

PROVEN AUDIENCE FORMULA LIVE WORKSHOP

Session 1: PAF Foundations

00:01 Brett Bartlett: Hey, welcome everybody. Welcome to the, I guess this is kind of the first official PAF event. If you were here last February we've changed our name I think three different times on our conferences. We're trying to figure out exactly what we are, but I am so excited. For everybody at home, hello. I'll walk you through a little bit our format, what this is gonna look like. I got a chance to debrief with everybody who's here, and really, the way we're gonna do this is, we're gonna stick to the schedule. That's number one. Okay? So we're gonna do our very best to go live right at the time that it starts, but the bigger thing is we're gonna save the questions for Friday. Typically, we do a Q&A at the end of each one of these, but because we're talking about PAF a lot, the Q&A is gonna go 'til, or it's gonna go on on Friday. What that will help do is create a scenario where you're not asking questions that are gonna get answered in a session, 'cause here's the thing, PAF, Proven Audience Formula is so expansive, and what that means is you're never gonna know it all. And it's always going to be changing, and that's a good thing. That'd be saying like, "I know everything about marketing at this day and time, and it's never gonna change."

01:27 BB: As we're talking about PAF, because it's so expansive, that's why we wanna push the questions to Friday, so that you can learn as you're going and I think your questions will mature towards the end of Friday. But that is my great news, and warning, PAF, from what I've seen also in the certification, sometimes it can feel overwhelming, because there's so many different directions you can go with it, but that's also a great thing. So my challenge to you guys, as we're going through these sessions is really just focus on one thing you wanna get done. One thing. One thing, whether you're here or you're watching at home, and even my session today, I adapted, because I was thinking about, I'm like, I could overwhelm you guys with information. I mean really, that is the nature of PAF. My goal for you guys is find one thing that you're gonna complete all the way through. And complete that thing all the way through. Get some momentum off of it, and then go to the next thing in PAF. 'Cause I promise PAF is just gonna continue to shoot off like a rocket ship. And we're experiencing that on our side of the business. For everybody at home who's watching, or anybody here who needs an overview of PAF, I truly believe it is one of the most game-changing forms of marketing.

02:58 BB: Not because I think I came up with the game changing form of marketing, but more like recognized this huge shift that is happening. The huge shift that is happening, and we already saw

this happen on Amazon specifically, which is everybody can market effectively. Everybody can get millions of views now, for their product, for a very affordable price. And I think that's the powerful thing, when we look at this from a big broad sense, is you really can... What used to cost millions of dollars can now cost hundreds. And when you think about that as being online entrepreneurs, there's no better time. That's why I say it, it's mind boggling to me, 'cause we get solicited a decent amount now. We were even talking about an offer we got yesterday to appear on a couple things, and they're like "Oh, that'll only cost you five or ten grand," well, what we think about it in comparison is, "Well, what can we get running our ads against that now?" Right? For them, for some of those older models, it's a very challenging question because I believe a lot of times our stuff can perform better. That's why I wanna pass this opportunity on to you guys, I wanna work together and figure out different ways that you guys can evolve this base model that we're playing with.

04:21 BB: Over the next few days it's not just gonna be me talking, we'll have different team members up here that I work with, that we do this on a daily basis. Those guys have evolved past me. My job right now is to tell the story, give you some actionable steps, but if there's anybody you should be picking the brain of is actually the people who are up here when I'm not up here. [chuckle] Let me give you a little bit of the story if you haven't heard of our Dynasty Toy story. The reason I like to tell this story is not so that you guys go and try to replicate the success of Dynasty Toys, but more like as validation that it works. Just so everybody understands what the day in the life of Brett looks like, I was actually reflecting on this. This time last year we were throwing our conference for the first time. But at that timeframe what you guys don't know is that we were actually called a different brand at the time. Does anybody know that part of the story?

05:27 BB: Okay. So this'll be fun. This is the path we followed. We started as Amazon sellers, we were reselling, doing the garage sales, everything like that. And then we got into liquidations, through liquidations we found laser tag. And then we were like, "Wow," and that's where PPI came out of. Then PPI, we rolled with that, we built a business with that, and then [chuckle] one year I was like, "Well, let's start a brand around these laser tag." We actually called them Legacy, they were Legacy Toys. Well, in my very first shot at starting a brand, one thing I didn't know was what are the rules around trademarks and names and everything like that. We actually locked down the name Legacy Toys. We had it trademarked.

