







On Tue, 5/29/18, David King <davidkingleads@gmail.com> wrote:

Subject: Re: from Shawn LeBrun/your funnel order from WF
To: "Shawn LeBrun" <shawn@fitness-copy.com>
Date: Tuesday, May 29, 2018, 4:26 PM

Hey Shawn, hope you're well. I have finally finished setting up my realtor funnel and would love it if you can test it out for me and let me know if everything looks ok and is working properly? Here is my opt in page - <http://expertseattlerealestate.com/agents/>
Please opt in and go through my funnel and tell me if there are any problems with it.
Thanks a lot,
David

of 31 messages for davidkingleads@gmail.com

All	Date	Descending Order	Apply	<< < 1 >
David King	★	Update		Sun, 8/5/18
David King	★	Re: New thread		Fri, 7/6/18
Shawn LeBrun	★	Re: New thread		Fri, 7/6/18
Shawn LeBrun	★	Re: New thread		Fri, 7/6/18
Shawn LeBrun	★	Re: New thread		Thu, 7/5/18
David King	★	Re: New thread		Thu, 7/5/18
Shawn LeBrun	★	Re: New thread		Tue, 7/3/18
David King	★	Re: Action steps taken for Facebook		Tue, 7/3/18
Shawn LeBrun	★	Action steps taken for Facebook		Wed, 6/27/18
Shawn LeBrun	★	Re: New thread		Mon, 6/25/18
Shawn LeBrun	★	Re: New thread		Thu, 6/21/18
Shawn LeBrun	★	Re: New thread		Wed, 6/20/18
David King	★	Re: New thread		Wed, 6/20/18
David King	★	Re: New thread		Tue, 6/19/18
Shawn LeBrun	★	Re: New thread		Mon, 6/18/18
Shawn LeBrun	★	Re: New thread		Mon, 6/18/18
David King	★	Re: New thread		Sun, 6/17/18
Shawn LeBrun	★	Re: New thread		Sat, 6/16/18

Shawn LeBrun	★ Re: New thread		Mon, 6/18/18
David King	★ Re: New thread		Sun, 6/17/18
Shawn LeBrun	★ Re: New thread		Sat, 6/16/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Thu, 6/14/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 6/4/18
David King	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 6/4/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 6/4/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Fri, 6/1/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Wed, 5/30/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Fri, 5/25/18
David King	★ Re: from Shawn Lebrun/your funnel order from WF		Thu, 5/24/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 5/21/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 5/21/18
David King	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 5/21/18
Shawn LeBrun	★ Re: from Shawn Lebrun/your funnel order from WF		Mon, 5/21/18

Re: from Shawn Lebrun/your funnel order from WF

Monday, May 21, 2018 7:59 PM ●

From: "David King" <davidkingleads@gmail.com>
 To: "Shawn LeBrun" <shawn@fitness-copy.com>

[Raw Message](#) [Printable](#)

Hey Shawn,

Thanks a lot for the info. I'm from the UK and want to target realtors in the US, but I haven't got much geographical knowledge of the US, so could you suggest an area I can start with please? Is it a case of - choose an area to target, then setup one website for the realtor funnel and a different one for the realtor leads? Then afterwards if I wanted to scale I could pick a different area, rinse and repeat?

For the domain names for my first area, what should the names be like? For the realtor funnel, something like - (area)[realtorleads.com](#)? And for the realtor leads funnel - (area)[homeowners.com](#)?

Am I along the right lines?

Cheers,

David

Re: from Shawn LeBrun/your funnel order from WF

Monday, May 21, 2018 9:00 PM

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David!

Thanks again for the trust and leap of faith, I'll do everything I can to make this successful for you.

David, one thing I've had people do, just to get used to seeing which areas to target?

Go to Google and type in "best real estate market in U.S." or "most active state for home sales" "most active real estate market in U.S" and other combos that use the words "active, real estate, market", etc..

This will condition you to look for other possible ways you can reach and target realtors in those TOP cities where the action is fast and furious.

For me, California has been the single most active and top market in the U.S, followed by Florida, and honestly, if you also Google "most desirable cities to live in United States"....

You'll find the larger cities, like Chicago, Washington DC, Los Angeles, Denver, etc... cities that a lot of people want to move to, and so there's a lot of action in the market.

