



FB Ad Basics Workbook

Introduction

Hello and thanks again for your purchase of FB Ad Basics. This course workbook will be your guide through setting up your first advertising campaign. In it you'll find all the slides, areas to take notes, recommended products, tools and resources to make your life easier. Make sure to print this out and take notes as you go. The more time you put into this course, understanding how advertising works and what numbers to pay attention to, the better chance you'll have at success when it comes time to starting your ads.

As always, if there's anything I can do to help, don't be a stranger. I'm just a short email away.

Cheers & enjoy!
- Adam Nolan

FB Ad Basics Course Outline

Module 1: Why Facebook Paid Traffic

Discover why you should be fuelling your funnel with paid traffic.

Module 2: Setting Expectations

Why it's important to go into advertising with the right mindset.

Module 3: Market Message Match

How to make sure your ad gets clicked & you get the opt-in/sale

Module 4: The Important Numbers

How to read the data in your Facebook ads so you know what to do next

Module 5: Audience Targeting

How to find an audience that is excited for what you have to offer.

Module 6: Facebook Ad Types

The different types of ads you know about & how they affect your numbers

Module 7: Bidding Strategies

The \$10/day bidding strategy - how to not blow your budget.

Module 8: Tracking & Testing

Breakdown of tools you can use to make your life easier & your ads more effective.

Module 9: Retargeting

How to get massive market penetration cheap!

Module 10: How To Avoid Getting Banned

The Facebook TOS - learn to play by their rules or don't play at all

Module 11: Common Problems

How to solve the most common Facebook ad problems



Module 1: Why Facebook Paid Traffic?

Why Facebook paid traffic



In this video...

- Paid traffic vs. Affiliate marketing
- Paid traffic vs. SEO
- Targeting benefits of Facebook
- Where advertising fear comes from



Cheaper than affiliate marketing

- Do the math - when paying for clicks 30% of your "profits" might go to paying for traffic.
- When doing affiliate marketing 50% or MORE of your profits go to paying for traffic.
- Long term... what would YOU rather do? Surrender control of your business & make less money, or control it all and make more? Slow & steady wins the race :)



Faster than SEO

- Very frustrating to test an opt-in page with SEO
- Traffic is unreliable & slow to build up.
- Ok as a long term strategy, just not one to test a new funnel with!



Incredibly precise targeting

- Able to target based on almost any interest possible
- Able to find related interests that you wouldn't have thought of otherwise
- Able to use "and / or" rules to include or exclude certain groups
- Can even be so precise as to target 1 individual person!
- With 1 billion people on Facebook - the sky is the limit for advertising



Where advertising fear comes from

- The reason people are afraid of paid advertising is because they don't have a plan & they're not prepared. When you go in with a plan, knowing you can track things you're not "blind" - so you remove the guess work.
- Paid advertising isn't complicated. Just keep asking yourself, how could this make me more money or how could I lower my ad costs? Do that + track stuff and you'll do well.



In the next module...

Setting expectations





Module 2: Setting Expectations

Setting expectations



In this video...

- What to expect with your first ad campaigns
- Why you're going to lose money at first
- Frustrations you can expect
- The HUGE benefits of sticking with it



You will lose money at first!

- Most people give up before they've had a chance to learn anything!
- You can't expect to pick up the guitar and play right away without practice - this is no different!
- When advertising at first, you're paying for information, not for traffic.
- You take that information & make educated decisions on how best to spend your money



You will get frustrated!

- There will be times when some ads get approved but not others & you don't know why.
- There will be times where 1 ad gets traffic & none of the others.
- You'll spend money and not see any rewards for your efforts.
- You'll get very frustrated and want to quit multiple times!
- DON'T. The people who succeed in online marketing - and I mean REALLY succeed, not just "coast" all buy traffic.



Hugely Valuable Skill

- The only traffic sources where you hold all the cards!
- You have total control over your income - as long as you spend the time to learn how FB Ads work!
- Once you know how to drive traffic & track analytics you'll never have to worry about money again because you know how to build income machines.



In the next module...

Your message/market match





Module 3: Market Message Match

Message Market Match



In this video...

- What is a market/message match?
- Market examples
- Message example
- The importance of congruency



What's a "Message/Market Match?"