06:17 BB: But there's something called First Use Law. Are you guys familiar with that? I'm glad you guys are. I wasn't. And I got a nice message, very, very polite person. And they were like, "Hey, we're Legacy Toys. We own toy stores over here. Don't keep using our name." And I was like, "Oh man, that's a bummer because I just brought in five containers of [chuckle] laser tag called Legacy Toys." They were really nice. They helped us work it out, but the problem was, when you think of PAF and the advantage you guys have, I'm sharing with you all the things that took us years to learn and you guys get to get it in these bite size sessions without the burn and pain of what it took to develop it. We had to change from Legacy Toys to Dynasty Toys. Okay, that's why it's called Dynasty Toys. It was originally Legacy Toys. We had to make that switch. Well, that really put the pressure on us to prove that PAF is unbeatable.

07:24 BB: 'Cause what that did is the checkpoint was back on me like, "all right, now we gotta crank on PAF so that we could survive this name switch." Does that make sense? 'Cause we had just gone through a Christmas season where all of our fans knew us as Legacy Toys. And now I was

gonna have to move them and build around Dynasty Toys. Well, that catches you up to this last year guys. PAF went amazing. Dynasty Toys sells like really one skew. It's a laser tag product that has existed for 20 years, so don't even begin to think that it was the product. It was the marketing machine behind it. We literally... Do you guys know that? Did you guys see that Dynasty Toys was on The Today Show? Okay. I didn't even know the Today Show was a big deal 'til I got pinged that it was.

[laughter]

08:22 BB: We actually, and I'm not telling this story to pat myself on the back. I'm telling this story so that you guys understand the halo effect that comes with doing PAF effectively. When I realized that was happening when we got on the Today Show, our marketing was so effective, that literally the category of laser tag being a category in toys. Does that make sense?

08:53 BB: Laser tag has been around for 20 years. And it's always had some level of interest, but PAF went so front facing, so powerful, that literally BestReviews, 'cause that's really who was featured on the Today Show, they actually built a category under their toy section that was like, "Action Figures. Oh! And laser tag." I'm like, "They never would have thought laser tag was a category until we made it one." So again, I want you guys to understand what you guys are learning over this weekend. What you guys have in your back pocket is unbelievable. And it's just getting started. We are on the front side of this frontier now. And I'm gonna share different things with you guys, but look we built, we built a huge brand in this category that if you do any industry's stats or research, everybody will tell you, "Don't go into the toy category. It's one of the worst ones to go into all the way around." And we built Dynasty Toys in less than a year. And made it this front facing brand, and if you read the reviews on bestreviews.com my favorite thing about it is they say, "Hey, this is a little high priced but it comes from," what do they say? "One of the biggest toy brands."

10:17 BB: And I was like, "We didn't even exist last February. That wasn't a thing." And so to them, I'm just telling you that's the power you guys have on your computers. It has been decentralized. You guys, now, every single person can be a powerful marketing machine. And that's my job is to equip you guys with that. And just to give more testimony, the better we're getting at PAF, the quicker our products are able to rank on Amazon, get immediate sales, we can sell them to our audience base. Everything goes faster once the snowball gets rolling. I'll give you a very firm example, we're making a big push in 2018 to expand internationally, so we're trying to get onto every platform. And we're able to take our videos, put 'em there and start the machine up again.

11:16 BB: The fact that we can do that, how many of you guys have tried to launch a product on Amazon before? Everybody, right? It takes some work to get it going, if it gets going. The reason I know that is that's where we came from. But with PAF, doing it effectively, knowing what already works and replicating it, it's almost instant. That's a powerful thing. I'm just building a premise for you guys to work off of, but my number one thing, the main, main reason that I like PAF, is you can start from zero. How many... And Chris, I know you started from zero with your current one, right?

11:56 Chris: Yeah.

11:57 BB: You can testify to that. We started from zero with our Legacy and Dynasty. We had no

audience. Anybody who's watching right now that's like, "Hey, I don't know if I can do this," you can totally do it, you need no audience base to start with and today I'm actually going to show you something that literally if everybody goes out and does this you will have an audience in some way shape or form, within a day. The key here is to understand PAF is a little bit different than selling on Amazon. The goal of PAF is to build an audience base, so if you remember nothing from what I talk about, and you're just like, "And he said something about building an audience is good." I would rather you leave with that, then all the different technical things, 'cause the mousetrap that I'm gonna show you on how to build an audience is just the current mousetrap, it's not gonna be the forever mousetrap, it's gonna change, and so you have to think of it that way. We're always looking at what's the best way to capture an audience 'cause now, now I realize the power of an audience. The power that is behind using a community of people to build a win-win situation. You guys... If you believe in PAF, if you believe in what we're doing, if you believe in The Dynasty story, you have to understand the value is in the audience.