I personally sell here in Maine, but I use Google to locate cities and areas for clients all the time, so Google has been a treasure trove of city and state targeting :-)

David, you can use one site for ALL of it, you can have your site to get real estate agents as clients be something like...

"real-estate-leads.com/agents.html" or something like that...

And then, you use that in your Facebook ad to get clients for you... and then when you get clients, you can use the same site and set up THEIR funnel to get them leads on a page like...

"real-estate-leads.com/homesellers.html"

So, you don't need 2 separate sites as long as you separate the pages into separate funnels... one that will collect leads for you, and then the other that gets leads for your realtor clients.

I mean, sure if you want, you can invest the \$10 for a domain and then set up 2 separate sites for both sets of leads, but definitely not necessary.

So 100% absolutely, if you want to get a bit of an edge, when it comes to positioning, you can always name the domain/site so that it's more specific to what you're an expert at... like you said, something like realtorleads.com and then homesellers.com

But definitely not necessary, since most times, the person clicking on an ad won't even see or notice the domain, it's more behind the scenes.

The one benefit of doing it that way, like you said, is top of mind positioning.

With your domain, if you register it with the word "expert" in it.. that way, when the realtors see your facebook ad and see your website, they will see the word "expert"... instantly positioning you as such.

So in their minds, they already are persuaded that you're an authority.

This would give you another way to frame your communications to them, in a way that helps you stand out as an authority figure.

Persuasion is strongest when it's coming from an expert and authority figure, so if you want to get an edge over others, you can use the word "expert" in your domain.

And in the Facebook group, I'm going to be doing a training masterclass on persuasion and how to use persuasion techniques to get people to buy into what you say and what you sell...

so that way when you talk to realtors, you'll have a short cut on how to present yourself as an expert.

It's all about persuasion and positioning, so I'd use a domain name to instantly be seen as an expert. without you even having to say

Delete Reply Reply All Forward Actions Apply Back to Search Results

Re: from Shawn LeBrun/your funnel order from WF

Monday, May 21, 2018

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David,

Thanks again for trying out my real estate lead gen funnel.

One of the biggest keys to success is not becoming overwhelmed with all the content I send.

I find it easiest to focus on the funnel that gets real estate clients to you first, and then from there... focus on setting up the funnel that will help THEM get leads.

By keeping them separate in your mind, you can focus on just getting realtors for your clients first.

Also, to help with targeting to get realtors for your clients, these 2 resources will help....

<http://fitness-copy.com/targeting.pdf>

I also made this Facebook group for JUST for those people from the WF who order this funnel...

Also, to help with targeting to get realtors for your clients, these 2 resources will help....

<http://fitness-copy.com/targeting.pdf>

I also made this Facebook group for JUST for those people from the WF who order this funnel...

<https://www.facebook.com/groups/429943317429792/>

I've found it helpful to put all of the answers to questions here, so that others can learn from them too.

If I feel something that someone asks is a question that could cause unfair competition among the group, I'll answer it individually... but this will help me to answer questions that others may have!

Shawn

On Mon, 5/21/18, David King <davidkingleads@gmail.com> wrote:

Subject: Re: from Shawn LeBrun/your funnel order from WF

To: "Shawn LeBrun" <shawn@fitness-copy.com>

Date: Monday, May 21, 2018, 9:11 PM

Yes that

Re: from Shawn Lebrun/your funnel order from WF

Thursday, May 24, 2018 7:21 PM

From: "David King" <davidkingleads@gmail.com>

To: "Shawn LeBrun" <shawn@fitness-copy.com>

[Raw Message](#) [Printable View](#)

1 Files 423KB



Save

Hey Shawn,

I decided to target real estate agents in Seattle, and I bought the domain - expertseattlerealestate.com. Im figuring out how to setup the complete funnel and I have a few questions if you dont mind? Here they are

1. At the bottom of the opt in page, where the "Download now" button is (see attachment), dont we need the client to fill out their name and email address first, then they click the "download now" button? Is that all the info we need from them or do you recommend anything else?
2. Once they click the "download now" button they get redirected to the thank you page, and simultaneously get sent a welcome email, correct? Should that welcome email be the "email 1" that you sent from the content you gave me? That email hasnt got anything mentioning where the client can download the free report, so shall I just add that at the start with a download link?
3. When setting up the autoresponder emails, when should each of the three emails you sent me be scheduled for? Email 1 I presume goes out instantly when they subscribe? How long after should I schedule email 2 and 3 to be sent out? A few days apart?
4. On the thank you page at the end, and in the emails, it asks them to click the link so they can fill out a short application form. Can you please tell me what questions I need to ask them? I presume I need to setup another page on my website with an application form wordpress template? When they submit the application form will I be emailed their answers? Then from there I can get in touch with them and arrange a time to discuss? Is that right?

Thanks in advance,

Re: from Shawn LeBrun/your funnel order from WF

Friday, May 25, 2018 1:01 PM ●

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David,

Seattle is always hustling and bustling due to the biz environment and so many millennials wanting to live there. Good choice.

-

1. At the bottom of the opt in page, where the "Download now" button is (see attachment), dont we need the client to fill out their name and email address first, then they click the "download now" button? Is that all the info we need from them or do you recommend anything else?

David, that "download now" button is just a placeholder for your opt in form.

Some email services won't even have the option to use the download now button, you have to enter their HTML code in that spot, to put in the form.

I think it was a post in the Facebook group where I mentioned that it's up to you what you want to ask either the realtors, for info, or even the leads you get for realtors.

From my experience in this niche, the more you ask, the less opt ins you'll get... so here's what I suggest.

I personally like asking for name and email, since my targeting is reaching realtors, I at least know they are in the business.

From there, I let my funnel do a lot of the pre-qual and pre-selling, and those who are interested will reach out.

What you can do, which will give you less leads, is also ask things like "what company they work for", "how many transactions you sell per year", annual income, how much they invest in their training, etc...

Basically, you ask questions that will help you weed out those who are not serious, successful, or willing to spend money on your service.

As with anything, there's a balance you'll find, between asking for enough info or too much.

I'd start with just asking for name/email and then see how that works, if you get a lot of non-action takers, I'd put in the form a few of the pre-qual questions above.

But yes, that download button will actually be the form you use, or if you use clickfunnels or lead pages, the button will be clicked, and then a form will pop up where people enter their info.

but services like aweber and get response just have the forms you put onto your page, so your form will go right there where the button is.

2. Once they click the "download now" button they get redirected to the thank you page, and simultaneously get sent a welcome email, correct? Should that welcome email be the "email 1" that you sent from the content you gave me? That email hasnt got anything mentioning where the client can download the free report, so shall I just add that at the start with a download link?

2. Once they click the "download now" button they get redirected to the thank you page, and simultaneously get sent a welcome email, correct? Should that welcome email be the "email 1" that you sent from the content you gave me? That email hasn't got anything mentioning where the client can download the free report, so shall I just add that at the start with a download link?

David, thanks for pointing that out, for some reason that open of the email got cut out on the latest upload, so I attached the right one.

Every time I get feedback and test results on this funnel, I make the changes in the content and re-upload it again.

For some reason, even though the emails didn't change, that part of the intro got cut out, so thank you.

Yes, you're right... the first email delivers the report, and you can plug that right into the first line... as the attached ones do.

Thanks!!

3. When setting up the autoresponder emails, when should each of the three emails you sent me be scheduled for? Email 1 I presume goes out instantly when they subscribe? How long after should I schedule email 2 and 3 to be sent out? A few days apart?

David, I would send them out daily, so they get email 1 right off, then next day email 2, then email 3 the next day.

I would even continue on, sending out more emails and content after the 3 I give you.

Typically, most realtors who are actually serious will reply to the first 3, which is why I have 3 there.

I've tested it out a lot in the last 9 years, and the first 3 emails did 90% of the work... so I add 3 to the funnel.

If a prospect is serious, they will act on the first one or two.

so, I'd send them all out consecutively, daily, so Monday, Tuesday, Wednesday if someone opts in Monday.

For me, daily emails work well in almost all niches, as long as you do it right, which is add value and help FIRST, not just try to sell or pitch.

All of the funnels I run for each service provider, the majority of the leads reply in the first 3, but it's always good to continue the relationship further by adding value.

4. On the thank

you page at the end, and in the emails, it asks them to click the link so they can fill out a short application form. Can you please tell me what questions I need to ask them? I presume I need to setup another page on my website with an applicationform wordpress template? When they submit the application form will I be emailed their answers? Then from there I can get in touch with them and arrange a time to discuss? Is that right?

Thanks in advance,

David, there's a few things you can do here, based on your experience, level of comfort and training, etc..

When I first started my copywriting business in 2002, I had a form that would ask...

When I first started my copywriting business in 2002, I had a form that would ask...

Name
Email
Phone
Number of years in business
Annual income
Amount you spend on continuing education

Those were the main questions I'd ask, because I wanted to weed out those who weren't serious or those who wouldn't invest.

I started doing that in my current marketing agency as well, back in 2009 I'd ask similar questions to realtors, chiropractors, surgeons, dentists, etc..

But then, as I got better and better at closing and talking to anyone about leads/marketing/selling..

I actually started having the "call to action" button be a link to my Calender, where they could fill in a time.

But before I got on the phone with them, I emailed an application that asked them those questions.

So, this was an extra step, but I found that it once again made sure I was only doing calls with people who were serious.

so, you can do either one, set up that link to go to your online calender, where they fill in their name and email, then you shoot them an email with prequalifying questions.

So, this was an extra step, but I found that it once again made sure I was only doing calls with people who were serious.

so, you can do either one, set up that link to go to your online calendar, where they fill in their name and email, then you shoot them an email with prequalifying questions.

I also have people that work for me, that their call to action is when realtors click that link, it opens up a Facebook messenger chat where a bot can start the process of qualifying realtors.

Those bots are currently online, for marketers to use in any niche, and it just replaces the phone or a form with a pop up window for Facebook messenger and a bot handles a lot of the initial contact questions, but as I posted in the Facebook group the other day, you can also use Messenger to handle all the communications with clients.

Hope this helped David, ask me anything you need, anytime, and if I'm traveling like I was yesterday, your emails will be the first ones I reply to when I get back, I made that promise to everyone who took this offer!

Shawn

David
On Tue, May 22, 2018 at
3:46 AM, Shawn LeBrun <shawn@fitness-copy.com>
wrote:

Delete Reply Reply All Forward Actions ▾ Apply Back to Search Re

Re: from Shawn LeBrun/your funnel order from WF Wednesday, May 30, 2018

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David!

Hope you're doing well!

I went through the funnel... good job setting it up.

I mentioned on the opt in page, to increase the font size of your headline.

I'd do the same thing on your Thank you Page, it's a bit small to read as is... I'd bump up the headline and all other text by one font size.

It's harder to read right now, so increasing the font will make it easier.

I think it's size 10 font on the body copy on your thank you page, I'd kick it up to size 12.

Also, if you want to get more leads seeing your report and contacting you, you may want to get rid of the double opt in process you're using.

I know it often will help reduce spam complaints, but unfortunately it also reduces people seeing your report by almost 60%.

So, I use single opt in so they get/see the report immediately, and then on the bottom of each email, you can always put an unsubscribe policy... reminding them that they did subscribe but can also unsub any time.

I've been emailing since 2002, and had used double confirm opt in the first 3 years, and then stopped after that and my list size and sales more than doubled.

And the only other thing I see right now, is I would keep the Google form at the bottom, if that's how you want most people to get in touch, keep that link.

But below that link, you have your email, Facebook, and skype.

You can test this, because it may be different for you, but I know in my businesses, having just ONE contact link has always increased the number of people who actually did contact me.

I know it sounds counter intuitive, but when you give people too many choices or options, often times they won't take any because they don't know which one to use.

But, if you only give them one way to reach you, well, that's the one they'll use.

It's something I've tested a lot over the years, and without a doubt... the more options we gave for contact, the less response.

I got rid of skype, because it was the least used that people would reach me on, so I started using a Facebook messenger link that people could click if they didn't want to call.

This is all about 80/20 and setting things up so people have the highest likelihood of contacting you, and I've found that limiting the number of different options actually increased how many people called or Facebook messaged.

Delete Reply Reply All Forward Actions Apply Back to Search Results

Re: from Shawn LeBrun/your funnel order from WF

Friday, June 1, 2018 1:

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David!

Nice to hear from you.

Yeah, I had just gotten email #2 from your autoresponder, I was gonna wait and see if all 3 came into my inbox, before letting you know...

But I think they will. The first 2 did, they didn't go into any spam, bulk, or promo folders.

BUT, the one thing I'm worried about is if people opt in with Gmail, so I'm going to do that right now.

I got your first 2 emails no problem, and they look good and formatted really well.

I'm on the fence about whether I'm thinking of having you use just one call to action per email, like the first one just delivers the report and at the end, asks for them to fill out your consult form... and NOT asking them to contact you other ways.

Or, if you do allow them to contact you outside of the Google doc form, to have just one method, like Facebook messenger like I mentioned in my previous emails.

I just know from past markets and experience in this one, when you give too many options to anyone, it can introduce paralysis of choice and they're not sure how to reach you, so they don't.

I have a staff that handles a lot of my own email marketing these days, but I'll take a look at what we're doing because it's usually the latest and best practices based on testing we've done.

and best practices based on testing we've done.

But my main concern at the moment is if any of your emails will hit Gmail promo folder.

I'm in a lot of Facebook groups with some 9 and 10 figure online marketers, and one of their most frustrating recurring topics is their emails are hitting Gmails promo folder.

So, I'm going to opt into your report again, using Gmail, so I can test that.

You'll see me again, using Gmail, I want to see what happens with your emails :-)

But with my biz email, I got them perfectly, even when other marketers go into my spam or bulk, so that's good :-)

Shawn

On Thu, 5/31/18, David King <davidkingleads@gmail.com> wrote:

Subject: Re: from Shawn LeBrun/your funnel order from WF
To: "Shawn LeBrun" <shawn@fitness-copy.com>
Date: Thursday, May 31, 2018, 11:53 PM

Hey Shawn,

I saw your opt in to my funnel. Did you check my free report and welcome email? Also did the email hit your inbox? When I tested it yesterday the confirmation email went into the spam, and the actual welcome email went to the promotions tab. Is this a problem? I dont think there is

Re: from Shawn LeBrun/your funnel order from WF

Monday, June 4, 2018 1:57 PM

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

1 Files | 57KB



Save

Hey David my man!

Hope you had a good weekend!!!

David, good news... and it's really good because we didn't really have to do anything special about it.

As I've attached to this email, your emails all made it into my regular inbox, both with my Gmail account and my biz email.

That's really good, because some of the biggest marketers online are having trouble getting their emails delivered, they're all going into Gmails promo folder, which can be the kiss of death.

As you see with the attached, yours are right where we want them :-)

David, here's my approach to Facebook ads.

I keep it ultra simple, so that it doesn't get confusing and so I can meticulously make sure I cover everything important.

I always test 2 ads against each other.

I approach it like a boxing match, or I love mixed martial arts, so to me, I approach it like an MMA match.

Re: from Shawn LeBrun/your funnel order from WF

Monday, June 4, 2018 8:19 PM

From: "David King" <davidkingleads@gmail.com>

To: "Shawn LeBrun" <shawn@fitness-copy.com>

[Raw Message Print](#)

Hey Shawn,

Yeah I had a nice weekend and hope you did too. I've got to say, your support and detailed answers have been the best I've ever experienced from an online coach so far. Keep up the good work!

Thats great my emails hit your inbox and I'm going to start the fb ads tmrw and test as you suggested. Simple is my middle name!

Just quickly, when trying to find out which ad has the highest conversion rate, dont we need to setup a pixel for that? I'd rather not bother with anything technical like that if I dont have to, but if u recommend it then I will. Unless I just focus on click through rate? Facebook shows that automatically dont they?

Also, when running 2 ads at the same time as you mentioned, should I set them both to \$5 per day budget to start? Is it just a case of - creating an ad, cloning it, just change the image?

Sorry for the newbie questions!

David

Re: from Shawn LeBrun/your funnel order from WF

Monday, June 4, 2018 6:19 PM

From: "David King" <davidkingleads@gmail.com>

To: "Shawn LeBrun" <shawn@fitness-copy.com>

[Raw Me](#)

Hey Shawn,

Yeah I had a nice weekend and hope you did too. I've got to say, your support and detailed answers have been the best I've ever experienced from an online coach so far. Keep up the good work!

Re: from Shawn LeBrun/your funnel order from WF

Monday, June 4, 2018 7:3

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David!

Thanks for the kind words, I appreciate it!

And honestly, David, ask anything you need, that's what I'm here for!

In terms of pixel, it's not really needed as long as you just make duplicates of everything, and then manually take a look at which one worked better.

So, with Facebook ads, it will be easy because they will show you which of the 2 ads get a higher click through rate just by looking at the stats they provide, when you go to the ad account home page.

They will split clicks 50-50, and you can visually see which one wins, in terms of click through.

Then, if you want to see which ad gets more opt ins, without using the tracking pixel, you can do that manually too.

You can actually duplicate the opt in form so you have each one on a different page on your site.

So, Facebook ad 1 can go to a landing page that's something like...

<http://expertseattlerealestate.com/agents1/>

You place an opt in form on that page, and maybe you call it Opt in 1 in your email service account.

<http://expertseattlerealestate.com/agents1/>

You place an opt in form on that page, and maybe you call it Opt in 1 in your email service account.

Then, on your page...

<http://expertseattlerealestate.com/agents2/>

You can have Opt in 2.

Then, when you go into your email server, you can see which one got more opt ins /conversions!

This is the old school way I used to do it back when I started using Google Adwords in 2005, I did everything manually like this.

I believe that some of the email services like Aweber and Getresponse have A-B rotating split test capabilities, meaning they will rotate 2 different opt in forms on one page, so you can split test that way, without needing 2 different landing pages.

They give you a snippet of code that just rotates 2 forms, but you can also do it the way I mentioned above, by using 2 different pages that each ad goes to.

David, in terms of budget, you'll be creating the 2 ads inside the same adset, so you'll only need the total \$5 budget.

At the very end, when you create the ad, it allows you to create another, changing just the image alone, and those 2 will rotate so you can see the winner.

The only time you'll need to do a separate budget is when you duplicate a campaign or create an entirely new campaign, which you don't have to do here... just create the one campaign and then 2 ads, just the image being changed.

Or,, if you want to track conversions, you can also change the landing page like I mentioned above, using 2 of them with 2 different opt in forms!

Shawn

Re: from Shawn LeBrun/your funnel order from WF

Thursday, June 14, 2018 3:38 PM ● ☆

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: davidkingleads@gmail.com

4 Files 284KB Download All



Hey David,

That's so odd you didn't get them, I replied right to the email you sent yesterday and attached the 4 images.

It could be because the email I replied to was a mile long, so I just started a new one, to see if it won't get stopped in any spam or bulk folders. For some reason, my emails end up in outer space some times.

Here are the 4 images that are working well.

The 2 dog ones, you can connect it on the ad and Squeeze page as saying right away...

"Tired of Chasing After Leads?"

Then you can just connect it to the start of the ads and remove anything that doesn't make sense.

The other one... you can use...

"They Say a Person's Home is their Castle. So Let Me Help you Sell More Castles"

And then do the same, use that at the front and connect the rest of the ad.

Re: New thread

Saturday, June 16, 2018 11:46 PM

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David,

Thanks for starting the new thread, this one worked perfectly.

Now, having done this funnel for several years, with many realtors, I've been able to fine tune the trouble shooting process.

So, for your approximate target market estimates, how many people did Facebook say you're targeting? What's the audience size estimate they gave you for the Seattle region?

What is the current cost per click you're using, that gave you that little number of impressions?

I know that if the audience size is small, and the cost per click small, with a \$5 budget, the reach could be small too, but not that small.

If need be, we can walk through it Monday, I won't be online tomorrow since it's Father's day and the wife is bringing me to a ball game with my boy, but we will get this squared away!

Shawn

On Sat, 6/16/18, David King <davidkingleads@gmail.com> wrote:

Subject: New thread

To: "Shawn LeBrun" <shawn@fitness-copy.com>

Date: Saturday, June 16, 2018, 9:13 PM

Hi Shawn,

Update - I started my fb ads thurs night (14th

Delete Reply Reply All Forward Actions Apply Back to Search Results

Re: New thread

Monday, June 18, 2018 7:42 PM ● ☆

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

Hey David!