- The product that you're selling, the ad you're selling it with and the people you're selling it to all have to be congruent.
- Your headlines have to carry through across your ads and onto your opt-in page
- Your branding / graphics should carry through to the landing page
- If the click through & subscription process doesn't flow smoothly and make 100% total sense, prospects won't opt-in.
- This is why it's so important to dial in your targeting as much as possible!
- You want to know EXACTLY who your ad is being shown to!



Market Example

- Perfect Example: Basic Parent
- First time mothers with new babies
- Huge, evergreen market
- People willing to spend money
- Uncertainty = big problem that needs to be solved immediately
- The product you're selling must appeal to the people you're selling it to



Message Example

- Message: Know what to do if your baby starts to choke
- Opt-in gift - guide on what to do if your infant starts to choke
- The reason they click on the ad is carried through to the landing page



AD BASICS

Congruency is key!

AD BASICS

In the next module...

How to read Facebook ad data

AD BASICS



Module 4: The Important Numbers

The Important Numbers



In this video...

- Click Through Rate (CTR)
- Cost Per Click (CPC)
- Cost Per 1000 Impressions (CPM)
- How these numbers interact & affect each other
- Your ultimate goal



Click Through Rate (CTR)

- Biggest determining factor in the cost of your ads
- Influenced by target audience & ad quality
- CTR & CPC are directly related. The higher your click through rate, the lower your cost per click
- Good click through rate for a sidebar ad: 1%
- Good click through rate for a newsfeed ad: 3%+



Example

Start Date #	End Date #	Ad #	Click-Through-R	Cost Per Click (CPC) #
2014-04-04	2014-04-10	4 Hour I Mobile	3.030%	\$0.22
2014-04-04	2014-04-10	4 Hour I Mobile	2.055%	\$0.41
2014-04-04	2014-04-10	4 Hour I Mobile	1.712%	\$0.60
2014-04-04	2014-04-10	Frank Kern I Newsfeed	1.661%	\$1.27
2014-04-04	2014-04-10	Internet Market I Newsfeed	1.520%	\$1.25
2014-04-04	2014-04-10	4 Hour I Newsfeed	1.349%	\$0.72
2014-04-04	2014-04-10	e-Myth I Newsfeed	1.169%	\$0.85
2014-04-04	2014-04-10	Stress I Outsourcing I Mobile	0.859%	\$1.00
2014-04-04	2014-04-10	Maria Forteo I Newsfeed	0.817%	\$1.21
2014-04-04	2014-04-10	Perry Marshall I Newsfeed	0.645%	\$1.20

As CTR goes up, CPC goes down



Cost Per Click (CPC)

- You only pay when people click the ad
- Not always the best to test an ad. Why:
- You can get 1 ad that gets 1 click and then Facebook assumes that's the best ad and only runs traffic to that one.
- Very frustrating problem
- Makes sure you're getting traffic when you pay money



Cost Per 1000 Impressions (CPM)

- You pay Facebook a set amount every time your ad gets seen by 1000 people.
- Great for testing ads because Facebook has no interest in your ad converting because you're paying them regardless.
- Because of this, you tend to get more even ad impression distribution
- Which shows you a more accurate representation of which ads are working best
- Use Optimized CPM & track off opt-in to start.



How they affect each other

- Understanding how your metrics affect each other is one of most important parts of creating a good ad campaign
- Click through rate is king
- Click through rate affects your CPC
- Lower click through rate = less traffic (if you're doing CPC)
- Could be a symptom of bad targeting or bad ads
- When CTR goes up, CPC goes down



Other Important Numbers

- Frequency: The number of times someone has seen your ad
 - As frequency goes up, CTR goes down
- Impressions The number of people that have seen your ad
 - As impressions go up, CTR goes down



The Ultimate Goal

- Reduce your ad cost so you're breaking even on the front end.
- Track with conversion pixels, etc
- Find a demographic large enough that you can buy lots of traffic, yet is still targeted.
- Only way to do this is through testing / tracking your ads
- No shortcuts ... you have to get your gads dirty!



In the next module...

Audience Targeting





Module 5: Audience Targeting

Audience Targeting

In this video...

- A great strategy to find fantastic, targeted markets
- alexa.com, quantcast.com
- How to pick your targeting
- Examples

Pages Liked By People Who Like...

