B3 Traffic Bootcamp:

Lesson 2 - Buying Traffic

By John S. Rhodes & Matt Rhodes

Table of Contents

Lesson 2: Buying Traffic

BUY BUY BUY! ☺

MATT RHODES & JOHN S. RHODES

B3 traffic BOOTCAMP

Welcome back to this exclusive B3 Traffic Bootcamp training! In this portion of the training, you are going to learn how to go about buying traffic in some of the most effective and efficient ways possible. By the way, these methods are meant to be used in conjunction with the strategies for building and borrowing traffic. So, even if you aren't interested in building or borrowing traffic, it's recommended that you review the training for both.

There are lots of basic term defined in the first training session, for example, that you don't want to overlook, as well as some tools and resources provided that can help you create the content that you need, regardless of whether you are building traffic sources or not. Plus, it's good to know about the specific differences between building, buying, and borrowing traffic, and you'll want to know when it's best to use each traffic method you have available to you. Therefore, you're going to want to read through the following lesson on borrowing traffic too.

Again, this portion of the lesson is all about buying traffic, and the methods used for doing this are fairly straightforward. Some people focus on success, and they focus on grabbing that brass ring. They are opportunity seekers, but many of us get lost chasing shiny objects. Let's reverse that way of thinking when it comes to traffic. What if instead of trying to achieve success, we learn to avoid big mistakes? What happens if you remove enough problems and bad choices?

What's left behind if you remove low-quality and even medium-quality decisions? What's left if you leave behind low-quality and medium quality products? What happens if you eliminate

low-quality and medium-quality people from your life? What's left when you remove the garbage from your life? Many people fail because they are changing wild, crazy, and unrealistic success instead of removing the garbage and just naturally leaving behind the right stuff.

This matters tremendously. It's a different way to think about mathematics. You are learning about math, and rationality, and logic, but it's being presented in a different way than you've been shown before. Hopefully, you can feel this. People psychologically get wrapped up around the wrong things, and you are learning to reverse this way of thinking right now.

Look, you could be at the right place at the wrong time. Let's say, for instance, that you went to go eat at your favorite restaurant. You might go there and wait at the front door, but you aren't going to get the meal that you want if it's 2:00 in the morning and the restaurant is shut down for the night. The doors are closed and locked. So, you are certainly at the right place, but you were there at the wrong time.

If you could eliminate the problem of having to time things right, success will be more likely to come about. You can remove the failure, which allows you to better find your path to success. Do you see how that could work in your favor? Of course, you could also be at the wrong place at the right time. Let's say that you are at the top of a mountain. You're enjoying it, and it's wonderful, but that's where you are. If you are wanting your favorite meal from your favorite restaurant now, the restaurant may be open, but you are at the wrong place at the right time.

Why Some People Fail

- Right place at the wrong time (doors closed)
- Wrong place at the right time (dinner time)
- Wrong place at the wrong time (nasty sewer)

B3 traffic BOOTCAMP

A lot of the time, fixing problems in your life and your business just requires you to do a little planning ahead. It may just be a matter of your forecasting what's coming up and taking a moment to question if you go up the mountain now, can you make it back to your favorite

restaurant for your favorite meal at the right time, later on. Many times, problems come about just because of poor planning. After all, it's not the restaurant's fault that you aren't there when it's time to eat there.

If you can remove what's wrong, you're left with what's right. Very good things can happen as a result. Now, you can blame other people, and sometimes it is the outside world's fault, but how you choose to react to it is a responsibility that lands on your shoulders. So, try not to blame the outside world, but if something truly is caused factors that are outside of your realm of influence, how you react to it is still 100% within your control. The lesson here is to control what you can control, and also, disregard, minimize, or remove the rest of the factors that are hindering your efforts.

Psychology

The B3 Traffic Bootcamp system is very much based upon the psychology behind the traffic you are planning on gathering and directing. This is absolutely going to transform how you are thinking about traffic right now. Some people fail because paid traffic requires money. You can barter for traffic, but paid traffic is called that for a reason. It also requires math in the form of testing. It's extremely rare to hit a Grand Slam. John does apologize for the sports analogy, but it is not very likely that you'll be highly successful the very first time you try paid traffic.

You get very rapid feedback, in most cases, so the failures that you do have will give you that, but when you are burning money, it feels kind of harsh to be hit in the face with that. It's fast and furious, and very aggressive feedback. For days, if not weeks, this can get very painful. Do you have the tolerance for that? Do you have the personality to face the reality of spending money and have it smashed in your face again and again? You're wrong, you're bad, fake, false, and the list goes on and on. This is tough.

If you are building traffic, it feels pretty good. You are connecting with your audience, and although your growth is slow, it usually begins with a series of wins as you progress over time. It's also more relaxing because it's all on your terms. Buying traffic is a more assertive practice. You do have to think about this stuff because there's real money going into this. That being said, the B3 Traffic Bootcamp is all about psychology, in general, but it is definitely going to come into play throughout this session of the training.

You have to have a pretty strong personality to buy traffic, and a lot of it comes down to how you react to money issues and how do you react to feedback. Do you fly off the handle, or are you cool as a cucumber? It's very important that you know yourself in this way and that you

decide you can handle the money fluctuations that are coming your way. Now, what else do you have to know about psychology?

Of course, you remember that you always have to understand your avatar, or the ideal person that you're marketing to. You are going to have to contemplate their psychology, especially if you want to hit that Grand Slam. Remember, though, that it's going to be your own psychology that determines the amount of success you can achieve. Your mindset, whatever it may be, is going to have the greatest impact on whether or not you reach any heights of success, first and foremost.

That's right, it's even more important than knowing who your customer is in this particular case. John says, "I'll take a strong person with a weak customer any day, over a great customer and a weak person because they are going to blow in the wind, and they are going to fail. They are going to fail. Their business will fail. Those around them will fail."

Who are you? Have you taken a personality assessment? Do you really know yourself? Have you really done the homework on who you really are? Do you have the money to work with? Now, you can start out testing very cheap, but do you have the money, and can you afford to lose the money? How do you feel, and how do you react when you lose money? Are you able to remove emotions from the equation?

If you remove emotion, what are you left with? That might be helpful. It might also be helpful to ask yourself if you like looking at spreadsheets and data. Are you analytical at all? Most people are not wired this way. They just aren't. Some people don't pay it any mind when John talks about psychology and how much it impacts what they are paying good, hard money for.
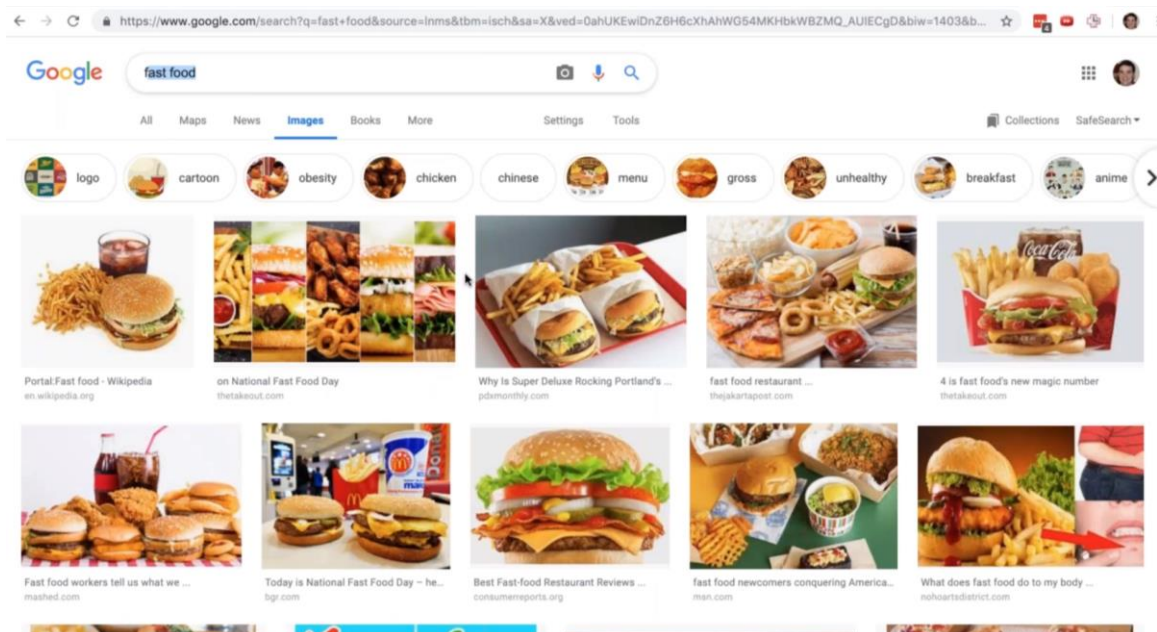
One thing John and Matt will do is run a test called "Color of a niche?" It's a Google Images test, and in this case, it's going to be about "fast food versus organic food". Do you understand that there are colors associated with certain niches? This is important. Check out the screenshot above. John typed in "fast food", and for the most part, he brought up the results shown. Can you identify some of the colors that are related to fast food? Red, brown, orange, and yellow are some that were named during the live presentation.