Thanks for sending that...

I can definitely see that the small reach/estimated audience is why you're not getting any impressions or clicks.

Last question... what are the demographics that you're using, for targeting?

For example, are you going straight with what I put in the targeting.pdf document, or have you also chosen other targeting options not in the document?

The reason I ask is, I may have you extend the reach of the demographics you're using, because right now... with the ones you've chosen, Facebook is giving you such a small reach.

So, one thing I do with realtors I work with is, we go a bit larger with the age bracket, or we use income targets, and other things we can choose in the list of Facebook targeting options, that can boost our reach without diluting the likelihood of getting qualified leads.

I'll make sure to check my email throughout the night, so that you're not waiting long for an answer... but looking at the attached image, I can almost guarantee the small reach you're getting is due to the small audience that Facebook is collecting, which there are a few things we can do about!

Shawn

On Sun, 6/17/18, David King <davidkingleads@gmail.com> wrote:

Re: New thread

Tuesday, June 19, 2018 10:24 AM ● ↗

From: "David King" <davidkingleads@gmail.com>**To:** "Shawn LeBrun" <shawn@fitness-copy.com>

Ok thanks Shawn. I just changed my bid to \$1.10 and removed all employers. Lets see how it goes.

On Tue, Jun 19, 2018 at 3:42 AM, Shawn LeBrun <shawn@fitness-copy.com> wrote:

Hey David!

Thanks for sending this, I'll get with my Facebook ad experts in the morning, at my office, and try to get up to date thoughts on some of the things we've done recently to increase reach.

For example, this is just a screen shot of one campaign I run for my agency, and the intended audience was approximately 130,000 people, and so our reach, even with that huge a number, wasn't that huge..

<http://fitness-copy.com/wf-fb11.jpg>

The good news is, it only takes a change or two to trigger it to pick up.

For example, test out bringing your bid to \$1.10 instead of the \$1.00.

Even though you won't be charged that entire amount, it may be enough to trigger the next jump for Facebook to show your ad more.

It's all algorithm based, and I often bump my bid prices up by 10 cents, and have seen big jumps in reach doing that.

Also, see what happens when you take off the employers, and instead use just the job descriptions.



David King

MAY 25TH, 10:40AM

hey Shawn, I emailed you with some questions yesterday and am eagerly awaiting your response as I want to get finished with my funnel 😊 Please respond asap. Cheers!



JUN 14TH, 2:46PM

hi Shawn, would you mind sending over those images that you said are working well for you on facebook ads please?

I really want to start my ads and split test

but am waiting on you for the images 😊



JUN 27TH, 3:23PM

hi Shawn

can I get an update on my email please?



JUL 9TH, 8:06PM

hi Shawn, are you there? Id like to discuss my ads with you please via either here or skype if possible as I dont want to wait between emails. Can you do that please?



will only need a brief chat

JUL 9TH, 11:36PM

Hey David, I'm almost never on Facebook or skype, because I spend most of my time from 9am EST to 5pm EST running my ad agency, which requires me to be there physically (and I try to be there mentally:-)

David, if you're around at all after 5pm EST tomorrow... I'll make sure I'm on here or skype, which ever is easier.

That's no problem at all, I'll make sure I'm here if you're able to do any time after 5pm EST tomorrow...

JUL 10TH, 6:51AM



hey, yeah ill be here at and after 5pm est. Talk then

Hey David... sorry for the delay, I just finished up a meeting with a realtor who really enjoys talking.

But, he is one of the clients I've worked with for the last 4 years or more... and he came by using the same kind of funnel you and others are using.

And while chatting with him, it brought up an idea I had, because I knew we would be chatting.

I wonder if it will help you if I just send you everything I used, when I started.

...

It was all of the U.S....but it worked well enough to launch an agency where we do almost \$78k per month with real estate marketing alone.

I still keep everything I used when starting...

<http://fitness-copy.com/realtors.html>

What are your thoughts on using what I started with?

Is it still getting realtor leads... is that the #1 issue at this point?



it might be best if i just target the whole of the US

That's what I did when starting... I just did US real estate agents...

i want to give this my best shot

if i do, would the clicks be cheaper?



more traffic to choose from, so we can bid lower?

oh they would be cheaper by 50% to 75%.

