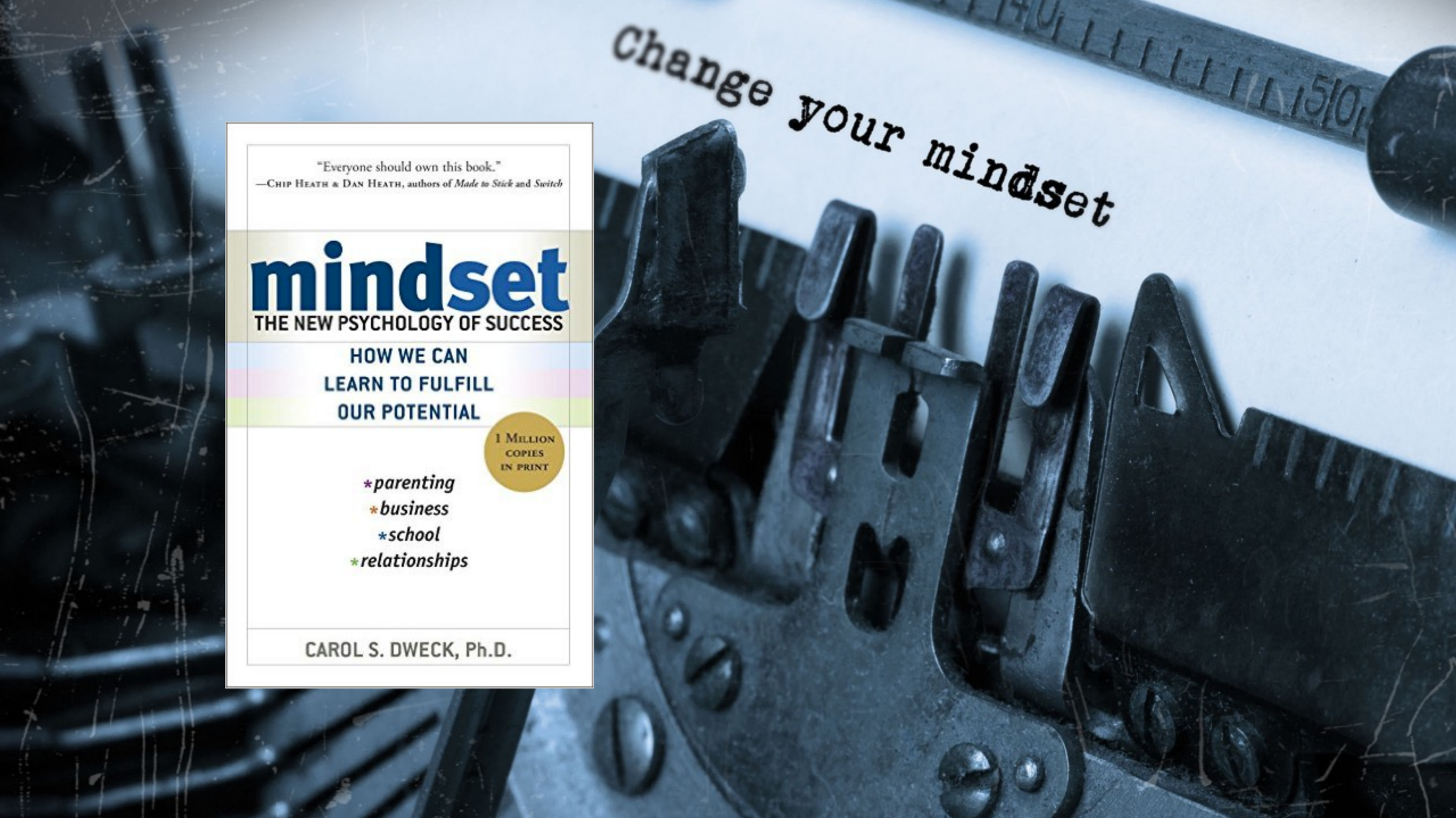
PROFITABLE FACEBOOK ADS MINDSET


Change your mindset
"Everyone should own this book."
—Chip Heath & Dan Heath, authors of Made to Stick and Switch
mindset
THE NEW PSYCHOLOGY OF SUCCESS
HOW WE CAN
LEARN TO FULFILL
OUR POTENTIAL
1 Million
copies
in print
*parenting
*business
*school
*relationships
CAROL S. DWECK, Ph.D.

Largest WOMA Platform

Discovery - Social Proof

Reduce your cost per e-mail registrant with Social Proof Ads... See More

2016ProfitFBAdsLive

2016 Profitable Facebook Ads Step-by-StepGrow your list and get customers withSimple,Powerful Facebook Ads100% Live Webinar

Bret Gregory, Vivian May Edwards, Rob Malone, Narayani Gaia and 3,197 others like this.

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Ads Are Just 1 Piece

Begin With Your Customer

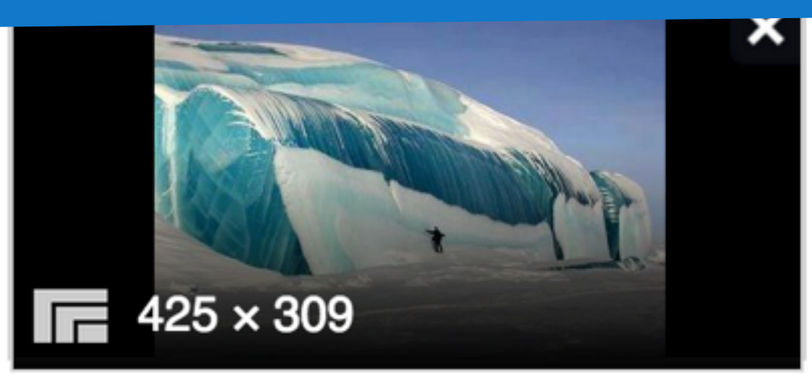
Talk With Customers Daily

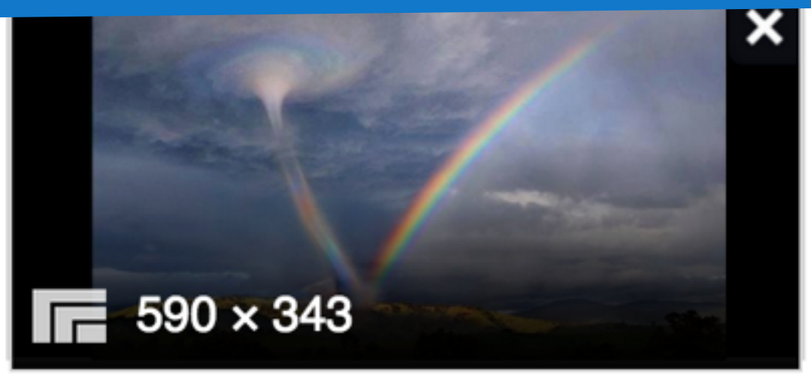
Step-by-Step Process

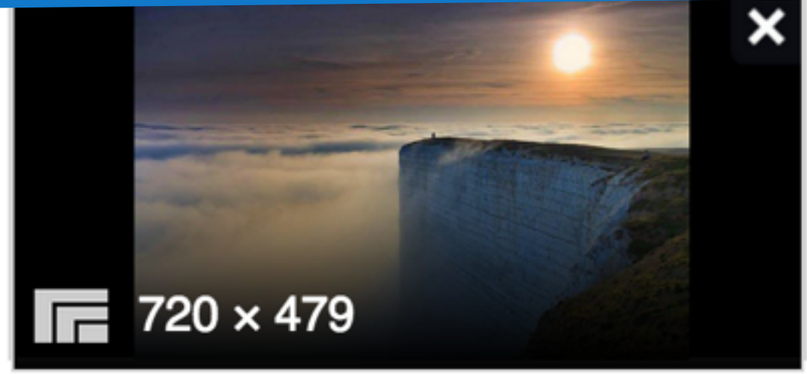
Motivating Customers

LEARN
THINK
DISCOVER
Problem - Your Solution
INVENT
IMAGINE
EXPLORE

Most Ads Won’t Work







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Testing Is Easier Then Ever

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount ...	Schedu
igital Marketer/SocialTriggers - Mobile 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Inactive	290 Conversions	21,222	$0.82 Per Conve...		$237.20	Dec 23, 36 days
ookalike1% + marketing - Sidebar 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Active 2 Approved	495 Conversions	103,132	$0.86 Per Conve...	$10.00 Daily	$427.97	Dec 23, 36 days
Website minus Email - Desktop 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Inactive	32 Conversions	1,021	$0.92 Per Conve...	$10.00 Daily	$29.32	Dec 23, 36 days
my Porterfield - Desktop 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Active 1 Approved	219 Conversions	12,515	$0.99 Per Conve...	$10.00 Daily	$217.38	Dec 23, 36 days
Website minus Email - Mobile 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Inactive	144 Conversions	3,584	$1.12 Per Conve...	$30.00 Daily	$160.86	Dec 23, 36 days
ob: Marketing - Desktop 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Inactive	1 Conversion	99	$1.44 Per Conve...	$20.00 Daily	$1.44	Dec 23, 36 days
lick Unsworth - Desktop 015.12.23 - ACN - Web Conversions - 2016 Marketin...	Inactive	26 Conversions	2,045	$1.45 Per Conve...	$10.00 Daily	$37.73	Dec 24, 36 days
esults from 14 Ad Sets		1,420 Conversions	138,667 People	$1.02 Per Conve...		$1,444.74 Total Spent	

Customers Looking For YOU

Must Create Value

TARGET
YOUR
CUSTOMERS

Making Ads Is Easy & Fun

Exercise: Create A Profitable Facebook Ads Mindset

- What is the part of your Facebook Ad mindset that has held you back from success?
- What Facebook Ad and Marketing mindset shift will make the biggest difference towards business success?
- What will you do to consistently put this mindset in to action to ensure you create business success?