



FB Ad Triumphs: Transforming Market Research Insights into Million-Dollar Gold

Sarah Sal | Hootsuite



@SarahSal9





1,963,099 views | Tricia Wang • TEDxCambridge

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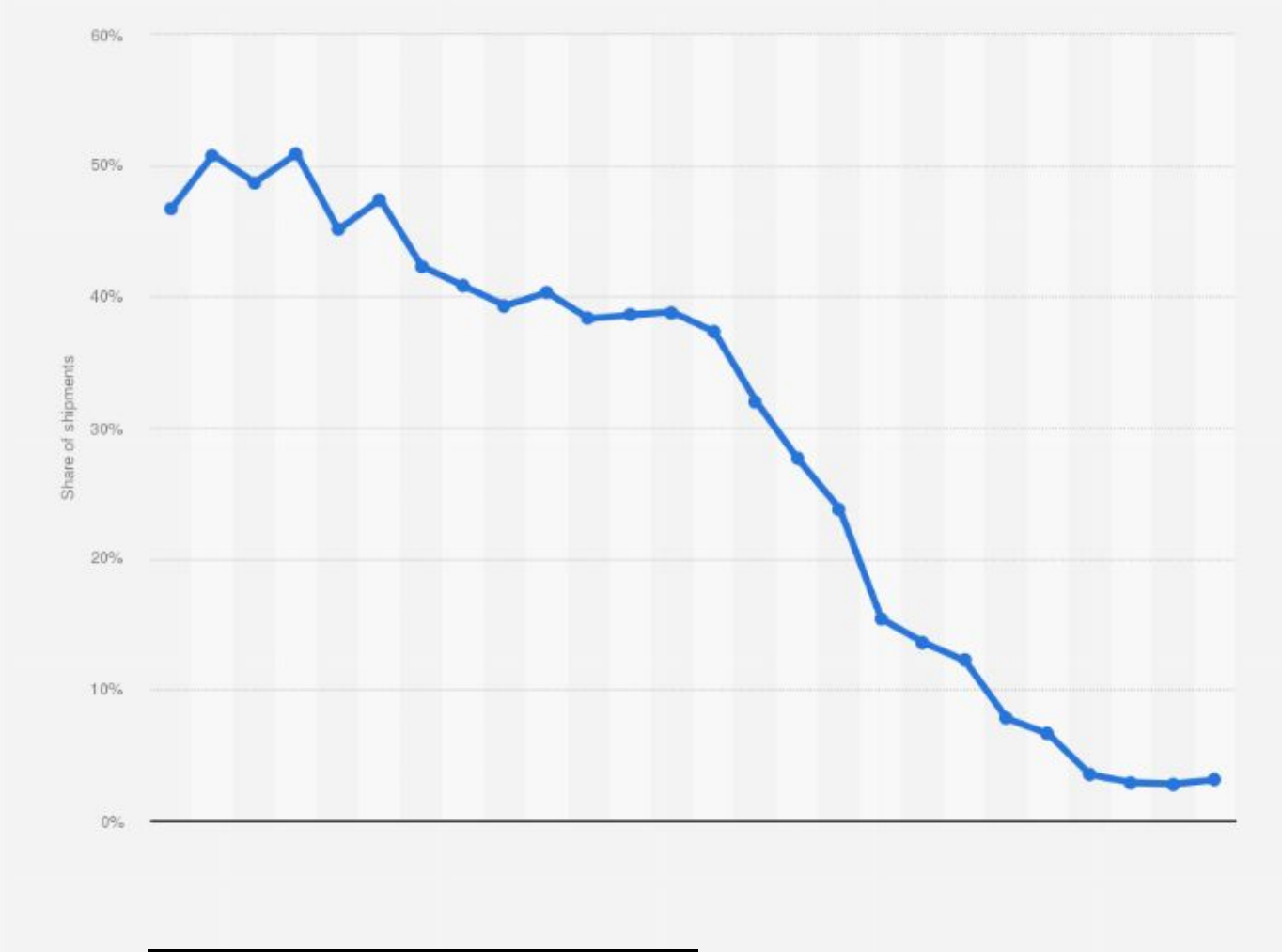
The human insights missing from big data

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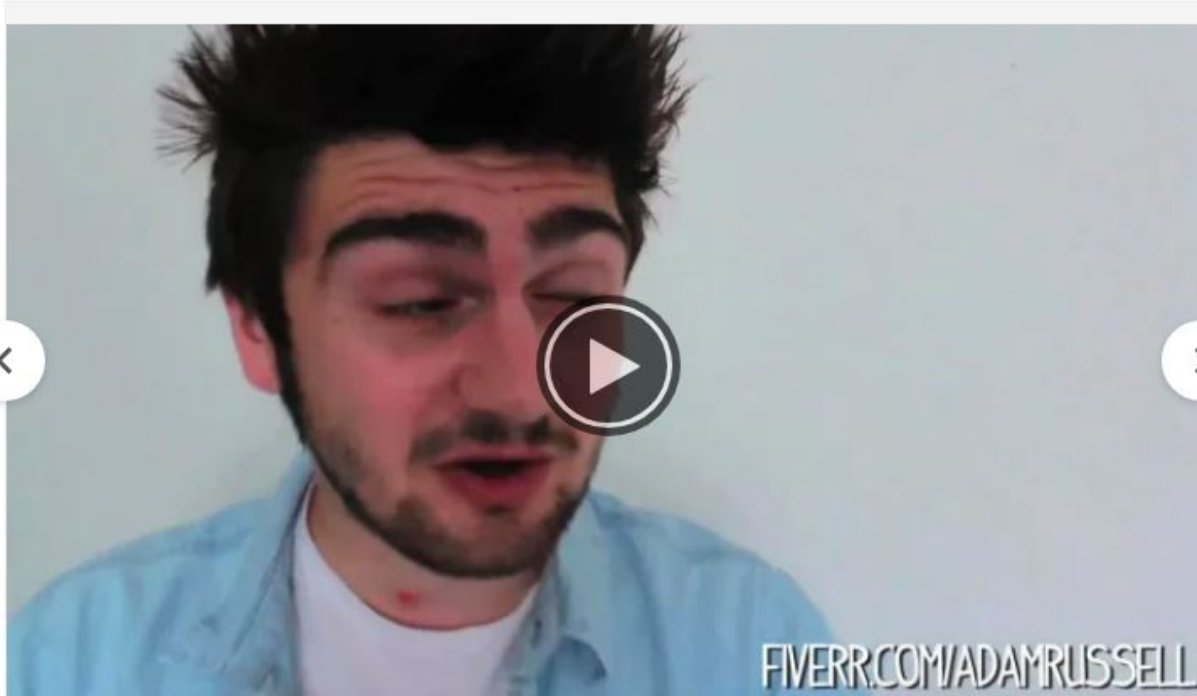


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I will record a professional video testimonial saying
ANYTHING for you or your product



adamrussell Level 2 Seller | ★★★★★ 5.0 (376) | 2 Orders in Queue



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These Actors Will Read Anything if You Pay Them



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The Copywriter Club

April 22 · 🌐

How can a copywriter make \$17k a month, and even grow beyond that?

Matt Hall's website was good, but he knew it could be stronger. He went to Rob and Kira for coaching to learn how to write a website that really impressed potential clients and positioned himself better.

4 major changes helped his new website stand out:

- 1) Communicating that clients might be missing revenue... and that he knows how to use data to uncover it
- 2) Adding a list of clients he worked with for social proof
- 3) Share his past results like growing an e-commerce client by 1330%, and a fundraising campaign generating \$25 million thanks to data focused messaging
- 4) Describing his process and framework, which instilled trust and safety

The above helped Matt double his revenues as a result.

"Kira and Rob helped me think deliberately about how I want to present myself," he says. "To think about what my ideal customers really want, what they're really looking for. And now I know how to show them that, and even have the confidence to turn down clients who aren't a good fit."

Find out how copywriters can build a resilient copywriting business with a website that attracts dream clients

Enroll in The Copywriter Accelerator and build a resilient copywriting business on your terms. Sign up today!

<https://accelerator2019.pagedemo.co/>



WHO DOES DOG WORK FOR?!?



Despite the fact that Chanti Zak landed her employer 10,000 leads in a month (on a \$500 ad spend) using quizzes...

Chanti's work ethic and results were not rewarded by her employer.

She wasn't happy, she was severely underpaid, and she constantly felt at the mercy of her employer.

Then, to top it off, her company laid her off with no notice.

Because the pay had been so poor, Chanti didn't have **any** savings. She had to find a way to support her 3-year-old and partner—fast.



Fortunately, just before the layoff, she had decided to create an escape plan. She started setting out on her own and building her own business.

While she was starting from scratch as a freelancer, [The Copywriter Accelerator](#) helped Chanti write her unique selling proposition (AKA her X-Factor), develop a marketing plan, make new connections, and



Traci Yoshimura 6:44 PM

Ooooooooooh that makes sense!! When you say it influenced your decision to join- were you already considering it and that added to it, or did that grab your attention and bring you back into considering after you had decided to try DIY'ing it yourself?

NEW

[Redacted] 7:26 PM

I had kind of brushed it off after watching the X-factor webinar actually lol, because I was like, I can figure this out on my own! And then I read the Chanti Zak email because, quite honestly, I thought the picture of her at the beginning of the email was really pretty lol. And then I was like, damn I wish I could quit my job and make 250k by the end of next year. But I was like nahh (even though I kinda wanna...) And I think the FAQ email was what made me finally be like, ok fine.



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Strategyzer

October 7, 2016 · 🌐



You're Invited to join Alex Osterwalder, Author of the International Bestseller "Business Model Generation" at his two-day workshop and masterclass!



A rare, two-day masterclass with Alex Osterwalder!

"The workshop was fabulous. It was not just theory, but an action-oriented approach to Business Model innovation."

BUSINESSMODELGENERATION.COM

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7m+

Users of our tools

80k

Practitioners trained

5m

Readers of our books

The Psychology Behind Costco's Free Samples

Mini pizza bagels? Now we're talking.

By Joe Pinsker



Lingitz may have gotten carried away, but his impulse is more or less universal. People love free, people love food, and thus, people love free food. Retailers, too, have their own reasons to love sampling, from the financial (samples have boosted sales in some cases by as much as 2,000 percent) to the behavioral (they can sway people to habitually buy things that they never used to purchase).



Strategyzer

January 27 · 🌐

With over 100 oil and gas companies going bankrupt in 2016, DONG Energy had the biggest European IPO in 2016 valuing the company at \$16 Billion.

They did it by reinventing their business model while still very successful and moving from oil and gas to become the world's largest wind farm.

For a company to stay successful, they need to find new growth engines and products that solve critical problems for customers.

Want to learn how the world most successful companies do it? Get hands-on with Alexander Osterwalder during a rare, two-day workshop, where he will help you go deeper into the methodology and learn by listening, doing and interacting.

Just Click the link below and join our unique two days event, where we will help you apply the methodology to your own business.



Join Alex in Berlin

Author of the international best selling book Business Model Generation

DE.XING-EVENTS.COM

[Learn More](#)

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👍❤️ 318

Top Comments ▾

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Anorak

February 10, 2021 · 🌐



Some things we can't control – like getting ill. One thing you can do is have income protection insurance in place so you can always pay the bills, even if you can't work for a long time.



**Income protection =
financial peace of mind**

ANORAK.LIFE

Learn. Compare. Buy the right cover.



Jason Mead

These companies just take your money and then refuse to pay out under some clause when you need it most. Believe me I've been there and learned the hard way. Save as much as you can so you have your own protection if the worst happens.

Like Reply Hide 1y



"Most relevant" is selected, so some replies may have been filtered out.



Anorak

February 8, 2021 · 🌐



Some things we can't control – like getting ill. But one thing you can do is put a plan in place so you can always pay the bills, even if you can't work for a long time.



**Income protection =
financial peace of mind**



Learn more

Ad		Reach	Impressions	Cost per result
(F-Image)_(-	8	45,089	69,076	£105.93
(F-Image)_(-	1	8,031	8,481	£96.88
(F-Image)_(-	—	2,969	3,227	—
(F-Image)_(-	—	—	—	—
(F-Image)_(-	—	—	—	—
(F-Image)_(-	—	—	—	—
(F-Image)_(-	—	—	—	—
(F-Image)_(-	—	—	—	—
(F-Carousel)_	—	—	—	—
(F-Image)_(-	—	—	—	—
(F-Carousel)_	—	—	—	—
(F-Image)_(-	—	—	—	—
Results from 18 ads	9	53,025	80,784	£108.88
		Accounts Centre ac...	Total	Per New needs (2...



Anorak

October 22, 2021 · 🌐



'Don't bother with income protection. Insurers will find a way not to pay out.' We hear this all the time. We get why people are cynical – but when it comes to income protection, this is a misconception.

It's time to put this to bed.

The way income protection works means it's actually very likely to pay out if you need to claim. Something like 90% of claims are paid out (and for most insurers, it's even higher). There's a couple of reasons for this.

1 It's an insurance policy that covers you if you can't work for any medical reason. It doesn't just cover certain illnesses or injuries; it covers you if you're signed off work by a doctor because of your physical or mental health, whatever the reason.

2 You go through medical underwriting when you take out a policy, so you know up front what will and won't be covered – i.e. you might not be covered for one thing because of your health history, but you'd be covered for every other medical reason. And once you take out a policy, this can't change.

Phew. That's that cleared up.

Next up: it's a good idea to think about what your backup plan would be if you couldn't work. How long could you keep paying the bills? If the answer is 'not very long', income protection is definitely worth looking into...

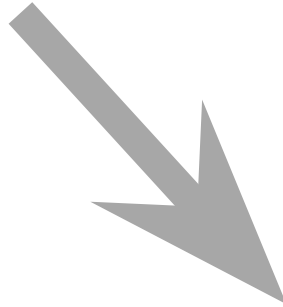


**What % of income
protection claims**

Results ↓	Reach ↓	Impressions ↓	Cost per result ↓
89 New needs (2 pages)	57,080	94,688	£10.17 Per New needs (2 pa...
23 New needs (2 pages)	15,497	21,766	£7.22 Per New needs (2 pa...
13 New needs (2 pages)	12,268	14,630	£8.53 Per New needs (2 pa...
12 ^[2] New needs (2 pag...	9,472	10,735	£8.59 ^[2] Per New needs (2 ...
8 New needs (2 pages)	7,198	8,512	£11.66 Per New needs (2 pa...
8 New needs (2 pages)	5,826	7,113	£7.96 Per New needs (2 pa...
7 New needs (2 pages)	7,649	8,612	£9.80 Per New needs (2 pa...
5 New needs (2 pages)	3,376	3,653	£7.21 Per New needs (2 pa...
5 New needs (2 pages)	1,913	2,251	£4.98 Per New needs (2 pa...
3	3,723	4,648	£13.61
176 ^[2] New needs (2 pages)	110,929 Accounts Centre acco...	182,792 Total	£9.57 ^[2] Per New needs (2 p...

The cost per lead went from £92.9 down to £18.2, all while spending £295,454.90 on ads
(Saving £1.2M)

£92



£18





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What's your most important question about fitness, losing weight, and building muscles? *

Why would it make a difference in your life to get a good answer for this problem or find a solution for your need? (Details, please.) *

How difficult has it been to find a good answer while searching on the internet today? *

- Very difficult
- Somewhat difficult
- Not at all

"As I am getting older, I struggle to lose weight. I've been training and dieting for years and have tried almost everything with no luck. I feel like I'm too old to lose weight."

The above is a struggle I often hear from my subscribers.

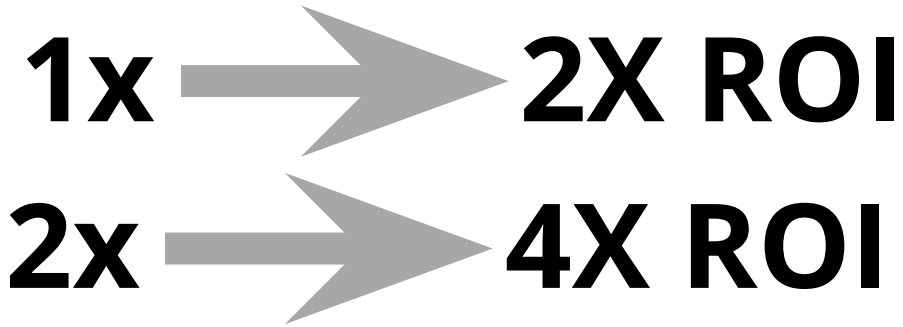
The truth is that life begins at 40, and fitness can too!

I've trained many people, including some of Hollywood's biggest names, who were 40 years of age or older and still looked amazing.

At age 44, Hugh Jackman needed to get in the best shape of his life for the Wolverine movie. So I created a 4-week training, diet, and supplements plans responsible for his unbelievable transformation.

After age 35, men's testosterone levels start dropping and are about 40-50% lower than younger men's.

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News > US News

CRUEL TACTICS I'm being evicted from \$300k home of 26 years despite paying off mortgage – city sold it from under me over \$3k tax debt

Amount spent	Purchase ROAS (return on ad spend)	Purchases conversion value ↓
\$2,816.10	4.19	\$11,797.00
\$4,291.45	1.42 ^[2]	\$6,104.00 ^[2]
—	—	\$0.00
—	—	\$0.00
—	—	\$0.00
—	—	\$0.00
—	—	\$0.00
\$7,107.55 Total Spent	2.52 Average	\$17,901.00 Total


VS

Amount spent ↓	Purchases conversion value	Purch (retur spend
\$4,945.30	\$3,612.00 ^[2]	
\$3,726.67	\$1,531.00 ^[2]	
\$1,826.95	\$14.00 ^[2]	
\$872.73	\$0.00	
\$788.14	\$191.00 ^[2]	
\$102.19	\$41.00 ^[2]	
—	\$0.00	
\$12,261.98 Total Spent	\$5,389.00 Total	

 **America's Tax Sale Attorney - Bob Diamond**
September 22, 2023 · 🌐

Secret loophole the tax man doesn't want you to know.
I've been profiting from it for years.
And for the first time I'm revealing it to the public!!
So, I've put together a free training showing you my exact strategy.
<http://taxsaleblueprint.com/FreeMiniCourse>

Bob Diamond
America's Tax Sale Attorney



1:00

IT'S A FACT...

0:00 / 2:00

JOINNOW.LIVE

Secret loophole the tax man doesn't want you to know. [Learn more](#)

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America's Tax Sale Attorney - Bob Diamond

September 29, 2023 · 🌐



Health issues forced Nancy Rodriguez to leave her job at TJ Maxx, resulting in the city of Worcester evicting her from her \$300,000 home due to \$2,656 in overdue taxes.

The city sold the tax lien to an auction debt buyer called Tallage for \$3,370 and sent her an eviction notice shortly after.

JP Morgan reports that approximately 3,000 tax foreclosure sales occur daily, with the government essentially "stealing" an estimated \$13,698,630 daily from American homeowners.

I encountered this form of legalized theft when attempting to purchase a distressed property, which required \$30,000-\$35,000 in repairs for a house-flipping project. The owner had \$10,000 in unpaid taxes, and the government sold the property for \$150,000, intending to pocket all the money.

The government never informs the owner about excess funds, hoping they won't claim it. After 1.5 to 3 years, the money ends up in the county treasury if unclaimed.

As a lawyer, I realized I could assist the owner in obtaining surplus money, so I gave him a call.

Me: I'm sorry to hear about your house. What if I could get you \$100,000?

Him: My house is gone.

Me: I can secure \$100,000 for you.

I signed a contract with him, obtaining the \$140,000 surplus and giving him an unexpected \$100,000. I made a decent income from just 8 hours of work without needing to buy and flip the house.

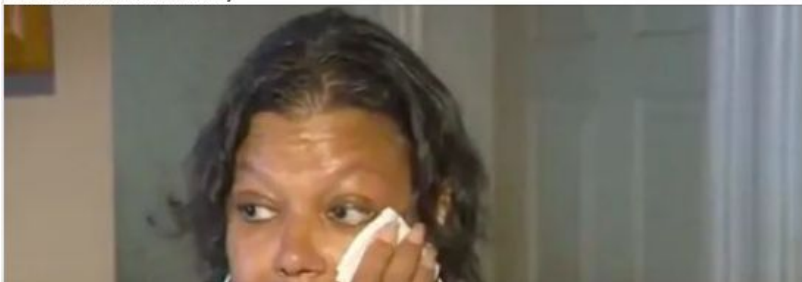
Want to learn how I earned a lot of money helping everyday Americans get their money back?

I've put together a free training showing you my exact strategy.

<http://taxsaleblueprint.com/FreeMiniCourse>

Bob Diamond

America's Tax Sale Attorney



Bob Diamond - Tax Sale Attorney

October 24, 2023 · 🌐



Tawanda Hall and her husband worked 80 hours a week to purchase their Detroit dream home in 2010. However, by around 2016, they faced financial challenges and fell behind on property taxes. They received an eviction notice despite attempting to negotiate a payment plan with Oakland County.

The Halls owed \$22,654 in property taxes, which included interest and penalties. Their property was sold in 2020 for \$308,000, a significant \$285,000 more than they owed in taxes. Shockingly, the Halls didn't see a penny from the sale.

Reselling a foreclosed property and keeping more than the owed taxes is an unjust and predatory tax practice.

The government never informs the owner about excess funds, hoping they won't claim it. After 1.5 to 3 years, the money ends up in the county treasury if unclaimed.

I came across this type of legalized theft when trying to buy a distressed property needing \$30,000-\$35,000 in repairs for a house flip. The owner owed \$10,000 in taxes, and the government sold the property for \$150,000, keeping everything.

As a lawyer, I knew I could recover the \$140,000 surplus. I signed a contract with the previous owner, giving them \$100,000 and taking a \$40,000 commission for just 8 hours of work.

Every American can earn five-figure incomes in just weeks by assisting fellow Americans in recovering their money.

I've prepared a free training session where I'll reveal my exact strategy. Take a look:

<http://taxsaleblueprint.com/FreeMiniCourse>

Bob Diamond

America's Tax Sale Attorney



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for massive ROI.**

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Q&A