SOCIAL MEDIA & FACEBOOK ADS GUIDE

"COPY & PASTE" LEAD GENERATION

THE ULTIMATE FITPRO





GYM OWNERS, PERSONAL TRAINERS, BOOTCAMP OWNERS & FITPROS...

Welcome to what I hope will change your experience & understanding when it comes to digital marketing for your fitness business []

As a business owner & FitPro, you will already know the power of Facebook and other social media channels when it comes to generating leads for your business. Putting out one good post can lead to a load of new enquiries and sign ups

That's why getting fresh content out daily, that your audience can resinate with and that builds the ever important Know, Like & Trust (KLT) is KEY!

Which brings us to 3 of the most asked questions when it comes to digital marketing...

- What should I be posting?
- When should I be posting?
- Where should I be posting?

In this eBook, we are going to cover all 3 of these questions for both...

> Organic Marketing < & > Paid Marketing <</p>



THE 3RD EDITION...

It's crazy to think that this will be the 3rd edition of this guide.

The first one I put together was towards the end of 2017, 8 months after I decided enough was enough.

You see just like you, I have my own Fitness Business, called DKnine Fitness. I was working 6am -10pm, 5 days a week, struggling to get past 35 clients.

Myself & Holly had never been on holiday together and we had been together over 5 years at this point.

So I put a plan in place and booked a 5 week trip to Thailand for late 2017.

On the flight over, I wrote the first edition and posted in the UKPTs Facebook group, that I had written this guide. In the first 24 hours, that post had 130 FitPros comment that they wanted a copy.

As I am writing this 3rd edition September 2020, we have had over 4000 FitPros download the guide. Which made me decide that now is a good time to share with you the most updated digital marketing strategies that our working right now when it comes to generating leads for your fitness business.

This edition is going to include:

1: 5 Social Media Posts Template Ideas with Canva Templates

- 2: 5 Interactive Facebook Posts
- 3: 5 FREE & Simple, Yet Highly Effective Ways To Generate New Clients TODAY
- 4: The 4 Step Guide To Creating Your First Facebook Advert



WHO IS DAVID KYLE?

Like I said, I am just like you, I have my own Fitness Business called DKnine Fitness here in Cardiff

Before we dive into the main reason you decided to download this guide, I wanted to give you a little bit of confidence that what I am writing about in this eBooks works

Just like you, I have my own Fitness Business called DKnine Fitness, we have 5 full time staff, and run both Small Group & Large Group sessions

As well as the gym, we also own FitPro Lead Generation, where we help FitPros around the world generate a consistent flow of daily leads for their fitness business, with paid advertising, organic marketing & many other forms of digital marketing.

Feel free to come and add me on Facebook or drop me a message with any questions you have.





ALMOST THERE...

There are 2 more things I wanted to mention before we get started with this eBook

The first is the FREE FitPro Facebook group we have, which currently has over 1220 members.

In here, we share the latest and most up to date content when it comes to Facebook Advertising, Social Media, Web Design & Digital marketing as a whole. Including, what is working for us at DKnine Fitness and what we have seen work for our Facebook Ads clients all around the world.

Simply click the link below to join.

Finally, you are going to get a number of emails from me over the next few days...

I put a FREE 7 part lead generation course together during lockdown in 2020, and have tagged them onto this eBook, to give you an even greater insight when it comes to lead generation for your fitness business.

Be sure to keep an eye out for those videos :)

Join The FREE Group



5 SOCIAL MEDIA POSTS TEMPLATE IDEAS

with Canva Templates



MONDAY MONDAY MOTIVATION

Monday is by far the most popular day of the week for anybody to start their fitness journey. Whether they are looking for weight loss or to train for an event, Monday is the perfect day for it.

That's why on Monday we get all our clients to post some sort of "MOTIVATIONAL" post, followed by a question. This not only gets people interacting with the motivation aspect of the post, but also replying to the question.

Here is a great example:





TUESDAY TASTY TUESDAY

Interaction is what helps keep your Facebook page fresh and visible, that why "Tasty Tuesdays" is a must!

Share one of your favourite Recipes, making sure it is not boring and sounds tasty. Be sure to give it a catchy headline, followed by an introduction and guidance to comment and share the post.

Here is a perfect example for you:





WEDNESDAY WORKOUT WEDNESDAY

Like all your other posts, they need to be targeted towards your target audience, this is really important when it comes to "Workout Wednesday".

You will want to give them a glimpse into your training session, a workout that is fun and challenging but nothing that is way too much.

Here is a super simple example:





THURSDAY TESTIMONIAL THURSDAY

There is no better example of your work than showing a success story, whether that be a before and after pictures or a screenshot of a message.

There are a number of ways to share these success stories, from story telling to simply letting the picture take centre stage. Be sure to always include a CTA at the end.

Here is a short story example:





FRIDAY 3 TIPS FRIDAY

Fridays are a great day to get creative and show prospects you know your stuff, making sure the post is targeted towards your perfect client.

There are so many posts you can create with the "3 Tips..." or "3 Ways..." headlines, you can create a completely different one each week. Here are just 2 for you:

- 3 tips to feeling more energised each day

- 3 ways to increase your bench press in just a month.

A great post to do once a month, would be answering the most common questions asked by the prospect:





THE REASON I FIRST WROTE THIS GUIDE...

We have all been in the situation of getting a little stuck, lost or just have no idea what to write about when it comes to social media.

I have been there...

I started as an outdoor bootcamp, creating posts that "I" thought my target audience would like and never got any comments, enquires or even likes on the posts.

Since then we have tried and tested many different themes and ideas, and have always come back to this simple formula.

And it works!!! We use it all the time when we run Social Media for our FitPro Clients.

Next up in this ebook we have 5 Interactive Social Media Posts

But before we go any further, feel free to add me on Facebook and let me know how you are getting on with this guide.

David :)

Add David On Facebook



5 INTERACTIVE SOCIAL MEDIA POSTS



1: THE "ASK A QUESTION" POST

The sole purpose of this post is to create interaction, increase your Facebook profile, and start becoming the go to FitPro when a prospect needs your help.

This type of post should be short and sharp, with a stand out picture relevant to the text.

Here are 2 great examples:

- "If there was one exercise you could ban forever, what would it be?"
- "How soon after a session do you eat next?"

No matter how many comments you receive, be sure to reply to each one and if possible take the conversation to private message.

Here are 2 other forms of questions, which don't always have to be about your service:

- "We are looking for someone to design us a new shirt for our clients, who can you recommend?"
- "Fill in the blank. The first thing I do after visiting the dentist is_____"





2: THE "BEFORE & AFTER" POST

Nothing shows your work off better than a "Before & After" picture, especially ones that have a story behind it.

Simply showing your work off, will put you miles ahead of your competition as very few services do this. You will instantly increase your post likes, comments and potentially increase your enquiries

Secondly, adding in a story to the "Before & After" picture will take the reach of the post to another level.

A simple example would be: "How Lucy's confidence exploded, once she lost that initial 1 stone"

Worries about what potential customers would say about their pictures being taken?

One way of combating this would be to agree to not show their face.

Another would be explaining how AMAZING their "Before & After" pictures look now and that you would love to be able to show them off to the world.





3: THE "DIRECT CALL OUT" POST

This type of post is perfect to fill in any last minute spaces on your programme, especially if someone has just called up to cancel and you now have an open space.

A few examples of this type of post in action would be:

"Due to a late cancellation, we now have a 12.30pm slot available for......"

"We now ONLY have 2 spaces available on the March... [fill this in with a service you offer]"

This type of post can also be an awareness post, that talks directly to your customer's current worries and pains:

"Mums, Is your child's birthday coming up? But not sure what type of cake to get? Then our Custom Made cake designed services is what you need"





4: THE "5 TOP TIPS TO..." POST

If you are after interaction, comments and leads then look no further than a "Top Tips" post.

You can keep it simple by just posting them on your page or if you are after more conversations then you will need to create a short download or PDF (just like this E-Book you are reading)

Here an example:

You create a simple: "Top 5 Tips to a... [goal potential customers would like to achieve]" in a PDF or poster style download.

Then create a Facebook post along the lines of: "FREE "Top 5 Tips to a...", simply comment: "......" and we will send it over"

When comments come in, simply reply and get it sent over.

Then in a few days, follow up with a message to start a dialogue to potentially turn them into a client.

We create these type of downloads for our clients and send their audience to a page to grab their email address in exchange for the download.





5: COMPETITION "LIKE & SHARE"

These type of posts can quickly make you go viral in your local area, depending on what you are giving away and the way you word the competition post.

A simple example would be:

"**COMPETITION TIME** We have 2 FREE 21 Day Passes To Give Away. To enter simple comment below with your goals for the next 21 days"

If you wanted to really go to town with the competition and you can afford to do it, you could give away one of your most expensive services. For example:

"HUGE COMPETITION FOR THE PEOPLE OF [name]. We are giving away a complete [service] for FREE which is worth a massive [£££]. Simply like our page, take a screenshot of the like and post it in the comments. => We are also giving 3 runner-ups a secret prize <="

Reply to all posts, wishing them good luck. Then on the day of the draw, stream the prize draw live on Facebook.

Then simply private message everyone that has entered and explain that they are one of the runners up. Where they receive 10% off or a free 7 day pass.





KLT -> CONVERSATION -> SALE

As your reading this, you are probably picking up the theme of what we NEED to be posting on Social Media

Here is why...

A follower sees your post, they like what they are reading, you spike their interest, this starts the **"Know, Like & Trust"** phase. Where once you hit all of these 3 key phases, the prospect feels confident enough to reach out and start a **Conversation**.

You see all posts on Social Media should have a Call To Action "CTA" in order to start that conversation, even if the conversation starts of with a comment on that post.

Once the conversation starts, it is then over to you to take that conversation into a **consultation/sales phase** in order to covert that follower to a prospect and finally to a client.

Next we are going to look at 5 FREE & simple ways to generate new clients.

But before we do, come and join our FREE group, where are share daily tips and insights on generate leads on social media

Join The FREE Group



5 FREE & SIMPLE, YET HIGHLY EFFECTIVE WAYS TO GENERATE NEW CLIENTS TODAY



1: DIRECT CALL OUT / ANNOUNCEMENT POST!

On your personal timeline, post a simple "Direct Call Out / Announcement Post".

This is simply telling your friends that you have something to offer:

-> I Have 3 Spaces For Ladies Over The Age Of 30 On My Belly Buster Programme.

-> GUYS!! Who wants to see what all the fuss is about on my 12 Week Shredded Programme? Drop Me A Message Now!

These are super simple posts, that will get people enquiring about your services.

Make sure you post an eye-catching picture along with the text, that will get lots of views and get you onto a winner.

Go Write This Post Now!

PS... Try putting [Does Anybody Know] at the start of the post and watch your friends comment, share, and even tag friend who they think would be interested.





2: TAGGING POSTS!

First, you may need the permission of your current clients, if you don't have any clients then use your friends and family.

This one is all about tagging people in your posts, which will massively increase the reach of your post as it will also appear on your friend's timeline too.

Here are a few ways of using the tagging feature:

- Check out [Client's Name] AMAZING results, this was achieved in [days], without having to ...
- What an awesome session with [Client's Name], [Client's Name], [Client's Name], [Client's Name]! You lot have been getting AMAZING results and I can't wait to see how further you are going to come!

Just make sure the post is clear about what you offer.

Such as writing out the "Direct Call Out Post" about looking for new clients and tagging all your current clients in the post.

Go Write A Post And Tag A Few People Now!

TAG



3: LOCAL FACEBOOK GROUPS!

This is a brilliant way of getting your name and service out there.

Just the same as any other post, you will need to be tactful about the time of day you post. Consider when your target audience is most likely to be online and then post.

There will be plenty of Local Facebook groups in your area, they are usually named something like: For Sale in [Area]. Type into the search bar on Facebook and you will see them all there.

Something to consider is not joining too many at once, as Facebook will catch on to what you are doing and ban you from posting in groups for a few days.

Your posts in the group should be the "Direct Call Out Post" from post number 1 just make sure the picture and text stand out.

Don't forget to make it super easy for whoever sees the post to contact you, and finally, make sure you actually reply to everyone that comments or likes.

Go Join A Few Local Group Now!





4: GET MESSAGING!

The average person on Facebook has over 200 friends, these are made up of family members, friends, and potential new clients.

Obviously only message people who would actually be a good fit for your services.

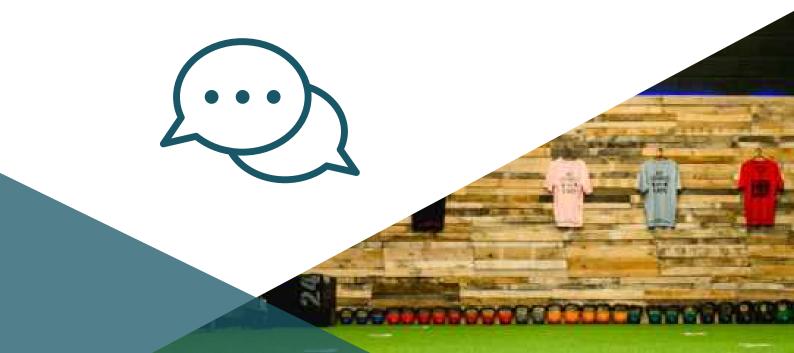
When doing something like this, it's important to not go straight for the kill and ask for the sale.

Start the conversation off with a simple ice breaker, finding something you have in common.

Then slowly direct your conversation to your services and what results you have delivered in the past.

If they are not interested, don't worry then they might actually know someone who is.

After all, what's the worst that can happen? They say NO and you message the next one.





5: TALK TO YOUR CLIENTS!

Your current clients love you and your service. Which makes them your biggest and loudest advertising tool.

Just like the "Tagging Post", having your clients approve of your service and associate with you will make a massive difference. Any worries or issues any of their friends may have had, will be quickly squashed once your clients approve of your service.

So here are 2 simple ways you can leverage this situation:

The first is Referrals! Drop your current clients a quick message along the lines of: *"Hey [name], I love the results you have been getting with us. Do you know anyone that would be a great fit to join us?"*

The second way is Up Selling to your current clients:

"Hey [name], I love how far you have come so far! I have [service] coming out at the end of the month, that would go hand in hand with your current [service]. It's going to help you.... And is only an extra £££ to what you pay now."



MOVING INTO PAID ADVERTISING

Posting on social media sure has it's place, that's why the last 21 or so pages has all be about types of posts to use to generate new leads for FREE.

In the final part of this eBook I want to dive into setting up and running Facebook Adverts for your fitness business.

You see Facebook Ads is by far the quickest and cheapest form of online advertising.

DKnine Fitness started in Southampton with no reputation or clients and grew to 20 clients in it's first month

We then moved to Cardiff and got to 100 clients in just 6 months...

ALL BY USING FACEBOOK ADS!!!

Facebook Ads work, and over the next few pages, I am going to show you the exact steps we use to generate a daily follow of predictable leads running Facebook Ads not only for us but also our FitPro clients around the world.

Rather watch a video? Then click the link below...

Watch The Video



5 STEPS TO SUCCESSFULLY GENERATING LEADS WITH FACEBOOK ADS WITH ADS COPY



1: CHOOSING THE CAMPAIGN

There are many types of Facebook Ad Campaigns we could use, they all have a purpose and all deliver specific results. As this guide is designed towards generating leads for you Fitness Business, we are going to start with running Facebook Lead Ads.

Before we dive into that section, first we need to load up Facebook Ads manager. Log in on your Facebook account and search for a button that says "Ads", Facebook is always changing it's layout, therefore a quicker way maybe to type in *www.business.facebook.com*

You then need to click the 9 dots, top left and select Ads Manager, until you land on this page, from here, we will need to click the Green button that says "Create"

	Searc	ch • 🔻 Filters • + Add Titlers to namue the data that you are seeing. This month: 1 Sep 2020-17 Sep 2020 •															
8	Campaigne					응답 Ad sets					🗋 Ads						
÷	Creat	u.				Ó	Ð	64	ъ.	Rules +	1-200 of 466	4	•	Vlew Setup	ш -	٦.	Reports •
			Campaign name		Delivery			strat	Bid	Budget	Results	Re	ach	Impressions		st per result	Amount spe
	- 1	•	Lodies Conversion 6 Week (16/Sep) - £5		· Active			Using ad	d 4	Using ad	2 Linets	4	982	1,197		£2.91	E4.
		0	Men Conversion & Week (16/Sep) - £5		 Active 			USing ad	ts	Using ad	2 uneda	U	065	1,245		82.51	ES
		0	DR Online - Ladies Conversion (7 Day Fil		· Active			Using ad	d 1	Using ad	7 Lister	u	894	1,981		E2.20	£16.
		0	Mixed PPE Awareness (06/June) - E5		· Active			Using ad	da	Using ad.,	3,503 Paul share	τυ	600	24,074	Per Poir	E0.02	£78
			DK Online - Mixed PPE Awareness - E5		on			Using ad	4 N	Using ad	221 Post engral-	2,	,811	2,727	Per Post	£0.10	623
			Men LeadAds 6 Week (28/Aug) - E6		Ditt.			Using ac	18	Using ad	Dri-Ficitite			2	Par on-F		60.
	0		Men.) Conversion Outside (12/Aug) - ES		btt			Lising ac	d 4	Using ad	24 Leitte	10,	126	18,364		£3.32	£74.
			Ladies Conversion Outside (12/Aug) - 65		011			Lising ad	15-	Using ad	45 (and)s	10,2	240	19,677		£1.65	£74.
			Men Conversion Outside (29/July) - £3		off			Using ac	d 4_	Using ad			Ξ				£0.
			 Results from 466 campaigns 0 Exclusion admitted form 								-	34,8	599	69,265 Tuna		-	£276. Total Sc



1: CHOOSING THE CAMPAIGN

Quick creation

From here we now need to fill in the first pop up box

1: Enter a Campaign Name

2: Click the Campaign Objective drop down and select: Lead Generation

3: Now read the T&C's that popped up in the "Create New Ad Set" section

4: Finally, press the "Save to Draft" button to load up the next screen.

With the next screen showing, scroll lacksquare

Campaign name	Even a comparyn name								
Special ad catagory	secial ad cutingery Tm creating a campaign for ads in a special ad category. Ads about credit, employment, bousing, or social issues, elections or po								
Buying type	Auction ¥								
Campaign objective	😵 Lead Generation 💌								
A A/B tast Ø	Awaroness								
Campaign budget optimisation O	* Reach								
Create New Ad Set 💌	 Traffic App installs 								
Ad sat name	Video Views								
	🚽 🍸 Lead Generation								
	E Post Engagement	*							
	Page Likes	's Lead Ada Terms for this Page. 🕕 🛛 🛛							
	Event Responses								
	Q Messages								
	Conversion								
Create New Ad 🗢	Conversions								
Ad name	Enter an ad name								

down to make sure "Campaign budget optimisation" is turned off and then press the "Collapse pane" button to return to the campagin screen

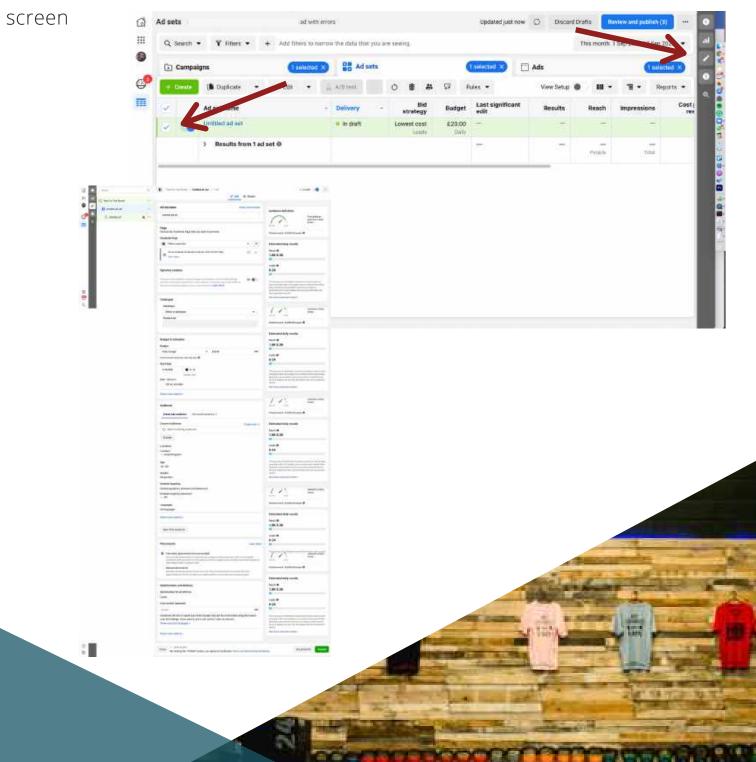
			🖌 Edit 🗠 Review			
Text For The Ebook	100.0	Campaign Datalts				
United ad		Breing tape Awatan		10 A		
		Campaign cépartive Ausonnes Drand Assenness Pauch Ergaganver Austinetals Viéco Vieno e Land Generation Massages	Conversions Castergan Sales Book Traffie			
		Blow more splane - Campaign budget optimization Creating budget Creating Creati	pandagan nod of or Clearn Mete-			
		Chose Stand Vision By classing the "Aublish" Satton, you agree to Faset	books Terms and Advertising (suddives.	Diseased Distr. Putership	Bind B	



2: CHOOSING YOUR AUDIENCE

The next step is selecting the target audience we would like our adverts to be sent too, this is all done in the "Ad set" section.

With the "untitled ad set" selected, press the edit button to load of the next





2: CHOOSING YOUR AUDIENCE

Starting from the top...

Page: Make sure the correct page is selected, then move down to "Budget & schedule"

Budget & schedule: in this section, enter in the amount you want to spend each day on this ad set. We will talk about running multiple split tests later, for now, we are only going to run 1 advert.

Audience: moving down to "Locations" hover and press the edit button. Press "x" on the current selected location, then zoom into your location. Then click "Drop pin" and then click on the map where you want to drop it.

If you are a local business, I would have my circle radius at no more than 10km, this will depend on the type of service you offer. If you are an online business, then you can instead of dropping the pin type in the name of your country in the "Search locations" section.

Age: you should know your target audience age range, if not, really think about what age ranges they would fit into.

Ad set name	Onen hata tetular
live that an and	
Page	
Desan the Tacaback Page that you want to portrate. Faceback Page	
 References 	• •
間 Profet accepted Productio Land Ads Terris for this Page year forms	ın ×
Ognantic creative	
tende ensem der seit, soll an Insperied Statik an och pelven present at Statiken gelenen för presentation för an och pel presentation statiken för at at som ensem at 1600 WOM	and an element
Cataloguar	
Catelingue	
Select a catalogue	•
Product set	
Budget & actividule Kulget	
Darly huston . 12020	
Actual printient sport pro tay musi seri. 🛛	
tan dale 137WIB20 O Hillel	
internet from	
lad Optimul Ant an and date	
New York Salaria	
Nutlence	
Data test suffered	
Curter Aufleman	Course -
Q. South initially addresses	
Licuite	
and the state of t	
- Torbut Anglerry	
ka-	
18-054	
Gender Al geviden	
botalled targeting	
W serving registring, intervents and before werk Saturated Surgering expansions + Off	
angangani	
W languogen Chose more splaces +	
Save Title Audionia	
Stre To Address	
Nacementa	Laam Ma
Arconotic placements (recommended) One and ment placements to maintee your coding and test them the	er solet sole its menn program.
Pagewood is beine spanner will allerable open al and briefpal acts areas a Carrier shally properform (6)(4)	
Menal placements forwards there are been to the year at the test element	in and contact the form
complete the set of best to react your proper autility of a fine-	e mor taatmaa je efs
Iptimization and delivery	
Optimisation for all distory minis	
Court vertified (synthered)	
5.H	
Facabook will aim to spend your untils to dget and get the me cost bid stratege. If you want to set a cost control, enser an an	at loads using the lowest- nows)
Denn sterne fild also again 1	
These proper options -	



2: CHOOSING YOUR AUDIENCE

Gender: We would only ever run one advert per gender, this is down to the adverts images and copy. Therefore please select the correct gender to begin. We will then create a second campaign for the opposite gender.

Language: This can play a big part, depending on the area you live in and your target audience.

Placements: To begin with, we will keep this at "Automatic placements". Then as you start to use Facebook Ads more and understand the targeting, you change accordingly.

This will then give you an "estimate" of reach and results on the right hand side. As I just mentioned, it is an "estimate" and can most of the time be ignored.

Now please press the "Collapse pane" button top left to return back to the Ad set.

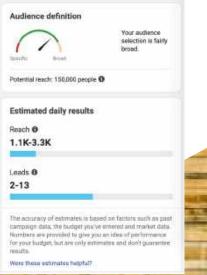
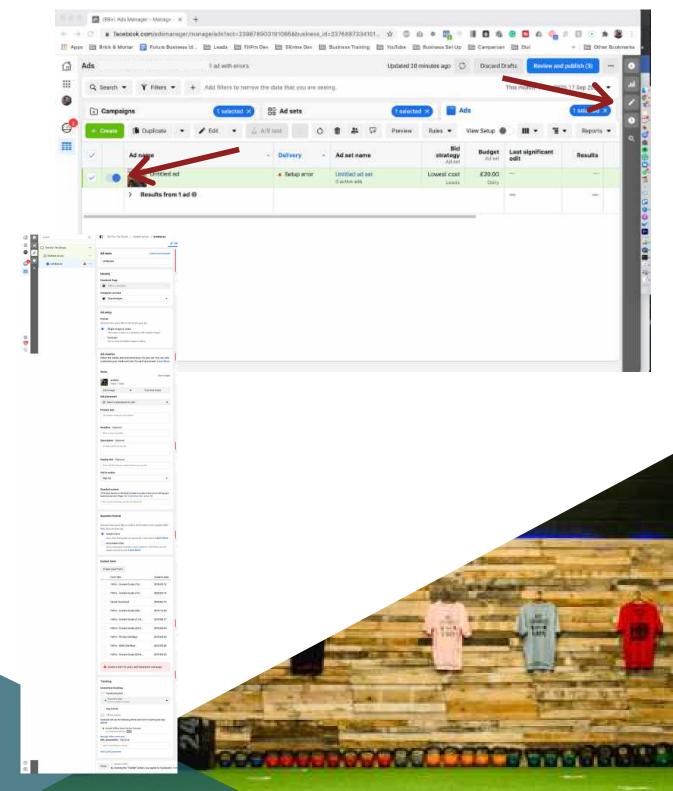


Image: Processing: Image: Image: Image: <th>A CONTRACTOR OF A</th> <th></th>	A CONTRACTOR OF A	
Page Cancer many test framework is provided. Second Stage Image: Second Stage <		Outertainstation
Decision of a second part of a provide a second part of a provide a second part of a second	Control action	
Particle Land Degi • Staffer Land Degi • Staffer Land Degi • Degiser Land Degiser Degiser Land Degiser • Degiser Land Degiser Catassiguer • Degiser Land Degiser Datassiguer • Degiser Land Degiser Catassiguer • Degiser	Page December 74 Taménée Page National work to promote	
Image: Second production hand A last here in traits region Image: Second production hand A last here in traits region Image: Second production hand A last here in traits region Image: Second production hand A last here in traits region Image: Second production hand A last here in traits region Image: Second production hand A last here in traits region Image: Second production Image: Second production production Image: Second production production Image: Second production produ		
Image: set to the set		
Test base Departic creation Catasigue Catasigue </td <td></td> <td>10 ×</td>		10 ×
Definition Definition <td>Man yea hore</td> <td></td>	Man yea hore	
Interest of an experience of a decision of a second and a decision of a	Dynamic creative	
Scient or catalogue	Parallel second interaction, and an image and final and only perform the probability of the probability of the probability of the performance for performance and the probability of the performance of the performance to the performance of the performance of the performance of the performance of the performance of the	i==+ =(175++ ■(175++
Scient or catalogue	Cataloguar	
Padadi sei Padadi		
budget & achedule Keiger Parke achedule Keiger	Select a catalogue	•
Budget: • Entrol Budget: <td>Product set</td> <td></td>	Product set	
Biogram • Entrol Biols hadge • Entrol Biols hadge • Entrol Divide service services • Entrol Divide services • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide ser		
Biogram • Entrol Biols hadge • Entrol Biols hadge • Entrol Divide service services • Entrol Divide services • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide services of before sons • Entrol Manageogen • Entrol Divide ser	Budget & schedule	
stant search para la portage rear en el	lister .	
tate date 170/0220 • • • • • • • • • • • • • • • • • •		
LUNIZED • 4 - 64		
is an an options Series anothers Audience Descent surfacement Content surfacement Content surfacement Content Con		
i si	income time.	
Audience Audience Texes see sufficience Texes see sufficience Contex Audience Contex Au	Get un evol date	
bees were audients to be a sound audients =		
bees were audients to be a sound audients =	Autlence	
Creation Addresses Creation dust the productions Creation dust the productions Creation dust the productions Creation dust the production dust the production dust to product the product to product to product the product		
Q. Search search gas been see Location Loca	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Exercises		Crysle how
Lacions Anor Ner Histori Social Experiment Mission Experiment		
14 - CON Genetics Magenologies Magenologies Magenologies - Of Geographic - Of Geographic - Of Geographic - Of - Activative distance - Activative di	+ Inded Airgenty	
Senter Al goods: Senter Al goods: Senter Al service (Senter) Al se		
Al genome Sensite fragetage Al encographic prices and befanisous Definite fragetage Al encographic gramme - Of Form This Authority Processes Processes Manual prices and an encoded and an encoded and an encoded and and an encoded and and and and and and and and and an		
Al de regregelante, intereste set befanious : District againg againtes: 2) o' Enganges Al langages Elles accentitions : Perer Tits Automation Perer Perer Per		
bounder despituing regionesses + off despituing All lengages All len		
• 09 Lengage At lengag		
Af legispri beer received and an experimental and experimental ex	+ 0#	
Picconstants Lateral • Astronotic picconservice dynamic breach and and breach and		
Actually descrived by descrive and office and the set of the	Sary Ten Andrean	
Mean procession of the standards was to apply prior frame of the standards was apply and the standards was apply apply and the standards was apply and the standards was apply apply apply and the standards was apply apply apply and the standards was apply	Placements	Garris
Model procession of the standards was the first procession of the standards was the standards was and with bring procession of the standards was and with bring procession. Model procession Model procession Model procession Model procession Optimization and definition Procession Opticon Procession	Astanti demonstratori	
an en trear de parte en teste Menal jué character en mais de character au 15 de mais e plan method e plan method plan sendo September en la complete de la complete (complete de la complete de la complete sont au complete de la	Use activity to access to manifely you to part for him the	er som att is enre propie. In William standards bereit
Beneric and a series of the second of t	action b. C. Marcola - Heldry (pr. precision 4,644)	
Optionation for all selvery (add Corr actual (aptient) Corr (add) Corr (add)	the start of the second s	ina prise indexes i bian i rearra ni moner teasettimene pic ad b
Optionation for all selvery (add Corr actual (aptient) Corr (add) Corr (add)	Ontimitation and delivery	
Leads Cost and the function of a particular of the second	Same and a state of the second se	
OUT IN TRANSPORT OF TABLE OF TRANSPORT OF TR		
Franksko od annin spred prozensko od annin Statisti po od po tie most kada porgi tie hrveni kont kal statisti po od annin konti kontranstani, erem anakolet Maneman (di kangian i Maneman (di kangian i mano) – konti + tati		
sant bil manage i Typu wert o set a controcation, were en ensues Sheer meet of datages -		
Deserves (data -	cost bid strategy. If you want to set a cost control, wher we w	na nam pang ta baan naat
i si		
De disking the 'Publick' lastice, you agree to Facebook's Turns and Advertisin	These mass officers -	



The final step is to create the advert itself.

In the "Ads" tab, we want to select the "Untitled ad", the click on the "Edit" button on the right hand side.





Starting from the top...

Identity: Your page should be already selected. Move down to "Ad creative"

Media: Press "Clear image" to remove the current and then press the "Add media" to add your chosen image or video.

The next screen will then load up giving you the option to "Upload" or another button that says "Account images".

If you press that button, the the "Page images" button, it will load of any pictures you have posted on Facebook in the past.

Select the image or video you need, then press the Blue "Continue" button.

Primary text: This is where we enter the copy that is going to be shown when a user is scrolling through Facebook. On this name page I am going to give you an Ads copy you can use...





Ads Copy:

[CALLING ALL] Busy [GENDER] in and around [YOUR LOCATION]

I'm looking to work with 7 more local [GENDER] that are looking to completely change the way they look and feel in just [PROGRAMME LENGTH]

The *[PROGRAMME LENGTH]* Transformation Programme for busy *[GENDER]* who have got to that point whereby they accept traditional gyms and yo-yo diets just don't work.

If you sometimes struggle to find the motivation and time to train on a regular basis then it sounds like you could be a good fit.

We will be starting our next programme very soon. Interested?

Click the "Learn More" and request more information

[YOUR NAME] :)

PS... Still not convinced?

Then drop us a message and meet up for a 👙

Harrish Frankers Franke	Ad tame	Children backer berranter
Baseline Provide Structure Image: Provide Structure Image: Provide Structure Image: Im	\imited ad	
Image: Second Secon		
Al antige Automation		
Augustation Augus		
Ad ange: From From Even and the test and a set of a set	Independential	
Note: Second: Second: <t< td=""><td>· fajantinakyari</td><td>1.0</td></t<>	· fajantinakyari	1.0
Note: Second: Second: <t< td=""><td></td><td></td></t<>		
Devine the series that is the total action are set of adjustments of a sector	Ad unbar	
Second 1 interact interaction of a ready and a ready interaction of a ready and a ready interaction of a read		
Several	Sirgla i traga er elitere	an a
Addensions and results of a section and result	Second	
	ter a veri recipie matri o deve	
All and a second se	Ad constant More the status, but and an exception for y	er at we tating
By Derive out	linda	
By Derive out	withi	the sup
bio piezenes Freezenese Freezenese Freezenese Freezenese Freezenese Freezenese Freezenese Freez		
		TORN MONT
Private full Private full <td></td> <td></td>		
Interface and the set of the factor of the set of the factor of the set of th		
Interestantion in the section of the		
Interestantion in the section of the		
beigheine fehren einen in der seinen einen		
An inde and investments Term in the independent of an investment of a second		
be-below in the paramet is determined and the parameter is de		
be-below in the paramet is determined and the parameter is de		
Collina unitaria Bage 123 Provide a control Pr	Sheehar link - Dynami	
bigs is		
The series and a series of the	Prinded reniani Pro post Serves à Melica (straté combust	hervice methodown
Productions upper litter to relate introduction (new parameters)	Sudantic partners PAge. Sort insulted per desir pub	* M
Productions upper litter to relate introduction (new parameters)		
No defaury general:	Generation formul	
No defaury general:		
	They add the program will	Line Department without
Interest of the second	man a facto tipal parapit concentration, for to and	and Lagrabilies
	 LOSE A PARTICIPAL LEPTONE COLUMN ADMINISTRA 	Tax Line a set.
Nerror Sin Careton Sine Nerror Sine Site Advances Site Nerror Sine Site Advances Site Nerror Site Advances Site Site Advances Site Nerror Site Advances Site Advances Site Site Advances Site Nerror Site Advances Site Advances Site Site Advances Site Nerror Site Advances Site Advances Site Advances Site Advances Site Advances Nerror Site Advances Site Advances Site Advances Nerror Site Advances Site Advances	many in the serie of a Law, Many	
Num tim Company time Signs - Scient Route (Science) 3000 cfr. Signs - Scienter Route (Science) 3000 cfr. Science A Scient Science) 3000 cfr. Science A Science	Instant form	
	Etwaho Land Perry	
MMM SECION MMMM SECION </td <td>Fernille</td> <td>CONFERENCE.</td>	Fernille	CONFERENCE.
Down (Lowing) DED GP 10 Prifer, Course Doubs (Nr.) 2011-01-28 Prifer, Course Doubs (Nr.) 2011-01-28 Prifer, Course Doubs (Nr.) 2011-01-28 Prifer, TS Ale (Dolwy) 2011-01-28 Pr	Inthe - Commit Guide (75/	3820-06-16
Down (Lowing) DED GP 10 Prifer, Course Doubs (Nr.) 2011-01-28 Prifer, Course Doubs (Nr.) 2011-01-28 Prifer, Course Doubs (Nr.) 2011-01-28 Prifer, TS Ale (Dolwy) 2011-01-28 Pr	Filme - Somert Damle (152-	20210-10
		3016-02-38
		2819-68-57
	Filler-Donweit Buille (BN/L	3819-06-08
Intro- Lake (2004) 2010 02 Phile Desire Davis (2004) 1010 02 Phile Desire Davis (2004) 1010 02 Tatalang Tatalang Phile Desire taking Phile Desire taki		
Physic Dennist Radio (2004). 2019 Biol 20 Catalob a Nath Tar yang (and Tarawana manggapa) Catalob a Nath Tar yang (and Tarawana mang		3819-00-25
Create a text for your cand insurance servange. Tracking Processor texts Processor part Processor Acrowels Processor Acrowels Processor Comparison Processor Procesor Processor Processor Processor Processo	Peter ISAbi DAVey	
Cranse A teen for your cand investors arrange Tacking Concepted Processory perf Processory perf Concepted	Petro IIS Ada DAVingt	3816-66-26
Determine tracking	Patro - 15 Ada (26/Mag) Patro - State (26/Mag) Patro - Domas Sualo (25/A.	3819-04-28 3819-04-29
Produces paid Produces paid Produces paid Produces paid Automatic status Automatic Automatic Produces paid Produces paid Produces paid Produces paid Produces paid	Petro 15 Ads (20/May) Mitro 2000 (20/May) Petro Ocean State (20/A	3819-04-28 3819-04-29
Accession and Accession Accession Access	Partie - 15 Also (24 May) Metro - 55 Also (25 May) Partie - Doesnot States (25 Ma) A States a York for your (and herman Tacking	3819-04-28 3819-04-29
Age works State works Technical call can be discovery affine work to be hereing and here and the second	Parties - 15 Also (Jakobay) Parties - 55 Also (Jakobay) Parties - Domini States (Jakoba) Also Counter & Vent for your cand Intervent Tancking Enversion tracking	3819-04-28 3819-04-29
Officement Applied and sets the following office point set for human gradients Applied and sets that following office point sets are applied and ap	Paths - 15 Also (24 May) Paths - 16 Also (25 May) Paths - Doewed Basile (25 Ma) Paths - Doewed Basile (25 Ma) Coanse a loss to path and hereage Tracking Exemption tracking Pathson Reading Pathson Reading	3819-04-28 3819-04-29
Turbolish of the this factory affine years as to transfer year in the formation of the second	Inthe - It Als (Delway) Inthe - State (Delway) Inthe - Some Date (Delwa) Pither - Domot Date (Delwa) Course - North Piper and Interest Tanking Description tracking Productor pand Productor pand Productor pand	3819-04-28 3819-04-29
Indust Phone Law Face Interview Interview Interview Interview Interview Interview Interview Interview Interview Interview	Index - 15 Als (24 May) Index - 15 Als (24 May) Index - 15 Als (25 May) Phile - Dennet Basic (25 May)	3819-04-28 3819-04-29
Manage office over period		3819-04-28 3819-04-29
WL purproving (Tp Fund http://www.illinger-setart		3819-04-28 3819-04-29
		3819-04-28 3819-04-29
		3819-04-28 3819-04-29



Ad target

Ventions

200 ch () 200 ch

Headline: This is the text below the image and next to the "Call to action button". Therefore a simple: *Specifically Designed for [Area] [Gender] -->>* Would work well as it points towards the button

Call to action: There are many options with this button, with the most popular being "learn more"

Questions format: Select "Instant Form"

Instant form: Press the "Create Lead Form" button to load up the next screen.

			Shiphar Bok - Uptored
			Den te he he per
eate form			X
Content Settings	More volum	ne – form preview	2010/01/01
Contracting a	Intro	1 of 4 + +	Promote and an and a second and
Form name	and a	19.4	Children and a
Untitled form 17/09/2020, 15:46		,	Gaussian foresut
	-	2	Choose have point the Two ideal are presented
Form type	-		Betan Fare Betan Fare Betan Fare
Customise your form depending on the goal of your Louit Generation comparison. The options you	6 C 1		Austrated the
select may effect the volume of automissions and cost per lead. Learn More			Late A valuation of a
More volume			toptant form
Use a form that's quick to fill in and submit on a mobile device.	11	FitPro Leed Gen	E Elizabilitati Porte
Higher intent	10	Headline text	Familia
Add a review step that gives people a chance to confirm their information.	4		- 4Po - Cor
		PROGRAMM	
Intro		PROGRAMM	Bosh Doe
	1		Fight-Opt
Questions	t		Tietra-Con
	74		C Telo-Da
Privacy			Teto-15
Completion	-		
completion	÷		Pater Die
		Most -	A Curr a bert
		🕒 Save Draft 🛛 🍕 P	ublish
by clicking the Publish button, you agree to had	elicox's refms and a	averound weathines,	Tasking .
		STREET, STREET	Talwy was backing
		Statement of the local division of the local	C- Robox per
		States Property and the second	· ·
	and the second second		Agrowth
	State of the local division in which the		Testool all car be
	-	and the second state	· mar then
		The second s	Manager and Manager and
	Constanting of the local division of the loc		Mil puperter. ()
	Concession in the local division in	and the part of the local division of the lo	Battality person
	Contraction of the		and the second s
			الكال التقادية المطاعة البية الب



Form name: Enter a form name that will remind you of this campaign

Form Type: There is a little different in the options, with the most common being "More volume".

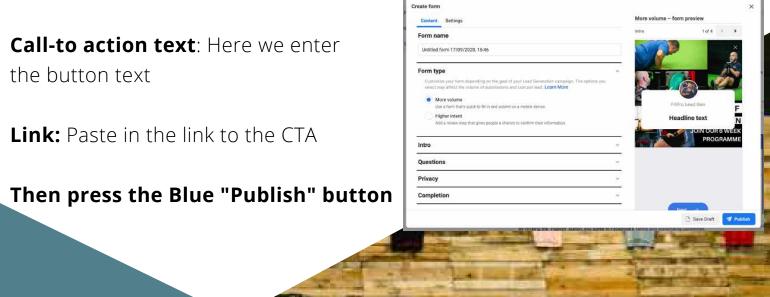
Intro: This option can be turned off

Questions: In the description section, enter: *Where should we send you more info?*

To add a phone number to the list, press the "Add Category" button, click the "Contact fields" and finally select the phone number option

Privacy: Add in your Privacy Policy in the "Link text" section

Completion: In the "Headline" section enter: *GREAT NEWS...* In the description section, enter: *Your interest had been submitted, one of the team will be in contact shortly* You will enter what a "Call To Action" followed by sining it off with your name

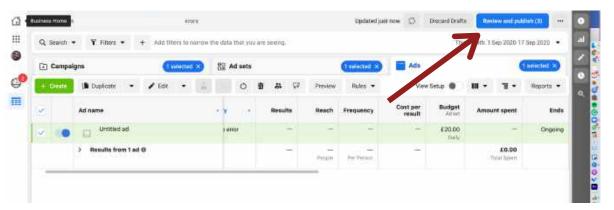




4: FINAL STEP...

We are finally ready to set the advert live...

For this we simply press the Blue top left "Review and publish" button



Things to consider...

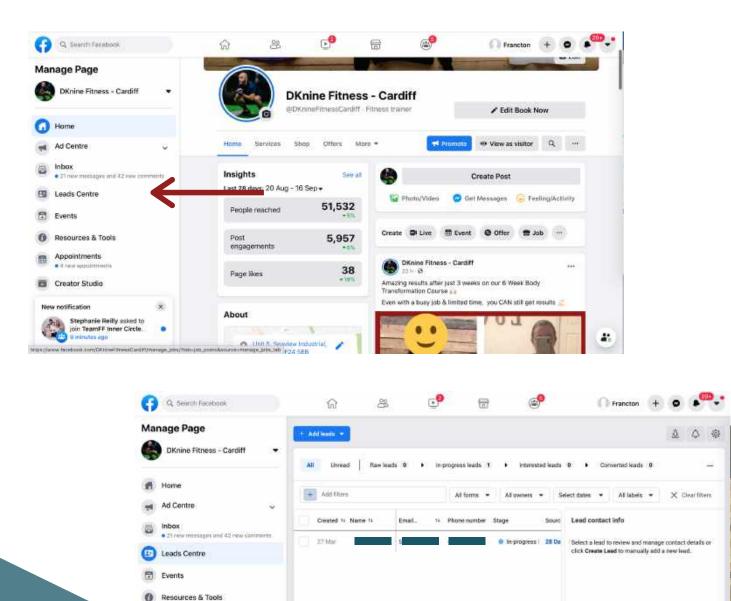
- If you are now wanting to create a different advert for the other gender, simply duplicate the campaign and change the gender
- If you are wanting to split test, in the "Ad set", duplicate the current one with as many split tests as you need. Then in the "Ads" create the split test. We would focus either on same copy, different images/videos. or same image/video, different copy to begin.
- Facebook usually take a few hours review the advert, but there are times it may take longer. Be patient and wait for the confirmation.



5: CONTACTING LEADS

Once the ads go live, Facebook will start showing them to your target audience, then will collect the data you asked for

This data is then stored in the "Lead Centre" simply head over to your Facebook page on your computer to access. Again, Facebook is always changing the layout and buttons.



f Total Wate

Appointments

Promote

Creator Studio
 Manage jobs
 Notifications

20 .



5: CONTACTING LEADS

Chasing the leads is always going to be the hardest part of this whole funnel

Hopefully your ads are running and leads are being added into the "Lead Centre". You then need to be jumping on the phone ASAP and calling these leads.

The aim of the call will depend on your business set up, for us, we call them to book them in for a consultation. Others call them up to sell.

The reason this is the hardest part is because 3-4 out of every 10 will answer the first time, therefore we need to stay consistent with chasing these leads.

Remember, THEY requested more information!

Therefore we would recommend calling 3-5 times minimum, followed by a text message if they didn't answer.

If possible, as you have their email address, you should add them into an auto responder sequence that sends out a number of automated emails building the KLT with them to reply and contact you back.

Again, remember... THEY REQUESTED more info



AND THAT'S IT :)

I hope this eBook gives you a deeper understanding of Social Media and running Facebook Advertising.

Using them both, we have been able to fill our gym, where we currently have 5 full time staff. Plus these are the same formulas we use for our Facebook Ad clients all around the world

If you would love to know more about this type of content and training, then you should 100% come and join our FREE group, or if you wanted to have a chat about anything specific, please feel free to add me on Facebook :)

I hope you enjoyed reading this eBook

David :)

Join The Group

Add David on Facebook