# Simple Facebook Lead Machines Series

This is the first post in a several post long series where we will talk about using Facebook PPC to land clients. I will try and have these updates posted every other day and this should go on for a few weeks at least (as there is a ton to cover).

I decided to present this as a series instead of one long PDF for two reasons:

#1 - I will be charging for the compiled PDF once it is all properly formatted, edited etc. By doing it as a series on my blog, I can give you the info for free.

#2 - I believe the #1 reason people don't do anything with the information they are given is because they are allowed to consume it too quickly. I hope that you follow this series from the first post to the last and in between the time that I make a post, you actually DO what the content in the post suggests.

Let's get started!

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# Part 1 - The Set Up

A while back I gave away some training called "2 clients in 24 hours" where I taught you how to use Facebook PPC in order to drive leads to webinars and then to close high ticket clients from those webinars.

I received a lot of good feedback from that training. I even had a few emails from people telling me that they were closing clients within the first week.

That being said, I think the larger feeling was that the majority of those who looked at that training were intimidated by the idea of holding webinars. I completely understand that. Not everyone is comfortable with the sound of their own voice, with doing presentations, with setting up webinars etc. Additionally, I completely understand that some people hold day jobs that make webinars impossible to hold.

For that reason, I wanted to try and land clients (for the duration of this guide when I say "land clients" please note that this means clients for any type of service. This is a system that can be replicated regardless of niche, product or service being offered.) Using a method that did not employ the use of webinars.

Additionally, this method allows for fast client acquisition. From the moment I started until I had my first email from a prospective client wanting to hire me for services, it was only 13 hours - and my total ad spend was about $3.12.

With this kind of speed and efficiency, you have a lot of options once you can master this system. You could:

Get clients for yourself.

Charge other companies to get them clients.

Flip leads.

Build up "flash" businesses and sell them.

The sky is really the limit.

# THE RESULTS

The results of this method have been incredible. For less than $10 per day I am able to generate between $250 and $500 worth of new business every single day. I will teach you the exact step-by-step process to how this is done and I will give you some idea of where I am going to take this method in the future. I believe that there is some serious potential in being able to set up systems like this and simply flipping them for profit.

Throughout this guide I will try and provide as much proof as possible as I know that some people read training material such as this and refuse to follow the training if they "feel" that this is just a theory or hype. I would like to try to help you suspend disbelief for just a moment, long enough for you to be able to take the next step and have some success.

# THE SYSTEM OVERVIEW

This is an incredibly simple system. As you may know, I don't do well with complicated systems. They are hard to manage, you increase your risk variable, and they are often more expensive. Simple systems yield simple results and I like that.

Here's the system:

Step #1) Drive traffic using specially targeted Facebook ads.

Step #2) Direct traffic to a high converting sales page for a mid-ticket item.

Step #3) Upsell/Bridge to more profitable parts of your business.

It is that simple. Just a three step process. If you can count to three you can implement this system. So let's do it!

# STEP #1-DRIVE TRAFFIC USING SPECIALLY TARGETED FACEBOOK ADS

I have taught a similar system to this several times already, but I think it is worth repeating for those who perhaps didn't want to listen to the entirety of the video recordings where I teach this particular system.

That being said, there will be some heavy linking to other resources throughout this section so that I don't have to spend a bunch of time repeating things that we have already said, or things that I consider to be basic. By doing this I should be able to provide more information that you find more useful.

To understand how to drive traffic using specially targeted Facebook ads please consider this following system:

Step #1) Gather UID's using Facebook Group Snatcher or Social Lead Freak or some other UID gathering software.

Step #2) Create high converting ads.

Step #3) Split test ads using conversion optimization tracking.

Step #4) Rinse and repeat.

Step #1 - GATHER UID's

I have already taught this method both on this blog post here and more in depth in the "2 clients in 24 hours" training that you can get for free.

If you failed to grab your copy of "2 clients in 24 hours" then here is a short overview of exactly what you need to do:

**Step #1) Determine your market**

The most important step in this entire process, and perhaps the one where you risk messing up the entire system, is being able to determine exactly who is most likely to buy from you. Before I teach you the technical side of gathering the UID, I need you to understand who it is you need to be gathering this information from.

Let me try and teach this using a couple of examples:

Let's say that you want to sell search engine optimization. In order for this system to work you need to come up with an offer that you can provide for between $75 and $125. This is a onetime offer.

Let's pretend that you have chosen to offer a complete on-site optimization for $97.

Now, there is a major tendency amongst new business owners (of all types and varieties) to want to identify their target market as "everyone". This is probably the worst possible thing that you can do for your business.

What you need to do is select a very narrow niche in order for this system to work. If I had to give the number one reason why most people are struggling so hard with using Facebook ads to drive traffic for off-line offers, it is simply because they have not narrowed their niche enough.

So let's use our search engine optimization company as an example. Let's say that I want to work in the health industry. Let's say that I enjoy going to the gym (which I don't. I much prefer running in the woods than being stuck inside in a gym.) And let's say that I also really enjoy health professionals. People like doctors, nutritionists, personal trainers, etc.

What I Look Like At A Gym

I might be inclined to say that I am a search engine optimization expert who works with "health professionals". But this would be a bad move on my part. Here's why:

The marketing needs of a doctor are very different than the marketing needs of a nutritionist. The marketing needs of a nutritionist are very different than the marketing needs of a personal trainer. As someone who specializes in marketing, I dilute the power of my own selling position when I clump groups together like this.

In excellent example of someone who has followed this advice is Dan Kennedy. Now, you probably already know that Dan Kennedy earns well into the seven figures per year as a copywriter and marketing trainer. You may only know him as someone who works with "everyone". It is true, that he has now opened his services and offerings to just about every niche and industry but...

He didn't start out that way.

As a matter of fact, Dan Kennedy began his career working exclusively with chiropractors as a copywriter. It was only after years and years of working exclusively with chiropractors and becoming very well known within that particular niche and industry that he was then able to jump over to another industry and broaden his reach.

I suggest that you take this same approach. Instead of saying (in the case of our example) that you are going to service "health professionals" you need to choose just one.

Now, I understand that you might have some anxiety about committing to just one area of focus. I get that. I have been there before. It seems like you are closing a bunch of other doors. But the reality is that you are not. The reality is that you cannot move through any doors whether they are open or closed until you have chosen only one to go through. This is the tough reality of business. But it is also one of the joys of business because it means that the more you simplify your business model the more success you will have.

I just want to address one last concern before moving on and that is one of the things that I hear most often:

"Is X niche going to make me money?"

I don't want you to get the wrong idea that I think every niche in the world will make you money, but I can tell you this:

Until you choose a single niche you won't make any money.

There will always be inherent risk in doing business. This risk is the reason why business owners make more than employees. As an employee you inherit no risk other than the potential loss of a job if the business goes under. The owner of the business however inherits all of the risk. It is only right and fair that those individuals who have the guts to take on this risk receive all of the reward. Once you understand this fundamental principle of capitalism you should be able to move on from the fear of "am I going to make money doing this?"

So going back to our example of the search engine optimization company that is going to be selling in on-site optimization package for $97, we need to select one very particular health provider to target.

In this instance I would choose personal trainers.

The reason that I would choose personal trainers is that many personal trainers are themselves small business owners or solo entrepreneurs. I have found that the smaller the business the more likely they are to be active within Facebook groups. There are many Facebook groups that have been organized over the years to help solo entrepreneurs such as personal trainers to network, learn marketing skills, etc.

It is important for us, while using this particular method, to be able to select a niche that is going to be active in those types of groups so that we can pull their UID's.

Now that we have selected out target market, we can move on to the second step of collecting UIDs.

**Step #2) Gather the UIDs**

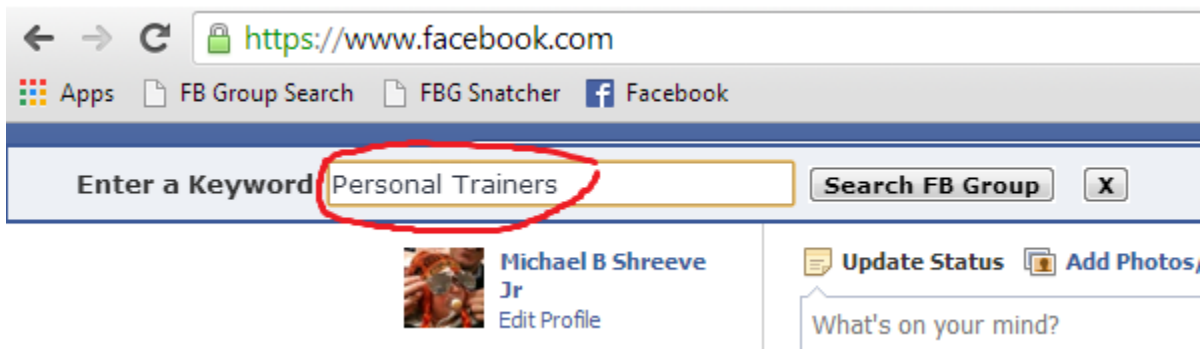Below you will find the step-by-step process to selecting the appropriate UIDs and where to find them:

First, go to [Facebook](#).

Once you are on Facebook go to your [Facebook Group Snatcher](#) search bar and type in "personal trainers". It should look like this:

Step 1



Step 2



Once you have done that you will get a bunch of groups being shown like this:

As you can see there are thousands of personal trainers who are actively networking, talking about and trying their hardest to get more clients for their own business. How many of these people do you think you need to convince to sign up for your services before you are living the 6 figure lifestyle?

I can tell you from experience that you don't have to get that many. Once you get this process rolling you are going to start getting referrals almost immediately (I got three referrals the first week).

At this point, what you want to do is start extracting these UIDs using the Facebook Group Snatcher's UID extraction process. They have instructions for when you purchase the software, but it isn't that hard. You simply:

Select A Group To Pull UIDs From

Use [FB Group Snatcher](#) To Pull The UIDs
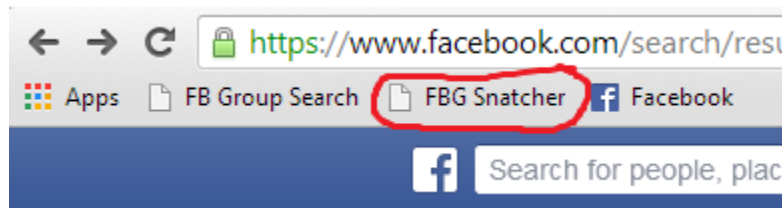


Copy & Paste UIDs Into A .txt File Or Into A Spreadsheet
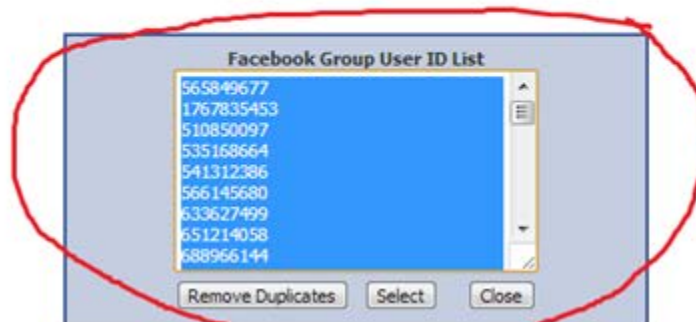


Once you have gone through your initial rounds of selecting UIDs and compiling them together, let's try and find some more places that we can extract UIDs from.

**Step #3) Gather Even More...**

Don't stop just yet. These groups are great, but I want to show you two little tricks that you can use to drastically increase the size of your audience. And trust me, you want to snag as many of these UIDs as

you possibly can (I don't run ads anymore on Custom Audiences smaller than 20,000 people, just isn't worth my time anymore).

Trick #1) Keyword Variations

In the case of personal trainers, why not try searching for other keywords in the Facebook Snatcher Program for things like:

personal training marketing
marketing for personal training
personal training networking
and more!

Don't leave any stone unturned. You might try these keywords and see that you come up empty handed, but give this process a serious effort. You never know who you might miss (perhaps your dream client) by cutting this process short.

Trick #2) Follow The Yellow Brick Road

As a user of Facebook I sometimes get annoyed by this feature, but as a marketer this is probably one of my favorite features on the site.

Facebook's "Suggested Groups" feature is a really powerful way to find other groups (often hidden or closed groups from the general public) that you can scrape UIDs from.

Let me show you how this works.

In this example let me show you how I used it to scrape the UIDs of product launch "gurus" so I could promote my services to them:

Step #1 - I Searched For "JV Launch" To Find The JV Launch Calendars

Step #2 - I Opened A Few Of These Groups And Located The "Suggested Groups" Tab On The Right Hand Side Of The Screen

Step #3 - I Checked THOSE "Suggested Groups" As Well And Scraped A Little Over 20,000 UIDs Of Highly Targeted Leads

\*\*\* Special Note \*\*\*

Just in case the picture doesn't make it that clear...

I am NOT pulling UIDs from every single group that I come across.

I am being very picky. Before I have even begun looking for UIDs to scrape I have already gone through much of the process that these blog posts line out for selecting the perfect target audience:

[10 Questions to Ask Before Determining Your Target Market](#)

[How to Define Your Target Market](#)

[5 Critical Tips For Identifying Your Target Audience](#)

It is here that most beginning marketers will make the crucial mistakes. If you have tried Facebook in the past for getting clients and you have failed then this is more than likely why. You simply didn't target the right audience.

# Next Time...

This concludes our Part 1 training. Take the weekend to soak this information up. Be ready by Monday to have a list of between 10,000 and 20,000 UIDs ready to go to start running ads to.

The next time that I post we will be talking about how to create a high converting ad. When I launched the initial 2 Clients In 24 Hours I also had a follow up paid training for more in depth Facebook ad creation training - the next few posts are going to be that training - so if you missed it and have been waiting for it - just hold on a few more days and you will learn everything that I know about setting up high converting FB ads!

If you liked this blog post please tweet, share or like!