



Inside Molly's Paid Traffic Playbook: 5 Facebook 'Plays' to Make More Profit

Easiest way to scale
traffic & customer
acquisition?

Introducing new “plays”
to your traffic system!

1. Direct to Product Page

What? Direct to Product Page

Business Type? ALL!

When? E-commerce (cold traffic), info/ SAAS/ local business
(warm traffic)

FB Objective? Conversions/ Purchase

Who? DIY Hot Sauce Kits



"I got this kit for my hubby for the holidays and he absolutely loved it! I am an attention to detail freak, and appreciate all the extra goodies included like the gloves, ph strips and bottling funnel. So far we made 3 of the recipes that came with the kit and the Smokin' Sauce is our favorite... seriously better than anything we ever tried!"

- Amanda, Hot Sauce Kit Customer

Hot Sauce Making Kit

 705

4.9 out of 5 stars

\$39.95 ~~\$69.99~~

[Add to Cart](#)

100% No-Risk Money Back Guarantee



Avatars:

1. Wife/ Partner giving gift to Male Spouse

Copy Variation 1: General gift giving

🌶️ **"Perfect for the 'hard to shop for' fella! Incredible gift!** My hubby was so excited when he opened this DIY kit. It comes complete with everything you need to bring the heat; Ancho chilis, Chipotle, Habanero, Ghost Pepper, spice blend, and apple cider vinegar... **...it was one of the most unique gifts I have ever given, and far exceeded my expectations. I'll order more kits for my "hot" friends.**" - Laura D ★★★★★

🌶️🌶️ **"I bought the Hot Sauce Making Kit for my boyfriend as a Christmas present. It was a perfect gift - He loves hot sauce, so he was excited about the opportunity to make his own! It was great for a date night!"** -Bri ★★★★★

🌶️🌶️🌶️ **"All of our friends have heard about our hot sauce making adventure and want to know where to get a kit for themselves, I've sent them this link :) everything is included. He absolutely loved this gift and I can't believe I got it for the price that I did considering everything that's included."** -Sam ★★★★★

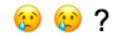
🌶️🌶️🌶️🌶️ **"Great gift for the person who has everything... got this for my husband as a birthday gift. He absolutely loves it. I like the kit so much, I will order more for others in my life that would have fun with it too. Great for birthdays, Christmas, house warming gift, Valentine's Day (For those who make your life spicy) and even just because!"** -Vanessa T. ★★★★★

🎁 Give the gift of a FUN experience! Join the over 100,000 customers that have experienced our Hot Sauce Making Kit, given incredible gifts and created awesome memories...

Use code **HOT10** for 10% off your first kit (limited time)! 🎁

Copy 2: Give gift of Experience instead of material items

Did you know... **Americans spend \$16 billion yearly on unwanted, meaningless gifts**



72% of Americans would actually rather spend money on an **EXPERIENCE** than a “thing”...

We created this DIY Hot Sauce Kit so that you can give your loved ones the gift of a fun experience with YOU... rather than a sweater that will hang in their closet, never to be thought of again 📦 .

📦 Give the gift of a FUN experience! Join the over 100,000 customers that have experienced our Hot Sauce Making Kit, given incredible gifts and created awesome memories...

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Targeting:

Ad Set 1 (37 Million):

Engaged

Married

Ad Set 2 (1.2 million):

Anniversary (within 61-90 days)

Anniversary within 30 days

Ad Set 3 (5 Million):

Gender All **Men** Women

Languages

Detailed targeting INCLUDE people who match at least ONE of the following

Demographics > Relationship > Relationship status

Engaged

Married

[Add demographics, interests or behaviours](#) | [Suggestions](#) [Browse](#)

and MUST ALSO match at least ONE of the following X

Demographics > Life events > Date of birth > Month of birth

Birthday in August

Birthday in July

Birthday in June

Birthday in September


[Add demographics, interests or behaviours](#) | [Suggestions](#) [Browse](#)

Exclude people or Narrow further

Expand detailed targeting criteria when it may improve performance at a lower cost per result.

Currently unavailable. These estimates are based on the other placements that you've selected.

Audience size



Specific Broad

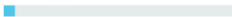
Your audience selection is fairly broad.

Potential reach: 5,000,000 people

Estimated daily results


Reach

1.7K-9.6K



Landing page views

98-610





The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?





2. Hot Sauce/ Grilling Enthusiast






Copy 3a: Make hot sauce at home

This Hot Sauce Kit has everything you need to **make 7 bottles of lip smacking hot sauce right from home** --- it's cheaper than store bought hot sauce, better tasting, and a heck of a lot more FUN!

 "I just made my first 2 bottles of hot sauce at home! **Way better than store bought** and it only took about 25-30 minutes to make." -MP 

  "Any hot sauce aficionado should not venture out into making their own brews unless they **start with this brilliant hot sauce making kit!** Eye-catching, creative and the end product is sauced-up taste!! This fueled my inner chef to start making wild concoctions to add even more flavor and creativity to my heat eating adventures!!" -Lynn 


   "Bought this for my dad who **just can't seem to find a hot sauce that he likes and is hot enough.**" -Kayla M. 




    "The sauces have added zing to so many things that I cannot list them all. Needless to say my burgers will never be without a dash of my DYI Hot Sause." J.M. 





Join the over 100,000 customers that have experienced our Hot Sauce Making Kit...Use code **HOT10** for 10% off your first kit (limited time)!





Copy 3b: Make hot sauce at home

Can't find hot sauce at the grocery store that's HOT enough or to your liking? Don't worry... you can make your own at home with our DIY hot sauce kit!

 "I just made my first 2 bottles of hot sauce at home! Way better than store bought and it only took about 25-30 minutes to make." -MP 

  "Any hot sauce aficionado should not venture out into making their own brews unless they start with this brilliant hot sauce making kit! Eye-catching, creative and the end product is sauced-up taste!! This fueled my inner chef to start making wild concoctions to add even more flavor and creativity to my heat eating adventures!!" -Lynn 

   "Bought this for my dad who just can't seem to find a hot sauce that he likes and is hot enough." -Kayla M. 

    "It was fun, easy and the end products was super tasty and had a great kick. The sauces have added zing to so many things that I cannot list them all. Needless to say my burgers will never be without a dash of my DYI Hot Sause." J.M. 

Targeting:

Ad Set 1 (2.2 Million):

Cholula Hot Sauce

Hot sauce

Louisiana Hot Sauce

Sriracha Hot Chili Sauce

Sriracha sauce (Huy Fong Foods)

Tapatio hot sauce

Texas Pete Hot Sauce

The Hot Sauce Club

Ad Set 2 (1.3 Million):

McCormick Grill Mates

Sweet Baby Ray's

Tabasco

Tabasco sauce

The Incredible, Edible Egg

Ad Set 3 (1.4 million):

All Things BBQ

BBQ Dragon

BBQ Pit Boys

BBQ Pitmasters

Stubb's BBQ Sauce

The BBQ Guru

[weber grills](#)

Video 1 -- Hot Sauce Enthusiast:

- short video around 15 seconds (flexible)
- the banner at the top of the video will say "Make Your Own Hot Sauce @ 🏠"
- the first slide of the video should be a simple product shot, the entire kit laid out on the counter
- the content of the video will be a short product demo --- someone (a male if possible) unboxing the kit (not from a gift giving standpoint if possible) so that you can see all of the cool bottles and packets that come inside -- if possible include them then making the hot sauce kit and then them happily holding or using a bottle of their homemade hot sauce
- the last slide of the video should be all text against a simple colored background with "Grab Your Kit Today for 10% Off -- Limited Time!"