13:26 BB: And I am years behind on saying that, meaning like there have been people saying that for... Ever since email marketing came out. But, but it is true, now the difference is you can get 'em quicker, cheaper and communicate with them better. Well, let's go over some of the foundations of PAF and then I wanna go into, like I said... And just so everybody knows, I am more of an action orientated guy, I am not a professional speaker that tours around and talks about PAF, so the quicker we get into like, "Here's... Let's do some stuff," that's really where I'm comfortable and excited and you'll probably hear me go like, "Oh, then we could do this, oh maybe never mind this," so this is gonna be very interactive, everybody at home, make sure to type in different things that you think we should do as we move into that. I think it's important to talk about the three foundations of PAF. There's three foundations. And anybody who went through the PAF certification, you better know this number one. It is all about shareable content. One thing I've learned training people in the PAF certification, one of the easier ways to build an audience, so if the goal is build an audience and then we're gonna talk about three foundations, the number one being shareable content.

14:49 BB: There's plenty of shareable content that already exists out there, you should not get stuck, at least in your first iterations of using PAF, on coming up with shareable content. I'm gonna show you something today where the shareable content already exists so that you can learn. Remember, if you get the audience's attention, it's easier to have a conversation with them to get a conversion than it is to come up with the next cat viral video. Does that make sense? I don't want you guys to have to come up with that stuff, I want you guys to start with very low hanging fruit. There's tons of shareable content already out there, you just got to think through the most massive funnel that's ever existed which is like, "Start here, but you're trying to lead them to here." Does that make sense? So we're gonna talk about that, but number one thing in PAF, you will not be successful at PAF, there are millions of facebook advertisers, and I think Jim shared with you guys and I'll just tell you from on stage, our facebook rep called us and she works with the top like 1% clients.

15:51 BB: And she said, "You are literally the best client we have, you're the best at facebook marketing." Again it's not a pat on the back for Brett, I'm telling you it's because of the shareable content, because we use that as our premise, our relevance scores are through the roof. How many of you guys have seen Facebook marketing ads where they tell you how to do Facebook marketing, but their ad is terrible? That's not a good sign, they've missed... They don't get it. They don't

understand that nobody wants to be marketed to anymore. Your content has to be shareable, it has to be inherently shareable. That is the foundation of PAF. If you do not do that, it won't work, PAF will literally crumble. Does that make sense? So start with that premise, shareable content. Goal, build an audience. How are we gonna build an audience? Out of these three foundations. Shareable content.

16:43 BB: Second, we are talking about a push system, not a pull system. I'll give two comparisons. Pull is when you use, like PPI. Here's a firm example: We sell laser tag. We run sponsored ads still on different variations of people searching on Amazon to buy laser tag. Does that make sense? So when someone types in "laser tag for kids," and we show up, that's a pull system. Meaning, every month, every Christmas, X amount of people search for that word. Does that make sense? So let's say a hundred people a month search for that word. We will convert on a hundred people. We cannot raise that number in that system to a thousand people searching for that, though. We are capped at a hundred for that word. Whatever the market deems, whatever the ceiling is, we're gonna pull 'em in. Does that make sense? That's a pull system. And we love it 'cause it's highly-targeted, its conversion rates are better. That person already knows kinda what they want, but it's difficult to grow that at a pace that we are dictating. So the pull system, we still do it, we love it.

17:56 BB: PAF is a push system. You are pushing awareness. Very different. That's why I said, "We created the laser tag category." That's not the right way to say it. We created awareness of the laser tag category. We created enough awareness of laser tag that it became a category. It has existed for 20 years, but all of a sudden, BestReviews is like, "Hey, look! This is a category in toys." Because there's so much movement of it. So push is where you... People don't even know that they want laser tag. They don't even know that it's on their Christmas list. They don't have it on their kid's Christmas list. But they see a spider video that's gone viral, and they're like, "Oh, my son might not like that. So here's what I'm gonna do, I'm gonna move this Tickle Me Elmo off the Christmas list and slide in this laser tag set." Does that make sense? We pushed it out to them, it changed their mindset, and now they're gonna come and buy it.

