

Notes From Module 1-3a Getting Started

September 14, 2015

The “Finding Products using Watchcount.com” material is in the “Strategies for Finding Products” document.

WHEN YOU SELECT A SELLER ON eBAY

Three questions you ask your seller

1. Do you sell in bulk?
2. Do you drop ship?
3. Would you be willing to just put “Shipping Department” on your product and not include an invoice when I purchase something for you.

#1 – Do You Sell in Bulk? – At some point you might want buy a bunch. You will have a lot more control if you have the inventory.

#2 – Do You Drop Ship? Not a question you need to ask very early on. (There are a few that don’t want to do this.)

#3 – Would you be willing to put “Shipping Address” on your label instead of your Store and Seller Name and not include an invoice. (A few customers will check out eBay and wonder why they paid more.)

There are two methods of Selling

1. Selling from Sales Pages
2. Doing Giveaways to obtain an email address and then selling to the mailing list.

Method 1 SALES PAGE

The put a title and the images.

The only text they put was

1. the title
2. Higher Price – strike through, Your Price
3. “Guaranteed Secure Checkout via PayPal (VISA, MASTERCARD)

Click “BUY IT NOW” below to get yours now!

4. This deal expires on
the countdown clock
5. The price button
6. The Buy IT Now Button

Method 2 MICRO FUNNEL AND GIVEAWAY

This method is “Win free....”

You collect email addresses

You sell to the email list

Takes longer, but you end up with a list.

RESEARCHING INTERESTS IN FACEBOOK AD MANAGER

Open up Ad Manager → Audience Insights

Audience Insights

The screenshot shows the Facebook Ads Manager interface for the account 'Hale Pringle'. The 'Tools' dropdown menu is open, and 'Audience Insights' is highlighted. Two red arrows point to the 'Tools' dropdown (labeled '1') and the 'Audience Insights' option (labeled '2').

Spent Last 7 Days

Date	Spent
09/06	\$56.65
09/07	\$65
09/08	\$55
09/09	\$55.62
09/10	\$65.40

\$434.96 Spent Last 7 Day

All Campaigns **+ Create Campaign**

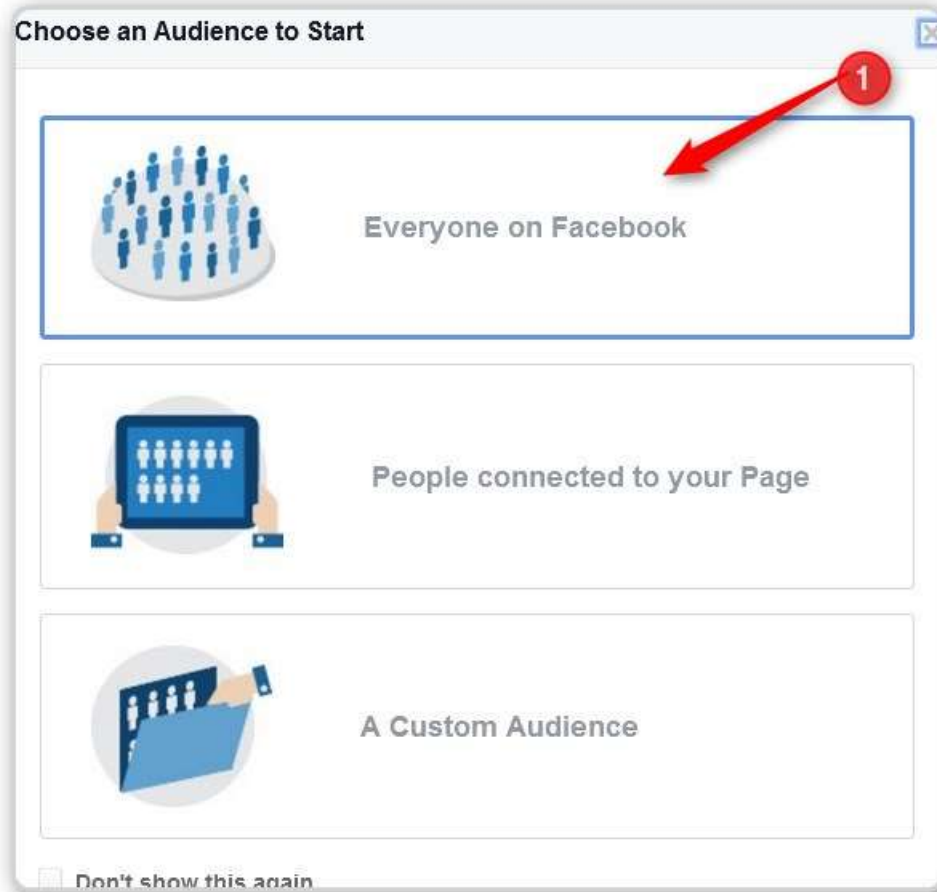
Campaign Name **Delivery**

#1 – Click on Tools

#2 – Click on Audience Insights

You have to pick an Audience to start with

Choose All of Facebook



#1 – Everyone on Facebook

If you don't know anything about the audience you are researching do the following:

- Set the Countries to just those you can sell product and ship to
- Leave Age alone
- Leave Gender alone
- Enter a Keyword in the INTEREST Panel

Start with Everyone and a keyword

The screenshot shows the Facebook Audience Creator interface. On the left, the 'CREATE AUDIENCE' section is expanded to 'Custom Audience'. The 'Location' dropdown is set to 'UNITED STATES' (with a red arrow and '1' pointing to it). Below it, the 'Age and Gender' section is expanded. The 'Age' dropdown is set to '18 - Any' (with a red arrow and '2' pointing to it). The 'Gender' dropdown is set to 'All' (with a red arrow and '3' pointing to it). The 'Interests' dropdown is expanded, showing a list of interests including 'Cycling', 'Cycling', 'Recycling', and 'Cycling team' (with a red arrow and '4' pointing to it). On the right, the '(New Audience)' summary shows '150m - 200m monthly reach'. Below this, the 'Demographics' section shows '54% Women' and '54% All Facebook'. The 'Age and Gender' section shows '46% Men' and '46% All Facebook'. The 'Lifestyle' section is partially visible at the bottom.

#1 – Left Country as United States

#2 – Left Age alone

#3 – Left Gender alone

#4 – Entered Cycling in the Interest Fields

Here is an important point to understand about the keywords that show up in the list.

Types of Keywords



#1 – Cycling – bold face and starts with a Capital Letter

#2 – cycling – regular font and starts with a lower case letter

The Bold Version is a Category and it is VERY BROAD. It is what I call a CATEGORY LEVER INTEREST. If you ever visited a page on cycling, liked a post where a friend from High School shows that one of her children took part in a cycling event or anything else remotely associated with cycling then you are in this group. **This is a BAD Final Target Group.**

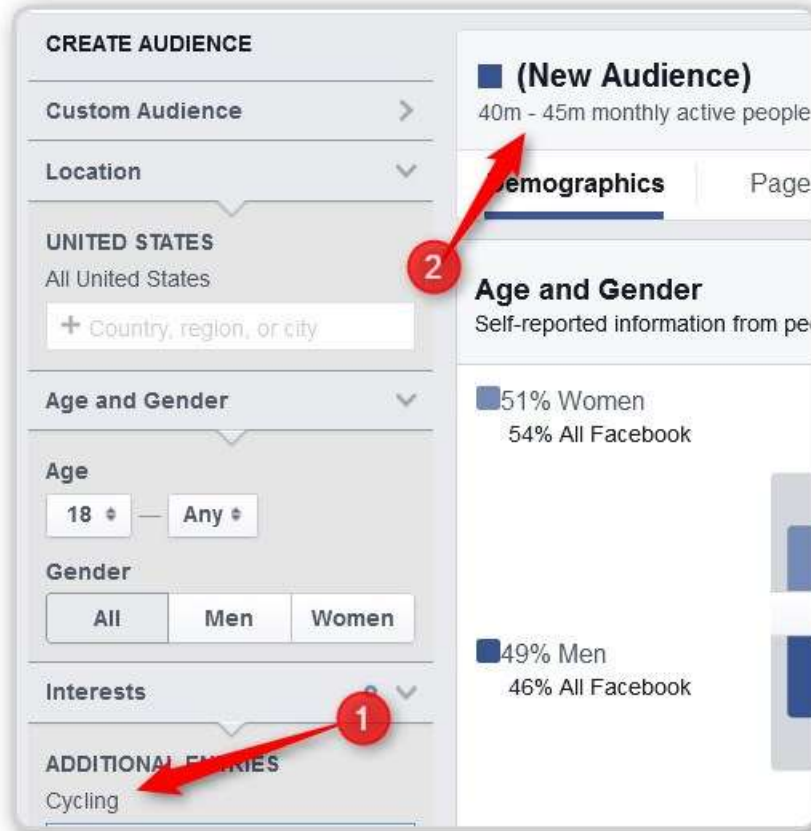
The CATEGORY LEVEL Interest is a good group to start with. Adding it to your interests will bring up a lot of related interests that may be much more targeted. Once you have added several of these to your list of interests REMOVE THE CATEGORY LEVER INTEREST.

The lower case cycling is people who have actually expressed an interest in cycling.

EXAMPLE –

Here I added the CATEGORY LEVEL Cycling to my Interest list.

CATEGORY LEVEL



#1 – Category Level added to Interest list

#2 – Audience is 40 to 45 MILLION People. That is perhaps one third of all adults in the US. WAY TOO BROAD.

Now I clicked on the small X to the right of the CATEGORY LEVEL Cycling and removed it from the list of Interest.

Then I created the list again and clicked on the lower case version

Specific Interest Group

The screenshot shows the Facebook Audience Insights interface for a 'New Audience' of 450K - 500K monthly active people. The interface is divided into several sections:

- CREATE AUDIENCE:** Includes 'Custom Audience' and 'Location' (United States).
- Age and Gender:** Shows '36% Women' (54% All Facebook) and '64% Men' (46% All Facebook).
- Interests:** Shows 'cycling' as an interest.

Red arrows and numbers highlight specific details:

- #1:** Points to the 'cycling' interest in the 'ADDITIONAL ENTRIES' section.
- #2:** Points to the '(New Audience)' header and the '450K - 500K monthly active people' text.

#1 – Lower case cycling

#2 – The audience is 450 thousand to 500 thousand. Much more realistic.

Cycle Sport gets us 2 to 3 million

Let's Look at the Cycle Sport Group

Cycle Sport



#1 – this is 14% women

#2 – and 86% men (probably should only target men)

#3, #4, #5 these three age groups are heavy – after that it drops off. One rule of thumb is to ignore any segment that is less than 10%.

#6 – AN IMPORTANT POINT – this 21% looks large, but it is 26% of the 14%

If there were 1000 people in the group, the 14% would be 140 people. 21% of 140 people is about 29 people. The other 860 people would be men. 29 people is about 3% of the 860. So the 29% men is just about 10 times the size of the 21% women. Let's not try to find 3 out of 1000.

The broad category may also contain several sub-categories. He looked at page likes and found pages about automatic weapons (Cycling rate of fire) I found Broadcasting pages as well.

Narrow your search until you are getting bicycling pages.

NOTE: You can and should add multiple interests to your list, looking for the groups that are really into Cycling and would probably really like our Sunglasses.

SAVE THE INTERESTS.

You will use them when you create an Ad.