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HOW TO **SELL OUT**

COACHING PROGRAMS

WITH

Facebook **ADS**

IN 3 EASY STEPS



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www.getsomemagic.com

HOW TO SELL OUT YOUR COACHING PROGRAMS WITH FACEBOOK ADS IN 3 EASY STEPS

Is this you?

- ✓ You don't fill all your coaching spots and feel stressed about not being able to really scale your business.
- ✓ Only a few people actually attend your free trainings while your competitors always seem to be ahead of you.
- ✓ You still trade your time for money and don't have a reliable passive income.
- ✓ You're not standing out in the sea of coaches.

If this is you: Don't worry. In fact, this is where most coaches stand with their coaching business. And it's fine. You're coaching and therefore helping other people and it's not going too bad.

But what if this were you?

- ✓ You get new coaching clients easily on autopilot every month and finally feel completely successful with your coaching business.
- ✓ Your free online trainings are filled with hundreds of potential clients who book your offer right on the spot.
- ✓ You sell courses and have a steady passive income that makes you feel fulfilled and relaxed.

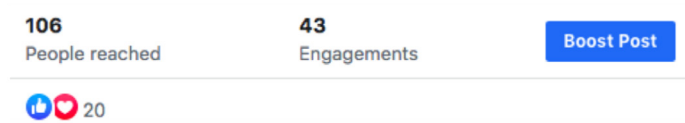
Sounds even better, doesn't it? This is possible for you!

Facebook Ads are the easiest and fastest way to scale your coaching business.

Sounds great but you don't know how to set up the right Facebook Ads to achieve any of this?

Let's dive right in, it's only 3 easy steps:

PREPARATION: Forget the “Boost post” button



Chances are if you’ve tried running Facebook Ads you used this blue “Boost Post” button. I like to call it “Burn your money” button.

Why? Because it only gives you very limited options:

- ✓ You can’t split-test
- ✓ You can’t evaluate your numbers properly

Use the Ads Manager instead

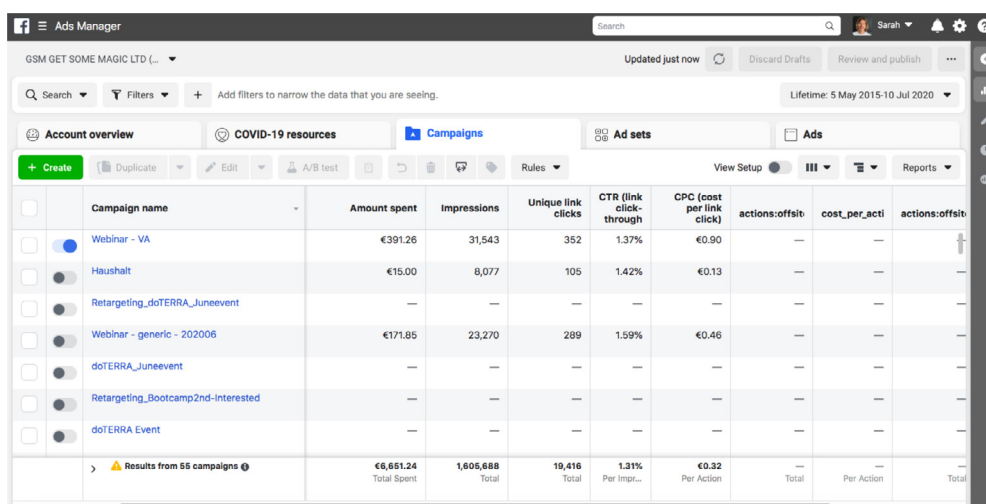
Instead, you want to use what is called the Ads Manager. This is the place where you create all your audiences and ads.

How to access the Ads Manager:

Type facebook.com/adsmanager into your browser - this is the easiest way to access your Ads Manager

Don’t use a mobile or tablet to create ads but always do so on a computer

The Ads Manager might look scary but once you know your way around it really is not as complicated as it looks.



Campaign name	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	actions:offsit	cost_per_acti	actions:offsit
Webinar - VA	€391.26	31,543	352	1.37%	€0.90	—	—	—
Haushalt	€15.00	8,077	105	1.42%	€0.13	—	—	—
Retargeting_dotERRA_Juneevent	—	—	—	—	—	—	—	—
Webinar - generic - 202006	€171.85	23,270	289	1.59%	€0.46	—	—	—
dotERRA_Juneevent	—	—	—	—	—	—	—	—
Retargeting_Bootcamp2nd-Interested	—	—	—	—	—	—	—	—
dotERRA Event	—	—	—	—	—	—	—	—
Results from 55 campaigns Total Spent		1,605,688 Total	19,416 Total	1.31% Per Impr...	€0.32 Per Action	—	—	—

STEP 1: Split-testing

You ALWAYS need to split-test different things because this is the only way to improve your results.

I've run Facebook Ads for clients for over 5 years now and I'm still surprised sometimes on what works and what doesn't. You can never be sure.

Things you should split-test:

Different ad images

Different ad texts

Different ad headlines

Different audiences

Here is one example of split-testing one image against one video. The text above the image / video as well as the headline should stay the say.

Remember: Always only split-test one element at a time

The image shows two side-by-side Facebook ad examples for 'Social Media Magic by Sarah Lorenz'. Both ads have the same headline: 'Do you want to run Facebook Ads for your business but you have literally no idea how they work? 😬' and a '...see more' link. The left ad features a video thumbnail of Sarah Lorenz with a play button icon. The right ad features a pink graphic with the text 'How you can run successful Facebook and Instagram Ads that sell your offer every single day', the Facebook and Instagram logos, and a testimonial: '39:25 Super clear! amazing way of explaining something, that even a 7 year old can make a FB ad!'. Both ads include the URL 'EVENT.WEBINARJAM.COM' and a 'Learn how to run Facebook Ads for your business' headline with a 'LEARN MORE' button.

Split-test different audiences

Not only should you test different elements with the ads but I also highly encourage you to split-test different audiences against each other.

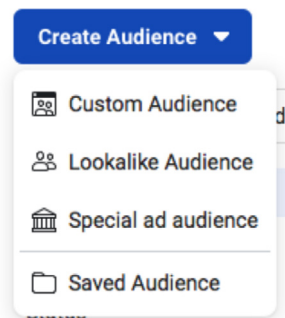
For this, it's important to understand the different audience types:

We have three main audience types:

Custom Audience

Lookalike Audience

Saved Audience



Custom Audience:

People who already know you, for example, who:

- ✓ have engaged with your Facebook page or Instagram
- ✓ have watched a video of you
- ✓ have clicked “Interested” or “Going” at one of your previous events
- ✓ you have their email address

Lookalike Audience:

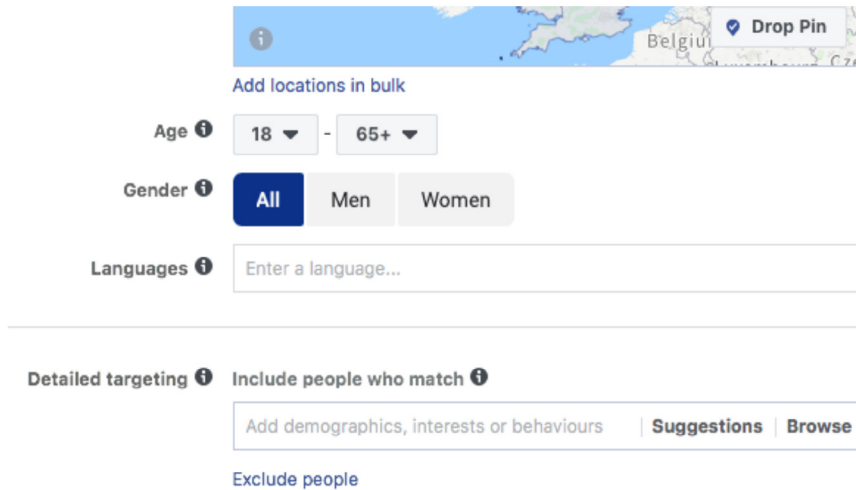
People that are very similar to a group of people that already know you (meaning: They are similar to a Custom Audience).

Create the Custom Audience first and then create a Lookalike audience

Saved Audience:

Personally I really don't know why Facebook calls this “Saved Audience” as all audiences can be saved. I like to call this Profile-based Audience or Interest-based Audience.

This is the audience where you select things like age, gender, location, interests, and demographics.



So, how do you test different audiences now?

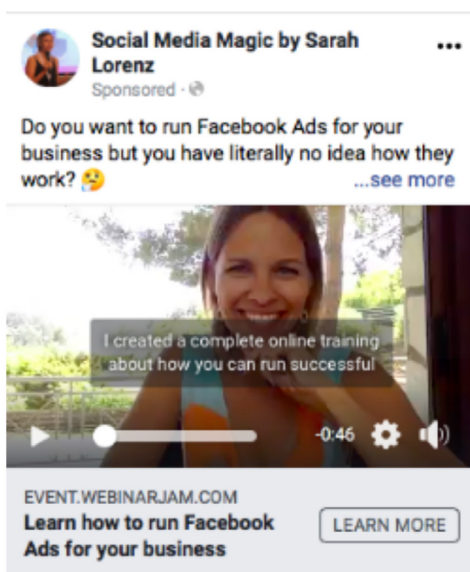
Chances are when you're only just starting, you can only work with a Saved Audience. Which is fine, do that.

As soon as you can add a Lookalike Audience as a second audience and then split-test those two audiences against each other.

STEP 2: VIDEOS

As a coach you are your own product. Therefore you should show yourself in a video already in the very first ads (no matter what your campaign objective is).

Important: Create subtitles for your videos! Almost everyone will watch your video ad without the sound. I personally create my subtitles on Youtube, convert them to a .srt file, and then upload that file to my Ads Manager.

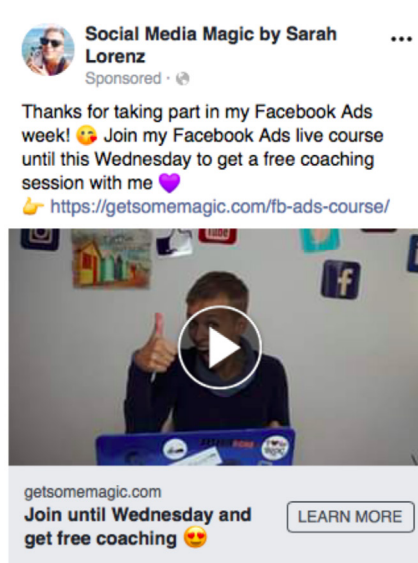


STEP 3: Retarget

This is a very important step!

Speak again to people to remind them of you.

For example: Speak again to everyone who signed up for your freebie and remind them of your 1:1 coaching offer.



THE DETAILS

Do you want to learn the details of how exactly you can build all those campaigns, audiences, and ads? Let me show you how to sell out your coaching programs with Facebook Ads.

GET STARTED TODAY

About Sarah

Hi, I'm Sarah

I'm an expert on Facebook and Instagram Ads that sell out your coaching programs.

With the knowledge the participants of my various workshops, events, and courses have gained, they were able to earn consistent, 5-figure months and get 6-figure launches.

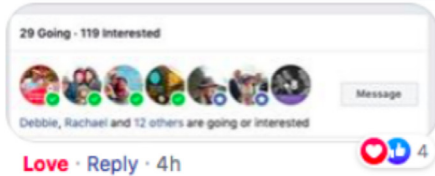
I've created an online course to be able to impact even more clients by not limiting myself to only 1:1 packages. Let's start running your Facebook Ads today!



These course participants couldn't be happier

"This course has been the best thing I have invested my time and money into in a long time."

Just wanted to say a MASSIVE thanks to you Sarah Lorenz this course has been the best thing I have invested my time and money into in a long time. My event is on Wednesday and I have 21 people signed up via eventbrite. 119 people clicked interested & 28 people clicked going. Thank you! xx



"The response I've been getting since starting this training is incredible!!"

thanks so much Sarah Lorenz
I used to run Facebook ads but obviously not very effectively because the response I've been getting since starting this training is incredible!! 🙌🙌🙌 My class is on Wed eve, 200 people clicked interested and 32 have registered. So exciting!! Thank you 🥰🥰 Xx

"I have fallen in love with fb advertising with this course!"

Dear All, I have fallen in love with fb advertising with this course! ✨❤️✨ Thank you so much dear Sarah Lorenz!



"I'm so glad that I found Sarah's Facebook Ads course. Sarah gives so much content that is super helpful and easy to understand. I learned so much!"

Marie Franz



"I wanted to have full control over my Facebook Ads. I had outsourced before and was never really happy about it. I wanted to get familiar with this aspect of marketing on Facebook so that I could really understand exactly how it all works. And I can tell you: Sarah is amazing with Facebook Ads!"

Ana Kosta

