



Facebook Ads made simple!

Find your ideal readers, sell more books and
make more money with Facebook ads

What you're going to learn:

- How to set up your first (or next) FB ad
- What images, text, and headlines get you the most sales
- What changes are coming soon to Facebook (and why NOW is a great time for FB ads)

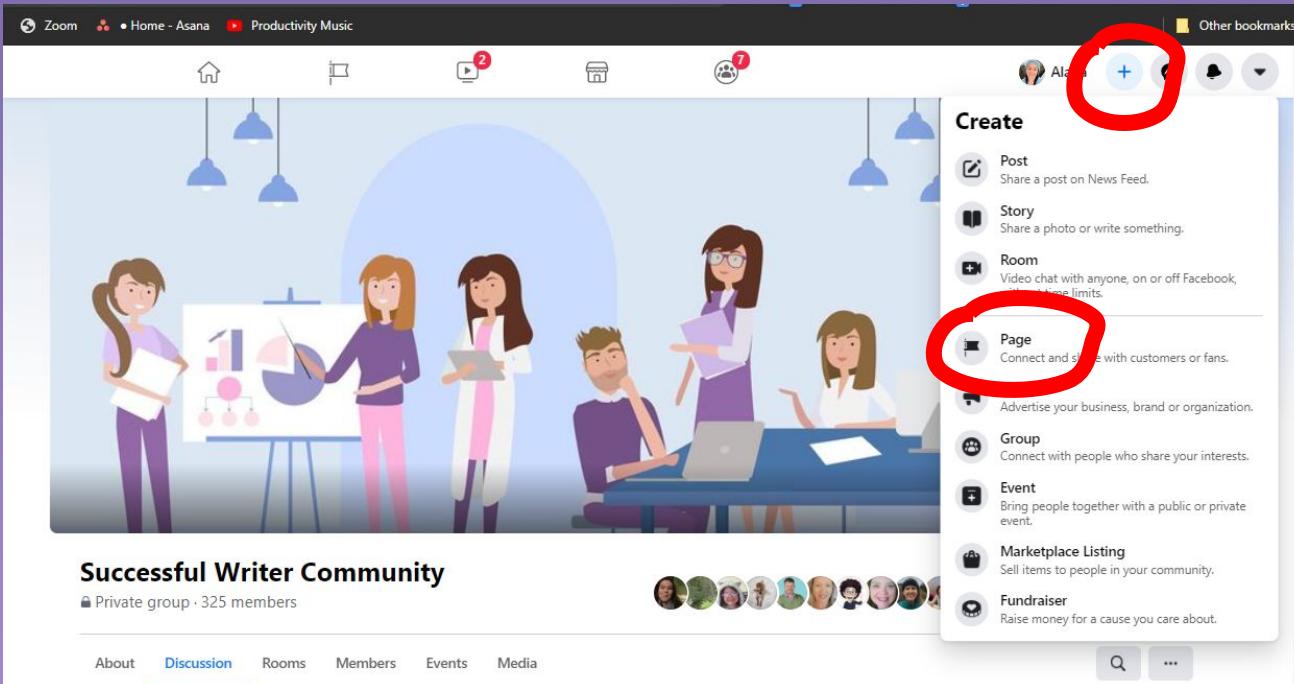
What can you expect today?



*You made it to
the room where
it happens!*

- The most helpful Facebook ads training you've ever attended
- Audience options spelled out for you by genre
- Tips on your FB ads images that will save you tons of time (and money!) ... whether you're a newbie or an expert

3 steps to access your Facebook ads dashboard (so you can see how simple it is to get started)



Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

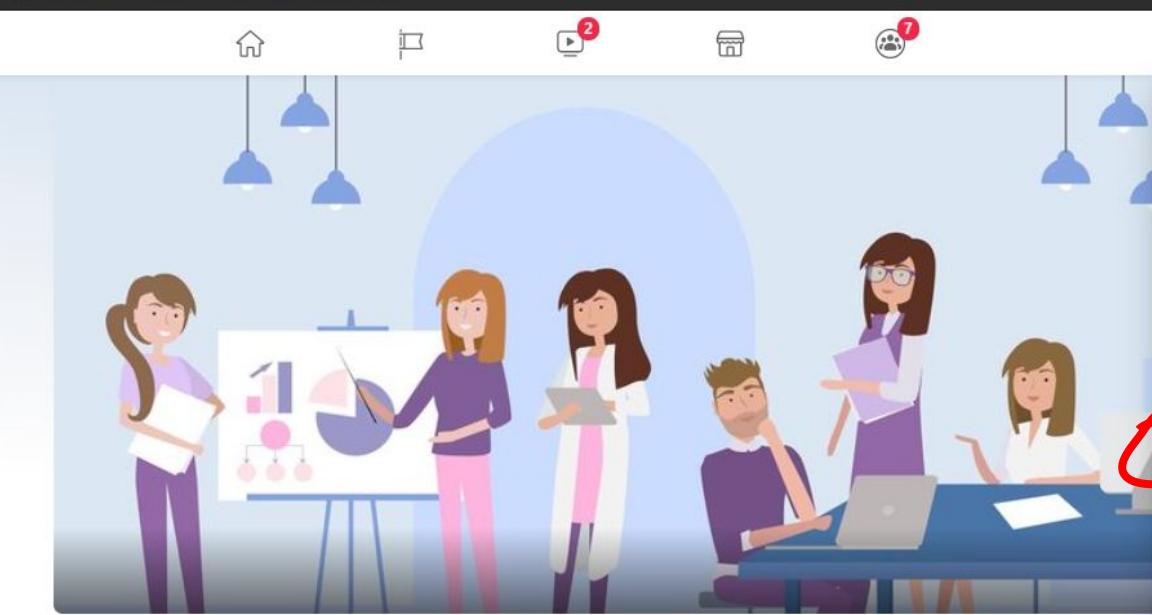
[Get Started](#)



Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

[Get Started](#)



The screenshot shows a Facebook group page for "Successful Writer Community". The group is private with 325 members. The main image is a cartoon illustration of five people in a workspace: one woman stands by a whiteboard with charts, another woman holds a tablet, a man sits at a desk with a laptop, a woman stands holding a folder, and another woman sits at a desk. The top navigation bar shows icons for Home, Groups, Videos (2 notifications), Pages, and Notifications (7 notifications). The profile picture of the user "Alana" is in the top right, with a red circle highlighting the blue "Create" button. The "Create" menu is open, listing options: Post (Share a post on News Feed), Story (Share a photo or write something), Room (Video chat with anyone, on or off Facebook, without time limits), Page (Create and share with customers or fans), Ad (Advertise your business, brand or organization, highlighted with a red circle), Group (Connect with people who share your interests), Event (Bring people together with a public or private event), Marketplace Listing (Sell items to people in your community), and Fundraiser (Raise money for a cause you care about).

Successful Writer Community
Private group · 325 members

Create

- Post Share a post on News Feed.
- Story Share a photo or write something.
- Room Video chat with anyone, on or off Facebook, without time limits.
- Ad** Advertise your business, brand or organization.
- Group Connect with people who share your interests.
- Event Bring people together with a public or private event.
- Marketplace Listing Sell items to people in your community.
- Fundraiser Raise money for a cause you care about.

Pro tip: Make sure your url contains facebook.com/adsmanager or functions will be missing!

Before we dive into our comprehensive screen share, let's start with a story ...



*How did a middle-aged, stay-at-home mom with three children,
Up there in an arctic spot in Alaska,
Learn to make six-figures as an
author?*

So glad you asked! Let me tell you ...

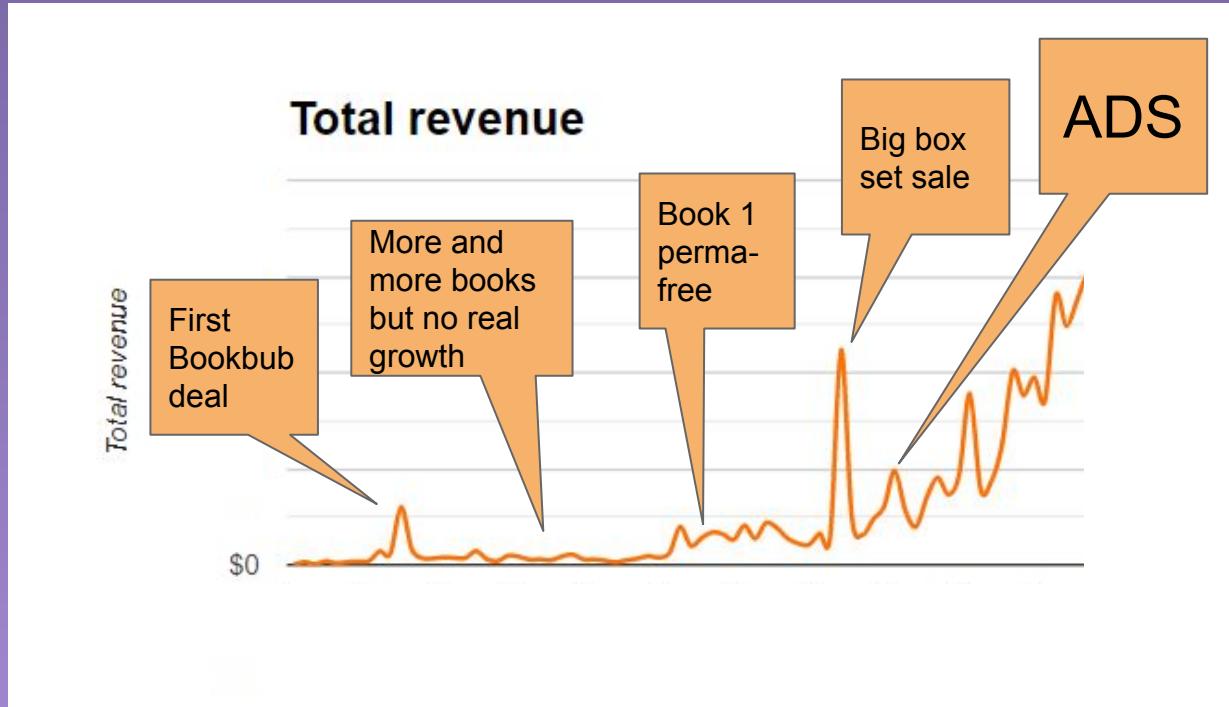
It took a lot of WORK.

And also

- About \$5 a day for my first FB ad campaigns
- Good covers, edits, and blurbs
- Persistence, confidence, and patience



Learning ads was the best decision I ever made in my career:



What changed once I started running ads?

- I didn't have to rely on Bookbub featured deals or extreme discounts to find readers.
- We no longer had to rely on my husband's income to make ends meet.
- I felt freedom to take more creative chances with each new book launch.
- I took a sabbatical in 2020 without losing any revenue (and even made more profit than any other year)

And I gained so much more confidence than I ever had before.

My pants look hot!



made with mematic

But enough about me. Let's talk about what Facebook ads can do for you!

- FB ads help you find readers who are excited to read books JUST like yours
- They give you the means to advertise to a nearly infinite audience
- They allow you to engage with readers willing to pay full price so you don't have to rely on free or 99 cents (unless you want to)

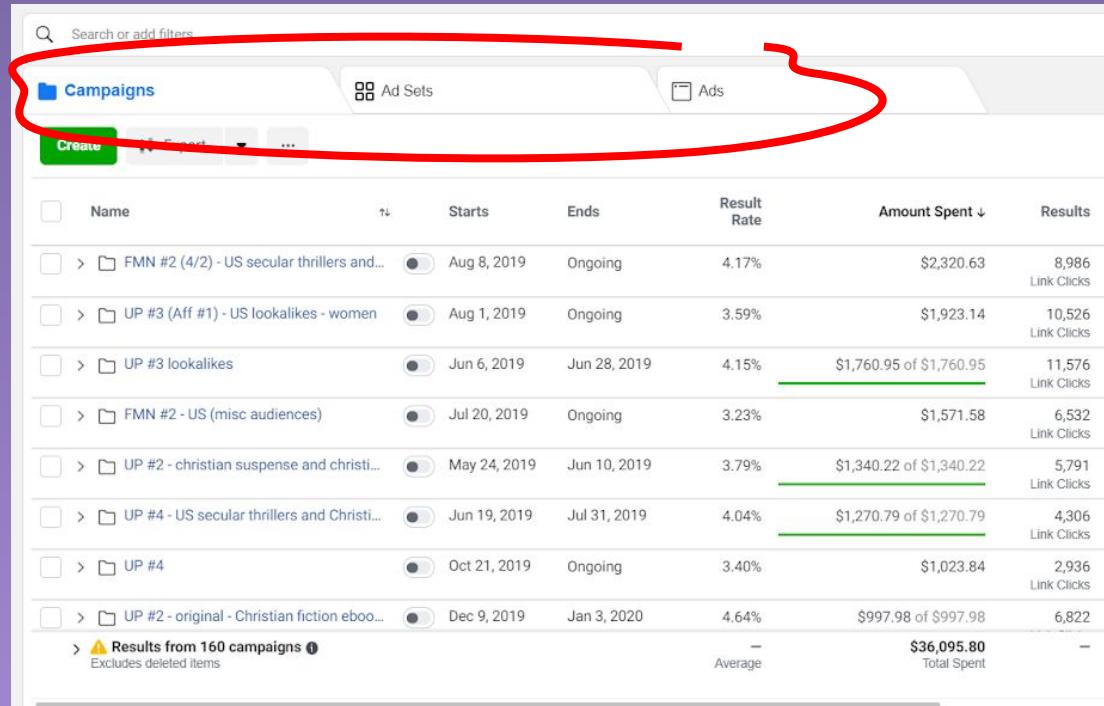
Facebook ads myth: The dashboard has WAY too many choices for any one author to understand



The face I make when people make the FB ads dashboard WAY too complicated.

Each ad you create is separated into 3 parts in your ads manager dashboard:

- Campaign
- Ad set
- Ad



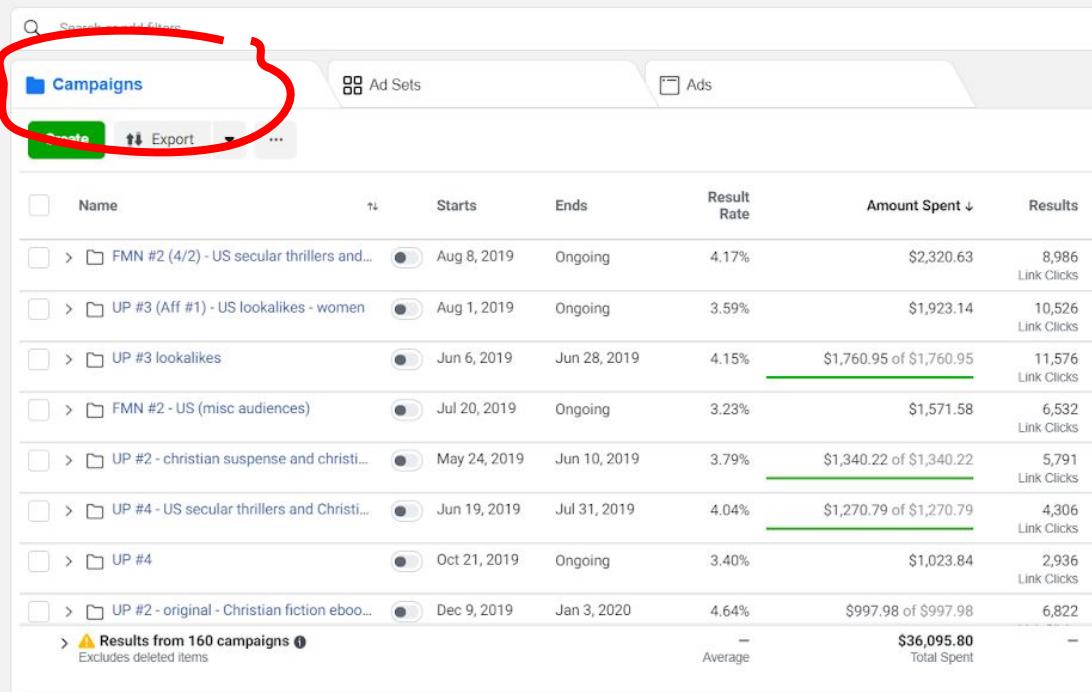
Search or add filters

Campaigns Ad Sets Ads

Create

<input type="checkbox"/>	Name	Starts	Ends	Result Rate	Amount Spent	Results
<input type="checkbox"/>	FMN #2 (4/2) - US secular thrillers and...	Aug 8, 2019	Ongoing	4.17%	\$2,320.63	8,986 Link Clicks
<input type="checkbox"/>	UP #3 (Aff #1) - US lookalikes - women	Aug 1, 2019	Ongoing	3.59%	\$1,923.14	10,526 Link Clicks
<input type="checkbox"/>	UP #3 lookalikes	Jun 6, 2019	Jun 28, 2019	4.15%	\$1,760.95 of \$1,760.95	11,576 Link Clicks
<input type="checkbox"/>	FMN #2 - US (misc audiences)	Jul 20, 2019	Ongoing	3.23%	\$1,571.58	6,532 Link Clicks
<input type="checkbox"/>	UP #2 - christian suspense and christi...	May 24, 2019	Jun 10, 2019	3.79%	\$1,340.22 of \$1,340.22	5,791 Link Clicks
<input type="checkbox"/>	UP #4 - US secular thrillers and Christi...	Jun 19, 2019	Jul 31, 2019	4.04%	\$1,270.79 of \$1,270.79	4,306 Link Clicks
<input type="checkbox"/>	UP #4	Oct 21, 2019	Ongoing	3.40%	\$1,023.84	2,936 Link Clicks
<input type="checkbox"/>	UP #2 - original - Christian fiction eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822 Link Clicks
▶ Results from 160 campaigns <small>Excludes deleted items</small>				Average	\$36,095.80	Total Spent

The CAMPAIGN is where you tell Facebook what the goal is for your ad



Search and filters

Campaigns

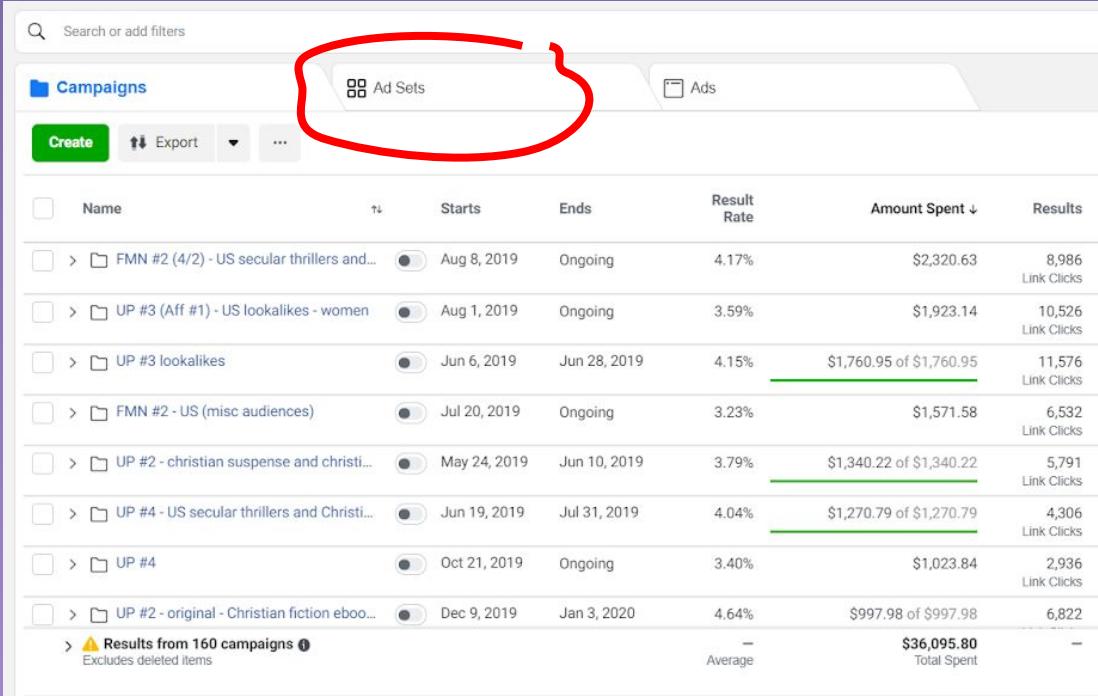
Ad Sets

Ads

Create Export ...

<input type="checkbox"/>	Name	Starts	Ends	Result Rate	Amount Spent	Results
<input type="checkbox"/>	> FMN #2 (4/2) - US secular thrillers and...	Aug 8, 2019	Ongoing	4.17%	\$2,320.63	8,986 Link Clicks
<input type="checkbox"/>	> UP #3 (Aff #1) - US lookalikes - women	Aug 1, 2019	Ongoing	3.59%	\$1,923.14	10,526 Link Clicks
<input type="checkbox"/>	> UP #3 lookalikes	Jun 6, 2019	Jun 28, 2019	4.15%	\$1,760.95 of \$1,760.95	11,576 Link Clicks
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<input type="checkbox"/>	> UP #2 - christian suspense and christi...	May 24, 2019	Jun 10, 2019	3.79%	\$1,340.22 of \$1,340.22	5,791 Link Clicks
<input type="checkbox"/>	> UP #4 - US secular thrillers and Christi...	Jun 19, 2019	Jul 31, 2019	4.04%	\$1,270.79 of \$1,270.79	4,306 Link Clicks
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<input type="checkbox"/>	> UP #2 - original - Christian fiction eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822
> Results from 160 campaigns ⓘ Excludes deleted items					Average	\$36,095.80 Total Spent

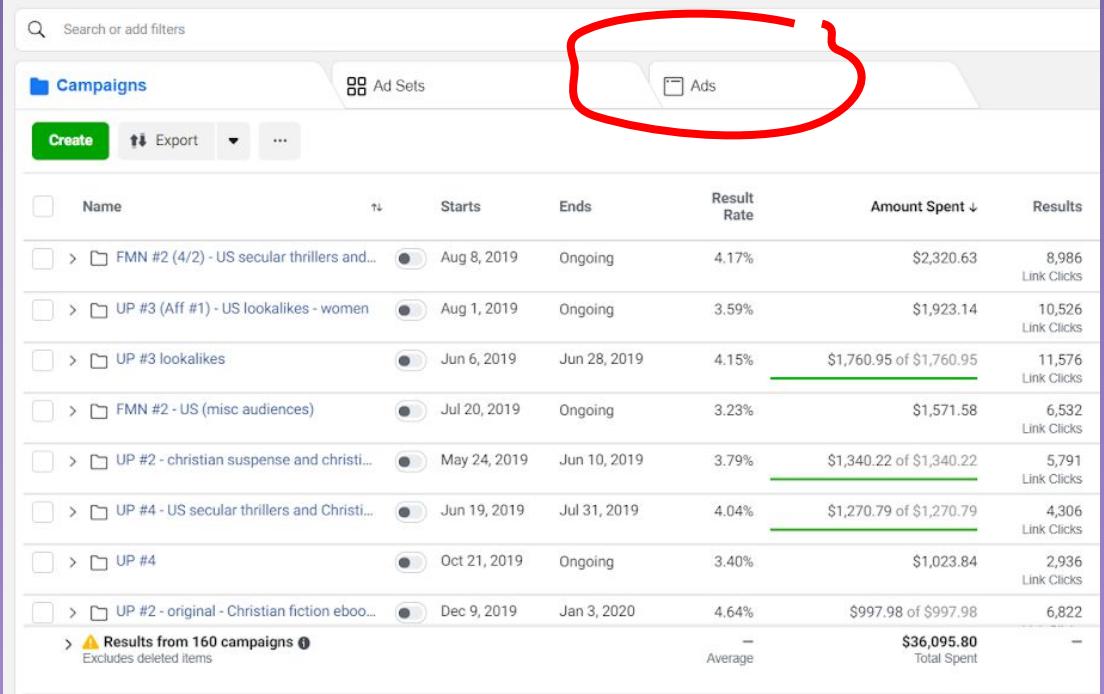
The AD SET is where you set your budget and tell Facebook who to show your ads to



The screenshot shows the Facebook Ads Manager interface. At the top, there is a navigation bar with a search bar, a 'Campaigns' tab, an 'Ad Sets' tab (which is circled in red), and an 'Ads' tab. Below the navigation bar is a toolbar with a 'Create' button, an 'Export' button, and a '...' button. The main area is a table displaying campaign data. The columns are: Name, Starts, Ends, Result Rate, Amount Spent, and Results. The table lists several campaigns, including 'FMN #2 (4/2) - US secular thrillers and...', 'UP #3 (Aff #1) - US lookalikes - women', 'UP #3 lookalikes', 'FMN #2 - US (misc audiences)', 'UP #2 - christian suspense and christi...', 'UP #4 - US secular thrillers and Christi...', 'UP #4', and 'UP #2 - original - Christian fiction eboo...'. The last row shows a summary: 'Results from 160 campaigns', 'Excludes deleted items', 'Average', '\$36,095.80 Total Spent', and '-'.

Name	Starts	Ends	Result Rate	Amount Spent	Results
FMN #2 (4/2) - US secular thrillers and...	Aug 8, 2019	Ongoing	4.17%	\$2,320.63	8,986 Link Clicks
UP #3 (Aff #1) - US lookalikes - women	Aug 1, 2019	Ongoing	3.59%	\$1,923.14	10,526 Link Clicks
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UP #2 - original - Christian fiction eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822
> ⚠ Results from 160 campaigns ⓘ Excludes deleted items			Average	\$36,095.80	-
				Total Spent	-

The AD is what the readers see (image, text, headline, etc.)



Search or add filters

Campaigns Ad Sets Ads

Create Export ...

<input type="checkbox"/>	Name	Starts	Ends	Result Rate	Amount Spent	Results
<input type="checkbox"/>	> FMN #2 (4/2) - US secular thrillers and...	Aug 8, 2019	Ongoing	4.17%	\$2,320.63	8,986 Link Clicks
<input type="checkbox"/>	> UP #3 (Aff #1) - US lookalikes - women	Aug 1, 2019	Ongoing	3.59%	\$1,923.14	10,526 Link Clicks
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<input type="checkbox"/>	> FMN #2 - US (misc audiences)	Jul 20, 2019	Ongoing	3.23%	\$1,571.58	6,532 Link Clicks
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<input type="checkbox"/>	> UP #4 - US secular thrillers and Christi...	Jun 19, 2019	Jul 31, 2019	4.04%	\$1,270.79 of \$1,270.79	4,306 Link Clicks
<input type="checkbox"/>	> UP #4	Oct 21, 2019	Ongoing	3.40%	\$1,023.84	2,936 Link Clicks
<input type="checkbox"/>	> UP #2 - original - Christian fiction eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822
> Results from 160 campaigns <small>Excludes deleted items</small>					Average	\$36,095.80 Total Spent

PRO TIP:

- Creating 1 campaign with 1 ad set and 1 ad is all you need. This is the simplest way to set it up and makes it easy to see at a glance how your ad is performing

Time out for questions!

Take a break!



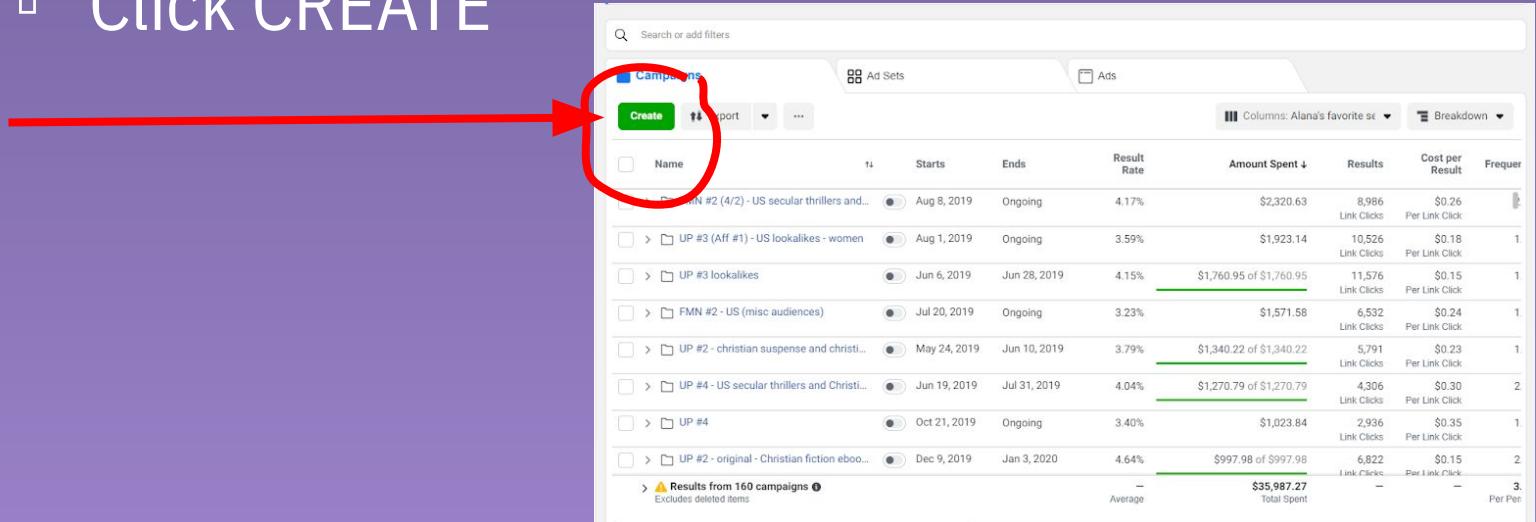
Ready to see the
ads manager
dashboard in
action?

Let's jump in.



To start your first Facebook Ad:

- Go to facebook.com/adsmanager *
- Click CREATE

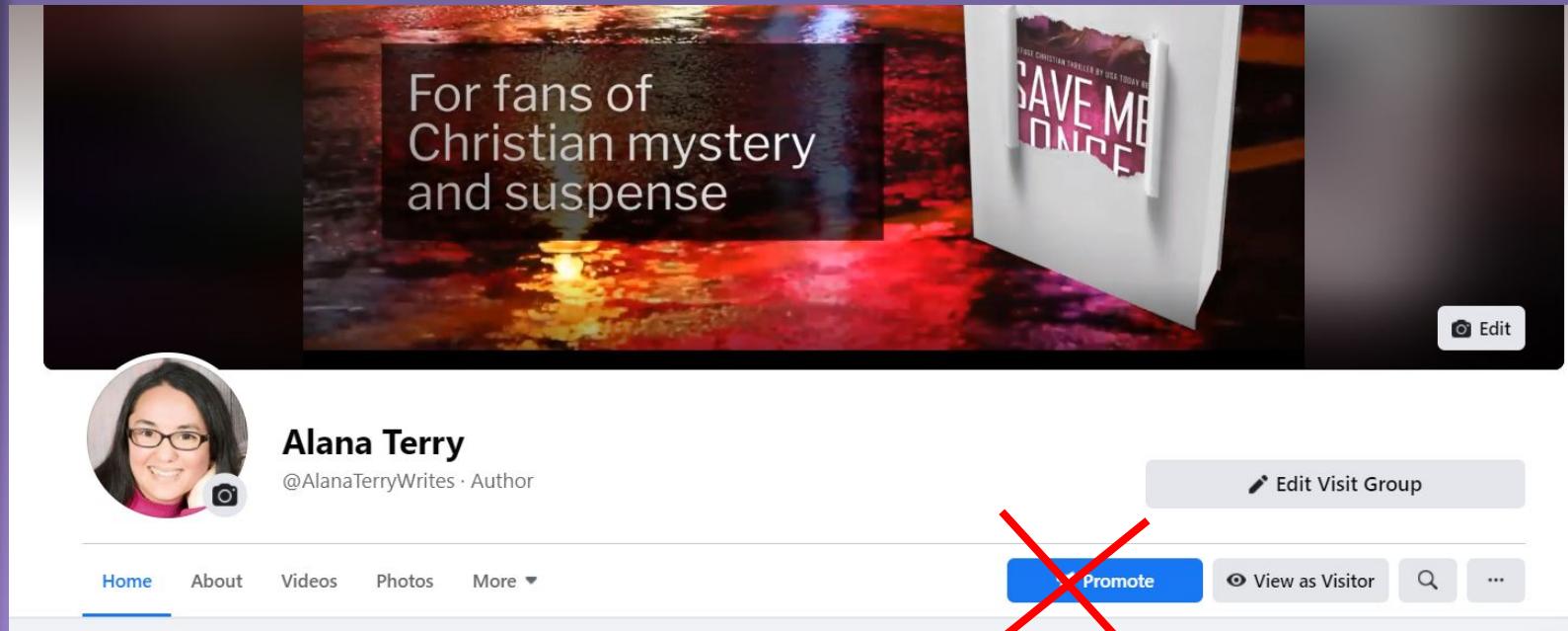


The screenshot shows the Facebook Ads Manager dashboard. At the top, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. Below the tabs is a search bar and a 'Create' button, which is circled in red and has a red arrow pointing to it from the left. The main area displays a table of campaign data. The columns include: Name, Starts, Ends, Result Rate, Amount Spent, Results, Cost per Result, and Frequency. The table lists several campaigns, such as 'FMN #2 (4/2) - US secular thrillers and...', 'UP #3 (Aff #1) - US lookalikes - women', and 'UP #4'. The total amount spent is listed as \$35,987.27. At the bottom of the table, there is a note: 'Results from 160 campaigns Excluded deleted items'.

Name	Starts	Ends	Result Rate	Amount Spent	Results	Cost per Result	Frequency
FMN #2 (4/2) - US secular thrillers and...	Aug 8, 2019	Ongoing	4.17%	\$2,320.63	8,986 Link Clicks	\$0.26 Per Link Click	1
UP #3 (Aff #1) - US lookalikes - women	Aug 1, 2019	Ongoing	3.59%	\$1,923.14	10,526 Link Clicks	\$0.18 Per Link Click	1
UP #3 lookalikes	Jun 6, 2019	Jun 28, 2019	4.15%	\$1,760.95 of \$1,760.95	11,576 Link Clicks	\$0.15 Per Link Click	1
FMN #2 - US (misc audiences)	Jul 20, 2019	Ongoing	3.23%	\$1,571.58	6,532 Link Clicks	\$0.24 Per Link Click	1
UP #2 - christian suspense and christi...	May 24, 2019	Jun 10, 2019	3.79%	\$1,340.22 of \$1,340.22	5,791 Link Clicks	\$0.23 Per Link Click	1
UP #4 - US secular thrillers and Christi...	Jun 19, 2019	Jul 31, 2019	4.04%	\$1,270.79 of \$1,270.79	4,306 Link Clicks	\$0.30 Per Link Click	2
UP #4	Oct 21, 2019	Ongoing	3.40%	\$1,023.84	2,936 Link Clicks	\$0.35 Per Link Click	1
UP #2 - original - Christian fiction ebook...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822 Link Clicks	\$0.15 Per Link Click	2
Results from 160 campaigns Excluded deleted items				\$35,987.27 Total Spent	—	—	Per Per

If you've been running ads for a while, you might be set up at **business.facebook.com/adsmanager*

PRO TIP:



For fans of Christian mystery and suspense

Alana Terry

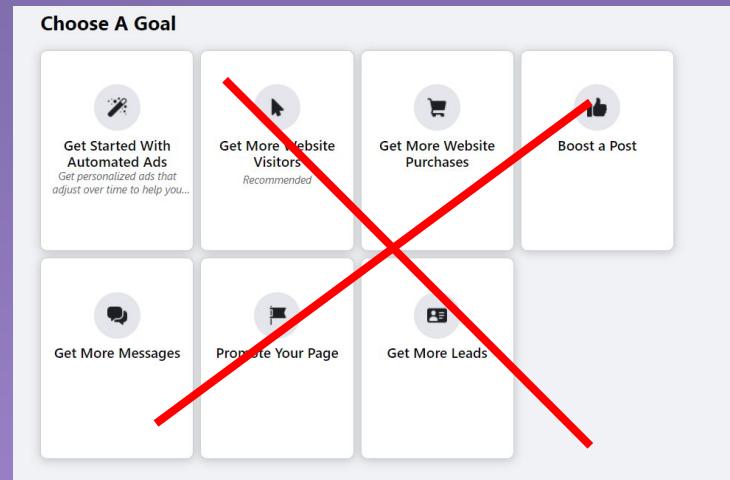
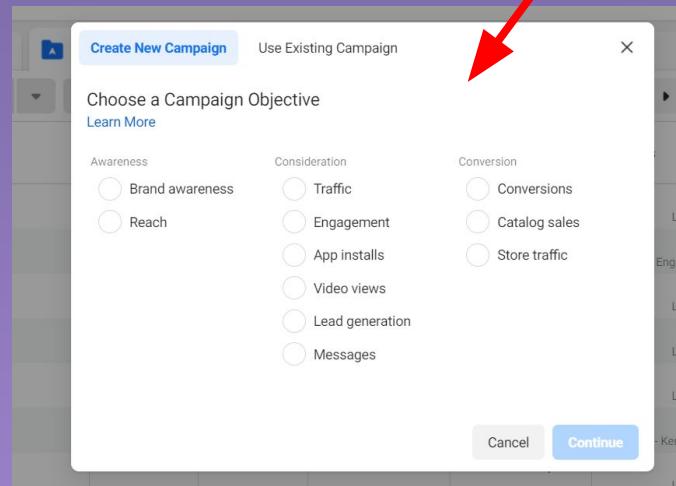
@AlanaTerryWrites · Author

Home About Videos Photos More Promote View as Visitor ...

Edit Visit Group

Always start your ads signed in as your **profile**, not your page. If you're on your page they'll think you want to boost a post and give you limited ad options.

TROUBLE SHOOTING TIP: When you're logged onto the ads manager dashboard, your options should look like THIS ... not THAT

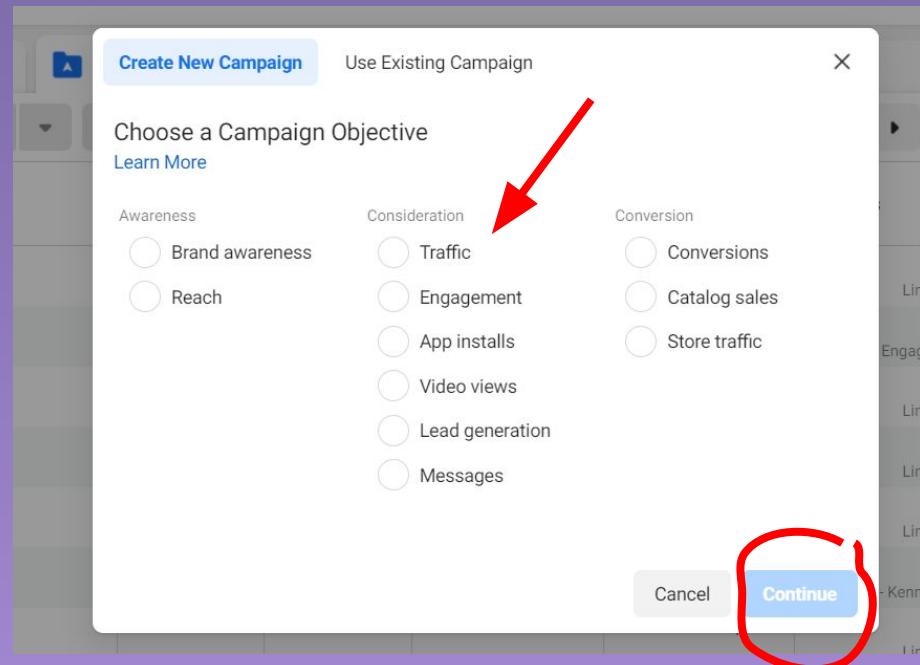


(facebook.com/adsmanager)

(Facebook page ad center)

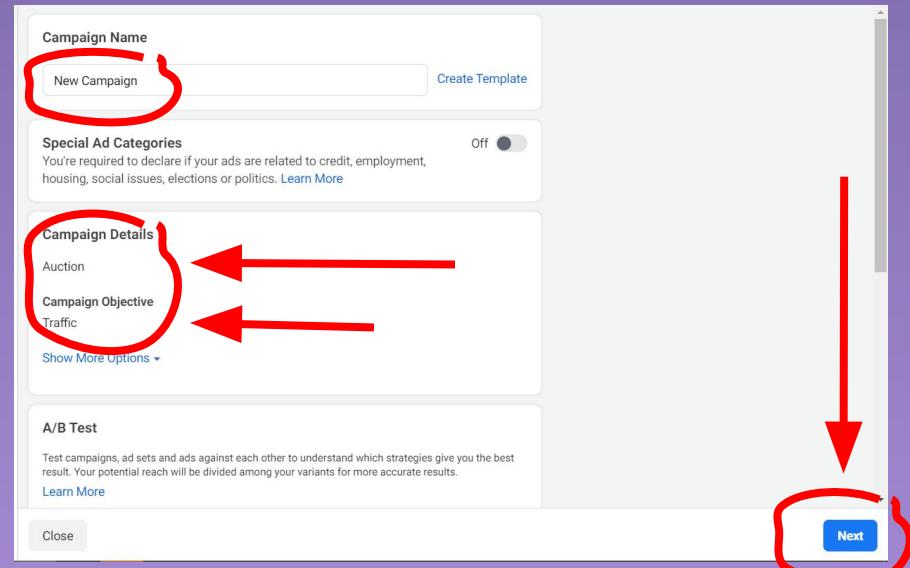
CAMPAGN

After you click CREATE, you'll choose your campaign objective.
Click TRAFFIC, then continue.



CAMPAIGN

- Name your campaign (the title of your book is fine for now)
- Select AUCTION and TRAFFIC
- Things you can ignore: Campaign budget optimization, A/B test, and special categories
- Click NEXT



AD SET

Click on the AD SET (middle) tab and keep these defaults:

- Traffic = website
- Dynamic creative = off
- Offer = off

New Campaign > **New Ad Set** (circled in red)

1 Ad

Edit Review

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

Website ← (arrow pointing to the selected radio button)

App

Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

WhatsApp

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Off (circled in red)

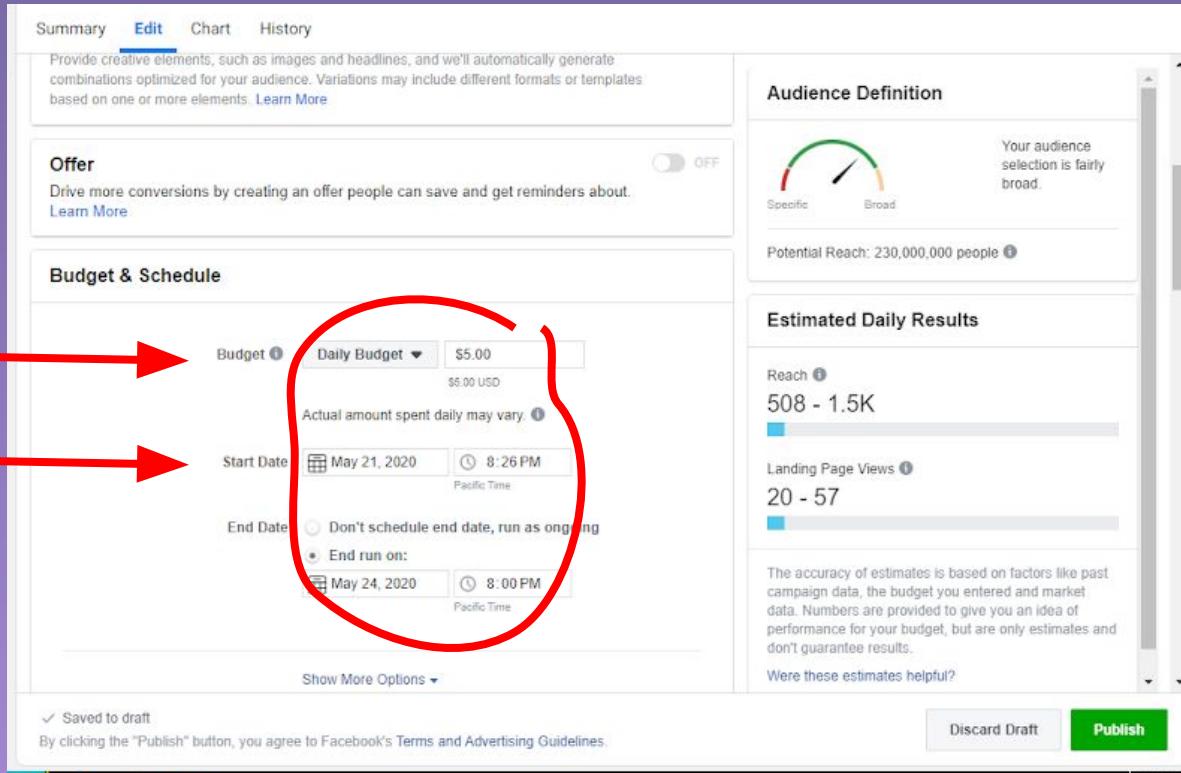
Offer

Drive more conversions by creating an offer people can save and get reminders about.

Off (circled in red)

AD SET

- Select a daily budget for \$5 a day
- Set an end date 5 days from now



The screenshot shows the 'Edit' tab of a Facebook Ad Set configuration. On the left, there's a 'Budget & Schedule' section. A red arrow points to the 'Budget' field, which is set to '\$5.00'. Another red arrow points to the 'End Date' field, which is set to 'May 24, 2020' at '8:00 PM Pacific Time'. A red circle highlights the entire 'Budget & Schedule' section. To the right, there's an 'Audience Definition' section with a gauge indicating a 'fairly broad' audience reach of 230,000,000 people. Below that is an 'Estimated Daily Results' section showing a reach of 508 - 1.5K and landing page views of 20 - 57. At the bottom, there are 'Discard Draft' and 'Publish' buttons.

Summary Edit Chart History

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer
Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Budget & Schedule

Budget [\\$5.00](#) [\\$5.00 USD](#)
Actual amount spent daily may vary. [Learn More](#)

Start Date [May 21, 2020](#) [8:26 PM](#)
Pacific Time

End Date Don't schedule end date, run as ongoing
 End run on: [May 24, 2020](#) [8:00 PM](#)
Pacific Time

Show More Options [▼](#)

✓ Saved to draft
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 230,000,000 people [Learn More](#)

Estimated Daily Results

Reach [508 - 1.5K](#)

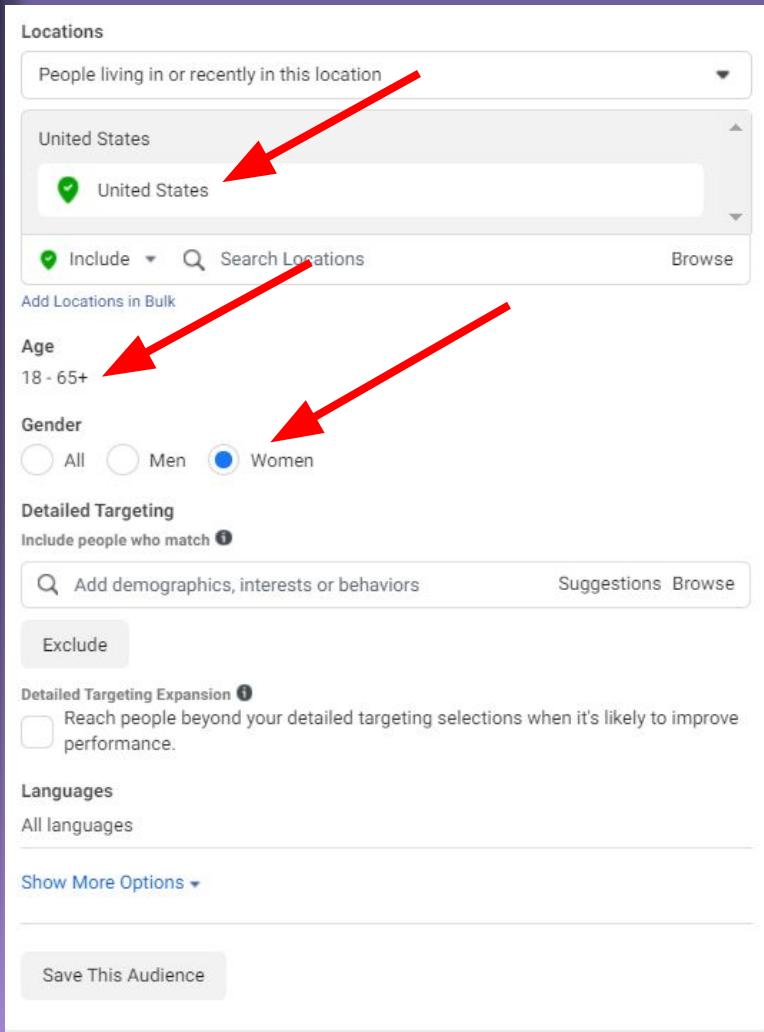
Landing Page Views [20 - 57](#)

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

Were these estimates helpful? [Feedback](#)

[Discard Draft](#) [Publish](#)

AD SET



The screenshot shows the 'Locations' section of the Audience Builder. A red arrow points to the 'United States' option under 'People living in or recently in this location'. Another red arrow points to the '18 - 65+' age range selection. A third red arrow points to the 'Women' radio button under 'Gender'.

Locations
People living in or recently in this location

United States
United States

Include Search Locations

Add Locations in Bulk

Age
18 - 65+

Gender
 All Men Women

Detailed Targeting
Include people who match ?

Suggestions

Exclude

Detailed Targeting Expansion ?
 Reach people beyond your detailed targeting selections when it's likely to improve performance.

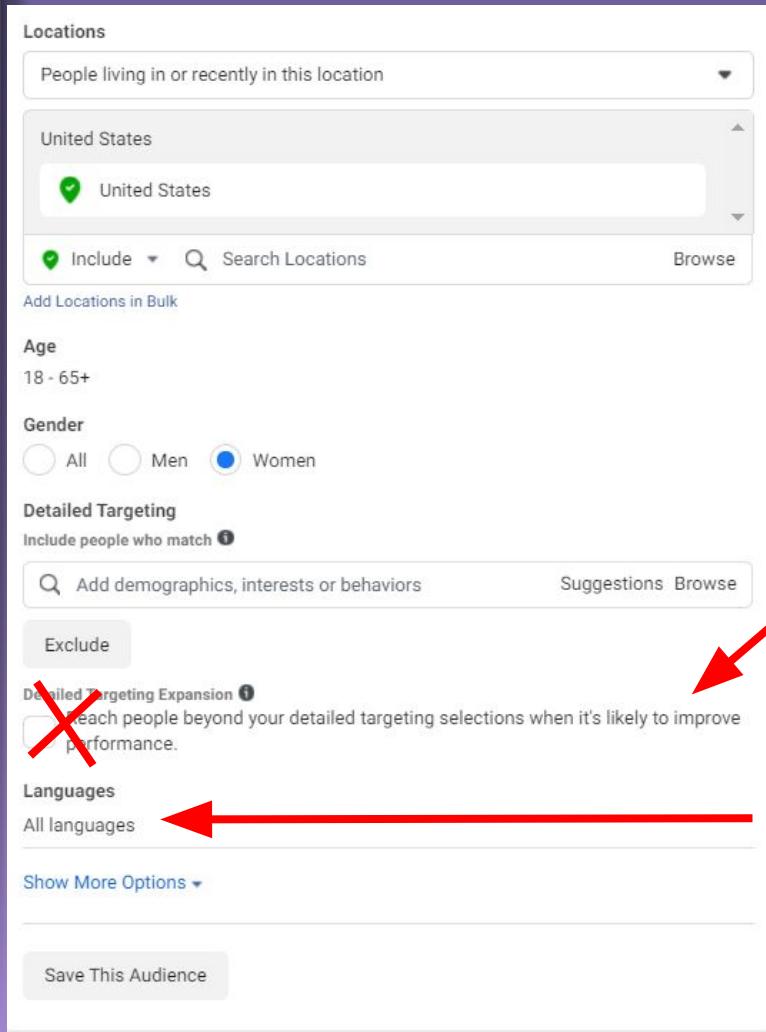
Languages
All languages

Show More Options ▼

Now it's time to define your audience. We'll use:

- Location: United States
- Ages: 18-65+ (unless you're certain about other demographics)
- Select ONE gender

AD SET



Locations
People living in or recently in this location

United States
United States

Include Search Locations

Add Locations in Bulk

Age
18 - 65+

Gender
 All Men Women

Detailed Targeting
Include people who match

Add demographics, interests or behaviors

Exclude

Detailed Targeting Expansion
Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages
All languages

Show More Options

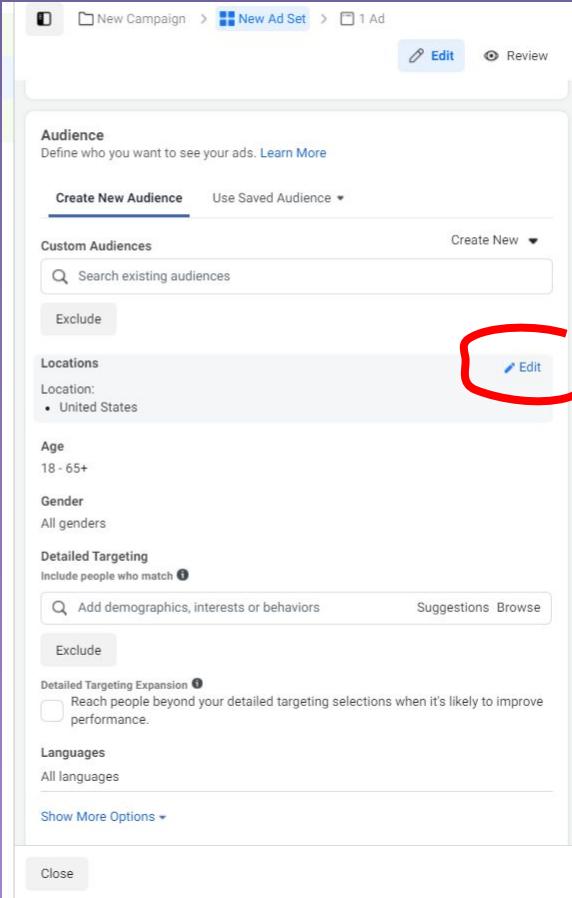
Save This Audience

- Do NOT select detailed targeting expansion

SAY NO TO THIS!!!

- Keep ALL LANGUAGES as the default

AD SET



New Campaign > New Ad Set > 1 Ad

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▾

Custom Audiences Create New ▾

Search existing audiences

Exclude

Locations

Location: • United States

Edit (circled in red)

Age
18 - 65+

Gender
All genders

Detailed Targeting
Include people who match ⓘ

Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages
All languages

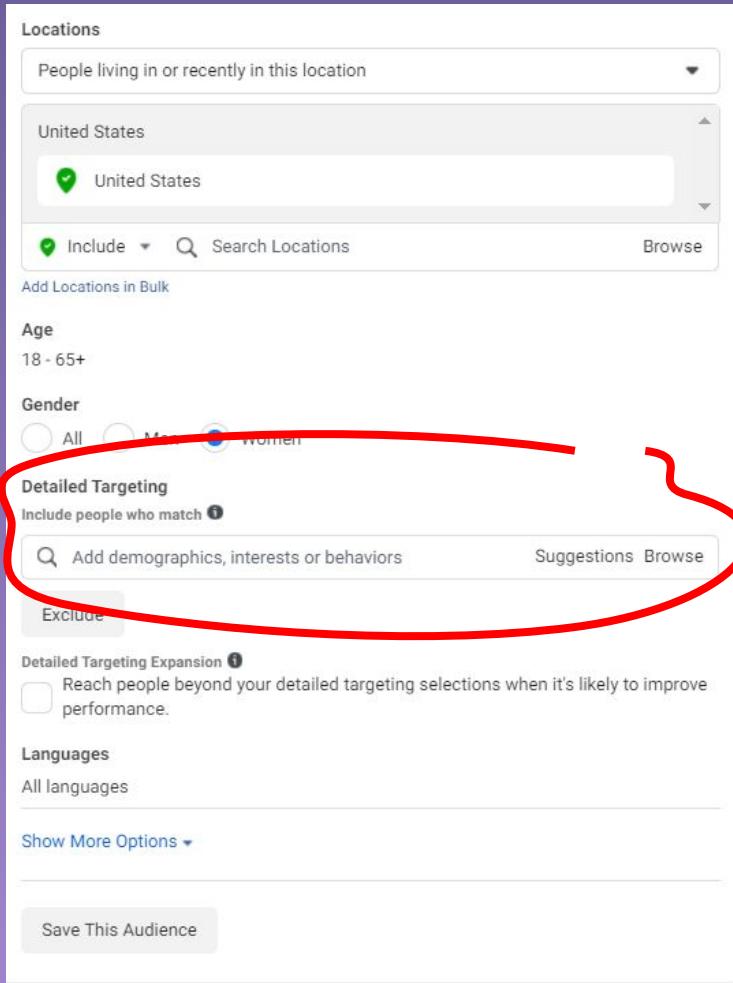
Show More Options ▾

Close

PRO TIP: Can't figure out how to change something in the ad set?

Hover right until you see the EDIT button.

AD SET



The screenshot shows the Facebook Audience Builder interface. At the top, there's a dropdown menu for 'Locations' set to 'People living in or recently in this location'. Below it, 'United States' is selected. There are buttons for 'Include' and 'Search Locations', and a 'Browse' button. Under 'Add Locations in Bulk', there are filters for 'Age' (18 - 65+) and 'Gender' (All, Male, Women, with 'Women' selected). A red oval highlights the 'Detailed Targeting' section. This section includes a dropdown for 'Include people who match' with a search bar 'Add demographics, interests or behaviors' and 'Suggestions' and 'Browse' buttons. Below this is an 'Exclude' button. Under 'Detailed Targeting Expansion', there's a checkbox for 'Reach people beyond your detailed targeting selections when it's likely to improve performance.' At the bottom, there's a 'Languages' section with 'All languages' selected, and a 'Show More Options' button. At the very bottom is a 'Save This Audience' button.

Next we will add detailed targeting

- This is where you tell Facebook about your readers' interests, hobbies, reading platform, etc.

Detailed targeting (step 1)

- Type your primary genre into the DETAILED TARGETING section
- Try to make sure your selections are as specific as possible (“romance novels,” not just “romance,” etc.)
- If your genre isn’t represented, skip to step 2

Some of the fiction genres that can be used:

- Romance novels
- Cozy mystery
- Historical mystery/fiction/romance
- Fantasy books
- Detective fiction
- Thriller fiction
- Horror fiction
- Literary fiction
- Mystery fiction
- Comic science fiction
- Fan fiction
- Christian novel
- Adventure fiction
- Crime fiction
- Superhero fiction
- Young-adult fiction
- Gothic fiction
- Science fiction
- Psychological thriller
- Speculative fiction
- Post-apocalyptic fiction
- Women's fiction
- Sweet romance
- Paranormal romance
- Romantic suspense
- Urban fantasy

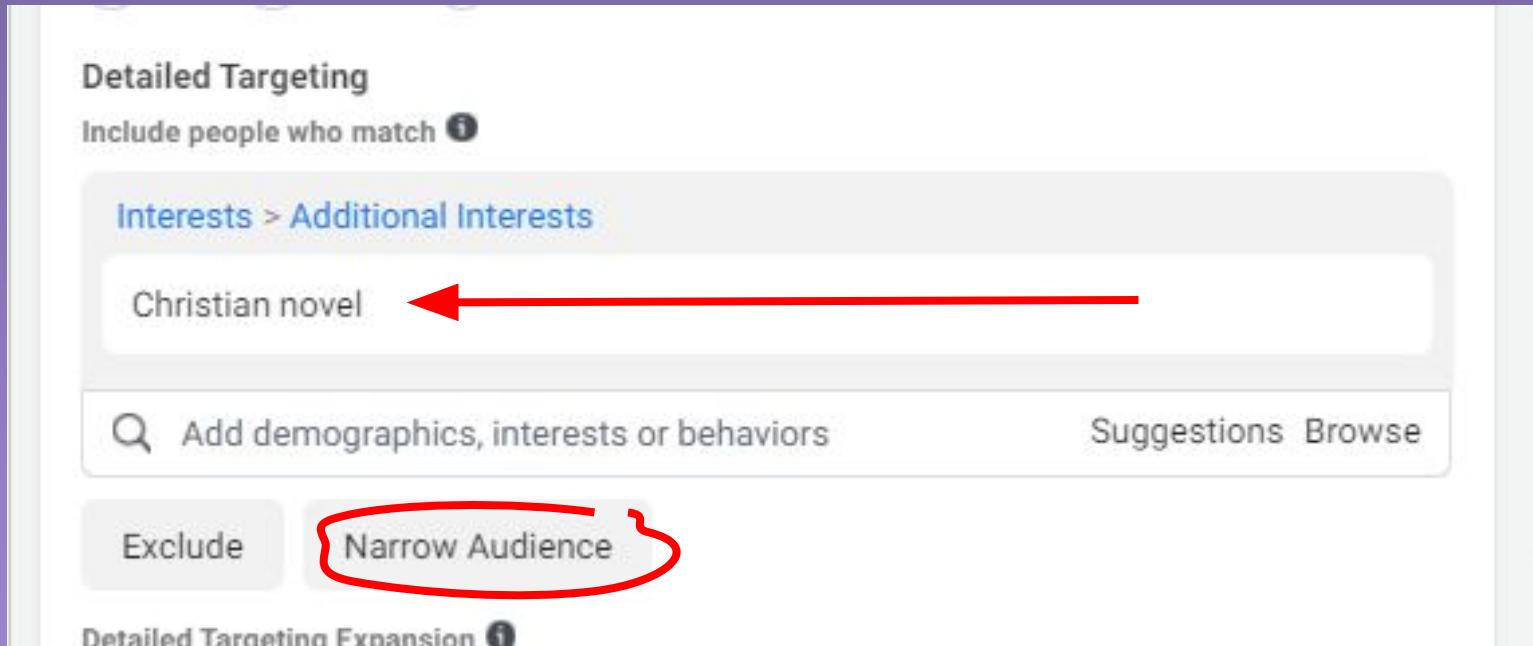
Category suggestions if you write non-fiction are:

- Self-help book
- Personal development
- Non-fiction books

Specific non-fiction categories include memoir, true crime, religious text, textbook ... or just start thinking about the people/topics/magazines/hobbies your readers will be following. The possibilities are basically endless!

AD SET

Once you find your genre, add it to the detailed targeting section, then click NARROW AUDIENCE.



Detailed Targeting

Include people who match ⓘ

Interests > Additional Interests

Christian novel

Add demographics, interests or behaviors

Suggestions Browse

Exclude **Narrow Audience**

Detailed Targeting Expansion ⓘ

A red arrow points to the 'Christian novel' text, and a red oval highlights the 'Narrow Audience' button.

Detailed targeting (step 2)

- In the NEXT detailed targeting section that comes up, search for authors in your genre
- Only big names will be on this list
- Your goal will be to find 5-7 authors to target (this will be hard in some genres ... that is ok!)

T
U
S
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A
D

PRO TIP!

If you don't know where to start finding authors, go to barnesandnoble.com, type in the name of your genre, and see what author names come up first

The Ruin of Kings (Chorus of Dragons S...
by Jenn Lyons
★★★★★

The Stars Now Unclaimed
by Drew Williams
★★★★★

The Way of Kings (Stormlight Archive S...
by Brandon Sanderson
★★★★★

The Three-Body Problem (Remembran...
by Cixin Liu
★★★★★

Chosen Ones (Signed B&N Exclusive Book)
by Veronica Roth
★★★★★

The Martian
by Andy Weir
★★★★★

Star Trek: Picard: The Last Best Hope
by Una McCormack
★★★★★

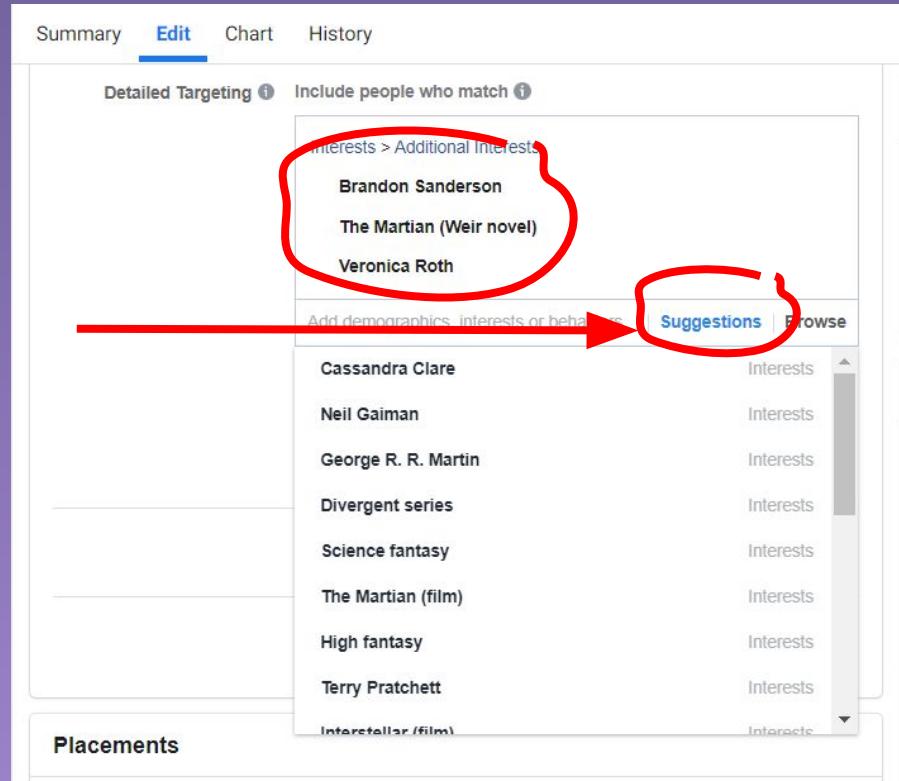
House of Earth and Blood
by Sarah J. Maas
★★★★★

Escape into Science Fiction & Fantasy
[See All](#)

A
D
S
E
T

PRO TIP!

Once you put a few author names into the “detailed targeting” section, hit SUGGESTIONS and other options will pop up.



The screenshot shows a user interface for "Detailed Targeting" with the "Edit" tab selected. At the top, there's a section titled "Include people who match" with a "Detailed Targeting" button. Below this, a list of interests is shown, with three items circled in red: "Brandon Sanderson", "The Martian (Weir novel)", and "Veronica Roth". A red arrow points from the bottom right of the circled items to a "Suggestions" button, which is highlighted with a red circle. The interface also includes a "Browse" button and a "Placements" section at the bottom.

Interest	Type
Brandon Sanderson	Interests
The Martian (Weir novel)	Interests
Veronica Roth	Interests
Cassandra Clare	Interests
Neil Gaiman	Interests
George R. R. Martin	Interests
Divergent series	Interests
Science fantasy	Interests
The Martian (film)	Interests
High fantasy	Interests
Terry Pratchett	Interests
Interstellar (film)	Interests

AD SET

You are now targeting people who like your genre
AND ALSO 5-7 authors whose books are like yours

Detailed Targeting Include people who match

Interests > Entertainment > Reading
Mystery fiction

Add demographics, interests or behaviors Suggestions | Browse

and must also match Interests > Additional Interests

Gillian Flynn
James Patterson
Janet Evanovich
Karin Slaughter
Lee Child
Lisa Gardner
Patricia Cornwell

Add demographics, interests or behaviors Suggestions | Browse

Exclude People or **Narrow Further**

Detailed Targeting Expansion Reach people by applying your detailed targeting selections when it's likely to improve performance.

Reach people by applying your detailed targeting selections when it's likely to improve performance.

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 1,800,000 people

Estimated Daily Results

Reach 454 - 1.3K

Landing Page Views 18 - 51

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

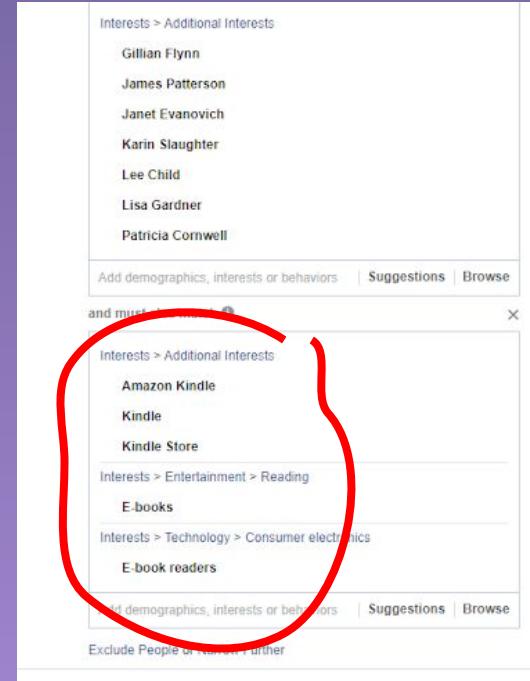
Were these estimates helpful?

When this is done, click **NARROW FURTHER**

Detailed targeting (step 3)

Now it's time to make sure your audience is made up of READERS. Here are the exact targets to add in the THIRD section:

- Amazon Kindle (as an interest, not employer)
- Kindle
- Kindle Store
- E-books
- E-book readers



AD SET

PRO TIP! It's possible to target people who own a Kindle Fire, but these people don't necessarily use them for e-reading, so I don't recommend this.



Fun fact: This is what historians believe Kindle fires may have looked like in the late 1700s

PRO TIP! If your books are wide and you're interested in sales outside of Amazon, you can also add any of these targets to that same section:

- Kobo eReader (not Kobo Inc.)
- iBooks
- Barnes & Noble Nook
- Audible (interest, not employer)
- Google Books

AD SET

Once you've gotten the hang of audiences, you can do some pretty fun things.

That's true!



Example: You write a historical romance set right after the American revolution about a poor Scottish immigrant who falls in love with a Senator's daughter. You target people who:

- Read romance, AND ALSO
- Read historical fiction, AND ALSO
- Follow romance authors OR historical fiction authors, AND ALSO
- Read eBooks, AND ALSO
- Study American history and politics, AND ALSO
- Love Broadway theater OR fan fiction

AD SET

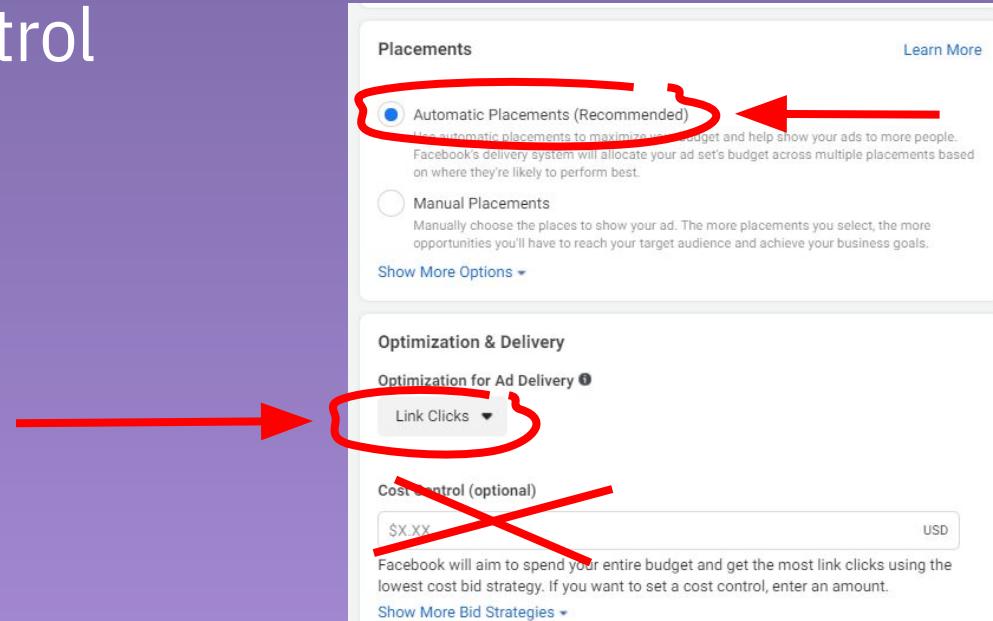
*PSSST! Stick around if you want to see me
make more customized audiences!*



AD SET

- After you've created your audience, select Automatic Placements
- Under optimization & delivery, change to **LINK CLICKS***
- Ignore Cost Control

* you won't be able to send people to your Amazon sales page if you skip this step!

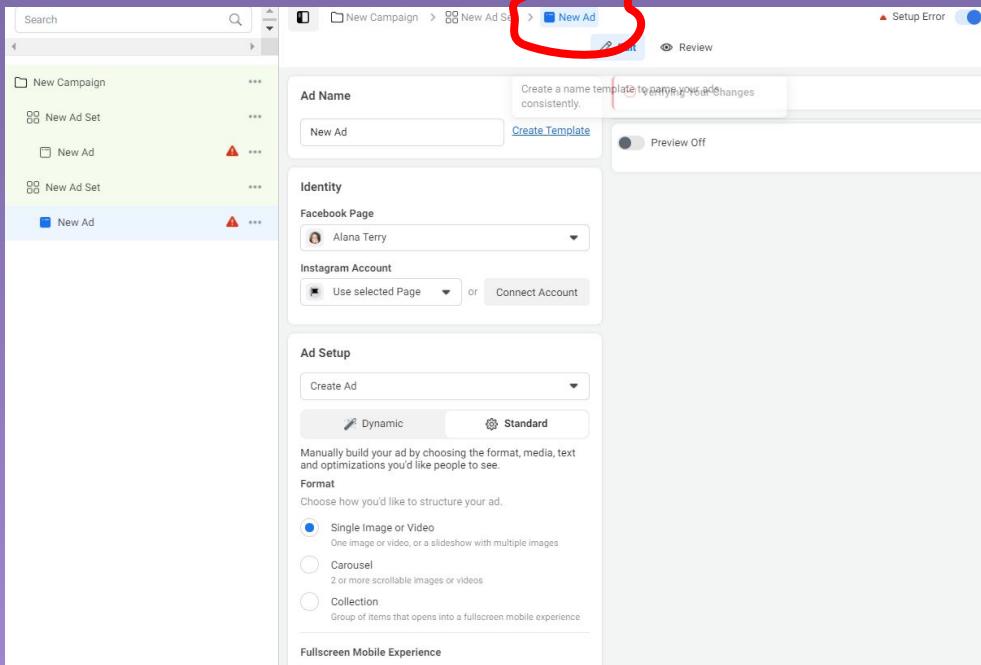


TIME TO CATCH UP ON YOUR QUESTIONS!



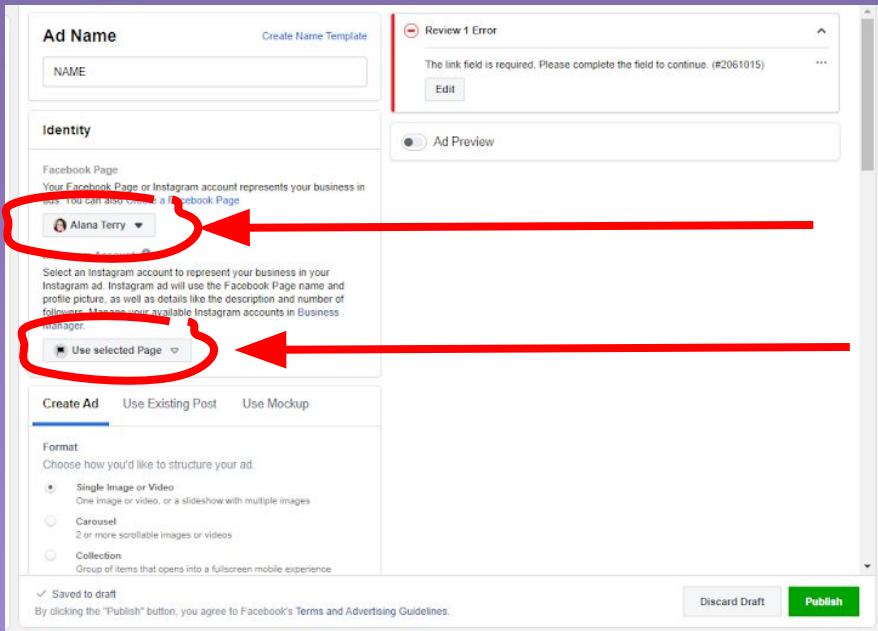
AD

Time to make your ad! Click on the third tab on the top bar to get started



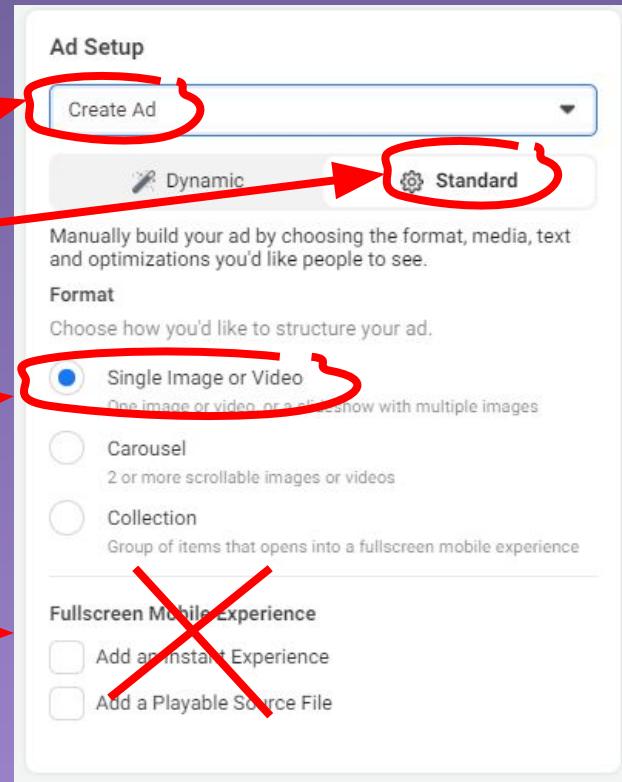
AD

- Select your FB author page
- If you have an Instagram account you can add it here (or else just click “use selected page”)



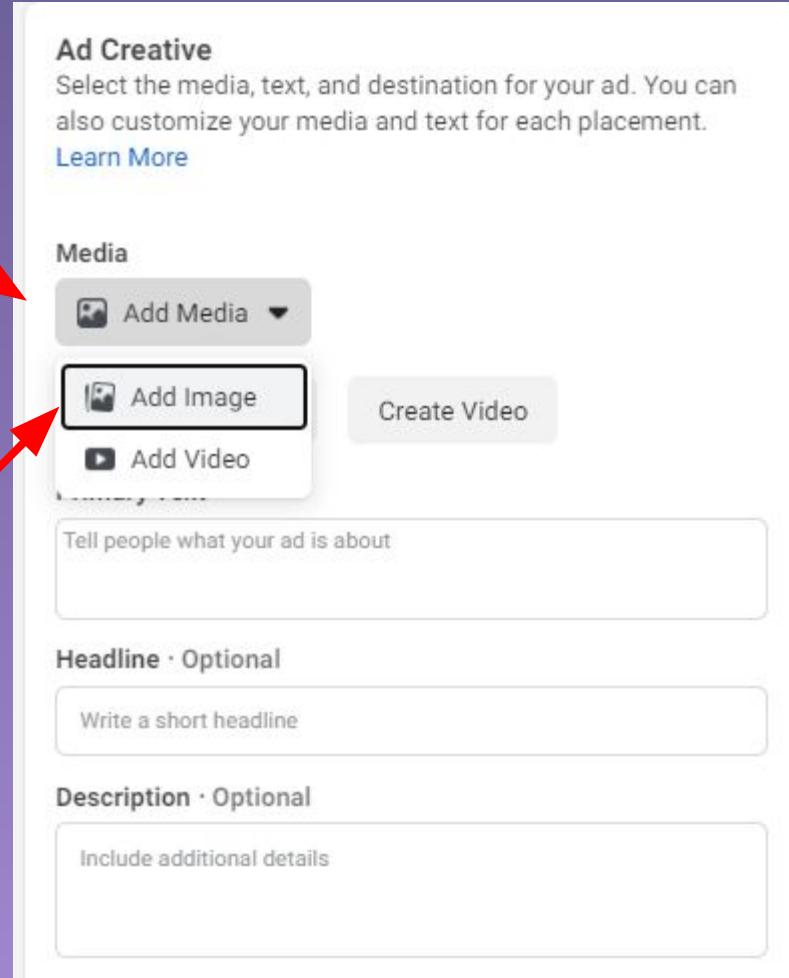
AD IMAGE

- Under “Ad Setup” select CREATE AD
- Select STANDARD
- Select “Single Image or Video”
- Ignore fullscreen mobile experience



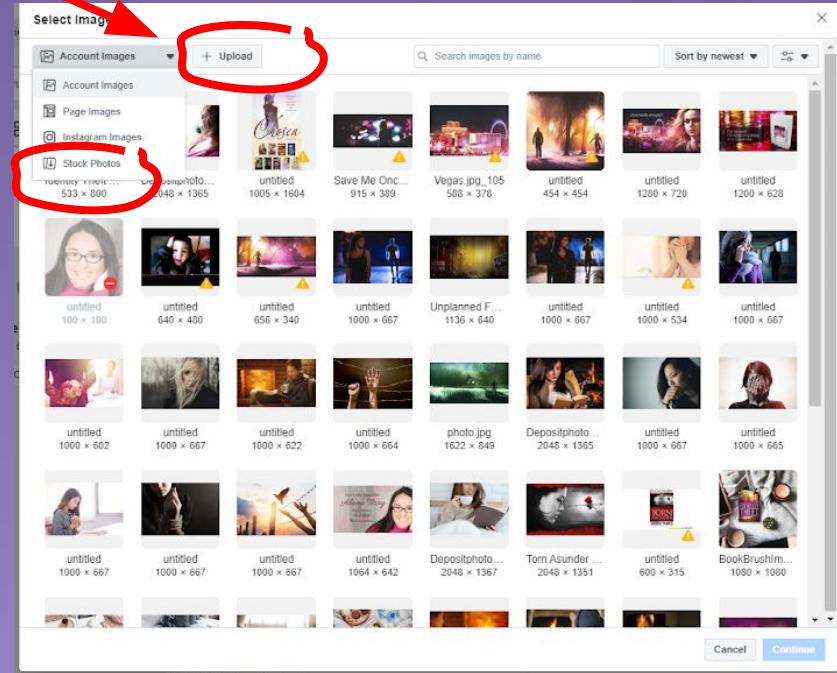
AD IMAGE

- Under “Ad Creative” click ADD MEDIA
- Select ADD IMAGE



AD IMAGE

- Click upload (if you have your own graphic)
- OR Select ACCOUNT IMAGES and choose STOCK PHOTOS (if your account has that option)



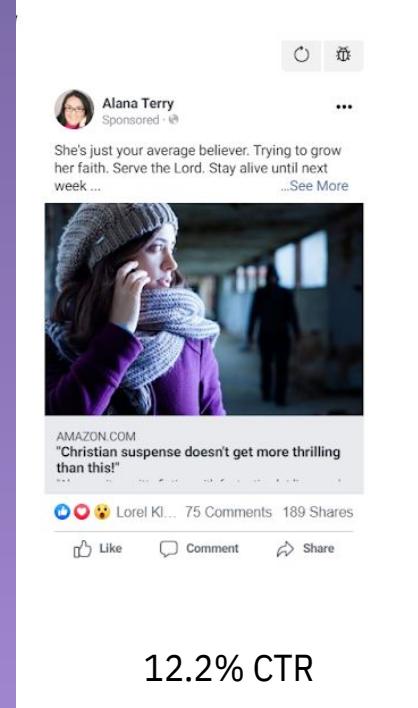
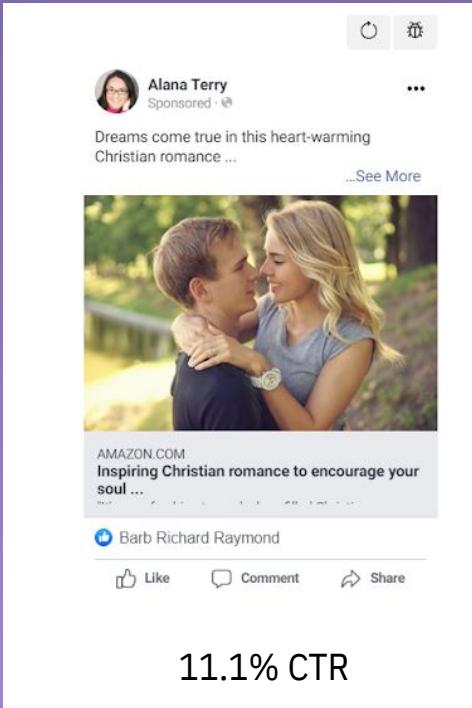
AD IMAGE

PRO TIPS:

- Think about the essence or feel of your book and search for an image that captures the right mood.
- If you don't have stock photos enabled in your ads manager, try pixabay (free), depositphotos, and shutterstock.

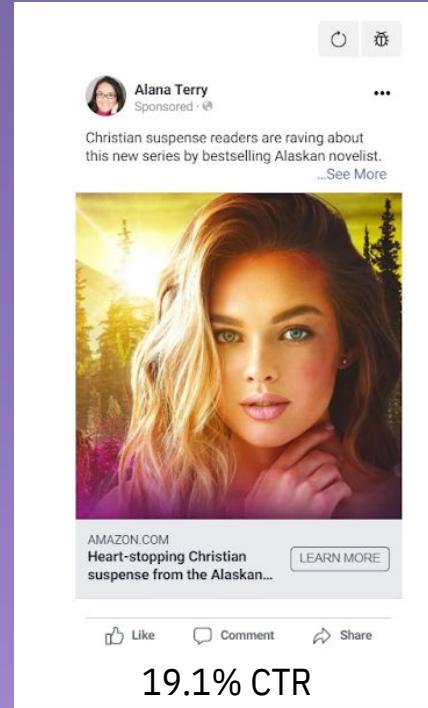
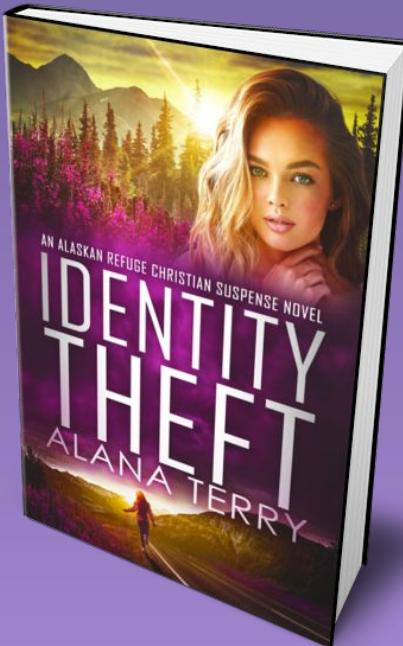
AD IMAGE

Examples of FB stock images that perform well:



AD IMAGE

You can also try textless images from your book covers:



19.1% CTR

ADD HEADLINE

Once you've selected your image, it's time to add a headline.



Alana Terry
Sponsored

Fans of Christian mystery and suspense novels can't stop telling their friends about this book.

"Alana writes gritty, realistic scenes that make you feel like you're actually there with the characters!"

"Alana's books are entertaining, engrossing, and suspenseful. AND they always draw me closer to God."... See More



A Christian thriller readers can't put down

"This book will take you on a roller coaster of emotions."

Rose E Blackard, Lillie Ammann and 90 others 3 Comments 28 Shares OK

AD HEADLINE

PRO TIP:

- This is not the spot for a call to action.
- Inciting curiosity works better than telling readers what to do.

Ex: “Fantasy readers LOVE this series” is better than “Download this fantasy series now.”

AD HEADLINE

Headline templates you can try:

- Discover why [genre] readers can't put this series down
- Bestselling [genre] to keep you up way too late
- Bestselling [genre] that will _____
- The [adjective] [genre] series readers love
- The [adjective] [genre] novel you can't put down

AD HEADLINE

To add your headline to your ad, put it right here.

(Ignore the “Add Options” button)

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.
[Learn More](#)

Media

 Add Media ▾

[Create Slideshow](#) [Create Video](#)

Primary Text 1 of 5

Put your text here

Headline · Optional 1 of 5

Put your headline here

 Add Options

Description · Optional 1 of 5

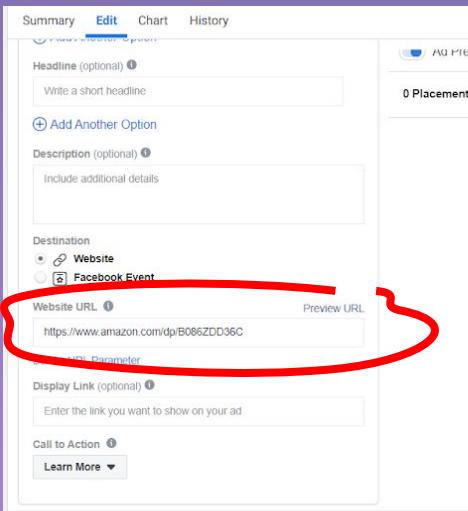
Description is optional

 Add Options

Text Suggestions

AD URL

- Next, we'll add the website URL
- This will be your Amazon link



PRO TIP! If your book is wide, still use Amazon as your main URL. You can also include the wide links in your text (I'll show you this in a sec)

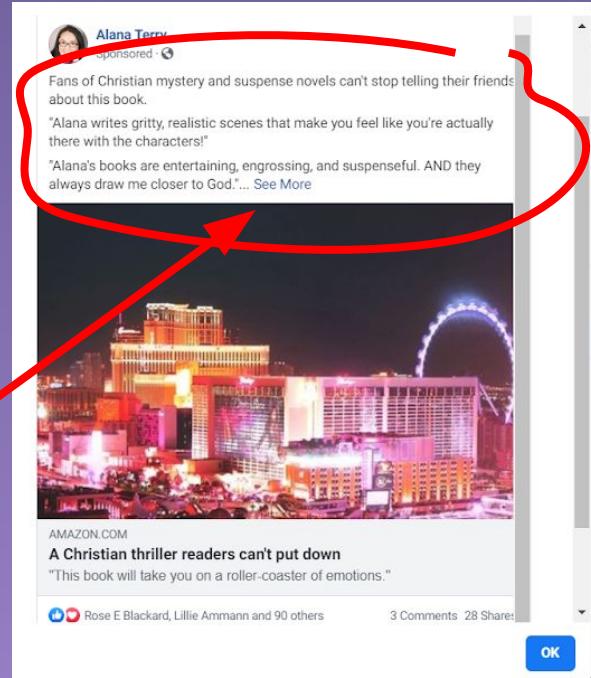
AD URL

TROUBLE SHOOTING TIP! If you see this note about your pixel when you add the Amazon link, that means you forgot to select LINK CLICKS instead of LANDING PAGE VIEWS. Go back to your ad set and change your optimization and delivery settings.

The image shows two screenshots of the Facebook Ads Manager interface. The left screenshot shows the 'Destination' section of an ad set. It has a 'Website' selected and a 'Website URL' field containing 'https://www.amazon.com/dp/B086ZD36C'. A red box highlights a warning message: 'Pixel Is Missing for This Page' with the subtext: 'Your Landing Page Views won't be tracked because this Facebook Page doesn't have a pixel installed. You can fix the issue by adding a new pixel or switch back to optimizing for link clicks.' The right screenshot shows the 'Optimization & Delivery' section. It has 'Landing Page Views' selected under 'Optimization for Ad Delivery'. A red arrow points from the warning message on the left to the 'Link Clicks' option on the right, which is circled in red. The right screenshot also shows 'Estimated Daily Results' with a potential reach of 1,700,000 people and an average cost per landing page view of \$X.XX.

AD TEXT

Next we're going to add text.
This is the longest part of
your ad copy.



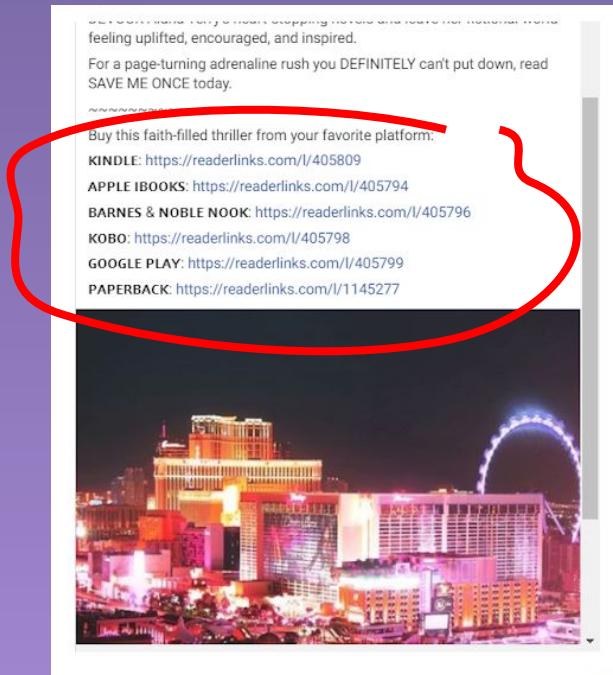
AD TEXT

PRO TIPS for text:

- Use words like “reader,” “book,” “novel,” and “read” multiple times so it’s VERY clear you’re selling a book
- Break up text with smaller paragraphs
- Make it super easy to skim!
- Include your title (more than once is OK)
- Mention if it’s a series
- End with a strong call to action

AD TEXT

Note: If your books are wide, the bottom of the text is where you can add links to other retailers.



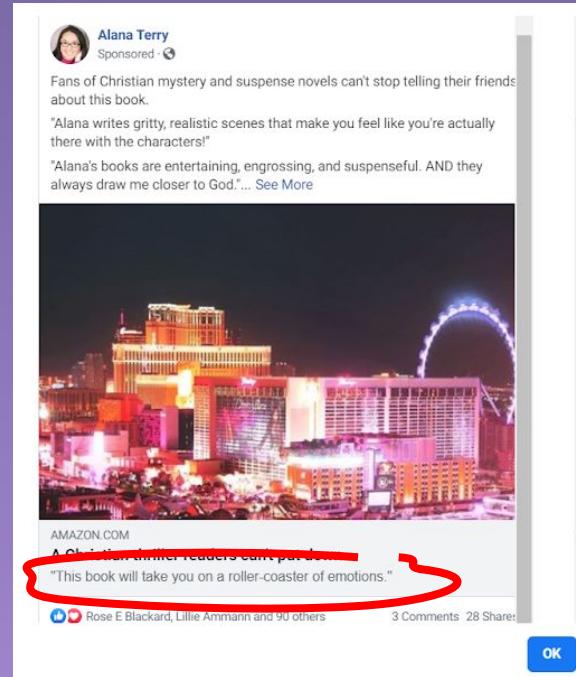
Pro tips:

- Use yaytext.com to make the store names bold
- Use pretty links or readerlinks if possible
- Include Kindle as well as paperback links

DESCRIPTION

Now it's time to add your description! This only shows up on some platforms (like desktop) and is optional.

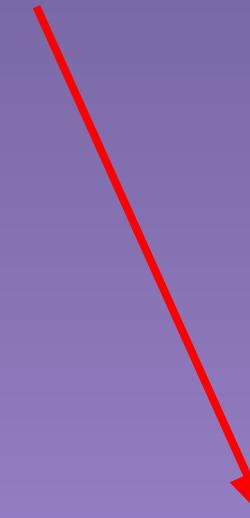
PRO TIP: Use a short reader blurb for your description. Easy peasy.



DESCRIPTION

To add your description to your ad, put it right here.

(You can continue to ignore the “Add Options” buttons)



Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.
[Learn More](#)

Media

 Add Media ▾

[Create Slideshow](#) [Create Video](#)

Primary Text 1 of 5

Put your text here

 Add Options

Headline · Optional 1 of 5

Put your headline here

 Add Options

Description · Optional 1 of 5

Description is optional

 Add Options

Text Suggestions



*Can we get back
to Q and A's?*

Please?

AD

Let's get back to our ad. The hard part's done!

Your ad now has:

Image

Text

Headline &
Description

Summary Edit Chart History

untitled
1000 x 524

Edit Turn into Video

Edit Placement
Select a placement to edit

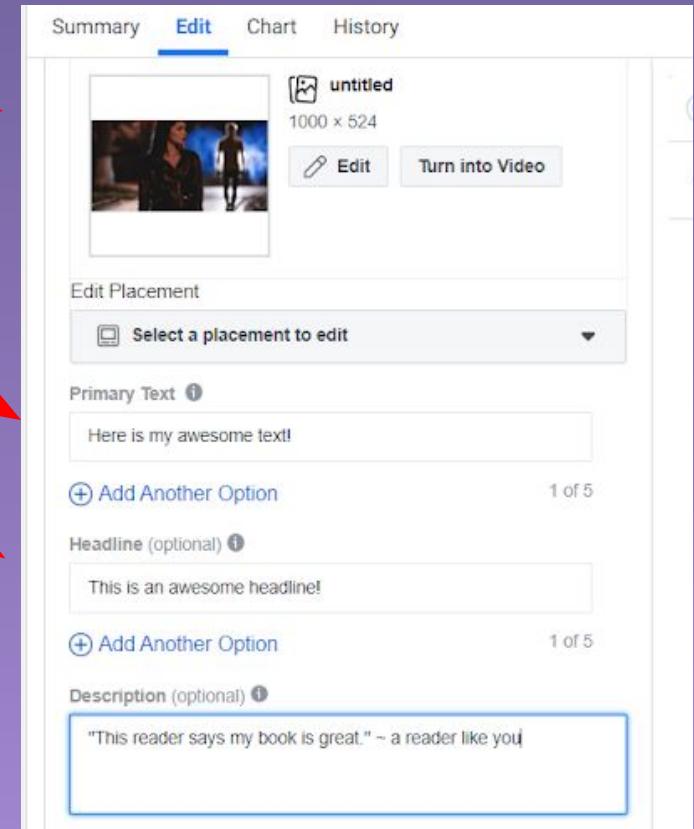
Primary Text
Here is my awesome text!

Add Another Option 1 of 5

Headline (optional)
This is an awesome headline!

Add Another Option 1 of 5

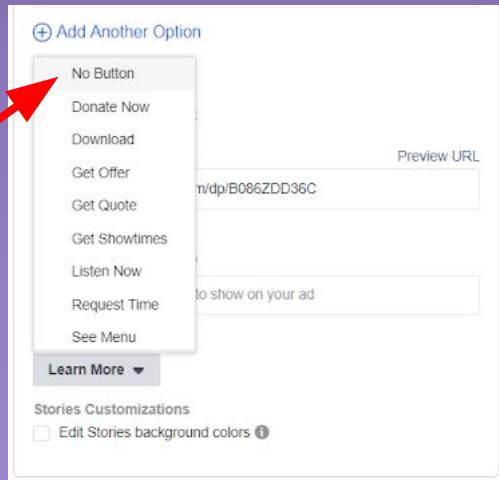
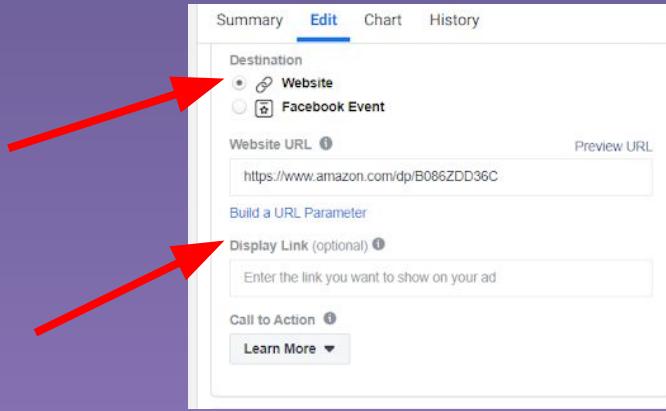
Description (optional)
"This reader says my book is great." ~ a reader like you



AD

Next steps are just defaults:

- Destination = website
- Display link = enter amazon.com or leave blank
- Call to Action = No Button (or Learn More)



AD

- Ignore languages, tracking, and URL parameters and just keep the defaults

Languages
Add your own translations or automatically translate your ad to reach people in more languages. [Learn More](#)

Tracking
Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events

App Events [i](#)

Offline Events
Facebook will use the following offline event set for tracking and data upload:

Default Offline Event Set For Alana Terry

Manage Events Manager Datasets

URL Parameters - Optional

key1=value1&key2=value2

Build a URL Parameter

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) All edits saved

[Discard Draft](#) **Publish**

If you're happy with your ad, click **PUBLISH!**

What happens next:

- Facebook will review your ad
- For new advertisers, this can take longer (up to a few days)
- Facebook will send you a notification when your ad is up and running

Time to celebrate!



Putting it all together

- When you go to your Facebook ads manager dashboard, you're going to create 1 campaign, 1 ad set, and 1 ad
- Then Facebook is going to find the people who will click on your ad, buy your book, and become your faithful tribe of readers for years and years to come!

You've heard a TON of information so far. So now it's time for YOU to tell ME something ...

- Do you feel more comfortable with the thought of running Facebook ads than you did at the start of this training?
- Are you EVEN MORE excited to take your Facebook ads knowledge to the next level of success?

Please, please remember ...

- YOU are in charge of your books' success
- Running Facebook ads is one of the most effective ways to find more readers, sell more books, and make more money doing what you love
- An eye-catching image, scroll-stopping headline, and great ad copy are the 3 keys to an effective ad!

I'm not sure why you showed up today, but I hope that ...

- You've seen how simple it can be to set up your Facebook ad campaigns
- You realize how Facebook ads can change your career (and yes, your entire life)
- You feel 100% EMPOWERED to create your first (or next) Facebook ads with 100% CONFIDENCE

So now the obvious question is:

- How do you start running profitable Facebook ads that find you more readers and sell more of your books immediately?
- You have 2 options.
- Choice A: You can take the tips you learned today, plus trial and error and a do-it-yourself attitude, and set up your own Facebook ads, or

...

Choice B: Get direct guidance and support from an author who's invested hundreds of hours into learning how to run profitable ads and is committed to your success!

It must be nice to have an ads expert on your side!



Introducing Facebook Ads for Book Sales



What's the Facebook Ads course all about?

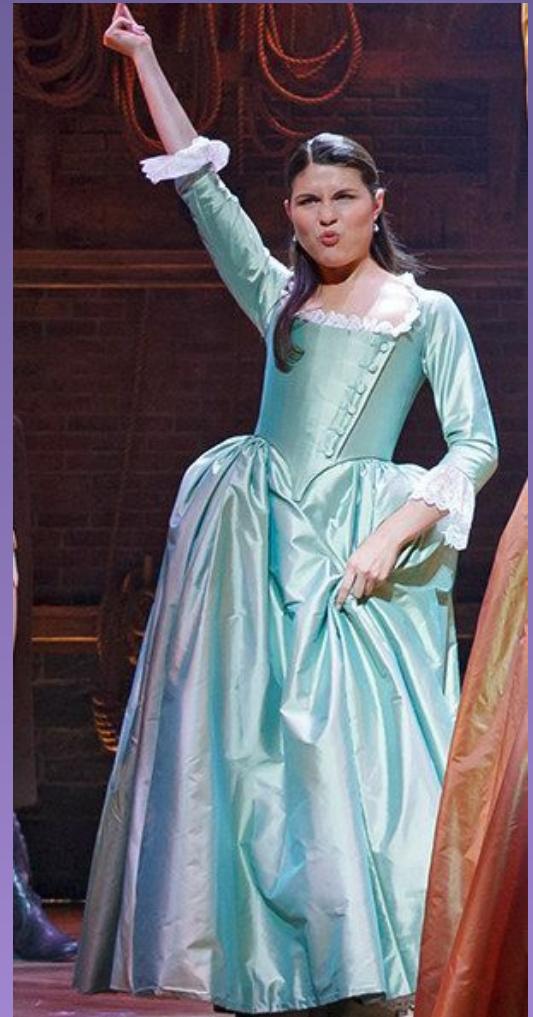
- The most comprehensive and easy-to-follow Facebook ads trainings for authors
- The fastest way to learn how to create Facebook ads

Empowering indie authors to sell more books, make more money, and take charge of your own success

The course that spells out each step you
need to take to go from feeling
completely #HELPLESS ...



... to feeling (and
acting) like a total PRO.



What's in it for you?

- Step-by-step training that eliminates the guesswork out of your FB ad campaigns
- How to analyze your ads, what numbers to measure, and what numbers to ignore
- The confidence that comes from knowing the FB ads dashboard inside and out ... never feel intimidated again!

What do authors like you say about these courses?

“Alana is a kind and patient teacher who knows how to make money advertising her books.”



~ Joe Solari, *Treat your Writing Like a Business*

“I have been an author for 6 years, and Alana’s course was the first time I understood every single step and was able to immediately apply them to my marketing plan.”



~ Mary Crawford,
romance author

“I am a creative person and when instructors speak numbers I glaze over, but Alana helped me take what was a mountain in my mind and make it a flat surface.

Best investment I ever made.”

~ Brynn Hale, author



In short

- Instead of you learning everything yourself and spending hundreds of dollars and countless hours on tests, I can teach you exactly how to set up your Facebook ad campaigns like a boss!

How much does the Facebook Ads training cost?

- Some author ads agencies charge over \$1,500 to create one FB ad campaign
- Masterminds for digital marketers can cost **\$10,000 +**
- One-on-one help from a book publicist will cost you **hundreds or thousands of dollars** an hour

Limited Time Offer!

- Facebook Ads for Book Sales (now \$299), or



- Facebook Ads for Book Sales and Email List Building Bundle (now \$399), or ...

Limited Time Offer!

... the Facebook Ads Mastermind and 2-Course Bundle for just \$699



Order NOW at courses.alanaterry.com/bundle

Choose your package!



1 course
6 easy payments of

\$59

2 courses
6 easy payments of

\$79

2 courses + mastermind
6 easy payments of

\$129

Order now at courses.alanaterry.com/bundle

Pay \$299 by Tuesday and you'll get:

- Facebook Ads for Book Sales (**\$397**)
- A dedicated FB group for students (**\$250**)
- Multi-genre ad examples with critiques (**\$150**)
- Facebook ads case study (**\$150**)
- Facebook ads in 30 minutes or less (**\$99**)
- Killer blurbs that sell more books course (**\$99**)
- Productivity Toolkit (**\$99**)

TOTAL VALUE = over \$1200

Pay \$399 by Tuesday and you'll get:

- Facebook Ads for Growing your Newsletter (**\$397**)
- Facebook Ads for Book Sales (**\$397**)
- A dedicated FB group for students (**\$250**)
- Multi-genre ad examples with critiques (**\$150**)
- Facebook ads case study (**\$150**)
- Facebook ads in 30 minutes or less (**\$99**)
- Killer blurbs that sell more books course (**\$99**)
- Productivity Toolkit (**\$99**)

TOTAL VALUE = over \$1600

Pay \$699 by Tuesday and you'll get:

- 6-week intensive mastermind (**\$1,500**)
- Facebook Ads for Book Sales (**\$397**)
- Facebook Ads for Growing your Newsletter (**\$397**)
- A dedicated FB group for students (**\$250**)
- Multi-genre ad examples with critiques (**\$150**)
- Facebook ads case study (**\$150**)
- Facebook ads in 30 minutes or less (**\$99**)
- Killer blurbs that sell more books course (**\$99**)
- Productivity Toolkit (**\$99**)

TOTAL VALUE = over \$3,100

What else comes with this mastermind?

- Motivation and encouragement (think of me as your author ads cheerleader)
- Live trainings that take you through EVERY SINGLE STEP to start, optimize, and scale your FB ads experience
- An engaging community of authors to keep you accountable and on track the entire time

Order now at **courses.alanaterry.com/bundle**.

Offer expires Tuesday at midnight.

Don't wait for it anymore!
Here's what's coming if you order in the
next half hour!



Sign up in the next 30 minutes and
you'll ALSO get:

- Bonus #1: A “Steal my Facebook Audience!”
PDF for authors
- Reader targets organized by genre
- Save hours of research!
- **\$150+ VALUE** ... not available anywhere else!

(hold on ... there's more!)

Sign up in the next 30 minutes and you'll ALSO get:

- Bonus #2: Join me for a live audience-building workshop
- 90 minutes where we'll dive deep into YOUR genre ... and build you an audience LIVE
- You'll tell me about your book, and I'll create a Facebook audience for you right there
- **\$350+ VALUE**

What if you're watching this on replay?

Email me a screenshot of THIS SCREEN at
coach@alanaterry.com along with your
purchase receipt, and I'll get you the
fast-action bonuses as well!

Order now at courses.alanaterry.com/bundle.

Offer expires Tuesday at midnight.

30-Day Guarantee!

My promise is to ALWAYS over-deliver.

These courses comes with a full-confidence 30-day money back guarantee. No questions, no hassle, no regrets.

Email me any time at coach@alanaterry.com

How do you know if you're ready?

- Can you picture what you'll do if your book sales doubled? Tripled? 10x?
- Are you ready to invest in yourself and your future in order to rapidly scale up your success?

Why you DON'T want to wait!

- Privacy changes are coming to Apple phones.
Get started NOW before these changes roll out!
- Bigger companies are pulling away from
Facebook ads, meaning clicks are cheaper now!
- Books are a great entertainment option in an
uncertain economy
- How would YOU feel with 2x your current peace
of mind?

To sum up ...

- If you want to set up Facebook ads that sell more books and earn you more money (without feeling at all confused, intimidated, or overwhelmed), this is an opportunity you can't pass up!
- These courses and bonuses will give you EXACTLY what you need to run your Facebook ads and scale up your business like a pro.
- Order now at **courses.alanaterry.com/bundle**

Here's what you do:

Go to courses.alanaterry.com/bundle and pick your course or course bundle

Facebook ads
for authors



Buy now for
\$299

Facebook ads
2-course
bundle



Buy now for
\$399

Facebook ads
mastermind
and 2-course
bundle



Buy now for
\$699



Click BUY NOW to go to the checkout page



Choose whether you want to pay all at once or in 6 easy payments

2021 Facebook Ads Mastermind and 2-Course Bundle

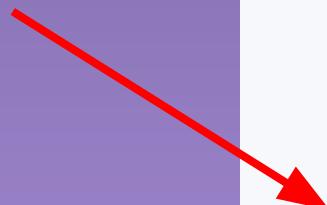
The indie author community's most comprehensive Facebook ads training!

Includes a 6-week mastermind, 2 full-length courses, and extra bonuses from 6-figure novelist Alana Terry.

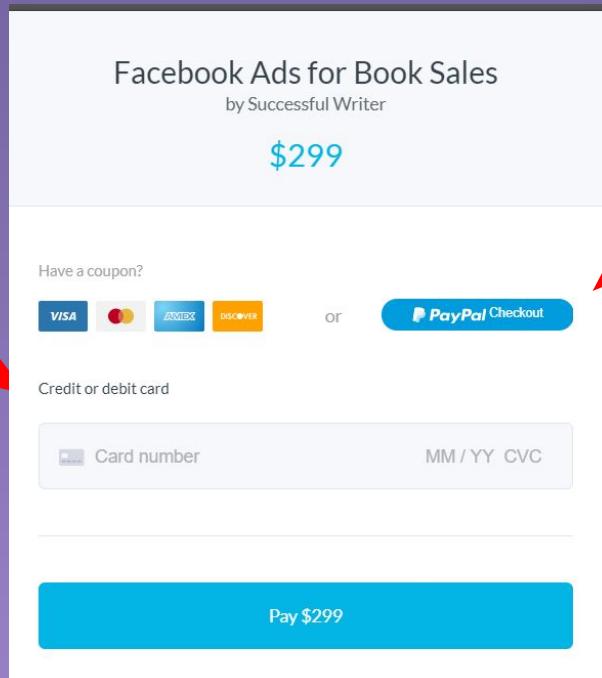
Facebook ads have never been this straight-forward, profitable ... and fun! Enroll today.

[Buy for \\$699](#)

[Buy for 6 payments of \\$129](#)

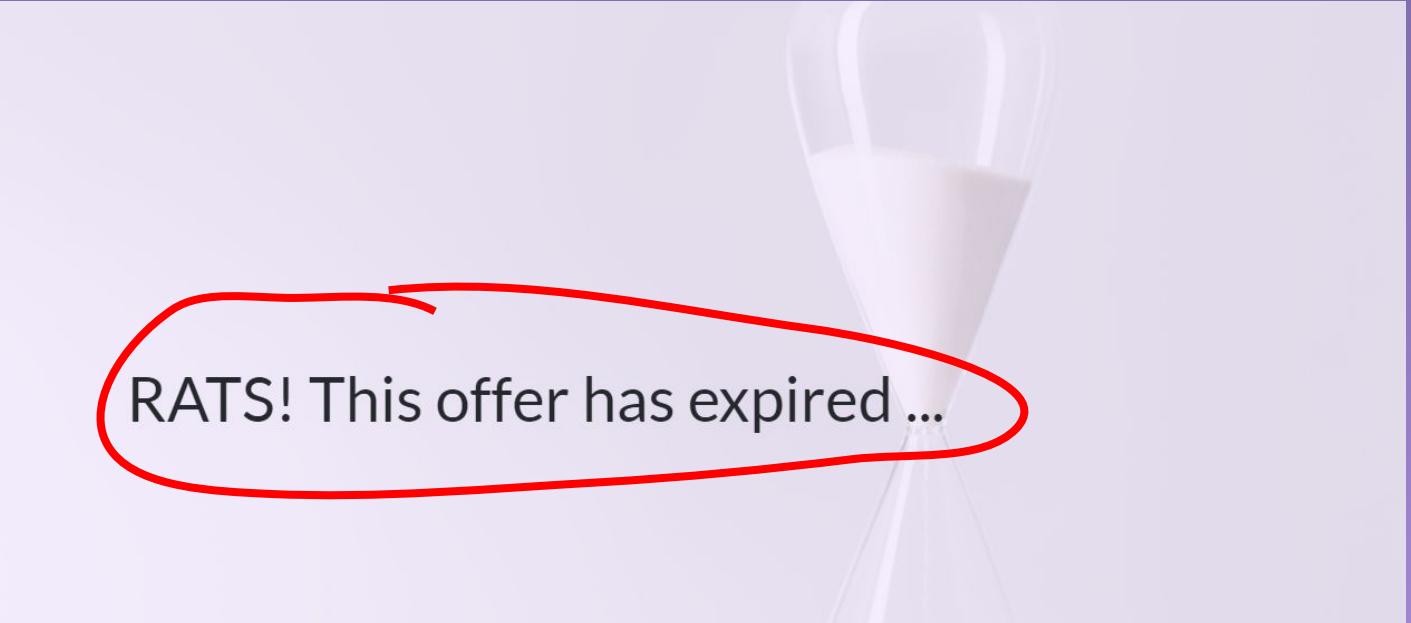


Enter your card number or pay via PayPal



So order now at courses.alanaterry.com/bundle

Offer expires Tuesday at midnight, and then the sales page will look like this:



RATS! This offer has expired ...

Time for YOUR questions!

Order at **courses.alanaterry.com/bundle** before the webinar ends to receive over \$600-worth in time-sensitive bonuses!

I'd love the honor to be your encouraging ads coach!
A. Terry