Next, John typed in "organic food," and the results from this Google Images search are shown below. If you guessed green would be one of the colors, you were definitely right about that. One thing that you may notice is that many of these pictures contain all of the colors of a rainbow.
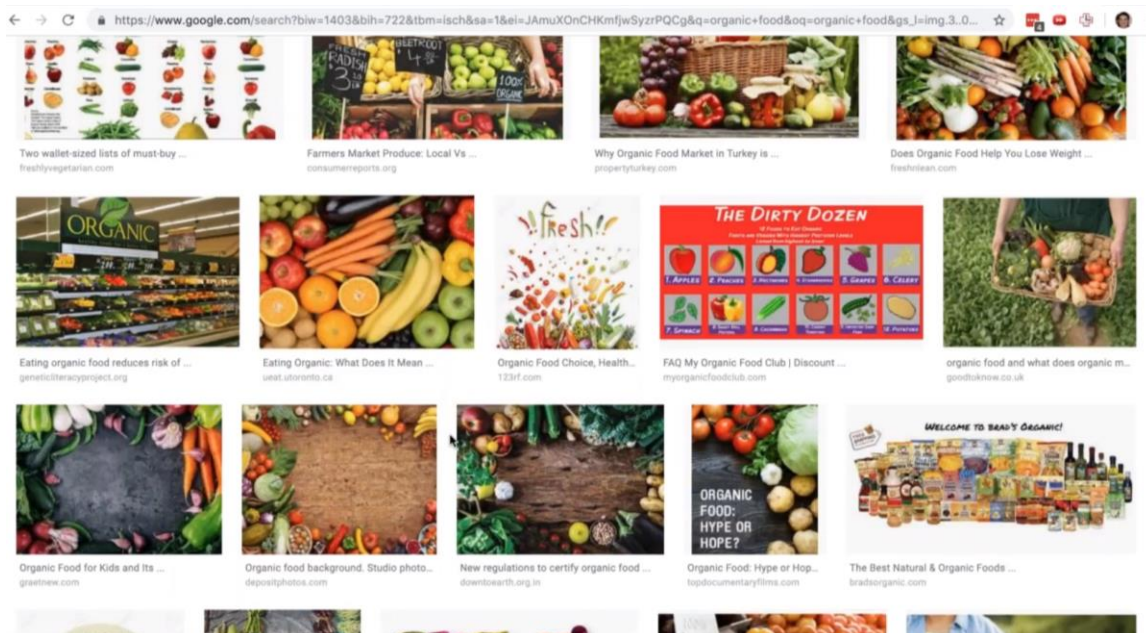
That's pretty interesting. Green is definitely the top color, though. There's no doubt about that. Still, most of the pictures are set up this way, showing a rainbow of colors. The color white also seems to be used more and more these days. Purple is a big one too, but not so much blue.

For any ad that you are putting together, you need to decide, "Am I going with the flow of the colors? Am I going to try to fit in with the colors other people are using in my market? Would I rather not rock the boat, so to speak? Or, do I want to go 180 degrees from what everyone else is doing? Should I use all of the wrong colors to stand out?" In general, John recommends going with the colors of your niche. You try to tap into the vibe and the energy that others in your niche already have going on.

A way to think about this is to imagine going swimming. Would you want to jump into a pool of water that's yellow? What about green? Orange? In your mind, you were probably thinking that water is blue, but in reality, water is usually always clear, or brown. But, in your mind water is usually blue, right? Most would initially say blue. In most cases, people carry the color of water as blue in their minds. The psychology of this is very interesting. Sometimes it's best to go with the colors of your niche just so that you don't violate people's expectations.

The only time you really would want to go against the colors of a niche is when you are doing some sort of "us versus them" type of presentation or maybe if you were doing a "before and after". For instance, you could have some shots of fast foods that include lots of yellow and red, and then you could have an "after" shot of foods that have a lot of rich greens in them, along with the purples and other colors spoken of before. So, it's like, "Before, unnatural eating, and after, natural eating."

Surely, that all makes sense. This information transcends past just paid traffic, by the way. You can use this information when you are choosing the images to use in your paid ads, and in some instances, you can use this when you are borrowing traffic. You'll learn more about that further on in this training, but know that what you are learning about color right now can be used in almost every aspect of marketing. Therefore, this also transcends the art and science of getting traffic. Colors are important when it comes to the psychology of humans, in general.

If for any crazy reason you don't have access to Google, you can do this same thing by looking at magazines. Flip through and look at the pages, look at the cover, and look at the advertisements. There might be a certain color scheme that's used in the marketing within your niche as well, which could even differ from the overall color scheme of your market.
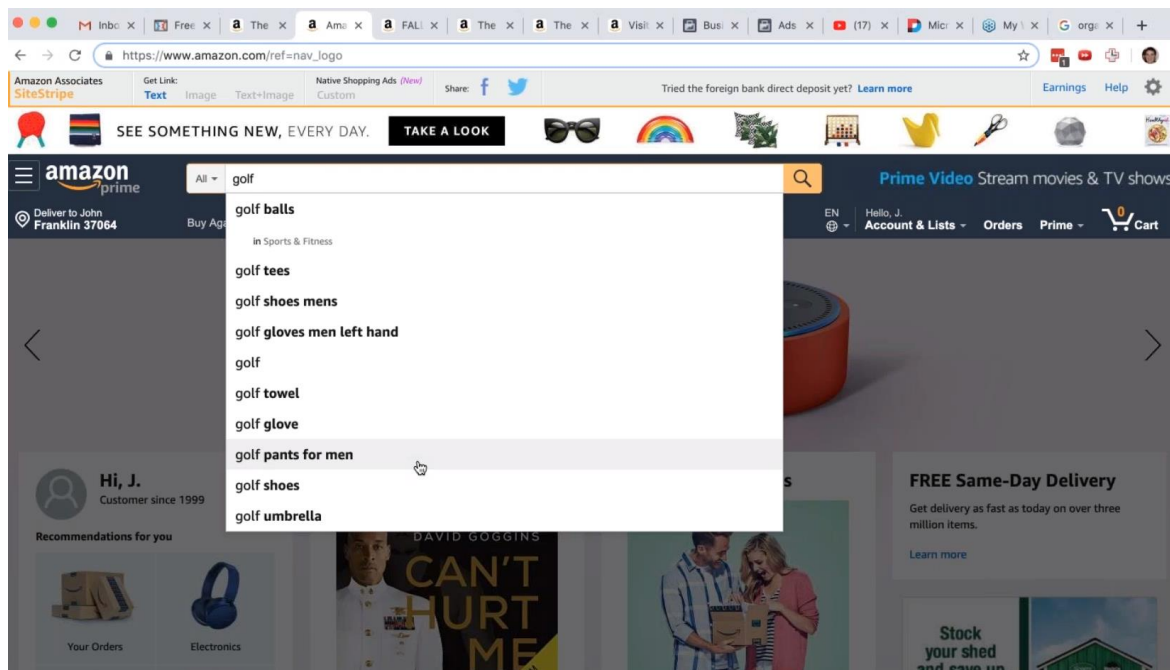
Psychology is used in all forms of marketing, but especially with advertisements. Color, Clarity, and Contrast are the 3 C's of Color, according to John, and he headed over to Amazon to further explain this. When he reached the site (https://www.amazon.com/), he typed in "golf". By the way, if you look at the screenshot above, you'll see that Amazon's keyword suggestion feature is opened up. This is a great place to look when you are trying to find the best keywords to use for your niche. These will help you know what keywords to target, not only on Amazon, but on other platforms, such as Google, too.

Anyway, John used the word "golf," just to get a very general overview of the niche. Take note that he doesn't usually use Amazon to figure out the color of a niche. It just doesn't work the same way as a Google Images search does. In the Amazon search results, he saw a lot of green, silver, and black, but it really didn't give him much of an idea about what color the niche is. He doesn't want to guess at it; he wants to know what it is. So, he changed his strategy up a bit, and he looked up golf books instead, but he still didn't get a good idea of what the color of the niche was.
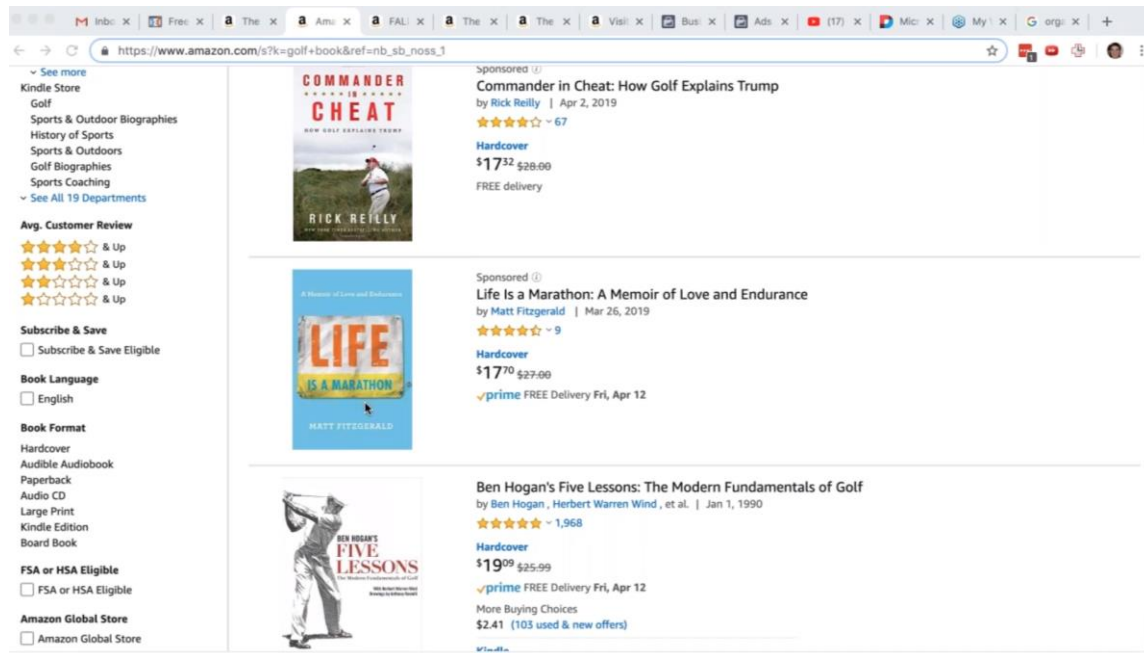
Let's get back to the 3 C's: Color, Clarity, and Contrast. You want to make sure that there's great color being used in the pictures and illustrations. They need to be clear, not fuzzy or vague, and the contrast should be super-high. Can you read the words on the top book cover shown in the screenshot below? You want everything to be very clear. The next book cover has some yellow over blue. Those two colors don't go together very well, and this is a problem for people that are color blind. Plus, that contrast, between the yellow and blue, is very hard on the eyes.

The third book cover John showed had a good picture in it, but the title was hard to make out. The fourth book, John referred to as "a train wreck". He couldn't even read it, and he was trying. Of course, you can read the title next to the cover image, but people shouldn't have to. The fifth book did turn out to be a good one. It is shown below. You can see that it has good clarity, color, and contrast. They used a super-clear picture. Overall, the cover clearly shows what the book is about, and you can clearly read the title. Then, you can see what they did with the contrast too, when you look at the title and author name.

Take note that this book is a bestseller. Can you see how these 3 C's can come into play when it comes to the psychology behind the success of things? The creator of this book has tipped the scales in his favor by utilizing the 3 C's. Do take note, however, that sales don't always mean anything. They do in some cases, but not always. For instance, a book might be selling well online, but it's because of offline traffic, not what they did with their book cover design. But, in this case, if you were to pick between one cover or the other on this page of results, there's really no question why the book with the clearest cove, that also uses color and contrast well, would be the best seller on the page.

You can look at the best seller cover, and you instantly know what the book is about, as opposed to the one prior to it, which makes you think, "What? That doesn't make any sense." You want there to be certainty in the buyer's mind, which is why color, clarity, and contrast are so vital to success. Now check out the book in the screenshot below. It looks like it was made in Microsoft Paint by someone who knows nothing about design, and you can evaluate it by examining its color, clarity, and contrast.
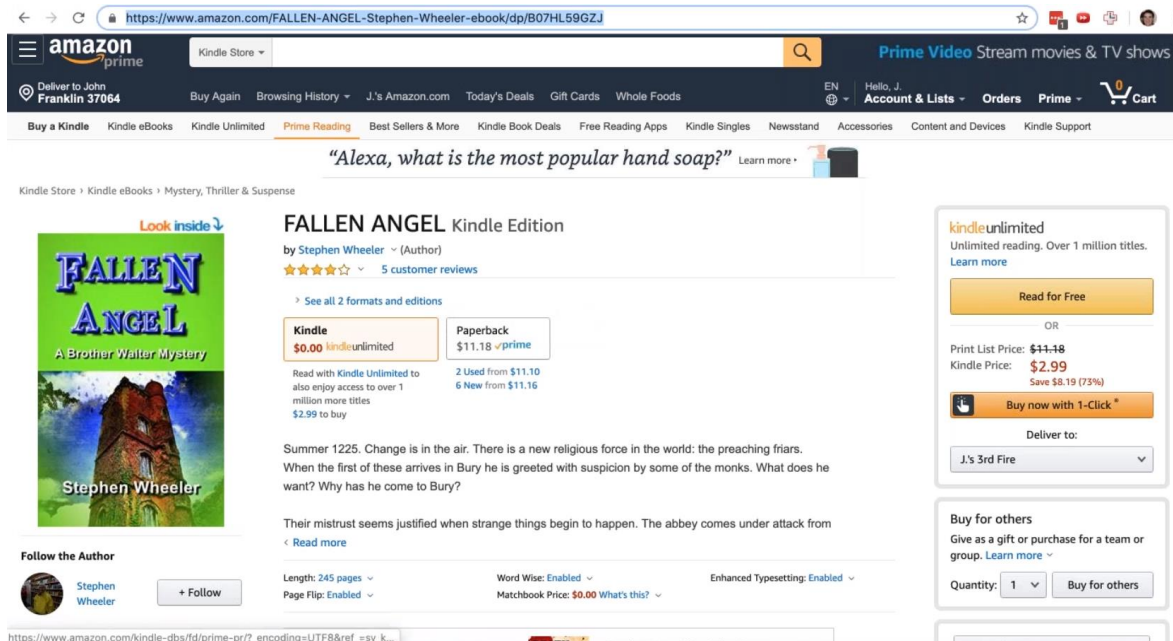
Facebook Advertising & Research

Looking at professionally-made book covers can be very useful. You can also look at advertisements. Remember, you want to remove what's bad to know what works. Let's also think about ourselves and what we can control. When you head over to Facebook (https://www.facebook.com/), you usually just start scrolling down to see what catches your attention. You might notice that some of the posts have shares and a few responses. In some cases, you might click on the "Show More" option to find out more about what's posted.

Also, many times you will skip on by the less interesting posts, but sometimes you may click on the button labeled "Learn More" to find out more about something advertised. As a marketer, you might click just to see where the ad leads people and so forth. John does this sort of thing all the time. If you do this sort of thing too, you might have noticed that you are seeing the same ads and posts from the same people over and over. You may have wondered if you were being retargeted or something. Facebook has definitely made changes to what goes into your feed, and they are also making changes to what you can see in an advertiser's account.

John noticed that a friend of his was doing really well with his marketing, so he clicked to visit the man's page. His name is Daniel Levis. Most of Levis' stuff is related to marketing, but there's not much in the way of advertisements. John clicked on "Info and Ads," which is located within the side menu. When he did, he saw a notice titled, "Active ads from Daniel Levis". Below this notice were all of Levis' ads. This includes everything that he is running currently. There's a lot that a person can do with this information.
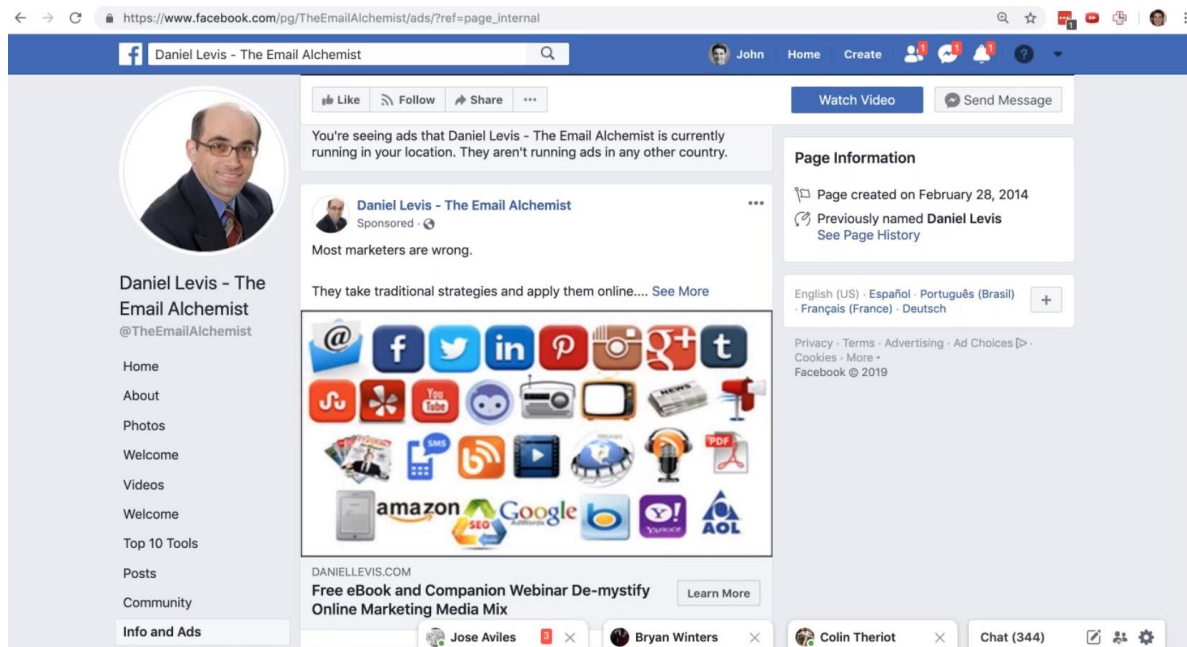
By looking over this stuff, John could find out about everything Daniel has been testing as well. John now knows that he's testing three ads, and from his own experience, he knew which one he was probably using as a control. So, within a matter of seconds, John knew what was working, what was in rotation, and so on. John hovered over a couple of the links with his mouth and found that the ads were directing traffic to different places. So, that gave him more insight into what Daniel was up to. If John wanted to, he could deconstruct Levis' entire campaign structure. He couldn't tell what he was spending or who he was targeting, but John could find that information too, if he wanted to.

You could reverse engineer any advertiser or advertisement that you wanted to in this way. Matt and John are constantly looking into what their competition is doing. They look at what they are doing right, what they are doing wrong, what pops up, why it pops up, and so forth. This is a great way to understand what other people are doing with their Facebook advertising and how powerful it can be. John wasn't concerned about the structure of Levis' ads. He was more curious about the structure of his campaigns.
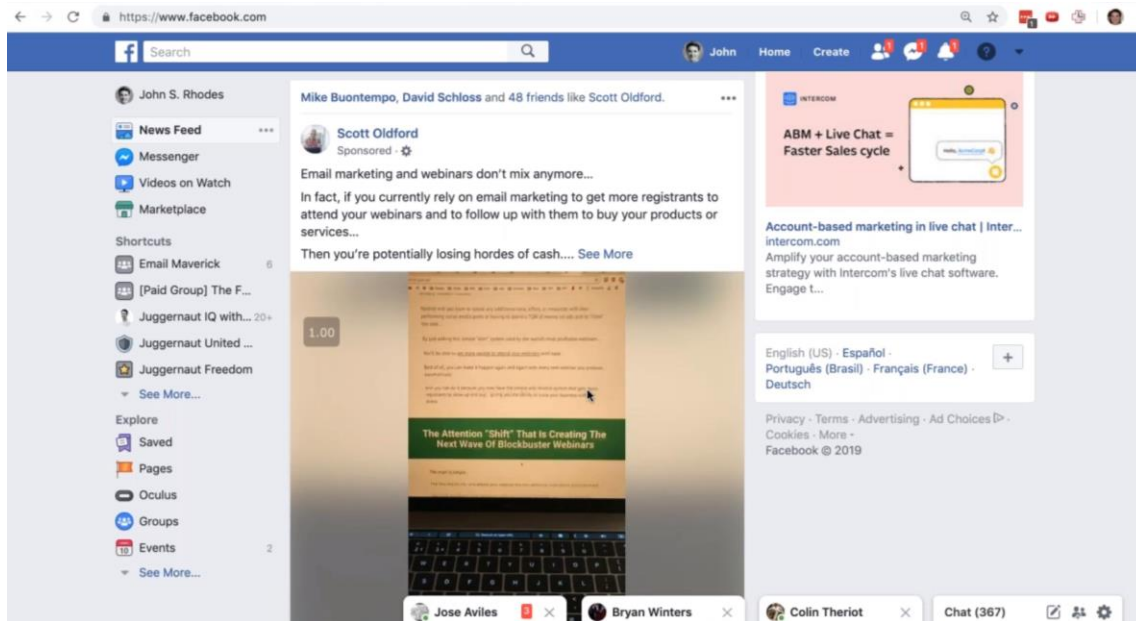
The screenshot above shows an a that John's seen many times before. The marketer who has placed the ad is named Scott Oldford. He's either retargeting John purposefully, or he's spending gobs of money. When John clicked to view Scott's page, there were a number of ads that John had never seen before. John also pointed out that Scott was advertising mobile text alerts. So, checking out the "Info and Ads" section on your competitors' Facebook pages, you can see what offers they have too.

Maybe you are looking for a new product, a new offer, or a new angle, or maybe you are looking for a new hook to use on the people in your market. Checking out people's Facebook pages in this way can help you to research these types of things and brush up on what you're doing yourself. The reason John went over all of this was because he wanted you to know what Facebook is currently allowing people to do and how marketers currently interact. Anytime you can gain some advantage, you want to grab it up. What you just learned how to do will give you a significant competitive advantage.
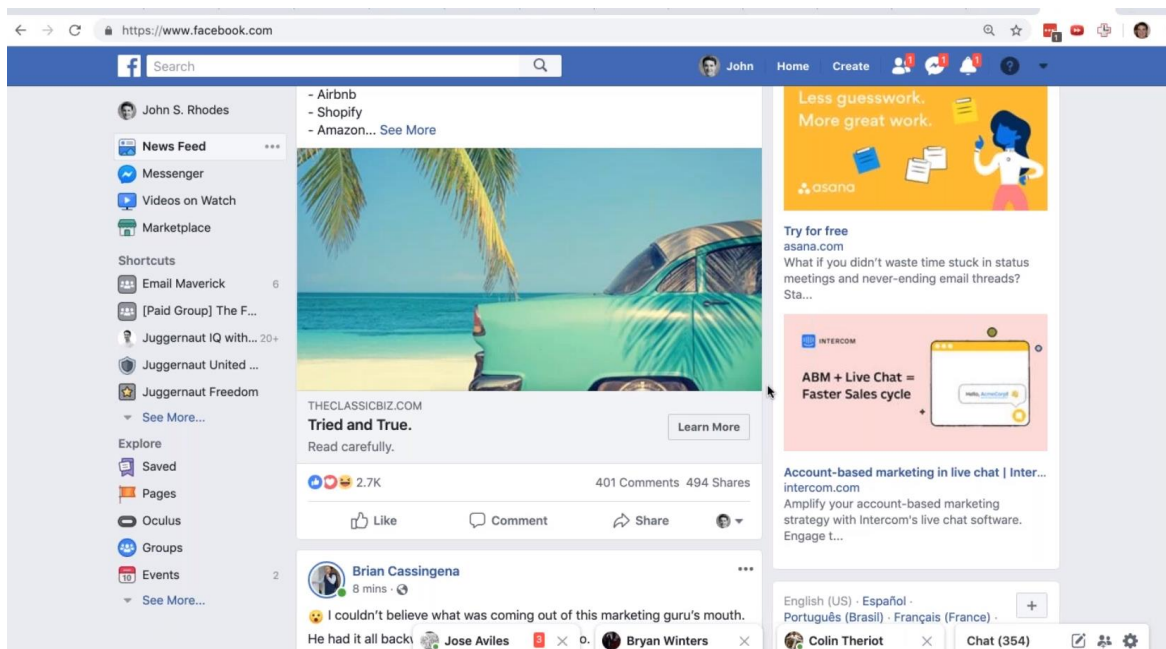
Look what other people are doing in your market. Remove everything that doesn't work and focus on the things that do. This is a very valuable strategy, but do you know what the problem is with what Facebook is doing? The geniuses that work on Facebook are tricky, but they don't give you the social cue information. They tell you what people are doing, but they don't tell you what's working. The screenshot above shows an ad that has gotten 2.7K likes, loves, laughs, etc. It has also gotten over 400 comments. With that high of engagement and interaction, the creators of this ad are definitely doing something right.

So, you can figure out what's working well, but you'll have to keep track of all of this data yourself. There are some useful tools out there that can help you with that daunting task, but they come with a hefty price tag. Even the most expensive tools out there aren't going to do as good of a job as you could by sitting down, thinking about this stuff, and attacking it head-on. You are learning to use your mind, which is the best weapon that there is, to evaluate all of these factors.

Of course, finding the ad shown above made John curious. He wanted to know more, and he clicked into the advertiser's page to find out whatever else he could. There's really no way to know for sure if the ad, itself, is really good or not. When you click on the "Info and Ads" section of an advertiser's page, you can see all of the ads they are running, but Facebook doesn't show how many likes, comments, and shares the marketer is getting within their campaigns. The platform deliberately does not give you that information, but you do get some of that information when you see an ad in your own news feed.

One thing that John did take note of, when looking into the ad shown above, is that the marketers running the ad did not have any other ads running. That means the ad John was looking into was crushing it! It works so well that they didn't need to run any other ones, and also, you know it's doing well because it shows so many likes and comments on John's news feed.

So, this is the type of ad that you would want to study a bit. You might try to model after it, or you might just analyze it and look into what they are doing with it. You could click on the buttons, see where it goes, and even take notes on how it is used. John recommends that you find something as powerful as this ad, you do everything you can to find out what makes it work so well.

Have no doubt that John is going to end up analyzing this ad very closely because he knows it's a winner. No one in their right mind would spend money on paid ads and only have one ad running, unless it was an extremely successful ad. By the way, you should keep a swipe file to put ads like this into whenever you cross paths with them. That way, you can refer back to them when you are trying to set up some winners of your own.
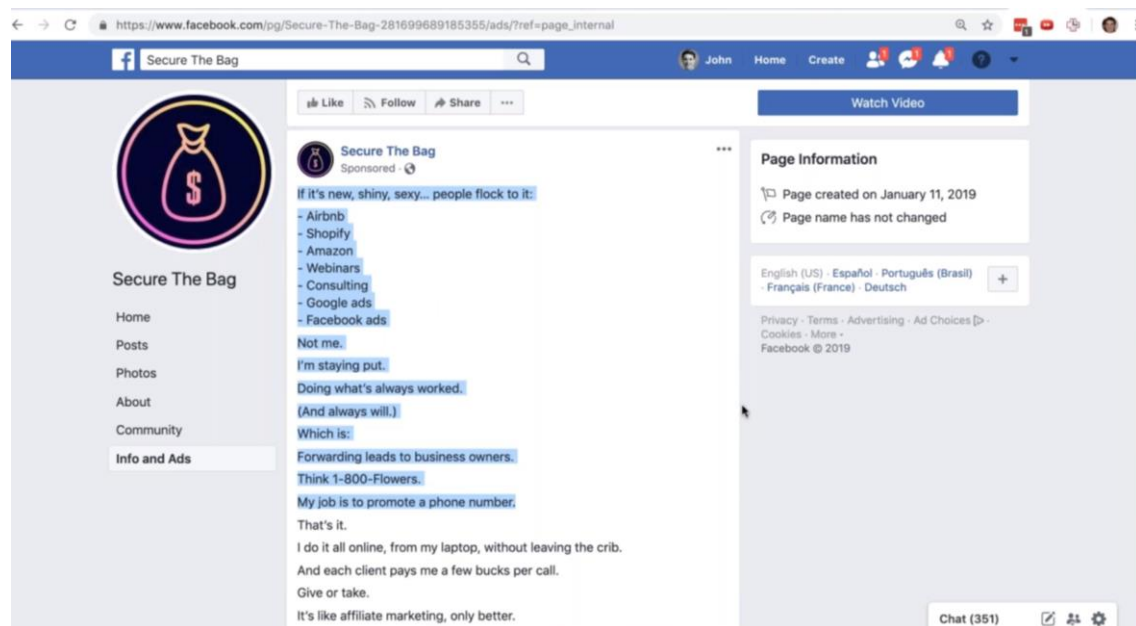

When you are running your own paid ads, you've got to spend money, and you've got to test your ads. Before you do any of that, you have to do your research. There's no specific amount of time that John can recommend that you spend on research. Knowledge is power, though, and it can save you a ton of money to do a lot of research up front. It can also make you a lot of money to know what your competitors and others in the same niche as you are doing with their campaigns.

There's just no way to get around doing your own research and testing. The closest you could get to automating this process is to pay an ad agency to do it all for you, but that's going to cost you a significant amount as well. Plus, it's going to take you a while to find the agency. Even if you do work with an agency, there's still a certain amount of research you'd want to do on your own.

You could be spending your time building traffic, and by doing so, building assets. On the other hand, you could be spending that time trying to use tools, doing your due diligence, and looking for what works. You see? Using paid traffic does not completely eliminate the work that you have to do. Anyone that tells you that you can simply throw money at paid ads is a liar. That's an absolute fact, and hopefully, it makes a light bulb come on over your head.

You can throw all your money on ads, of course, but if you haven't done your research and gathered data, you will definitely waste a lot of money on the ads that you run. You have to test, and that's the downside to all of this, and you have to spend time researching your niche and studying other marketers to ensure that you are running your ads optimally.
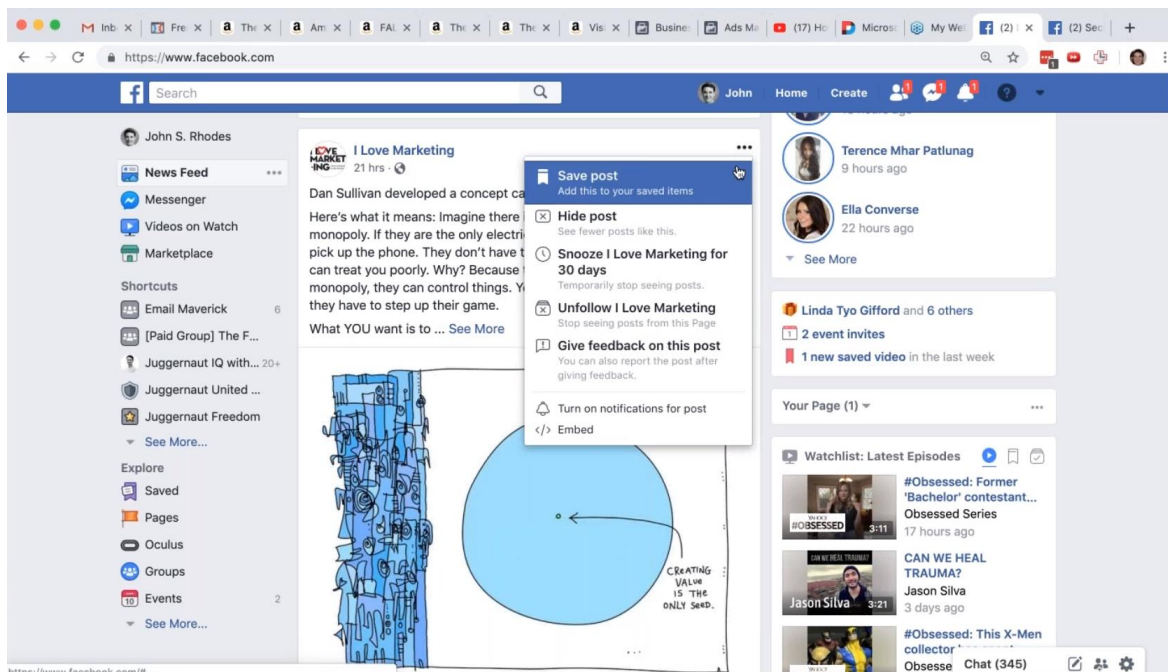
John's Facebook Swipe File & Ad Strategies

John has a ton of different swipe files, but he's willing to share what he has found on Facebook with you. The first thing that you are going to want to do when you find an ad that interests you on Facebook is click on the three dots at the upper right-hand corner of the post. When you do, a window will appear, as shown above. Click "Save Post," and you'll be able to pull up the post easily later, when you have time to look into it further.

John saves posts and images all of the time, so he's always adding onto his "swipe file". Once you have saved a post that you like, simply click on the "Saved" option on the left-hand side of the page. When you do, you'll be directed to a page that's similar to the one shown below, except it will contain the posts that you've saved. You might also take note that at the top, Facebook is advertising their "Collections" feature, which is probably something that's great to use as well.
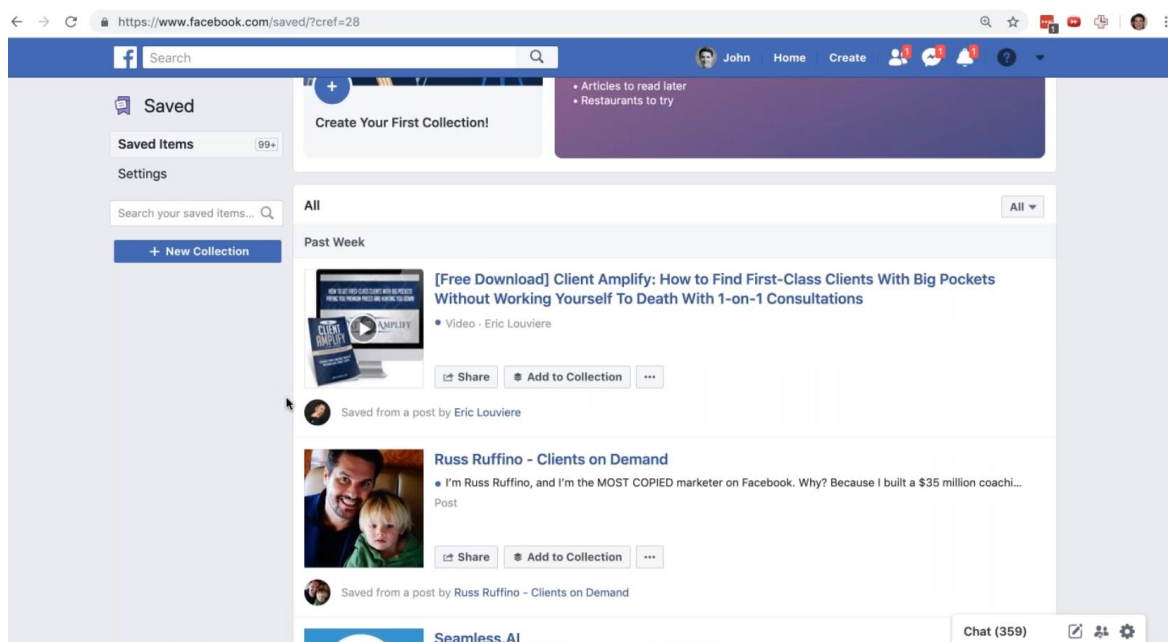
John clicked into one of the posts he had saved in his Facebook account to look into it further. It was one made by Russ Ruffino, who is a very successful marketer. To begin, John wanted to know if the ad was even still running. The ad gives you the date of the post, and John saw that this ad had been posted two weeks prior to the live presentation of this material. Upon looking into Russ' other ads, John found that Russ was only running a handful of ads, which was surprising to him. Since he knows Russ spends a lot on ads, he knows the few he is running right now must be working well.

Looking over some of the other things he has saved, John clicked into one by David Frey. However, the post he clicked on wasn't an ad. So, he headed over to David's page, and it ended up being his personal page. This was just something that John saved for one reason or another, not one to research and analyze later. However, most of what John saves are ads, and this is how he builds his swipe file. Later on, he can use this data to put together better ads for his own business.

Comparing one ad with another is not an easy thing to do. You can, of course, analyze both by looking over the text and the images used, but making a comparison on why one works better

than another isn't really something that's simple to do. It truly comes down to the images and video a marketer is using and the text within the ad, and then you also have to take the offer into consideration. You want to pay attention to where people are being directed. Those are the three main variables that John looks at.

You can have all the information in the world, but if you don't have the foundation that this training is providing you, learning how to make a Facebook ad isn't going to do you any good. Therefore, this isn't a tutorial on how to create Facebook ads. Tomorrow, it could all be different anyway, so instead, let's learn some of the principles that will help you to create your own ads effectively for years to come.

John logged into one of his Facebook Ads accounts. He has a few because he has multiple businesses, and he has had several different business partners. Also, in the past he's used agencies. So, there are a number of different reasons why he would have multiple accounts. For presentation purposes, he began by focusing on what you need to do to get an ad created, but he decided not to go into detail about how to create an ad.

This portion of the lesson is all about the principles one should follow in creating a great ad. In other words, John went over the things that he would do to get maximum value out of an ad, in as little time as possible. He states, "I want the smallest hinges swinging the biggest doors possible." Check out the options given in the screenshot below.
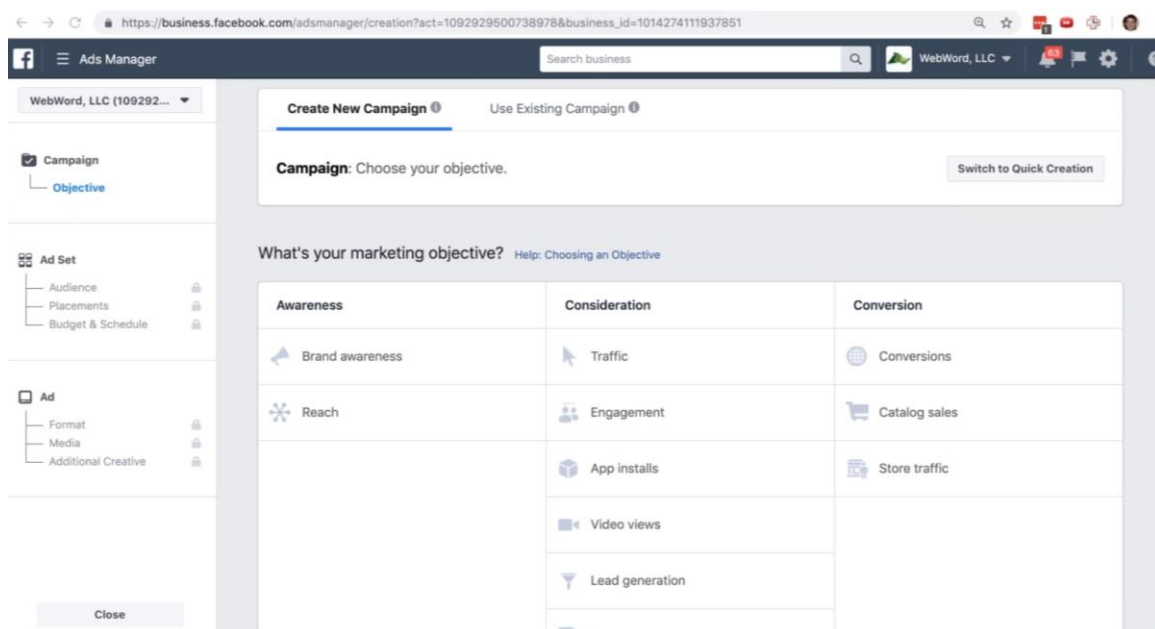
John says that he almost always ignores the options for "Brand awareness" and "Reach". When he sees these options, he thinks, "How can I burn as much money as quickly as I possibly can?" He calls them complete failures, and he feels as though they have no purpose in his life. John is

a "direct marketer". He puts money in, and he wants to be able to measure the results, especially with paid ads. He is also a direct marketer when he's building or borrowing traffic.

John continued on, saying, "When I'm buying traffic, I'm a hard-core, bloodthirsty capitalist, focused on direct response. That is, put ads, put content, put offers, put sales pages in front of people and seeing what my conversion rates are like. [That involves] doing the math, doing the testing, and so forth." So, he ignores the "Awareness" options. He typically uses the "Traffic" option, found within the "Consideration" column, or he may look into "Video views," which is found within the same column. Sometimes he also looks at "Engagement".

The "Lead generation" option isn't one that he uses often, and neither is "Messages". John knows marketers that are doing well using one or the other of those options. Facebook has built-in functionality nowadays that allows you to capture leads within Facebook and there are also chat bots. John has friends and colleagues that use these options, so he knows that they work, but John doesn't use them. He also doesn't use "App installs," but that is mostly because he doesn't use apps, and therefore, this option doesn't make any sense for him to use.

Primarily, he uses "Traffic". When he uses "Engagement," it's usually because he has a fresh Facebook fan page, or fresh Facebook postings on a newer fan page, and he wants to get more traction and momentum. In such circumstances, he wants to get people to like and share. When it comes to "Video views," he uses this for similar reasons as those he has for using "Engagement". Sometimes he uses "Video views" when he wants to get a message across to as many people as he can in a very narrow market. So, that's one of the main reasons he uses it.

Another reason John uses "Video views" is to see if there are people watching a video past a certain point in time. This shows that he has engaged them at a certain level. So, he knows that they are interested in a certain topic, and this allows him to build custom audiences. You can do that with traffic and engagement too, but he primarily uses "Video views" to build out his custom audiences, and then he normally market with "Traffic' or "Conversions".

If you want step-by-step training on how to create ads, there's wonderful training available on the topic elsewhere. That's not what this is about at all. However, feel free to contact John for recommendations. Again, this is all about teaching you fundamental strategies that you can continue to use. John loves the "Conversions" option, but he never uses "Catalog sales" or "Store traffic". Those options just don't fit what he does.

Let's say that John was pointing traffic at a squeeze page, or maybe he's pointing it to a webinar registration page because he wants more people to sign up. Therefore, he wants conversions. John typically uses a pixel on the front side of an offer and a pixel on the back side. The one on the front side shows that a person has landed on a page, and the one on the back side let's John know who has submitted their info. So, they've been converted from a prospect to a more

committed prospect. You could also do the same to track sales. There are lots of different ways to go about making this work for your business.

Think about what you are tracking. Think about the "before and after". Think about if you are trying to get direct sales. That's direct marketing. But, also, think about if you are doing "indirect marketing". You would use "Traffic" and "Engagement" to build an audience, and then you use that audience for traffic so that you can narrow down your target audience and lower your costs. Take note that this is exactly what John does with the "Video views" feature too, as well as with "Engagement".

By having higher engagement and creating custom audiences, according to who is engaged, you can cut down your traffic costs considerably. You'll be able to narrow down your audiences and target the right people this way, and you already have momentum flowing well when you do it this way. You may have never heard things explained this way before, but hopefully, this is all making sense to you. If that's the case, this is probably the type of explanation that you've been missing. If you come in and just try to create an ad prior to learning some strategy, it's easy to get lost within all of the options that Facebook has available to you.

If you haven't already identified the proper psychology, and you don't already understand some basic principles, like, "clarity, color, and contrast," then you are screwed if you try to jump right into creating and paying for ads. John reemphasizes that you can waste a lot of money on Facebook ads, especially if you just start using the "Brand awareness" and "Reach" options. Neither one of these options does anything for you, according to John. Branding using Facebook traffic can be very expensive, for example.

Do you think that trying to spend money on branding is going to do you any good if you are up against the big brands like Johnson & Johnson or IBM? Even a top-notch marketer, like Frank Kern or Tony Robbins, would be very difficult to compete with. If you were to try to build a brand that stands against big names like that, then you are just burning money. That's why it's important for you to learn about principles and strategies before moving on to paying for ads.
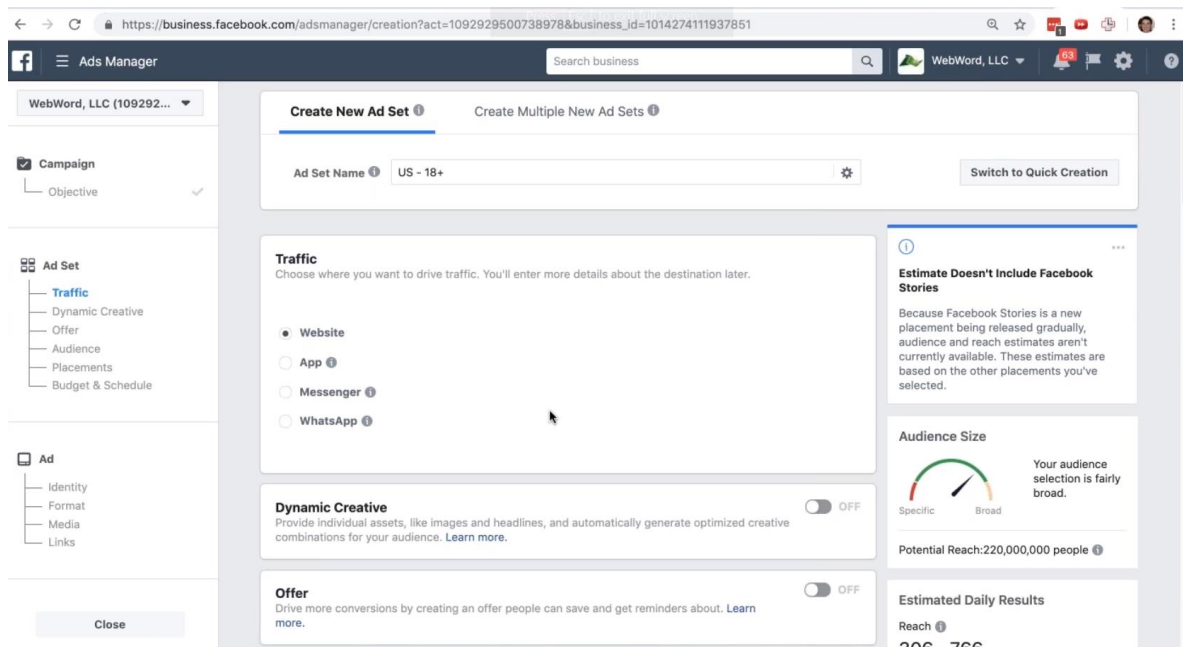
To show you in a little better detail, John clicked on the "Traffic" option, and it led him to the page shown above. His intention wasn't to give you information about split testing or budgeting. Again, there's other training that covers all of that. Although Facebook's interface isn't as user-friendly as it could be, and the layout isn't the best, Facebook does actually give you a pretty good idea about how to utilize what is there. Do you know why they do it this way? They do it so that it's kind of hard, but very easy to spend money.

Facebook wants to give you all of the power tools in exactly the way that it makes it difficult for you to know the answers right out of the gate. They want you to test. They want you to be a direct marketer. So, it's this "evil genius" system with high levels of complexity. Think about it. How does Facebook make its money? Is it just from views and likes? No. They make their money by selling ads. How do you sell ads? You are giving people power tools, and you give them the opportunity to spend over and over. Facebook has designed their interface so that you will spend lots and lots of money.

There are always new features popping up within the interface too. John skipped over most of them during his presentation. He did touch upon using the "Custom Audiences" feature because he finds this quite useful, and he also spoke to the usefulness of "one-minute free traffic". You'll learn more about all of this in the section on borrowing traffic. After you come across the "Custom Audiences" feature, you'll be given some option for setting demographics, such as choosing people's age range and location.
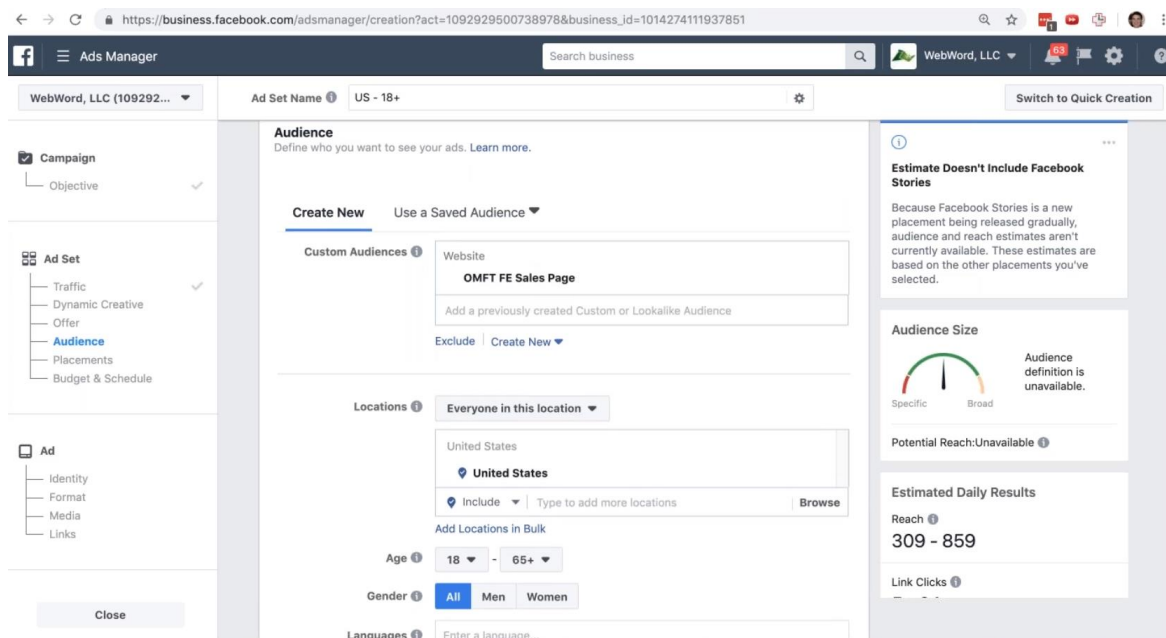
Facebook gives you plenty of opportunity to test different audiences and fail at it, but the beauty of that is that you can fail 90% of the time, if you are getting great returns on your money when you do hit things right. If you are making 50 times every dollar spent on a winning campaign, that swamps out all of the failures. Think about yourself in terms of Babe Ruth. For a long time, he was the top home run hitter in his league, but he was also #1 at striking out. Striking out is failure, but he made up for it when he did hit his homeruns, making him one of the most successful players in baseball history.

A lot of the time, John will go with the recommended settings. Sometimes he does turn off the Messenger and Instagram settings, because he doesn't particularly care for those. Then again, sometimes he only targets Messenger, depending on his audience. This all comes down to what works best for you and your particular audience.

There are all kinds of settings for link clicks and impressions. John isn't very fond of impressions either. He mostly uses settings for landing page views and link clicks. Impressions aren't what John is looking for at all. That just gives you an idea of who is viewing your stuff, which John doesn't really care to know. After you are done with these settings, you can click the "Continue" button at the bottom of the page in order to begin constructing your ad.

John will typically choose the "single image" option for the type of ad he'd like to construct, but again, that depends on what he's working on. A lot of the time, John will use the free stock images that are available. You can use these images in your marketing too. During his presentation, John laughed because a warning came up saying that some stock images don't comply with Facebook's policies. Isn't that funny that Facebook does this? This is why you need to have an open mind, and you have to read these warnings.

Remember that you can use Pixabay (https://pixabay.com/) or Unsplash (https://unsplash.com/) to find images too, and you can put something together over in Canva (https://www.canva.com/). Of course, it's a lot quicker and easier to use the stock images that Facebook provides, so that's certainly an option for you. The next section of this setup allows you to add text, URLs, and calls to action to your new ad. John didn't take the time to go into great detail about any of this during his presentation, but he did try to point out aspects of setting up an ad that you may have never considered before.

Math

When it comes to paid traffic, many things can be measured, and many things should be measured. If you aren't into math and numbers, then paid traffic can be an absolutely miserable experience. Seriously, this can be an ongoing thorn in your side. You are going to end up looking over and studying your earnings-per-click (EPCs), conversions, cost-per-click (CPCs), and sales numbers, just to name a few. If there's something that you aren't measuring, it's unlikely that it's ever going to improve.

It's important for you to think mathematically and logically when you are running paid ads. So, let's say that you have front end and a back end offers, and you are using the "one-minute" free traffic feature for your front end offer. You also have the option to receive "one-minute" buyer clicks, which would be pointed towards the back end. This all requires you to think in a more advanced way about losing to win. Keep in mind, that a few great wins can counter most of the failures that you have.

Maybe your goal is to make $1 for every $0.50 that you spend. So, you are out to double your money. Sometimes, you have to spend $2 to make $1 off the front end. Whether or not you'll be able to scale often depends largely on what you are selling on the back end of an offer. If your back end is strong, it really doesn't matter if you are spending $2 to earn $1, but you have to know what your back end is worth in order to know whether or not you're just wasting money.

** "DEEP" MATH **

1. Front End vs. Back End
   - FE $1 sale but cost for click is $0.50 ☺
   - FE $1 sale but cost for click is $2.00 ☹
2. Customer Lifetime Value (lose now, win later)
   - $1 today, $100 "tomorrow"

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How much would you have to make on the backend of your offer to be able to afford spending $2 for every $1 earned? All you would have to do is make another $1 off of the back end of your offer. That can be something as simple as having an autoresponder follow-up series that you are selling other things through. You should also consider how much each person on your email list is worth when you are collecting leads. No matter what you are doing in your business, John and Matt recommend that you continually add email addresses to your email list one way or another.

It's not enough to figure out what you are making on the front end versus the back end versus what you are spending on ads. You also have to look at the lifetime value of the customers you gather. You've already learned that losing now can enable you to win later. Again, paid traffic isn't for the weak-hearted because the amount of money that you lose upfront can be tremendous. You have to invest money that you're most likely to lose every time you start a new campaign. But, every $1 you spend could lead to hundreds of dollars in revenue later, especially if you are gaining customers who will buy your back end offers down the road.

Very often, when you go into a new campaign, you are starting from scratch, and you're going to get kicked again, and again, and again. Still, when it comes to your customer lifetime value, you might spend $1 getting a new person added to your list, and that person could end up buying a $100 product from you eventually. Consider this. If you have deep enough pockets and a long enough time span, you could invest $50 in ad spend for a $1 trial offer if you know that, on average, each person coming on for $1 is worth $100. Hopefully, that makes sense because this might be the most important concept that has been presented in this portion of the training.

It's extremely important that you understand that you can spend a huge amount of money on paid traffic if you know the lifetime value of your customers. You can just spend and spend because you know that in the short term you might lose, but in the long run, you're going to make a ton because of your customer lifetime value. If you're a beginner, this is probably pretty bad news for you, and this is why so many people begin by borrowing traffic or building it themselves.

If you are just getting started, you might not be able to wait 3-6 months or longer to see a return. Plus, you can't really run any numbers starting out because you don't know what to base them on yet. In many cases, beginners just don't have the track record or the results that they need to understand what's happening on a deeper level. There are a lot of ways that you can predict what your returns might be, but in many cases, it comes down to how much you can make off of each customer with every dollar spent.

Let's say that you are offering a $1 trial, and each customer that stays in the program will pay $50 a month after the trial ends. Then, you find that, on average, your clients are staying on for three months. In such a case, you would multiply $50 x 3. That's $150. So, you know that the average person coming into the program is worth $150. It's important that you comprehend this, so spend some time thinking about it.

When you know your numbers, you can spend more than you make on the front end and become very profitable. The catch is that you need to know your numbers and have deep pockets starting out. That way, you can spend your way to nirvana. That's the idea, right? In order to do that effectively, though, you need to know what your ads are doing, how well they convert, how much they cost, and the cost of acquiring your customer.
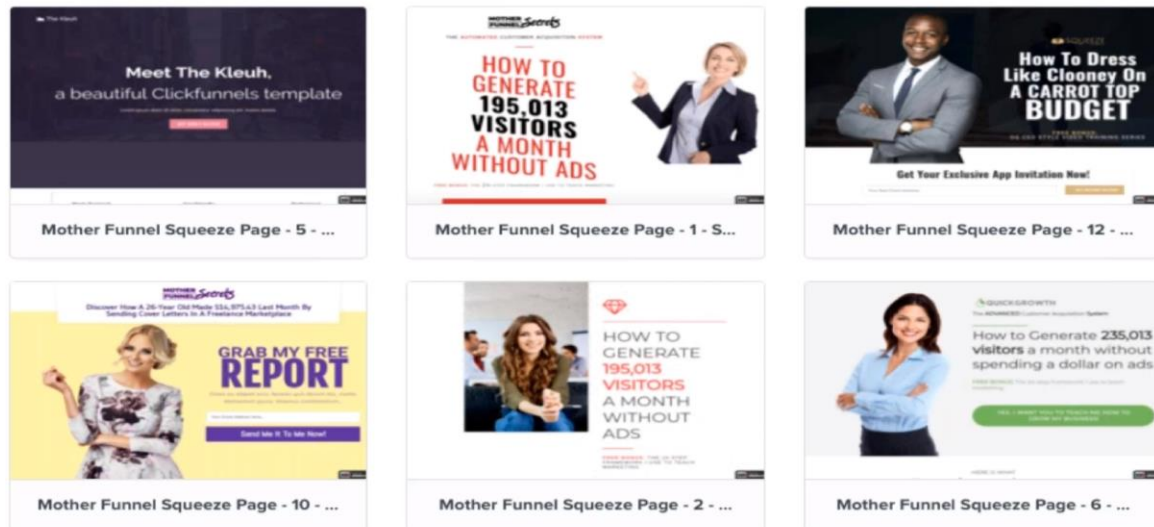
You've got your front end, you've got your back end, and you've got your funnel, overall. You also have to know the dollars that you can make on a sale. How much money can you make from a sale, considering the front end, the back end, and everything in between? How much can you make by having them added to your email list? That's really what you need to know first. How much money can you make from a customer with your campaign, funnel, or offer? Secondly, you'll need to know how much it costs to bring someone to become a customer.

Third, once you know the lifetime value of a customer, you will know how much you can spend to acquire that customer, how much money to spend on your ads, and so on. The first two factors will lead to the third, but it's not easy. John can't work this out for you or provide you with formulas that will work in every case. Each and every business is different and will require different investments to bring about a positive ROI over time. There are examples that John could provide, but the only real way to know is by testing.

Anyone who gives you specific numbers is going to be wrong because every business is different. Even if they have seen 1,000 different customers, they can only give you a probable estimate. They can only give you a range at best, and even that range is biased. John admits

that he can't give you specific numbers, especially since he doesn't know what you are offering or what you've got in your funnel.
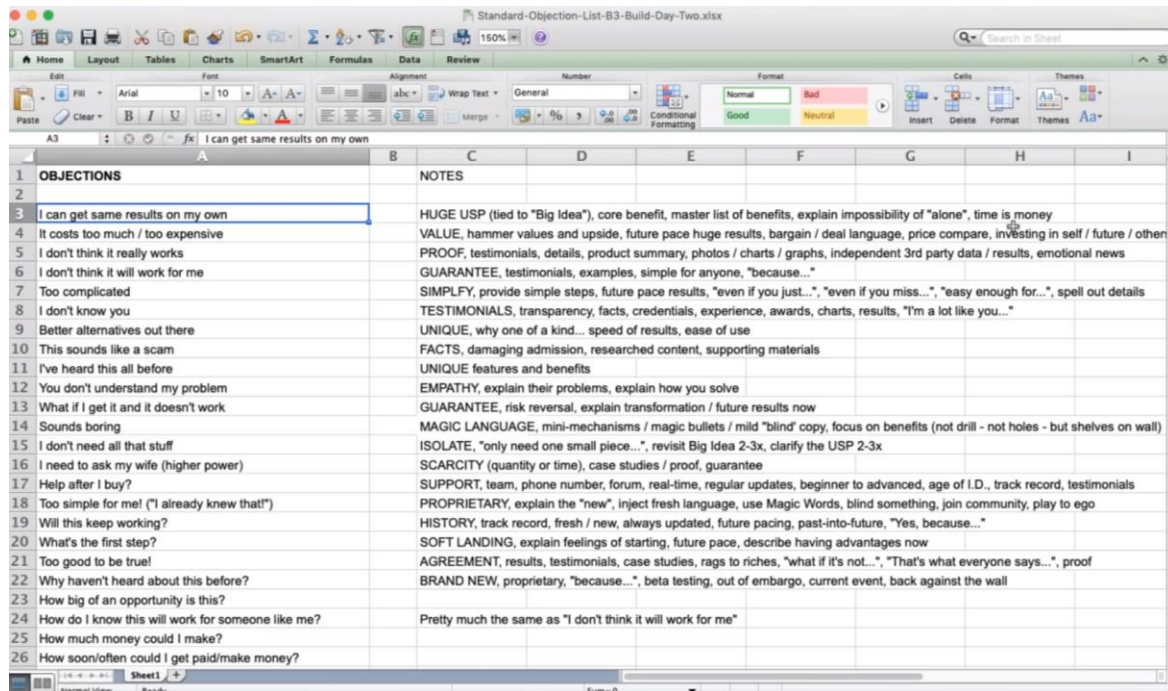

"Dumb" Squeeze Pages

Meet The Kleuh, a beautiful Clickfunnels template	HOW TO GENERATE 195,013 VISITORS A MONTH WITHOUT ADS	How To Dress Like Clooney On A CARROT TOP BUDGET — Get Your Exclusive App Invitation Now!
Mother Funnel Squeeze Page - 5 - ...	Mother Funnel Squeeze Page - 1 - S...	Mother Funnel Squeeze Page - 12 - ...
GRAB MY FREE REPORT — Send Me It To Me Now!	HOW TO GENERATE 195,013 VISITORS A MONTH WITHOUT ADS	How to Generate 235,013 visitors a month without spending a dollar on ads
Mother Funnel Squeeze Page - 10 - ...	Mother Funnel Squeeze Page - 2 - ...	Mother Funnel Squeeze Page - 6 - ...

Dumb Squeeze Pages

Forget sales for a minute and begin thinking about list building. You need to bring people into a funnel and get emails on your list. A lot of the squeeze page templates out there are dumb, but there is a trick behind all of the ones that convert. It's the offer and the copywriting that really matters. So, if you are weak at copywriting, you are in a really bad position when it comes to putting up your funnel pages. Your back is going to be against the wall because it doesn't matter how pretty your funnel pages are. What matters is the copywriting and the words on your pages or in your videos.

It used to be difficult to create squeeze pages, but nowadays, they are a dime a dozen. John and Matt test them all of the time, but they primarily test the copywriting. You may have been trying to pick the right squeeze page, but that's not what counts. The secret is in the copywriting, the words, and your offer. It comes down to what you are giving people. A lot of your success is going to depend upon the copywriting that's going out to people in your emails as well.

