

@amyporterfield  
#FBLaunch

# Your Facebook Launch Guide

A 3-Step Formula to Attract the Right Audience, Promote Your  
New Product AND Turn Casual Fans Into Paying Customers

67  
7211N

# Here's What You'll Learn

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- The 3 proven tips for finding – and attracting – your ideal audience (people who actually care about what you're selling)
- We'll go "behind the scenes" for my proven strategy to convert fans into leads and then into buyers
- How to start building your qualified email list BEFORE you launch
- And you'll learn easy tips (and real-life examples) for creating shareable video content to get people talking about your program, even if you haven't gone live with it yet!
- And I'll give you the step-by-step instructions to create a Facebook ad campaign that attracts, promotes and sells

There is not a "Launch Guide" on the planet that will be a success if you don't have a QUALITY product to sell. Unfortunately, I am not a magician. . .



# {Step 1} Attract

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- The “Attract” phase is all about fine tuning who your ideal audience is on Facebook and mapping out a plan to engage with them on their terms.
- Duration: 30 Days of a concentrated focus
- Objective: Find and capture the attention of the Facebook fans that are genuinely interested in what you ultimately plan to sell.

# What Happens in the “Attract” Phase?

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- “Ideal Audience” assessment
- Content creation
- Planning for Launch List Building
- Engagement, engagement, engagement!

# The Ideal Audience Assessment

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- List 5 Pages on Facebook where you know your audience is spending time.
- Create a list of 5 topics related to your niche.
- Create a list of 5 topics unrelated to your niche.
- Survey 5 people you consider your “ideal audience” and learn more about their needs, interests, and struggles.

# Meet Your Fans Where They Are . . .

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- What will grab the attention of your potential and current subscribers?
- What are they talking about already with their friends? What are their challenges? Passions? Questions? Needs?
- Be their go-to source while incorporating images, video and Ecubing (educate, entertain, empower).

**Think Differently . . .**

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Become  
Socially Devoted



Educate  
Entertain  
Empower

# Meet Them Where They Already Are

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**Verizon Wireless** September 5 via Verizon Publisher

Will the Giants repeat this season or get dethroned?  
<http://social.vzw.com/6ER>



Like · Comment · Share 27

# Meet Them Where They Already Are

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 **Verizon Wireless**  
September 4 via Verizon Publisher

Help the victims of Isaac. Text REDCROSS to 90999 to make a \$10 donation. No text messaging fees apply and 100% of the donation goes to American Red Cross relief efforts.




**American Red Cross**




Like · Comment · Share 62


# Meet Them Where They Already Are

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 **Verizon Wireless**  
September 3 via Verizon Publisher

The only labor you should be doing today is the fun kind.



Like · Comment · Share  495

# Why Images?

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- When you know your audience and the topics they gravitate toward, your sharability skyrockets.
- Content with images allows your posts to go viral with the audience that really matters to your brand.

# Dominate the News Feed

**Social Media Examiner**  
New Article: 5 Ways to Use Google+ Events for Your Business  
Have you tried setting up a Google+ Event yet? – Andrea  
<http://www.socialmediaexaminer.com/google-plus-events/>

## 5 Ways to Use Google+ Events for Your Business

By Lisa Pezlan  
Published August 23, 2012

Google+ Events is yet another way Google+ is competing with Facebook, representing a new opportunity for marketers.

Most marketers and businesses have been using Facebook Events to promote everything from webinars to company fundraising events within their Facebook community.

Now, Google+ has a competing service with new bells and whistles.

### Google's Benefits for Better Business Events

Your ever-expanding Google+ community will benefit from these cool new features that make scheduling, sharing and finding your company's events easier than ever before.

