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Below is a one-time offer to upgrade your order. This option will NOT be available again at this incredibly low price. If you take action right now, you will save 60% off the regular retail price. If you'd like to add this to your order, simply scroll down and click on the "Buy Now" button below.

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# **How to Make Your **Facebook Advertising** Generate More Clicks, Conversions, Orders, and Money!**

**Now you can target thousands of your best prospects – quickly, easily, and affordably -- with **Facebook ads and “boosted posts.”****

Dear Marketer:

There are 3 reasons why many of today's savviest – and richest -- online marketers absolutely *love* Facebook advertising....

- **\*\* FIRST**, Facebook is the most targeted online advertising medium in existence: It enables you to deliver your ads to specific groups of people ... based on age, interests, behaviors, buying preferences, and other metrics ... to a degree Google advertisers can only dream about.
- **\*\* SECOND**, because it is targeted and the rates are so reasonable, Facebook is extremely affordable, even if your online marketing budget is miniscule. The low cost also allows for more testing for fewer dollars.
- **\*\* THIRD**, Facebook offers greater flexibility than Google and other online ad media in terms of ad design, character length, images, and videos.

And with approximately 1.28 billion active users monthly, no wonder Facebook is the second-most-visited web site, behind Google. That's a lot of eyeballs on your ads.

So ... if you are an online marketer, copywriter, or consultant, and you are not actively testing Facebook for your products or clients ... you are leaving money on the table.

What? You say you don't know how to write and design a winning Facebook ad – how long to make the copy,

what offer to use, which image to select, how to buy FB advertising, how to target the audience you want to reach?

Well ... relax, my friend. Help is here at last. Introducing...

## **“How to Make Money with Facebook Ads”!**

Now, in our 80-page e-book, *How to Make Money with Facebook Ads and Boosted Posts*, my co-author James Palmer and I pull back the curtain – and show you how to make thousands of extra dollars online with winning Facebook ads and boosted posts.

In this handbook, you will discover:

- 6 reasons why you'd be a fool not to test advertising on Facebook for your online business. Page 1.
- 4 bidding strategies that get you better advertising results at lower cost on Facebook. Which is right for you? Page 5.
- How to dramatically reduce your cost per click by boosting your Facebook ad's response rates. Page 4.
- Should you mention your brand name in your Facebook ad? Answer on page 18.
- How to get Facebook to maximize viewing of your ad online. Page 6.
- Setting up your Facebook ad account – once complicated, now simple and easy. Page 6.
- Should you run your ads from your Facebook business page or your Facebook personal profile? The answer may surprise you. Page 9.
- How to deliver your ad to people on Facebook who are the most similar to the customers you already have. Page 10.
- How to *prevent* certain people from seeing your Facebook ads – and why you may want to do so. Page 11.
- How to quickly and easily set the budget and schedule for your Facebook ad campaign. Page 13.
- Follow these simple directions to attract more eyeballs to your FB ads with the right images. Page 24.
- Quickest way to cut off spending on a FB ad campaign that is not working. Page 17. This one secret can save you a pretty penny.
- 10 tips for writing a more compelling Facebook ad. Page 18.
- How to generate more clicks from your FB ads with special offers, a sense of urgency, and the right call to action. Page 19.
- 3 proven strategies for creating winning video ads for Facebook. Page 27.
- 5 ways to analyze your results with “Insights” – Facebook's version of Google Analytics. Page 30. Plus: More ways to use FB analytics to track your ad results. Page 63.
- 3 tips for using Insights to measure reader engagement with your FB ads and posts. Page 31.
- How to track viewing of your Facebook videos. Page 31.
- Using Facebook to create a custom online audience for your offers. Page 36.
- 10 ways to get better results from your FB ads by narrowing your audience. Page 41.
- How to split test Facebook ads and boosted posts—and why you should do so. Page 47.
- How to create and run a boosted post on Facebook for as little as \$5. Page 51.
- Tips and tricks for enhancing image quality on Facebook. Page 54.
- 5 ways to improve your Facebook results with the FB “Power Editor.” Page 56.
- Using Facebook to grow your opt-in e-mail subscriber list. Page 71.
- 11 proven tactics for creating a killer Facebook ad campaign. Page 73.

- And so much more....

To preview *How to Make Money with Facebook Advertising* on a risk-free 90-day trial basis, just click here now:



## **Praise for Bob Bly's marketing advice**

"You are awesome! I will always come to you first for the products that I need. You have class, integrity, brilliance, naturally gifted, and you are second to none! I am impressed with and appreciate your prompt response."

--*Adella Pugh*

"Once in a blue moon, you get the chance to meet a living legend, one of the great men who has shaped his chosen field. In my unending pursuit of powerful marketing, I came face-to-face with just such a man. Robert Bly is America's Top Copywriter and a genius marketer. He's authored over 70 books for McGraw Hill and others, and gets paid more per word than nearly every author in America. Like all great men, he is a teacher and mentor extraordinaire. He freely shares the secrets of turning marketing into money."

