

Introduction

Congratulations for enrolling in this course!

Click here to login: <https://alaricong.podia.com/login>

(Do save the link, or bookmark it.)

The course is called “Facebook Accelerator”

I've designed the course in a specific way to ensure that you take as much action as possible to achieve the results that you want. A lot of hours were put into creating this course, and it has gone through many revisions and updates. I hope you enjoy learning from the course as much as I have enjoyed putting it together for you!

What you have enrolled in is Facebook Accelerator 3.0

This is a whole new update to the program.

When I first launched Facebook Accelerator 1.0, it was just a 10 hour course which could be finished in a day.

I then added more content and Facebook Accelerator 2.0 became a 4 week program that had to be watched in a sequential order. The struggle with that however, is that a lot of people didn't have the time to go and watch and complete all the modules.

This is why I have transformed it into Facebook Accelerator 3.0

In Facebook Accelerator 3.0, I've designed the course in a specific way whereby you don't have to watch the whole course. Each section can be a standalone section by itself. You just have to watch the parts that you feel you need the most at that point in time. For example, if you feel that you need more help in Facebook ads, then just skip to that section. If you feel you need help in setting appointments, skip to that section.

Information alone without taking action is useless. You have to use the information you learn and implement it in your life and business for you to be able to see results.

So do make sure you complete the action plans at the end of each section!

What can you do after acquiring this skillset?

The 4 ways to make money after learning this

Sell anything (your own product or service)

- Organic marketing or paid ads
- Insurance
- Property
- Network marketing (MLM)
- Businesses
- Coaching or consulting services
- Other products and services

Run your own sales and marketing agency AKA Freelance Marketer

- Examples of how you can be paid
 - Run ads for small business owners (\$500-\$2000/per client per month)
 - Set appointments for insurance agents to meet consumers (\$50/appointment)
 - Help Insurance directors recruit agents (\$2,000/Agent)
 - \$1000 X 5 clients = \$5,000 a month
- To get clients for your own agency, you can either do organic marketing or run paid ads.
- Being a freelance marketer is a very good way for a beginner to start learning marketing
 - Zero capital needed. You are using your client's ad budget to run ads
 - This way, you are getting paid to learn.
 - Don't worry about not having enough experience. Everyone starts out somewhere. Just be open and **honest** with your client that you are new. Don't try to lie or smoke them. Most clients are willing to give people a chance.
 - There's nothing bad that can happen. The worst thing that can happen is only a refund, but you will still learn something in the process.

Affiliate marketing

- Market other people's products and services and earn commissions
- For example, you can sell this Fb accelerator course and earn commissions.
 - Join this telegram group: <https://t.me/joinchat/EHA7OVCxsa2MndgHUPRTrQ>
 - Join Alaric's affiliate program: <http://alaricong.leaddyno.com>
 - Details are all provided in the affiliate program
- Organic marketing or paid ads

Market events

To make a side income by marketing events, Join this group:

<https://t.me/joinchat/EHA7OQ4ztAJ544aSZRxIIA>

- Standard events affiliate payout

- 30% lead generator
- 10% pool of closers
- 10% event organiser
- 50% Selling + Fulfilment + stripe
- (The 10% for pool of closers is given only based on the cash or deposits collected at the event itself. Whatever is collected after the event, the 10% will go to the person that follows up. To be eligible to be in the pool of closers, you must generate at least 1 lead who registers for the event.)

Every event is different, so different events have different payouts.

Decide which vehicle you want to use to make money. So that when you watch the course, everything will make sense.

Type in the comments which vehicle you are choosing!

The first steps you need to do

Step 1: Join our community!

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

To make a side income by marketing events, Join this group:

<https://t.me/joinchat/EHA7OQ4ztAJ544aSZRxllA>

Webinar affiliate program: <https://securecrm.thrivecart.com/2/partner>

To make a side income by selling this Facebook video course 1 to 1:

<https://t.me/joinchat/EHA7OVCxsa2MndgHUPRTrQ>

Step 2: Feel free to follow me on my social media accounts!

Website: <http://www.alaricong.com/>

Facebook Personal Profile: www.facebook.com/alareek

Facebook Page: <http://www.facebook.com/alaricong>

Youtube: <https://www.youtube.com/c/alaricong>

Instagram: <http://www.instagram.com/alaricongg>

LinkedIn: <https://linkedin.com/in/alaricong>

Twitter: <https://twitter.com/alareek>

Step 3: Remember to write down your username and password somewhere so that you do not forget how to access this course!

I would also recommend bookmarking and saving this course to your home screen so you can access it easily!

Link to access the course: alaricong.podia.com/facebook

If somehow you get blocked from podia, it is probably because you logged into the same account on 3 devices or more simultaneously. Fret not, just send an email to alaric@theapollomethod.com to reset your account.

Copying or pirating this course is an offence, and offenders might receive a fine of up to \$10,000 and/or up to 3 years imprisonment.

Do take note that you are enrolling in a fulfillment service where all information shared with you is confidential and proprietary. As such, this program does not allow for cancellations, chargebacks, refunds, nor does it extend any money-back guarantee.

Step 4: Schedule time in your calendar to watch this course. I would recommend setting aside 4 hours every Saturday for 4 Saturdays. (Or whatever timing works best for you). Stick to your schedule and finish what you start!

Step 5: Join the following Facebook groups to get connected with the top marketers all over the world!

I highly recommend all of you to join the following groups! Their success will inspire you and rub off on you, and they always give a lot of valuable content too! You may also ask questions into those groups to get answers from other experts from all over the world!

List of Facebook groups to join:

Facebook Ad buyers Group (70k members)

<https://facebook.com/groups/132299360259652>

Clickfunnels (174k members)

<https://facebook.com/groups/510495802383466>

Ecom Empires (62k members)

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Facebook ad hacks (68k members)

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Facebook ad ninjas

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Facebook ads agency scaling secrets

<https://facebook.com/groups/2016376418637725>

Facebook ads experts academy

<https://facebook.com/groups/284038145424618>

Marketing ninjas

<https://www.facebook.com/groups/NinjaAdvertisingAdvanced/?ref=share>

Vaynarnation

<https://facebook.com/groups/1133654746732243>

Manychat

<https://www.facebook.com/groups/manychat/?ref=share>

You are who you hang out with! If you want to learn marketing, you have to hang out with other marketers!

If you have any technical questions, you can contact Facebook support:

www.facebook.com/help

Save the link down just in case you need it in the future

Or go to www.facebook.com/help

Step 6: Take MASSIVE Action

Information alone is useless. Whatever you learn would only work if you implement the steps!

You have to be 100% committed to your success.

There are action plans at the end of each section for you to implement to get the results you are looking for.

Take this process one step at a time. I have clients who are 16 years old and clients who are 70+ years old, and at both ends of the spectrum I have seen them set up their own Facebook ads when following this process. Don't think to yourself "I'm not good at tech" or "I'm too old".

Just do it.

If there are any modules you don't understand, feel free to leave a comment under that specific video and I will reply within 3 working days!

Here's what we will be covering

I am going to walk you through what is inside this course, so you can skip to the section that you need the most.

- **Winners O.S. (Your 7 figure operating system):** Mindset. How to systemise your life and business for optimal results.
- **Organic Lead Generation:** How to get 3000 to 4000 REAL, TARGETED followers on Facebook for FREE (e.g. Facebook.com/alaricong with 31k followers)
- **Facebook Automation Toolbox:** Software that helps you to AUTOMATICALLY add friends, like posts, join groups and many other functions. (This software costs \$250,000 to develop)
- **The Apollo Method Appointment Generation Script:** How to prospect and pack your schedule to meet clients back to back (perfect for network marketers, insurance agents, property agents, coaches and consultants)
- **Facebook Advertisements:** How to LAUNCH and SCALE Facebook Advertisements

Bonus content

- **Attractive Affiliate Program:** How to sell this online course and make up to 50% in commissions.
- **Events Marketing Blueprint:** The exact follow up templates, copywriting and systems we have used to market hundreds of events and make more than a million dollar in sales in 16 months.
- **Social Media Marketing Agency:** How to make \$5k/month to \$10k/month doing freelance marketing services for business owners.
- **Manychat chatbot marketing:** How to program a chatbot that can generate leads for you on autopilot.
- **High ticket offers:** How to design \$5,000 to \$25,000 offers.
- **Bonus coaching sessions** recordings from coaching sessions.

More about me: www.alaricong.com

Testimonials: <http://www.alaricong.com/p/testimonials.html>

Written Testimonials:

[Http://www.alaricong.com/p/testimonials1.html](http://www.alaricong.com/p/testimonials1.html)

By the end of this course, you will pick up skills in lead generation and be able to get clients on demand.

How to make the most out of this course

- **Online course:** Watch the parts in the online course that you need the most. Constantly revisit the modules even if you have watched them before. You will always get a new breakthrough even if you have consumed it before.
- **Support** - what to do when you have questions

- Ask questions in the **coaching WhatsApp group chat** (DO NOT private message Alaric personally)
- Alternatively, you can post your question as a comment under the lesson.
- We conduct coaching sessions once every 2 or 3 weeks. You can also ask your question there.
- **Coaching sessions:** We will announce about coaching sessions in the coaching WhatsApp group. Join as many of them as you can. Stay close to the campfire. There's no way we can reach out to over 1000 of you personally and hold you accountable. This is why you must make it a point to come for more coaching sessions and hold yourself accountable.
- **Opportunities:** One thing in our program that most other coaches don't include, is that we provide opportunities for you as well. Once you get good at marketing, you can market those offers. Example, you can market multiple businesses that Alaric owns or has partnered up with in different industries. Spa, tuition, quit smoking business, health and wellness, property courses, investment courses, etc.

Rules in our community

- No promotions, spam or circulating of fake news inside the coaching WhatsApp group.
 - If you want to do promotions, you can do it here instead: www.Facebook.com/groups/alaricong
 - If you want to share about any opportunities, you have to ask for permission first.
- No private messaging of other members in the group.
 - To prevent disturbing other members and soliciting of business.
- No negativity.
- **Yes** you can celebrate your success in the group chat
- **Yes** you can ask questions in the group
- **Yes** you can share your learnings and notes in the group chat.

Brutal honest truth about the success rate of this course.

- So far, there are more than 100 people in our community who have made more than \$10,000/month.
- The methods in the course are all proven to work. Every method that I teach is after experimenting on my own and making sure it works before I teach it.
- **That being said**
 - **30% of people have not even watched 1 video in the course.**
 - Only 5% of people will watch every single module in the course. Which means 95% won't consume the full course. (Don't worry you don't have to consume every single module to get results)
 - 70% of people still have to attend LIVE for them to consume the content. If not, they won't watch the course by themselves at home.
 - **20% of people will not make a single cent. Can you handle that?**

- **P.S. They are the same 20% that didn't consume the course, that didn't attend any coaching sessions and didn't engage in the group at all.**
- **This course will contribute to about 20% of your success. The other 80% depends on you.** How much you engage in the community, how many coaching sessions you attend, how much action you take etc.

Testimonials: <http://www.alaricong.com/p/testimonials.html>

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<Http://www.alaricong.com/p/testimonials1.html>

Facebook support

If you ever need any help in troubleshooting any ads, you can contact Facebook Support at:

<https://www.facebook.com/help/>

Send them a Facebook message. They normally reply within 5-10 minutes during working hours

Feedback form

Short link: <http://alaric.site/feedback>

https://docs.google.com/forms/d/e/1FAIpQLSf2EgHyYfZYfGgmtqcSGoEai0PpZnNMfZD_ISwNAidtSR2D1Q/viewform?usp=sf_link

Please fill up this form after watching the course so we can improve our program!

While going through the course, if at any time you have any feedback on how we can improve the program, do fill up the form too!

If there's any videos that need to be updated, do let us know as well!

Full compiled action plan

Watch the modules in the course to learn how to execute on the action plan.

I'm writing this here so you have a roadmap on what to do to achieve the results that you want.

You might not understand what is stated in the action plan yet, and that's fine.

After going through the course, everything will make sense. Then refer back to this action plan to execute.

From the onboarding section

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Or go to www.facebook.com/help

From Winners O.S. (Mindset)

- Read the Value Booster Manifesto every morning
- Listen to the millionaire hypnosis every night during sleep
 - Become A Millionaire Hypnosis by Alaric Ong <https://youtu.be/5i56ixzExeU>
 - Audio version:
<https://drive.google.com/open?id=190PIVFbVqyKibBLYH53zaZ6locr7bQOh>
- Come up with your mission, vision and values.
 - Paste it on your wall, put it as your phone's wallpaper, put it somewhere you would see every day
- Lead your life based on your mission, vision and values. Communicate that in your marketing message, branding etc.
- Rate your current lifestyle and environment upon 10
 - Emotions (Upon 10)
 - Music (Upon 10)
 - Environment (Upon 10)
 - People around you (Upon 10)
 - Thoughts (Upon 10)
 - Food and drinks (Upon 10)
- Optimise your life
 - Environment
 - Diet
 - Routine
 - Delegating
 - Standardising
 - Decisions
 - Execution
 - People around you
- Track your progress
- Set aside time to watch this course
 - I recommend 4 hours for 4 Saturdays

From Organic Marketing (Apollo Method)

Action plan

- Transform your Facebook profile and make it presentable such that people would want to add you
 - About info

- Cover photo
- Links
- Featured photo
- Fill up the target market worksheet
- Add 150-300 people a day
 - Either by manually adding them or using the Facebook Automation Software
 - Reverse engineer them
 - Facebook groups
 - Friends of friends
 - Facebook pages
 - Job description
 - If B2B: Facebook pages, Website or Google.
- Talk to 15-30 people a day
 - Using The Apollo Method Script:
 - Opener
 - Rapport
 - Hook question
 - Appointment setting
 - Send the screenshots to the group chat for your first 10 appointments
- Set 3-4 appointments a day
- Close 1 sale a day
 - Follow the 5-step consult 10-step pitch script:
 - <https://docs.google.com/document/d/1Di9lyEktCFIQTF6h05ug4euTvg9-eH8y3Z8q4-pnlfE/edit>
- Reverse engineer your numbers. What's the income you want > how many sales > how many appointments > how many talk to > how many friend request you must send.
- Use this Appointment Tracking spreadsheet to track your numbers:
 - https://docs.google.com/spreadsheets/d/1lmyES4R6RTPAvgRD1wSaSUGMW7f_9hsNO1k42IT2x4A/template/preview
- Use this Follow Up spreadsheet to track who to follow up with:
 - https://docs.google.com/spreadsheets/d/1A9hzvV7NamBEoD2c_M2z2V0xWFHoxlnkf3gUHfc0DXA/template/preview

From Organic Outreach and Content creation

- Organic Outreach
 - Creating or sharing content that would resonate with your target market
- Dream 100
- Building your tribe

- Once you have more than 4000 friends, convert profile to page

From Facebook Ads

- Make sure you have a good bait and offer
- **Choose objective:**
 - Test either boost post, lead form or send message ads. Or sending them to a landing page
 - Find out which is the most effective for your business
 - Use campaign budget optimization.
- **Design ad creative**
 - Come up with at least 5 different Advertising copywriting for your advertisements by watching the video about copywriting. To get inspiration on how to write copy, you can refer to:
 - Alaric's copywriting templates
 - Swiped.co
 - Use a Copywriting software: <http://Alaric.site/fscripts>
 - Copy Hacking: spying on competitors pages (www.facebook.com/ads/library)
 - Come up with 5-10 images/videos
 - Use Canva to edit images
 - Use VivaVideo or other video editing software to edit videos.
 - Turn on dynamic creative
- **Split Test the audience**
 - Run the ads to 3-10 different audiences to see which audience resonated the most with your offer
 - Turn on campaign budget optimization. Facebook will allocate the budget automatically based on which converts the best.
- Monitor the ads over the next week, kill the ads that are not working and scale the ads that are working.
- Your first \$100 spent on advertising is normally meant for testing.
- You may send screenshots of your ad to the group chat to get advice on how to improve your advertisements. Make sure every ad has a call to action like, "Click the learn more button if you are interested" or "LIKE this post or COMMENT "I am keen" if you are interested!"

Option: Do you want to watch the course first? Or **start making money immediately by referring others to join the course?**

This course was designed to show you marketing. With this skillset you can market ANYTHING that you want to market. Nonetheless, if you want to get results fast, the best way is to sell this Facebook Accelerator course. The reason why is because it is a proven offer and I have been making about \$100,000 a month selling this course. I know that if I give you the same product to sell, you would be able to do very well also. The reason I want to encourage you to sell this course is so that I know that you are selling a proven product with proven techniques on how to sell it. An A-level marketer must market an A-level opportunity to make money. If an A-level marketer markets a C-level opportunity, he/she wouldn't make money.

If you would like to earn affiliate commissions by marketing this course, register here:
<https://alaricong.leaddyno.com/>

Look at the instructions inside the portal. Simply share the link to your friends and get paid!

Marketing materials all provided for you.

The default link that you get will send people to the Facebook webinar. It'll be [lddy.no/????](#)
This is your default affiliate link. When you share the link and they register for the webinar, you will get paid.

I have other webinars you can market as well.

The links for the webinars are:

- ALARIC Flywheel webinar: <https://event.webinarjam.com/register/1/7gkl5h7>
- Facebook webinar: <https://event.webinarjam.com/register/7/gvrg0f8>

Go to SubIDS/Channels > paste the [link of the webinar you want to market] into the URL > create URL

And it'll create a [lddy.no/????](#) link for you

The commissions are the same: \$1/lead and 10% per sale.

Winners O.S. (Your 7 Figure Operating System)

This module was only added into Facebook Accelerator 2.0 recently. In Facebook Accelerator 1.0 I went straight into the tactics and marketing strategies immediately.

A lot of students then told me to add in a module on mindset as well because it is critical for success, especially in entrepreneurship.

I will be sharing with you proven ways to wire your brain for success. I've been into personal development since I was 8 years old, and whatever I'm going to share with you is going to be the compressed version of actionable techniques that you can apply to get results immediately.

What to expect from the course

According to Tony Robbins, 70% of people who buy an online course don't even start it. 90% of people don't even make it till the end.

I know you would be able to beat that statistic because you're a member in our community.

It's best to set aside your schedule to consume this course. I would recommend 4 hours every Saturday for 4 Saturdays.

Finish what you start. The fact that you're even here puts you ahead of 70% of people already!

The good thing about having this as an online course is so that you can keep replaying the videos again and again if you don't understand any part.

As with learning any new skill, there will be times where you might get lost. If you ever get lost, just ask your question in the group chat or in the comment section below each video.

You are going to gain so much value from this course. And the only reason I can give you this amount of value is because it is in the form of an online course. If I were to do 1 on 1 coaching, I would charge \$2,500/hour and that's what my clients are currently paying me. I want you to imagine that each hour you invest in this course is worth \$2,500. Take this seriously, write notes and implement the strategies as though you actually paid me \$2,500 to learn it. Even though I have written down notes for you, it's still important for you to write your own notes because you would retain whatever you write better.

Growing a business requires hard work. Personal development requires hard work. I cannot force you to take action just like how a gym cannot force you to lift weights or a school cannot

force you to attend all the lessons. The resources are there for you, now it's only up to you to take action.

This course will contribute to around 20% of your success. It will help you to shorten your learning curve and give you actionable steps that are already proven to work. The other 80% comes from how much you immerse yourself in our community, how much of action you take, and how you implement them.

The reason why the people here are successful is because they took massive action:

<https://www.alaricong.com/p/testimonials.html>

Forget SMART goals, do I+FFO instead!

Why SMART goals are stupid. And here's what I do instead.

Don't set goals for the sake of achieving them. **Set goals for who you grow to become in the process of achieving them.**

SMART goals stands for specific, measurable, achievable, realistic, time. Later on, I will share why I don't really believe in setting SMART goals and why I have another way of setting goals called "Intention + Freedom from Outcome" which I've learnt from Owen Cook (RSD Tyler).

Why setting SMART goals did not work for me when I was 16 years old.

When we set smart goals, either we achieve it or we don't.

- When I achieved it, I'm only a little happy. And it only lasts for a while.
- When I don't achieve it, I get frustrated
- So I don't really like it, because it doesn't make me fulfilled. There's too much downside with too little upside.

The new model

Intention + Freedom From Outcome (I+FFO)

- I do whatever I can to achieve what I want.
- At the same time, I am not attached to the outcome.
- If you have 10/10 intention and 10/10 freedom from outcome, then that's the best.
- No matter what happens... I am enough. I am happy. I love myself.
- It's coming from the space of "I know I did my best, so whatever the outcome is, I am happy. Because I know I did my best."

When I play pool. Instead of aiming to win the championship, I just focus on playing each shot well, each game well, each match well, and I know if the input is optimal, the result would be that I win the championship!

I've never aimed to have 500 students in 12 months or to make \$500,000 in 12 months. All I focused on was to add value to each client to the best of my ability, and to be the best coach that I can be to empower them. To be the best closer/presenter that I can be to acquire more students. And then because I focused on that, a community of 500 students naturally formed.

Mission, Vision and Values

- The bigger your mission and vision, the better
- Your mission, vision and values creates buy in from customers, employees and investors.
- Martin Luther King Jr.
- Principle-centered living
 - (7 habits of highly effective people by Stephen Covey)
 - Without principles, men die to 3 things :
 - -Money
 - -Power
 - -Women
- Mission normally starts with "To"
 - Alibaba: to make it easy to do business anywhere
 - Microsoft: to help people and businesses throughout the world realize their full potential.
- Vision is an end result.
 - "A world without Alzheimer's disease." – Alzheimer's Association
 - "Our vision is to create a better every-day life for many people." – IKEA
 - "To become the world's most loved, most flown, and most profitable airline." – Southwest Air

Apollo's mission, vision and values

Apollo's mission statement:

To empower people to become the best versions of themselves.

Apollo's vision :

A world where everyone wins.