- Full integration with Google Calendar—users can **view and respond to your events on Google Calendar**.
- Real-time Event Photo Stream—all attendees can **contribute directly to one shared photo collection**.
- Mobile Integration—Party Mode allows guests to **snap and share photos in real time** from their phones.
- Easy Email Reminders—**automated reminders are sent out to your**

Like · Comment · Share · 8 · 2 · 2 · 8 minutes ago ·

# Dominate the News Feed



**Social Media Examiner**

New Article: 5 Ways to Use Google+ Events for Your Business  
Have you tried setting up a Google+ Event yet? – Andrea  
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- Mobile integration—Party Mode allows guests to **snap and share photos in real time** from their phones.
- Easy Email Reminders—**automated reminders are sent out to your**



Like · Comment · Share · 8 2 2 · 8 minutes ago ·



**Amy Porterfield**

May 7 via twitterfeed

Nobody Reads Agency Blogs– Or Why You Need Skin in the Game <http://bit.ly/KO7cck> via @chrisbrogan

Like · Comment · Share

6 1 2

4,533 people reached · 18%



**Amy Porterfield**

May 7 via twitterfeed

Nobody Reads Agency Blogs- Or Why You Need Skin in the Game <http://bit.ly/KO7cqk> via @chrisbrogan

Like · Comment · Share

6 1 2

4,533 people reached · 18%



**4,533** unique people saw this post.

Organic [?] **4,518**

Viral [?] **15**

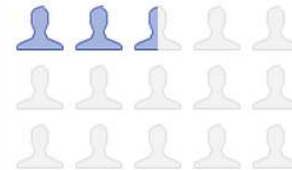
Skin in the

6 1 2

4,533 people reached · 18%

**18%**

of the 16,196 people who like your page saw this post.

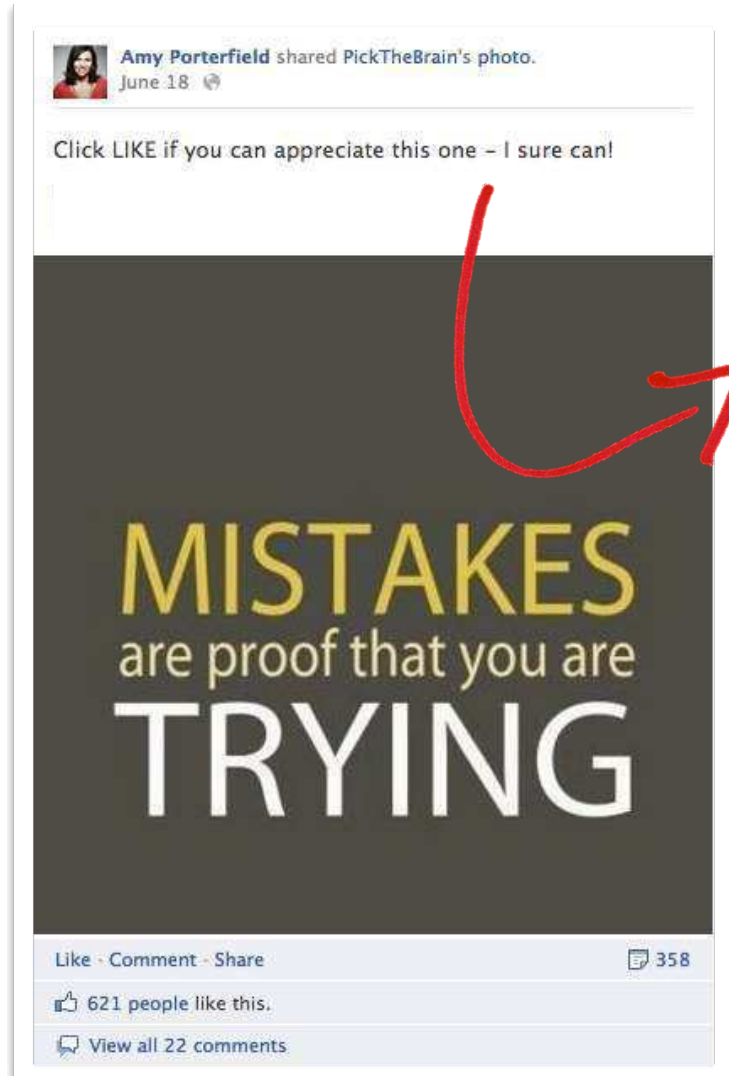


0% reached through promotion.

· 18%

Promotion Unavailable





Click LIKE if you can appreciate this one - I sure can!

621 Likes  
28% of audience reached

# From Update to Ad

 **Amy Porterfield**  
May 29

"If it doesn't LIGHT YOU UP, you're not the right person for the job." – Danielle LaPorte



Like · Comment · Share 31

155 people like this.

