



3-STEPS TO CONSISTENTLY  
LAND HIGH-QUALITY  
FACEBOOK® AND  
INSTAGRAM® AD CLIENTS

CONFIDENT AD MANAGER TRAINING #1

*workbook*

# SCHEDULE AT A GLANCE



**MONDAY AUGUST 15, 2022**

12pm ET / 9am PT

**MORE CLIENTS, MORE REVENUE. BETTER RESULTS**

[CLICK HERE TO JOIN](#)



**TUESDAY, AUGUST 16, 2022**

12pm ET / 9am PT

**THE RISK REVERSAL METHOD**

[CLICK HERE TO JOIN](#)



**WEDNESDAY, AUGUST 17, 2022**

12pm ET / 9am PT

**THE MOWLES METHOD**

[CLICK HERE TO JOIN](#)



ADD ALL 3 TRAININGS TO YOUR CALENDAR ↓

[CLICK HERE](#)

# FAQ

**HOW LONG IS EACH SESSION?** Each session is 60 minutes long followed by a live Q&A. I would mark your calendar for 60-90mins

**WHAT IF I CAN'T MAKE IT LIVE?** Recordings will be made available until Tuesday, August 23rd. But it's highly encouraged that you show up live because we will be giving bonus resources for those who are on during the live training.

**WHERE IS THE TRAINING HOSTED?** The trainings will be held on Zoom in meeting style format. This means you can choose to have your cameras on or off but we strongly encourage you to have them on (no worries if you have kids running around in the background), but we do encourage you to stay muted. This is not a typical webinar this is a WORKSHOP where you will be putting a pen to paper.

**WHEN WILL THE DOORS TO CONVERSIONS FOR CLIENTS BE OPENING?** We will be opening the doors after the trainings and those who show up live will receive a coupon to use. **However**, this training is 100% about you knowing how to find clients and it's one of the most valuable trainings I do. So show up to the trainings ready to learn and take action and then worry about if CFC is the right fit for you.

# TRAINING #1

## MORE CLIENTS, MORE REVENUE, BETTER RESULTS

As a business owner and in life you are either living from your

----- or -----

What do you need to do ASAP in order to start growing your Facebook ads business fast and attracting your ideal client? -----

Because when you do this it becomes...

- 1.Easier to find clients
- 2.Easier to create systems to scale

Everyone wants someone who -----.

People Want To Know If You Can Help Them and -----

Everyone Thinks THEIR Business Is -----

People Trust Others Who “ ----- ”

You Already Know The Process. Fulfillment is -----!

### NOTES

## A GOOD FIRST: LOCAL BUSINESSES

- Someone who understands that paid traffic is a process
- Has the budget to spend – a good way to tell is if they're already advertising elsewhere
- Has the infrastructure and willingness to report results
- You can easily track ROI
- High customer value
- Repeat customers
- Everyone needs them
- Already has successful business with cash flow

### EXAMPLES

- Chiropractor
- Dentist
- Physical Therapist
- Fitness businesses: yoga, pilates, trainers, gyms...
- Pest control
- Restaurants
- Real Estate
- Birthing centers/doulas/midwives
- Wedding businesses: venues, photographers, caterers...

These are only some suggestions but you can continue to add to this list.

## CHECKLIST FOR KNOWING IF THEY ARE A GOOD FIT:

- Do they have high lifetime value customers?
- Are they already advertising online? Offline?
- Do they have offers to attract ideal customers?
- Do they have the infrastructure to make sales and report results?

## A GOOD FIRST: ONLINE BUSINESSES

- Someone who understands that paid traffic is a process
- Has the budget to spend
- Has the infrastructure and willingness to report results
- You can easily track ROI
- High customer value
- Already has successful business with cash flow and a converting funnel

### EXAMPLES

- Online course creators
- Coaches
- Consultants

I wouldn't start out with e-Commerce businesses as they're more advanced, you can move into that in the future, though.

## CHECKLIST FOR KNOWING IF THEY ARE A GOOD FIT:

- Do they have high lifetime value customers?
- Are they already advertising online? Offline?
- Do they have offers to attract ideal customers?
- Do they have the infrastructure to make sales and report results?

## NOTES

# YOUR ASSIGNMENT

## NICHE IT DOWN: IDEAL CLIENT WORKSHEET

If you want clients lining up to work with you and to become a referral machine you have to be clear on who you work with. Does this client feel like you get them?

FIRST DECISION TO MAKE, WOULD YOU RATHER WORK WITH:

- Local businesses
- Online businesses

WHAT TYPE OF BUSINESS DOES YOUR IDEAL CLIENT RUN?

WHAT ARE THE CHARACTERISTICS OF YOUR IDEAL CLIENT?

WHO DOES YOUR IDEAL CLIENT SERVE?

DO YOU KNOW ANYONE IN THIS INDUSTRY?

- YES
- NO

## NICHE IT DOWN: IDEAL CLIENT WORKSHEET

IF YOU KNOW SOMEONE IN THIS INDUSTRY, WHO COULD YOU REACH OUT TO?

IF NO, HOW CAN YOU START CONNECTING WITH THEM?

USING THE INFORMATION FROM ALL THE QUESTIONS ABOVE WRITE OUT A 2 - 4 SENTENCE DESCRIPTION OF YOUR IDEAL CLIENT:

If you don't have the answer to these questions, don't overthink it. Do the best you can. You can start fleshing out whom you do NOT want to work with as well. . For example: I do not want to work with local businesses...this could flip into " I work with online businesses" or I do not want to work with businesses who are not environmentally friendly... this can flip into "I work with online businesses that promote environmentally friendly practices" You get the idea.

Also, remember your ideal client can always change. Nothing is permanent and you can always pivot the direction of your business and who you work with.





3-STEPS TO CONSISTENTLY  
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CONFIDENT AD MANAGER TRAINING #2

*workbook*

# training #2

## RISK REVERSAL METHOD™ - GAIN CLIENTS & CONFIDENCE

What is one of the six ways you can land clients (even if you have no experience) as an ad manager? The \_\_\_\_\_

\_\_\_\_\_™

Through this method you will start to gain \_\_\_\_\_ ,

\_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_

\_\_\_\_\_ , and \_\_\_\_\_ so you can start charging higher pricing.

The Risk Reversal Method™ includes these two elements:

- 1.
- 2.

The Risk Reversal Method™ steps include:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

# NOTES

## LOCAL BUSINESS EXAMPLE

### RESTAURANT:

1. Offer research — Free appetizer, bag of chips, drink with any curbside pickup order.
2. Targeting research — choose the zip codes that are within driving distance. (if located in a smaller population leave it open) can use detailed targeting if in bigger cities.
3. Generate image — grab image from website, and use Canva to create a story graphic and square graphic.
4. Write copy — review website and write copy around offer
5. Generate one-sheeter\*\*
6. Have meeting

## NOTES

### PILATES STUDIO:

1. Offer research — 14 days of free unlimited classes
2. Targeting research — choose 3 zip codes, interest in pilates, Lululemon, Lorna Jane, Whole Foods, Pilates Style, yoga... (you're also showing them what's possible with the potential audience size they can reach)
3. Generate image — grab image from website and create story and square graphic
4. Write copy — review website and write copy around offer
5. Generate one-sheeter\*\*
6. Have meeting

## NOTES

## A GOOD FIRST: ONLINE BUSINESSES

### PILATES STUDIO:

1. Offer research — 14 days of free unlimited classes
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## NOTES

## YOUR ASSIGNMENT

RISK REVERSAL METHOD™  
ONE SHEETER WORKSHEET

Don't wait around, start taking action now! Have you heard of your Dream 100 list? Well this is your "Right Now 10" list. We are going to focus on 10 businesses you can reach out to right now. Use the information from worksheet #1 and right down 10 businesses you would love to work with and use the Risk Reversal Method™ on.

	CONTACTED	SCHEDULED CALL	NEED TO FOLLOW UP
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now that you have made your list of 10 reach out to all of them via messenger, email, phone call etc... I would encourage you to get on a 15-20min chat with them on zoom or phone to pitch the Risk Reversal Method™.

Before reaching out get your elevator pitch down.

**TEMPLATE:** I serve \_\_\_\_\_ (who do you help) with their Facebook ads so that \_\_\_\_\_ (what result do you help them get)

**Example:** I serve local yoga and pilates studios with my Facebook ads services so that they can increase monthly revenue. This means they are serving more people and making them healthier and happier.

**Example:** I help online course and membership creators use Facebook and Instagram ads so that they can fill their launches with their ideal client and increase their impact and revenue.

## RISK REVERSAL METHOD™: ONE SHEETER WORKSHEET

WRITE A FEW PRACTICE ELEVATOR PITCHES BELOW



Now start reaching out.  
Remember to add value and do your research before reaching out so it doesn't seem spammy.

## RISK REVERSAL METHOD™: ONE SHEETER WORKSHEET

### LINKEDIN MESSAGE EXAMPLE:

Hey X,

Thanks so much for connecting with me. I was checking out your profile and noticed that you own a local restaurant and I also noticed that you didn't have your Facebook pixel installed on your website.

Have you ever thought about running Facebook and Instagram ads before?

---

Once they respond yes or no follow up and invite them to a free 10-15min chat.

I am offering 10 free strategy calls this month (absolutely no strings attached) and would love to do a 15min-20min chat and show you what would be possible if you were to use Facebook and Instagram ads.

You would get a free 15-minute strategy call, a mockup of an ad that is specific to your business and targeting ideas.

The best part is that it's completely free.

Would a Zoom or phone call work best for you?

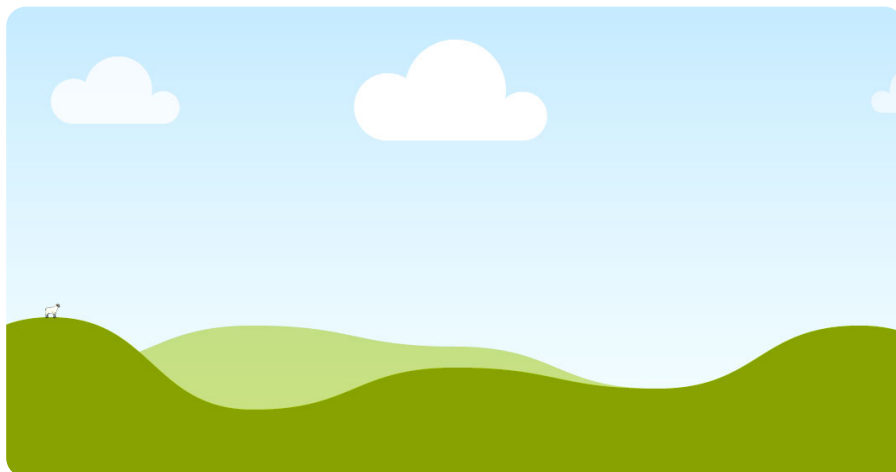
REMEMBER THERE IS POWER IN THE FOLLOW-UP.  
NOW YOUR TURN.  
START REACHING OUT TO PEOPLE.

# ONE SHEETER TEMPLATE

SHORT SUMMARY OF HOW FACEBOOK AND INSTAGRAM ADS CAN HELP THEIR BUSINESS:

INCLUDE TARGETING SUGGESTIONS:

INSERT IMAGE — GRAB IMAGE FROM WEBSITE, USE CANVA TO CREATE A STORY GRAPHIC AND SQUARE GRAPHIC.





# ONE SHEETER TEMPLATE

PUT COPY:

MAKE SURE TO INCLUDE PRIMARY COPY, HEADLINE COPY, AND HEADLINE DESCRIPTION

A large, empty rectangular box with a thin brown border, intended for the user to paste their primary copy, headline copy, and headline description.

SHORT SUMMARY OF WHAT IT WOULD LOOK LIKE TO WORK WITH YOU:

A large, empty rectangular box with a thin brown border, intended for the user to provide a short summary of what it would look like to work with them.



3- STEPS TO CONSISTENTLY  
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CONFIDENT AD MANAGER TRAINING #3

*workbook*

The Mowles Method™ steps include:

- 1.
- 2.
- 3.
- 4.
- 5.

It's something that can sink your business really quick. You can either end up with \_\_\_\_\_ or \_\_\_\_\_ of your \_\_\_\_\_ that drain the life out of you.

**PRICING MINDSET**

The biggest mistakes you can make around pricing is:

- Charging based on \_\_\_\_\_ and/or \_\_\_\_\_.
- Thinking about what's \_\_\_\_\_ and that people are willing to pay.

When you make the shift and charge based off the \_\_\_\_\_ the more money you make and more importantly the more money your client makes.

**CLIENT ONBOARDING THAT WOWS**

Onboarding is the process of bringing on new clients into your business, answering their questions and ensuring you're all on the same page.

Because once you get clients, the secret to gaining immediate confidence and respect from new clients is an \_\_\_\_\_. Without one you're creating a terrible experience before even starting.

## FACEBOOK AND INSTAGRAM AD RESULTS

Biggest mistake I see ad managers make, they don't have a \_\_\_\_\_  
 \_\_\_\_\_ for how they're going to get their client results. I call this the  
 "\_\_\_\_\_".

It's something that can sink your business really quick. You can either end  
 up with \_\_\_\_\_ or \_\_\_\_\_ of your  
 \_\_\_\_\_ that drain the life out of you.

## CREATING YOUR GAME PLAN STARTS WITH FOCUSING ON 3 THINGS

1. Start with the end goal that your client wants to achieve and work backwards from that goal.
2. Understanding the customer journey — so you can use Facebook ads to lead people through the journey, from a cold audience to a customer.
3. Understanding your client's target audience so you can begin your funnel with an offer, connect with them, and have a sales mechanism in place (webinar, strategy call, product purchase, walk into the business, etc...) to make sales.

## ANATOMY OF A HIGH CONVERTING FACEBOOK AD CAMPAIGN

1. Set Your Game Plan
2. Dial-In Your Client's Target Audience
3. Test Offers to Attract that Ideal Audience
4. Conversion Tracking Set Up and Ready
5. Attract Attention Through Testing Different Ads
  - a. Video or image that grabs attention & conveys offer
  - b. Ad copy that hooks interest, conveys offer, clear CTA
6. Algorithm-Friendly Campaign Setup
7. Optimize & Scale

MISSING ANY OF THESE ELEMENTS WILL KEEP YOU FROM GETTING RESULTS FOR YOUR CLIENTS.

## RUNNING & SCALING YOUR BUSINESS

Burnout is real if you don't have a plan and systems and processes in place for growing your ads business.

# YOUR ASSIGNMENT

## MOWLES METHOD™: EXERCISE

Don't wait around, start taking action now! Make sure you have completed the first two assignments first. In this exercise it's all about you looking at the infinite possibilities available for your business and your life. Don't skip over this exercise, it's extremely important.

I WANT YOU TO PICTURE YOUR IDEAL FACEBOOK ADS BUSINESS 12 MONTHS FROM NOW.

How has the business grown?

How has life changed?

How do you feel in that moment?

How much money are you making a month?

How many clients are you working with?

# YOUR ASSIGNMENT

## MOWLES METHOD™: EXERCISE

Who are your clients helping?

How many people are on your team doing work for you?

How much time did you take off?

What's your personal life like now that you have a thriving business?

### ASK YOURSELF

Are you going to be the person who sees problems or who sees opportunities?

sees problems       sees opportunities

Are you the person who avoids what's necessary or takes actions, even when they're afraid?

avoid what's necessary       take actions, even when I'm afraid

### NOTES

# MEET YOUR HOST

## BRANDI MOWLES

Brandi is a Facebook™ and Instagram™ Ad strategist and the founder of Conversions For Clients. She helps service providers go from clueless to feeling like a rockstar Facebook™ ad manager that's able to run high-converting Facebook™ and Instagram™ ads that leave clients raving!

Brandi started her own ad business in January 2019 and was able to scale to over \$200,000 all within her first year of running ads and without hiring a team or subcontractors. And has helped her clients generate over 2 million dollars in revenue.

Facebook and Instagram ads are her JAM but helping others create a life and business they love is her passion.

FUN FACTS: She loves Disney days with her husband and daughter, tacos are life, and her proudest accomplishment was retiring her husband so they could truly live their dream life.

