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THE CF AFFILIATE MASTERMIND

SELLING FB ADS + CLICKFUNNELS

To Local Businesses

We're going to focus on 2 things today...

How to find businesses + win the sale...
And how to perform their ads!

How to find local businesses.

Groupon Method

1. They are ALREADY spending money to advertise.
2. You can also do this with Direct Advantage Magazines or newspapers. SO MANY people are advertising and not seeing the ROI.



Local Search Method

1. This is literally about Google search.
2. Once you find them, do a little digging.
3. Check out their social profiles.
4. You can even visit their location with a cold pitch.



Business After Hours Method

1. Yes, bring business cards. :)
2. Look for local community events and expos.



Some businesses have unique challenges...

1. Restaurants are broke.
 - a. Maybe consider a less expensive version and automate your process as much as possible.
2. Real Estate Agents need new ads constantly.
 - a. You may have to create a retainer agreement rather than per campaign.
3. Insurance and brokers are highly regulated industries.
 - a. Unless you're willing to study these types of funnels, I would steer clear.



Businesses that can do well on Facebook...

1. Restaurants, Bars
2. Party places (to plan parties)
3. Real Estate (for buyer leads mainly)
4. Dentists, Chiro
5. Salons, Spas
6. Gyms
7. Accountants, Financial Planners
8. Private clubs (horseback riding, soccer, etc.)
9. Home Services
10. Landscaping, plumbing, electric, roofing



How to get to the person who keeps the money.

Step One Goal - Get to the Person Who MAKES the Decision....

1. This is the hardest part. You have to get past the gatekeeper.
2. You can do this with a really good script...
 - a. Phone, Facebook PM, Email, or DIRECTLY go to them
 - b. I'll give you a few scripts you can use.
3. And if you need to sweeten the pot, go ahead and BUILD a funnel and show it to them right in the email or PM.
4. If your sales skills suck, I would get a few books on Kindle. They can help enormously!



STEP TWO - CRUSH OBJECTIONS when you get in front of them....Most local businesses know virtually NOTHING about Facebook Ads. Here's how to convince them...

1. Their audience is already there
2. Facebook Ads are influencing over 50% of purchasing decisions
3. Use statistics
4. The ads don't just bring sales, they bring awareness to your business
5. It enables you to collect email addresses to keep in touch
6. The ROI measurement is DIRECT (unlike traditional advertising methods)



How to convince someone to do FB Ads

You must show them that FB ads are the MOST popular and lucrative way to advertise a business in 2017, more than commercials, radio, newspapers, billboards, or any other medium.



How to convince someone to do FB Ads

You can even do a bit of research and create a report (a nicely styled 1-sheet) that shows them powerful they are.



Understand their objections when you get in front of them...

1. Waste of money
2. Too expensive
3. Too time consuming
4. Their audience isn't there
5. They don't trust you
6. My buddy did it and it didn't work



You must SHOW, not just tell...

1. Prepare a report or a flow chart.
2. Prepare a funnel.
3. DO NOT mention Clickfunnels. Because what you're showing them is the system. IF you can SELL the system, you can sell Clickfunnels.



The FB ad goes right to the offer, bypassing any third party site!

Plus, the ad ADVERTISES your page, building brand awareness.

Create a great deal! Think Groupon, but without splitting it with that site.

We collect name, email, and phone so you can follow up with EVERY lead.



A diagram of a form with four horizontal input fields. The top three fields are light gray, and the bottom field is green. A line connects the top-left box to the top of the form, and another line connects the top-right box to the right side of the form.

You get a notification in your email that someone has filled out your form.

You can respond right away (personally) by emailing or calling, or if they just downloaded a coupon, send them an email in a few days reminding them to redeem their offer.

The lead gets sent to a page where you thank them, and offer them their coupon or offer!

If it's free, they simply download. If the offer cost money, then they get further details on this page.



You must SHOW, not just tell...

Explain why your method works vs. others.

- Notifications (this is not with the \$97 a month. You would need extra software).
- Mobile optimized
- Fast site speed
- No website with many decisions
- Stats tracking
- Split testing



STEP THREE: If you've never had any results or experience, offer it for free..

1. Anywhere from 48hrs to a week is good.
2. Give yourself longer time if you think you need to tweak and optimize.



If you've done it and had results, you can sell your services (or offer the free short trial first)...

Sometimes even a 48 hour testing period is enough to get them to close the deal. But make sure it's clear that you don't do this for free. LOL



The KEY components of your system are to...

1. Work with the client to create a REALLY good offer!
2. Set up the offer
 - a. Free offer
 - b. Groupon offer
3. Create a great ad and run it
4. After the trial period, charge for continued monitoring



What are some REALLY good offers?

1. Free drinks with dinner
2. Free dessert with dinner
3. Free birthday or celebration meal
4. Free birthday massage
5. Free back adjustment
6. Free product (with haircut)
7. Crazy discounted monthly access to a gym WITH bonus download
8. Free personal training session
9. Hot off the press homes for sale (show some as sold to add scarcity)
10. Doctor's reports WITH coupons and offers



What are some REALLY good offers?

When you are offering a coupon, add a BONUS download.
That way, if they aren't convinced they will use the coupon,
they'll still download because of the instantaneous free gift.



What are some REALLY good offers?

If you are going to offer a discount, but have a sale RIGHT on the page (like a Groupon offer), it's imperative you use a 2-step order form to capture the lead before they decide to pay.

You can also just make a LEAD form (include the phone number) and then send them to a page with a phone number. YOU HAVE to set up lead text notifications or you'll lose a lot of leads.