Video 2 -- Wife/ Partner Giving Gift to Spouse

- short video around 15 seconds (flexible)
- the banner at the top of the video will say "Give the gift of HOT SAUCE"
- the first slide of the video should be a simple product shot, the entire kit laid out on the counter
- the content of the video will be a woman giving a man the hot sauce kit and him happily opening the box (i know this footage lives in google drive), if possible also show him/them making some hot sauce for a few seconds at the end
- the last slide of the video should be all text against a simple colored background with "Grab Your Kit Today for 10% Off -- Limited Time!"

Video 3 -- Give the gift of experiences/ giving feels good

- I can see this video being 1-2 mins long
- the banner at the top of the video will say "Americans spend \$16BILLION yearly on UNWANTED gifts"
- the video should start with a quick selfie video of dave saying "Americans spend \$16BILLION yearly on UNWANTED gifts" with a shocked face then cut into....
- the content of the video will be the brand video (or part of it, you choose what you think is best) that dave shot (he's sitting in a chair) talking about the power of giving gifts and why he made DIY kits
- the last slide of the video should be all text against a simple colored background with "Grab Your Kit Today for 10% Off -- Limited Time!"

DIY Gift Kits
 Written by Molly Pittman [?] · 14 August at 18:23 ·

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Join the over 100,000 customers that have experienced our Hot Sauce Making Kit...Use code **HOT10** for 10% off your first kit (limited time)!

Make your own hot sauce @ 🏠



What's inside?

DIYGIFTKITS.COM
 Join the over 100,000 customers that have experienced our Hot Sauce Making Kit...Use code **HOT10** for 10% off your first kit (limited time)! [Learn More](#)

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- Amanda, Hot Sauce Kit Customer

Hot Sauce Making Kit

 705

4.9 out of 5 stars

\$39.95 ~~\$69.99~~

[Add to Cart](#)

100% No-Risk Money Back Guarantee





Written by Molly Pittman [?] · 23 July at 19:11 · 🌐

Like Page

"My mom life is more organized with the Panda Planner🐼. I have one place to keep our doctors appointments, school activities, days we do school, trips we go on, etc.

It's also nice to keep up with cleaning around the house, when I need to do it, what room was deep cleaned last.

It keeps me accountable on what I planned on getting done for the day, week, and month.

I love that the dates are not preprinted because I can set my year to a school year instead of a calendar year.

I am going into my second Panda Planner Weekly, one year planner.

It's big, so I don't lose it. It's sturdy and strong and can withstand being carried around with lots of school books and pens. The pages are thick so I can use Gel Pens and they don't bleed through.

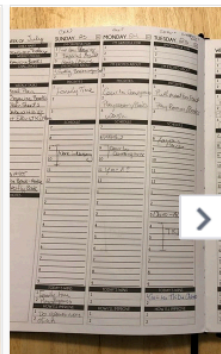
I have a place to keep up with meal planning 🍷🍎.

I seriously can put everything in this planner I need. I LOVE this planner!"

Panda Planner is scientifically proven to increase productivity & happiness😊. GET MORE DONE. FEEL BETTER -- 10% off -- Use Code FB10 at checkout: <http://bit.ly/2v1Jkxy>



Best Planner for Busy Moms 🐼



Keep track of doctor appointments, me...

75,992 people reached

58

16 Comments 27 Shares



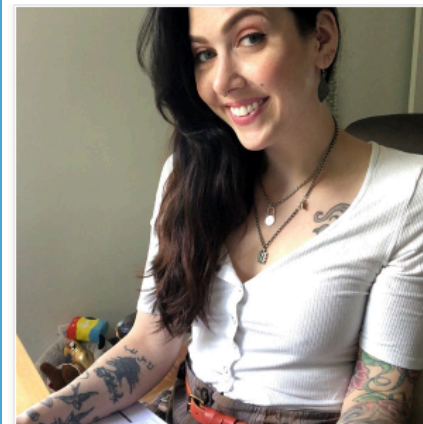
Sponsored

"I was stuck in a job I hated, mid-divorce, and my finances were a mess."

I was looking for some semblance of control during a time defined by uncertainty and chaos. My colleague casually mentioned Panda Planner, probably because she thought I was in the throes of a breakdown, so I thought I'd give it a try...

I got a new job, paid off thousands of dollars of debt, and haven't double booked myself for poetry readings or workshops. It helps me keep track of deadlines at work and reminds me to focus on the things in my life that are going well. I can wake up in a horrid little mood, stressed and overwhelmed, but when I sit down and actually list the things I'm grateful for, it eases my anxiety and lets me hold onto something good for the day. It doesn't matter that I usually write "my dogs" three times on that list – just the little task of asking myself to acknowledge their goodness is good for me, too." -Ruth

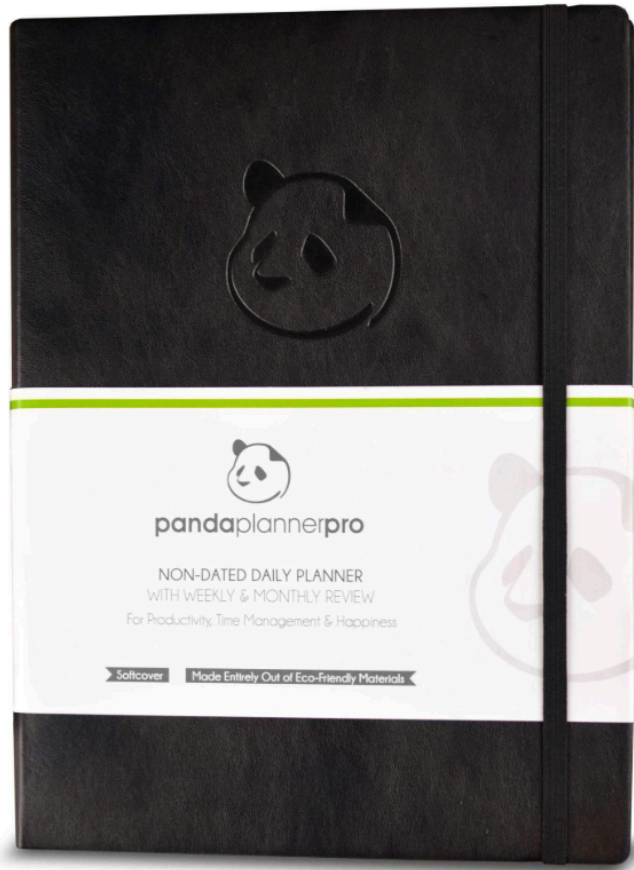
Panda Planner is scientifically proven to increase productivity & happiness😊. GET MORE DONE. FEEL BETTER -- 10% off -- Use Code FB10 at checkout: <http://bit.ly/2v1Jkxy>



When I sit down and list the things I'm grateful for, it...



A planner that helps decrease anxiety a...



Panda Planner® Pro

8.5" X 11" UNDATED **Free Shipping On Today's Order!**

\$36.97

★★★★★ 446 reviews

COLOR



DISCOUNT APPLIED IN CART

BUY 1 REGULAR PRICE

BUY 2 SAVE **5% OFF**

BUY 3 SAVE **7% OFF**

BUY 4 SAVE **10% OFF**

ADD TO CART

2. Pre-sell Article

What? Direct to Pre-sell Article

Business Type? ALL!

When? Cold Traffic & Warm Traffic

FB Objective? Conversions/ Purchase

Who? BOOM! By Cindy Joseph

CHECK OUT OUR NEW PRODUCTS

JOIN THE BOOM CLUB

★ REVIEWS

5 Makeup Tips For Older Women

By Boom's original founder (and makeup artist turned silver-haired supermodel), Cindy Joseph

HOW TO BRING OUT YOUR NATURAL BEAUTY AT 50, 60, 70 AND BEYOND

1. Use Cream-based Cosmetics on your face (not powder-based).

Powder adds texture to skin that already has developed texture.

2. Find a tone of lipstick that matches your inner lip or gums.

[Chat with us!](#)



\$ 28 **Boomstick Color**

ADD TO CART

WATCH DEMO VIDEO:



\$ 28 **Boomstick Glimmer**

ADD TO CART

WATCH DEMO VIDEO:



\$ 28 **Boomstick Glo**

ADD TO CART

WATCH DEMO VIDEO:





BOOM by Cindy Joseph

Sponsored · 🌐



Quick Makeup Tip: Do you use powder-based cosmetics?

If you're over 50, any powder-based cosmetics—even eyeshadow—can draw attention to any lines or texture you have on your face.

There's a better way. See our 5 makeup tips for the details.

www.boombycindyjoseph.com/pages/5-makeup-tips-for-older-women



WWW.BOOMBYCINDYJOSEPH.COM

Ditch the Eyeshadow?

Here are 5 makeup tips, exclusiv...

[LEARN MORE](#)

👍❤️👎 6.5K 1.2K comments 1.6K shares

👍 Like 💬 Comment ➦ Share



BOOM by Cindy Joseph

Written by Boris Shekeloff [?] · 14 June · 🌐



"I'm 51 and I no longer wear any other makeup. I love the Boomstick Trio!"—Brenda A., Boomstick Trio customer.

Women have given our Boomstick Trio over 24,000 five-star reviews (including this one). 🌟

Find out why. Click below to see what these three little sticks can do for your skin.

👉 www.boombycindyjoseph.com/pages/10-minute-makeup



WWW.BOOMBYCINDYJOSEPH.COM

Women ❤️ These Sticks!

See our guide to find out why.

[Learn More](#)



BOOM by Cindy Joseph

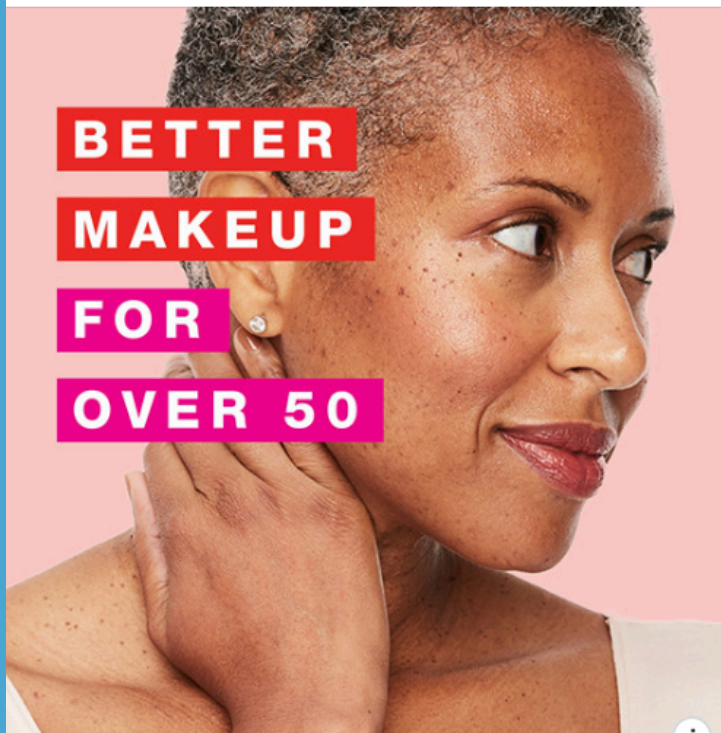
Written by Boris Shekeloff [?] · 10 January · 🌐



Women over 50 shouldn't have to be slaves to dozens of different makeup products.

<https://www.boombycindyjoseph.com/.../5-makeup-tips-for-older...>

Simplify your makeup now, with our 5 quick makeup tips. ❤️



























WWW.BOOMBYCINDYJOSEPH.COM

It's Really THAT Easy?

Simplify your makeup with our 5 quick makeup tips...

👍❤️👎 488

88 comments 44 shares

Ad set name	 Delivery 	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions	Cost per result	Amount spent
Ad Set 11 - ALL-W-45+-US	 Active Initial learning complete	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	243 Purchases	472,514	691,193	\$63.00 Per Purchase	\$15,309.80
Ad Set 2 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	24 Purchases	55,859	75,842	\$68.31 Per Purchase	\$1,639.53
Ad Set 8 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	57 Purchases	120,343	159,344	\$62.91 Per Purchase	\$3,586.13
Ad Set 10 - 2% Super LL W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	121 Purchases	183,995	250,248	\$64.05 Per Purchase	\$7,750.53
Ad Set 6 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	30 Purchases	60,615	85,350	\$53.47 Per Purchase	\$1,604.02
Ad Set 4 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	40 Purchases	84,996	121,127	\$79.29 Per Purchase	\$3,171.67
Ad Set 9 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	36 Purchases	65,153	88,761	\$60.21 Per Purchase	\$2,167.46
Ad Set 3 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	32 Purchases	34,616	56,050	\$44.64 Per Purchase	\$1,428.61
Ad Set 1 - W-45+-US	 Active (learning) 6 approved 	Lowest cost Conversions	Using campaign budget optimizer	22 Aug 2019, 13:14 Yesterday	59 Purchases	107,879	143,637	\$62.38 Per Purchase	\$3,680.66
Ad Set 7 - W-45+-US	 Inactive	Lowest cost Conversions	Using campaign budget optimizer		— Purchase	—	—	— Per Purchase	\$0.00
Ad Set 5 - W-45+-US	 Inactive	Lowest cost Conversions	Using campaign budget optimizer		— Purchase	—	—	— Per Purchase	\$0.00
  Results from 11 ad sets 				—	642 Purchases	936,470 People	1,671,794 Total	\$62.84 Per Purchase	\$40,344.23 Total Spent

How We Added 15% In Revenue: 3 Lessons from \$1,000,000 in Upsells

My ecommerce brand just hit a major milestone: \$1,000,000 in upsell revenue!

And we did it using a post-purchase upsell tool we developed called [OneClickUpsell](#).

Now I want to give you the surprising lessons we learned that made it all possible, including:

- The **top-selling upsell** for every store (yes, even yours)
- Why you should always “upsell an upsell”
- The winning-est upsell funnel for **over 5,000 Shopify sites**
- And how to add this upsell strategy to your store

Lessons from Selling over \$1,000,000 in Upsells

New Term Alert: A “post-purchase upsell” is any offer you make after a person makes a purchase.

LESSON #1



#1. “Doubling Down” is Your Most Profitable Upsell

We tested a ton of upsell combinations on our store — and we looked at the 5,000 other stores that use OCU — in order to find the highest-converting upsell of ‘em all.

And here’s the winner:

The top-selling, most-requested upsell was always one more of what they just bought.

And that’s good news for you, because that’s one product you know you already have.

Here’s an example from my latest product launch:

ADD 10-15% TO YOUR REVENUE ON DAY 1

5,000 Shopify store owners and counting have installed the **OneClickUpsell app** to automate these same post-purchase upsells for their store.

And on average, each store experiences a **10-15% increase** in total revenue beginning the very first day.

That's an extra 10-15% in revenue that you can use to:

- **Increase your advertising**
- **Acquire more customers**
- **And grow your store**

It's easy to create custom upsell funnels for every product in your store, and in-app analytics help you optimize these flows for even more sales.

[Click here to learn more about OneClickUpsell](#) and start earning an extra 10-15% today.

LEARN MORE ABOUT OCU NOW

Get OneClickUpsell Today!

Monthly Plan

\$ 47

per month

+1.5% of Upsell Revenue [?](#)

(billed Monthly)

GET THIS PLAN

Annual Plan

\$ 33

per month

+1.5% of Upsell Revenue [?](#)

(billed \$397 Annually)

GET THIS PLAN

SAVE OVER
30%

3. Lead Magnet

What? Direct to Lead Magnet

Business Type? ALL!

When? Cold Traffic & Warm Traffic

FB Objective? Conversions/ Leads

Who? Team Traffic



YOURS FREE: 127-Page Facebook AdSumer Report



Need inspiration for your next Facebook ad campaign? Unlock one of our 'Members Only' **AdSumer Reports**. They're like swipe files on **steroids**.

We've hand-picked 147 ads from 25 businesses to showcase and analyze. You'll study compelling ad copy, creatives, and new ad formats that you may have never seen before. This has only been available to members of **Team Traffic**, until now.

BONUS: Secure an invitation to our upcoming '**How to Win with Facebook Ads in 2019**' training with Molly Pittman and Ezra Firestone when you claim your report!

Get My Report

We hate SPAM and promise to keep your email safe

Molly Pittman

Published by Molly Pittman [?] · 10 January · 🌐

Need inspiration for your next Facebook ad campaign? 🗨️

This Adsumer report is full of new ideas (147 ads from 25 brands to be exact 😊) to get your advertising wheels turning again.

Whenever I'm experiencing 'media buyer's block', I turn to my newsfeed to study ads from other brands... it's how I get a lot of my ideas for copy, creative, or new ways to use different ad types.

That's how I got the idea for AdSumer reports 📄... a way to gift my fellow Facebook advertisers with inspiration to build even better campaigns.

I encourage you to scroll through, study each ad, and take notes 📝.

💙 Love how they've created a list with emoji bullets in their ad copy? Write it down. Try it Later.

Intrigued by a cartoon ad image you see? Screenshot it. Send it to your designer or keep it yourself for inspiration.

Need to improve the conversion rate on your landing page? Click over to the sales page from each ad for landing page and optimization inspiration, too 🙌!

Grab the latest AdSumer report here:

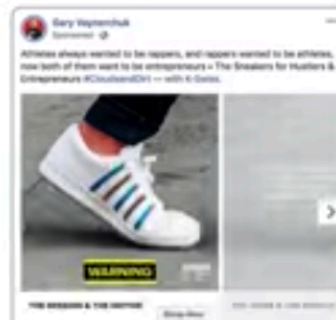
<http://bit.ly/2siAH0A>

I hope you get as much out of these reports as I do. Let us know what you think!

147 FACEBOOK ADS FROM 25 TOP BRANDS

Gary Vaynerchuk




Key Details: Multiple video ads for a conference he is speaking at, as well as his new shoes with in-Gator, Social marketing the basis of the conference.



LANDING.SMARTMARKETER.COM

New Tool For Facebook Advertisers
👉 127 Page Facebook AdSumer
Report

[Learn More](#)

Ad set name	 Delivery 	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions	Cost per result
Cold-4	● Not delivering Campaign is off	Lowest cost Conversions	Using cam...	14 Jan 2019, 11:34 221 days ago	1,562 TT - Adsu...	103,832	191,164	\$2.53 Per TT - Adsu...
Cold-3	● Not delivering Campaign is off	Lowest cost Conversions	Using cam...	14 Jan 2019, 11:34 221 days ago	1,525 TT - Adsu...	65,339	149,097	\$2.93 Per TT - Adsu...
Cold-2	● Not delivering Campaign is off	Lowest cost Conversions	Using cam...	14 Jan 2019, 11:34 221 days ago	1,405 TT - Adsu...	101,469	184,612	\$2.47 Per TT - Adsu...
Cold-1	● Not delivering Campaign is off	Lowest cost Conversions	Using cam...	14 Jan 2019, 11:34 221 days ago	1,806 TT - Adsu...	66,094	146,121	\$2.62 Per TT - Adsu...
▶ Results from 4 ad sets 				—	6,298 TT - Adsu...	245,810 People	670,994 Total	\$2.64 Per TT - Adsu...



What type of course
SHOULD I CREATE
for my business?

There Are 5 Types of Profitable Digital Courses

Take this 2-Minute Quiz and Find Out Which Course YOU Should Create Based On Your Goals, Audience, and Where You're at In Your Business

(+ I'll hook you up with the action you need to take first to bring your digital course to life!)

TAKE THE QUIZ



Amy Porterfield

Sponsored

Are you wasting time and money trying to build the type of course that just isn't a good fit for your business?

Choosing the RIGHT type of course (aka one that best fits your personality, skillset, know-how, and business model) can help you create a course that increases your profits, audience, and business freedom -- giving you the results you've been ... <http://bit.ly/2TvyM5K>



🤔 Are You Creating The Wrong Type of Course? (Take This Free Quiz to Find Out)

[Take this 2-Minute Quiz and Find Out Which Course YOU Should Create Based On Your Goals, Audience, and Where You're at In Your Business \(+ I'll hook you up with the acti- AMYPORTERFIELD.COM](http://bit.ly/2TvyM5K)



Amy Porterfield

Sponsored

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🤔 Are You Creating The Wrong Type of Course? (Take This Free Quiz to Find Out)

[Learn More](#)



Amy Porterfield

Sponsored

Still not quite sure what type of course is the best fit for your business? 🤔

We talked a lot about the 5 types of courses in the Ultimate Course Creation Starter Kit and how CRITICAL it is to choose the right one so you're not wasting time, money, and energy... [... http://bit.ly/2TvyM5K](http://bit.ly/2TvyM5K)



🤔 Are You Creating The Wrong Type of Course? (Take This Free Quiz to Find Out)

[Take this 2-Minute Quiz and Find Out Which Course YOU Should Create Based On Your Goals, Audience, and Where You're at In Your Business \(+ I'll hook you up with the acti- AMYPORTERFIELD.COM](http://bit.ly/2TvyM5K)

[See ad details](#)

4. Free Video Series

What? Free Video Series

Business Type? ALL!

When? Cold Traffic & Warm Traffic

FB Objective? Conversions/ Leads

Who? ME :), Christ Revealed

FREE 5-PART FACEBOOK ADS MINI-CLASS:

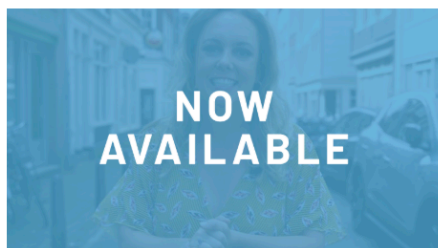
Launch A High-Performing Ad Campaign In Just 7 Days... From Scratch!

Ready to start selling on Facebook? Watch as advertising expert Molly Pittman builds a profitable ad campaign from start to finish, with crystal-clear action items that show you how to build the same campaign for your brand.

As you learn, Molly will give you tools, tips, and action items. At the end of these 7 days, you'll be ready to launch your own campaign! Advertisers of any skill level will get massive value from this training.

[START THE MINI-CLASS](#)

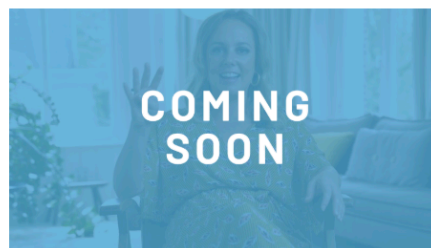
What's Inside



VIDEO 1

Plan Your Campaign (or Plan to Fail)

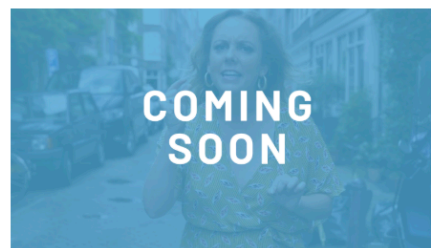
Proper planning is often the difference between a winning campaign and an expensive flop. In this video, **you'll get Molly's planning system**, advice on choosing products for Facebook ads, and insights on why goal-setting saves time later.



VIDEO 2

Reach the Right People

Nothing drive costs up like showing your ads to people who don't want what you're offering. In this video, you'll get the tools to define your audience and Molly's sure-fire way to find them on Facebook (*this works for businesses of all shapes and size*).



VIDEO 3

Produce High-Converting Ads

The ads you actually notice in your newsfeed don't look that way by accident – there's a recipe for repeatable success. In this video, Molly will walk through the ads she's created (and why) and **give you two ad templates** you can choose from for your campaign.

<input checked="" type="checkbox"/>	Cold-5	● Active Initial learning compl	Lowest cost Conversions	Using cam...		907 7-Day Mini...	34,719	50,563	\$1.27 Per 7-Day Mi...	\$1,156.11
<input checked="" type="checkbox"/>	Cold-4	● Active Initial learning compl	Lowest cost Conversions	Using cam...		463 7-Day Mini...	16,974	24,730	\$1.29 Per 7-Day Mi...	\$598.24
<input checked="" type="checkbox"/>	Cold-3	● Active Initial learning compl	Lowest cost Conversions	Using cam...		1,304 7-Day Mini...	58,078	84,264	\$1.44 Per 7-Day Mi...	\$1,882.36
<input checked="" type="checkbox"/>	Cold-2	● Active Initial learning compl	Lowest cost Conversions	Using cam...		546 7-Day Mini...	17,166	24,522	\$1.20 Per 7-Day Mi...	\$654.20
<input checked="" type="checkbox"/>	Cold-1	● Active Initial learning compl	Lowest cost Conversions	Using cam...	16 Aug 2019, 08:05 6 days ago	569 7-Day Mini...	15,250	22,054	\$1.13 Per 7-Day Mi...	\$641.89
<input checked="" type="checkbox"/>	Warm-1	● Active Initial learning compl	Lowest cost Conversions	Using cam...	16 Aug 2019, 07:55 6 days ago	3,301 7-Day Mini...	48,990	127,824	\$1.15 Per 7-Day Mi...	\$3,789.66
	▶ Results from 6 ad sets ⓘ				—	7,092 7-Day Mini...	163,445 People	333,957 Total	\$1.23 Per 7-Day Mi...	\$8,722.46 Total Spent

Create new audience

Use saved audience ▼

Custom Audiences ⓘ

Customer List

ALL SM Subscribers -- Klaviyo Dynamic

04.27.19.Zipify.List

04.27.19.SM.Full.List

TT.AdSumer.Report.Opt.Ins

Smart Marketer List 7-3-16

Engagement – Page

Ez Page Engagers 180 Days

Ez All Video Viewers

Molly Facebook Engagers

Molly Video Viewers

Ez Fan Page Big Video Audience

Website

Webinar Registrants

Downloaded AdSumer Report

Engagement – Instagram

Ezra Instagram Engagers Past 180 Days

Molly Instagram Engagers

Add a previously created Custom or Lookalike Audience

Exclude | Create new ▼

Audience definition



Specific Broad

Your audience is defined.

Potential reach: 480,000 people ⓘ

Estimated daily results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Detailed targeting ⓘ Include people who match ⓘ

Interests > Additional interests > Amy Porterfield

Amy Porterfield

Interests > Additional interests > Mari Smith

Mari Smith

Interests > Additional interests > Mike Dillard

Mike Dillard

Interests > Additional interests > Smart Passive Income with Pat Flynn

Smart Passive Income with Pat Flynn

Add demographics, interests or behavior **Suggestions** | **Browse**

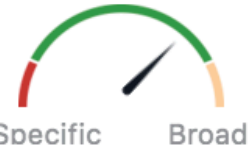
Exclude people or Narrow audience

Expand detailed targeting criteria when it may increase conversions at a lower cost per conversion. ⓘ

Connections ⓘ

Add a connection type ▼

Audience definition




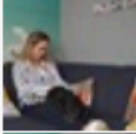
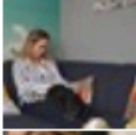



Your audience selection is fairly broad.

Potential reach: 34,000,000 people ⓘ

Estimated daily results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

	Ad name ▼	⚠ Delivery ▲	Ad set name
<input checked="" type="checkbox"/>	 Ad 1	● Active Initial learning compl	Cold-3 6 active ads
<input checked="" type="checkbox"/>	 Ad 2	● Active Initial learning compl	Cold-3 6 active ads
<input checked="" type="checkbox"/>	 Ad 5	● Active Initial learning compl	Cold-3 6 active ads
<input checked="" type="checkbox"/>	 Ad 6	● Active Initial learning compl	Cold-3 6 active ads
<input checked="" type="checkbox"/>	 Ad 3	● Active Initial learning compl	Cold-3 6 active ads
<input checked="" type="checkbox"/>	 Ad 4	● Active Initial learning compl	Cold-3 6 active ads
	▶ Results from 6 ads ⓘ		

Molly Pittman
 Written by Molly Pittman [?] · 16 August at 21:53 · 🌐

👋👋 Hi, Molly Pittman here & I'd love to invite you to join my **brand new, totally free 7-Day Facebook Ads Training!**

This isn't your ordinary ad training.

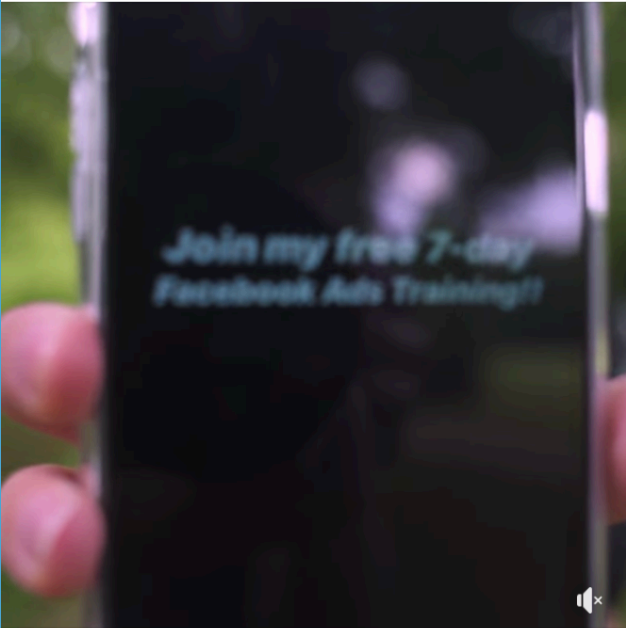
Watch over my shoulder as I build a profitable ad campaign from start to finish for my buddy Dave's hot sauce company 🍷🍷!

As you learn, I will give you tools, tips, and action items to build the same campaign for your brand or clients.

At the end of these 7 days, you'll be ready to launch your own campaign!

Advertisers of ANY skill level will get massive value from this training.

Join today as this is only available for a limited time. See you in the training, enjoy!! 🍷🍷



SMARTMARKETER.COM

👁️ **Watch me build a profitable Facebook ad campaign over the next 7 days... build your own with me!**

Ready to get better results from Facebook advertising? Watch as advertising expert Molly Pittman builds a profitable ad campaign from start to finish, with crystal-clear ...

[Sign Up](#)

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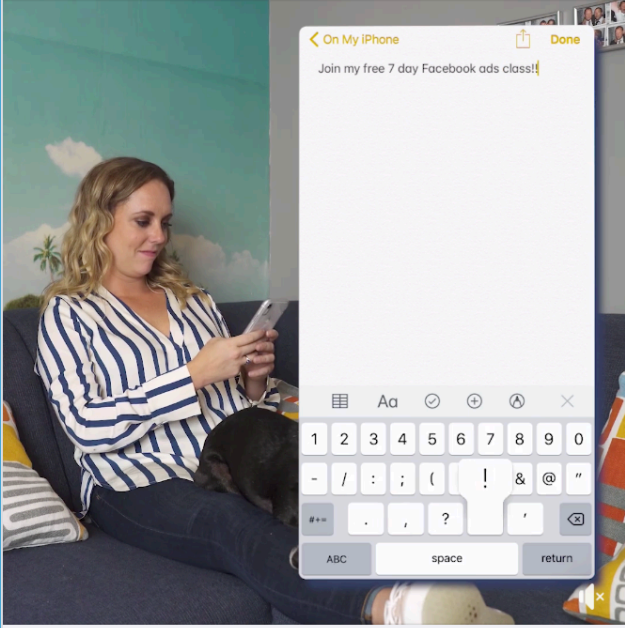
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SMARTMARKETER.COM

👁️ **Watch me build a profitable Facebook ad campaign over the next 7 days... build your own with me!**

Molly Pittman
Published by Molly Pittman [?] · 16 August at 22:46 · 🌐

👁️👁️👁️ Watch over my shoulder as I build a Facebook ad campaign live over the next 7 days!!

I don't know about you, but I learn best by watching others.

That's why I decided to make my brand new, free 7-Day Facebook Ads Course different from any free content I've ever published.

I'll be "teaching" in this course but mostly SHOWING you exactly what to do to get the results you're looking for from Facebook advertising.

Watch me build a profitable ad campaign from start to finish for my buddy Dave's hot sauce company 🍌🍌!

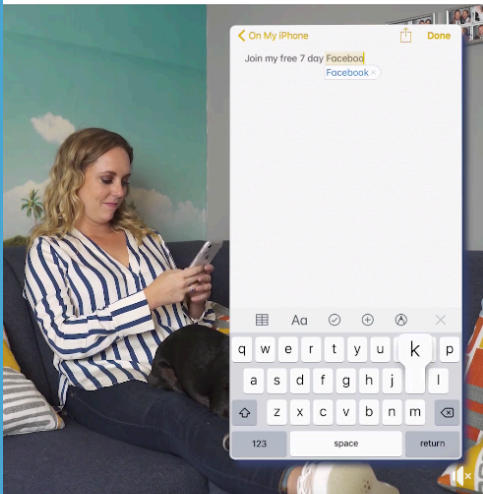
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P.S. Don't sleep on this offer like my pup Larry 🥰🥰



SMARTMARKETER.COM
✉️ **YOU'RE INVITED** ✉️ **Build a high converting Facebook ad campaign with me over the next 7 days!**

Ready to get better results from Facebook advertising? Watch as advertising expert Molly Pittman builds a profitable ad campaign from start to

[Sign Up](#)

Molly Pittman
Written by Molly Pittman [?] · 16 August at 21:46 · 🌐

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[Sign Up](#)

Molly Pittman
Written by Molly Pittman [?] · 16 August at 21:43 · 🌐

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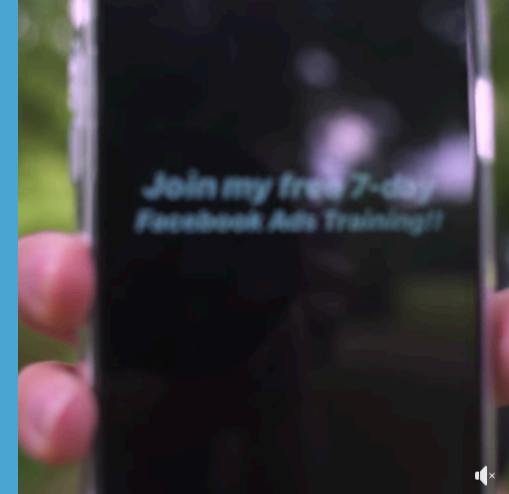
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The Inspiring New Christian Docu-Series That's Changing Lives - Free for 9 Days



**Faith is Under Attack Like Never Before.
Do You Get Questions But Don't Know How to Answer?
Defend Your Faith With....**

**Revealing Astonishing Facts That Will
Transform Opinions About the Validity
of Christ and the Resurrection.**

→ GET FREE ACCESS NOW

Free 9-Day Viewing Begins November 13th

Send to  Messenger

 Molly Pittman [Not you?](#)