- Fantastic strategy to find new targeting you haven't thought of
- Keep adding "who like x and
- Make a list!
- [DEMO](#)



Alexa.com, quantcast.com

- Run markets most popular websites through these tools to get an idea of who your market is.
- Write down all the details and plug them into your Facebook ads!
- Write down your targeting ideas / demographics in a notepad. Don't just keep them in your Facebook account. It's easier to look in the book.
- Try thinking outside the box. Who else could your product appeal to?
- [DEMO](#)

How to pick your audience

- Start small and combine what works
- Pick many small markets, created super targeted ads. (remember: message/market match!)
- Gets you a higher CTR
- More efficient than guess work, less expensive but more work.
- Allows you to customize the ads to the audience and get a much more targeted message/market match.



My Basic Parent Targeting

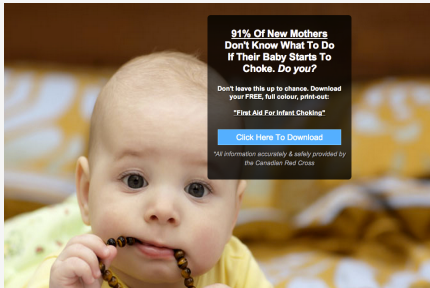
- Targeting: Huggies, Baby Bullet (blender), Baby Einstein
(Basically: Other popular products for babies, toys, baby apparel, baby food, etc)
- Data after combing through Alexa, etc & doing research:
- Females, ages 18-30
- Broad targeting (optional - AND style targeting): Moms indicating they're expecting

300,000 people

- Location:
 - Canada
 - United States
- Age: 18 - 30
- Gender: female
- Interests: Gerber Baby, baby bullet or BabyCenter
- Parents: Parents (child: 0-3yrs) or Expectant parents
- Language: English (UK) or English (US)
- on News Feed on desktop computers



Landing Page



Next module...

Facebook ad types





Module 6: Facebook Ad Types

Facebook Ad Types

In this video...

- Why use newsfeed ads over sidebar ads
- Setting up your fan page
- Ad Copy
- Ad Image

Why use newsfeed ads?

- Larger = more visible = higher CTR
- Higher CTR = cheaper clicks
- More people see the ad when it's in the newsfeed
- Giant image ads a lot more flexibility for copy

Newsfeed vs. Sidebar

There are 5 ads in this picture - which stands out the most?

Frank Kern
Sponsored · 1h

NEW FREE BOOK

This new free book reveals the simple formula I used to sell over \$50 million dollars worth of products and services online. But before you get it, please understand I'm not implying that the average person (or anyone, really) is going to sell \$50 million dollars worth of products - or do anything at all. It's impossible for me to predict that... See More

CONVERT

Free Book Reveals How To Create Internet Campaigns That Sell

This is absolutely different from anything you've ever read because it's more of a...
www.FREEMARKETING.COM Learn More

Like · Comment · Share · 197 · 147 · 152

Russell Brunson
want my 101 BEST split tests (FREE)? I just got my new book (DoConversion) Late 109 Pay

Like Page

MORE / MTTS Review
colodagency.com

518 EPC? All my results, metrics, Traffic Source. All revealed in the blog post for you.

Dark Posts Really Work
stock-darkpost.com

Go Video show you how to sell T-shirts and CPAs from Dark Posts 100 FREE Case studies.

Go Mobile - Create App
mobile-convert.com

Beat the competition with your own mobile app. Create an app in 3 simple steps.

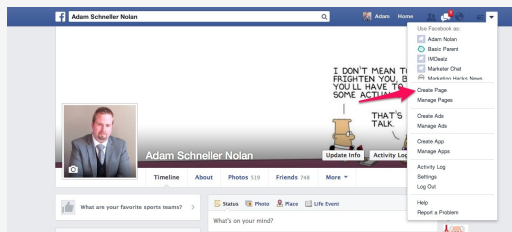
Mike Buontempo and Mike Heath like this.

