can add a link to the button and send them to your website (eg. To make an appointment with you).



Preparing Your Ads

Now that you have your Facebook page set up, it's time to create your ad(s). The ad is one way to get people in your marketing funnel and guide them through the progressive agreements. What you need to know first, is the objective you have with the ad(s).

Do you want your client's email address? Are you going to give away something for free? Do you want to invite potential clients to a webinar?

Once you know this, then there's a few decisions to make:

- 1. Headline**
- 2. Accompanying text**
- 3. Image to use**

How are you going to get people to click on your ad? What will inspire them to act? You'll need a headline and image that grabs attention and has your potential client want to read more. This is where brainstorming comes in. You'll want to start with your headlines and write down as many as you can think of. Be sure to keep them short enough – you'll only have about 160 characters before the sentence is cut off by Facebook.

A few ideas to start to get going with the brainstorming:

- How to...(Make change stick)
- The #1 Secret to ... that no-one has told you about coaching.
- Predictions and trends
- Facts, figures and statistics
- Lists (10 must-have ideas for NLP coaches)
- "Get What You Want" headline

You also need to start looking for images. There are stock image websites where you can download images. Some of them are expensive, others are more reasonably priced or even free. Canstockphoto.com has great images, and you can get images for free at freeimages.com. I'd recommend doing a google search and getting inspired.

Once you have the headline and images, you'll need to pair them up. Since you don't know what is going to work best, it's easiest to do a split test first. A split test means that you have several ads out there and test how each one performs. For instance, you can have the same headline but with different images and then



the same image but with different headlines. That way you can see quickly how each one performs and you can upscale the ones that perform best.

The text that accompanies the image and headline needs to further inspire your potential lead to action. Make sure that you speak to the progressive agreement and to focus on the away from and towards that resonates with your clients.

Remember, you can always ask others for input before you set up the ad. Post them on the Facebook group to get feedback and input!

Creating Facebook Ads

In the video for this module I take you through the setting up of Facebook ads. Here's a few topics that I cover in the video:

Facebook Power Editor
Custom Audiences
Conversion Tracking
Split testing

Just a few more words on split testing. This is a great way to figure out what ads will work and which ones don't convert as well. Initially you can start with a few mini-campaigns that have ads in them. You can test out different images, different headlines, different audiences to see how the different ads perform with your ideal client. It may very well be that some audiences convert better, but that it actually leads to less qualified leads for your target market. This is where statistics and tracking performance comes in. We will cover that in module 10.



Self Reflection

Going live with ads can bring about different kinds of emotions. It's where you are going to be "seen". How comfortable are you with that? Anything stopping you from going ahead? Let's take a closer look at your relationship with advertising.

1. When you think of advertising, where does your mind go? What do you think of? What do you see?
2. What state does that put you in?
3. What do you believe about advertising (about what you see/hear/feel)? And what beliefs do you have about that? How does advertising relate to your identity?
4. What state do you want to be in with regards to going live with ads? What do you need to believe about that? And who will you be?