 **Amy Porterfield**

"If it doesn't LIGHT YOU UP, you're not the right person for the job." – Danielle LaPorte



155 17 31

# Want Engagement? Ask For It . . .

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# Why Post Content That Is Unrelated To My Business?

# Know What's Already Working

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
5/31/12	 Now we can schedule our posts...	7,890	698	231	 2.93%
5/31/12	 Great changes on Facebook this...	4,792	214	56	 1.17%
5/30/12	 "If you wait to do everything un...	14,670	1,013	724	 4.94%
5/29/12	 "If it doesn't LIGHT YOU UP, you...	8,192	363	228	 2.78%
5/26/12	 This is very cool! You dig?	6,103	178	89	 1.46%

# Know What's Already Working

8/28/12	 "A life spent making mistakes ...	5,383	390	231
8/28/12	 <b>Amy Porterfield</b>	Wow - Facebook just updated Promoted Posts so you can choose to target only your fans or fans/friends of fans. The more we can target these posts, the better our return on investment. Keep it comin' FB!		
8/27/12				2,358
8/21/12				68
8/16/12				84
8/13/12	 View Post			32
8/10/12	 Wow - Facebook just updated ...	8,984	1,070	196

# Word of Advice About Content

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- If you know it's not your skill set or nature to create engaging and interesting blog posts regularly, hire it out.
- Make sure your new hire has a strong grasp of the type of content that will attract and engage your target audience
- **Remember:** Your content must be optimized to drive profitable customer conversions and actions.

Your email list *can be* your most powerful **profit generating resource** when launching.





# Your Launch Email Plan

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When you create an auto-responder series for your social leads you stay top of mind with your new fans and gradually build trust and interest.

# “Attract” Phase Wrap Up Tips

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Post 2-5 times a day (the sweet spot)

- ✓ Ask “easy to answer” questions
- ✓ Posts with calls to action (Click This, Watch Now, Enroll Here, Check This Out)
- ✓ Shareable Images
- ✓ Shout outs for others you respect and admire
- ✓ Always, always be creating content

## {Step 2} Promote

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- The “Promote” phase is the most intense phase of the 3-part launch guide. This is where you will spend most of your prep time.
- Duration: 14 to 30 Days
- Objective: Get your unique Facebook community excited about your content and encourage them to engage with it and share it with their friends.

# What Happens in the “Promote” Phase?


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- Create your Signature Promotional Giveaway (“SPG”)
- Begin collecting names and emails for your Launch Email List
- Create materials to promote your “SPG”, including an image campaign, Facebook social ads and a featured blog post.

# Your Signature Promotional Giveaway

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- Your “SPG” should be highly valuable, free and easy to access.
- Depending on your niche, audience, and resources, consider the following platforms:
  - ✓ eBook
  - ✓ Video Series
  - ✓ Live Webinar
  - ✓ Recorded Webinar
  - ✓ Teleclass
  - ✓ Report or White Paper
  - ✓ Audio Only: Interviews, Trainings, Etc.

A hand is holding a black tablet with a white screen. The screen displays a question in blue text. The hand is visible at the bottom and sides of the tablet.

How do I know which  
“Signature Promotional  
Giveaway” is best for  
my launch?

# Your "SPG" Custom App



facebook Search for people, places and things

Whole Health Designs, LLC Welcome

By Lisa Consiglio Ryan

**5 SHOCKINGLY SIMPLE STEPS TO GET YOUR HOT BODY BACK FOR GOOD**

Remember your smokin' hot 20s? Whatever you thought of your body then, you'd probably give anything to have it back now.

Good news: You're about to discover the 5 steps to getting fit, lean, strong, and yes, **HOT**, again. You'll be totally surprised...not the same old same old "drink more water."

Each step is simple, easy to implement right now, and will give you incredible results in no time!

