

Big Idea Copy

<https://lp.mikebuontempo.com/mike>

Big Idea is Impeachment

Copy:

Do you want to “Impeach” referrals?

Do you want to “Impeach” posting in groups?

Do you want to “Impeach” networking events?

Then what you need to be able to do is control your client acquisition.

So how do you control your client acquisition?

It’s simple.

You run ads like this.

Where you’re able to target your perfect client.

You go on to FB Ads Manager.

You input your url.

You choose your conversion event.

You choose the budget you want to spend everyday.

You click the ages you want to target.

You choose an interest, let's say "Digital Marketing"

You click whether you want to target female / male (or maybe both)

You choose the placements you want to target.

Then you go and build your actual ad.

We like to roll out 3-5 images / videos at a time.

We will then test 1 piece of ad copy.

You see, all you're looking to do is find the winning video / image, then you can test your copy.

You add your URL Parameters for tracking.

Then you click submit.

From there you can duplicate your ad set across multiple other interests and test them.

So now you have an ad campaign that's targeting:

- Your perfect client
- Your testing multiple images / videos until you find your perfect one

But you're not done yet.

Now you can test different interests as well.

You will duplicate that ad set across 5-10 different interests.

1 Interest per ad set.

So you can see what's working.

Now you're testing 3-5 ads across a whole bunch of interests.

Then you simply turn off the ones that don't hit your KPI's.

Pretty simple right?

Well there's obviously more to it.

That's why I put together my Client Formula Audiobook.

Which goes over exactly how we bring in 30-50 brand new clients a month.

The best part?

It's only a \$1.99.

Why so cheap?

Well, I want to give you a tremendous amount of value, first.

Then I know you'll want more from us, and eventually will graduate to becoming a full-time client.

So if you want to bring in more perfect clients every single day.

Then click the link below and you'll get instant access to our audiobook for just a \$1.99.

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