AD BASICS

Setting up your ad: the fan page

- Need a fan page first
- Doesn't have to be incredibly "active" - just a place to create ads.
- Put a decent logo for the image, name the page something sensible related to your product. It'll show as the "page name"

Setting up your ad: the fan page



Setting up your ad: the copy

- Market message match!
- Your copy has to match what you're offering on your landing page.
- Call attention to whomever the ad is for
- Tell them why they need what you have
- Give them an action to complete
- Use words that are simple to read & convey emotion

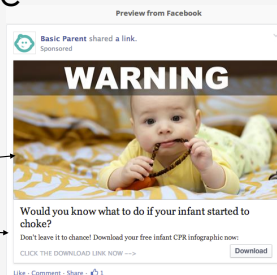
Example

Ad targeted towards first time mothers

Headline shines spotlight on problem or promise

Compelling image

Call to action telling them what to do next



Setting up the ad: the image

- Ideal image size: 1200 x 627
- Use Haiku Deck (free)
- Ad (or headline) should call attention to the problem
- Objective of the image: grab attention!
- The goal: Visual without misrepresentation.
- ie: No pictures of pretty girls just to get clicks. It won't convert!
- Make sure your image grabs someone & stops them in their tracks!



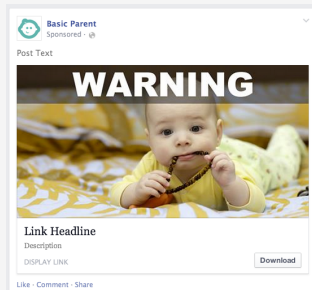
Example



Note: Text can only take up 20% of the image



Text Area Examples



In the next module

Bidding Strategies





Module 7: Bidding Strategies

Bidding Strategies

What's in this video

- Budgeting your ads
- CPC bidding strategies
- CPM bidding strategies
- Mobile vs desktop ads
- Bidding the Mean

Don't blow your budget!

- Biggest reason I see people burn out in advertising! Spend too much, to fast & don't track their progress!
- \$10/ day / ad set or campaign
- You can get useful data off \$10 / day!
- Remember - the goal in the beginning is to collect data, not to make sales! Sales come later once you have the ad data you need!

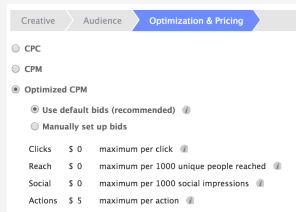
Bidding Strategies - CPC

- CPC - Only pay for the traffic that is sent to your page
- Stands for cost per click
- Easier to manage than CPM & you're guaranteed clicks.

The screenshot shows the 'Optimization & Pricing' tab selected in the Google Ads interface. Under the 'CPC' heading, there is a 'Max Bid Per Click (USD)' input field with the value '0.40' and a 'Suggested Bid: 0.28 - 0.56' range. Below this, there are radio buttons for 'CPM' and 'Optimized CPM', both of which are unselected.

Bidding Strategies - oCPM

- You're paying for your ad to be shown, not clicked.
- oCPM stands for Optimized Cost / 1000 Impressions
- Can optimize for opt-in or sale!
- Use CPM if your ads aren't being shown evenly



AD BASICS

Bidding The Mean

- Means... don't bid the max, don't bid the smallest.
- You want your bid to be somewhere in the middle.
- If you're not getting enough traffic - you're bidding too low.
- Increase your bid & switch to CPM & you'll get traffic.
- Once you get traffic - switch to CPC & refine targeting.

AD BASICS

Mobile or Desktop

- Test your page on mobile!
- Test campaigns separately
- Jury is out on it...
- Best way to know if it will work for your ads is to test!
- Improvely can tell you which ads are converting best ([facebook.com](https://www.facebook.com) = desktop, m.facebook.com = mobile)

AD BASICS

In the next module...

Testing & Tracking

AD BASICS



Module 8: Testing & Tracking

Tracking & Testing

In this video...

- My secret ad tool: Qwaya
- How to use Improvely to figure out exactly where to target your ads
- Facebook tracking pixels
- How to track things properly
- Demo

Qwaya

Qwaya

Pricing Tour Blog Support

Start my FREE trial now!

Facebook ads tool for professionals

Create • Organize • Optimize

Starting at \$99 per month

See the tour >

30 DAYS FREE TRIAL

More than 1000 companies in 70+ countries use Qwaya. [Learn why >](#)

Qwaya

- Most valuable ad tool I've ever used when it comes to paid advertising.
- A little expensive monthly but will help you to get your ads working a lot faster
- Allows you to day part, create ads extremely fast and gives you all sorts of useful information
- Check out www.AdEspresso.com for an alternative!

Improvely



AD BASICS

Improvely

- Use Qwaya to track the front end...
- Use improvely to track the back end
- Tells you what times people buy at, from what source, what country, heck... Even what ad caused the sale. It's a complete snapshot of every individual lead.
- It's also a complete analysis tool that will tell you exactly where to run your ads and to whom
- DEMO

AD BASICS

Things to test

- 2 different ads at a time for each demographic
- Split demographics first, then combine
- Target countries with money
- Mobile vs Desktop

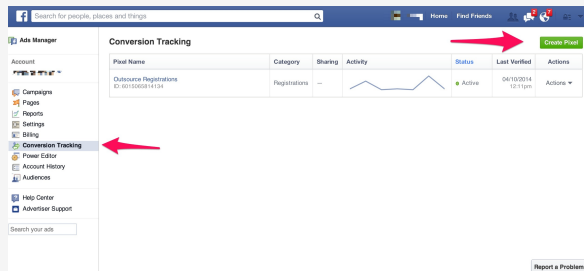
AD BASICS

Facebook Tracking Pixel

- Put tracking pixel on "thank you" page or any page after someone has taken an action (ie: purchase)
- Optimize for "registrations/leads"
- Generate code - copy & paste

AD BASICS

Facebook Tracking Pixel



Always track what ads caused
the sale, not the opt-in

In the next module...

Retargeting Tricks



Module 9: Retargeting

Retargeting

What's in this video

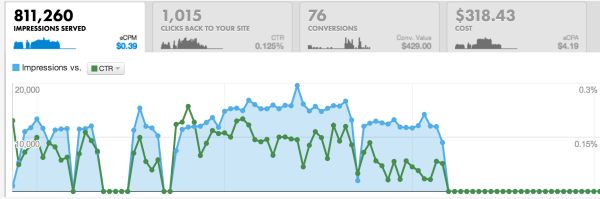
- Retargeting: What is it and why you should care
- Retargeting tricks
- Click vs View conversions
- How to get super cheap traffic
- The secret resources if your ads account gets banned!

Retargeting 101

- Simple concept: continue to show ads to people that have already been to your website
- Works extremely well
- Great for branding on the cheap!
- Incredible to have ads on MSN / NY Times, etc following you around
- Some retargeting companies aren't squeeze page friendly. Solutions: build a blog, submit blog and put retargeting pixel on squeeze page.

The screenshot shows the Perfect Audience website interface. On the left, a green sidebar contains the text: "The easiest way to retarget across the web, Facebook, and Twitter. Retarget lost visitors everywhere from one simple dashboard. Setup takes just minutes. Try it free!" Below this is a red button that says "Start Your FREE Trial". The main content area displays a dashboard with several "Your Ad" cards, each showing a different ad creative and the text "Bring back lost customers to your website". A blue circular callout on the right says "When people leave your website, we serve your ads right here". The top navigation bar includes links for Advertisers, Agencies, Customers, Resources, and Company, along with "Start Free Trial" and "Sign In" buttons.

Cheap Targeted Clicks!



AD BASICS

Conversion Types

Conversion Goal	Conversions	Sales Value
Registration		
Click Conversions	2	\$22.00
View Conversions	40	\$407.00
Total	42	\$429.00

Click Conversions = Clicked on ad & purchased
View Conversions = Viewed ad & purchased later on

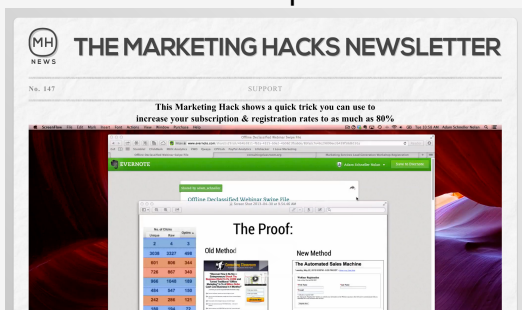
AD BASICS

Retargeting Tricks

- Create content page with great info and a share & like button.
- Put retargeting code on page
- Share info page on Facebook, forums, the web, etc...
- Collect retargeting traffic!
- Saves you from having to pay for that expensive initial click.
- You can use Perfect Audience - even if you lose your FB Ads account!

AD BASICS

Example



AD BASICS

In the next module...

How to not get banned!



AD BASICS



Module 10: How To Avoid Getting Banned

How to not get banned



What's in this video

- Why you MUST read the TOS
- 100% above board - no grey area!
- Don't login from multiple computers!