Ad set name	Deliverv	Results	Reach	Impressic	Cost per result	Budaget	Amount spent
Our People	Not delivering	11,181	331,648	757,734	\$0.86	\$450.00	\$9,584.90
Cold 24	Inactive	2,403	95,536	160,173	\$0.99	\$300.00	\$2,388.52
Cold 30 - No Targeting	Not delivering	7,826	481,024	626,855	\$1.01	\$500.00	\$7,874.29
Cold 6	Inactive	1,378	113,928	138,908	\$1.04	\$100.00	\$1,432.01
Cold 20	Inactive	2,157	176,936	239,041	\$1.05	\$100.00	\$2,256.13
Cold 2	Inactive	1,231	86,992	104,929	\$1.05	\$100.00	\$1,288.77
Cold 18	Inactive	1,226	117,728	143,870	\$1.05	\$100.00	\$1,285.87
Cold 17	Inactive	9,631	545,942	790,111	\$1.05	\$400.00	\$10,139.13
Cold 21	Inactive	7,332	503,439	692,214	\$1.05	\$400.00	\$7,719.11
Cold 5	Inactive	1,891	139,200	200,607	\$1.06	\$200.00	\$2,005.02
Cold 9	Inactive	7,571	367,134	639,514	\$1.06	\$200.00	\$8,050.61
Cold 4 - Copy	Inactive	6,904	462,337	674,967	\$1.07	\$400.00	\$7,353.15
Cold 12	Inactive	5,414	240,798	469,804	\$1.07	\$400.00	\$5,805.27
Cold 16	Inactive	2,295	173,962	236,149	\$1.07	\$100.00	\$2,461.72
Cold 15	Inactive	552	51,616	58,333	\$1.08	\$100.00	\$593.42
Cold 10	Inactive	4,793	309,556	528,117	\$1.08	\$200.00	\$5,153.71
Cold 7	Inactive	1,195	84,208	104,145	\$1.08	\$100.00	\$1,287.99
Cold 8	Inactive	2,814	180,680	270,516	\$1.08	\$100.00	\$3,035.15
Cold 14	Inactive	1,578	123,840	165,848	\$1.08	\$100.00	\$1,706.97
Cold 27	Not delivering	6,241	341,760	592,311	\$1.09	\$300.00	\$6,794.65
Cold 1	Inactive	9,597	525,463	911,891	\$1.09	\$450.00	\$10,455.10
Cold 19	Inactive	5,685	393,165	565,109	\$1.10	\$200.00	\$6,229.99
Cold 13	Inactive	7,668	452,187	836,798	\$1.10	\$400.00	\$8,425.07
Cold 26	Inactive	5,837	250,368	406,982	\$1.11	\$400.00	\$6,462.39
Cold 25	Not delivering	6,098	289,599	529,213	\$1.11	\$300.00	\$6,794.33
Cold 3	Inactive	4,353	267,876	424,852	\$1.12	\$200.00	\$4,884.83
Cold 28	Inactive	3,833	169,696	261,427	\$1.15	\$300.00	\$4,390.05
Cold 4 - Copy 2	Inactive	5,168	273,159	475,336	\$1.15	\$300.00	\$5,962.06
Cold 29	Not delivering	5,875	328,384	588,955	\$1.16	\$300.00	\$6,793.93
Cold 4	Inactive	9,852	455,269	838,416	\$1.19	\$200.00	\$11,684.43
Cold 33	Inactive	498	47,776	54,531	\$1.19	\$300.00	\$591.26
Cold 32	Not delivering	4,211	216,960	350,028	\$1.21	\$300.00	\$5,110.13
Cold 31	Inactive	2,287	152,961	215,412	\$1.25	\$200.00	\$2,852.00
Cold 23	Inactive	737	49,936	68,216	\$1.28	\$200.00	\$942.45
Cold 36 - Lookalike	Inactive	74	4,229	4,270	\$1.34	\$100.00	\$99.29
Cold 35 - Lookalike	Inactive	63	4,179	4,247	\$1.63	\$100.00	\$102.63
Cold 34	Inactive	94	8,700	8,866	\$1.71	\$100.00	\$160.46
Cold 11	Inactive	32	4,327	4,375	\$3.44	\$100.00	\$110.13
Results from 38 ad sets		157,575	4,931,270	14,143,070	\$1.08		\$170,266.92
		Free Series U...	People	Total	Per Free Series ...		Total Spent

5. Dynamic Product Ads

What? Dynamic Product Ads

Business Type? ALL!

When? Cold Traffic & Warm Traffic

FB Objective? Catalogue Sales

Who? BOOM!

Women 45+ in USA

\$290k spent (\$1k/ day)

6,168 Customers Generated

1.5 ROAS



BOOM by Cindy Joseph

Sponsored · 🌐



"I LOVE these Boomsticks!

"The Glo is perfect for those dry spots on my face and the highly pigmented Color is the perfect flush for my face. The Glimmer is not too frosty, but instead just the right sheen. Wish I tried these years ago!"—Jennifer J., Boomstick Trio customer

✔ Full Money Back & Satisfaction Guarantee!



100% Satisfaction Guarantee! ✔

Shop Now

BOOM C

\$82



BOOM by Cindy Joseph

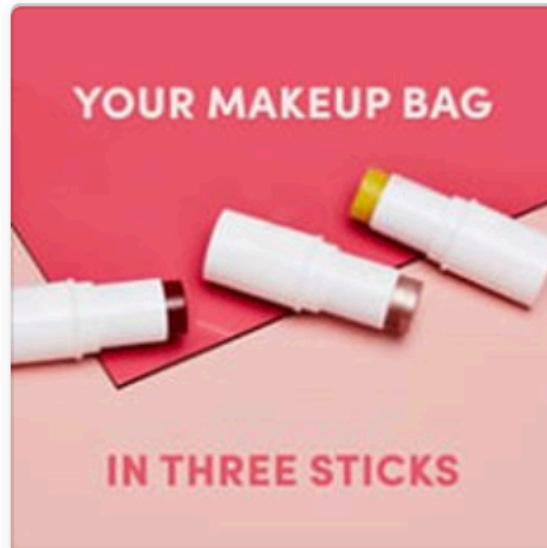
Sponsored · 🌐



"I LOVE these Boomsticks!

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✔ Full Money Back & Satisfaction Guarantee!



100% Satisfaction Guarantee! ✔

Shop Now

BOOMST

\$79



BOOM by Cindy Joseph

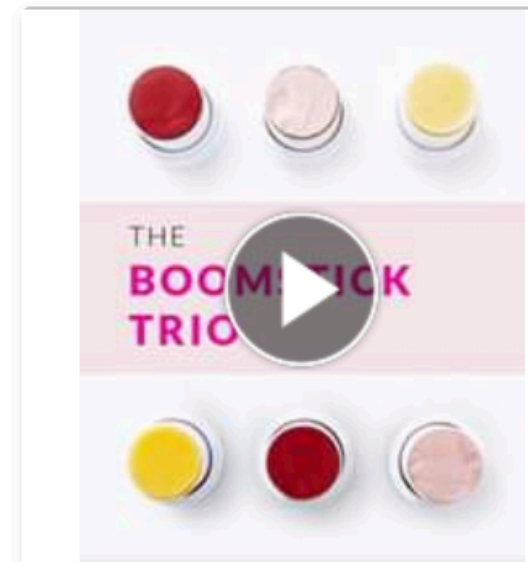
Sponsored · 🌐



"I LOVE these Boomsticks!

"The Glo is perfect for those dry spots on my face and the highly pigmented Color is the perfect flush for my face. The Glimmer is not too frosty, but instead just the right sheen. Wish I tried these years ago!"—Jennifer J., Boomstick Trio customer

✔ Full Money Back & Satisfaction Guarantee!



100% Satisfaction Guarantee! ✔

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BOOM C

\$82

These are just 5 “plays”
from my playbook,
there are many more :)

...

That's why Ezra and I decided to create...





16-Week Paid Traffic Mentorship with Molly Pittman

Join Molly Pittman's hands-on mentorship program and learn her 6-step traffic system for succeeding as a media buyer in any industry or market.

[JOIN NOW](#)

I believe the old model of
marketing education is
broken...

How This Mentorship Will Help You Succeed

- » **Molly**... That's me! I'm one of the industry's most sought-after media buyers and educators, and I'm honored to be your mentor for the next 16 weeks. (And I'm usually more modest, I swear!)

- » **Over-the-shoulder examples**, so you get to see exactly how everything is done before doing it yourself.

- » **My hand-crafted curriculum**, made up of 25 sessions and over 40 content hours that will give you a repeatable, effective traffic system.

- » **Weekly action items** to hold you accountable and help you reach your goals.

- » **Worksheets & templates** to help you flesh out successful campaigns and manage your account – the same resources I use on a daily basis.

- » **Q&A sessions** each week where I answer your questions, give feedback on your work and help you improve.

- » **Our private Facebook group** where you can find support and friendship from your peers, and reach out to me any time you have a question.

- » **Personal attention.** All media buyers are different, so I limit the class size to make sure I can give you what you need to succeed with this program.

LESSON 1

Think Like a Media Buyer

Learn the 8-step process that I use to be a successful media buyer (and how to avoid painfully common mistakes).

LESSON 2

Acquisition Funnels with Ezra Firestone

Ezra gives a masterclass on front-end sales funnels for info products, local businesses, SaaS businesses and more.

LESSON 3

Structuring Your Facebook Campaigns

Learn how to navigate Facebook's platform and choose the right campaign structure, objectives, budgets, and bidding strategy.

LESSON 4

Customer Avatars & Laser Targeting

Define your business avatars, determine their intent and master targeting strategies to find them on Facebook.

LESSON 5

Writing Compelling Ad Copy

Learn to write for your avatars and speak to their pain points, leveraging a ton of my fill-in-the-blank templates to get you started.

LESSON 6

High-Converting Ad Creatives

Learn my process for producing great ad creative, including pairing visual with ad copy and what images build social proof.

LESSON 7

Traffic & Analytics with John Grimshaw

Discover the What?, Why? And How? Of tracking data, and how to use this information to make informed media buying decisions.

LESSON 8

Retargeting Campaigns

Master one of the most powerful ad types and learn how to reach back out to site visitors and warm audiences to close the sale.

LESSON 9

Scaling & Optimization

Learn the two parts to optimizing your live campaigns, and the secrets to vertical, horizontal, and exponential scaling.

LESSON 10

Messenger Marketing & Chatbots

This Lesson is a bot boot camp where you'll learn how to market via messaging apps, then leave with a ton of campaigns you can deploy.

LESSON 11

On-Site Optimization with John Grimshaw

Learn the skills to identify opportunities and problems and improve the lead & sale generation of your traffic once it gets on your site.

LESSON 12

Google Ads with Mike Rhodes

Expand your reach and skillset by learning how adapt your newfound media buying skills to focus on intent, rather than interests.

BONUS WEEK 13

YouTube Advertising w/ Tom Breeze!!

BONUS WEEK 14

Dynamic Product Ads w/ Mike Rhodes!!

BONUS WEEK 15

Content Marketing, Social Media, & Email
List Monetization w/ Lindsay Marder

BONUS WEEK 16

How to Get the Media Buying Job or Client
of Your Dreams



PLUS weekly
Feedback
sessions with
Molly...

PLUS a free, private Facebook group for 1v1 help with Molly...

PLUS one FREE month of Team
Traffic!!!

PLUS three FREE months of
Zipify Pages!!!



Meryl Gabeler I also just completed this course with **Molly Pittman** and **Ezra Firestone** and it was the best business decision I made in 2018! I learned so much and it was 🎉 FUN! An incredible opportunity to take your business/skill set to the next level. It was a true mentor ship and Molly Pittman was so available and hands on, really felt like a partnership. More importantly, they're wonderful people too! ❤️

Like · Reply · 4m





"We implemented your strategies and our business has quadrupled in the last month as a direct result of Facebook ads... we have been busy playing catch up trying to hire staff... thanks heaps you rock!"

Todd Cairns

"I feel extremely blessed and so glad that I pressed that purchase button and took action. You've totally changed my business and the results we are now getting with Joy are incredible! We have doubled our ad spend in the last 60 days and our CPL has decreased on our paid programs to where I am now seeing an ROI."

Ashley Rees

“Hey Molly! I wanted to take a moment and give you some feedback on the TMTM mentoring program. The program pays for itself very quickly.

If you're running ads (like I was) you immediately get value from the investment because you learn what to avoid. Trial and error is VERY expensive and you do a great job walking us through what works and what doesn't.

It's common to focus on the price of a mentoring program, but I decided to focus on the cost. To me the cost is the long-term investment. In this case I invested in your experience and I have proof the investment pays for itself. and will continue to give pay me for a long, long time.

I quickly saved money I would have otherwise wasted on my Facebook campaigns. This gave me instant ROI on the tuition because I eliminated common mistakes. (I think this is a massively overlooked benefit of the program because it doesn't necessarily show money "earned.")

As the training continued my audience research got refined and my copy improved. Your lessons on avatar research and how to write copy that gets attention and ACTION was a huge breakthrough for me. These 2 factors alone cut my cost per lead and CPA in HALF!

I have my research assistant going through the program now and we are running successful lead gen campaigns that she created. She never placed an ad in her life before these lessons.

Anyway I wanted to say thanks. The TMTM experience is amazing and I'm very glad I made the investment. It's a skill I'll have the rest of my life. You're the best!"

Pete

OKAY!



SO, HOW MUCH?

~~\$3,997~~



FULL ACCESS!

\$2,997

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Full 30 Day 100%
Money Back Guarantee!

100% Guaranteed Success?

Good Product + Follow the Steps





You Could Go It **Alone...**



Or You Could Have **Us** In Your Corner!

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How Is This Different From
Your Past Courses?


www.trainmytrafficperson.com

Is This ONLY Facebook?

www.trainmytrafficperson.com



This IS a
Mentorship!



"We like to move fast and pivot, and working with agencies would often slow us down. We wanted to bring in our media buying in house... Molly and TMTP gave us a foundation for FB media buying that will make that possible!"

Nathan Woods

Q&A



Molly Pittman



Ezra Firestone

www.trainmytrafficperson.com

THANK YOU!!!

www.trainmytrafficperson.com