19:02 BB: The push is amazing if done right. If done wrong, it's a major cash burn. So that's why I always say I'm [19:11] marketing agency's worst nightmare. Because now, we can track all the analytics of how effective our push marketing is. And push marketing, if not done right, is literally just gonna burn your money. Push marketing done correctly though, is a absolute game changer. PAF is push marketing, you are pushing awareness. That's why your content has to be shareable. If your content is not shareable and you're pushing, all of a sudden you are pushing a commercial. How many of you guys enjoy commercials? Nobody, right? So understand that's why it has to start with shareable, because you're pushing it out. PAF is a push system. We still love pull, but push takes your demographic from maybe being, "Hey, we can get a thousand people," to "Hey, we can get millions of people. How many of them can we push out to that potentially want our product?"

20:07 BB: Okay, third foundation of PAF: You have to trust the data. One of my favorite things to do, and I'm continually trying to do it... My team ask me a lot, "What do you think of this? Do you think this is gonna work?" And I'm like, "Why are you asking me?" It does not matter what I think, it matters what the customers think. They will vote, you get an instant report card. PAF is crucial because the data will never lie. It will tell you whether it is working or not. We have proof, we have proof that literally, we can capture... I believe Dynasty Toys is going to capture the millennial parent market because we understand how to get their attention through shareable content, push

marketing. And our data tells us we are extremely effective at it. That's really what that Facebook rep was telling us, was, "Your data is highly outperforming everybody else, so keep doing whatever you're doing." Most of the time when I talk to that Facebook rep, she's asking me how we're doing our marketing, because our data has such different metrics than anybody else. Everybody watches our videos longer. Everybody... Our engagement is through the roof, 'cause we build it that way. So trust your data.

21:28 BB: It's okay. Most of our stuff doesn't work, but we quickly test it and pull it off. And any of our stuff that does work, we try to improve it. Does that make sense? The data is your friend. Don't take any... On PAF, don't take any of this personal. It is not... You are not Steven Spielberg directing a movie. Your job is to trust the data, and then iterate, change it up. So it's like you are constantly trying to improve your data. The data is your friend. And we'll show you a little bit more about that.

22:06 BB: Okay, so the goal of this session, if I said... Remember, I said the one thing after all of this that I want you guys to remember... If all you remember was Brett said, "An audience is gold," I'd be okay with that. But I wanted to give you a hands-on way to build an audience today. Okay, so literally if you guys who are here wanna do this and we could do it together during our break sessions, or everybody at home, you guys can literally watch this session and follow almost step-by-step and get this going today. Okay, so our goal today, we are going to build, I'm gonna call this the five-minute audience. 'Cause remember, goal is to build an audience. It is extremely difficult to get someone to buy your item right away. It is much easier to get their attention, start having a conversation with them, then eventually give them something that they want. I'm just letting you know this is not like an instant sale strategy, this is an instant audience strategy. All right, so five-minute audience, what holiday is coming up in the next two weeks?

23:12 S?: Valentine's.

23:13 BB: Valentine's Day, very good. Okay, so one of the key parts of building an audience is just being aware of where consumer minds are tracking. This is something I really underestimated this last year, is it's much harder to try to push something down someone's throat. It's much easier to market with whatever they're thinking. So right now, they're shifting from, they went Christmas season, New Year, "I'm broke," now to Valentine's Day. And you see that in the data. You see it in the sales spikes, you see... Consumer... We are really, especially in the United States, set for the year on what we expect and how we buy. So right now, and we're already seeing the spike even on our sales right now, people are shifting to Valentine's Day. So if you have St Patrick's Day stuff, it's not gonna sell right now 'cause the consumers are thinking about Valentine's Day. So Valentine's Day is coming up, that's a great wave to capitalize to potentially build an audience for other things that you can reuse later. You guys understand the concept of what we're doing there? We're using momentum to do some push marketing, but this is not our products, this is literally just the ability to capture the audience.

24:34 BB: Valentine's Day is coming up. As I was putting this together and thinking through it, this is all I did, I went on to Amazon. Remember, I talked about how shareable content is everywhere. Don't overcomplicate this. I myself had to refine this down. I was like, "Okay, well maybe we'll do this Valentine's Day video, maybe we'll do it." And I was like, "Just keep bringing down." So what I did is I went on to Amazon. I started typing in "Valentine's Day." And first I went to here, then I

went to here, and I went to here, and I was like, "I don't really wanna run ads for that stuff." Then I was like, "Oh, Valentine's Day cards, that's kinda cool." And I was going down, I was going down. The one I really liked... So you can use any of these, but the one I really like was this one. So let me go back.

25:31 BB: Because remember, I'm always looking for shareable content. And I think this is a really good one, just from... It'll get someone's attention. You get a Valentine's Day gift or a card that says, "They will never find your body." That's inherently shareable content. Then people will tag other people who, "Hey, I wanna get this for you." So the first thing is I'm using shareable content that already exists. Does that make sense? You could type in "funny Valentine's Day cards", and you guys will get how I'm gonna use this in a second. But here's the rocket ship. Does that make sense? This is what people will share. They will share this. They're not gonna share your ad, they're sharing this; this moment, this experience, that chuckle. Everybody with me on that? Okay, all right. I chose a card, all I really did... You could build... You could do it off any other Valentine's Day thing you want, I think this is easy. You can literally follow this step-by-step. So here's my shareable piece of content. My premise of building this audience, my ad's gonna say, which I'll show you in a second, "The 10 Best Valentine's Day Cards To Get Someone."

26:50 BB: The point on that is to get them to click or tap, 'cause all this is mobile, tap, and it'll say... It will basically say like, "Do you want to see the 10 best Valentine's Day cards for 2018?" Tap. Okay, the second they tap that Messenger reference URL, which I'll show you in one second, they are now in my audience. Does that make sense? I didn't have to do a thing. I literally spent two minutes finding this card. Everybody can build an audience. Your job is not to think about the shareable content, your job is to curate or find the shareable content. This is the shareable content. All right, so we chose our card. Now, we are going to go set up ManyChat. I'm not gonna spend a ton of time expanding on ManyChat. I'll give you the brief version of this. PAF, for everybody who doesn't know, is really built around getting people onto your Facebook Messenger list. Are you guys familiar with that part of it? Okay.

27:56 BB: What that means is Facebook Messenger is actually the biggest part of Facebook. It has 1.2 billion people on the Messenger, and it's the most used. There's a huge shift of people really just using any form of Messenger to communicate. It's the most used form of communication. What ManyChat does is it gives you the ability to organize the people that you're allowed to message on Facebook. So that's the brief overview of ManyChat. I don't want you guys to get lost in the weeds on some of this stuff. Really, the most important thing is we found the shareable content. And now, I'm gonna show you a very quick way... You don't have to... ManyChat's another one of those ones where you can go 10,000 ways. I'm gonna show you one way. You're gonna go this one way. 'Cause again, I learned from PAF certification, it's like, "Uh-oh! I just opened up Pandora's box. Now, we're gonna go over there." I'm gonna show you one way right now to do this.

29:00 BB: What we're gonna do, we're gonna build the link that people are gonna tap in that ad. And when they tap it, when they go through our flow... So what they're gonna do, they're gonna be on their phone just to... I'll bring my prop out here. They're gonna be on their phone. They're looking through their stuff. They see our funny Valentine's Day ad on their news feed. And they go, "Oh, I wanna see those other Valentine's Day cards that are the best Valentine's Day cards." They're gonna tap the link. And then they're gonna go over to Facebook Messenger, and when they're on Facebook Messenger, at that point in time, they're actually on your audience. You have the ability

to contact them. You guys following me? Okay, all right. So that's what we're gonna build right now inside of ManyChat. You do need a pro account, it costs \$10 a month, well worth it. Okay, growth tools, so this is a Facebook page that... I should've actually told you guys this. The three things you need to do to follow this exercise is... I think it's three things, let's see. Yeah, you need a Facebook page, you need a ManyChat account, and you need a Facebook Ads Manager account. All three things can get setup within an hour, so it's not super overwhelming stuff.

30:21 BB: All right, so now, we're in ManyChat. And in ManyChat, we're gonna go to the growth tools. And we're gonna set up a new growth tool over here. And we're gonna use something called the Messenger Reference URL. That sounds extremely complicated, it is not at all. And what this does, the reason I like using a Messenger Reference URL, when they tap, when they tap that Messenger Reference URL, they are automatically added to your audience. Does that make sense? It's one of the few tools that allow that to happen. That's why I like to use it in building an audience. Some of the other tools are good, but they do create this, a little bit of confusion on whether the person is a part of your audience or not. All right, so we'll call this "Valentine's Day example." And all we're gonna do... Robert, this is where I want these guys to get involved here. And everybody at home, let's go through this exercise together.

31:34 BB: Let me show you real quick what we're trying to accomplish. Real quick, what we're trying to accomplish. And if you guys can send an email out, you can make ManyChat work. I promise it is a very, very simple tool. All right, so this is their default, we're gonna erase that. This is where it's more interactive. Everybody at home, I wanna see your answers too. Here's the hypothetical situation we're building: We're trying to build an audience, we're using the sharable content of the card, we're gonna push it out to everybody, and then we're gonna read the data. My question for you is, what do you think the ad should say? And if you guys have an idea, what do you think a ManyChat flow of messages should look like? You guys ready for that challenge kinda like as we brainstorm together? Cool. All right, so let's start, I already kinda gave you a clue. What do you guys think the ad should say? So it's basically gonna have an image of the card. What do you think the tagline above should say? Anybody wanna take a stab?

32:43 S?: Top 10... Top 10 Valentine's cards.

32:46 BB: I love it. Exactly, "Top 10 Valentine's cards for 2018." Is everybody good with that?

32:53 S?: Yeah.

32:53 BB: Okay, cool. All right, so that's what the ad will say. I'll show you how we set that up in a second. So now, they're gonna... And it's gonna say "Tap here to see." They're gonna tap, they're gonna come over to this. What should they see inside of ManyChat? And it won't really be inside of ManyChat, it'll be inside of their Messenger. What should be in here?

33:14 S?: Top 10 cards? The top 10 cards.

33:18 BB: The top 10 cards, right. 'Cause that's what we're talking about. Okay, this is not rocket science, guys, it's just let the wave kinda take you where it's taking you. I love that, exactly. Now, you can make this as complicated as you want it to be, or as simple as you want it to be. I like to make, especially on the first test, I like it to be super simple. So basically, you're not allowed to

make it complicated enough to where you don't get it out to market. Okay, so what I would have it writing is exactly that. So it would be like, "Thanks so much," and then it lets you add the first name, so it'll say their first name, "for checking out the top 10 Valentine cards." And then you can say, "Here they are." And what you can do on each one of these is add an image, and you can literally just roll out those right there. Or you can say something like... Sometimes I like to do this, just to get them to click one more button inside the Messenger list. You can say something like, "Hey," first name, "Want to see my favorite Valentine's..." Whoops. Where'd I go? "Day cards for this year?" You can add a button, and the button says, "Yes." I'm not gonna actually even put "No." And we're going to then send them another message. And then in this message, I'd have all the images of the cards, and say, "Cool, check it out." You guys know why I like to have a button?

35:32 S?: To reconfirm.

35:33 BB: What's that?

35:34 S?: To reconfirm?

35:35 BB: Yes. What we've seen is if you can get them to press one button, that's really your super engaged audience. The people who fall off are not out of your loop, but there is a reason they didn't click that button. So this is what the flow... Literally guys, we just built this. Does that make sense? That's how quickly you can roll this stuff out. So here's what we just built: We decided that the card is the shareable content. The ad's gonna say, "Check out the best Valentine's cards of 2018. Tap here to see 'em." From there, we just built our ManyChat sequence, "Hey," first name, "Wanna see my favorite Valentine's Day cards for this year?" With the button, you can do it that way. If you don't wanna do the button, you can just have the images show up right away when they click the Messenger Reference URL. They're gonna click the button. And this is where you would add whatever cards you think are good. Okay, what's the whole point of it? What are we trying to do? Build an audience, exactly. Build an audience. I'm gonna keep pounding that in 'cause now what you have if this works, you have a group of people that you know are interested in some form of a Valentine's Day card like this.

36:53 BB: Now, guys, you literally have a business in a box. If you were like, "Hey, I wanna sell these Valentine's Day cards, or these seasonal cards, or these seasonal products," you now know the people that are following seasonal holidays. Does that make sense? You guys with me on that? Okay, so we're gonna keep going here, and I wanna finish... Oh, okay. What I wanna do now is I wanna create the ad itself. I wanna walk you guys through how to create that ad, 'cause remember, here's the flow, we decided the shareable content, now we're gonna create the ad, and add in our Messenger Reference URL, our ManyChat link. All right, so here's our ad, I'm just on my Facebook Ads Manager. Okay, I'm starting this like we're all starting from zero.

37:47 BB: We do not have any custom audiences, I actually have a whole session on that tomorrow. Our... We're going for the United States. One thing to always remember, and we have the data to prove this, hands down, women are way better to target than men. Especially with PAF, because what's the core of PAF? Shareable content. Men don't really share things. It is not our nature. We do to some degree, but it's not our second nature. It doesn't mean if you have a male oriented product that it's a bad route to go, we have those, they do well. I'm just saying if I was just getting started, I would not target men. They're harsher, they just don't perform at the same level.