--*Dick Larkin*

"Bob, your stuff is always so good that even though I'm retired now, I have to read it!"

--*Gary Bencivenga*

"You are someone I've grown to admire greatly. You share your knowledge with and encourage people in achieving their dreams, trying new things, and learning tricks of the trade. It's a rare 'guru' in our world today who is thoughtful and kind enough to help up and comers find the path to success. In my opinion, you are the very best. I'm grateful to you."

--*Linda Capriotti*

"After considering a number of high-level marketing professionals and reflecting on the matter for several weeks, I made the decision to ask Bob Bly to share the stage with me for my Twin Keys to Wealth-Building Conference. The reason I chose Bob is because I am convinced that he can deliver more tangible value to conference attendees than any other marketing or Internet expert on the planet."

--*Robert Ringer, best-selling author*

"I love your e-mails. Read every single one of them as they come in."

--*Dr. Paul Hartunian*

"I have huge admiration for your work. You're one of the few guys out there selling real information -- and selling it at a reasonable price! I think what you're doing is head and shoulders above others."

--*Mark Joyner*

"I receive so many e-mail offers -- too many -- but Bob always delivers a product worth having. The marketplace for writing and marketing products has become over-hyped; in that environment it's reaffirming to see that Bob continues to stand for a level of quality that matters -- and happily, at a price that works. "

--Peg Prideaux

“Thank you for sending out your e-mail newsletter. There hasn’t been a single issue you’ve sent out that I didn’t learn something.”

--Len Bailey

“I have bought a lot of your info products. The price is the most reasonable of what anyone is asking for their info products, especially considering the information is more to the point and more valuable than 99.99% of what is out there on the Internet.”

--Christine Loff

## **Act now and save \$20**

What will it cost you to learn how to transform Facebook from a place where so many users just waste time posting pictures of their cats, kids, or meals ...

... into a *money-making online advertising machine* earning you thousands of extra dollars a year in passive income—even while you sleep?

Well, top Internet marketers routinely pay me \$5,000 to consult with them on how to increase their online revenues – and \$500 and up to write a single Facebook ad campaign.

However, it won’t cost you \$5,000 ... \$500 ... or even \$50 to have me help you get so many clicks from your Facebook ads that your server practically catches on fire from traffic overload!

That’s because the cover price of *How to Make Money with Facebook Ads and Boosted Posts* is a very reasonable \$49.

But only if you act now, it’s your for just \$19 ... that is a discount of over 60% off the list price .... You save \$30!

And that’s your investment only if you agree with me 100% that *How to Make Money with Facebook Ads* has indeed given you the keys to unlocking the incredible profits that Facebook ads can produce for your business.

If it doesn’t, then it won’t cost you a penny. Here’s why....

## **Our 100% iron-clad guarantee of satisfaction**

I totally guarantee your satisfaction with my e-book, *How to Make Money with Facebook Ads and Boosted Posts*.

My guarantee is ironclad – and unconditional: If you are unhappy for any other reason ... or for no reason at all ... just let me know within 90 days.

I’ll give you a full and prompt refund of every penny you paid. And on top of that, you can still keep the e-book free -- with my complements.

That way, you risk nothing. You can’t lose!

But I urge you to hurry.

This special LOW PRICE of only \$19 (a \$30 discount off the \$49 cover price) is only valid if you take advantage of this offer right now -- it will not be repeated again.

So what are you waiting for?

To order *How to Make Money with Facebook Ads and Boosted Posts* on a 90-day risk-free trial basis ... and save \$30 ... just click here now:



Sincerely,

A handwritten signature in black ink, appearing to read "R. Bly".

Robert W. Bly, Director  
CTC Publishing

P.S. Order *How to Make Money with Facebook Ads and Boosted Posts* today and you get a FREE 50-page Special Bonus Report, *Writing for the Web* (list price: \$29).

In this free report, you'll discover little-known Internet marketing tricks and tips that can quickly leave your competitors in the dust. Including:

- My proven 4-step formula for successful SEO copywriting – page 31.
- How to write subject lines that get your e-mails opened and read – page 35.
- 5 steps to writing perfect guarantee copy – page 40.
- Do you need a separate web site for every product you sell? Answer on page 20.
- The 3 most important things I've learned about writing e-mail – page 37.
- How to use statistics to prove your claims and sales points – page 44.
- 10 tips for increasing landing page conversion rates – page 27.
- How to convince subscribers that your e-newsletters are worth reading – page 23.
- 5 ways to capture the e-mail addresses of your web site visitors – page 46.
- And more....

Best of all, this bonus report – a \$29 value -- is yours to keep FREE ... even if you request a refund on the e-book!

To order *How to Make Money with Facebook Ads and Boosted Posts* ... and get your FREE Special Report ... just click below now:



