Profit ACADEMY

Action Step CHECKLIST

MODULE 4: TIME TO GET TRAFFIC

NOTES

SEGMENT 1

This segment revealed powerful, proven strategies to drive cheap, targeted traffic to your opt-in page using Facebook Ads. Here are important action steps.

Why Facebook Ads?

- ☐ Easy To Understand
- ☐ Easy To Target
- ☐ Your Target Audience Is Most Likely On Facebook
- ☐ Can Start With A Very Small Amount Of Money
- ☐ Allows You To Test Your Opt-In Page Before Buying A Solo Ad

Ad Checklist

- ☐ Plain Text
  - ☐ Make Sure Your Text Is Less Than 20% Of The Entire Image
  - ☐ Use A Big Headline
  - ☐ Include A Call To Action
  - ☐ Easy To Understand Text
- ☐ Professional Images
  - ☐ Could Use Your Brand

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Action Step CHECKLIST

MODULE 4: TIME TO GET TRAFFIC

NOTES

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Best Practices

- ☐ Try To Use As Much Of The Same Language From Your Opt-In Page On The Ad.
- ☐ Avoid Using Big Words
- ☐ Emphasize The Benefits
- ☐ Use The Words Opt-In Or Download Across The Ad & Opt-In Page
- ☐ Use A Call To Action
- ☐ Don't Over Hype The Results Or Guarantee Results
- ☐ Don't Use Before & After Results
- ☐ Don't Promise Make Money Schemes
- ☐ Don't Promise Huge Results In A Short Period Of Time