Values :

- 1) High standards
 - Responsibility / Integrity / Work ethic
- 2) Proactiveness
 - Reply on chats
- 3) Put first things first
 - Priorities (Training > going out with friends)
- 4) Think win-win

- 5) Seek first to understand, then to be understood
 - Follow the system. Ask if unsure. Do not create your own system or reinvent the wheel
 - Style can be different, but the structure must be the same.
- 6) Synergize
- 7) Sharpen the saw
- 8) Love everyone equally, but some people are more important than others!

Action plan: Come up with your mission, vision and values

The Ultimate Success Formula

The Ultimate Success Formula!



Investalks.com

Accelerated success

How to achieve in 1 year what others would take 10 years to achieve. How do you compress your success such that you can achieve more in a shorter period of time.

- When I was doing network marketing

- Other people would meet 1 appointment a day or maybe 4 appointments a week. For me, I met 3-4 people every day, 6 days a week. This allowed me to learn sales and prospecting very fast. I messaged and prospected **thousands of people** in order to build a team of 140 people in 10 months.
- My first 10 appointments were super hard to get, because I was still learning. I didn't know what to say or how to meet up with people. After that, the next 900+ appointments became easy and effortless
- When I became a coach
 - Most coaches are happy with getting 3-5 clients a month. **For me, I chose to do seminars instead, to get 30-50 clients a month.**
 - Most speakers would speak once every 2 weeks. Or once a month. The most frequent I've seen is once every week.
 - For me, I chose to speak 3-4 times a week. I've done up to 5 seminars in 2 days before.
 - Saturday: 10am to 1pm, 2.30pm to 5.30pm, 7pm to 10pm
 - Sunday: 2.30pm to 5.30pm, 7pm to 10pm
 - I wasn't born a good speaker. It was pure hard work and dedication, **conducting hundreds of seminars** and tweaking my presentation again and again before I found the winning formula.
- **Sometimes when I read books, I finish a full 200 page book in a day**
 - The first time I tried to read a book fast, I started with reading the book, "How to Win Friends and Influence People" and I finished the book within 3 days. Then I thought to myself, "Is it possible to finish a book in a day?"
 - So I decided to give it a try. I spent a full day at home just to finish reading a book to prove to myself that I can do it. And once I did it once, I knew I could do it again and again.
 - The most I've done is to read 2 books in 1 day.
 - Disclaimer: I don't do this for every book that I read, but at least I know that whenever I want to utilise this skill, I can.
- **When I listen to courses or videos, I listen at 2X speed.**
 - Our ears can listen faster than we can speak.
 - If you consume content at 2X speed, what others would take 1 hour to consume, you can consume in 30 minutes.
 - **Try listening to things faster.** You don't have to start at 2X speed. You can start at 1.25X and slowly increase.
- Every time I travel from home to work, I consume information. Imagine let's say it takes you 30 minutes to get to work. And 30 minutes to get back home. That's 1 hour a day that you could use to consume information. Most people waste the travelling time listening to music or staring into blank space. **What you should do instead is to listen or watch trainings and seminars during your travelling time!**
- Others might take 4 weeks to consume this course, but you can and you should consume it as fast as you can! If you can consume it within one day, that's the best!

- I have taken IQ tests before and **my IQ is not any higher than most people**. It's slightly above average at best, around 60 percentile. Which means that 40% of people in this world are smarter than me. Therefore, **I have to make up for that with hard work and work ethic**.
- If you can inculcate this mindset into your business and life, you would see results!
- **You must value your time and invest it in the right things**. Time is something you can never get back.
- We don't become the best version that we expect of ourselves. **We become the worst version we are willing to accept from ourselves**.

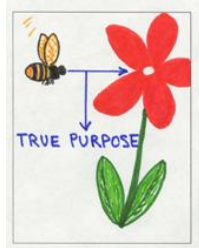
Celebrate all your wins in the group chat!

- It's important to celebrate your wins no matter how small it is, so that it anchors your brain to want to have more wins.
- One main mistake I see people making is that they get jealous of other people's success. And we were trained since young (especially in Singapore) to be low profile and not show off our success.
- We must train our brains to celebrate the success of others! Others being richer does not make you any poorer.
- Let's have a community that is happy for one another's success.
- **Your success is my success and my success is your success!**
- Their success is our success and our success is their success!
- Celebrate every win!
 - Got a lead? **CELEBRATE!!!**
 - Someone accepted your friend request? **CELEBRATE!!!**
 - Got an appointment? **CELEBRATE!!!**
 - Got a sale? **CELEBRATE!!!**
 - Learnt something new? **CELEBRATE!!!**
 - Learnt from a mistake? **CELEBRATE!!!**
- **The more you celebrate your wins and the wins of everyone, you'll start attracting even more wins!**

How to create a world where everyone wins.

- **My vision is to have a world where everyone wins.**
 - And I strongly believe that it is absolutely possible. Compared to 500 years ago, we are healthier, wealthier, there are more of us, we are living longer and the standard of living has generally improved.
 - It is extremely possible for the human race to evolve together and to be the best versions of ourselves.
 - **Other people don't have to lose for us to win. In fact, all of us can win together.**
- **The Law of Precession and the honey bee**

- When a honey bee looks for nectar, it unknowingly attracts pollen on its feet. When it moves from flower to flower, it unknowingly pollinates flowers.
- Studies show that if honey bees didn't exist, we may lose all the plants that bees pollinate, and all the animals that eat the plants and so on and so forth up the food chain. **If not for honey bees, human beings might not have even existed.**



-
- When the bee was looking for nectar, it inadvertently pollinated flowers.
- Throughout history, **when people focused on making money (the nectar) they inadvertently created value (pollination).** In order for employees to make money they had to be of value to their boss. For business owners to make money, they had to create products or provide services that would be of value to people. But in the process, when people focused on only making money, they end up causing harm as well. Such as, destroying the environment, exploiting people etc.
- What Buckminster Fuller proposed instead, was to **focus on providing value (the nectar), and inadvertently, you would make money (pollination).**
- The moment I focused on creating value for my clients, my affiliates, and to the public, my income just increased exponentially.
 - If I focused only on making money, after I made \$10k/month I would not be driven for more. But because I'm focusing on how I can help as many people as I can, it would allow me to naturally make \$100k, \$300k, \$1 million a month
- It's one thing to understand this logically, but **the moment you have this paradigm shift and you apply it into your life and business it'll create quantum shifts for you.** The way you do sales and the way you do business would be completely different. Your clients will be able to feel that you really want to help them rather than just to sell them something.
- **Don't chase money. Chase value.**

In order to create value, you have to think bigger

- I am also selfish. The only difference is...
- **The way I see my "SELF"**
 - First we look at ourselves as individuals.
 - Then, we realise that we are part of our family
 - Which is part of our community
 - Which is part of our country

- Which is part of the world.
- **My self isn't Alaric Ong as an individual. My self is the world.**
 - When I help someone else, I'm not helping others. I'm helping myself. Because they are part of me.
- I don't belong to me. I'm a part of humanity.
- When I run my business, I run it as though the government, customers, employees, investors, suppliers and communities **are all part of me.**



-
- My business isn't just my business as an entity in itself. The whole thing is considered part of my business.
- **When they win, I win. When they lose, I lose.**
- They are part of me, and I am a part of them.
- The amount of wealth you make can never exceed how big you think.
 - If you only look at yourself as an individual, it's unlikely you'll make more than \$10k/month. In order to make \$30k, \$50k, \$100k, \$1 million a month, your bandwidth will have to expand. You would definitely have to have more responsibility for your team members, customers, etc.
- If I looked at myself only as an individual, I could have retired long ago. What drives me is the fact that I know I'm an instrument to be used to serve humanity. I might not always succeed in helping others the way I wanted to, but for me, if just 1 life breathes better because of my existence, that is what success means to me.

World 3.0 - Creating abundance and prosperity for the world.

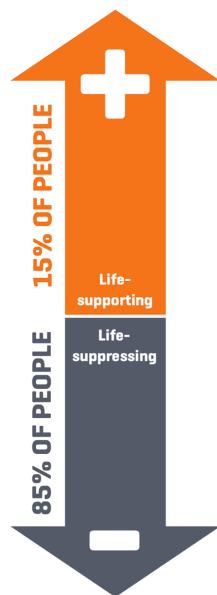
- *"You do not belong to you. You belong to the universe. The significance of you will remain forever obscure to you, but you may assume you are fulfilling your significance if*

*you apply yourself to converting all you experience to the **highest advantage** to others. Make the world work, for 100% of humanity, in the shortest possible time, through spontaneous cooperation, without ecological offense or the disadvantage of anyone.” - Buckminster Fuller*

- I realised that the most sustainable way to create wealth is by creating value. As I look back at my career, I realised that one of the main reasons I was able to network with highly successful individuals, was because I was always thinking, “**How can I be of value to the other party**” rather than “How can I take as much value as possible?”
- Even when I was 19 years old and I didn’t have any money, connections or experience, I was always thinking, “How can I add value to others?” I was meeting multi millionaires who were over 50 years old and they enjoyed hanging out with me to share their success secrets with me.
- Even if I can’t give them money, they would share their success secrets with me for free because they wanted someone they could share their success stories with. It made them feel good when they could see the impact that they had made on me. That was considered value to them.
- **The question you must always ask yourself is “How can I add value?”**
- Now that I have more connections, money and expertise, it becomes easier and easier to meet other successful individuals. And it opens up a lot of ways for us to collaborate with each other.

Power vs Force by David R Hawkins. (The different levels of consciousness)

DAVID R. HAWKINS' MAP OF CONSCIOUSNESS



Level	Log	God-view	Life-view	Emotion	Process
ENLIGHTENMENT	700-1000	Self	Is	Ineffable	Pure Consciousness
PEACE	600	All-Being	Perfect	Bliss	Illumination
JOY	540	One	Complete	Serenity	Transfiguration
LOVE	500	Loving	Benign	Reverence	Revelation
REASON	400	Wise	Meaningful	Understanding	Abstraction
ACCEPTANCE	350	Merciful	Harmonious	Forgiveness	Transcendence
WILLINGNESS	310	Inspiring	Hopeful	Optimism	Intention
NEUTRALITY	250	Enabling	Satisfactory	Trust	Release
COURAGE	200	Permitting	Feasible	Affirmation	Empowerment
PRIDE	175	Indifferent	Demanding	Scorn	Inflation
ANGER	150	Vengeful	Antagonistic	Hate	Aggression
DESIRE	125	Denying	Disappointing	Craving	Enslavement
FEAR	100	Punitive	Frightening	Anxiety	Withdrawal
GRIEF	75	Disdainful	Tragic	Regret	Despondency
APATHY	50	Condemning	Hopeless	Despair	Abdication
GUILT	30	Vindictive	Evil	Blame	Destruction
SHAME	20	Despising	Miserable	Humiliation	Elimination

Source: Hawkins, D. R. 1995. Power vs. Force: An Anatomy of Consciousness, Carlsbad, CA, Hay House, 52-53.

- There are different levels of consciousness. Different levels of vibration. Or how some people call it “Vibes”.
- When you feel that you resonate with certain things like drugs, cigarettes, alcohol, junk food, etc. It is because there’s an emotion that resonates with the substance.
- You need to observe what you resonate with. **Rate what you currently resonate with.**
 - Emotions (Upon 10)
 - Music (Upon 10)
 - Environment (Upon 10)
 - People around you (Upon 10)
 - Thoughts (Upon 10)
 - Food and drinks (Upon 10)
- After rating them,
 - Step 1: Observe and be aware that it exists
 - Step 2: Decide if you want to change it or not.
 - Step 3: Change your habits and monitor your progress

Optimising life

- Systemising life
- Environment
 - Clean and organised
 - 1 computer, 1 phone
 - Minimalism
 - Natural lighting
- Diet
 - Healthy food like vegetables, fruits, beef, salmon, etc.
 - Search Bulletproof Diet by Dave Asprey
 - <https://www.bulletproof.com/diet/bulletproof-diet/the-complete-illustrated-one-page-bulletproof-diet/>
- Routine
- Delegating
 - Let's say if you make \$10k/month that means every hour is worth around \$40
 - Whatever makes you less than \$10/hour should be outsourced.
 - Doing the dishes, Cooking, Cleaning etc.
- Standardising
- Decisions
 - Have a standard operating procedure (SOP) when making decisions
 - This prevents decision fatigue
 - Mark Zuckerberg and Steve Jobs wear the same clothing every day.
Because if they have to decide what to wear, that would take away time and mental bandwidth from growing their company
 - "Principles" by Ray Dalio
- Execution
 - Constantly tweak your strategy based on the Ultimate Success Formula.
Whenever you are not getting the result that you want, you should change your strategy
- People around you
 - It is completely ok to spend less time with people who are not helpful for your growth
 - Just because you spend less time with them does not mean you don't love them.
- **Reading the Value Booster Manifesto every morning**
- **Listening to the millionaire hypnosis every night**

The Value Booster Manifesto

I am a value booster

A value booster is a new breed of entrepreneurs, smarter, leaner, faster and free.

Value boosters wage a guerrilla war against the sleazy, manipulative salespeople and win.

Value boosters serve the public because our products serve the public, not a board of directors.

Value boosters put ethics and values before conversion.

Value boosters build empires and lead the way for others to follow.

Value boosters create abundance in the world. We create a world where everyone wins.

My name is _____, and I am a value booster.

Millionaire hypnosis - Listen to this every night

Become A Millionaire Hypnosis by Alaric Ong <https://youtu.be/5i56ixzExeU>

Audio version: <https://drive.google.com/open?id=190PIVFbVqyKibBLYH53zaZ6locr7bQOh>

Copy the link for the video down, or search YouTube for “Become A Millionaire Hypnosis by Alaric Ong”

Play the recording for 8 hours straight during sleep. Reloop it again and again until you wake up.

After listening to this recording for 14 days straight, you will start noticing changes in your life. You will start attracting more opportunities, clients and partners into your life. You may also expect having better mood, confidence and also being able to spot entrepreneurial opportunities more easily.

This is the exact hypnosis I used that has helped me to generate \$100,000+ in the past 4 months.

Anytime I have a bad day at work, I listen to this hypnosis to give me confidence and drive.

This brainwave entrainment session uses an Isochronic tone tuned to 7.83Hz. 7.83hz has long been known as the “Earth’s Resonance” Although today new beliefs systems are that this frequency is getting higher.

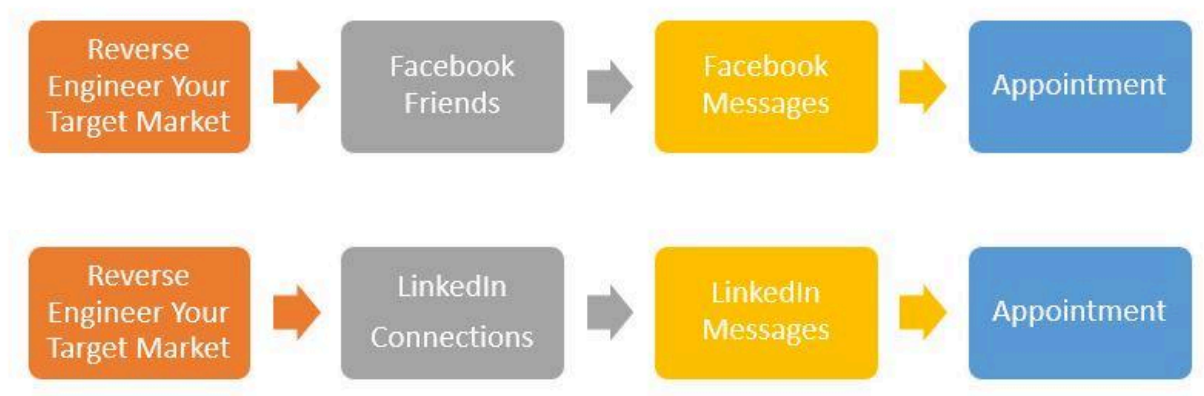
The carrier frequency for the Isochronic Tone is 183.58Hz. This frequency is associated with the orbit of jupiter and is known to support creative power and continuous construction. 183.58Hz is also associated with growth, success, justice, spirituality, generosity, continuity, magnanimity and joviality.

Try it for at least 14 days! If you like it, then continue using it every night. But give yourself at least 14 days to start seeing results.

Action Plan

- Read the Value Booster Manifesto every morning
- Listen to the millionaire hypnosis every night during sleep
 - Become A Millionaire Hypnosis by Alaric Ong <https://youtu.be/5i56ixzExeU>
 - Audio version:
<https://drive.google.com/open?id=190PIVFbVqyKibBLYH53zaZ6locr7bQOh>
- Come up with your mission, vision and values.
 - Paste it on your wall, put it as your phone’s wallpaper, put it somewhere you would see every day
- Lead your life based on your mission, vision and values. Communicate that in your marketing message, branding etc.
- Rate your current lifestyle and environment upon 10
 - Emotions (Upon 10)
 - Music (Upon 10)
 - Environment (Upon 10)
 - People around you (Upon 10)
 - Thoughts (Upon 10)
 - Food and drinks (Upon 10)
- Optimise your life
 - Environment
 - Diet
 - Routine
 - Delegating
 - Standardising
 - Decisions
 - Execution
 - People around you
- Track your progress
- Set aside time to watch this course
 - I recommend 4 hours for 4 Saturdays

Organic Marketing - Getting leads and appointments for free



Note: This same process works for almost all social media platforms.

Overview

- Awareness
 - Adding friends
 - FB groups
 - Friends of friends
 - Competitor's pages
 - Job description
 - Business to Business (B2B)
 - Facebook pages
 - Websites
 - Google
 - Posting to groups and your timeline
 - Joint ventures with influencers
 - Facebook Ads
- Leads
 - Apollo Method (Facebook Messages)
- Appointments
 - 5 step consult and 10 step pitch
- Revenue

Transforming your Facebook profile into a prospecting machine

First, you'll need a personal Facebook profile. This isn't your "fanpage", this is your personal profile where you can add friends, join groups etc.

Every day, there are people who visit your Facebook profile. Why not capture all those views and channel them to your website, or Facebook group?


(Choose one) You can send people to:

- Your website / funnel
- Your Facebook group / WhatsApp group / Telegram Group etc.
- Email opt in.
 - E.g. "Give me your email so I will send you my ebook for free!"
- Your social media accounts.
 - Instagram
 - Twitter
 - LinkedIn
 - Youtube
 - Etc.
- Affiliate link you can get from alaricong.leaddyno.com

You can shorten your link using bit.ly

Choose 1 link! Don't send them to too many different places. A confused mind won't buy.


Example:




[Timeline](#)[About](#)[Friends](#) 30 Mutual[Photos](#)[More ▾](#)


DO YOU KNOW BLAKE?

If you know Blake, send him a message.


 30 mutual friends


**Intro**


Launch Your First \$1M Sales Funnel For Any Type Of Business





<http://bit.ly/joinffgroup>

 Studied Business at University of Central Florida

 Followed by 3,366 people


 bit.ly/joinffgroup

LINK ON MOBILE



FREEDOM FIGHTERS
JOIN THE facebook GROUP
LAUNCH FUNNELS, MAKE MONEY,
LIVE FREE.



LINK ON DESKTOP

 Blake Nubar is with Ace Glenn and 7 others. 19 hrs · 🌐

🔥 3 Emails To \$500,000+ 🔥

I want to share a quick win...

Just a few months ago Ace and I smashed a 2 comma club award with a sledge hammer (literally) to launch a brand new opportunity to the world.....
[See more](#)

 **NEW!** My Secret "Facebook Funnel" That
Earns \$537 Per Day
And How To Clone It In Less Than 10 Minutes!




- Example cover photo:
https://www.canva.com/design/DAD9uo2Bu-0/share/preview?token=TD8eba36-9XXBXnHN3xEYw&role=EDITOR&utm_content=DAD9uo2Bu-0&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton
- Login / sign up with Canva
- Click on “make a copy” to make your own.

4 things

- Cover photo
 - Hook question. With the call to action and link
 - You can use [Canva.com](https://www.canva.com) to create your image
 - Select Facebook Cover
 - For the dimensions (820 X 312)
 - When uploading the photo, make sure you put the link in the description.
- About info
 - Hook question. With the link.
- Links
 - You can shorten the link using bit.ly if you need
 - Make sure it is visible
- Featured photo
 - Hook question. With the call to action and link
 - You can use [Canva.com](https://www.canva.com) to create your image
 - Dimensions (Square)
 - At the top, “link on mobile”
 - At the bottom, “link on desktop”
 - When uploading the photo, make sure you put the link in the description.

Think of your identity and positioning properly.

Normally, on my Facebook profile, I would be more ninja, which means people don't know exactly what I do and which company I am from.

Whereas on my Facebook page, I would state very clearly what I do.

On your Facebook profile, I would recommend having an air of mystery. Last time when I was doing network marketing, I never ever positioned myself as a network marketer. Instead, I positioned myself as an entrepreneur. **And they wouldn't even know what I'm selling or which company I'm from, until AFTER they have met up with me.** When I meet up with them I will find out their needs. If I can solve their problem, I will introduce to them what I do. If I cannot solve their problem, I will refer them to someone who can help them. Don't overshare, the more you share the less money you make.

Do not be an insurance agent, **be a consultant / entrepreneur in the financial industry.**

Do not be a network marketer, **be a health and wellness consultant.**

Do not be a property agent, **be a property investor**

*Remove all the pictures and descriptions that give away the fact that you're an insurance agent, property agent or network marketer.

People do not like to talk to Insurance agents, Property agents and Network marketers (MLM).
But people like to talk to Entrepreneurs, Investors and Consultants

Look more mature and professional, delete old photos or private them.

Do brand yourself properly on social media, post articles 3 times a day from Business Insider, Channel News Asia, Gary Vaynerchuk etc.

You can either CREATE content or CURATE content. Both ways work. Both ways would brand you.

Creating content means posting videos of yourself, images of yourself etc.

Curating content means sharing posts from Channel News Asia, Business insider etc.

Side note: When you post on your personal Fb profile wall, your friends will see this.

If you're not comfortable with your friends/family seeing these business related posts -- You can create a "Friends List" specifically for business. If you create a specific list for business people and add every business prospect as a friend and then add them to that list manually, only they will see your business related posts on your wall/timeline. This adds a lot of manual labour for you since you have to categorize all your current friends (huge job) and then make sure you manually categorize every new friend. For this reason, I don't recommend this option. To create a friend list: <https://www.facebook.com/bookmarks/lists/>

If you're happy to post business related things for everybody to see (recommended) -- You don't need to create any list at all. All your existing friends are friends, all your new friends will be friends and when you post everybody will see everything. (recommended).

Reverse engineering your target market

- To be a good marketer, you must know exactly what your target market wants
- Ask them
 - What is the **outcome/result** they want to achieve
 - What is their **current situation**
 - What is their **biggest pain** or fear about staying in their current situation
 - What are the main **obstacles** preventing them from getting to their desired outcome
 - **Where** can you find your target market
 - What kind of places do they visit
 - Who do they follow
 - How can you find a partner who already has the database of your target market
 - What kind of **baits or hooks** would entice your target market (e.g. free ebook, free training, free seminar, discount etc.)
- Ask yourself
 - How will you reach them?
 - Facebook ads
 - Adding them as Facebook friends
 - LinkedIn
 - Flyers, roadshows, cold calls, newspaper, TV, magazines
 - How will you convert them from just getting your bait into becoming your customers? (Sales Mechanism)

Do not skip this step. Trust me, this might seem so basic, but after coaching over 1000 students and seeing how they write their ads, I realised those marketers that do well are those that are very clear on who their target audience is.

This will affect your

- Marketing copy, you must use the exact phrases and terms that your audience is using.
 - A lot of times we use bombastic jargons because that's what we are used to, but we forget that our audience might not refer to it the same way. We must speak in their language.
- It'll affect where you look for your clients.
- How you pitch to them.
- What kind of offers you will come up with for your target market.
- What kind of bait you would use to attract their attention.

Pause right now and take the time to think about this. Or ask your previous clients questions to find out the answers for this.

The moment I did this, my business grew by 373% within 6 months.

Ways to reverse engineer your target market on Facebook

Principle of marketing: Reverse engineering your customers

1. Fb Groups
 - a. List down what kind of groups are applicable for your business
 - b. Fish in the right pond. The administrators of these groups have already filtered your target market for you! Your job is to fish in their pond.
2. Friends of friends
 - a. Think of one person that falls within your target market... Add all of their friends. (Law of Association: Doctors hang out with doctors, students hang out with students, entrepreneurs hang out with entrepreneurs.)
3. Competitor's posts (use at your own discretion)
 - a. See who has liked the posts or ads of your competitors. Add those leads as friends. If they liked what your competitor is offering, they would most probably be interested in what you're offering as well.
 - b. **Update:** Facebook has changed the interface, so now you can't see who liked their ads anymore. Nonetheless, you can still see who liked the posts that they have posted.
4. Job Description (Updated)
 - a. Searching on Facebook for the job title you want.
 - b. Example:
 - c. Air Stewardess in Singapore
 - d. Financial Consultant in Singapore
 - e. Models in Singapore
 - f. NUS Student in Singapore
 - g. SMU Student in Singapore
5. If you are finding business owners
 - a. Facebook page
 - b. Websites
 - c. Search Google

The same process can be applied to LinkedIn as well.

How to find businesses. If you are a B2B business

- Facebook pages
 - FB Message them
- Website
 - Email them
- Google
 - Find their contact and reach out to them

FREE Facebook automation tool

I'm about to give you a software that has a wide range of tools like adding friends automatically, inviting people to like pages, inviting friends to groups, events, downloading videos etc.

I have tried a lot of Facebook software and spent thousands of dollars testing out different software. Some cost \$365 per year and are not even half as good as the software I'm about to give you for free.

Link to download: [Alaric.site/fbtool](http://alaric.site/fbtool)

Downloading and installing the tool

- This toolkit only works on computers, and not on mobile phone or iPad.
- Must use Google Chrome.
 - If you don't have Google Chrome yet, download it here:
<https://www.google.com/chrome/b/>
 - Doesn't work on Mozilla Firefox, Internet Explorer, Safari etc.
- Download the file in the next module: <http://alaric.site/fbtool>
- Unzip file.
 - Extract folder
- Open Google chrome
 - Click on the three dots at the top right
 - Click on "Extensions" > "Manage Extensions"
 - Enable Developer mode
 - Click on "Load unpacked"
 - Select unzipped folder > Open "[NEW] Alaric Ong Facebook Automation Software" folder > **Select Folder: "Toolkit for Facebook"**
- You should see a blue icon at the top right of Google chrome. That means your software has been installed.

Using the tool

- Reverse engineer your target market. Don't add people blindly.
 - FB Groups

- Go to MEMBERS section
 - Friends of friends
 - Go to FRIENDS section
 - Competitor's pages
 - Go to POSTS
 - Job description
 - Under PEOPLE
- Steps
 - Go to where you want to add friends on Facebook
 - Make sure the add friend buttons are on your screen
 - Click the software (Top-right of Google Chrome)
 - Select "Click All Add Friend Buttons"
 - Click "Start"
 - 5 to 10 sec interval
 - Enable auto scroll down
 - Algorithm 1
 - Click "Start Clicking"

More information about this software:

<https://www.tigerzplace.com/2020/09/toolkit-for-facebook-latest-version-tff.html>

How do you undo outgoing friend request?

- <https://m.facebook.com/friends/center/requests/outgoing?refid=69>
- Go to your sent friend requests.
Tap Undo next to a friend request to cancel it.

Frequently asked questions

- Transformational vs Transactional sales
 - Transactional salespeople are like cashiers. They make \$10-\$15/hour.
 - Transformational salespeople are those who can turn a prospect from not knowing they need something, to wanting to buy something. They make thousands of dollars per hour.
 - Stages of a buyer: Unaware > Problem Aware > Solution Aware > Product Aware > Buyer
 - Being able to **educate** and **convince** a prospect into buying is where the money is.
 - There isn't a prospect who is going to wake up tomorrow thinking, "I need insurance" or, I want to join "XYZ network marketing company"
 - If you are a property agent that can educate someone who did not know they could upgrade their fully paid HDB into 2 properties, you will be able to make the commission from the sale of HDB and also the commissions from the buying of 2

properties! It is possible to turn a stranger from not knowing he wanted to buy property into a client!

- Do you recommend going ninja (people don't know what we do) or being a little bit more upfront about what business we are in?
 - I recommend having your **Facebook profile to be a bit more Ninja**, so you post pictures about yourself travelling around the world, pictures with family, then you can be more upfront in your Facebook page about what you are doing.
- What you are sharing is for personal branding. What if I'm looking to build a business brand instead?
 - I would recommend building a strong personal brand first before building a business brand. People resonate more with people than they do with companies or corporations. (Gary Vaynerchuk has 2.9 mil followers while his agency Vaynermedia only has 50k followers.)
 - Moreover, your personal brand will last you a lifetime. Your business might not.
 - If you're working for an organisation, I recommend focusing on branding yourself, because there's no point investing time and money on branding the organisation you are working for.
 - If you really don't want to be the face of the brand, you can use a mascot or a figure to represent the organisation instead. E.g. Ronald McDonald, Mickey Mouse, Snoopy etc.
- Isn't it weird adding or talking to random strangers?
 - They are not random strangers. You have reverse engineered them, and you can choose who you want to talk to from looking at their profile.
 - To them you might be a random stranger, but everything is actually strategically planned.
 - You'll be surprised that a lot of people don't mind talking to or meeting new people.
- Facebook has been something really private and personal for me, what if I'm not comfortable with adding so many "strangers" as friends?
 - Nowadays on the internet, nothing is truly private or personal. Facebook for me is mainly a business tool. What I would recommend would be to use your current Facebook profile for business, and create a new account that is private for your personal life.
 - Take note: you want to use your current account to add friends instead. Because if you use a new account to add friends, Facebook will ban you or think that it's spam. Whereas if the account is more than 1 year old, Facebook won't block or ban you.
 - It is possible to buy aged Facebook accounts by searching Google for "Aged Facebook Accounts" One of the websites: <https://fbaccs.com/>

Blank profile of the account I bought.

“The email will contain guidelines for you to follow after the first login so you do not get into trouble

To warm-up accounts, make daily normal user activity gradually, from less to more activity (few likes, watch videos, play games or just spend time watching profiles).

Do not join or post in groups, create Facebook pages, publish Ads or add unknown friends, until you had warmed-up the account enough (ask us if you don't know the average times).

If you follow these guidelines you will reduce risks to fall into any roadblock. Otherwise, failing to follow them, will make you lose the 48h warranty for the accounts. However you can still contact us for us to help you to bypass any lock you get.”

Action Plan

- Transform your Facebook profile and make it presentable such that people would want to add you
 - About info
 - Cover photo
 - Links
 - Featured photo
- Fill up the target market worksheet
- Add 150-300 people a day
 - Either by manually adding them or using the Facebook Automation Software
 - Reverse engineer them
 - Facebook groups
 - Friends of friends
 - Facebook pages
 - Job description
 - If B2B: Facebook pages, Website or Google.
- Send friend requests to 150-300 people every day
- Have at least 50 friends who have accepted your friend request before moving on to the next section, "Setting Appointments"
- Make sure you complete this step before moving on to the next section so that you have enough leads to work with.

Setting the appointments (Apollo Method)

- Access the “Apollo Appointment Generation System” document here:
<https://docs.google.com/document/d/1Di9lyEktCFIQTF6h05ug4euTxg9-eH8y3Z8q4-pnlfE>
- Refer here to see examples on how it's done:
https://docs.google.com/document/d/1ldvCER9amfGOSSmVAlyH4BU10xgrPy0sM_TycfHToAI
- Talk to the people based on The Apollo Method. This is the most important step.
- Warning: NEVER message people who aren't your friends. These messages will go to SPAM and they will get your account added to a blacklist if you do it too often.
- The main mistake I see people make when setting appointments is that they try too hard to set the agenda that the prospect must be meeting you to buy from you. What makes The Apollo Method work so well is the fact that the prospect meets you for a casual coffee appointment. It is only during the meeting that we find more about the prospect to see what products/services we can offer to him/her.
- The main purpose is to set an appointment with them. Before people meet me for coffee, I normally don't tell them what business I do exactly. Only during the meeting then only I share more about my business with them. **Don't overshare. The more you share, the less money you make.**
- When people put you in a box as to what you are doing, if they do not need that right now, they wouldn't meet up with you. E.g. instead of positioning myself as a Facebook coach, I position myself as an entrepreneur. If I positioned myself as a Facebook coach and they did not need Facebook at that point in time, they wouldn't meet me for coffee. Instead what I normally do is position myself as an entrepreneur, then after meeting them for coffee, if I feel that they need Facebook marketing, then only I'll say, “actually I specialise in Facebook marketing and based on what you've said, I think it's perfect for you.”
- Same thing, don't position yourself as an insurance agent, property agent or network marketer. Be a bit more ninja.

Action Plan

Cold Market Prospecting Action Plan

Action plan

- Transform your Facebook profile and make it presentable such that people would want to add you
 - About info
 - Cover photo
 - Links

- Featured photo
- Fill up the target market worksheet
- Add 150-300 people a day
 - Either by manually adding them or using the Facebook Automation Software
 - Reverse engineer them
 - Facebook groups
 - Friends of friends
 - Facebook pages
 - Job description
 - If B2B: Facebook pages, Website or Google.
- Talk to 15-30 people a day
 - Using The Apollo Method Script:
 - Opener
 - Rapport
 - Hook question
 - Appointment setting
 - Send the screenshots to the group chat for your first 10 appointments
- Set 3-4 appointments a day
- Close 1 sale a day
 - Follow the 5-step consult 10-step pitch script:
 - <https://docs.google.com/document/d/1Di9lyEktCFIQTF6h05ug4euTxg9-eH8y3Z8q4-pnlfE/edit>
- Reverse engineer your numbers. What's the income you want > how many sales > how many appointments > how many talk to > how many friend request you must send.
- Use this Appointment Tracking spreadsheet to track your numbers:
 - https://docs.google.com/spreadsheets/d/1lmyES4R6RTPAvgRD1wSaSUGMW7f_9hsNO1k42IT2x4A/copy
- Use this Follow Up spreadsheet to track who to follow up with:
 - https://docs.google.com/spreadsheets/d/1A9hzvV7NamBEoD2c_M2z2V0xWFHoxlnkf3gUHfc0DXA/copy

You must reverse engineer your numbers. Let's say you want to make \$10k/month that means how many clients must you have? That means how many appointments > talk to > friends added.

E.g. \$10,000/month > 30 sales > 150 appointments > talk to 1000 people = add 1000 friends a month (add 33 friends a day) > Send friend requests to 150 people a day

So, how many people do you have to send friend requests to per day in order to achieve your income goals? Write that down.

- In order to learn the Apollo Method Appointment Generation system fast, the best way is to get feedback while you are prospecting.
- Send screenshots on the whatsapp group for the first 10 people that you talk to.
This is to ensure you duplicate the system 100%.
- Send this line to as many people as possible:
"Hey ____, Nice to meet you!
What do you do?"
or
"Hey ____, Nice to meet you!
How long have you been in the ____ industry for?"
- Once your prospect replies,
For your first 5 appointments that you set, just send all the screenshots to the group chat and Alaric or other students will reply them for you.

For the next 5 appointments (#6 to #10), send the screenshots into the group chat with the answers that you were planning to reply and Alaric will tell you whether your replies are correct or he will send you the correct reply. This way, Alaric can see your thought process to know whether you have grasped the system or not.

After these first 10 appointments, you would acquire the skill set already and be able to set appointments whenever you want!

This is the fastest way to learn the system, by sending the screenshots to the group chat.

Feel free to send your screenshots in the group chat. You are not spamming us!

You are giving everyone an opportunity to learn from your success as well as from your mistakes. 👍 It's a noble thing to do! 😊

- Trust me, I've coached hundreds of people and I have never seen someone who has mastered The Apollo Method without sending the screenshots.
- This is a **critical success factor**. People who send the screenshots definitely get results, while people who don't send the screenshots normally don't make it.
- 4 steps: Opener, Rapport, Hook, Appointment setting.

If it's warm market (People who know you, but don't talk with often)

4 ways to reconnect with them as your opener

1. Invite them for an event. (Class gathering, Networking event, seminar etc.)
 - a. Either they accept the invitation or not.
 - b. If they do accept the invitation, you can reconnect with them at the event itself

- c. Even if they don't accept the invitation, at least you started a new conversation. This is a very good chance to build rapport.
"Oh no worries, join us for the next event then!
Anyway, how have you been! I heard you recently went to Europe?"
2. Comment on their social media posts. (Facebook post, instagram story, Snapchat story etc.)
 - a. Once they reply to your comment, you can private message them.
3. Hey ____, coffee soon?
4. Hey ____, have you hear about the recent news about (e.g. US - China Trade agreement)?

Once you've made your opener, you can proceed to Rapport, Hook Question and Appointment Setting. (Find everything in The Apollo Method)

<https://docs.google.com/document/d/1Di9lyEktCFIQTF6h05ug4euTxg9-eH8y3Z8q4-pnlfE>

1 to 1 coffee meet-up

The best salespeople are doctors. When we go to a doctor with a headache, and they say we need to eat 10 panadol, we won't argue with them and ask them, "Doctor can I eat 8 instead?"

The best salespeople do not convince. They diagnose and prescribe.

Your appointment should consist of 5 to 10 minutes of rapport building, followed by 15-20 minutes of consultation, followed by 15-20 minutes of pitching. The remaining time should be used for closing.

Build the rapport first, for about 5-10 minutes.

Establish rapport, then do the consultation process.

5 Questions in the Consultation Process

Build rapport for a few minutes,

Then fact find to see an angle that you can start selling to them.

"Is it okay if I ask you 5 questions so that I can understand you better to see how I can add value to you or see how we can collaborate?"

Ask these 5 questions:

1. Where do you want to be? (Result)
2. Where are you right now? (Current situation)
3. Biggest pain about staying in your current situation?
4. Obstacles preventing you from getting to your desired result.
5. On a scale of 1 to 10, how willing are you to get to (your desired result)?

If 6/10 and below: Change aspect. Repeat the 5 step consultation questions but from a different angle. Let's say they are not interested in money, you can talk about health, relationships, personal development, health, investment, etc.)

If 7/10 and above: Proceed to the pitch. **“Based on what you said, I know the perfect solution to help you! Shall I share it with you?”**

(If you don't have the solution for them, refer them to someone who can solve their problems and earn a referral fee instead)

Take note: Whenever you are asking people about how much money they are currently making, you have to ask for a range. Instead of “How much money are you making a month right now?” you should ask **“Around how much money are you making a month right now? 0-\$2k, \$2k to \$5k, \$5k to \$10k? Or more?”**

Try to keep your pitch within 30 minutes.

10 Step Pitch

1. Open this link:

<https://docs.google.com/document/d/17Psk2tMV6C0yQI-3urwiFqWwl72vYIQnHymh2xDdO4I/template/preview>

2. Click on “use template” at the top right corner to use this template.
3. Write your name in the document
4. Edit the document however you want. This script belongs to you.

The next few videos will explain how to use it.

- 1) Recap consultation questions.
- 2) Walkthrough (Make sure your prospect writes notes while you are going through the walkthrough with them)
- 3) (Pause) + Total Value
- 4) Testimonials
- 5) Price drop (and reason for special offer)
- 6) Risk reversal (Guarantees etc.)
- 7) Bonuses
- 8) Recap step 2 to 7
- 9) Scarcity (Either time scarcity, or limited slots scarcity)
- 10) Clear CTA (call to action)

Type out your script then rehearse it again and again until you master it. You can reuse this pitch over and over again for years.

One good pitch can change your life and business forever. You are just one pitch away..

Explanation of pitch:

Don't just sell products, Sell OFFERS. When you sell products, you become a commodity. Everyone is selling the same product. But if you sell offers instead, you increase the perceived value of what you are offering.

The 5 step consultation process and 10 step pitch is a process that I've refined again and again after doing thousands of appointments and phone calls. This process has allowed me to close \$5,000 coaching programmes over the phone from strangers I've never met into becoming clients that are good friends of mine.

I was charging people \$2,500 for 1 hour of 1 to 1 coaching to teach them this, and the results have been amazing so far. <http://www.alaricong.com/p/testimonials.html>

You may take away some steps depending on your business (e.g. some people don't have testimonials, so in that case they can remove it from their pitch)

Nonetheless, the order of the pitch has to be the same. For example, you can do 1,2,3,7,10. But not 1,10,5,8,7. You cannot jump steps.

1) Recap consultation questions.

- Recap consultation questions
 - Just now you mentioned you wanted (Result) correct? Yes.
 - And you mentioned you are currently (current situation) correct? Yes.
 - And your main obstacles are _____ correct? Yes.
 - And your biggest pain is _____ correct? Yes.
 - Okay based on what you said, I have the perfect solution just for you.
- When you repeat their consultation questions, it makes them say "yes, yes, yes" This serves 2 purposes.
- 1) It makes them feel like you understand them (even though you were simply repeating whatever they told you)
- 2) It primes their brain such that the next time you ask them to do anything, they will also say yes. Buy this, yes. Sign over here, yes. Pass me your credit card, yes.

2) Walkthrough (Make sure your prospect writes notes while you are going through the walkthrough with them)

- Walkthrough
 - You will get _____, so you can _____
 - You will get _____, so you can _____
 - You will get _____, so you can _____
 - You will get _____, so you can _____
 - Etc.
- This is walking through the offer: telling them what they are getting, and the benefits of getting that.
- **You must make sure the PROSPECT writes the notes and not you.** Most salespeople sell by writing on their own notes instead of allowing the prospect to write notes. You must allow the prospect to write notes. This serves 3 purposes
- 1) When they write notes, they will feel that they learnt something or gained value. This way, even if they don't buy in the end, at least they will still be happy because they got value and their time was not wasted.
- 2) When they write notes, subconsciously they are already respecting you as a teacher and an authority.
- 3) It keeps them engaged, and you'll know exactly what is going through their mind based on the notes they take down. If the salesperson was the one doing the writing instead, sometimes the prospect loses interest or disengages.

3) (Pause) + Total Value

- After you walk them through everything they are getting, say "Ok, so here's all the things you would be getting. (PAUSE)"

- Pause and allow them to ask you any questions they want to ask. **Just keep answering all their questions and wait for them to ask you the most important question, "What's the price?"**. The moment they ask you that, the dynamic changes. You are not selling to them. They are buying from you. Because they are the one who asked you for the price. It's like when we go to the market, we would only ask for the price of something that we are interested in buying.
- "Ok before I tell you the price, let's try to quantify the value of everything you're getting. Item 1 is worth \$xxxx because ____, Item 2 is worth \$xxxx because ____, Item 3 is worth \$xxxx because ____"
- **Total value: Calculate the total value of everything they are getting and add it together. "So the total value of what you're getting is \$52,417"**

4) Testimonials

- If you have testimonials or case studies, you can show it to them. The reason why we show the testimonial before the price drop is so that the total value burns in the prospect's mind for a period of time before revealing the price. **So that later on when you reveal the final price, it would seem like a great deal.**

5) Price drop (and reason for special offer)

- So normally the price is \$700 but because I like to work with people who are action takers, and people who can make decisions, today you can get everything for \$500.
- The reason why you do this, is because later on when people say they want to think about it, you can tell them to put a deposit to lock it in at the lower price.

6) Risk reversal (Guarantees etc.)

- Examples
 - 30 day money back guarantee
 - 14 day free look period (for insurance)
 - Refundable deposit
 - 1st day money back guarantee (For courses) come for the first day, if you don't like it you get your money back and keep the resources
 - Guarantee of certain results: lose 1 kg of weight, increase IQ points etc.

7) Bonuses

- Add in extra bonuses after the price drop and risk reversal.
- Buy this insurance policy, I will give you free financial consultation every 6 months.
- Buy this insurance policy, I will give you my ebook for free.
- Buy this property, I will give you an interior design for free.
- Buy this product, I give you this for free
- Buy this Facebook course, I give you a social media marketing agency course for free

8) Recap step 2 to 7

9) Scarcity (Either time scarcity, or limited slots scarcity)

- Limited to first 5 people.
 - I've only got one of this property, and there are 4 other buyers asking me for it already

- Limited to today only.
- I have another appointment later at 3pm, so if you can make your decision fast, I can spend the extra time to coach you rather than wasting that time to try to close you.

10) Clear CTA (call to action)

- Enroll by putting your credit card number or PayPal
- PayLah!, paynow or bank transfer me.

Appointment tracking sheet

- “What gets measured gets managed” - Peter Drucker
- Use this spreadsheet to track your numbers:
https://docs.google.com/spreadsheets/d/1lmyES4R6RTPAvgRD1wSaSUGMW7f_9hsNO1k42IT2x4A/copy
 - Input > process > output.
 - If you're not getting the results you want, it is because either your input is not enough, or your process is not right. The moment you fix your input and process, you would naturally get the result you want.
 - Tracking your numbers allows you to diagnose what it is that is going wrong and exactly what you need to improve on.
- Use this spreadsheet to track who to follow up with:
https://docs.google.com/spreadsheets/d/1A9hzyV7NamBEoD2c_M2z2V0xWFHoxlnkf3gUHfc0DXA/copy

How to build a Facebook page with 3000-4000 real, targeted followers for free

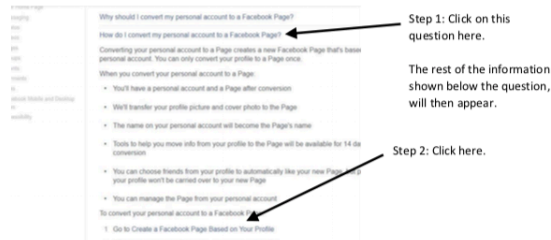
- What people normally do, is they create a Facebook page from scratch (0 followers) then invite their friends to like their page. Out of 10 people they invite, normally only 1 end up liking their page and the other 9 find it annoying.
- What you want to do instead is to have 4,000 friends on your Facebook profile then **convert your profile to page**
- All your friends will AUTOMATICALLY like your page.
- You can only do this once. If you have 500 friends, you'll have 500 followers. If you have 4,000 friends, you'll have 4,000 followers.
- For those people who don't know this tip, it takes them at least 6 months to build a page with 4,000 followers.
- The followers are real, and also targeted (because you reverse engineered them from FB groups, Friends of friends and Competitors)
- Search on Google: Convert profile to page
- <https://www.facebook.com/help/175644189234902/>
- Read “How to use Facebook to promote your business” book:
<https://drive.google.com/open?id=1f0W4FXnMdXbYuhFsMO37vZdWAFyTY-2f>
- Turn to page 30 and follow the steps there

PART 2: Converting your profile into a Facebook Page.

Here's how it all fits. All the friends you've gathered, will now turn into **people that likes and follows your Page!**

Step 1: Go here: <https://www.facebook.com/help/175644189234902/> , and click on the "How do I convert my Facebook account to a personal page?" question.

Step 2: Find and click "Create a Facebook Page Based on Your Profile".



(Note: After you have created a Facebook Page based on your Profile once, you can no longer do so again! Even after you delete the newly created Page, you will no longer be able to do the same and make a new Page based on your Profile!

So, do think carefully before taking this step! Methods to circumvent this issue are listed below, feel free to read before taking this irreversible step.)

Step 3: Click the blue "Get started" button. Once done, you would have created a Facebook Page with your name, profile picture and more!

Now, here's where it gets interesting.

Difference between profile and page.

Profile (User)	Page (Business)
Maximum 5000 friends	Unlimited followers
Cannot run adverts	Can run adverts
More engagement	Less engagement

FB want us to spend money to advertise to our own followers

Personal Branding

- Branding by association - associate yourself (in gala events or top entrepreneurs or ministers etc) [e.g. www.AlaricOng.com]
 - Pictures of you with successful people
 - Pictures of you giving a talk to an audience
 - Pictures of you travelling overseas
 - Pictures of you winning awards.
 - Pictures of you doing charity
- Branding by results [e.g. <http://www.alaricong.com/p/testimonials.html>]

- a. Testimonials
 - b. Track Record
 - c. Case studies
- 3. Carry a book wherever you go
 - a. Good conversation starter
 - b. Positions you as knowledgeable
 - c. When you have the time, you will actually read it

2 ways to brand yourself on Social media:

- 1. Creating
 - a. Creating your own content
- 2. Curating - From other top entrepreneurs
 - a. It portrays the vibe that you're always learning from these people
 - b. People who like your posts are potential clients

When you're branded it's a lot easier to sell

Last time, I needed to set an appointment and meet up with people, to sell my coaching services

But now with branding, I can get them to agree to the paid coaching just from messaging them.

Specialists get 10x more money than generalists

Facebook tips from Alaric

- Reply Comments with a question
- Comment on an old post to bring it up
- Convert profile to page
- Add friends that you want to target
- Merge page
- Invite people who like post to like page.
- When doing live, ask people to comment yes or like the video
- To see the ads run by competitors, go to their page, and at the left hand side see info and ads. If you are using mobile phone, click the "i" icon
 - Now this icon is no longer available. The way to do it is to go to <http://Facebook.com/ads/library>
- Alternatively, you can go to swiped.co to get inspiration from other marketers
- Target audience 30k - 150k
- Relevance at least 7
- Download ads manager onto your phone
- Links in posts do not get as much engagement
- Once frequency more than 1.5, change the creative.
- Promote for page likes. Worldwide, normally 1 cent per like
- Engagement, ask questions, polls etc.

- Trend jacking
- Share personal stuff, not just business
- Make sure that every post T's you up
- Post content around 7-8pm
- Adspresso: Here are the 4 things they found mattered most when it came to ad targeting:

Country

Gender

Interests

Age

As you can see, interest targeting came in third, behind country and gender. But because it has such a big impact on the success of a campaign, interest targeting is the first thing I focus on when A/B testing.

- Facebook shows: live videos > videos > pictures > status (text)
- Get 2 cents page likes: target cheap countries, "like this page if you're interested in..."
- Business is war. Private your friend list. Go to settings > privacy settings > "Who can see your friends" > "Only Me".
- Native content gets more engagement. Videos, articles etc.
- When running ads, numbers only stabilise after about \$20 spent.
- Video is trending
 - Mobile users are 1.5X more likely to watch video than desktop user
 - People spend 5X more time with video content vs static.
- People demand instant experiences
- Facebook pixel helper (chrome extension)
- Facebook blueprint (to get Facebook certificate)
- www.Facebook.com/ads/creativehub
- After user clicks ad to landing page, if they bounce straight away it affects your score in the auction
- The lower your relevance score, the more expensive it costs for you to advertise
- You have to have at least 30k followers on Facebook to be verified.

Extra strategies

- If you are using Instagram, Snapchat, Reply their story through DM to start a convo. Then use the Apollo method.
- For Facebook, you can comment on their posts, then start a conversation from there.
- Do not brand names that are hard to SEO. Do not brand names that are hard to spell.
- Email signature
 - Don't end with "Sent from iPhone". Change it to your social media handles, website etc.
 - Example

- Thanks and regards,
Alaric Ong
Sales and Marketing Accelerator
www.AlaricOng.com

Get my book for free,
"How to use Facebook to promote your business":
www.theapollomethod.com/books
Facebook: <https://www.facebook.com/alaricong/>
Instagram: @alaricongg
YouTube: Alaric Ong

- Name cards



- Writing their name everytime you give a name card creates a really memorable first impression.
- Have a picture of yourself so people remember you.
- YouTube: Hero, Hub, Help
 - Post 3 types of content.
 - Hero videos Quarterly to Wow the audience.
 - Hub videos monthly for community sharing, viral videos etc.

- Help videos weekly for how to, guides, etc.
- Best time to send emails is 10am

Organic outreach - posting to groups and your timeline

- Jab Jab Jab, Right hook.
- Give give give, then ask
 - Do not always post promotional content. Always give value first
- Types
 - Audio (podcasts etc.)
 - Written
 - Pictures
 - Video
 - Live videos
- Platforms
 - Facebook
 - LinkedIn
 - Twitter
 - Instagram
 - Youtube
 - Blog
 - etc.
- Purpose of posting content in groups is to build authority.
 - Pro tip: Compliment the group owner whenever you post in the group. Thank him/her etc.
- Engage in more groups,
 - Comment on other people's posts, build rapport with them.
 - Reply comments
 - Post in groups
- Posting in groups
 - Value posts.
 - How to
 - 7 ways to ...
 - 3 steps to ...
 - Stories with a lesson
 - Case studies
 - How we get 3 to 4 appointments a day on autopilot using the Apollo Method (Insert proof). Then explain the steps on what you did.
 - Ask me anything posts.

- Hey everyone, I've been successfully able to lose 10kg in the last 4 months! (Insert proof) I really want to thank this community for helping me in this journey! To give back to the group, I will be answering any questions you all have and hopefully it would be of value to you.
- Engagement posts
 - How has this coronavirus affected your business?
- **Call to Action posts (This is what gets you the appointments)**
 - Some groups allow "call to action" posts, some don't.
 - Example of call to action post: "I have a new (BAIT) that (Result it can do for them). Who wants it for free? Comment "HANDSOME" down below!
 - Example 2: Would it be helpful if I made a training on ____? Comment "_____" down below!
 - Direct message (DM) the people who commented using the Apollo Method. Opener, Rapport, Hook question, Appointment setting
 - <https://docs.google.com/document/d/1Di9lyEktCFIQTF6h05ug4euTxg9-eH8y3Z8q4-pnlfE/>
 - "Hey, thanks for commenting on my post to get (bait)! Before that, can I ask you a few questions first?"
 - Lead them to an appointment.
 - Pro tip: Do not include links in your post if not Facebook won't show your post to as many people.
 - If you really want to include links, post it in the first comment.
 - Once you have DM-ed them, reply to their comment.
 - Pro tip: Switch between a few different replies so that Facebook won't think you are spamming. Examples: "DM sent!", "Check your inbox", "Check your PM", "PM sent", "Thanks for commenting, check your messages", "Message sent!", "Did you receive it?"
 - The reason why you do this, is so that Facebook will keep bringing up your post
 - Pro tip: Space out the time of commenting. Don't reply to all their comments at once. Reply each comment an hour, so that every time you comment, Facebook will show your post to more people's timeline.
- On your own timeline
 - Value post
 - Value post
 - Testimonial post
 - Value post
 - Value post
 - Call to action post.
 - Repeat

- What I recommend is to join these groups to see how people do it

List of Facebook groups to join:

Facebook Ad buyers Group (70k members)

<https://facebook.com/groups/132299360259652>

Clickfunnels (174k members)

<https://facebook.com/groups/510495802383466>

Ecom Empires (62k members)

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

Facebook ad hacks (68k members)

<https://facebook.com/groups/557604277731548>

Facebook ad ninjas

<https://facebook.com/groups/833133610188770>

Facebook ads agency scaling secrets

<https://facebook.com/groups/2016376418637725>

Facebook ads experts academy

<https://facebook.com/groups/284038145424618>

Vaynernational

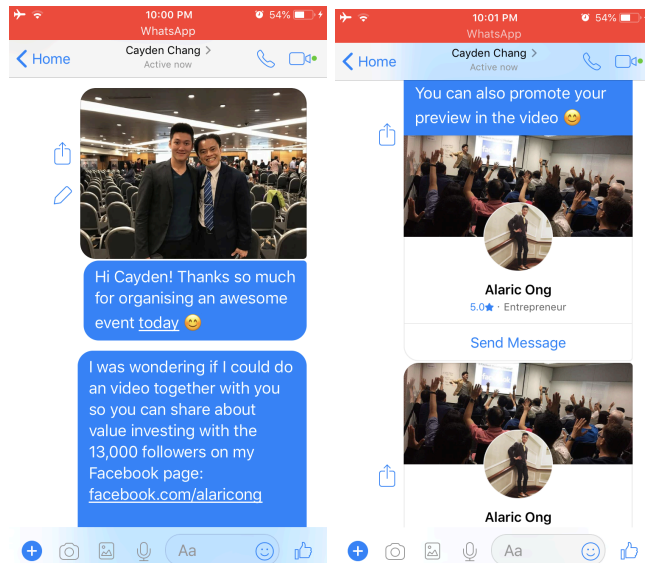
<https://facebook.com/groups/1133654746732243>

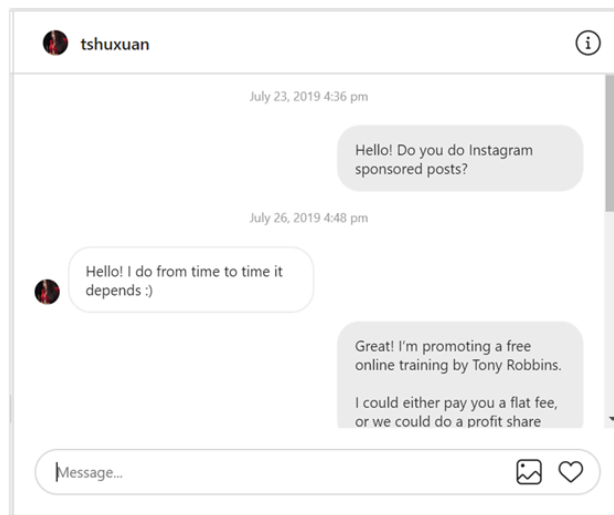
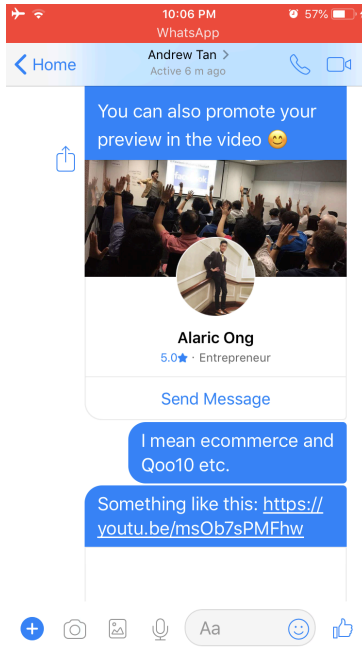
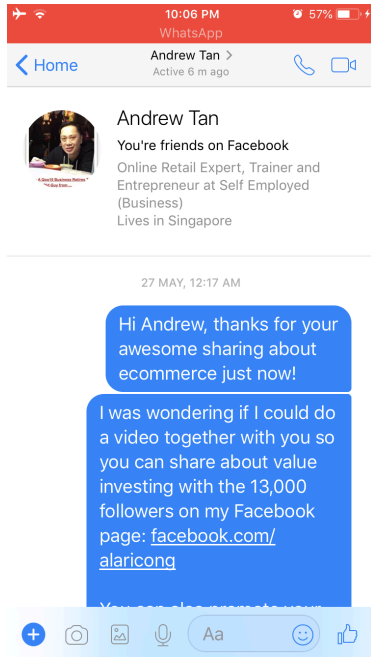
Dream 100 - How to do joint ventures (JVs) with other leaders and influencers.

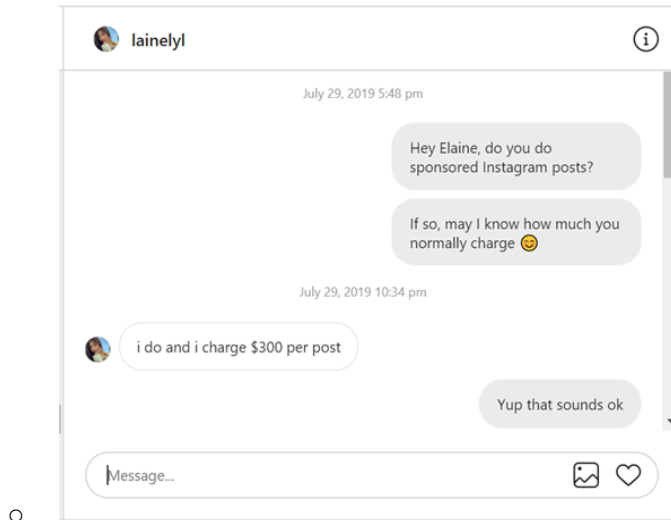
- I learnt this from Russell Brunson, who learnt this from Chet Holmes.
- It's a super powerful concept, but the first 5 times I heard Russell talking about it, I didn't implement it at all. I thought it was an interesting concept, but I never implemented it. Chances are that you might just skip past this section also. I urge you to actually complete this exercise as it is super effective.
- It helped Russell Brunson to network with top people like Tony Robbins, Prince EA, Dean Graziosi, Grant Cardone etc.
- It also helped me to meet the people here: www.alaricong.com

- Basically it is thinking of the Dream 100 people who you would like to collaborate with. The Dream 100 people who you know that if you collaborated with, it would help you scale your business to the next level.
- Steps
 - First you have to think “who are your target customers”.
 - Second, you have to think, “where would these people be, or what kind of people would they follow”.
 - Third, list out 100 people who already have your target customers.
 - Do they have a podcast
 - Are they on YouTube
 - Facebook
 - Instagram
 - Twitter
 - Bloggers
 - Snapchat
 - Complete this step. DO NOT SKIP THIS STEP.
 - List out 100 people now.
 - Remember, if you want people to read your blog, you must collaborate with other bloggers. If you want people to watch you on YouTube, you must collaborate with other YouTubers.
 - It is very hard to ask someone’s podcast listeners to subscribe to your YouTube channel. Because the default mode of consuming content for the audience is different.
 - Fourth, think, “how can you collaborate with your DREAM 100?”
 - What do they want?
 - How can you provide value to them?
 - Why would they want to collaborate with you?
 - JV 50/50 profit share
 - Shoutout for shoutout
 - **Either you WORK your way in, or you BUY your way in.**
 - Fifth, unfollow everyone on social media that is not your dream 100 and follow only your dream 100. Everyone else is a distraction. This might seem a little extreme, but it definitely works!
 - Like and comment on their posts. Engage with them.
 - Sixth, FIND and MODEL your Dream 100.
 - What kind of content do they post? Model that.
 - What kind of message do they have? Model that.
 - What’s their publishing schedule? Model that.
- How to reach out to influencers
 - Example:
 - Hey ____, do you do shoutouts or collabs?
 - I’m looking for models or influencers to launch an online product together and the commissions are \$500 per sale.

- Here's a quick background about me: www.alaricong.com Testimonials: www.alaricong.com/p/testimonials.html
- Would you be open to collab?







FILL UP THIS WORKSHEET:

https://s3content.s3.amazonaws.com/book_funnels/Dream_100_Worksheets.pdf

Do not skip this step! Make sure you list out all your Dream 100 before moving on to the next section. Print and fill it up!

Pro tip - Using Calendly for people to book interviews with you

Podcast interview with Abby Yoong

Please check the available time slots and book the interview.

[Next page]

- Name
- Email
- How would you like me to introduce you (your short bio)?
- Share 1-2 topic(s) you would LOVE to dive into
- Do you have a freebie (can be a lead magnet) for our listeners? If so, share the link & description so I can include this in the show.
- Do you have anything you want to promote on the show? It can be a book, event (live or virtual), facebook group or online course/program.
- Will you be sharing this podcast episode to your email list and/or social media platforms? :)

Use [Calendly.com](https://calendly.com) to create your appointment booking system. (Free)

Building your tribe

- Creating a community of people in your WhatsApp group, Facebook group, telegram group etc.

Opportunities when you have a tribe

- Once you have a tribe, you can start collaborating with other influencers to interview them. When they share your interview with their community, some of their audience will follow you!
- **The fastest way to build your audience is through collaboration. Cross-pollination.**
 - Some of your members follow them. Some of their members follow you.
- Do joint ventures with them. Promote their offers and make commissions.
- Having a community is the best way to warm up your leads. **The money is in building the relationship with your people.** You can turn people from cold leads who have never seen or heard about you before, into people that trust you and would buy things that you want to offer to them.

Marketing

- Having a group is the new version of building a list. One of the main reasons ClickFunnels became so strong is because of their Facebook group.
- Market your group as much as possible. Constantly put in benefits for being in the group. Use baits to attract people to join your group.
 - I just sent everyone in my Telegram group a free training about _____.! Who else wants it for free? Let me know and I will add you to the group as well
 - I just found a super awesome video by Billionaire Bill Gates about _____.! Who wants to watch the video as well? Join my group and I will send it to you!
 - I am going to be coaching people in my group over the next 21 days about _____. Click this link to join!

Group Management

- Make sure there are clear rules and boundaries
 - Example of mine
 - No advertising, strictly for coaching purposes
 - **Reduce spam.** If everyone starts spamming, people will leave easily.
 - **Protects your reputation.** People will always try to advertise or do deals in the group. However, you need to prevent that from happening as much as possible. There was once I created a Whatsapp group for people to buy and sell face masks. There were thousands of face masks being

transacted within the group but I didn't get a single cent. When things went well, I didn't get a cut. When things went badly, they blamed me as the admin. My reputation goes down because of that. Zero upside, unlimited downside. This is why you must make sure that every deal goes through you rather than allowing members within the group to transact with each other openly.

- No negativity.
 - Be willing to kick people who are negative.
- No Private Messaging among members or trying to solicit business
- **Give, give, give then ask.**
 - Add as much value as you can to your community.
 - Every time you add value to them it is like increasing your social capital.
- Build your authority in the group.
- Reward in public, punish in private.

Action Plan

- Organic Outreach
 - Creating or sharing content that would resonate with your target market
- Dream 100
- Building your tribe
- Once you have more than 4000 friends, convert profile to page

Facebook Advertisements - How to run and scale your business with paid advertising

Do take note that you need a Facebook page in order to run ads. You cannot run ads from a Facebook profile.

If you don't have 4000 friends and you are waiting to add more friends before converting your profile to page, you can create a brand new page first by clicking this link:

<https://www.facebook.com/pages/creation/>

Don't worry about not having any followers because you can run Facebook ads to people who don't follow you.

I can run ads from a page with 0 followers

How to create a Facebook Page

- Step 1: Go to: <https://www.facebook.com/pages/create/>
- Step 2: Choose "Business or Brand" or "Community or Public figure"
 - If you are unsure, just choose Public Figure, put your name as the Facebook page. And then under the category, put "Entrepreneur".
- Step 3: Follow the instructions
- "I help (audience) to (result you help them achieve) by/through (vehicle)"
- Design images with Canva.com

If you really want more followers to get social proof, you can go to www.Fiverr.com to get.

You can start running ads from this brand new page. After you have gotten 4000+ friends and converted your profile to page, you can merge the pages.

Instructions: <https://www.facebook.com/help/249601088403018>

Link: <https://www.facebook.com/pages/merge/>

Mindset of Advertising

- **Making money is a formula**
- Attention > Leads > Appointments > Sales
- **The difference between an average marketer and a great marketer is 10%**
 - Let's say an average marketer converts leads at 10% while a great marketer converts leads at 20%. That means he is TWICE as effective and makes twice as much money.
- **THE APOLLO METHOD: BUYING CUSTOMERS**
- I propose this concept, called BUYING CUSTOMERS. Imagine if Facebook was NTUC and Google was Giant. All you have to do is to "shop" for clients to put into your basket.

Clients that you would want to service for the rest of your life. You can choose the client's demographics, what they like, what they do, etc. Imagine you buy a customer for \$200, and that customer buys products and services from you worth \$2000 over the course of your long term relationship with him/her. That would be a good investment, wouldn't it?

What if for every \$1 you spend, you can get \$10 back?

What if you took that \$10 and reinvested it to get to \$100?

How many cycles does it take to make you a multi millionaire?

When you use money to invest in marketing to MAKE YOU MORE MONEY, sales becomes easy and effortless.

It's like each customer is a stock/bond that you invest in. This customer then gives you a payout over the next 10 months or even 5 years. If you buy this "asset" for \$100 which pays you \$5000 over the course of 5 years, that would be a pretty good investment, wouldn't it?

- **Lifetime Value of Customer [LTV]= (Average money they spend each visit) X (Frequency of visits) X (How long they stay as a customer)**

To understand the value of marketing, the most important concept to understand is the lifetime value of a customer. The formula above is basically a calculation of how much each customer is worth to your business.

Example: Let's say you own a massage therapy business and charge people \$50 per visit. Assuming on average, each customer comes for a massage once every week. And assuming they normally stay as a customer for 3 years. That would mean that the lifetime value of each customer is $\$50 \times 52 \text{ weeks} \times 3 \text{ years} = \7800 .

Let's say you acquire 100 leads at \$5000. If you close 10% of the leads to become customers, that would mean it costs \$500 to acquire each customer. This means that you are buying each customer at \$500 to pay you \$7,800 over the next 3 years, an investment that gives you a 15X return. Your investment of \$5000 today would make \$78,000 in 3 years time.

Would you invest in marketing?

- **The person that can afford to spend the most to acquire a customer wins!**
- **If you have a funnel that breaks even on the front end, you have a million dollar funnel.**
 - Let's say I market a Facebook seminar and make 30% in commissions. Let's say, I spend \$450 to get 50 leads and 3 people buy the \$500 course so I earn $30\% \times \$500 \times 3 = \450 in commissions.

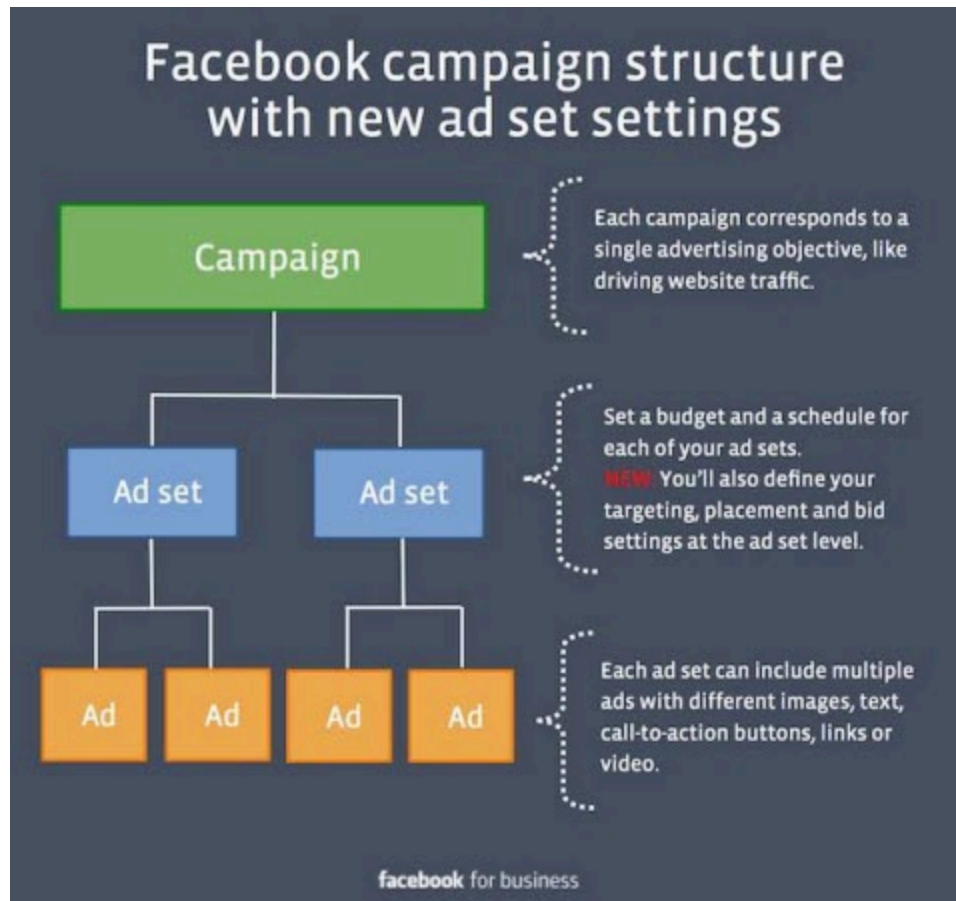
- This means I breakeven my \$450 in advertising spend. Was this a good advertising campaign?
- Yes! I would scale this campaign infinitely! Why? Because this means that I acquired 50 leads for free. If the next time I market a sales seminar or a Instagram marketing seminar and any of these 50 leads buy, that means whatever I make is PURE PROFIT.
- Let's say I'm marketing a property project. And I get \$10,000 in commissions for every sale. I wouldn't mind investing up to \$5,000 in advertising just to get 1 sale! Because that would mean that I make \$5,000 in profit and acquire hundreds of leads for FREE! Which I can offer other property projects to the same leads. Whatever they buy, would be PURE PROFIT!
- You have to look at business as a long term game! It is about acquiring as many leads as you can, for as cheap as you can, and making the most money out of each lead as possible.
- 80/20 marketing: 20% of your ads gives you 80% of your results. 20% of your advertising channels gives you 80% of your results. 20% of your time, makes you 80% of your money.
 - You must focus as much of your time on the activities that generate the most results.

How much money should I spend on Facebook Ads?

- I get this question a lot.
- So what I would do is to look at my conversion rate.
- I will reverse engineer my numbers
- I will ask myself
 - Out of X number of leads,
 - How many appointments would I set?
 - How much sales would I make?
 - **$\text{SALES} \div \text{NUMBER OF LEADS} = \text{VALUE PER LEAD}$**
- Example when I am selling my course for \$997
 - Leads: Out of 100 leads
 - Appointments: I will set 50 appointments
 - Sales: I will make 10 sales X \$997 = \$9,970
 - Value per lead = \$9,970 divided by 100 = \$99.70
 - This means, so long as I am getting leads below \$99.70 per lead, it will be profitable
- So normally, my first \$100 is used for testing. I set that aside and test different audiences, different copywriting, different advertisements.
- **Then I will look at what's the cost per lead. So long as the cost per lead is LESS than the value per lead, I will keep scaling that campaign infinitely.**
- **I will scale it until it breaks**

- It will only break when either
 - I have too many leads that I can't handle
 - I overwork myself
 - My ad cost is more than my sales

Fundamentals of running Facebook Advertisements



Definition of different Facebook Metrics:

<https://charlielawrance.com/27-key-facebook-advertising-metrics-defined/>

How to run Facebook Ads effectively

- The traditional way of running ads - [DO NOT DO THIS!] Most marketers channel traffic to a landing page or a funnel to collect the name, contact number and email of their prospect.
- The reason why my cost per lead is way cheaper than everyone out there in the market is because what I do instead is to keep the traffic on Facebook itself.

- The reason why is because if you are at Jurong East, and your prospect is in Bedok, instead of asking them to come to Jurong east to sell to them, you might as well sell to them at where they are at. There is lesser friction that way. Rather than bringing them from Facebook to another platform, you might as well keep them on Facebook itself. Facebook also doesn't like you to take attention away from the Facebook platform.
- The definition of a lead is not a name, contact number and email. A lead is a person. A Facebook profile is also a lead! (Even if I don't get their contact number or email)
 - A Facebook profile is more valuable than someone's name, contact number and email. Because I can find out more about them from seeing their pictures, information etc.
 - If I message a person using Facebook messenger, they are more likely to respond because they can see my Facebook profile, they will know who I am etc. Compared to me messaging a person by sms or cold calling them where they don't save my number and won't know who I am.
 - It is cheaper to get someone's Facebook profile than their name, contact number and email. When you run Facebook ads to send traffic to a landing page, it would cost around \$5-20 to get someone's name, contact number and email. But it would only cost less than \$1 to get a "Like" on your Facebook post.
- How to get inspiration for your advertisements (3 Ways)
 - 1) Scroll down of this document for copy writing notes and examples.
 - 2) Click on competitor's Facebook page, and click "info and ads" to see what ads they are running to get inspiration
 - 3) Go to <http://swiped.co> to get inspiration from the top marketers of all time.

4 apps to download on your phone

- Facebook App
 - Apple: <https://apps.apple.com/md/app/facebook/id284882215>
 - Android: https://play.google.com/store/apps/details?id=com.facebook.katana&hl=en_SG
- Facebook Messenger
 - Apple: <https://apps.apple.com/md/app/messenger/id454638411>
 - Android: https://play.google.com/store/apps/details?id=com.facebook.orca&hl=en_SG
- Facebook Pages Manager
 - Apple: <https://apps.apple.com/sg/app/facebook-pages-manager/id514643583>
 - Android: <https://play.google.com/store/apps/details?id=com.facebook.pages.app>
- Facebook Adverts Manager
 - Apple: <https://apps.apple.com/us/app/facebook-ads-manager/id964397083>
 - Android: <https://play.google.com/store/apps/details?id=com.facebook.adsmanager>

3 effective ways to run your ads while keeping the traffic on Facebook itself

- Boost post
- Lead forms
- Send message

1) Boost post (it'll normally cost less than \$1 per like or comment)

- Every ad must have a call to action! At the end of your post, put: Like this post or comment "I AM KEEN" if you're interested
- Anyone who likes or comments on your post is a potential lead. You can Facebook Message them. It'll cost you less than \$1 to get each like.
- 3 steps:
 - Boost Post
 - Select Audience - Exclude people who are interested in Myanmar, India, Philippines, Indonesia (Boost post tends to give you leads from other countries. So if you feel they are not targeted and not likely to be your buyers, make sure to exclude them, if not you will have a lot of untargeted leads. You can only exclude the audience with your computer. Mobile Phone does not have this function)
 - Select Budget and Schedule
- Once they like or comment on your post, Facebook Message them based on the Apollo method to set an appointment with them:
<https://docs.google.com/document/d/1Di9lyEktCFIQTF6h05ug4euTxg9-eH8y3Z8q4-pnlfE>

2) Lead forms (it'll normally cost around \$5-20 per lead)

- Every ad must have a call to action! At the end of your ad, put: Click the "LEARN MORE" button if you are interested to find out more!
- Use this if you want to collect their name, contact number and email address.
- When people click the call to action button, a lead form will pop up.
- You can ask them for their contact information, or whatever information you want to ask.
- To retrieve the leads, go to your Facebook page, then click "publishing tools", at the left you'll see "forms library". Then you can download your leads.
- You can only create Lead form ads using a computer. Cannot be run from mobile phone.

The steps to creating a lead generation ad

- Step 1: Go to www.facebook.com/adsmanager
- Step 2: Press the green "Create" button and Switch to "Guided Creation"

- Step 3: Select the “lead generation” objective
- Step 4: Select your budget and schedule, your audience etc.
- Step 5: Create your ad: Text, Image/video/carousel, headline, button etc.
- Step 6: Create lead form
 - Make sure you have already accepted the terms and conditions for using the lead form ads by Facebook.
 - Choose the Page you plan to use for the lead ad. Click View Terms and then agree to the Facebook Lead Ads terms and conditions after you’ve read them.
 - **Intro:** Use this section to clearly explain why people should fill out your form.
 - **Custom questions:** You can customise your questions however you want. There are two types of questions you can choose: Standard questions (ie. gender, job title) and custom questions. Ask custom questions that pertain to your business, for example: “When are you looking to buy a new car?” Up to 15 questions can be included. Some governments bar advertisers from requesting certain information,
 - **Form type:** Under Form Type you can select: More volume or higher intent. Choose more volume if your campaign goal is to get the form completed by as many people as possible. Selecting higher intent adds a step to your form that allows people to review and confirm their info before they hit submit. This is a good option if your objective is to seal a deal.
 - I normally choose “More volume”
 - **Privacy policy:** Facebook lead ads require a link to your company’s privacy policy. Make sure you have a page on your business website.
 - If you don’t have any, find google for “privacy policy” or just put the link for your website or something.
 - **Thank you screen:** This screen will appear after the form is submitted. You can also include a call-to-action or download link here.
 - Can send them to your website, or download something, or call you etc.
 - **Click Settings** under the name of your form and check that you would like to collect organic leads. This advanced step is optional, but recommended. You can also change the language of your form here.
- Step 7: Click Finish in the top-right corner. Review your ad from Ads Manager and when you’re ready to publish, click Confirm.

Do take note that once you’ve published your template, you cannot edit it. You can only duplicate and create a new one.

How to access your leads.

Once you’ve created an ad, you can access leads through, customer system integration, implementation of the Facebook Marketing API, or by manual download.

To access your leads,

- Step 1: Go to your Facebook page
- Step 2: Click “Publishing tools”
- Step 3: Click “Forms Library”
- Step 4: Download your leads.

Alternatively you can access leads through a CRM software like Mailchimp, aweber, Zapier etc.

I normally send my leads to a google sheet using Zapier for easy access.

Tips for creating Facebook lead ads that convert

Offer an incentive

People are more willing to share their personal information with you if you offer something in return. Whether it’s a promo code or a free download, a good incentive shows customers you value their information.

You can view this website for more details:

<https://blog.hootsuite.com/how-to-use-facebook-lead-ads/>

3) Send message (it’ll normally cost less than \$5 per send message)

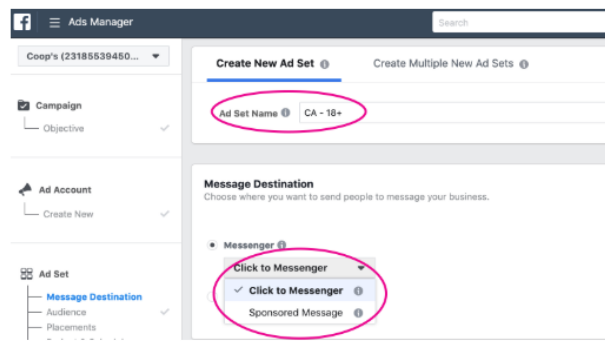
- Every ad must have a call to action! At the end of your ad, put: Click the “LEARN MORE” button if you are interested to find out more!
- This is my FAVOURITE way of getting leads/appointments.
- When people click the call to action button, a message from you will appear. Then they can reply to your message.
- You can set quick reply buttons so that they don’t have to type out their answers.
- The moment they send you a message, you will be able to see their Facebook profile, their pictures etc. This is a very high quality kind of lead!
- **The reason why this works so well is because they are initiating the conversation with you. It becomes super easy to set an appointment with them this way.**
 - Rather than you reaching out to them, they are reaching out to you. This makes the lead higher quality
- You can use a chatbot to automate the whole process. I only recommend this if you’re dealing with at least 300 leads.
- Anything less than 300 leads, you should manually text the leads yourself so that you have the personal touch. And so that you have the understanding on how to program your chatbot based on what people are likely to respond to.
- To use chatbot marketing: go to www.manychat.com
- I have included a bonus section on Manychat Chatbot marketing in this course. Refer to it if you’re interested to explore more:
<https://alaricong.podia.com/courses/facebook/256361-bonus-4-manychat-chatbot-marketing>

- Manychat also has video courses there to guide you.

Note: You can only create ads with the send messages objective with a computer, and not with your mobile phone.

Steps to create a “send message” ad

1. Go to www.facebook.com/adsmanager
2. Press “Create” and Switch to “Guided Creation”
3. Select the “Send Messages” objective.
4. Choose your campaign budget and click Next.
5. Under Ad type, select “Click to message”.
6. Under the Message destination section, select Messenger.
 - a. Select “Click to messenger”



7. Edit your audience, placements, budget and schedule and click Next.
8. Select your ad format and complete your ad setup.
 - a. Images/video,
 - b. Text,
 - c. Headline,
 - d. Call to action button
 - i. I normally use “Learn More” for the button.
9. Under Message template, choose to either **Create new** or **Use existing template**.
10. When creating a new template, you can choose to either **Start conversations** or **Generate leads**.
 - a. **Start conversations** will allow people to select prompts to tap within a Messenger conversation.
 - i. Basically you choose “start conversations if you only want your prospect to send you 1 message, and then you’ll reply manually from there.
 - b. **Generate leads** allows you to collect information in Messenger from people interested in your business using a question and answer flow.
 - i. This is also known as creating a “Chatbot” which I will explain in the next video.
 - ii. Basically you use “generate leads” if you want to create a chatbot that can reply to your prospect automatically after they message you.

- iii. So it's like a conversation between your page and your prospect over multiple questions.
- 11. For this demonstration, I will use “**start conversation**”. In the next video, I will demonstrate “**generate leads**”.
- 12. When you create a new template you will normally have the option of using “Frequently asked questions” or “Quick replies”. Both ways work.
 - a. I recommend you play around with it and see how it looks. You can see a preview on how it would be like.

Create a custom template

Offer

Image subtitle (optional)

Description

Customer actions

Suggest questions or replies for customers to tap, or use a button to send people to your site.

Quick replies ⓘ ▼

Quick reply 1 Remove

Reply text ⓘ

I'm interested in [insert offer]

Quick reply 2 Remove

Reply text ⓘ

Tell me more about [insert business]

[+ Add another quick reply](#)

- b. Get [Help](#) or [See tips and examples](#).

Create a custom template

welcome message
Welcome people to the conversation with a text greeting and optional image or video.

Format

☒ Text only ☐ Text and image ☐ Text and video

Text greeting

Hi, Charlie Please let us know how we can help you.

[Add Personalisation](#)

Customer actions
Suggest questions or replies for customers to tap, or use a button to send people to your site.

Frequently asked questions [Remove](#)

I'm interested. Can you tell me more?	43
Are you available to chat?	54
Can I learn more about your background?	41

[Get Help](#) or [See tips and examples.](#)

[Cancel](#) [Preview in Messenger](#)

C.

13. Click + Create to create your flow. Click Save and finish when you've completed.
14. Finish editing your ad. To publish, click Publish.

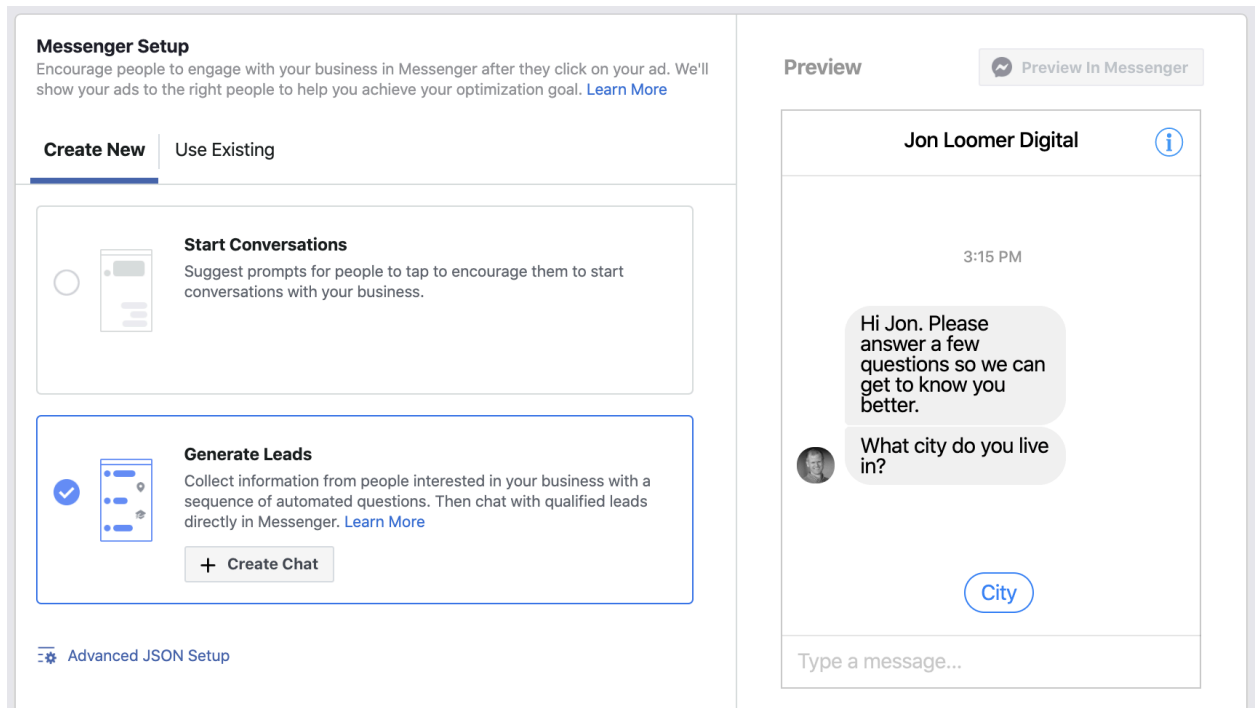
Do take note that once you've published your template, you cannot edit it. You can only duplicate and create a new one.

- **How to create a chatbot using Send Messages objective**
- How to design a series of questions when you use the send message objective.

Steps to create a chatbot.

Follow the steps above on how to create a send message ad etc.

If you want to create a chatbot, when creating a template for the ad, choose **“generate leads”**



This will allow you to program a chatbot that can ask and reply to all their questions automatically.

- Basically you use “generate leads” if you want to create a chatbot that can reply to your prospect automatically after they message you.
- So it’s like a conversation between your page and your prospect over multiple questions.

Do learn from the copywriting on how I set the appointments.

Template 1:

After they click the ad,

Hi (first name), nice to meet you!

Are you interested in ____?

Options: “Yes, please!” “No, thanks!”

Great, my mobile number is 91234567, what’s yours!

“Enter phone number”

Thanks for answering all the questions, (First Name)! I will contact you via whatsapp to send you more information very shortly! Do save down my contact: 91234567 (your own name)

When they don’t reply

"Hey _____, you there?"

Template 2:

After they click the ad,

Hi (first name), nice to meet you!

Are you interested in _____?

Options: "Yes, please!" "No, thanks"

Great! my mobile number is 91234567, what's yours!

"Enter phone number"

"Awesome, I will create a whatsapp group to link you up with my student. How's your schedule this week like?"

When they don't reply

"Hey _____, you there?"

Use Manychat.com if you want to create an even more advanced version of the chatbot.

I have included a bonus section on Manychat Chatbot marketing in this course. Refer to it if you're interested to explore more:

<https://alaricong.podia.com/courses/facebook/256361-bonus-4-manychat-chatbot-marketing>

Running Facebook Ads to a website, funnel, ecommerce store, flywheel etc.

I try my best to keep the attention on Facebook itself so that it is cheaper and also easier to do. This way, I won't need to build a website or a landing page which is NOT easy to learn how to do.

- Sometimes, if what you want to do is relatively complex and you cannot do it on Facebook itself, then you need to do it on a website instead.
- E.g. If you need to collect credit card payment, or if you need them to register for a webinar.
- So because I cannot do all these things on Facebook itself, I will have to send traffic from Facebook to my website instead.

There is a simple way, and an advanced way to run Facebook Ads to a website.

- The simple way is to run a "Traffic" ad
- The advanced way is to run a "Conversion" ad.

The advanced way (Conversion ad) requires you to:

- Install a Facebook Pixel (This helps you track who from your Facebook ad appeared on your opt in page)
- Run a Conversion ad
- Retargeting

This is going to be a bit techy. Some of you might be able to do it, some of you might not. If you cannot, just do the simple way which is to run a Traffic ad.

Running Traffic Ads is like shooting in the dark. Because Facebook can't track who are the visitors that landed on your opt in page. They cannot send quality traffic to you. So I don't recommend this, but if you really find the advanced way too techy, then just do this. It is still better than nothing.

If I want to track conversions (leads, add to carts, purchases, etc.), I will have to install a Facebook Pixel.

The Facebook pixel is a code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

Facebook Traffic Ads (Simple Way)

Steps

- Go to www.facebook.com/adsmanager
- Click green "Create Button"
- Select "Traffic" objective
- Select budget and schedule
- Select the audience
- Create your ads
- Press Publish

I normally split test 3-5 audiences, and run 5 different types of ads

Then I will scale the ads that are doing well and turn off the ads that are not doing well.

Running Traffic Ads is like shooting in the dark. Because if you don't put a pixel, Facebook can't track who are the visitors that landed on your opt in page. They cannot send quality traffic to you. So I don't recommend this, but if you really find the advanced way too techy, then just do this. It is still better than nothing.

How to install the Facebook pixel to track conversions on Kickofflabs or other website builders (SKIP IF NOT GOOD AT TECH)

A Facebook pixel is a code that people install onto websites for Facebook to track who visited your website. If you don't have a pixel, Facebook won't be able to send you quality traffic because it won't have the data to know who visited your website, who opted in, etc.

Installing the pixel helps to optimise the conversions so you can get better quality leads.

Optional step: Download Facebook Pixel helper to track if your pixel has been installed (This is a google chrome extension):

<https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedliclajpkdmoc kpc>

Step 1: Go to https://www.facebook.com/events_manager

Find your pixel ID

It will look something like: 2846426518807088

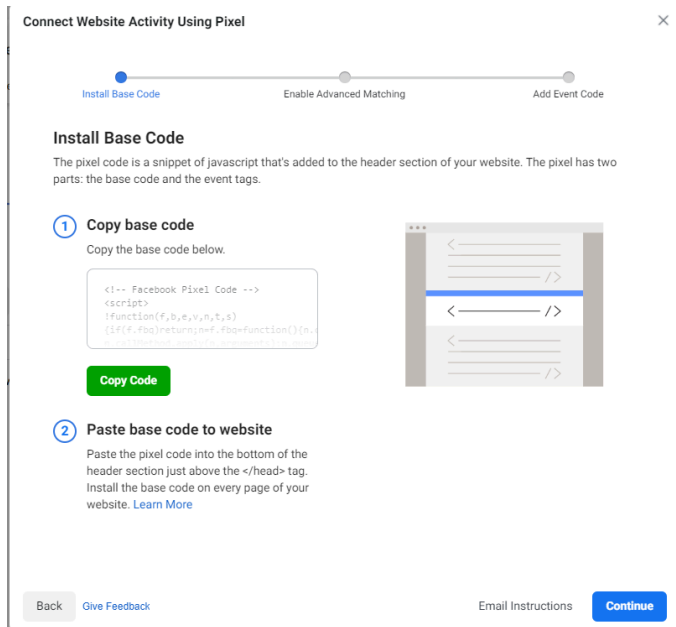
(You might need to create a pixel if you don't have one yet. If you need to create a pixel,

- Go to Events Manager. (https://www.facebook.com/events_manager)
- Click Connect Data Sources and select Web.
- Click Get Started.
- Select Facebook Pixel and click Connect.
- Read how the pixel works, then click Continue.
- Add your Pixel Name.
- Enter your website URL to check for easy setup options.
- Click Continue.

Select Install pixel code manually)

Step 2: Get your pixel code

- Go to https://www.facebook.com/events_manager
- Overview > Add events > From a new website > (Manually add pixel code to website)
Install code manually
- Copy code (green button) [You might need to zoom out to see this. Ctrl + Scroll down to zoom out]



- Your code should look something like this
- ```

<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '28463426518817088');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->

```

### Step 3: Install pixel code into website

- Click into your campaign on kickofflabs
- Settings > Analytics and tracking codes
- Paste Pixel code into “Header scripts - all pages”
- Save

Check to see if your pixel is installed using the Facebook Pixel Helper

**If the pixel is not working, you have to unpublish and republish the page.**

How to install Facebook Pixel into Kickofflabs landing page guide:

<https://support.kickofflabs.com/analytics-metrics/facebook-tracking-pixel-setup-tips#install-facebook-pixel>

How to run a conversion ad

SKIP IF NOT GOOD AT TECH AND DO A TRAFFIC AD INSTEAD

- Go to [www.Facebook.com/adsmanager](https://www.facebook.com/adsmanager)
- Click green “create” button
- Select “conversion” objective
- Select budget and schedule, etc.
- Next
- Under Conversion Event Location > Select “Website”
- Under Pixel > Under Conversion event > Choose an event > Select “Define a new custom conversion”
- Make 2 conversion events
  - Viewed Opt in page (People who viewed your opt in page)
    - Under “Rules”
    - URL Contains [URL of Opt-in page]
  - Viewed Webinar page (People who viewed your webinar page)
    - Under “Rules”
    - URL Contains [URL of Webinar page]

Facebook might prompt and say “Your ad may not be optimized for conversions because we haven’t received any activity from the conversion you selected at all or in more than 14 days.”

Ignore that. The reason why you received that message is because you just installed the pixel so there is no data yet. After the pixel starts receiving traffic, then that message won’t appear anymore.

- Select audience
- Create ad
- Publish

Run ads with “Viewed webinar page” as the custom conversion event. This way, you can track how many leads have signed up and what is the cost per lead etc.

I normally split test 3-5 audiences, and run 5 different types of ads

Then I will scale the ads that are doing well and turn off the ads that are not doing well.

## Retargeting

SKIP IF NOT GOOD AT TECH. You can only do retargeting when you have enough people in your email list or who have viewed your opt in page.

- **Attention (Viewed opt in page) > Lead (opted in) > Appointment (booked appointment) > Revenue**
- **Saw landing page but didn't opt in**
  - **Run retargeting ads to get people to the opt in page**
  - **Don't spend more than \$1 per 100 audience**
    - [DON'T DO THIS]
    - Imagine if you spend \$50 to target 100 people. All of them are going to see your ad like 100 times each! They are going to get so mad and annoyed.
- **Opted in but didn't schedule appointment**
  - **Follow up manually**
- **Scheduled appointment but didn't buy**
  - **Follow up manually**

## Do it with me: Retargeting

### Saw landing page but didn't opt in

- **Run retargeting ads to get people to the opt in page**
- Custom audience
  - People who viewed opt in page
  - Exclude people who viewed webinar

### Steps

- Go to [www.facebook.com/adsmanager](https://www.facebook.com/adsmanager)
- Click green "Create Button"
- Select "Conversion" objective
- Select budget and schedule
- Select "view webinar page" as the conversion event
  - Note: your conversion event might not be called mailchimp lead. It will be based on what you called your conversion event in the previous step.
- **When selecting the audience**
  - **Create new**
  - **Select "Custom audience"**
  - **Select "Website"**
  - **Choose people who visited URL that contains (opt in page URL)**
  - **Exclude people who visited URL that contains (webinar page URL)**
  - **Name audience: "Saw opt in page but did not opt in"**
- Create Ads

- Hey, I noticed you went to my website but didn't want to check out my free training. You can still have another chance to check it out! ...
- **Don't spend more than \$1 per 100 audience**
  - [DON'T DO THIS]
  - Imagine if you spend \$50 to target 100 people. All of them are going to see your ad like 100 times each! They are going to get so mad and annoyed.

## Lookalike Audience

SKIP IF NOT GOOD AT TECH. You can only do a lookalike audience when you have enough people in your email list or who have viewed your opt in page. If not, Facebook won't have enough data to create a lookalike audience for you.

- Lookalike audience means people who are like \_\_\_\_\_
- Let's say I have an email list of 1000 customers who have bought something from me before. I could upload that email list to Facebook and ask Facebook to create a list of audiences that are like my 1000 customers.
- It could also be a list of people **who are like the people who watched my webinar**
- Facebook will see all their data, and compile a list of people that are for me.
- A lot of times you can get a cheaper cost per lead when you do this method compared to targeting people without any data.
- Note: you can only start doing lookalike audience after you start giving Facebook enough data

## Do it with me: Lookalike Audience

- Go to [www.facebook.com/adsmanager](https://www.facebook.com/adsmanager)
- Click green "Create Button"
- Select "Conversion" objective
- Select budget and schedule
- Select "mailchimp lead" as the conversion event
  - Note: your conversion event might not be called mailchimp lead. It will be based on what you called your conversion event in the previous step.
- When selecting the audience
  - Click the "Create New" Drop down arrow
  - Select "Lookalike Audience"
  - Create a lookalike audience that is like "website visitors" if you have installed the pixel OR "customer list" if you have a list of emails you can upload to Facebook
  - Choose the % of the country you want to target
    - Basically you are selecting how big of an audience you want to target
- Create your ad

## SOP for creating ads

- Turn on campaign budget optimisation (AKA Advantage campaign budget)
- Turn on advantage audience
- Turn on Dynamic creative (AKA Flexible Creative)
  - Add in as many texts, headlines, descriptions, images/videos as you can.
  - In 1 ad you can have maximum 10 images, 5 headlines, 5 descriptions, 5 texts
    - (For messenger ads, you can only have 1 image/video per ad)
  - E.g. If I want to run 50 Images X 20 Headlines X 20 Texts X 20 Descriptions, I need to have many ad sets to do that.

## SOP for optimising ads

- Breakdown by dynamic creative element and find out what are the best headlines, descriptions, texts, images and videos
- Then after that, create more copywriting and more ads based on learning from what worked.
  - E.g. if a headline works, create more images ads with that headline.
  - If a text works, create a video where you say the script with that text.
- Then you can also paste the best performing texts and ask AI,
- "These are the best performing headlines, descriptions and texts.

Use this as reference and write new ad copies for me"

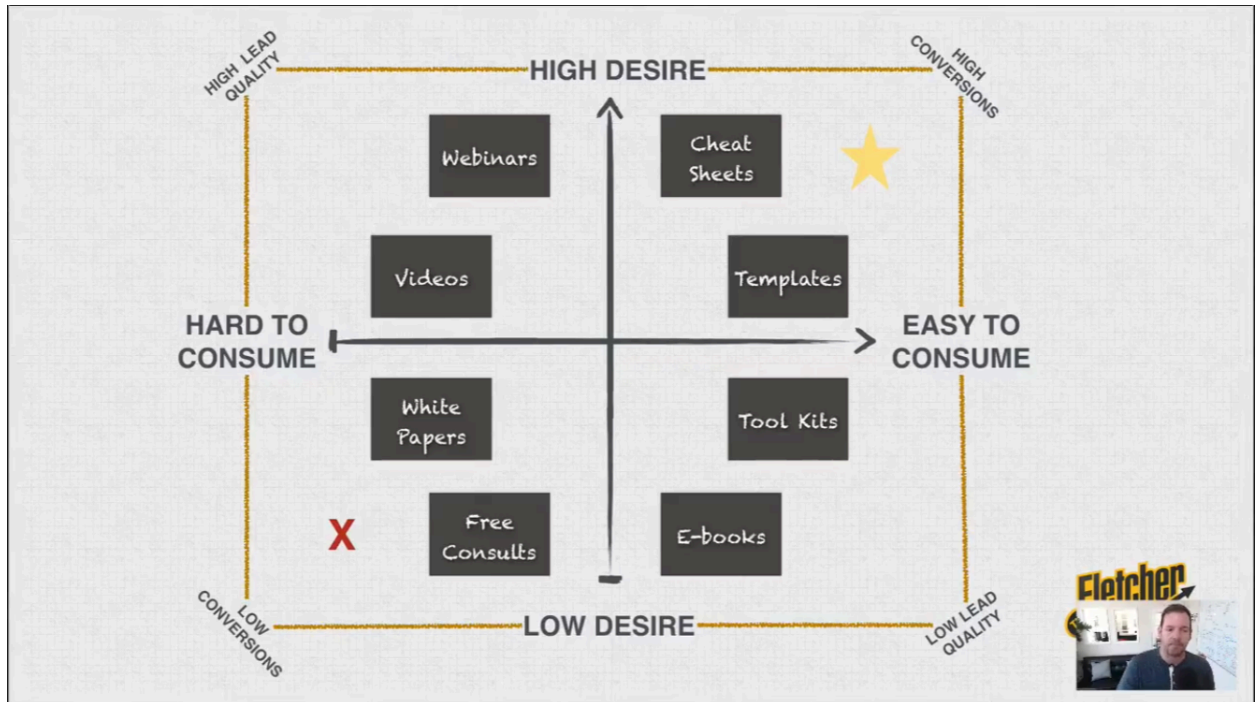
- Then put all the winners, and newly created versions based on winners in new ad sets.
- Since you have campaign budget optimisation on, you don't have to turn off any ad sets. You can just add new ads to the mix. You can just trust Facebook's AI that it will not spend budget on the ads that are not doing well.
- Keep repeating this process again and again, adding new creatives until your ads keep getting better and better.

## Ideas on what kind of creatives to use

- Images
- Images designed with Canva or Microsoft designer
- Memes
- Videos
- Digital avatar videos
- AI generated stock videos
- Adding viral hooks at the start

## Your Bait/Hook/Offer

- If your ads are not converting, it is because your offer is not sexy enough
- Types of offers, and selecting which one to use.
- Picture by Aaron Fletcher (Fletcher Method)



- Make sure your offer speaks to your target audience. For example, if you are selling to beginners of Facebook ads, you don't want to use difficult terminologies and your bait would be something that resonates with beginners.
- If however you want to target the advanced Facebook marketers, then your bait has to be something different. An offer for a beginner would not resonate with them.

## Copywriting

How to get inspiration for your advertisements (4 Ways)

- 1) Scroll all the way to the bottom of this document for Alaric's copy writing notes and examples.
- 2) Go to <http://swiped.co> to get inspiration from the top marketers of all time. Free resource
- 3) Using Copywriting software to automate all your copywriting. Funnel scripts by Russell Brunson (\$797) <http://alaric.site/fscripts>
- 4) Copy Hacking: Learning from your competitors. Go to [www.facebook.com/ads/library](http://www.facebook.com/ads/library) to get inspiration for how your competitors are running ads.
  - Alternatively, you can go to your competitor's Facebook page and click on "page transparency"
  - Do not copy local marketers. Model overseas marketers.

- 1, they will complain about you copying them
- 2, local marketers aren't that good at marketing. Model after the successful international marketers instead

### Funnel scripts by Russell Brunson

- Free Headline generator: <http://alaric.site/fsheadline>
- Free copywriting training by Russell Brunson: <http://alaric.site/fsregister>
- To get the full software at a discounted price: <http://Alaric.site/fscripts>

This software is the most powerful copywriting software ever! You can just fill up the questionnaire and it would instantly churn out your whole script for you.

Sales letters, video sales letters, 3 min video scripts, 15 minute video scripts, perfect webinars, everything!

It's a good investment to invest in this software because you have lifetime access, and you would definitely spend a lot more money than the cost of the software when you are running ads.

### Copy Hacking - How to spy on the copywriting of your competitors

Facebook has changed the interface, so instead of going to info and ads, now the way to look at your competitors pages is to go to [Facebook.com/ads/library](https://www.facebook.com/ads/library)

You can see when they started running the ad, etc.

You can also click on their Facebook page, and go to "Page transparency"

This tip alone could be worth \$10,000 because all these competitors are spending real money to run and test these ads. With this tool, you are able to shortcut your learning curve and model what already works. This would save you a lot of money and time on trial and error.

Do not copy local marketers. Model overseas marketers.

1. They will complain about you copying them
2. Local marketers aren't that good at marketing. Model after the successful international marketers instead

Design images using [www.canva.com](https://www.canva.com)

Guide: <https://www.canva.com/learn/canvas-quick-start-guide/>

Use [www.Canva.com](https://www.Canva.com) to edit photos. VivaVideo or iMovie to edit videos

## How to make videos with top and bottom subtitles

- **Vivavideo**
- **Veed.io**
  - **Can be free (with watermark)**
  - **\$20/month or \$200 a year**
  - **Autosubtitles, titles etc.**
  - **Progress bar**
- [www.Zubtitle.com](http://www.Zubtitle.com)
  - \$19/month for 10 videos
- Camtasia
- Final Cut Pro
- Clipscribe
  - \$45/year
  - Autocaptioning
  - Transcribes 30 minutes a month.
- Clipchamp
- Premiere pro rush
- Veme.ly
  - \$10/month
- Kapwing
  - \$20/month
- Viva Video
  - \$10/month

## Audience

- 3 types
  - Targeted audience
  - Custom audience
  - Lookalike audience
- Facebook Audience insights to research your market:  
<https://www.facebook.com/business/insights/tools/audience-insights>
- When you don't have enough data, i.e. your Facebook page is new, the only type you can run is targeted audience.
- Custom audience and lookalike audience can only be done on the computer, cannot be done on mobile phone.
- Remember to exclude Philippines, India etc.
- Split test different size of audience. 10k people, 100k people, 1Mil people etc. See which one gives you the cheapest cost per result (cheapest click, cheapest impression etc.)



## Split testing

- Duplicate your ad, and change either the audience, image, headline or text. Then run the ads simultaneously. This way you can collect the data to see which audience is the best, which image, which headline or text is the best.
- Turn off the ad that is not performing well. Increase the budget for the ad that is performing well.
- Split testing to optimise your ad:
  - Test your audience.
  - Followed by your image/video
  - Followed by your headline
  - Followed by your text
- The reason why I normally test the audience before the creative (images, head line and text) is so that the winning audience will see multiple variations of my ad. If I did it the other way whereby I find the winning creative and then use that 1 ad to test against different audience, that would mean that the audience would see that same ad again and again which would result in ad fatigue.
- You must always find your winning audience first, and then test different copywriting, headlines and images to use to hook this winning audience.
- The lesser variables in your ad, the lesser you need to split test. For example, if you have a landing page, you need to test every part of the landing page also; the title, headline, image, copy, call to action etc.
- If you're keeping all the traffic on Facebook you won't need to test a landing page.
- Normally I'll do 4 images and 8 videos, total 12 different ads.

Then I'll duplicate the ads to test with 3 different audiences.

So audience A will have 12 ads, Audience B will have 12 ads, Audience C will have 12 ads. (Total of 36 ads)

- I'll spend some money on each audience, then scale the winning ad. That means I'll invest more money on the winning ads and less money on the losing ads

## Dynamic creative

How to split test your ads using Facebook dynamic creative.

Do take note that Dynamic creative ads are only available for Lead Generation (Lead Form) Ads and Traffic (Link Clicks) ads. It is not available for Send Message Ads and Boost post Ads

What are the variables in a Facebook Campaign?

- Audience
- Creative (How your ad looks)

- Text
- Headline
- Image/video
- Button

If you were to split test the creative, and let's say you had 5 different texts, 5 different headlines, 5 different images/videos and 5 different buttons, You would need  $5 \times 5 \times 5 \times 5 = 625$  different advertisements to find your winning ad.

Thankfully there is this feature by Facebook called Dynamic Creative.

This feature allows you to just put in all the variations, and Facebook will split test all of them for you automatically. So instead of doing up 625 different advertisements manually, you just have to put the different variations of your ad and Facebook will automatically split test them for you using Dynamic Creative. This is a feature for more advanced marketers.

Here is how to use it:

Step 1: Prepare 3-5 different types of Text to split test

Step 2: Prepare 3-5 different types of Headlines to split test

Step 3: Prepare 3-5 different types of Images/Videos to split test

(Split testing the buttons are optional)

Step 4: Open [www.facebook.com/adsmanager](https://www.facebook.com/adsmanager) and create your ad

Step 5: Follow the video for more instructions

## What is CBO and ABO?

CBO stands for Campaign Budget Optimisation

ABO stands for Adset Budget Optimisation



## Action Plan

- Make sure you have a good bait
- **Choose objective:**
  - Test either boost post, lead form or send message ads. Or sending them to a landing page
  - Find out which is the most effective for your business
  - Use campaign budget optimization.
- **Design ad creative**
  - Come up with at least 5 different Advertising copywriting for your advertisements by watching the video about copywriting. To get inspiration on how to write copy, you can refer to:
    - Alaric's copywriting templates
    - Swiped.co
    - Use a Copywriting software: <http://Alaric.site/fscripts>
    - Copy Hacking: spying on competitors pages ([www.facebook.com/ads/library](http://www.facebook.com/ads/library))
  - Come up with 5-10 images/videos
    - Use Canva to edit images
    - Use VivaVideo or other video editing software to edit videos.
  - Turn on dynamic creative
- **Split Test the audience**

- Run the ads to 3-10 different audiences to see which audience resonated the most with your offer
- Turn on campaign budget optimization. Facebook will allocate the budget automatically based on which converts the best.
- Monitor the ads over the next week, kill the ads that are not working and scale the ads that are working.
- Your first \$100 spent on advertising is normally meant for testing.
- You may send screenshots of your ad to the group chat to get advice on how to improve your advertisements. Make sure every ad has a call to action like, "Click the learn more button if you are interested" or "LIKE this post or COMMENT "I am keen" if you are interested!"
- 

## BONUS HACK: How to get 500 likes and 5K views on a Facebook post for \$10.

Step 1: Go to [www.fiverr.com](https://www.fiverr.com)

Step 2: Search "Facebook Promotion" or "Promote Facebook Post"

Step 3: Research on seller and look at reviews etc.

Step 4: Pay Fiverr seller and submit link of your post

"Nothing draws a crowd, quite like a crowd" - PT Barnum

Do this for social proof, not for getting leads or sales

## What to do if your ad account gets banned or disabled

- First thing you can do is appeal to Facebook
- Second thing you can do is to contact Facebook Support
  - [www.facebook.com/help](https://www.facebook.com/help) or <https://www.facebook.com/business/help>
  - Click on "Support"
  - Chat with a representative to get your ad account back
- Third thing you can do is to buy an old fb account from [www.fbaccs.com](https://www.fbaccs.com)
  - Make sure you don't change anything like the email, password etc. in the first 2 weeks.
  - Warm up the account before using it: <https://fbaccs.com/warming/>

## Your road ahead

- Story of Florence Chadwick
  - <https://medium.com/emphasis/youre-closer-than-you-think-a-story-about-long-distance-swimmer-florence-chadwick-99f9cf360b9f>

- Momentum
- Rocket Fuel
  - 85% of the fuel a rocket needs is during takeoff, after it is up in the air, it barely needs any fuel
- Apollo Space Program
  - Right after the first man landed on the moon, after that there were tons and tons of people who have landed on the moon within a very short period.
- **The first client you get is always the hardest.**
- Tipping point
  - The moment you hit the tipping point, the whole equation would just turn in your favour. **The moment you spend \$1,000 in advertising, and you can get back \$1,001, that is the moment of breakthrough.** It becomes so easy to scale your offer and your business after that.

## Bonus #1: How To Market Events

Getting the most value out of your time

Click this document to learn how:

[https://docs.google.com/document/d/1IJeE6o4X-8KmJPfZD5QniC9IOUxBHBU4-LHamlgg\\_S0](https://docs.google.com/document/d/1IJeE6o4X-8KmJPfZD5QniC9IOUxBHBU4-LHamlgg_S0)

## Bonus #2: Attractive Affiliate Program

Leverage on a Proven offer, Proven product, Proven Content, Proven testimonials, Proven brand. Earn up to 50% for each sale.

Click this document to learn how:

[https://docs.google.com/document/d/1Higr-QsGM47oi6bo7WO8AdbGc-EFS\\_uBFWKxIjDGHsE](https://docs.google.com/document/d/1Higr-QsGM47oi6bo7WO8AdbGc-EFS_uBFWKxIjDGHsE)

How to make an extra \$3,000/month by selling this video course!

Join this group chat:

<https://t.me/joinchat/EHA7OVCxsa2MndgHUPRTrQ>

## Bonus: Cash machine set up

How to collect credit card and PayPal payments from clients without having a landing page or knowing how to code

Collecting Payments through Stripe, PayPal, PayLah and Paynow

If you have purchased the coupon codes and would like to collect payments where you can keep 100% of the profits,

You can set up a stripe account to collect payments through credit card

1) Download Stripe App

Apple store: <https://itunes.apple.com/sg/app/stripe-dashboard/id978516833?mt=8>

Google Play Store:

<https://play.google.com/store/apps/details?id=com.stripe.android.dashboard&hl=en>

2) Download Stripe Payment App

Apple Store: <https://itunes.apple.com/sg/app/payment-for-stripe/id953273985?mt=8>

Google Play Store:

[https://play.google.com/store/apps/details?id=com.nudge.payment&hl=en\\_SG](https://play.google.com/store/apps/details?id=com.nudge.payment&hl=en_SG)

\*Take note that normally stripe would charge (4.4% + \$0.50) per transaction

You can set up a Paypal.me account

1) Go to <http://www.paypal.me> and complete the registration there

You can ask people to make payments to you through paypal.me, e.g. if I want people to paypal me \$500, I can send them the following link: <http://paypal.me/alaricong/500>

\*Take note that normally paypal will charge (3.9% + \$0.50) SGD

You can ask people to bank transfer you through Paynow or PayLah!

1) Set up paynow

Search google "Set up paynow for [your bank name]"

e.g. "Set up paynow for DBS" >

<https://www.dbs.com.sg/personal/deposits/pay-with-ease/paynow>

2) If you have a DBS or POSB account, download Paylah!

Apple store: <https://itunes.apple.com/sg/app/dbs-paylah-supports-paynow/id878528688?mt=8>

Android store:

[https://play.google.com/store/apps/details?id=com.dbs.dbspaylah&hl=en\\_SG](https://play.google.com/store/apps/details?id=com.dbs.dbspaylah&hl=en_SG)

To get \$5, key in the code: ALACKC048

When you key in ALACK048, you will get \$5 and Alaric will get \$5 given by DBS.

Now, people can transfer you money just by giving them your mobile number or NRIC number!

\*There is no transaction fees for paynow and paylah\*

The more methods available for people to pay you money, the better!

So after they pay you, you can create an account for them using the discount codes.

## Bonus #3: How to set up and run a social media marketing agency

(I used to charge \$6,500 to coach people on how to set up and run a social media marketing agency. Initially I was thinking of making this a course on its own and charging \$1000 for it. But I decided to just include it for free into the Facebook Accelerator Course as well.)

Your mindset before starting has to be correct. The main reason I started my social media marketing agency was to LEARN marketing. Whatever you've learnt so far is theory until you put it into practice. And rather than using your own money for ad spend to learn marketing, you might as well help a client and use THEIR money, to learn marketing! You get paid to learn!

If you are an agent, you can ask your manager or director to give you an advertising budget to run Facebook ads! This way, there's no risk for you and it gives you a longer runway to master Facebook marketing.

### Agency Business Models - Ways to be paid

- Results based
  - Profit share (% of commissions etc.)
  - Per appointment
  - Per lead
- Flat retainer fee
  - E.g. \$1000/month
- Percentage of ad spend
  - E.g. 30% of ad spend.
- Hybrid of the above models.
  - E.g. \$500 set up fee and 20% of profits
  - E.g. \$1000/month + 10% of ad spend.

I always get the client to pay for the ads. And I like to make sure that Facebook bills the client directly, rather than the client passing me the money and Facebook bills me. The reason why, is because if let's say I collect \$1,000 retainer and \$1,500 ad spend, in the client's perspective, they paid \$2,500 to me versus \$1,000. When the client knows that \$1,500 goes to ad management, the client would be calculating their return on investment based on \$1,500. Psychologically, it's better.

Also, when Facebook bills the client directly, it's a lot more transparent. The client will know that all the advertising budget was used for ads, and none were pocketed by the ad manager.



# How to set up business manager so that Facebook bills the client directly.

Visit this: <https://www.facebook.com/business/help/1710077379203657>

If you need any help, ask Facebook Support: [www.facebook.com/help](https://www.facebook.com/help)

## How to set up business manager

- Go to [business.facebook.com](https://business.facebook.com)
- Click Create account.
- Enter a name for your business, select the primary Page and enter your name and work email.
  - Note: If you don't yet have a Page for your business, [create one](#).
- Enter your information in the rest of the required fields.

## Add an ad account in Business Manager

### Steps to add an ad account in Business Manager:

- Go to [Business Settings](#).
- Click Accounts and click Ad Accounts.
- Click + Add.
- Choose one of the 3 options: Add Ad Account, Request Access to an Ad Account or Create a new ad account. See below for additional information.
- If you choose to request access or add an ad account, enter the ad account ID. Learn where to find the account ID.

### More on the 3 options:

- Add an Ad Account: Adding an ad account moves it permanently into Business Manager. You must be both the owner of the ad account and an admin in Business Manager to add the ad account. Please note, once you add an ad account and it's moved into your Business Manager, this action can't be reversed. All management of your ad account must be completed within your Business Manager profile. You can't add an ad account that's owned by another Business Manager. If you still want to work on an ad account that's owned by a different business, you can request access to it.
- Request Access to an Ad Account: If you request access to an ad account in Business Manager, the admin of that Business Manager can grant you permission to work on it.
- Create a new ad account: If you create a new ad account in Business Manager, it'll permanently belong to that Business Manager. Once created within Business Manager, the ad account can't be transferred to an individual owner who doesn't own a Business Manager.

### Add a page to your business manager

- Once you've created a Business Manager, add your business Pages to it so that you can manage all of them in one place.
- Before you begin
- To add a Page, you must also be an admin on the Page. If you aren't an admin on the Page, you'll have to request access to it.
- Add a Page to Business Manager
- To add a Page to your Business Manager:
  - Go to [Business settings](#).
  - Below Accounts, click Pages.
  - Click + Add.
  - Select Add a Page.
  - Enter the Facebook Page name or URL.
- Note: Anyone who had access to the Page before it was added to Business Manager will still be able to access and manage the Page.

## How to get your first client.

For your first client, since you don't have any testimonials or track record, it's best to do something that is very low risk for your client. Example, doing a profit share. They only pay you when they make money. So you could do something like, they pay for ad spend and give you 20% of their profits.

Don't be afraid of screwing up. The worst that could happen is to just give a refund to the client. But at least you learn in the process, and you'll get better.

If you want, you can also leverage on my testimonials and results. That's one of the benefits of being in our community.

"I learnt from Alaric Ong and these are the results he has generated. Therefore, I could generate similar results for you.

More about Alaric Ong:

[www.alaricong.com](http://www.alaricong.com)

Video Testimonials: <http://www.alaricong.com/p/testimonials.html>

Written Testimonials: <http://www.alaricong.com/p/testimonials1.html>"

### Template you can send to family and friends:

Hi everyone, I just learnt how to run Facebook Ads and use Facebook marketing to promote products and services!

I'm looking for someone to collaborate with to put my skills to the test. And I'm planning to help my first client for FREE. You just have to pay for the Facebook advertisements costs.

All I ask is that you send me a testimonial if you do get any results!

PM me at \_\_\_\_\_ if you are keen to explore!

## Getting more clients

After getting your first few clients and getting used to it, you can go on and get even more clients.

Simply follow what you've learnt in this course to get more clients:

### Organic lead generation methods

Add people in these few industries

- Property Agents
- Insurance Agents
- Network Marketers
- Business Owners

Reverse engineer them either through Facebook groups, Friends of friends, Competitors pages or Job Profiles.

### Paid lead generation methods

Running Facebook ads to get more clients for your social media marketing agency.

Do the 5 step consultation process. Then pitch your offer.

## The ideal kind of clients

- Definition
  - Easy to help them get ROI
  - Willing to pay
  - Leave you alone
  - Pay on time every month
  - Low maintenance
- Traits
  - Already advertising
  - Already making sales
  - Sidewalk test - If you see them on the sidewalk, they would grab your attention or you might buy

## Crafting your agency offer

Step 1: list down what you are good at

Step 2: find out what the market needs and is willing to pay for

Step 3: link what you are good at with what they need

Step 4: beautify your offer

- Step 1: List down all your monetisable skills
  - Example, here is Alaric's list of monetisable skills

List of Monetisable skills

- - ☐ How to write a Book in less than a day with less than \$50
  - - ☐ How to build a Website for less than \$2
  - - ☐ SEO
  - - ☐ Thousands of followers on Facebook
  - - ☐ Branding by association video
  - - ☐ Boost YouTube views
  - - ☐ Get leads at \$1 per lead
  - - ☐ Show them how to set appointments
  - - ☐ Consultation process
  - - ☐ Run Facebook ads
  - - ☐ Design pitch for 1 to 1
  - - ☐ Design slides for 1 to many
  - - ☐ Teach platform closing (1 to many)
  - - ☐ Market events
  - - ☐ Help in recruitment (I can supply a sales and marketing team to them)
  - - ☐ Coach people who want to do recruitment (I can show insurance or property directors how to recruit a sales team)
  - - ☐ Help in doing seminars for them to sell for them
  - - ☐ Show them how to raise capital
  - - ☐ Designing a sales manual, or sales system for their team
  - - ☐ Group training
  - - ☐ Close high ticket deals
  - - ☐ Rapport building, NLP, stealth persuasion etc.
  - - ☐ Emotional state control
  - - ☐ Speed reading
  - - ☐ Spirituality and meditation
  - - ☐ And more...
- Step 2: List down what the market needs and is willing to pay for
    - Insurance agents make about \$1000 in commissions per policy they sell. They are willing to pay \$10 to \$30 per lead or \$50 to \$100 per appointment.
    - Insurance directors make about 40% of what their agents make. If each agent makes \$40,000 a year, Each agent is worth ~\$15,000/year to them. They are willing to pay \$2000 per agent they recruit.

- Some property agents make \$10,000 in commissions per sale. They are willing to pay up to \$5000 for marketing expenses.
- Spa owners make \_\_\_\_\_ they are willing to pay \_\_\_\_\_
- Find out what Gyms, chiropractors, florists, etc. Make and what they are willing to pay for.
- The only way to find out what the market needs is to **meet more people, meet more people, meet more people.**
- Step 3: Link what you are good at with what they need
  - Example
  - **Insurance directors need to recruit more agents.** I know each agent is worth \$15,000 a year to an insurance director. I will then ask them how many agents they want. If they say 10, that means 10 agents would be worth \$150,000 to them.
  - **What are my skill sets?**
  - I built a team of 140 people in 10 months when I was 19 years old.
  - I built a Facebook Marketing community of 500 active marketers in 12 months when I was 22 years old. So I know I definitely have the skillset to help them get at least 10 agents.
  - So my package to them is \$5000 for 1 hour of coaching and 50 appointments. Thereafter, it's \$2,500 for every 50 appointments. They pay for ad spend.
  - For them to get 10 agents, they would need about 100 appointments, which would cost about \$10,000+ in total. But would make them \$150,000 a year. It's a no brainer for them to accept the offer.
  - In my perspective, I just need to close 2 such deals a month, to make \$10k/month.
  - Win-Win.
  - The more high income skill sets you have, the more money you make.
- Step 4: beautify your offer
  - **Amateur way of selling:** I will do Facebook ads for you for \$1000/month

**Alaric's way of selling the offer:**

**Do the 5 step consultation process, then pitch the offer.**

Consultation Process

1. Where do you want to be? (Result)
2. Where are you right now? (Current situation)
3. Biggest pain about staying in your current situation?
4. Obstacles preventing you from getting to your desired result.
5. On a scale of 1 to 10, how willing are you to get to (your desired result)?

If 6/10 and below: Change aspect (Find other ways to promote your offer. E.g. Make money, personal development, health, investment etc.)

If 7/10 and above: Proceed to the pitch. "Based on what you said, I know the perfect solution to help you! Shall I share it with you?"

## **The pitch**

### The Facebook Ad and Targeting...

(\$3,499 value)

- ✓ Creating a Facebook Page with 4000 real, targeted followers for you
- ✓ Great Looking Attention Getting Facebook Ad So You Get Action and Traction
- ✓ 'Click Worthy Break A Habit Over Offer' So Your Clicks Turn Into Customers
- ✓ A/B testing So You Know What Ad Performs Best In Your Area
- ✓ Research Ad And Survey So You Know Your Customers Needs, Wants, Fears, and Goals +1
- Age & Gender Split Testing That Avoids Wasting Dollars on Unwanted Audiences
- ✓ Retargeting So Forgetful Customers See Your Ad Across the Internet

### The Strategy, Reporting And Support...

(\$1,500 value)

- ✓ Dedicated Biweekly Strategy Sessions To Turn Your Ideas Into Action
- ✓ Phone, Text, and Email Support So You're Never Left Out In The Cold
- ✓ Dedicated Account Rep So You Don't Get Bounced Between Departments
- ✓ Proactive Updates So New Features Get Rolled Out Automatically

**Complete Package Value = \$4,999**

Here is my track record and these are the testimonials my clients have given me: \_\_\_\_\_

We can do a 14 day FREE trial to test the results and if you like it, the retainer fee is \$1000/month after the 14 day trial is over. There's ZERO risk for you.

Ad spend will be billed by Facebook directly to the client.

I've only got 3 spots left. After which, I won't have the capacity to take on any new clients.

How does this sound?

Note: Don't just copy and paste my offer! If not all of you would be selling the same offer. You need to craft your offer based on what you are confident you can do for your client.

## **Registering a company on ACRA**

- Setting up a private limited:
  - <https://www.acra.gov.sg/how-to-guides/setting-up-a-local-company>
  - \$300 for incorporation, \$15 for company name. Total \$315

- 
- Setting up a sole proprietor:
  - <https://www.acra.gov.sg/how-to-guides/starting-sole-proprietorships>
    - \$100 for incorporation, \$15 for company name. Total \$115
- How to guides with screenshots
  - [eGuide for Application for a New Business Name](#)
  - [eGuide for Application to Register Person\(s\) and Business Name](#)

## How to outsource

This tip alone will make you thousands of dollars every month.

Outsourcing allows you to delegate work so that you can focus on acquiring more clients. Let's say you charge a client \$1000/month and outsource the work for \$200/month. That means you would be making \$800/month per client that you have. Just retain 5 clients a month, and that's \$4000/month in passive income for you!

- Before you outsource, you must make sure you go through this course to know exactly what's going on and what your employees would be doing. Don't outsource something that you don't understand yourself.
- Test out a few of them. Make sure you don't get scammed. A lot of them would propose a high fee on the front end. Ask them to give you a low risk deal instead. Example, charging you \$100 for the first 14 days to test them out. If it's good you can pay them what you think it's worth. And you will even refer more clients to them.
- I normally test out with 5 different ad managers. And I give them each a budget of about \$500 to run the ads. After that then I'll choose whether I want to fire them or continue working with them.
- Ask for their past results. What's their cost per lead, how many leads they have generated etc. Ask for proof.

Send this in Facebook groups with digital marketers:

**“I'm looking for a Facebook Ads manager that specialises in the \_\_\_\_\_ niche! Send me your past portfolio!”**

List of Facebook groups to join:

Facebook Ad buyers Group (70k members)

<https://facebook.com/groups/132299360259652>

Clickfunnels (174k members)

<https://facebook.com/groups/510495802383466>

Ecom Empires (62k members)

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

Facebook ad hacks (68k members)

<https://facebook.com/groups/557604277731548>

Facebook ad ninjas

<https://facebook.com/groups/833133610188770>

Facebook ads agency scaling secrets

<https://facebook.com/groups/2016376418637725>

Facebook ads experts academy

<https://facebook.com/groups/284038145424618>

Vayneration

<https://facebook.com/groups/1133654746732243>

## Practise, practise, practise

If you try to outsource any part of your business without knowing what is going on, you will be held hostage by your employees.

The best kind of delegation is when you already know how to do it, but you outsource the task to free up time. The only way to get good at Facebook marketing is to practise it!

It's a high income skill that has changed my life. And I really hope that it would change yours too!



# BONUS #4: Manychat Chatbot Marketing

Warning: This is going to be quite technical! I would say the difficulty is about 8/10.

You can charge people good money by helping them to create chatbots. The more skillsets you have, the more money you make!

## Introduction to manychat - Ideas on what you can do

- Lead capture
- Webinar registration
- Live chat
- Broadcasting
- Chatbot
- Facebook ads to manychat
- And many others!!

## How to setup manychat (FREE)

- Step 1: Go to [www.manychat.com](http://www.manychat.com)
- Step 2: Login with your Facebook Profile
- Step 3: Connect the Facebook page you want to set up

## Growth tools

- <https://manychat.com/video-course/growth-tools>
- 11 Manychat growth tools (The ones I bold are useful)
  - Bar
  - Slide-in
  - Facebook Modal
  - Page Takeover
  - Button
  - Box
  - Landing Page
  - **Messenger REF URL**
  - Facebook Ads JSON
  - **Facebook Comments**
  - QR Code
  - **Customer Chat**
  - Checkbox

## Messenger REF URL

- Creates a link for people to go to, and it will trigger your chatbot
- How to set up
  - Log in to manychat
  - Click on Growth tools
    - New growth tool
  - Messenger REF URL
- You can shorten your link using <https://bit.ly>

## Facebook Comments

- Your chatbot will automatically message people every time they leave a comment
- How to set up
  - Log in to manychat
  - Click on Growth tools
    - New growth tool
  - Facebook Comments

## Livechat

- Installing a livechat function on your website so users can connect with your Facebook page in real-time.
- You will receive their messages via your Facebook page.

### How to set up

- Step 1: Go to [www.manychat.com](http://www.manychat.com) and login with your Facebook Account
- Step 2: Click on Growth Tools > Widgets > New growth tool > Customer Chat
- Step 3: Click on Setup > Install Javascript
- Step 4: Go to your blogger to install the code. Under layout, click on HTML/Javascript. Copy and paste the code from Manychat onto your blogger
- Step 5: Configure your manychat messages.

## Broadcasting

- **Open rates for FB Messenger are WAY higher than email.** We are talking about 95% open rates vs email 20% open rates.
- Allows you to send broadcasts to people on your list. The money is in the list.
- List segmentation, tags etc.

## Automation

- **Main Menu**
- Default Reply
- **Welcome Message**

- **Keywords**
- **Sequences**
- Rules
- Pixel

## Designing a flow

- Watch the video to learn how to design a flow

## Facebook Ads to manychat

- Go to [www.manychat.com](http://www.manychat.com)
- Growth tools > Ads
- Create your ad
  - Campaign
  - Audience
  - Creative
  - Manychat flow

## How to charge people for this service

- You can offer people \$1000 to design a chatbot for them
  - Manychat system
    - Manychat growth URL (Worth \$500)
    - Customer livechat on thier website (Worth \$797)
    - 2 Broadcasts a month (\$100/month)
    - Welcome Message (\$250)
    - Fully automated sequence that can collect customer's name, email, phone number. (Worth \$1,000)
    - Total VALUE: \$XXXXXX
    - Your client gets everything for \$XXX

## BONUS GIFT: Exclusive Manychat template (Worth \$300)

- [https://manychat.com/flowPlayerPage?share\\_hash=1112740915493380\\_821ef51122375a00056bb4969c45641a3a2a623e](https://manychat.com/flowPlayerPage?share_hash=1112740915493380_821ef51122375a00056bb4969c45641a3a2a623e)
- How to clone the flow above to your own manychat account
  - Click the link above:  
[https://manychat.com/flowPlayerPage?share\\_hash=1112740915493380\\_821ef51122375a00056bb4969c45641a3a2a623e](https://manychat.com/flowPlayerPage?share_hash=1112740915493380_821ef51122375a00056bb4969c45641a3a2a623e)
  - Click “Save to manychat”
  - Go to manychat > Click on Flows
  - At the top left hand side you will see a folder with all the flows.
  - Click on “Imported from Alaric Ong”
  - Access the flow, and edit it however you like

Official Manychat course: <https://manychat.com/video-course>

Join this manychat group: <https://www.facebook.com/groups/manychat/>

## What can you do after acquiring this skillset?

Sell anything

- ☐ Insurance
- ☐ Property
- ☐ Network marketing (MLM)
- ☐ Other products and services

Run your own sales and marketing agency

- ☐ Set appointments for insurance agents to meet consumers (make \$50/appointment)
- ☐ Help Insurance directors recruit agents (make \$2,000/Agent you help them to recruit)
- ☐ Run ads for small business owners (make \$500-\$2000/per client per month)

Sell this video course

- ☐ Sell this course as an affiliate (make 50% and higher)
- ☐ Be a speaker (Make \$1k to \$5k in 1 hour)

Market events

- ☐ Make 50% as an event organiser (provide venue and leads) or around 30% as a lead generator. [If there is \$5,000 of sales at the event, that means you make about \$1,500 per event]

## Appendix

### Download Alaric's books for free

Click the link to download my books for free:

<https://alaricong.podia.com/3-books-for-1?coupon=FREE>

The books are just for you to read at your own time. You can continue on with the video course first!

### Copywriting Templates

- Running your ads - 7 types:

- 1) personal ads
- 2) testimonial ads
- 3) value ads
- 4) pitch/conversion ads

5) book ads

6) like, share and tag your friends ads

7) events marketing ads

### **Personal ads**

- I had a dream
- I had a struggle
- I found a solution
- Here I am Now..
- Call to action

### **Testimonial ads**

Testimonial of clients

### **Value ads**

7 tips for ...

Example you can write the first 4 tips, then if they want the next 3 tips, they must click the "Learn More" Button

How to .. without .....

Have a call to action after your value post

### **Pitch ads (JT foxx)**

7 steps to creating a pitch

1. Attention grabber
2. Why listen to me?
3. Why believe what I have to say? (Testimonials, before/after, branding by association etc.)
4. Proof it is true
5. List all the Benefits
6. Call to action. Like this post or comment "I am keen" if you are interested
7. Why now?

### **Book ads**

Introducing your book, encourage people to like and comment if they want their copy.

Meet those who want their copy to pass them a physical book.

"Hey everyone, I've just finished my new book, \_\_\_\_\_ do help to like and share this post to spread the word.

Here's what's inside

\_\_\_\_\_, Page 33

\_\_\_\_\_, Page 21

Etc.

Etc.

LIKE this post or comment "I AM KEEN" if you want to get a free copy!"

### **Like, share and tag your friends**

[LIKE, SHARE and TAG your friends to win \_\_\_\_]

Like this page

Tag 5 friends

Share this on your Facebook profile

The winner will win \_\_\_\_\_

### **Marketing events**

Attention Grabber

Details of workshop (Time and Venue etc.)

Call to action 1

Key benefits of attending workshop

About the speaker

Call to action 2

**Use [www.Canva.com](https://www.canva.com) to edit photos. VivaVideo or iMovie to edit videos**

Exclude Philippines and Indians

Cost per engagement (like, share and comment) should be about 0.30 cents

## **How to write good headlines**

- Use BuzzSumo to research what content resonates
- Use Rev.com to get transcripts at \$1 per minute.
- 7 tips, 5 secrets etc.
- How to
  - How to ... and ...
    - How to win friends and influence people
  - How to ... that ....

- How to get a mortgage that saves you money
  - How..
    - How I made \$30,000 with just 2 Facebook posts.
- 10 surefire headlines
  - Who else wants ...
    - Who else wants a higher paying job?
  - The secret of
    - The secret of successful podcasting
  - Here is a method that is helping ... to ...
    - Here is a method that is helping homeowners to retire sooner
  - Little known ways to ...
    - Little known ways to lose weight quickly and safely
  - Get rid of ... once and for all
    - Get rid of your unproductive work habits once and for all!
  - Here's a quick way to ...
    - Here's a quick way to get over a cold
  - Now you can have... and ...
    - Now you can quit your job and make even more money!
  - ... like ...
    - Speak Spanish like a diplomat
    - Party like Paris Hilton
  - ... you can be proud of
    - Have a body you can be proud of
    - Write a book you can be proud of
  - What everyone ought to know about ...
    - What everyone ought to know about Facebook marketing
- Headlines
  - Direct headlines e.g. Pure silk blouses - 30% off
  - Indirect headlines e.g. Fresh bait works best. (Even if it had nothing to do with fishing)
  - How to
  - News headline
  - Question headline
    - Gotten a speeding ticket lately? Read this!
  - Command headline
  - Reasons why. 200 reasons why open source software beats Microsoft
  - Lists e.g. 8 ways to build blog traffic
  - Testimonial e.g. "I read copyblogger first thing each morning" says Angelina Jolie
- Attention grabber headlines
  - Give me ... and I'll give you ...
  - If you don't ... now, you'll hate yourself later
  - The lazy ... way to ...
    - The lazy man's way to riches



- Do you recognise the [number] warning signs of ...
  - Do you recognise the 7 early warning signs of internet addiction
- See how easily you can ...
  - See how easily you can learn dancing
- You don't have to be ... to be ...
  - You don't have to be a geek to make money online
- Do you make these mistakes?
- Warning: ...
- How ... made me ...
  - How a "fool stunt" made me a star salesman
- Are you ...?
- ... ways to ...
  - 21 ways to cope with stress
- If you're ..., you can ...

## Copywriting

- 95% of the top headlines were normally 8 words or less.
- Talk about benefits instead of features
- Use stories. If you sell something, people can be sceptical about a fact. But they can't be sceptical about a story, especially your story.
- "90% fat free" works better than "10% fat"
- "90% of people survive one month after the surgery" is better than "10% of people die"
- Play the devil's advocate, think: what would someone sceptical think? And debunk that in your copy itself
- Make them feel something
  - Imagine if...
  - Envision...
- Plain copy
- Storytelling copy
  - Opening
  - Conflict
  - Dialogue
  - Solution
- Conversational copy
  - I know how you feel. I felt the same way. That all changed when I found out XYZ product
- John Lennon copy
  - Imagine if...
- Long copy
- Killer poet copy

- Direct from CEO copy
- Frank copy
  - Sharing some small weaknesses and being vulnerable so people trust you.
- Superlative copy
  - Hyped up, bold marketing statements
- Rejection copy
  - This is exclusive. Only a selected few can join.
- Best words

You

Free

Because

Instantly

New (if you're branded, it's good. If not, it makes you lose credibility)

Together

Other best words

Introducing

Amazing

Number 1

You must have

Exclusivity

Beta version

Request an invitation

It's already sold out

Get it before anyone else

Cause and effect (because of this product/service, here were the results)

Proof and credibility

Certified

Endorsed

Guaranteed

Iron clad

Tested

Verified

Unconditional

Try it before you buy it

Authentic

Backed and supported by...

Best selling

Cancel anytime

Research

Results.

- Must
- Alarming

- Shocking
- Won't tell you
- Exposed
- Revealed
- Confession
- Horror
- Secret

#### Timeless Formulas by Sabri Suby

- X ways to achieve [Desirable Thing] without doing [Undesirable thing]
  - 5 ways to get washboard abs without doing a single sit up
- [Do difficult thing] in [Specific period of time] even if [shortcomings]
  - Pay off your mortgage in 7 years even if you have a modest income
- Achieve [Desirable Thing] like [An Expert] Even without [Something Expected]
  - Paint masterpieces like Picasso without having a single lesson
- How to eliminate [biggest problem] without doing [the thing they hate] within [specific timeframe]
  - How to eliminate your muffin top without giving up the foods you love - within 21 days or less
- How to get [Desired result] without [Thing they fear most] in [specific timeframe] - guaranteed.
- [Problem]? Get my [solution] and [result]

#### The subheadline of your opt

Make sure every point touches a burning issue

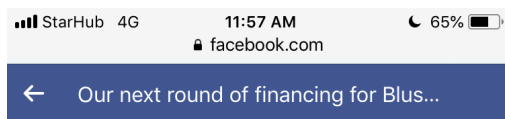
#### High value content offer types

- Free consultation
- Coupons
- Checklists
- Cheat sheets
- Quizzes
- Videos
- Video course
- Toolkit
- Calendar
- Podcast
- Interview
- Live demo
- Tickets
- Email course
- Physical products

- Swipe file
- Infographic
- Phone call
- Assessment
- Custom pricing
- White paper
- Ebook
- T-shirt
- Industry statistics
- Case study
- How to guide
- PDF download
- Webinar
- E course

## Examples

The post that helped me raise \$30,000



Alaric Ong

6 April at 09:29 · 🌐

Our next round of financing for [BlushBoss.com](https://www.blushboss.com) is finally here!

Sarah and I are looking for investors and strategic partners who want to grow [BlushBoss.com](https://www.blushboss.com) together. Each lot is SGD\$5,000. We are only looking for 4 lots. Pm me for more details!

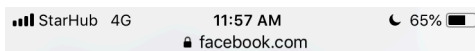
Why invest in [BlushBoss.com](https://www.blushboss.com)?

- \* Be part of a 6 figure business
- \* Get behind the scenes of how we built our ecommerce business from scratch.
- \* For the girls, wouldn't it be nice to own a share of the cosmetic industry?
- \* For the guys, owning a cosmetic business gets you girls! Beauty and fashion are two of the largest industries for women.
- \* Partner up with Sarah and me to make profits together.

We pay out dividends quarterly. The good thing about investing in a startup is that there's a huge room for growth, which means a lot of profits for you!

The cosmetic industry is USD\$24 Billion. It is a huge market for all of us to play in.

My partners are considered my inner circle to me. I take care of them like how I would take care of my family. If you are thinking of going into entrepreneurship, it's always good to learn from an existing business.



Facebook page:

<https://m.facebook.com/officialblushboss/>

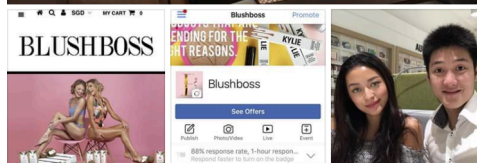
Instagram:

<https://www.instagram.com/officialblushboss>

To find out more about me, [www.AlaricOng.com](http://www.AlaricOng.com)

You can visit [www.BlushBoss.com](https://www.BlushBoss.com) for more information, or PM me for more details.

Your success is my success, and my success is your success!



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 **Derek Chew**  
Posted by Alaric Ong  
10 March · 🌐

[Tag a friend who wants to grow their business]

How to grow and explode your business in the next 180 days with a custom blueprint designed specially for your business.

Hi, this is Derek Chew! I am a serial entrepreneur, an international coach and speaker, and a world-class business consultant. One of the things that I do very well, is to find the bottlenecks in any business and fix them. From all the businesses I have observed, I realised that the main reason why entrepreneurs do not succeed is because of blind spots in their business that they cannot see. They spend long hours working IN their business instead of ON their business. This is why they need a third person's perspective for their business in order to fix those blind spots.

I have helped many businesses from many industries ranging from Wellness, to Finance, to F&B and many others. This Business and Marketing Blueprint is my signature product and

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F&B and many others. This Business and Marketing Blueprint is my signature product and it has never failed me before. I am so confident about this that I am offering a 100% money back guarantee should there be no results after 6 months.

If you would like to grow your business and take it to the next level, comment "I AM KEEN" in the comments down below!

Alternatively, you may contact me at (+65) 98344392 or email me at [contact@tnsbiz.com](mailto:contact@tnsbiz.com)

My Website: [www.Derek-Chew.com](http://www.Derek-Chew.com)



👍❤️ Liu Chin and 192 others 1 Share

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 **Alaric Ong**  
18 March · 🌐

[Tag a friend who wants to grow their business]

How to grow and explode your business in the next 180 days with a custom blueprint designed specially for your business.

Hi, this is Aaron and Alaric from Singapore. We are serial entrepreneurs and we run an international sales and marketing agency.

One of the things that we do very well, is to find the bottlenecks in any business and fix them. From all the businesses I have observed, I realised that the main reason why entrepreneurs do not succeed is because of blind spots in their business that they cannot see. They spend long hours working IN their business instead of ON their business. This is why they need a third person's perspective for their business in order to fix those blind spots.

We have helped many businesses from many industries ranging from Wellness, to Finance, to F&B and many others. This Business and Marketing Blueprint is our signature product and

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Marketing Blueprint is our signature product and it has never failed us before. I am so confident about this that I am offering a 100% money back guarantee should there be no results after 6 months.

We only have 5 slots left, so if you're keen, do like this post or comment "I AM KEEN" in the comments section below

Alternatively, you can send us a private message on Facebook.


Your business needs this, let's make 2018 the best financial year ever!



👍❤️ 233 2 comments 1 Share

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Energia Singapore added 4 new photos.  
Posted by Alaric Ong  
Friday at 4:02 PM · 🌐

[FREE ENERGIA THERAPY WORTH \$80]

Hi, my name is Josephine, one of the team members from Energia!

As some of you know, Energia has expanded to 3 outlets, and I'm the outlet manager for NTU.

My boss, has recently launched her new book: "The Healing Power Of Your Body" and you can get it over here: [book.veronica-tan.com](http://book.veronica-tan.com)

Because we have recently won the Brands for Good award, Ms Veronica has decided to give away free trial therapies at our outlet in NTU for 10 people.

Over the past 8 years, thousands of our clients have benefitted from our products and services. Now, they can sleep better, wake up recharged, and free from pain.

I'm super excited to offer you a Free Energia

I'm super excited to offer you a Free Energia Therapy (Worth \$80)!

To register for the free therapy, all you have to do is LIKE this post, or COMMENT: "I would like to book a free therapy appointment on (DATE) at (TIME)."

11 Slim Barracks Rise  
#04-01 Gold Wellness Pod 7  
Singapore 138664  
(Near Buona Vista MRT)

Opening Hours :  
Tue – Fri: 11am – 7pm  
Sat: 10am – 5pm  
Closed: Mon, Sun & Public Holidays

Energia Power Recharge Therapy is a combination of 3 in 1 therapy – Cell Therapy, Light Therapy and Sound Therapy. The light and sound therapy help to activate the Pituitary and Pineal Gland to secrete Serotonin during the day and Melatonin during the night for you to enjoy high performance during the day and deep sleep during the night. The cell therapy is a non-invasive acupuncture, a proprietary energy resonance technology that uses gentle

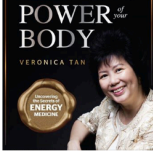



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resonance technology that uses gentle pulsating electromagnetic waves to recharge and regenerate the body organs to induce faster recovery of injuries, aches and pain and chronic diseases.

The integrated Sound & Light Relaxation System, can best be described as a "spa for your brain." It works seamlessly with the cell therapy to melt away stress, improve oxygen circulation to your brain, deepen your ability to enjoy relaxing, restorative sleep, and naturally improve emotional balance without drugs or side effects. While every cell of your body enjoys the oasis of rejuvenation provided by the mat, the light and sound therapy simultaneously bathes your brain with the rest and renewal it needs to return to balance and equilibrium. Mental focus, clarity and productivity improve. Irritability gives way to a sense of wellbeing.

To register for the free therapy, all you have to do is LIKE this post, or COMMENT: "I would like to book a free therapy appointment on (DATE) at (TIME)."

P.S. sharing this post and tagging 5 friends would increase your chance of getting the free therapy!



223 comments 2 shares

Like

Comment

Share

Home **Posts** Events Videos Photos



## Pegasus Hotel

...

24 March · 🌐

[Like, Share and Tag your friends to win a FREE night stay at Pegasus Hotel! (Worth \$150)]

Here's how to win our contest:

1. Like our Facebook page
2. Tag 5 friends
3. Share this post on your Facebook... See more



👍❤️ 962 170 comments 203 shares 🧑🏻🔽

👍 Like

💬 Comment

➦ Share







1:11 AM

57%



**Proven Savings System**

Sponsored ·



[Discover How You Can Get 4,800 In Cash  
When You ORD]

Unless you are someone who feels that our  
mere NSF's pay is enough (whether you have  
combat pay, officer or risk pay), you can skip  
this offer.

Proven.

Worked for Hundreds of NSF's.

Backed by Legitimate and Trusted Companies  
that we can show you (100% Transparent)

Don't like what you see? Walk away.

I was once like you, an NSF who cleans rifle and  
booked out late every single week. (Friday  
drinking/clubbing night)

Yet, when I told my Tekong buddy that I  
managed to save 4,800- he wasn't convinced.

Of course, he was shocked.



Write a comment...







...Because I am the one who jio him out every single Friday night.

As we were eating dinner at cookhouse, he asked me this question,

"Bro, how you do it one? You do soccer is it?"

I almost choked and told him that I don't do any gambling, unethical and get-rich-quick scheme.

I merely did ONE thing that has given me the freedom to do what I want.

Saving.

Ha, that's probably easier said than done.

Did you know that the majority of my friends who ORDeD has less than 2,000 in the bank? (at least for me)

I used this method and shared with him how it can be done for him as well.

I learned about this scheme when I POPed



Write a comment...





I learned about this scheme when I POPed, where I started to think about my future.

University, funding my travel to Europe and many other dreams.

The reason why many NSFs have lesser money in their bank is that they do not manage their money well.

And also... not using secret "loophole" methods to their advantage.

What is this secret "loophole" methods?

#1 - Making use of the interest rate and make money work for you while you are in camp

There are many schemes you can use and take advantage of, for example, POSB Save As You Earn where you earn 2% per annum.

Is that sufficient though?

I took up a scheme that pays me out 1% guaranteed and up to 2% non-guaranteed



Write a comment...





I took up a scheme that pays me out 1% guaranteed and up to 3% non-guaranteed, which worked to my benefit

## #2 - Many NSFs are skeptical

Being in the camp too long can make your brain switch off and dead, just like me. However, if we do sufficient research and find out how we can make use of these schemes to our advantage, we will be a winner.

Do you think, so many banks and companies out there and they can't provide a better savings plan for us?

There's definitely a better way for us to grow our money and it's out there.

## #3 - Putting aside money every month

Even given our mere salary at 600 - 1,000+ at most, we still can save a decent amount.

In school, we learn the power of compound interest. Make it work for you! Money that



Write a comment...





Proven Savings System's post



In school, we learn the power of compound interest. Make it work for you! Money that compound over time gives you more money.

Want to find out how this can work for you and be like hundreds of NSF's who have made 4,800?

Click "Learn More" and we will be in contact with you shortly.

P.S - Only revealed to next 12 NSF's Only!



All NSF's Need To Read The Following Above Before They ORD!

Sign Up



Write a comment...





**Kristyn Peh Property  
Singapore**

Sponsored · 



SUPER STRESSED YOUR HOME STILL NOT  
SOLD ??

Siao Liao lor!!

WAIT !! HAVEN SIAO LIAO YET WHEN YOU SEE  
US !

Call us @ 8163-3418 To Get Your House Sold In  
The Shortest Period of Time and other real  
estate matters .

Are you experiencing one or more of the  
following problems



No viewings / few viewings in 3mths



Unit In market More than 6mths



Agent didn't appear to conduct viewing



Got Low offer from potential buyers



Agent telling you that market is down/ weak

Write a comment...





Kristyn Peh Property Singapore's post



- ✓ Agent telling you that market is down/ weak
- ✓ Agent not Aggressive enough to help you market
- ✓ Agent did not spend on sponsored/ paid advertisement

We are always ready to help our home owners meet their housing needs !

Feel free to contact Kristyn @ 8163-3418 for a non obligatory sharing session .  
Hear from you soon !



MESSENGER

Connect in Messenger



Send Message

Write a comment...