That's right. If you have an auto-responder series, that's copywriting as well. So, does traffic solve all of your problems? Of course not. Traffic cannot solve all of your problems. It can do a lot, but there's no way it's going to solve everything. Even if you have ultra-cheap traffic, you can still lose money. If you want to put together a great offer, and your advertisements are lined up against the offer that you've got, John recommends picking up *A Technique for*

Producing Ideas, by James Webb Young (https://www.amazon.com/Technique-Producing-Ideas-James-Young/dp/198781746X).

If you get a big idea, how easy is it for you to put together a great offer? It's next to nothing, right? Once you have a big idea, then everything else falls into place. That big idea will drive your business, it will drive the psychology, and it will drive the setup for your pages. If you have the right big idea, you can really crush it. Entire businesses have been built on single big idea. And, just so you know, Young's book is a gold-standard book in the financial world.


Standard Objection List

"Wait a minute! Isn't this about traffic?" You might be thinking this right now, but this is important. People don't buy when they have objections, but if you can remove the problems, what are you left with? Once people's objectives are out of the way, all they have left to do is to purchase. Usually, there are pretty standard objections for each type of audience and each kind of offer. These come up over and over again, and they are pretty easy to identify and forecast.

A list of fairly standard objections is shown above. The objections are listed on the left side of the spreadsheet, and there are some notes for countering each objection listed to the right. It all looks pretty simple, but this list of objections and the appropriate responses to each could make John thousands upon thousands of dollars in copywriting fees. That's because he can apply these to just about any sales letter or advertisement.

Some of these rebuttals actually have a process too. For instance, if someone wants to talk to their wife or boss before buying something, you counter that with scarcity, but you also need to provide them with proof of that scarcity and a guarantee. So, read carefully through this list, and as you do, think about how these objections and rebuttals apply to your offer.

This is a tool that John and Matt use often in their business. That's why the results that they get "are not typical". They have secret weapons that no one else has. Now, not only do you know about some of the most standard objections out there, but you know how to handle each. You could go online and perform a Google search to find standard sales objections, but it's the instructions on how to handle the rebuttals that really provides the value here. There's a lot of psychology that plays into the rebuttals that you provide, and then there's also specific instructions on how to handle each scenario.

Furthermore, this list is extremely valuable because you can use these objections and rebuttals to create phenomenal paid advertisements, sales letters, email copy, and even squeeze pages. Hopefully, you can see how powerful this list can be and how much this can help you. These objections and rebuttals can also be applied in the building and borrowing of traffic too. Also, keep in mind that psychology plays a major role in traffic, advertising, and marketing.
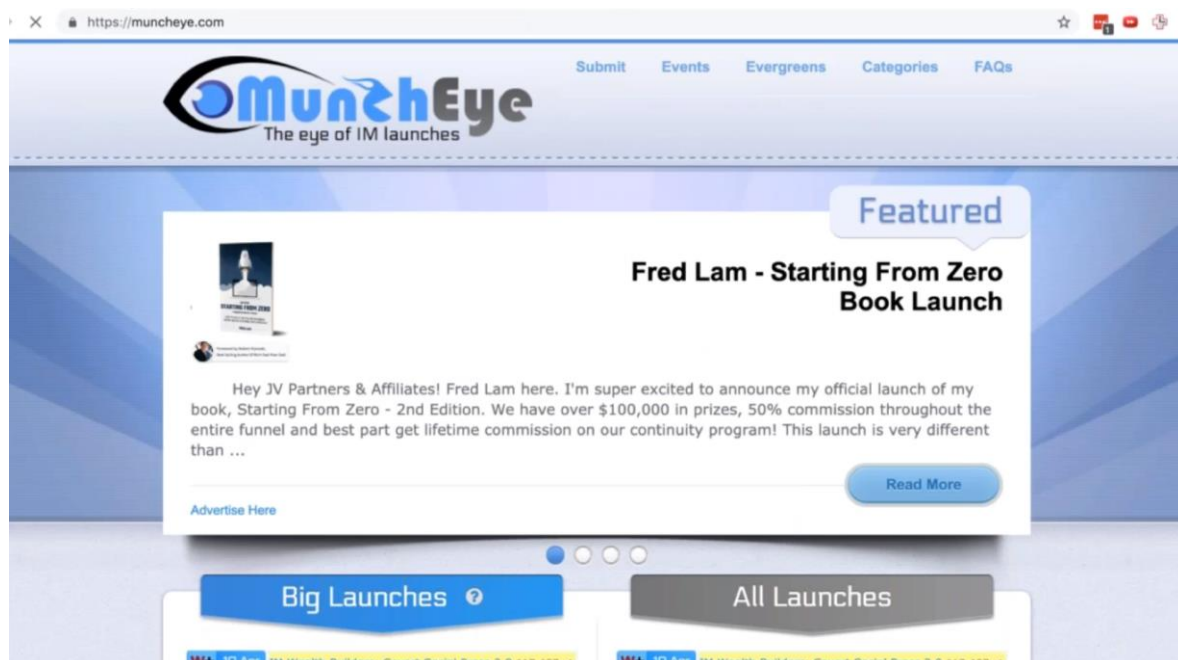
Traffic for Traffic

If you happen to be in the internet marketing space, you may have heard about the site shown above. It's called Munch Eye (https://muncheye.com/). Matt and John have a landing page set up for a launch they are about to have. They are targeting other marketers with the offer. They came to Munch Eye to submit their launch, and you can do the same on this site.

Now, check out the screenshot below. You'll find the prices listed for using the site to launch an offer. If you have a campaign coming up, this is an opportunity for you, but that's not the point John wanted to make with this. He wants you to understand that there are resources available where you can pay for other people to use their traffic. They can use their own paid advertising to make this magic happen. You want to have your ears wide open, or pressed to the ground, and all of that. This is just one of many real-world solutions for getting traffic for free or at little cost to you.
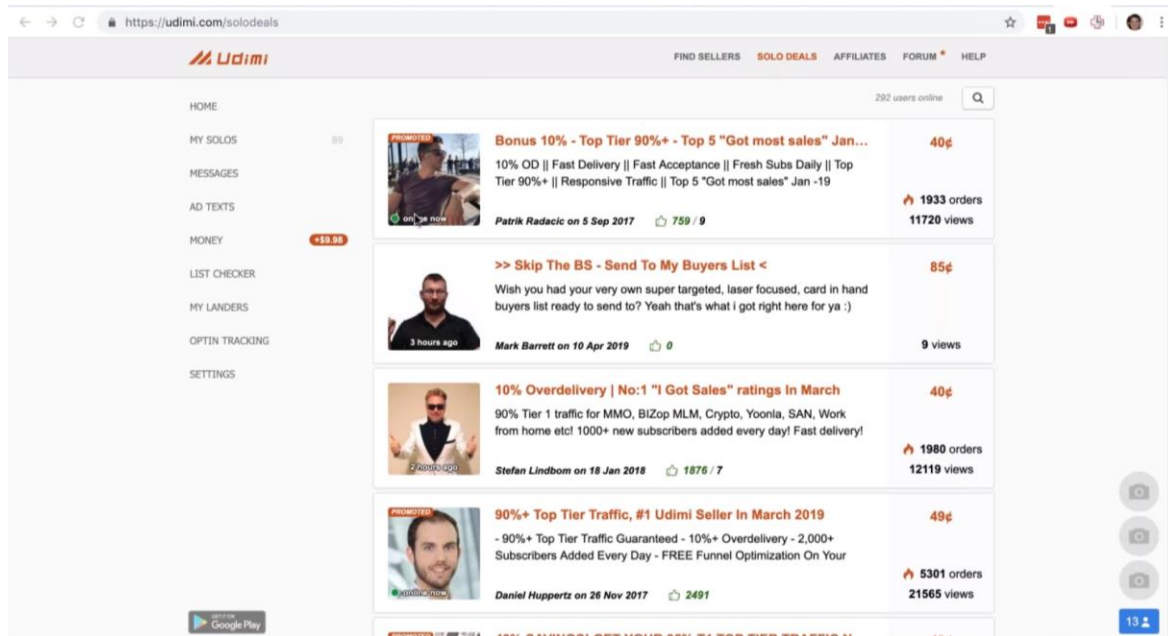
Udemy & Tracking

Udemy (https://www.udemy.com) is a platform that allows you to create and sell courses, but that's not what John uses it for. He spends money testing things out with solo ads, and this is what he primarily uses Udemy for. John and Matt have a training in One Minute Buyer Clicks that breaks his process down, from top to bottom, on the best ways to use Udemy.

This is yet another way that you can go about buying traffic. Now, let's say that you reached the site and clicked on "Solo Deals," which is an option that's located up at the top-right of the screenshot above. These deals are selling for anything from $0.40 or above. Once you've got a course up, you can order traffic through the site. The feedback that you get through this site is fantastic too.

Another cool feature of this site is that you can click on some of your favorite marketers, look at their profile, and find stats about what they are doing and how much they are selling. John can go into more detail about this, but he's already spelled everything out in One Minute Buyer

Clicks. You've seen enough to get your big toe in the water and begin crushing it with this opportunity.

SUMMARY

- Psychology is job #1 / YOURS and THEIRS
- Preparation for the game / goals of traffic
- Know your math / know your numbers
- Value, copywriting, conversions

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Summary

In summary, this portion of the training was all about buying traffic. John has given you the fundamentals for doing so, and he even provided a number of resources to help you. In short, you learned that psychology is Job #1, and that refers to both your psychology and that of your ideal customer. Also, don't forget that preparation is the name of the game.

You need to know what your goals are for the traffic, and this was explained in the section about Facebook ads. Are you trying to get more engagement, are you trying to get video views, or are you trying to directly convert visitors into buyers or visitors to subscribers? Are you trying to build audiences in order to target down? Of course, you also need to know your numbers and your tolerance for risk before you can become successful and before you invest too much too fast.

Also, you know that you need to offer value to others. It's also vital that you understand that copywriting is a big part of driving traffic and producing sales, and this is a big part of all forms of generating traffic. This plays into the psychology of using words to appeal to your ideal audience. Furthermore, you've learned the value of performing research and gathering swipe files.

You've also learned about finding out the colors of your niche with Google Images as well as researching your niche through Amazon. You know about the importance of conversions and

how to use Facebook advertising interface to keep up with those conversions. Your eyes have been opened up to all of this information now, and you can always revisit this information to better apply it later on.