Women are just very good at sharing content. It's kind of like how they're much better communicators and they just look at it, they do most of the purchasing in the family. That's the person you want. You don't wanna talk to the guy, the guy's maybe gonna pass on the information. The female, she is the purchaser. So really, I like to target women.

39:13 BB: One thing that I've really falling in love with, trying to start from zero, is using this detailed targeting a little bit more under the browse section, and what I like about it is it kinda gives you these different train tracks to stay on. What I really like doing is thinking through who, like in a very broad way, don't get lost in the weeds on this stuff. But who do I wanna go after in this scenario? Well, we're talking about Valentines day cards, right?

39:50 BB: Do you think single people are good targets for Valentines day cards? No. I want people who are in some form of a relationship. I just kinda wanna look through some of this stuff and see if there's anything that fits that mold. Let's kinda see, I've actually never done it.

40:12 S?: Parents.

40:13 BB: Yeah, parents I think is a really good one. Yup. Oh yeah, there you go, the relationship, there you go. We're learning this together. Relationship status?

[background conversation]

40:30 BB: Engaged, in a relationship, married. Perfect. That gets us to an audience of 49 million, you probably won't hit that at a \$10 ads spend. But at least it kinda curated it from the start like, "Okay, these are the people who are most likely going to care about a Valentines day card." Does that makes sense? This is not something to get lost in the weeds on, this will not define you, 'cause if you built it through shareable content they will naturally spread it. Does that makes sense? Okay.

41:09 BB: All right. Next we're gonna go to edit placements. We're going to, just so everybody knows, I don't want anything but mobile, okay? Please don't pay for anything buy mobile. All right. Over here I'm gonna turn off Instant Articles, I'm gonna turn off in-stream videos. For Instagram feed, I will keep that going. I'm gonna turn off Audience Network and I'm gonna turn off Messenger. Okay, so just to kinda review that real quick...

41:40 S?: With the Instagram feed, they can't click on something in Instagram and get over to the Messenger, can they?

41:49 BB: They can still share it though. It's still sharable content. I think it's still worth it, it's your call, you can turn it off. I like to keep it going just to see if it does well in Instagram. It's cheap, and especially since we're using an image on this one, that's why I like it. Let's go and roll through this just 'cause that way...

42:07 S?: I just wanted to clarify you're using Instagram as a vetting process on how shareable it is?

42:11 BB: Yes, yes. All right. As we're kinda moving through this, daily budget I don't think you have to set for more than 10. Okay. And we're only gonna run this for one day. I like to usually say,

"Run my ad set continuously starting today" and then I'll just shut it off after the day, if it doesn't perform. Okay going down. Let's continue. All right, my page I'm running it from is just our default one, We Love Moms. That's one where I do most of these examples which, by the way, just to kinda show the power of this real quick; I use these just for examples most of the time from stage. And we have 400 subscribers on this, so, I can't make up that number. So it does work. All right so, going back over the growth tools, I'll just pull this back up. All right so, Facebook page is We Love Moms. Single image, I just added the image of the card right here, 'cause remember, all we're doing is really bringing business to some of these cards. One thing over here too, the reason I like this, it's sold out. That's already a testament that people are enjoying this card. And I'm just gonna use that momentum and say, "All right, I'm just gonna use this to built an audience now." All right so, what we said, "Check out the 10 best Valentine cards for 2018. Tap here."

43:46 BB: Here's what the ad will look like. What we're gonna add right here now is our Messenger reference URL. Okay. It's over in the setup side. Copy. And you put it right here. This is what it looks like to the person on their feed. And guys, that's it. That is the entire setup. Now, that doesn't mean our job is done. This is the first test to see if this theory is right. So anybody can test this and see the results they get. The point is you're gonna start to build an audience. Now the question becomes, "How do you keep a conversation going with that audience?" Well, if I have the time right now to do this, I would literally jump on this right away and then I would see if there's any way that you could even arbitrage great Valentine's Day cards. You can literally even just build this audience for the next big one that's coming quickly, Easter. 'Cause you know this is people who celebrate the holiday that's coming. You could quickly go source different Valentine's Day things that are around just in your different stores, everything like that, and follow up with them to try and sell it to them. The whole point of this is this is just a mechanism. Just a mechanism to collect people who are interested in this. That's the big thing.

