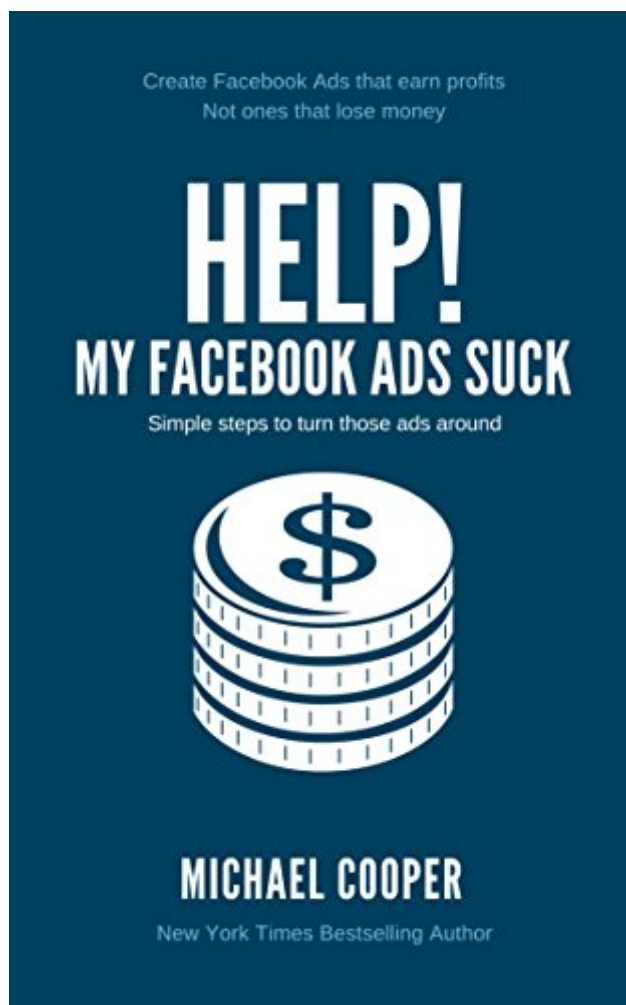


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# HELP! My Facebook Ads Suck: Simple Steps To Turn Those Ads Around



## Synopsis

Have you put up Facebook ads to sell your books time and time again, only to spend a pile of money and not see any sales? You're not alone. I was there too, but now I have quit my day job and make a living selling fiction. Both my initial success and the sustainability of my book sales have come from Facebook ads. In this book, you'll learn how to find the cost per click and sales volumes you'll need to hit to know if an ad is profitable. You'll learn how to target your ads and how to tweak them for maximum returns by age, gender, region. You'll see how to write plot-based ads, character based ads, pure marketing ads, the whole bit. Stop losing money every time you run an ad and instead turn them into book-selling machines.

## Book Information

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## Customer Reviews

If you're a self-published author, you need this book. Period. You need to be harnessing the power of Facebook advertising. The book explains in detail how to figure what your revenue per sale is, including a spreadsheet to do the work for you. It then explains in detail how to set up a Facebook ad, in very clear steps, including what works and doesn't work. No prior experience needed. You will avoid many pitfalls and gotchas by following Michael's instructions. Finally, it talks about tuning the

ad(s) for maximum effectiveness at minimum cost--nobody, including the author, gets it all right the first time. It is his gift to the indie publishing community; hard-won knowledge that he could have kept to himself in the name of business and competition. But, he generously shared it with us. The price is peanuts compared to what you will save and make by following his methods.

An amazing resource; I've long been intimidated by Facebook ads, but Michael's books makes them accessible and doable. Since running ads using the advice in his book, I've seen my sales increase. Highly recommend.

Excellent advice for authors and other entrepreneurs, though it is geared to publishing. The book offers step by step instruction with downloadable aids for tracking costs. Great book.

This book really got into the specifics I needed to see why my past attempts at ads could have been better. I will definitely be using this as a guide next time I create an ad. Oh, and the provided spreadsheet is gold. Thank you!

This book helped me figure out how to use Facebook ads for sales. It gave me everything I needed to get started. Since reading this book, I've learned to keep my CPC low and get consistent and reliable book sales.

Learned a bunch from it!

I bought this book because the title is exactly where I am -- my FB ads suck. What I found is it is the very best information and instruction for the money - bar none. I paid \$700 for course by a successful, respected, and I believe, sincere, author, that focused on FB ads. Other than the hand holding through the actual process of which button to push (which wasn't very important in the overall scheme of things) it didn't give me much more for my \$700 than I got here for six bucks. In this book, there are far too many specific items to select one or three to discuss. Consider this book on Facebook advertising to be a great cookbook that covers the whole spectrum that will get you started and walk you through to at least some modest success so that you are making more money than you spend. My guess is, anyone who applies all of the advice will be successful. And, that is a whole lot better than the odds me and my classmates got for our much greater expenditure where a few people excelled and a lot just drifted away without any real success. I do occasionally write

reviews - but have never before discussed another review on a book. There's always a first time. About the somewhat negative three star review that stated how the reviewer has better costs and their ads are performing better than those discussed in this book - - well, that person should be looking at books with titles like Advanced Facebook Marketing for Experts. They should also be willing to pay for the high end stuff which is in the high hundreds if not thousands of dollars. Be real -- his or her ads couldn't suck and be better than the authors. Also, if there is better information for free - where is it?

I've been running Facebook ads for about a year. I've done okay, hitting high relevance sometimes, getting decent CPC sometimes, but I have had trouble finding consistency while testing all of the variables, and then forgetting what I tried already, repeating the same mistake, failing to repeat successful campaigns, etc. So I'm no beginner. I've spent a lot and probably just about broken even in ROI, all told. The very same day I read this book, I created two new campaigns from scratch, forgetting all my past efforts, and... after running for 24 hours, one campaign has a Relevance score of 10 and CPC of 0.39 (likely headed down, or at least I hope so) and the other has a Relevance of 9 and a CPC of 0.19 (just about the lowest I have yet seen.) I'll be scaling them up, and time will tell, but talk about instant results. THANK YOU, MICHAEL!

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