Read the terms of service

- Lost the ability to advertise for a while. Single biggest setback in my business career!
- Don't re-submit disapproved ads.
- Don't use custom audiences you don't have explicit consent to advertise to. I.e: No Scraping!
- No trademark infringement or trying to skirt around it by slightly changing a logo.
- Print out the TOS and use it as a checklist every time you submit an ad.



Don't do anything "grey area"

- Facebook will only let you play if you play by their rules. Don't cheat!
- You will get caught eventually and once you do, you will lose your ability to advertise. And if your business relies on this traffic that's a huge deal.
- You can still get great, cheap traffic, you just have to work for it, test and learn. There are no shortcuts.



Be careful logging in and playing
with payment settings or admin
level settings from multiple
devices and multiple locations.
It's a red flag to Facebook



Download & Print The TOS Below
This Video Right Now!

(or check your Facebook account for the most up-to-date version)



In the next module...

Common Problems





Module 11: Common Problems

Common Problems



In this video...

- How to deal with uneven ad distribution
- How to get your ads approved quickly
- How to drop your advertising (CPC) cost
- What to do if your tracking doesn't match
- What to do if you get banned



My ads aren't getting traffic evenly



Solution:

Put your ads in separate campaigns / ad sets and switch to CPM advertising, not CPC



My ads are taking a long
time to get approved



Solution:

Increase your daily ad budget and just wait. The more you spend and the more credible you are in the eyes of Facebook the faster your ads will be approved.



My ads are really expensive!



Solution:

- Get your CTR (click through rate) as high as possible. 1%+ across several days with a big audience will give you cheap clicks.
- Test multiple ad images / copy variations (qwaya.com / AdEspresso.com is GREAT for this!)
- Without Qwaya - set up 4 variations, after 2 days take the one that has the highest CTR and send 75% of the traffic to that ad and 25% to the next set of "split tests". The one that wins is called your "control"
- Send traffic within Facebook for slightly less expensive traffic



Help I got banned!

- Gee... That really sucks!
- First thing to do is to find out why. Ignorance is not an excuse. It would be like saying "I didn't know I was breaking the law, so that makes it ok, right?"
- Get a hold of the TOS. It's pretty clear - you either broke a rule in that, or in the custom audiences TOS.
- You don't want to make the same mistake again.
- You won't get that account back.
- Clear your cache and cookies.
- Use a proxy service / VPN / Qwaya to manage ad account. Never log into the new acct on the old computer
- Use a family members or friends ad account. You cannot create a new account under the same name or cc number



So your stats don't match?

- One of my biggest frustrations!
- Your stats will hardly EVER match 100%. Look for trends.
- Count absolute numbers over time periods. i.e.: Cost per lead this week vs last week to see overall direction. (progressing or not)
- Compare ads with each other. You may not have accurate numbers across stats, however you'll be able to see which ads performed the best.



Wrap Up

- Congrats on completing the Facebook Ad Basics course
- The best way to learn is to jump in and get your feet wet.
- Start small (\$10 / ad / day) and work up!
- Don't be afraid to try something new...
- Just make sure you always test & track your ads!
- Best of luck & if you have questions, just click the support link at the top of the page



What To Do Next

Now that you've gone through the program and set up your ads the next thing you need to think about is how you're going to turn a profit with your advertising. Unless you're incredibly lucky odds are you're not going to break even on your first advertising campaign (or even your second!). It takes time to "get things right" and figure out the numbers. All that while you're still paying for advertising.

So, in order to cover that advertising cost you'll need to sell other things in your sales funnel. If you don't have other products to sell, or aren't sure what to do next then this next section is for you.

All the programs listed below are courses created for you with the sole purpose of helping you make more from your advertising dollar. They've all been proven and tested and are very effective. Of course, if you have any questions about them - just let me know!

The Affiliate Funnel



Looking to take your business to the next level? One of the fastest ways to increase your profit is to sell more stuff in your sales funnel. The Affiliate Funnel will show you a step by step process you can follow to suck every last dollar out of your paid advertising to make sure you turn a profit asap.