See, the unfortunate thing about getting really targeted?

Supply and demand... so the more targeted you get, the less of a pool to choose from. So facebook charges more for those.

Supply and demand... so the more targeted you get, the less of a pool to choose from. So facebook charges more for those.

when I was targeting all of US, it was 25 cents or so per click

because my audience was over 200,000 or more

if I remember right

It's ALL supply and demand

the more you narrow down... the more you'll spend

which is why so many marketers start with a huge, broad market

But, by way of calling out certain people in your ad, you can still catch their attention

So, a lot of the people in the group having a lot of opt ins... most are doing the whole US

one guy is in canada getting several opt ins a day, so it varies

right, i think its my only choice

so should i just use the same ads ive got now, with same demographics, but just change it from seattle to whole of US, and lower link bid?



and change the lander to this new one you gave me?

<http://fitness-copy.com/realtors3.html>

<http://fitness-copy.com/realtors2.html>

<http://fitness-copy.com/realtors.html>

...

So, looking back at some of my starting pages, those were the top 3 converting...

So I'd not use specific cities... on your ad or your landers



business-copy.com

and I can screen shot my own ad account I started with.... it ended with what was working best, at the time, before I took the leap to starting my agency covering a lot of other service businesses.

But I know it was US based, and only had a few real estate related job titles... it took forever but I tested over 120 different variations of demographics and ads



ok thanks

So what I would do is, use the demos I send over for targeting, and just set it to \$5 per day to narrow down the winners

that will at least get opt ins on, and you can then start chatting with some of them

ok i will. What should the bid per click be?



and do i need to change my domain name to a generic US one or stick with my seattle one?

I don't have the domain in front of me right now... what was it again... seattle



expertseattlerealestate.com

I would go with \$5 per day and 25 cents per click, just to see if you get any reach to start... then bump to 50 cents.



ok

You can keep that domain to see if you get any traction... because I see expert and real estate right when I glance at it.

If you spend 5 minutes scrolling through your facebook feed... you'll notice domains that are like

onlinemeeting.com

and http.bitly.4885.

and all kinds of domains that mean or say nothing

the only question I have is from the Facebook end, if they will have any issue... they shouldn't



right ok then

in other words, the leads won't probably even look at the domain, but I'm not sure if Facebook will limit reach, they shouldn't... if you have seattle in domain and target all of US



sure

if no traction, it's worth the \$8 investment... but other than that, I'd bare bones this down, since you've spent a lot already



i will definitely get a new domain if i see no success again, but for now as u said, i might as well just keep this onw

yeah, I've been online since 2001, and have seen domains not mean much unless you do organic search.

My own fitness-copy domain I got in 2009, I used to sell \$50k copywriting deals with it, non fitness.... with paid traffic it means little, since most people don't

ok i appreciate that.



If u can get me that tonight then ill make a start on it tmrw

Of course, I can send it by 7pm or so... I should be out of the meeting by then... and please, shoot me a message any time. I'm here for that... I want this working for you



ok great. I really hope this works for me too as Im going all out on it and am itching for a client

Yeah, and between you and me, and heck even if you want to chat about it some time....

Once you get this rolling, and there's an industry you really know or like, just say personal training for an example...

This same system and method works for all service industries that need clients.

so, lets say after a year you decide real estate sucks... if you're on the inside or you know about a certain

Re: New thread

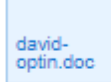
Friday, July 6, 2018 5:47 PM

From: "Shawn LeBrun" <shawn@fitness-copy.com>

To: "David King" <davidkingleads@gmail.com>

1 Files | 503KB

DOC 503KB



david-optin.doc

Save

empty]

empty]

[Edit]

Hey David,

Use this for your opt in page, it's the same exact one that I used to kick start my entire agency when working with realtors.

I spent this last week testing it and used basically the United States as an audience, with most of the same demographics as the funnel you have.

When I used it, I was getting close to a 58% opt in rate, but since it had been a few years when I wrote it, I tested it the past week and it's still doing 40% to 45%... so give this a try, I'm sure it will get opt ins, with all other things being equal.

shawn

On Thu, 7/5/18, David King <davidkingleads@gmail.com> wrote: