



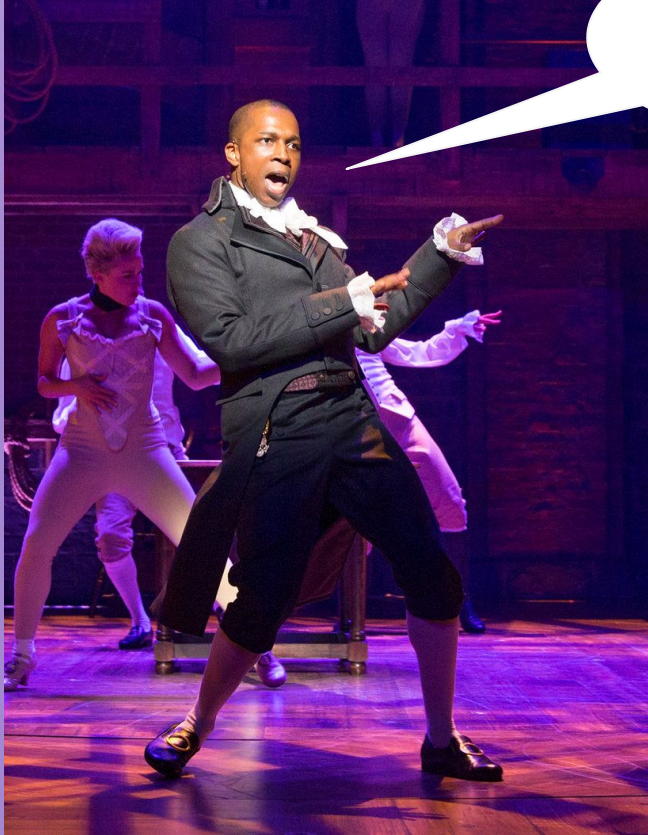
# Facebook Ads made simple!

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)

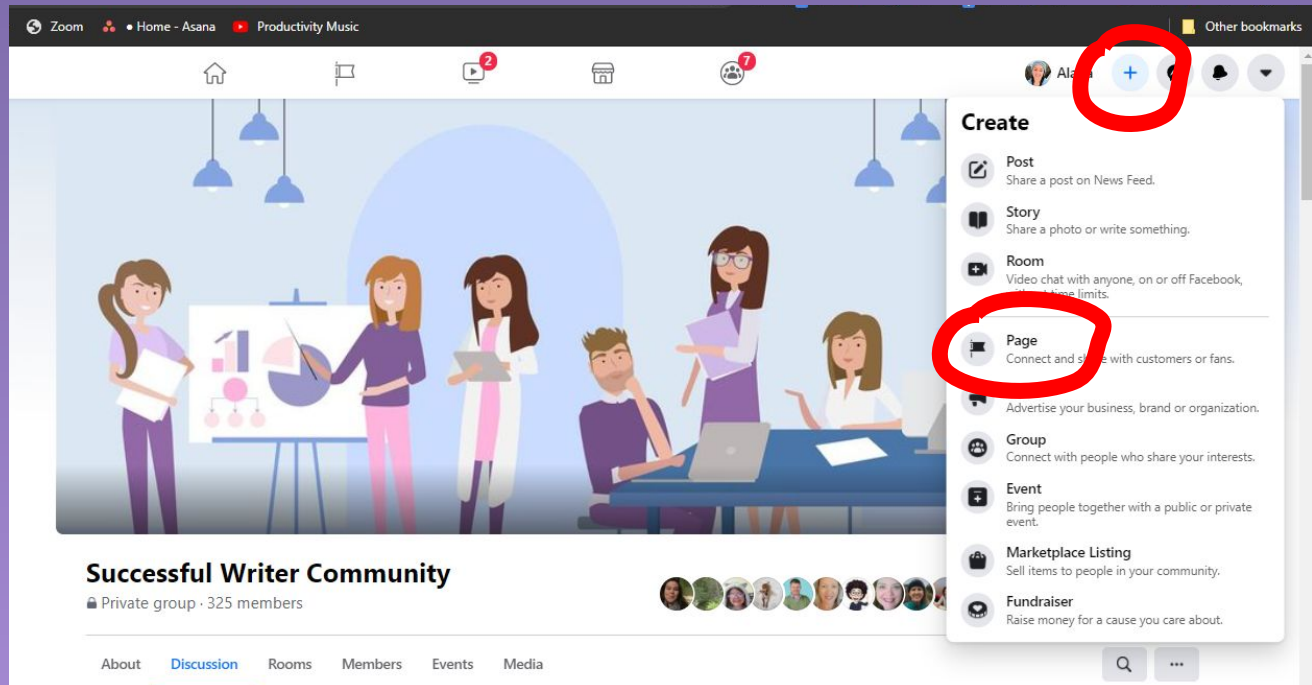
# What can you expect today?



*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


Zoom • Home - Asana • Productivity Music

Other bookmarks

Alana

**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.
- Page**  
Share with customers or fans.
- 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.



**Successful Writer Community**  
Private group · 325 members

Pro tip: Make sure your url contains [facebook.com/adsmanager](https://www.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 ...

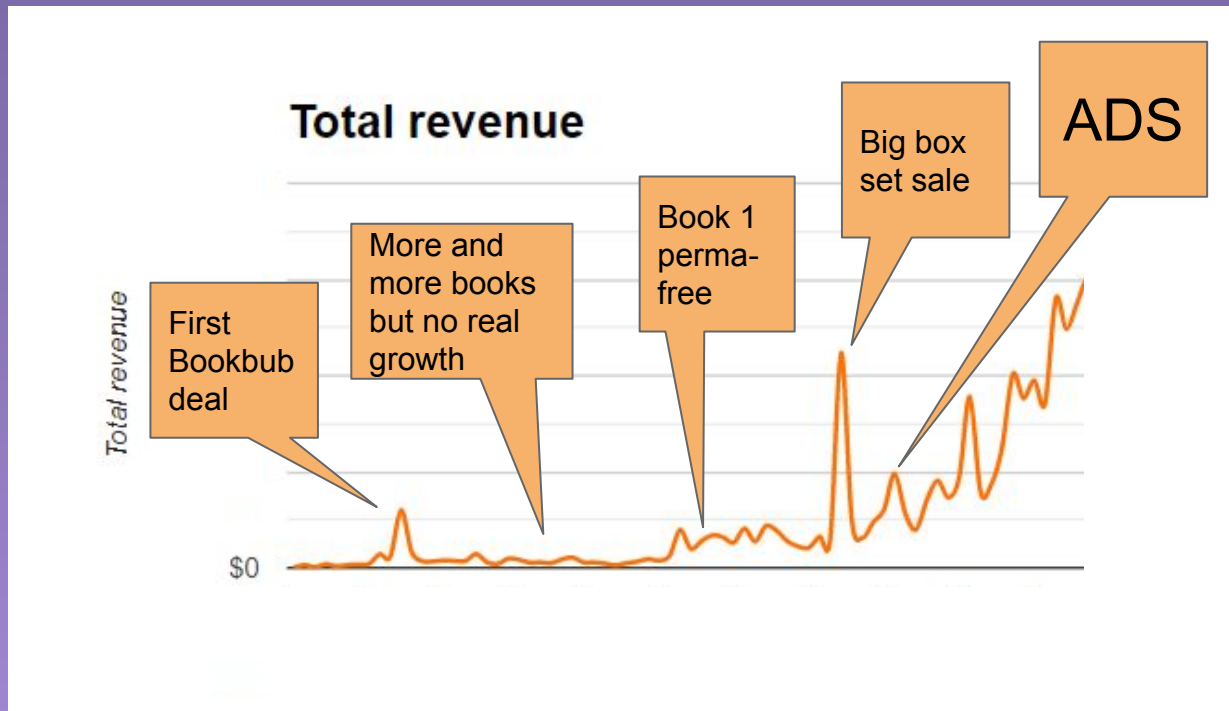
It took a lot of  
WORK.



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!*





## 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)



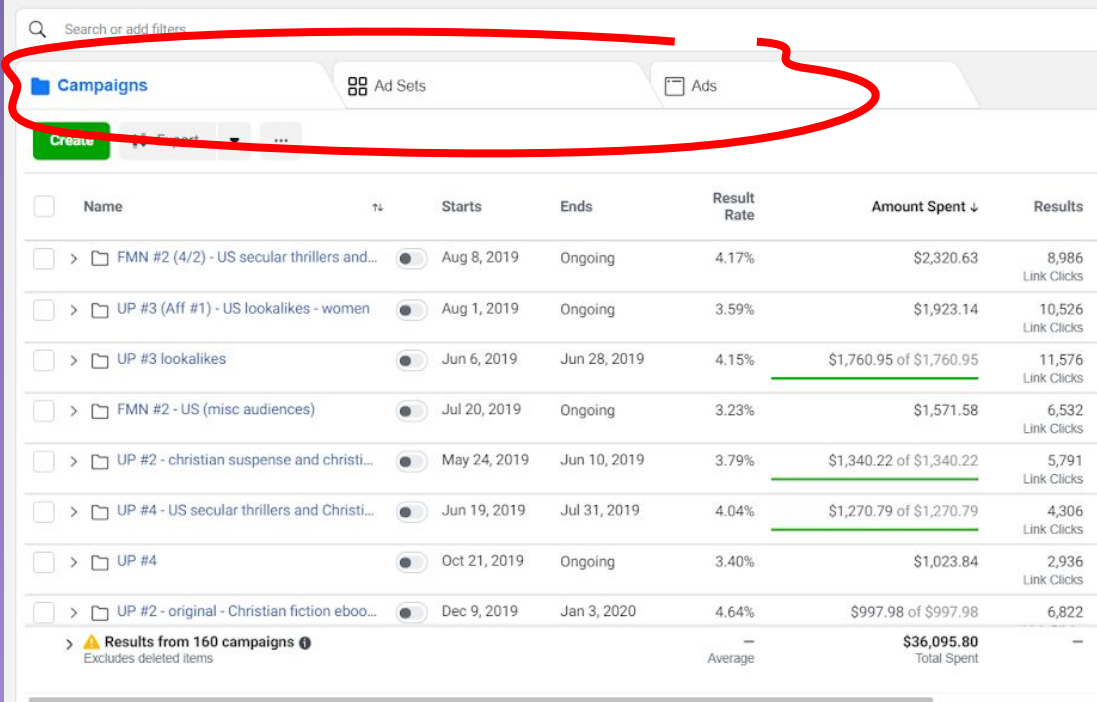
**Facebook ads myth: The dashboard has WAY too many choices for any one author to understand**



**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:

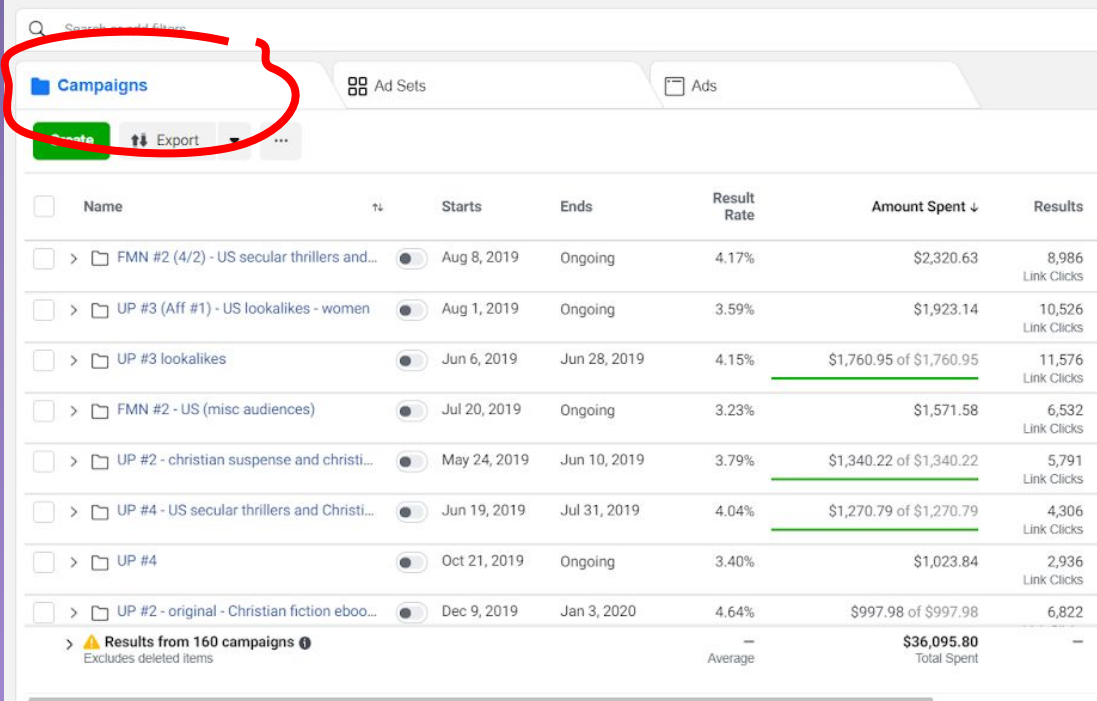
- Campaign
- Ad set
- Ad



The screenshot shows the Facebook Ads Manager interface. A red circle highlights the top navigation bar, specifically the 'Campaigns' tab (which is active), the 'Ad Sets' tab, and the 'Ads' tab. Below the navigation bar, there is a table listing various ad campaigns. The table has columns for Name, Starts, Ends, Result Rate, Amount Spent, and Results. The 'Amount Spent' column shows the total amount spent and the amount spent so far for each campaign. The 'Results' column shows the number of link clicks for each campaign. At the bottom of the table, there is a summary row for 'Results from 160 campaigns'.

<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
> <b>Results from 160 campaigns</b>				Average	<b>\$36,095.80</b> Total Spent	—

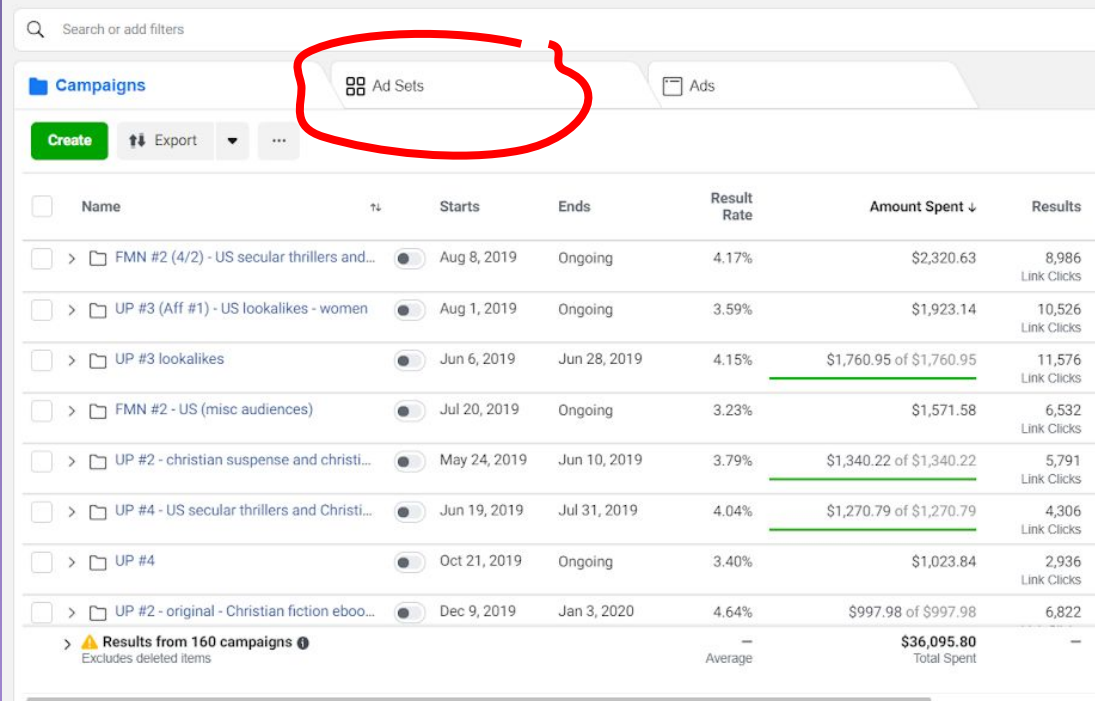
# The CAMPAIGN is where you tell Facebook what the goal is for your ad



The screenshot shows the Facebook Ads Manager interface. The 'Campaigns' tab is selected and highlighted with a red circle. Below the tabs, there are buttons for 'Create' (green), 'Export', and a menu icon. The main table displays a list of campaigns with columns for Name, Starts, Ends, Result Rate, Amount Spent, and Results. The table includes a summary row at the bottom showing results from 160 campaigns.

<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
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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	—

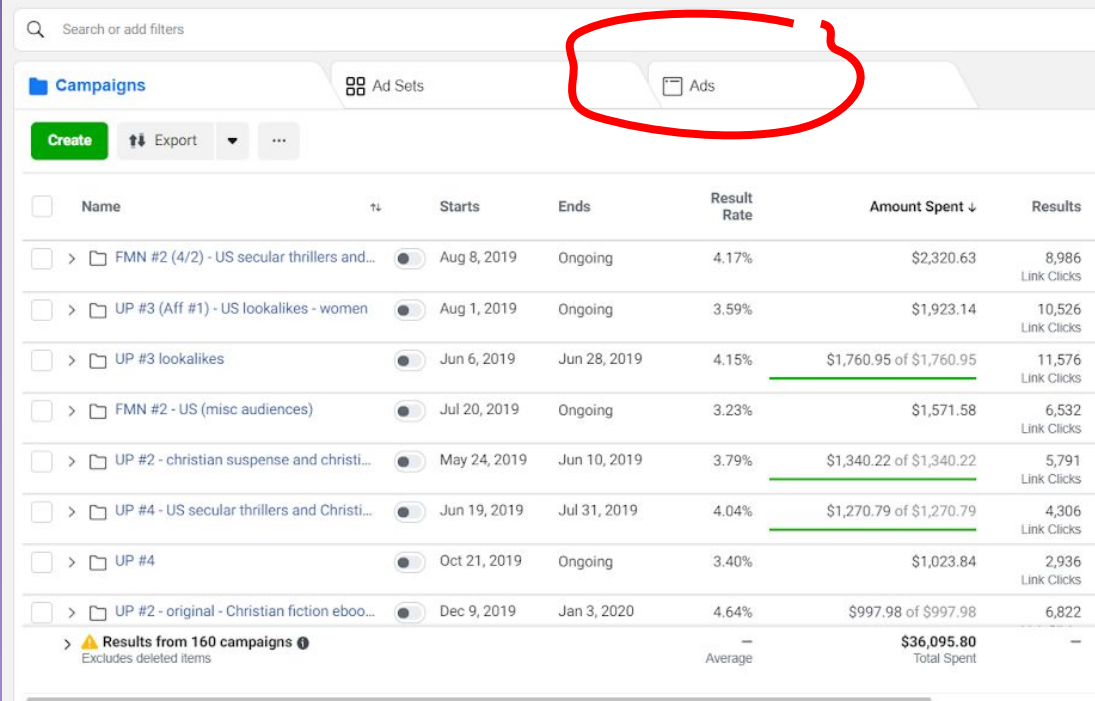
# The AD SET is where you set your budget and tell Facebook who to show your ads to



The screenshot shows the Facebook Ads Manager interface. At the top, there is a search bar labeled 'Search or add filters'. Below it, there are three tabs: 'Campaigns', 'Ad Sets' (which is highlighted with a red circle), and 'Ads'. Under the 'Ad Sets' tab, there are buttons for 'Create', 'Export', and a dropdown menu. Below the buttons is a table listing various ad sets. The table has columns for 'Name', 'Starts', 'Ends', 'Result Rate', 'Amount Spent', and 'Results'. The 'Amount Spent' column shows the total amount spent and the amount remaining for some ad sets. At the bottom of the table, there is a summary row for 'Results from 160 campaigns'.

<input type="checkbox"/>	Name	Starts	Ends	Result Rate	Amount Spent ↓	Results
<input type="checkbox"/>	> <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"/>	> <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"/>	> <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"/>	> <input type="checkbox"/> FMN #2 - US (misc audiences)	Jul 20, 2019	Ongoing	3.23%	\$1,571.58	6,532 Link Clicks
<input type="checkbox"/>	> <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"/>	> <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"/>	> <input type="checkbox"/> UP #4	Oct 21, 2019	Ongoing	3.40%	\$1,023.84	2,936 Link Clicks
<input type="checkbox"/>	> <input type="checkbox"/> UP #2 - original - Christian fiction eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822
> <b>Results from 160 campaigns</b>				Average	<b>\$36,095.80</b> Total Spent	—

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



The screenshot shows the Facebook Ads Manager interface. At the top, there is a search bar and three tabs: 'Campaigns', 'Ad Sets', and 'Ads'. The 'Ads' tab is highlighted with a red circle. Below the tabs, there are buttons for 'Create', 'Export', and a dropdown menu. The main area displays a table of ad performance data.

<input type="checkbox"/>	Name	Starts	Ends	Result Rate	Amount Spent ↓	Results
<input type="checkbox"/>	> <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"/>	> <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"/>	> <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"/>	> <input type="checkbox"/> FMN #2 - US (misc audiences)	Jul 20, 2019	Ongoing	3.23%	\$1,571.58	6,532 Link Clicks
<input type="checkbox"/>	> <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"/>	> <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"/>	> <input type="checkbox"/> UP #4	Oct 21, 2019	Ongoing	3.40%	\$1,023.84	2,936 Link Clicks
<input type="checkbox"/>	> <input type="checkbox"/> UP #2 - original - Christian fiction eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822
> <b>Results from 160 campaigns</b>				Average	<b>\$36,095.80</b> 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?

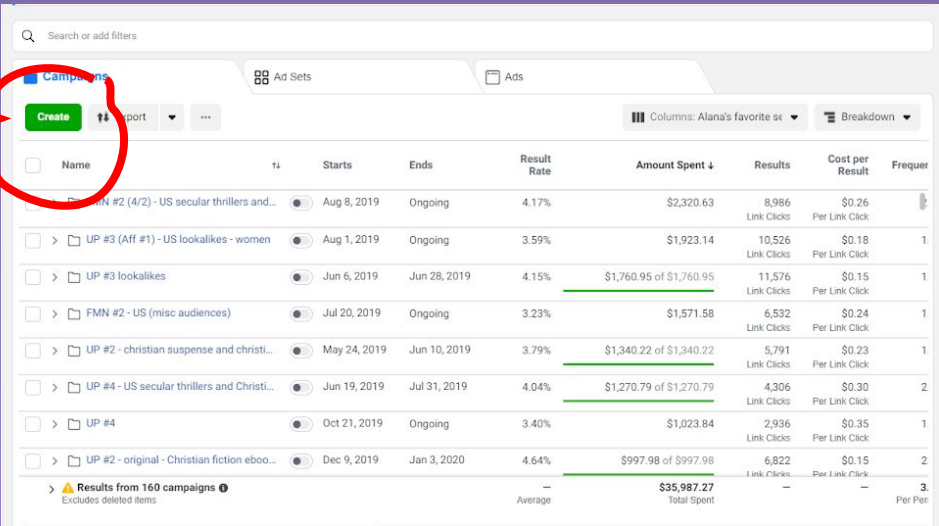
Let's jump in.





# To start your first Facebook Ad:

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

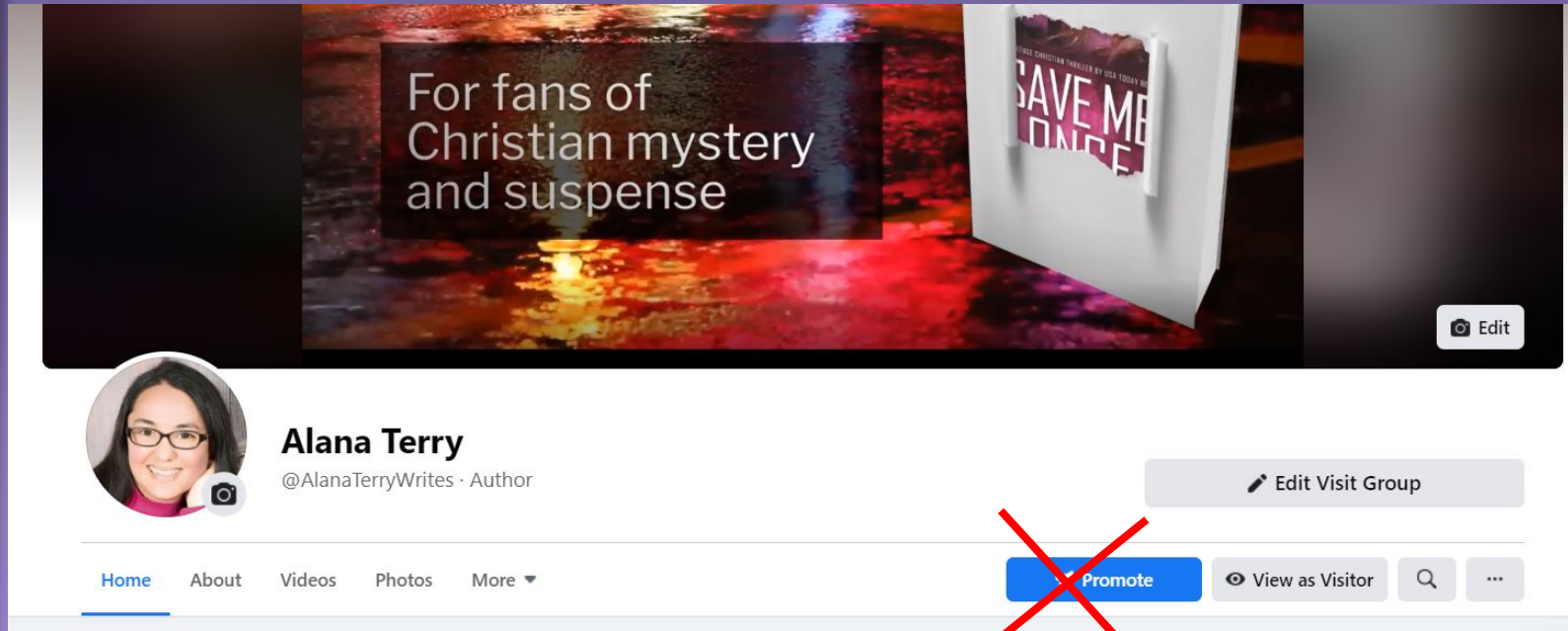


The screenshot shows the Facebook Ads Manager interface. A red arrow points to the 'Create' button, which is circled in red. The interface includes a search bar at the top, tabs for 'Campaigns', 'Ad Sets', and 'Ads', and a table of active campaigns. The table columns are: Name, Starts, Ends, Result Rate, Amount Spent, Results, Cost per Result, and Frequency. The table lists several campaigns, including 'UP #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 total amount spent is \$35,987.27.

Name	Starts	Ends	Result Rate	Amount Spent	Results	Cost per Result	Frequency
UP #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 eboo...	Dec 9, 2019	Jan 3, 2020	4.64%	\$997.98 of \$997.98	6,822 Link Clicks	\$0.15 Per Link Click	2
Average				\$35,987.27 Total Spent	—	—	3

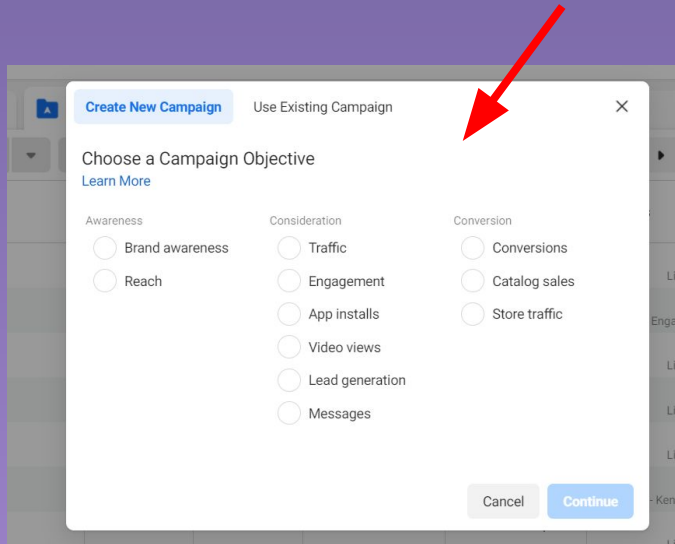
*\*If you've been running ads for a while, you might be set up at **business.facebook.com/adsmanager***

# PRO TIP:

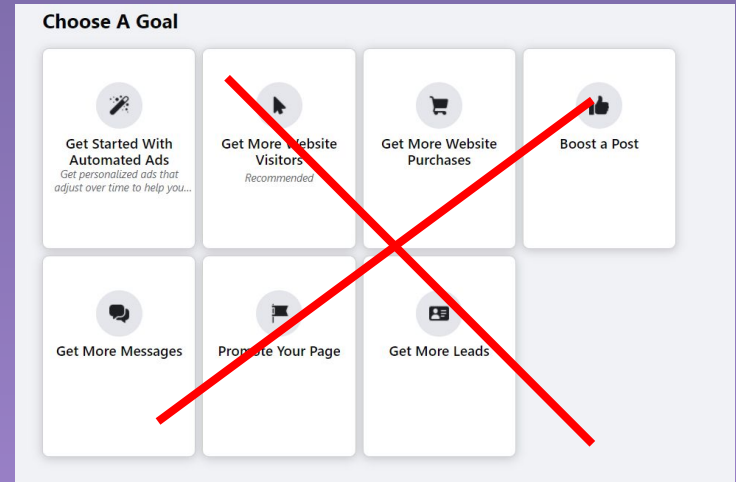


Always start your ads signed in as your **profile**, not your page. If you're on your page they'll think you want to boost a post and give you limited ad options.

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



(facebook.com/adsmanager)

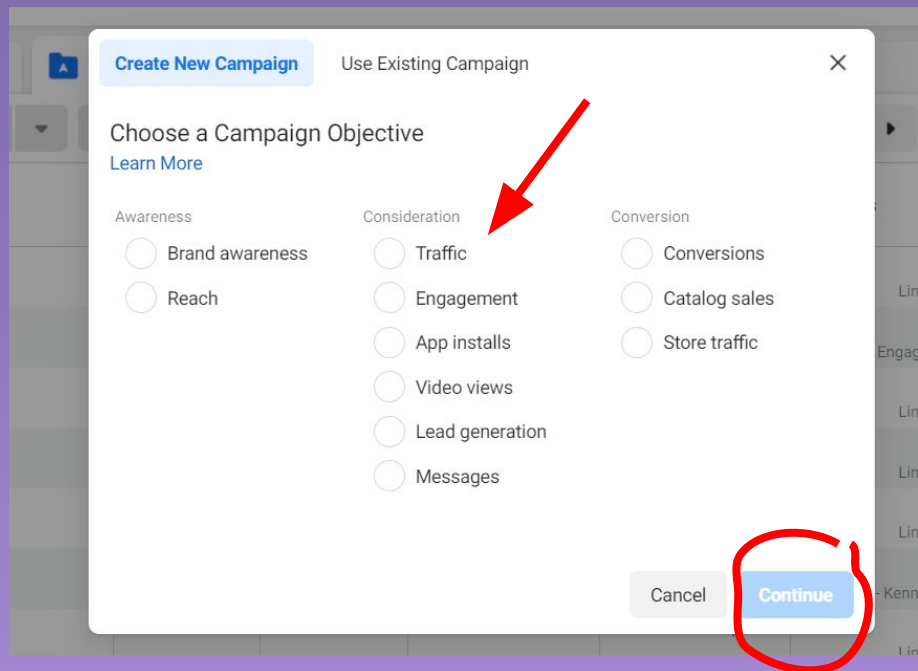


(Facebook page ad center)

# CAMPAIGN

After you click CREATE, you'll choose your campaign objective.

Click TRAFFIC, then continue.



The screenshot shows a 'Create New Campaign' dialog box with a close button (X) in the top right corner. At the top, there are two tabs: 'Create New Campaign' (active) and 'Use Existing Campaign'. Below the tabs, the text 'Choose a Campaign Objective' is displayed, followed by a 'Learn More' link. The objectives are organized into three columns: Awareness, Consideration, and Conversion. A red arrow points to the 'Traffic' option under the Consideration column. At the bottom right, there are two buttons: 'Cancel' and 'Continue'. The 'Continue' button is circled in red.

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Buttons: Cancel, 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

The screenshot shows the Google Ads campaign creation interface. Red annotations highlight key elements: a red circle around the 'New Campaign' text input field; a red circle around the 'Campaign Details' section, with two red arrows pointing to the 'Auction' and 'Campaign Objective: Traffic' options; and a red circle around the 'Next' button at the bottom right, with a long red arrow pointing down towards it. The interface includes sections for 'Campaign Name', 'Special Ad Categories' (with a toggle switch), 'Campaign Details', 'A/B Test', and a 'Close' button at the bottom left.

Campaign Name

New Campaign [Create Template](#)

Special Ad Categories Off  
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Auction

Campaign Objective  
Traffic

[Show More Options](#)

A/B Test

Test campaigns, ad sets and ads against each other to understand which strategies give you the best result. Your potential reach will be divided among your variants for more accurate results. [Learn More](#)

Close

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** 1 Ad

[Edit](#) [Review](#)

### Traffic

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

☒ Website

☐ 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

### Offer

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

Off

# AD SET

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

The image shows the Facebook Ad Set configuration interface. A red circle highlights the 'Budget & Schedule' section, which includes the following fields:

- Budget:** A dropdown menu set to 'Daily Budget' and a text input field set to '\$5.00'. Below this, it says '\$5.00 USD' and 'Actual amount spent daily may vary.'
- Start Date:** A calendar icon followed by 'May 21, 2020' and a clock icon followed by '8:26 PM' (Pacific Time).
- End Date:** Radio buttons for 'Don't schedule end date, run as ongoing' (selected) and 'End run on:'. Below 'End run on:', there is a calendar icon followed by 'May 24, 2020' and a clock icon followed by '8:00 PM' (Pacific Time).

Two red arrows point to the 'Budget' and 'Start Date' fields. The right side of the interface shows 'Audience Definition' with a gauge, 'Potential Reach: 230,000,000 people', and 'Estimated Daily Results' with 'Reach: 508 - 1.5K' and 'Landing Page Views: 20 - 57'. At the bottom, there is a 'Show More Options' link, a 'Saved to draft' status, and 'Discard Draft' and 'Publish' buttons.

# AD SET

The image shows the Facebook Ad Set targeting configuration interface. Red arrows highlight the following settings:

- Locations:** A dropdown menu showing "People living in or recently in this location". Below it, a search bar contains "United States" with a green checkmark icon.
- Age:** A dropdown menu showing "18 - 65+".
- Gender:** Three radio buttons: "All", "Men", and "Women". The "Women" option is selected.

Other visible settings include:

- Detailed Targeting:** A section titled "Include people who match" with a search bar containing "Add demographics, interests or behaviors".
- Exclude:** A button labeled "Exclude".
- Detailed Targeting Expansion:** A checkbox labeled "Reach people beyond your detailed targeting selections when it's likely to improve performance.".
- Languages:** A dropdown menu showing "All languages".
- Show More Options:** A link labeled "Show More Options".
- Save This Audience:** A button at the bottom.

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 Browse

Add Locations in Bulk

**Age**

18 - 65+

**Gender**

☐ All ☐ Men ☒ Women

**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

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

[Edit](#) [Review](#)

### 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** [Edit](#)

Location:

- United States

**Age**

18 - 65+

**Gender**

All genders

**Detailed Targeting**

Include people who match ⓘ

Search: 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

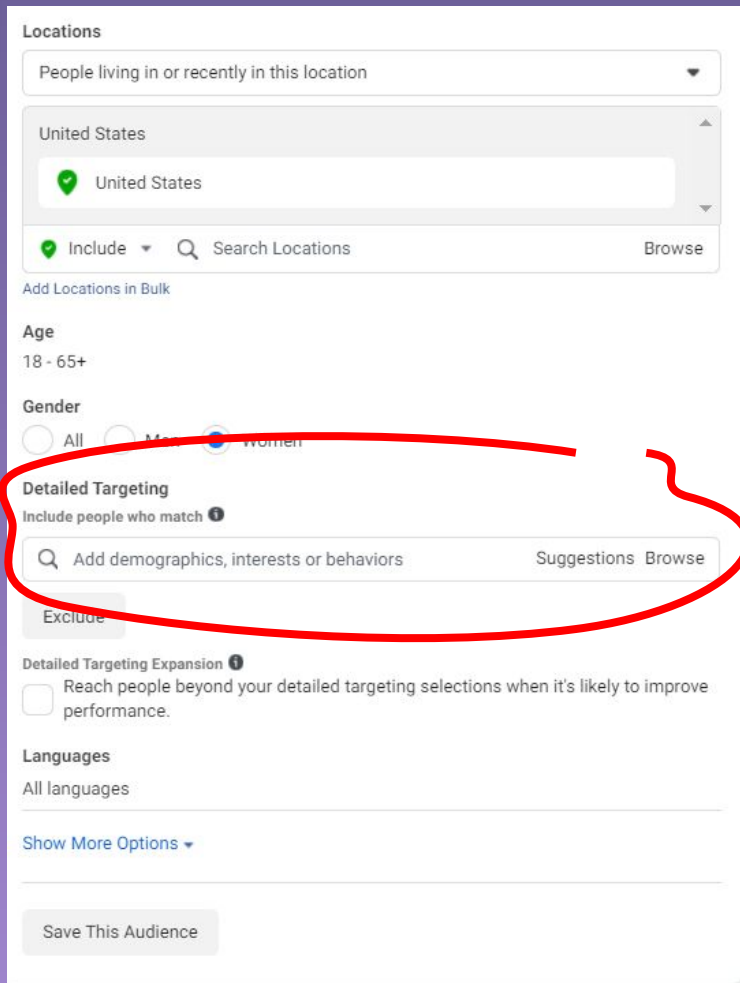
[Show More Options](#) ▾

[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 image shows the Facebook Ad Set targeting interface. A red circle highlights the 'Detailed Targeting' section, which includes a search bar for demographics, interests, and behaviors, and an 'Exclude' button. The interface also shows other targeting options like 'Locations', 'Age', 'Gender', 'Languages', and a 'Save This Audience' button at the bottom.

**Locations**

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

**Age**

18 - 65+

**Gender**

All Men Women

**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

Save This Audience

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

# AD SET

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

# AD SET

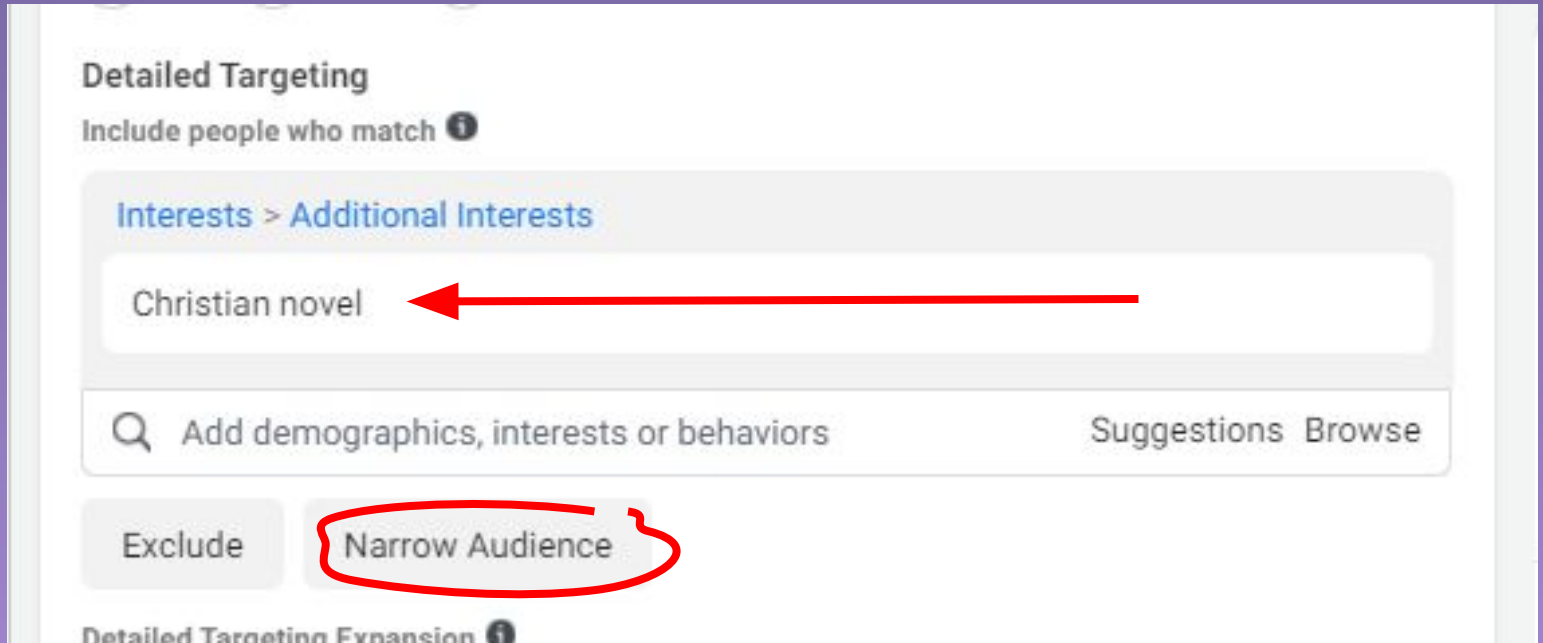
Category suggestions if you write non-fiction are:

- 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.



The screenshot shows the 'Detailed Targeting' section of a Facebook Ad Set. It includes a search bar with 'Christian novel' entered, a red arrow pointing to it, and a red circle around the 'Narrow Audience' button. The interface also shows 'Interests > Additional Interests' and a search bar for demographics, interests, or behaviors.

Detailed Targeting

Include people who match ⓘ

Interests > Additional Interests

Christian novel

Search Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Detailed Targeting Expansion ⓘ

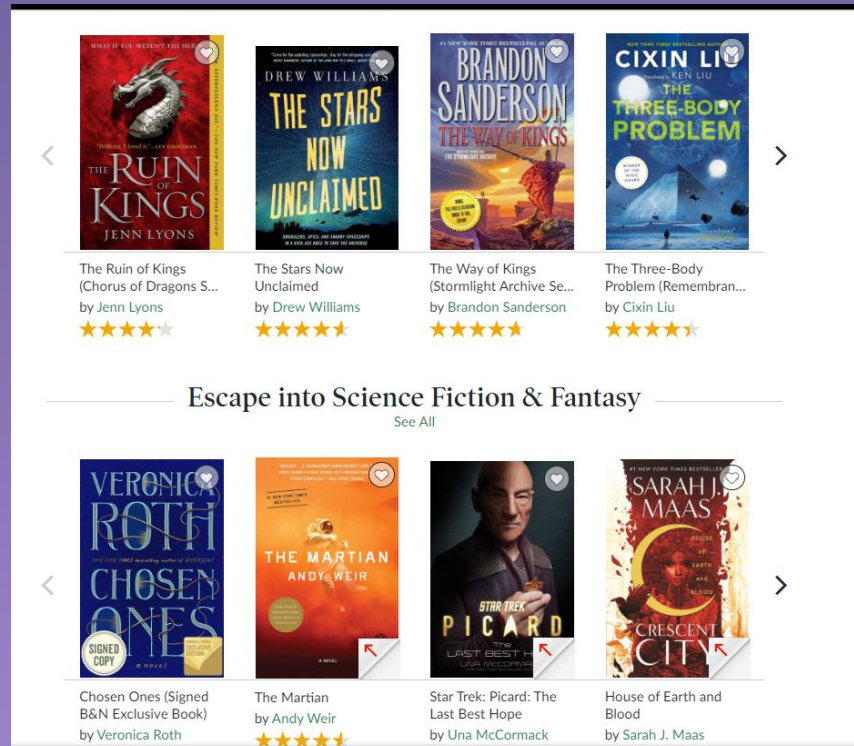
## Detailed targeting (step 2)

- 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!)



# PRO TIP!

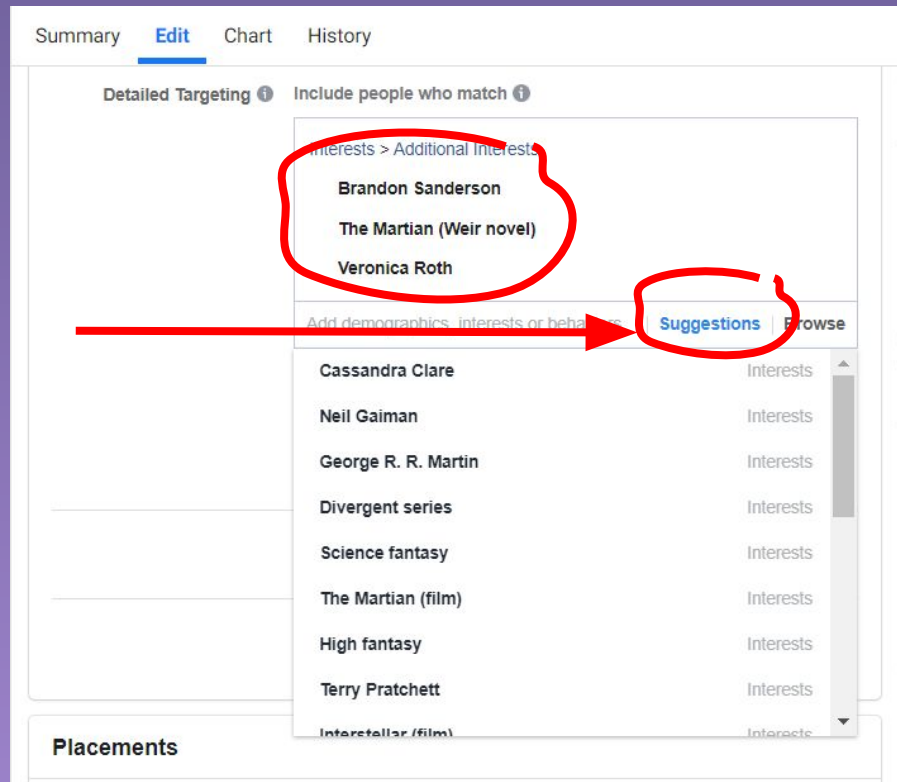
If you don't know where to start finding authors, go to [barnesandnoble.com](https://barnesandnoble.com), type in the name of your genre, and see what author names come up first



# AD SET

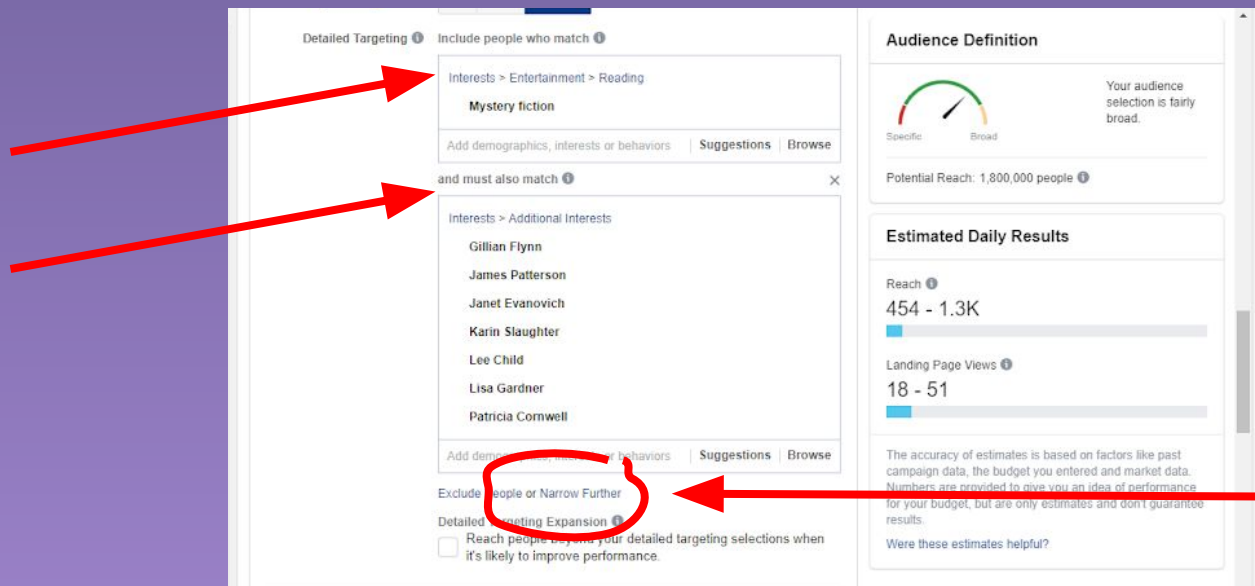
## PRO TIP!

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



# AD SET

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

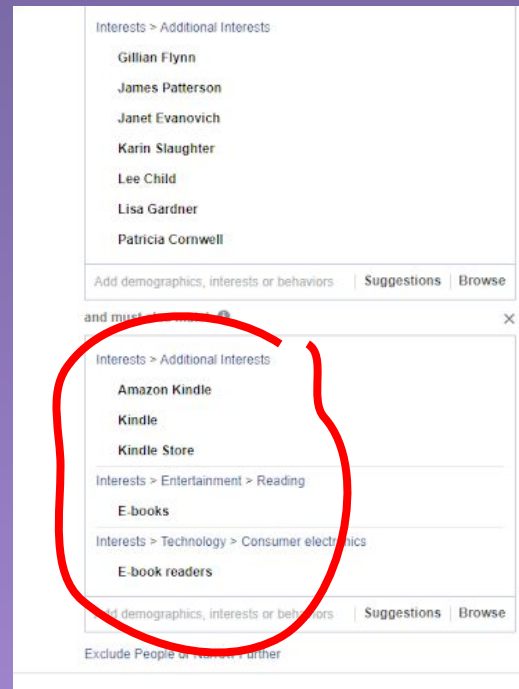


When this is done, click NARROW FURTHER

## 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*

# AD SET

**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!*



# AD SET

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!

The screenshot shows the Facebook Ad Set configuration interface. The 'Placements' section has 'Automatic Placements (Recommended)' selected, which is circled in red with an arrow pointing to it from the right. The 'Optimization & Delivery' section has 'Link Clicks' selected in the 'Optimization for Ad Delivery' dropdown, also circled in red with an arrow pointing to it from the left. The 'Cost Control (optional)' section is crossed out with a large red 'X'.

**Placements** [Learn More](#)

☒ Automatic Placements (Recommended)  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show More Options](#)

**Optimization & Delivery**

Optimization for Ad Delivery

Link Clicks ▼

**Cost Control (optional)**

\$X.XX USD

Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

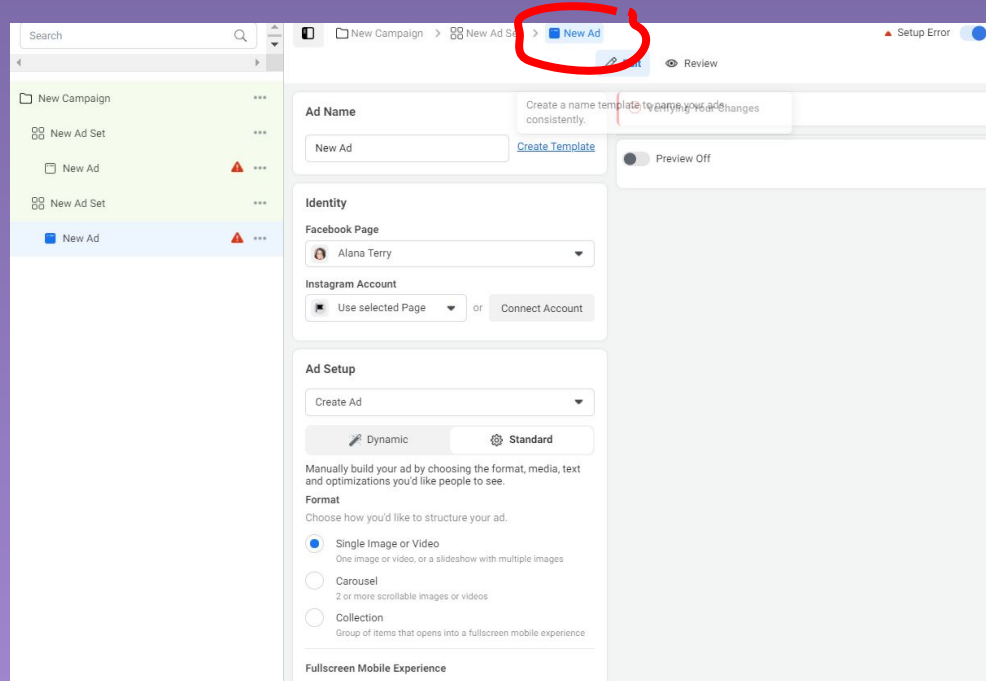
[Show More Bid Strategies](#)

# 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”)

The screenshot shows the Facebook Ad creation interface. The 'Ad Name' section has a 'NAME' input field and a 'Create Name Template' link. A red-bordered box labeled 'Review 1 Error' indicates 'The link field is required. Please complete the field to continue. (#2061015)' with an 'Edit' button. The 'Identity' section includes a 'Facebook Page' dropdown menu with 'Alana Terry' selected, and an 'Instagram account' section with a 'Use selected Page' button. Red circles and arrows highlight these two elements. Below the 'Identity' section are tabs for 'Create Ad', 'Use Existing Post', and 'Use Mockup'. The 'Format' section allows choosing between 'Single Image or Video', 'Carousel', and 'Collection'. At the bottom, there is a 'Saved to draft' status, a disclaimer, and 'Discard Draft' and 'Publish' buttons.

**Ad Name** [Create Name Template](#)

NAME

**Review 1 Error**

The link field is required. Please complete the field to continue. (#2061015)

Edit

**Identity**

Facebook Page

Your Facebook Page or Instagram account represents your business in ads. You can also create a Facebook Page.

Alana Terry

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. It uses your available Instagram accounts in Business Manager.

Use selected Page

**Create Ad** Use Existing Post Use Mockup

**Format**

Choose how you'd like to structure your ad.

☒ Single Image or Video  
One image or video, or a slideshow with multiple images

☐ Carousel  
2 or more scrollable images or videos

☐ Collection  
Group of items that opens into a fullscreen mobile experience

✓ Saved to draft

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

Discard Draft Publish

# AD IMAGE

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

The screenshot shows the Facebook Ad Setup interface. Red circles and arrows highlight the steps from the list on the left. The 'Create Ad' button is circled, with an arrow pointing to it from the first list item. The 'Standard' option is circled, with an arrow pointing to it from the second list item. The 'Single Image or Video' option is circled, with an arrow pointing to it from the third list item. The 'Fullscreen Mobile Experience' section is crossed out with a large red X, with an arrow pointing to it from the fourth list item.

**Ad Setup**

Create Ad

Dynamic Standard

Manually build your ad by choosing the format, media, text and optimizations you'd like people to see.

**Format**

Choose how you'd like to structure your ad.

☒ Single Image or Video  
One image or video, or a slideshow with multiple images

☐ Carousel  
2 or more scrollable images or videos

☐ Collection  
Group of items that opens into a fullscreen mobile experience

**Fullscreen Mobile Experience**

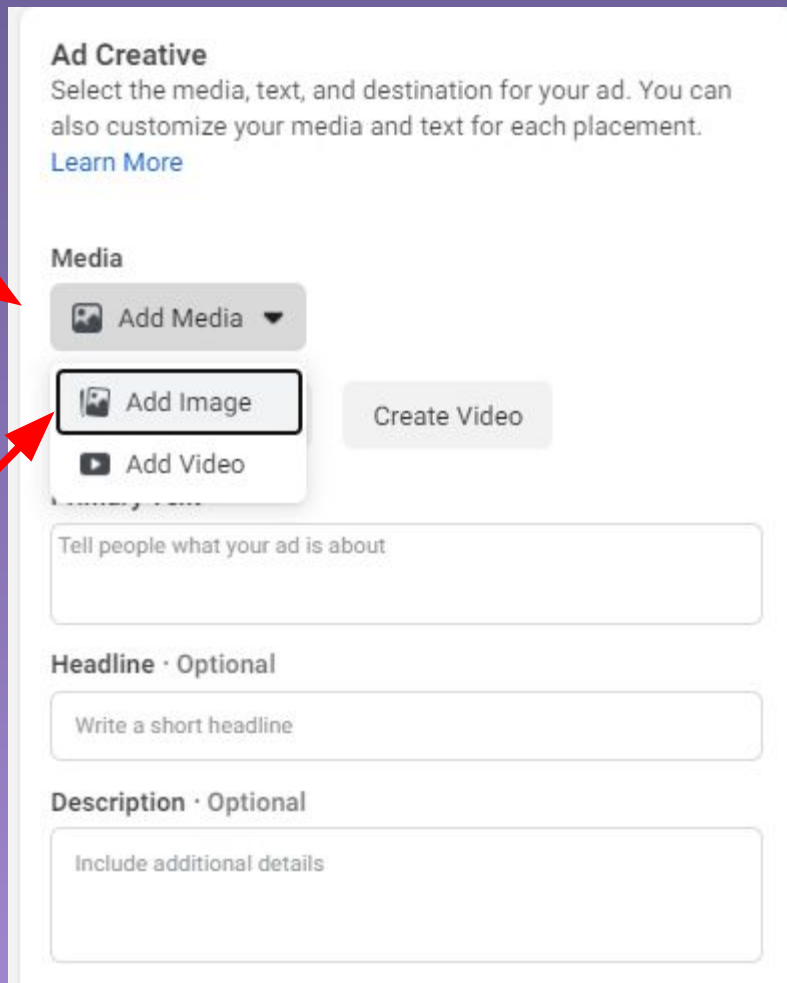
☐ Add an Instant Experience

☐ Add a Playable Source File

# AD IMAGE

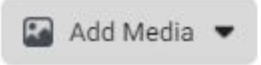
- Under “Ad Creative” click ADD MEDIA

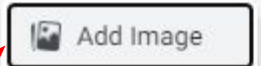
- Select ADD IMAGE




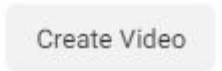
**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

**Media**

 Add Media ▼

 Add Image

 Add Video

 Create Video

Tell people what your ad is about

**Headline · Optional**

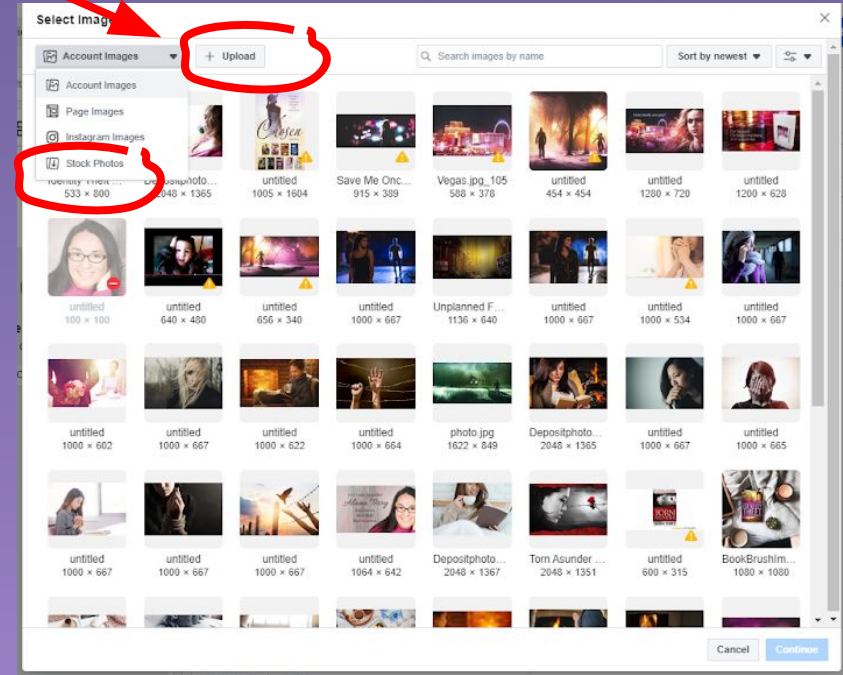
Write a short headline

**Description · Optional**

Include additional details

# 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:

Alana Terry  
Sponsored · 🌐

Dreams come true in this heart-warming Christian romance ...  
...See More



AMAZON.COM  
Inspiring Christian romance to encourage your soul ...

Barb Richard Raymond

Like Comment Share

11.1% CTR

Alana Terry  
Sponsored · 🌐

Looking for Christian fiction to warm your soul and inspire your spirit?  
...See More




AMAZON.COM  
Heart-warming Christian fiction to inspire your soul

Like Comment Share

13% CTR

Alana Terry  
Sponsored · 🌐

She's just your average believer. Trying to grow her faith. Serve the Lord. Stay alive until next week ...  
...See More



AMAZON.COM  
"Christian suspense doesn't get more thrilling than this!"

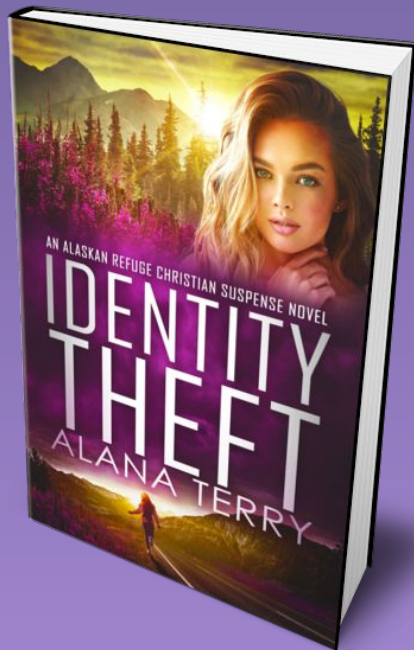
Lorel KI... 75 Comments 189 Shares

Like Comment Share

12.2% CTR


# AD IMAGE

You can also try textless images from your book covers:



Alana Terry  
Sponsored · 🇺🇸

Christian suspense readers are raving about this new series by bestselling Alaskan novelist. ...See More



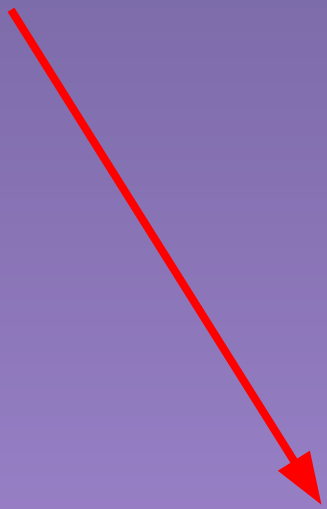
AMAZON.COM  
Heart-stopping Christian suspense from the Alaskan... [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

19.1% CTR

# AD 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](#)



[Amazon.com](#)

**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

 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](#)

# AD URL

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

The screenshot shows the Facebook Ad creation interface in the 'Edit' tab. The 'Website URL' field is highlighted with a red circle, containing the Amazon link 'https://www.amazon.com/dp/B06ZDD36C'. Other fields include 'Headline (optional)', 'Description (optional)', 'Destination' (with 'Website' selected), 'Display Link (optional)', and 'Call to Action'.

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 from the Facebook Ads interface. The left screenshot displays a warning message: "Pixel is Missing for This Page". The message states: "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." A red circle highlights this warning. The right screenshot shows the "Optimization & Delivery" settings. Under "Automatic Placements (Recommended)", "Landing Page Views" is selected, but "Link Clicks" is circled in red. A red arrow points from the warning message to the "Link Clicks" option. Below the optimization settings, the "Estimated Daily Results" are shown: Reach: 455 - 1.3K, Landing Page Views: 18 - 51. A red circle also highlights the "Link Clicks" option in the "Manual Placements" section.

Destination: Website (selected), Facebook Event

Website URL: <https://www.amazon.com/dp/B086ZDD36C>

Preview URL

**Pixel is Missing for This Page**

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.

[Learn More](#)

[Build a URL Parameter](#)

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

**Automatic Placements (Recommended)**  
Use automatic placements to maximize Facebook's delivery system will allocate where they're likely to perform best.

**Landing Page Views**  
We'll deliver your ads to people who are more likely to click on your landing page.

**Link Clicks**  
We'll deliver your ads to the people most likely to click on your link.

**Manual Placements**  
Manually choose the places you want to reach your target audience. You'll have to reach your target audience on your own.

**Optimization & Delivery**

Optimization for Ad Delivery: **Landing Page Views**

Cost Control (optional): \$X.XX average cost per landing page view

Facebook will aim to spend your entire budget and get the most landing page views using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[Show Additional Bid Strategies](#)

**Estimated Daily Results**

Reach: 455 - 1.3K

Landing Page Views: 18 - 51

Your audience selection is fairly broad.

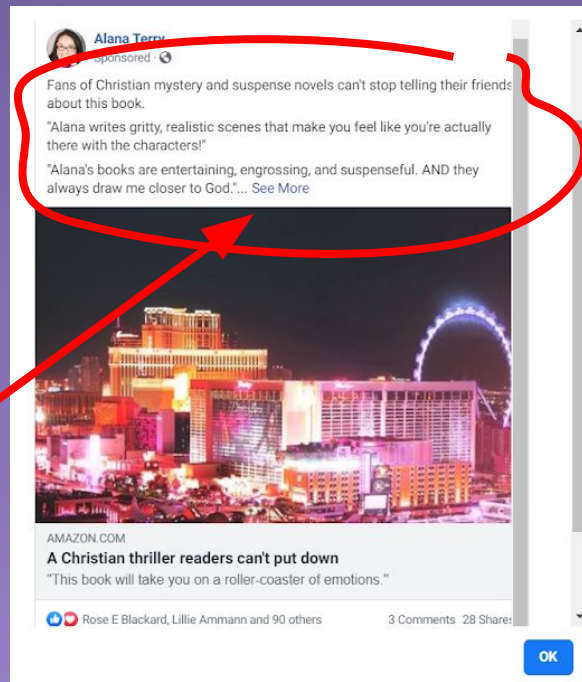
Potential Reach: 1,700,000 people

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?

# AD TEXT

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



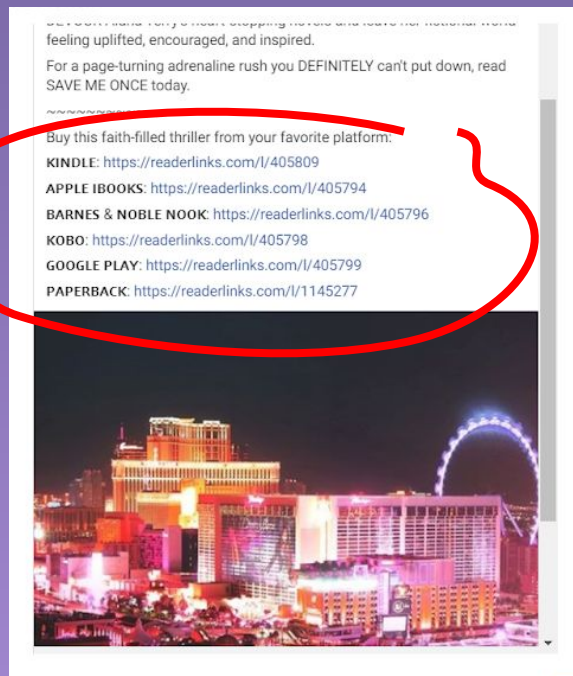
# AD TEXT

## 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.



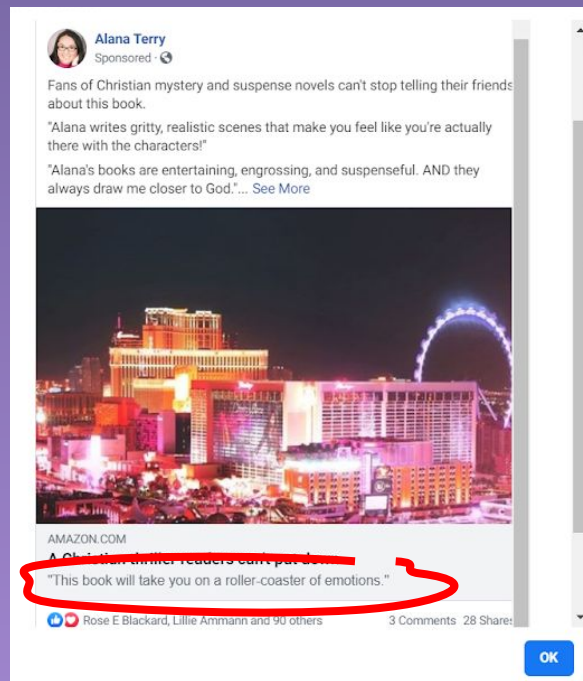
Pro tips:

- Use [yaytext.com](https://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.

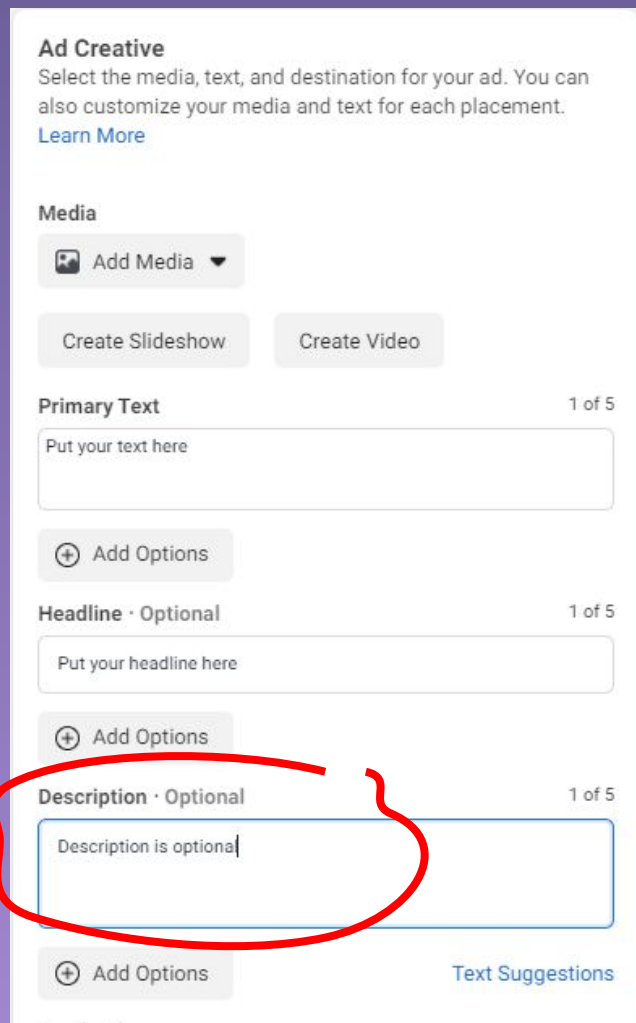
PRO TIP: Use a short reader blurb for your description. Easy peasy.



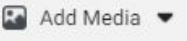
# DESCRIPTION

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

**Primary Text** 1 of 5  
  
  
[+ Add Options](#)

**Headline · Optional** 1 of 5  
  
  
[+ Add Options](#)

**Description · Optional** 1 of 5  
  
  
[+ Add Options](#) [Text Suggestions](#)

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



*Please?*

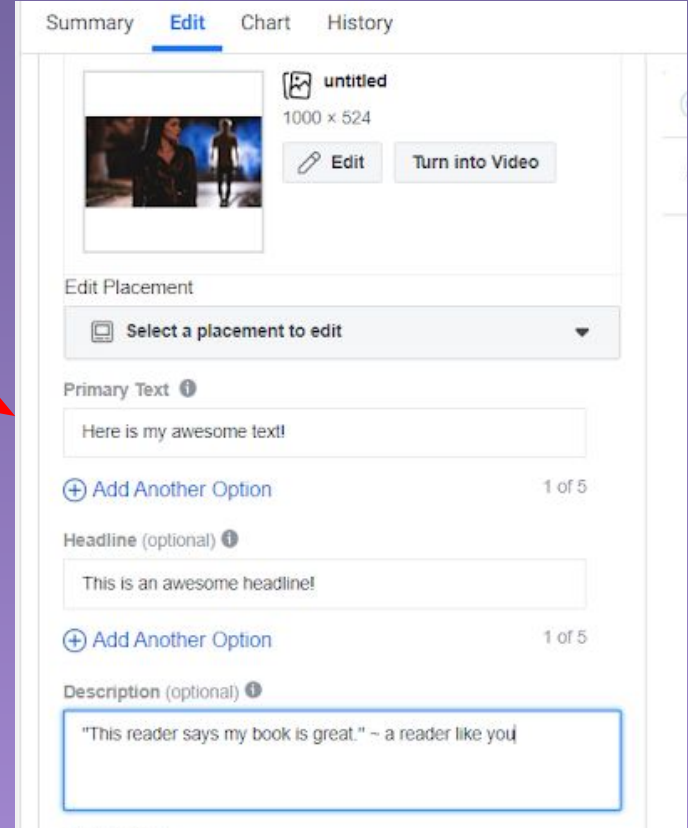
# AD

Let's get back to our ad. The hard part's done!  
Your ad now has:

Image

Text

Headline &  
Description



The screenshot shows the Facebook Ad Editor interface. At the top, there are tabs for Summary, Edit (which is selected), Chart, and History. Below the tabs, there's a section for the ad image, labeled 'untitled' with dimensions '1000 x 524'. It includes an 'Edit' button and a 'Turn into Video' button. Below the image section is the 'Edit Placement' section with a dropdown menu labeled 'Select a placement to edit'. The 'Primary Text' section has a text input field containing 'Here is my awesome text!' and a '+ Add Another Option' link. The 'Headline (optional)' section has a text input field containing 'This is an awesome headline!' and a '+ Add Another Option' link. The 'Description (optional)' section has a text input field containing '"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)

Summary **Edit** Chart History

**Destination**

☒ Website  
☐ Facebook Event

Website URL ⓘ Preview URL

[Build a URL Parameter](#)

**Display Link (optional)** ⓘ

**Call to Action** ⓘ

[Learn More](#) ▼

+ Add Another Option

- No Button
- Donate Now
- Download
- Get Offer
- Get Quote
- Get Showtimes
- Listen Now
- Request Time
- See Menu

[Learn More](#) ▼

Stories Customizations

☐ Edit Stories background colors ⓘ

# AD

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

The screenshot shows the Facebook Ad creation interface. On the left, the 'Languages' and 'Tracking' sections are crossed out with a large red 'X'. The 'Languages' section has an 'Add Languages' button. The 'Tracking' section has checkboxes for 'Website Events' and 'App Events' (with 'Offline Events' checked). Below this is a 'Manage Events Manager Datasets' section with a 'URL Parameters - Optional' field containing 'key1=value1&key2=value2'. The main preview area shows a sponsored post by Alana Terry for Amazon.com, featuring a woman reading a book. The post text is 'What's better than losing yourself in an heart-pounding, fast-paced Christian suspense novel?' and 'Find out why Christian suspense fans can't put this bestselling series down!'. It shows 10 shares and options to like, comment, and share. On the right, there are 'Feeds' and 'Stories' sections. At the bottom, there is a 'Publish' button circled in red, and a 'Discard Draft' button. A red arrow points from the text 'PUBLISH!' towards the 'Publish' button.

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!

*YOU GOT THE  
JOB DONE!*



# 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 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?

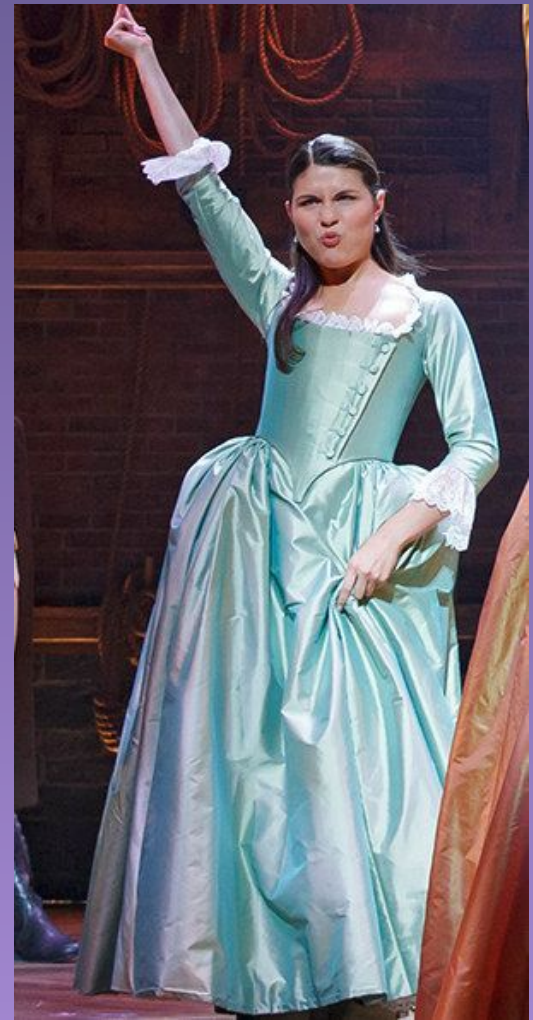
- The most comprehensive and easy-to-follow Facebook ads trainings for authors
- The fastest way to learn how to create Facebook ads

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](https://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](https://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](https://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](mailto: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](https://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](mailto: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](https://courses.alanaterry.com/bundle)**

# Here's what you do:

Go to [courses.alanaterry.com/bundle](https://courses.alanaterry.com/bundle) and pick your course or course bundle

Facebook ads  
for authors



**Buy now for  
\$299**

Facebook ads  
2-course  
bundle



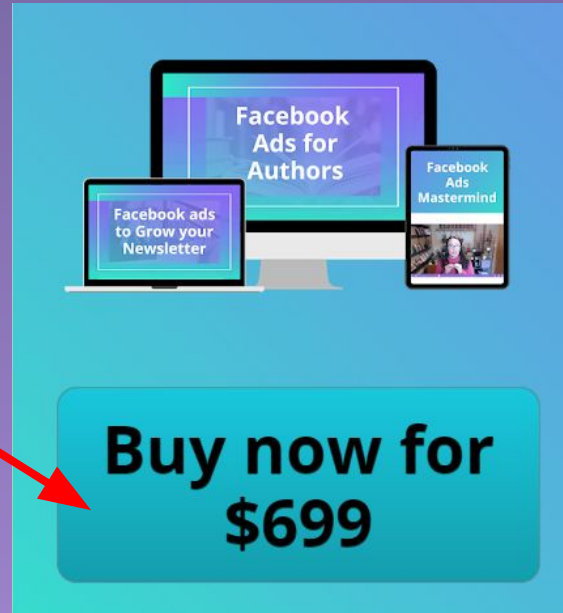
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\$399**

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

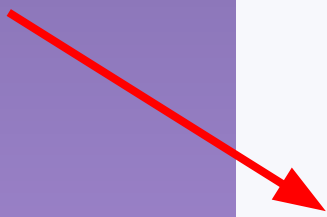
The indie author community's most comprehensive Facebook ads training!

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

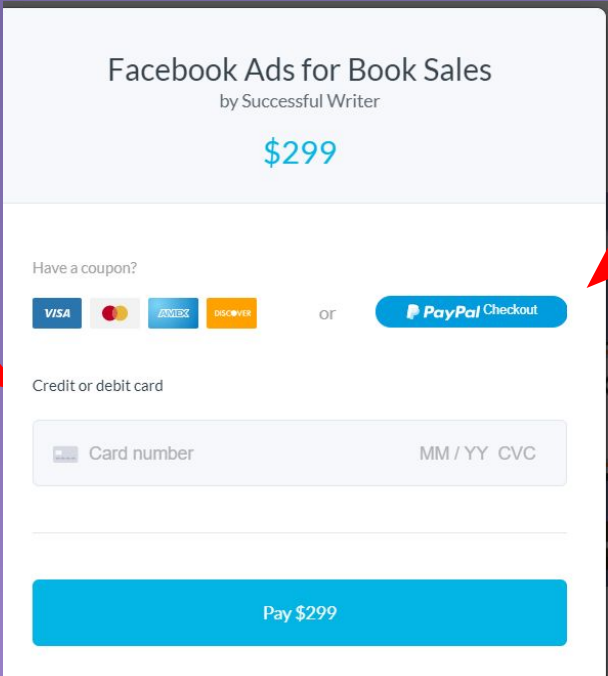
Facebook ads have never been this straight-forward, profitable ... and fun! Enroll today.

Buy for \$699

Buy for 6 payments of \$129








# Enter your card number or pay via PayPal




Facebook Ads for Book Sales  
by Successful Writer


\$299

Have a coupon?

    or 

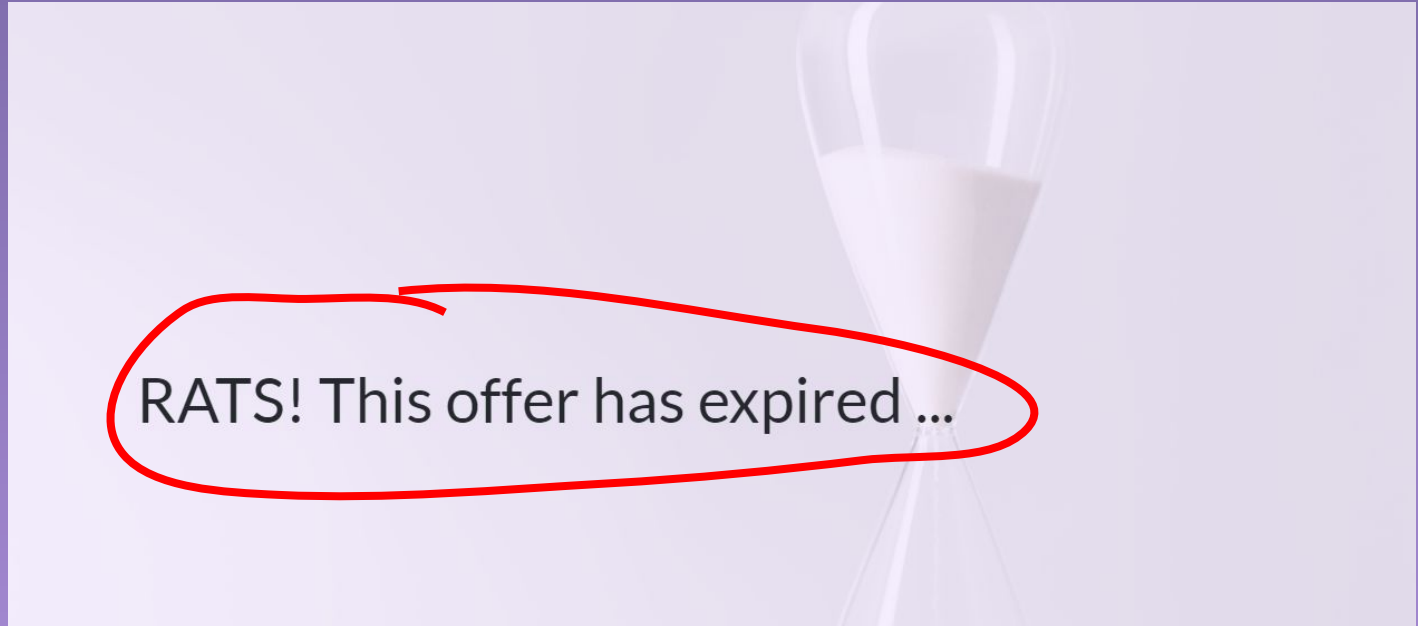
Credit or debit card

 Card number MM / YY CVC



So order now at **[courses.alanaterry.com/bundle](https://courses.alanaterry.com/bundle)**

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





# Time for YOUR questions!

Order at **[courses.alanaterry.com/bundle](https://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