45:29 BB: I'm not really excited about selling them Valentine's Day cards eventually. There's so many different ways to monetize it. You can have an Amazon affiliate link. You can use this to source your own private label Valentine's Day gifts. Or seasonal gifts. You guys, there's so many different ways to go through it, but you do have to treat them like people. You have to have fun with it. Another way you could've done this, was you could have done a giveaway. You could be like, "Hey, I'm giving away... ", the only reason I didn't do a giveaway mostly was they're sold out. But you could do a giveaway on something like this and announce a giveaway winner who won the card. Or even follow up with them on, "Here's 10 awesome... ", if you guys have a Merch account. Awesome Valentine's Day gifts are Merch shirts. There's so many different ways to go when the audience is yours. When it's Amazon's, you know we still love Amazon, but it's Amazon's customer. There's a big difference. That is a five minute audience in a box. So let's review.

46:39 BB: Number one, we used Amazon to tell us what the shareable content is. You could have used any of this stuff, you could have used a different search result, fun stuff for kids, you could've done a giveaway, but Amazon's already curating that information for you. Temporarily out of stock, that thing has been sold out since I did this three, four days ago. So they're probably really out. One cool thing though, is they had the jumbo version. Oh, where is it? There. They have the jumbo version in stock, which is pretty cool, which I actually think is a funnier card. But that one's still there, too. But Amazon's already telling you this is trending, so we're using this as the shareable content. We are then riding that wave and we created our Messenger reference URL here. Somehow that went away, but that's okay. That followed the process of saying, "Here's your 10 Valentine's

Day cards." And then we're gonna run the ad with the Messenger reference URL right here. And the whole point of that, and guys there's a lot, we're gonna get into this on Friday, you don't just have to blow up their inbox on Messenger.

48:00 BB: I will show you, how just by getting engagement on this, just by getting people to tap on it, getting people on to your messenger list. There's so many different ways you can use that from a re-targeting side. Most of our marketing now is retargeting. And I don't wanna go too deep into the weeds on that, but this is where it starts. It starts with getting their attention first, it's just, we are in a whole new ball game. Facebook truly has built something, I hope so bad that they maintain their influence and ability on the social media side, because their tools for marketers is unmatched. When you really dig into it, they have changed the game in so many ways, it is not like a linear funnel anymore, it is really like, hey you get someone's attention, there's a lot of different ways you can use that over time. And that's really where our most powerful marketing comes in now and retargeting. We'll talk more about that on Friday. The key here, five-minute audience. And I'm about to come up on my time. Let's review. The goal, build an audience. Three key foundations of that, shareable content, push versus pull, read the data. I'm assuming this is gonna work. I'm pretty confident it's gonna work.

49:27 BB: If it doesn't work, guess what I would do? I would just change the shareable content. Does that make sense? That's all it is. It's quick test, didn't work, boom, change it out. I'm not like, "Oh my gosh, I'm crushed. My ability to create virality doesn't exist." No way, it's like, "Boom just change it out." Maybe I look for a funny Merch shirt, whatever. Or maybe I do a giveaway. I just try different versions of it, I know that in some capacity this is gonna work. Really the biggest thing is take action on this stuff, guys. If this is something you wanna do, everybody who's here, I'd be happy to build this all the way through with you. Everybody at home, we're about to take a break; build it, build it in that timeframe. Run it. You have an audience. Then the next question is, "What do you wanna use that audience for?" I mean guys, this is game changing stuff. I promise you, the only reason I'm excited about Dynasty Toys is the audience. And our ability on the PAF side. Other than that, it's just kind of another widget. The power is in the audience, and if you do it right, people love to have a conversation. They love that you care to have a conversation with them. So I hope this gets you excited.

50:41 BB: I was originally just gonna kinda do a broad overview of all these different things, but I was like, "You know what? If someone watched one stream or sat through one session and I had your attention, you have a bullet now to use, go use it." You now have probably 10 days to use this one. Maybe a little bit more, maybe 12 days. Use it. Do it. It'll take you 10 minutes. All right, and remember here's how we're gonna do it, we're gonna take the questions on Friday. Everybody who's here, I get more time to kinda work out with you. But everybody else at home, we have our Q&A session live on Friday. The reason we're pushing it to Friday is there's so much to talk about. I wanna make sure that we get through all of our sessions and then answer the questions at the end on Friday. Here's how the rest of the day's gonna... Or the next couple of sessions are gonna work out: We're taking a break from 10:00 to 10:30, and then we have our mastermind crew of Robert and Kyle up here for Amazon Merch with PAF, from 10:30 to 12:00. So that's the next time we're going live, 10:30. Cool? All right, everybody at home, I will see you in a little bit, well kind of, maybe I wanna introduce Robert and Kyle and then we will rock and roll at 10:30. All right, thanks guys.