Email Address \*

First Name \*

Last Name \*

# Create an Image Strategy Around Your “SPG”

*NEW Webinar!*

## THE ULTIMATE FACEBOOK MAKEOVER:

**3 PROVEN STRATEGIES**  
TO TURN YOUR PAGE INTO A  
CLIENT-GENERATING MONEY MAGNET

**Enroll Now:**  
[www.amyporterfield.com/webinars](http://www.amyporterfield.com/webinars)



Amy Porterfield  
Monday

Check It Out! <http://www.amyporterfield.com/webinars>

*Brand NEW Webinar This Week!!*

## LEARN ABOUT “The Dirty Dozen” –

12 Little-Known Facebook Marketing Mistakes You’re Making—and how to fix them for more leads overnight!

**Sign Up (it’s free!):**  
[www.amyporterfield.com/webinars](http://www.amyporterfield.com/webinars)





*NEW Webinar!*

## FACEBOOK ADS THAT CONVERT:

### 3 EASY AD STRATEGIES TO

- ✓ ATTRACT MORE FANS
- ✓ TARGET MORE CUSTOMERS
- ✓ MAKE YOU MONEY

[www.amyporterfield.com/webinar](http://www.amyporterfield.com/webinar)

# DON'T BELIEVE FACEBOOK ADS WORK?

Let me make a **BELIEVER** out of you!



**JOIN ME FOR  
MY NEXT  
WEBINAR:**

Facebook Ads  
That Convert:  
3 Ad Strategies That  
Will Make You Money

[www.amyporterfield.com/webinar](http://www.amyporterfield.com/webinar)

# Create a Timeline Cover Strategy

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- Determine your Signature Promotional Giveaway
- Incorporate details about the “SPG” into your Timeline Cover Strategy.
- Tip! **Get a system down** so you are not scrambling each time you want to change out your Timeline Cover.

# Strategy: Launch Lead Generation

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**TRAINING**

**FACEBOOK CHANGES WEBINAR**  
Timeline for Pages: What You Need To Know

**Wednesday, March 7, 11am PT/2pm ET *IT'S FREE!***

This webinar will explain the changes in detail and show you how your business can use the new Facebook features to gain more traffic, attract quality leads and increase revenue. You don't want to miss it! —Amy

# Strategy: Launch Lead Generation

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MAY 2, 2012

BRAND NEW  
WEBINAR!



## THE ULTIMATE FACEBOOK MAKEOVER

3 PROVEN STRATEGIES TO TURN YOUR FACEBOOK PAGE  
INTO A CLIENT-GENERATING PROFIT MAGNET

# Strategy: Launch Lead Generation

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## Facebook Ads That Convert

JULY 11<sup>th</sup>  
**2012**

3 Easy Ad Strategies to Attract More Fans,  
Target New Customers & Make You Money

**NEW WEBINAR!**



# Strategy: Launch Lead Generation

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# Facebook Ads That Convert

JULY 11<sup>th</sup>  
2012

3 Easy Ad Strategies to Attract More Fans,  
Target New Customers & Make You Money



**NEW WEBINAR!**

**Amy Porterfield**

17,246 likes · 1,735 talking about this

✓ Liked



Product/Service

Want to Supercharge your Facebook Marketing? Check  
out my latest training program, FBinfluence:  
<http://FBinfluence.com/>

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Photos



SIGN UP!



Videos



ADS WEBINAR!

5





**Amy Porterfield**

19,627 likes · 1,839 talking about this

✓ Liked



Product/Service

Want to Supercharge your Facebook Marketing? Check out my latest training program, FBInfluence: <http://FBinfluence.com/>

About



Photos



New Webinar!



Videos



Likes





Amy Porterfield

New Webinar! ▾

## Your Facebook Launch Guide: A 3-Step Formula to Attract the Right Audience, Promote Your New Product AND Turn Casual Fans Into Paying Customers (Sign Up Below!)

- Learn the ONLY steps you'll need to launch your next product, program or service on Facebook: Attract, Promote, SELL
- Get 3 proven tips for finding -- and attracting -- your ideal audience (people who actually care about what you're selling)
- Go "behind the scenes" for my proven strategy to

# Thumbnails for Apps

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- Specs for thumbnails: 111 x 74 pixels
- Create some curiosity so fans will click on your app.
- Free Tool! [www.TimelineImageTool.com](http://www.TimelineImageTool.com)

# Post a Featured Blog Article to Promote Your “SPG”



Amy Porterfield shared a link.  
Yesterday

9 Facebook Ad Tips from the best of the best - GREAT TIPS that you can take action on right away!

**Facebook Ads That Convert**

**9 Facebook Ad Expert Tips to Create Bigger Results with Your Facebook Ads**  
[www.amyporterfield.com](http://www.amyporterfield.com)

