

# FITNESS-PROFITS.COM TRAFFIC GENERATION LESSON

## Facebook Pay-Per-Click

Although Facebook PPC is a relatively new form of advertising, if setup properly it has the potential to produce some very serious profits.

The basic concept is simple: you create an ad about burning fat or building muscle with a headline, ad body and image that links directly to my site or to a landing page. You place a maximum bid on your ad (say, 15 cents a click), and the ads then show up on the side column of the facebook website where users can see the ad and click on it. You then pay a cost per click no greater than your maximum bid.

Before we go further, let me make something clear...

Although facebook has the potential to create a very nice stream of profit for you, it should never be viewed as a “get rich quick” method. If you aren’t willing to put in some quality hours learning the system and tweaking your ads/costs/landing pages, chances are you’re not going to be successful. You’ll get out what you put in, plain and simple.

You’re only going to reap the benefits if you’re prepared to put in some trial and error and possibly lose a bit of money at the very beginning while you learn the ropes. (Although you may not lose any money if you start out on the right foot)

Just keep this in mind: the tips and strategies I’m going to outline here can be applied to any niche once you get going. If you’re willing to put in some time to figure out a winning formula, that formula can then be carried over to 5, 20 or even 100 other products.

Also, because I have 3 different products you can promote ([musclegaintruth.com](http://musclegaintruth.com), [howtoburnfat.com](http://howtoburnfat.com) and [fitnessinnercircle.com](http://fitnessinnercircle.com)), you can actually create 3 separate streams of income here.

Okay, let’s get started...

# The Truth About Facebook Ads

The first key thing I want to mention is this...

## **Getting your ads approved on facebook is not easy.**

Facebook enforces very strict policies when it comes to deciding which ads are or are not allowed to be displayed on their site. On top of this, there doesn't seem to be any concrete criteria that they outline.

As far as I have been told, the facebook advertising team is ultimately just a bunch of people sitting in an office, each deciding which ads are approved or disapproved. Different people are working at different times, and the same ad may be approved or disapproved depending on who is working.

You'll see that many active ads on facebook blatantly violate the terms of use yet are still being displayed every day.

The key here is persistence. It may take a while before you finally get an ad approved, and you may have to submit 5 or more ads every single day until you get one that slips through. This is the biggest mistake that affiliates make – as soon as a couple ads get disapproved, they get discouraged and give up.

Keep trying until you succeed! If you're persistent enough you'll eventually get your ads approved.

# How To Write Effective Ads That Get Approved

Luckily there are a few key strategies you can employ to maximize the chances of getting your ads approved.

First of all, if you're brand new to facebook PPC, you'll want to open up your facebook account and click the "Advertising" link at the very bottom of the page. Next, click the green "Create An Ad" button.

Let's talk about each specific component of your ad...

## **Title**

Remember, this is ALL about the reader. They don't give a damn about you, and they really only want to know what's in it for them. For that reason, your title should always contain a key benefit.

Make sure to avoid making very specific claims, or any claims that sound too outrageous and over-the-top. Facebook always prefers to use vague, general ads on their site. For example, you wouldn't want to say things like "Gain 15 pounds of muscle in 6 weeks" or "Lose 3 pounds every 9 days" or "Insane Muscle Gain In 30 days". These ads will almost always be disapproved.

In addition, facebook never likes ads that insult or put down the reader. Avoid condescending ads that say things like "Are You Overweight?", "Need To Gain Weight?", "Hey Skinny Guy" etc etc. Facebook has millions upon millions of users worldwide, and it's in their best interest to give their users a pleasant experience without bombarding them with insulting ads.

Stick to a basic, broad, general headline that sums up the reader's main concern, does not contain specific claims, and does not insult them in any way. Some examples might be:

"How To Build Muscle Fast"

"Muscle Gaining Tips"

"Get Six-Pack Abs"

"How To Burn Fat Fast"

## **Body Text**

The same advice as the headline applies here. Stick to broad, general wording, don't insult the

reader, and don't make outrageous claims.

Try to create an ad body that outlines some broad benefits to the reader and contains a positive, clean message. Keep it brief and concise. That said, you still want to make sure to qualify your visitors by including some of the basic terms that relate to whatever product you're promoting, such as "build muscle", "gain strength", "burn fat", "six-pack abs" etc.

As I said, it's very hard to get your ads approved on facebook, so you'll probably have to experiment with a bunch of different titles and body texts before you get an ad approved.

## **Image**

This can be a bit tough when promoting fitness-related products, since facebook does not like to use any provocative images in their ads. You probably will not be able to get an ad approved that shows a guy with his shirt off, or that shows a woman in a bikini. (Although you'll still see some ads like this on facebook – further evidence that some ads seem to slip through from time to time)

Your best bet is to use ad images that show someone performing an exercise in the gym with their shirt on. Avoid using images of overly muscular bodybuilders as these usually won't be approved either. Stick to "fitness model" type bodies instead.

Again, you may have to try a bunch of different images before getting approved.

## **Destination URL**

You'll have a couple different options when it comes to the destination URL. You can either do direct linking by sending them straight to my website, or you can experiment by using different landing pages to see what converts better for you.

Always make sure to use tracking ID's when setting up your links so that you can figure out which ads/countries are pulling in the most profit for you. A tracking ID is just a small code that you attach to the end of your affiliate link that looks like this:

**?tid=XXXX**

Replace the XXXX with whatever code you want. Here's how I would set it up for a particular ad:

## ?tid=FBUSA01

For this particular TID, FB means “facebook”, “USA” means “United States” and “01” means it’s the first ad I’m running. Once you get your first ad approved, you can try submitting more, and then you can directly test the ads against each other to see which one is the most successful.

You don’t necessarily have to use direct linking – you can also drive traffic to your own website if you want to test that out for yourself. There are a ton of different ways you could go about this. One way of doing it is to simply link to a short article on your website about how to build muscle or burn fat. Make sure to include a visible link to my site at the top of the article and in a couple more places in the body and resource box. You could also put an opt-in form midway through the article to capture leads.

Another option is to link to a blog if you have one and include prominent links to my site within it. If you want to experiment by creating your own specific landing pages you can do that as well.

If you do decide to try your own landing pages I would suggest that you test them against direct linking to my site to see which is performing better. Again, just use TID’s for this.

Note: Before submitting your ads, make sure to read through this page as it will outline some common reasons why ads get rejected: <http://www.facebook.com/ads/mistakes.php>

**Tip:** Apparently the highest % of approved ads occur later in the night. I’m not sure why this is, but if you’re having trouble getting ads approved, try submitting them around midnight.

# Ad Targeting

After you've created your ad, the second step is to target your ad. Let me discuss some key points here...

## **Location**

You'll first have to choose which country to target your ad in. You can literally place an ad for any country in the world. The main countries that you should run your initial ads on are the USA, Canada, Australia and United Kingdom. These countries will pull in the highest overall volume and number of sales for you.

If you can setup a successful campaign in these countries then you can start targeting smaller countries, but by promoting all 4 of my products you should stay pretty busy with just those countries I've listed above.

## **Age**

I would keep this broad and simply promote to those 18 all the way up to 60. Whether it's building muscle or burning fat, we make sales for people of all ages. This applies to all of my products.

## **Sex**

For ads that promote [musclegaintruth.com](http://musclegaintruth.com), you should definitely promote to males only.

For ads that promote [howtoburnfat.com](http://howtoburnfat.com) or [fitnessinnercircle.com](http://fitnessinnercircle.com), you can promote to both men and women.

## **Keywords, Education, Workplaces, Relationship, Interested In, Languages**

For the rest of the categories, just keep them blank. There is no need to specify any keywords, you should promote to people of all educations and workplaces, relationship status/interested in is irrelevant, and if you're promoting to the 4 countries I've recommended then they are virtually all English speaking anyway.

# Campaigns & Pricing

Once you've completed the Targeting section, the final step is to set your campaigns and pricing. Let's talk about each component...

## Setting Your Max Bid

As a general statement, you're going to want to get your cost per click to around 9-13 cents in order to make a decent profit. I would suggest that you never bid more than 15 cents to start, despite facebook's "suggested bid".

If you simply cannot generate clicks for less than 15 cents, try targeting other countries where there is less competition.

Also, always make sure to select "pay for clicks" instead of pay for impressions.

## Daily Budget

This really depends how fast you want to collect data and how much you're willing to spend at the start. If you really want to keep it on the conservative side then you can lower the daily budget, whereas if you want to collect data as quickly as possible and risk a bit more, raise the budget.

The bottom line though is that once you have a campaign that is profitable, you should simply raise the budget so that you pull in the maximum number of clicks each day possible. After all, if each click is worth a positive amount of money to you, why would you limit your clicks?

## Schedule

Keep "run my ad continuously starting today" selected.

## Additional Tips, Tricks & Info

Okay, so you've now created an ad, setup your targeting and campaign info and now have to wait for approval from facebook. I said it before and I'll say it again: getting your ads approved is a huge pain and it may be a while before one slips through for you.

Be persistent and keep trying every day until one gets approved. Don't be like most affiliates and give up, or you could be missing out on some significant profits.

One thing to make sure of is that every time an ad gets disapproved you go into your account and delete it. Keep your account as clean as possible. You don't want a facebook rep looking at your ad and then seeing that you already have 10 disapproved ads laying around in your account.

Once you do get an ad approved, you can simply duplicate that ad for the other countries that you want to target. Just make sure to change your TID's accordingly so that you can track them.

When you do get an ad approved and it starts running, you'll find that you'll produce a very high volume of clicks and sales for the first while. This is simply because the ad is new to facebook and the users have not yet seen it. After the first week or so your clicks may start to cool down as more and more users recognize your ad and stop clicking on it. Or, they click on your ad but then once they reach your page they realize they've been there before.

One technique you can use is to simply run your ads for as long as they're profitable, and then once your clicks/\$\$ start to dry up, you can pause your ads for a period of time before resuming them.

What I'd recommend you simply do is "cycle" through each of my products. For example, you could run your [musclegaintruth.com](http://musclegaintruth.com) ads for a while. Once it dries up, pause those ads, and then run your [howtoburnfat.com](http://howtoburnfat.com) ads, and finally [fitnessinnercircle.com](http://fitnessinnercircle.com).

Hopefully by the time you've completed a cycle of ads and return to the first one, you'll have a fresh batch of new interested buyers that will make your ads profitable again.

Another option for when your clicks dry up is to simply begin targeting new countries.

**Note:** Remember that facebook rewards ads that have a high click-thru rate. The higher your

CTR, the more impressions your ad will receive. A good CTR is usually in the range of 0.2% and 0.4%.

## Wrapping It Up

Hopefully this lesson has provided you with a good starting point for running successful ads on facebook.

Believe me when I say that there is some huge potential here for serious affiliates who are willing to put in the time and effort. It is absolutely NOT unrealistic for you to produce profits of \$100+ every single day promoting even just 1 of my products on facebook.

Have a long term vision with this and remember that once you land on a successful formula, you can then duplicate that across other niches as well and potentially make a killing.

If you have it in your head that you're going to submit 1 ad and the sales are going to start pouring in, then don't bother with this method of advertising. You'll most likely just end up frustrated and quit altogether.

Be persistent and work at it. There are huge rewards here if you're willing to put in the effort. You're in total control of this, so go make it happen for yourself.

*S. Salewanyj*