This add-on course was specifically designed to work with FB Ad Basics and can dramatically and immediately increase it's effectiveness making your advertising dollars go 2-3x further. In a nutshell. Use this and you'll turn a profit faster. [Click here to learn more.](#)

Instant Product Formula



Promoting affiliate products in your sales funnel is one of the fastest ways to increase your profitability. But what do you do if the product vendor decides to close up shop? Your income could be left suffering the consequences of someone else's decision! Building a sales funnel with affiliate products is the fastest way to turn a profit. But the best long term strategy is to create your own courses to sell!

And to make that as easy as possible, my business partner Roxanne Monette Thompson has put together a step by step guide teaching you how to do that. And here's the best part, this entire process uses content you don't have to create! Which means you can build your own courses and products to sell in just a few hours and instantly double your profit! [Click here to learn more](#)

Marketing Hacks Newsletter



The Marketing Hacks Newsletter started in 2012 and it's become one of the fastest growing marketing publications online. Each month subscribers receive 5-6 actionable marketing tips that are guaranteed to dramatically increase their profits or dramatically decrease their work (or ad expense) and every one can be set up in less than 15 minutes! They're all proven and guaranteed to work!

As my gift to you, and to show you the type of material you'll get every month, I want to give you Issue #1 for free. [Here you go...](#)
[click here to read it now.](#)

To learn more about the Marketing Hacks Newsletter, or to sign up for less than the cost of a movie ticket, just [click here to go to the home page.](#)

Marketing Tools

Leadpages



LeadPages™ Why you need it: LeadPages is a very inexpensive tool that allows anyone to build high quality, marketing & sales oriented web pages very easily. You'll use it to create all the opt-in and sales pages in your sales funnel.

LeadPages is different from most of the other website builders in that it provides templates that are proven and tested to generate sales. All you have to do is copy & paste text in and press "publish". One of the other huge benefits is that you don't need to worry about hosting a website or updating software. I could go on and on about why I love this tool so much, but I won't. Just trust me when I say that if you don't know how to build a website... heck... even if you do... this will make your life a LOT easier. The \$37 you'll spend will easily save you 10+ hours every month.

[Click here to learn more about LeadPages](#)

GetResponse



GetResponse Why you need it: GetResponse is the "hub" of your business. It's a tool called an autoresponder. This is the tool that is going to collect your leads and help you turn a profit with your advertising. Having a lead and customer list will be the most valuable asset your business ever has. It's essential, and thankfully, it's also very inexpensive at \$15 a month.

[Click here to learn more about GetResponse](#)

Note: Another great option is Active Campaign. [Click here to learn more.](#)

Improvvelly



Improvvelly is a tracking tool that will help you tell exactly which ad and which audience is generating the most profit for you in the long run. This tool is essential in helping you decide where to focus your advertising efforts. If you're using more than 1 form of advertising and splitting your efforts (and dollars) across multiple sources, I highly recommend this. It will save you time and help you make much more educated decisions that will lead to you making more money.

[Click here to learn more about Improvvelly](#)

Recommended Reading

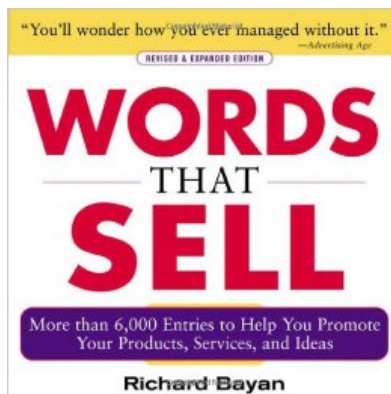
The Ultimate Sales Letter - Dan Kennedy



If you're going to be selling stuff online the most valuable skill you'll need to learn is how to write sales copy. Dan Kennedy's book "The Ultimate Sales Letter" will teach you. It's what got me writing my first sales letters and is an excellent introduction into the world of direct marketing (what you're doing!).

This short book will give you an exact template you can follow to build and test different sales pages for your business. Being able to create your own marketing materials is the closest thing you'll ever find to being able to print money on demand. Get this book!

Words That Sell - Richard Bayan



When putting together your sales copy and advertising it's important to use words that evoke emotions. But if you're not used to writing poetic language that sells then you may run into the dreaded "writers block". Words That Sell is a great little book by Richard Bayan that can solve the problem.

It has thousands and thousands of phrases, visceral words and little bits of "copy" that have incredible impact. I keep a copy of this beside my desk at all times when I'm writing. This is a fantastic, inexpensive reference guide that will spice up your writing instantly.