Most people have mixed feelings about Facebook Ads. See if you can

Like · Comment · Share 12

# Post a Featured Blog Article to Promote Your “SPG”

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**Want More Facebook Ads Tips? Join me on my upcoming live webinar, Facebook Ads That Convert: 3 Easy Ad Strategies to Attract More Fans, Target New Customers and Make You Money. [Click Here to Grab Your Seat!](#)**

**Amy Porterfield**  
April 26

**The Ultimate Facebook Marketing Makeover**  
Tag This Video · Embed this Video

JOIN ME TODAY! I'm hosting a new workshop :  
"The Ultimate FB Marketing Makeover." <http://www.amyporterfield.com/webinars/theultimatefbmarketingmakeover/> — with Abby Montgomery, Elizabeth Montgomery, McCollum and Stephani Lewis.

Unlike · Comment · Share · Edit

👍 Amy Porterfield and 177 others like this.

💬 63 shares

**Linker Casas** This is excellent stuff Amy! I definitely need my FB stuff to go VIRAL! Looking forward to it! :)  
April 26 at 8:57pm · Unlike · 🔄 2

**Scott Colby** Nice Amy. Looking forward to it.  
April 26 at 8:58pm · Unlike · 🔄 1

**Cheryl Jansen** Im love your stuff,,,can you tell me,,If we miss a webinar how do we get to see them ?  
April 26 at 9:39pm · Like · 🔄 2

## Video Uploaded on Facebook





Amy Porterfield

+ Subscribe

1,994  
subscribers

145,616  
video views

Featured

Feed

Videos

Search Channel



AMY PORTERFIELD



**Free Facebook Ads Webinar**  
Click Here to Learn How To Create Facebook Ads That Convert!  
[www.AmyPorterfield.com](http://www.AmyPorterfield.com)

**New Webinar! Facebook Ads That Convert: 3 Easy Ad Strategies to Target New Customers**  
by AmyPorterfield 6 days ago 252 views

### About Amy Porterfield

I'm the co-author of Facebook Marketing All-In-One for Dummies and a Social Media Strategist for entrepreneurs and small businesses. With 12+ years marketing experience, I've worked with mega brands like Harley-Davidson Motorcycles, along with Pea...

- [AmyPorterfield.com](http://AmyPorterfield.com)
- [Like Me On Facebook](#)
- [Follow Me On Twitter](#)
- [Circle Me On Google Plus](#)
- [New! Facebook Ads Webinar](#)

by AmyPorterfield

Latest Activity Jul 3, 2012

### Featured Playlists



# Video Uploaded on YouTube

# Launch List Building on YouTube

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## Preview



### Free Facebook Webinar!

Click here to learn how to use FACEBOOK to generate LEADS & SALES!

[AmyPorterfield.com](http://AmyPorterfield.com)

<http://bit.ly/youtubeoverlay>



# Launch List Building on Twitter

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**Amy Porterfield**

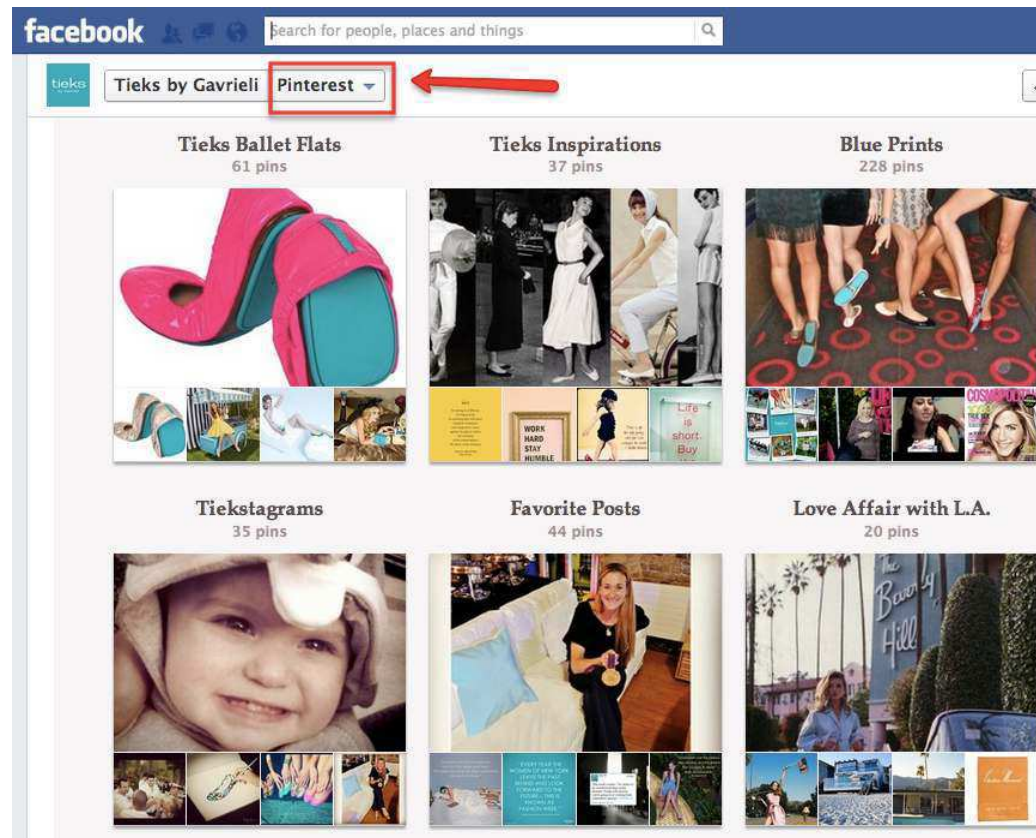
@AmyPorterfield

*I'm a social media strategist who specializes in Facebook  
(<http://AmyPorterfield.com/Webinar>). Co-author of Facebook  
Marketing All-In-One for Dummies.*

San Diego · <http://AmyPorterfield.com>



# Promoting on Pinterest



# Build a Community, Market to Fans Only

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- One of the most effective Facebook Ad strategies is one that **engages an existing fan base**.
- Targeting your existing fan base tends to be **less expensive** than general ads.
- Focus on the users **(your fans!)** who already said they're interested in what you're posting.

# When Launching, Focus on the “Social Ads”

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- Promoted Posts
- Page Post Ads



**Amy Porterfield**

I'm hosting a new webinar, "Your Facebook Launch Guide." Join me! (it's free) <http://www.a...>



👍 556 💬 24 📄 43

Page Post Ad



A screenshot of a Facebook post by Amy Porterfield. The post features a profile picture of Amy, a text announcement for a free webinar, a video player with a play button and a caption 'GET YOUR SEAT NOW BEFORE IT FILLS UP!', and engagement metrics showing 556 likes, 24 comments, and 43 shares.

**Amy Porterfield**  
I'm hosting a new webinar, "Your Facebook Launch Guide." Join me! (it's free) <http://www.a...>

GET YOUR SEAT NOW BEFORE IT FILLS UP!

556 24 43

**Market to Fans, Pay Less Per Click**

**785 Clicks, \$0.25/click. 0.332% CTR**

# Page Post Ad Tips

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- When you know you are going to run a Page Post Ad, be strategic with your status update - **post with the ad in mind.**
- Keep it **short**, yet **enticing**.
- You want to make sure all of your text is in the Page Post Ad and **nothing gets cut off**. This takes a little trial and error!
- The image matters. Check that it shows up properly and it **grabs the attention of your ideal audience.**

# Page Post Ads with Videos

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- When you know you're going to run a Page Post Ad that links to a video, make sure your **ad and video are aligned**.
- Keep your video **under 3 minutes** to get optimal views.
- Give a strong call to action in your video - lead your viewers - and mention the promise in your ad to make the connection.
- Cool tip: When you upload a video or image, you can **edit the post at anytime**. This is not an option without the extra media.



## NOT Promoted



I'm hosting a free, LIVE 'Pinterest for Business' webinar. Join me! <http://bit.ly/L4RPc8>

Want More  
Pinterest Training?  
Sign Up for Our  
June 20th  
Pinterest Webinar.

## NOT Promoted



## Promoted Post



## Promoted Post



# “Promote” Phase Wrap Up Tips

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Focus on content creation around your “SPG”

- ✓ Featured blog post
- ✓ Image campaign
- ✓ Timeline cover photo and custom app
- ✓ Social ads
- ✓ List building strategies outside of Facebook

## {Step 3} Sell

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- The “Sell” phase is the easiest phase if you spend some quality, focused planning in the “Attract” and “Promote” phases.
- Duration: 7-14 Days
- Objective: Entice your captive audience to move from a fan to a paying customer.

# What Happens in the “Sell” Phase?

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- Design your irresistible, compelling offer
- Create an autoresponder email campaign
- Create a sales page outside of Facebook
- Engage with your Facebook fans around questions related to your new program, product or service

# Facebook + Email Marketing

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Facebook and email marketing is **a marriage made in online marketing heaven.**

# Autoresponder Campaign Tips

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- We are no longer in the “Promote” phase, therefore your goal with the autoresponder campaign is to drive traffic to your offer.
- When creating your autoresponder series, remember to add value while selling.
- Create at least 3 emails in your campaign, but you may want to include even more.

# “Sell” Phase Wrap Up

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If everything was set up correctly in the “Attract” and “Promote” phase, the “Sell” phase should be less stressful!

- ✓ Create your offer and choose your delivery method.
- ✓ Build your sales page outside of Facebook.
- ✓ Write your autoresponder email campaign.
- ✓ Be available for questions on all social sites.
- ✓ Be patient with yourself. With each launch, you will get more creative, strategic and streamlined.

Think of your Facebook launch process as a journey. Each phase builds on the other, so spend quality time creating each one.



Do you see how  
powerful Facebook marketing  
is for your business when  
**done right!?**

**You are invited . . .**

To Join Me and an Elite, Small  
Group of People Who Want To  
Get Aggressive With Their Business



# FACEBOOK MARKETING

P R O F I T   L A B

## Here's What You Get . . .

- ✓ **Six Live Online Training Sessions** you can enjoy and participate in from your computer anywhere in the world.
- ✓ Plus **Live Q&A sessions** after each instructional session where you'll have time to ask me directly any questions on the webinar.
- ✓ **Complete, professional recordings** of the LIVE instructional and Q&A sessions so you can hear them again and again and pick up anything you may have missed or use the recordings to train your own virtual assistant to run your social media for you.

## THREE 1-on-1 sessions (just the two of us)

- ✓ THREE Intimate 1-on-1 planning and strategy sessions where we will map out your personal social media business strategy.
- ✓ Discover exactly where your social media efforts can be improved the fastest
- ✓ Ask and have answered any questions you might not want to ask in front of the group
- ✓ Get information specific to your market niche and your individual business

# Here's How You'll Get Results

**Engagement** – simple techniques to get your fans talking – and keep them talking

**Monetization** – we'll map out your personal opportunities for developing revenue streams within your existing social networks

**Integration** – these strategies will eliminate wasted time and energy and get your social networks working together and working for you.

# Snapshot of Your Live Trainings . . .

- 15-Point Facebook Page Checklist: Build a Platform for Real Action
- FB Profit Plan: Discover the 100/100 Kick Start Formula
- Lead Machine: How to Turn Your Facebook Page into a Lead Generating Machine Using Custom Apps
- Client Explosion: Client Attraction and List Building Engagement Tactics That Generate Instant Results
- Action Taking, Raving Fans: Transforming Your Fans to Super Fans Who Want To Buy Everything You're Selling
- Supercharged Facebook Ads: How to Set up Ads That Convert and Sell

# Private Facebook Mentoring Group (\$947)

- ✓ Weekly tips, articles and resources
- ✓ Networking and Connection
- ✓ Consistent Support
- ✓ Small enough to be highly effective







*Only for FB Ad Insiders:*  
Personalized, Recorded Facebook Page  
Review and Assessment (\$197)

## Recap . . .

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- ✓ Six online live instructional sessions with additional Q&A sessions (\$5,982.00)
- ✓ THREE personal strategy and planning sessions (\$3,000)
- ✓ Private Facebook Mentoring Group - (\$947)
- ✓ Complete, professional recordings of the LIVE trainings (\$497)
- ✓ Online Members Area with 24/7 Access (\$297)
- ✓ BONUS! Personalized Facebook Page Review (\$197)

**Total Investment: \$997**

Are you ready to face your Facebook marketing challenges head on and get ready for an incredible 2013?



Go here now:

[www.AmyPorterfield.com/profitlab](http://www.AmyPorterfield.com/profitlab)