

ons
7k
tors

Total sales
US\$306.61k
13.71k orders

Online
58
557.

[View dashboard](#)



DROPSHIPPING BLUEPRINT 2.0

 **Businesses For Sale**

Businesses For Sale

A MASTERCLASS ON HOW TO LEVEL UP YOUR DROPSHIPPING BUSINESS

Ads by [Businessesforsale.com](https://www.businessesforsale.com)

www.businessesforesale.com

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WEBSITE CREATION & STORE SET UP

Store Set Up

- **Basic setup videos for your Shopify backend can be found on Youtube. These are just basic settings and are not complicated at all.**
- **Make sure to buy a DOMAIN. (*yourstorename.com*) - <https://godaddy.com/> or [HTTPS://WWW.SHOPIFY.COM/DOMAINS](https://www.shopify.com/domains)**
- **Do not forget to set up your country shipping settings - this could cost you sales if you do not do this.**
Golden Tip - When setting up your shipping settings, as well as offering 'Free Standard Shipping' add in a second shipping option which you will NAME 'Insured Shipping & Handling' and price this at \$3.95. This is a great way to help increase your profit MARGINS and will be at no extra cost to yourself.
- **You need to spend an hour or MORE just playing around with Shopify to MASTER and find where everything is (Hint: When in doubt use the Shopify search bar)**
- **As dropshippers we want to avoid Paypal and Stripe chargebacks/ disputes as best as we can. This MEANS being transparent with your CUSTOMERS regarding shipping TIMES.**

As well as stating your shipping TIMES in your 'Shipping Policy', another great way to notify your CUSTOMERS about shipping which not MANY people do is to include your shipping TIMES in your CUSTOMERS order and shipping CONFIRMATION EMAILS. Since doing so I have noticed a MASSIVE decrease in CUSTOMER COMPLAINTS and decrease in disputes/ chargebacks.

Must Have Apps:



Oberlo



**ABANDONMENT
Protector**



**Currency
Converter Plus**



Crushpics



Loox Reviews



**Add to Cart &
Checkout Booster Pro**



**Shipping
Tracking Page**



**Paypal's Tracking
Info on Auto Pilot**



**Frequently Bought
Together**

Store Design

A trustworthy, great looking site is **ESSENTIAL**: 50% of your success is down to your website. Don't overlook this. The **MAJORITY** of people fail as they rush this stage and do not spend the **TIME** to build a site that they **THEMSELVES** would purchase **FROM**.

Recommended Themes to Use:

FREE : Venture

Paid (Highly Recommended) : District (\$180) Retina (\$180)

I highly **RECOMMEND** investing into a paid **THEME** as it will help differentiate yourself **FROM** the thousands of other dropshipping stores and will **MASSIVELY** boost your store in regards to branding.



Website inspiration

Many people when creating their store use other dropshipping stores as a **TEMPLATE** and to get their inspiration **FROM** – this is one of the worst things you can do when building out your store. As dropshipping is **BECOMING MORE** and **MORE** popular, it's **IMPERATIVE** to separate ourselves **FROM** these 'scAMMY' looking dropshipping stores and appear as an established brand.

When creating your store please use these websites for inspiration. Take a detailed look and really **COMPARE** your store side by side:

<https://www.nike.com>

<https://www.kyliecosmetics.com/>

<https://www.fashionnova.com/>

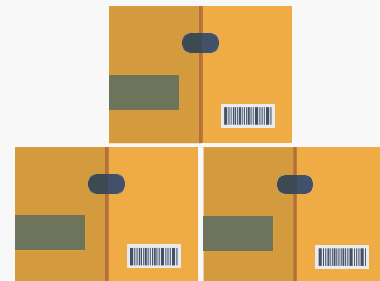
<https://www.mvmtwatches.com/>

<https://www.adidas.co.uk/>



General Store

If just starting out with no experience, I highly **RECOMMEND** creating a **General Store**. This will give you the flexibility to test any potential winning product in **ANY** niche and give you zero **LIMITATIONS**. If running a general store, it is **IMPORTANT** to still put effort in to branding. A concurrent color **SCHEME**, a professional logo and **CUSTOMER** reviews are all essential.



One Product/Niche Store

Once you have identified a good product which is **MAKING** consistent sales and is showing great scaling potential, you should look to create a one product/niche store around your winning product **ASAP**. This will give you the opportunity to really start building an established brand within your niche and stand out **FROM** all **COMPETITION**.

Once you have taken your winning product FROM your general store to your one product/ niche store, this will then free up your general store to start testing new products.



GOLDEN TIP

Even once you have found a profitable product you should always be testing new products to ensure you have something in the pipeline in case your winning product starts to turn unprofitable.

- **Mobile : OPTIMIZE your site for MOBILE. When customizing your site - use MOBILE-view. Desktop is irrelevant. This is critical as 99% of my sales COME FROM MOBILE.**
- **Home Page : This is the face of your brand. Don't clog it with products. People will put a value on your brand based on this. They don't know if the site is MAKING \$5 per day or \$5,000,000.**

Home Page Layout:

- **Banner IMAGE/SLIDESHOW**
- **WELCOME To Our Site**
- **Collections with HQ IMAGES**
- **Best Selling Collection**

Navigation:

Main Menu

- **HOME**
- **Collections-listed one by one**
- **Support-Track Your Order, Contact Us, Shipping, Returns Policy, FAQ's**
- **About Us**

Footer Menu

- **Search**
- **Contact Us**
- **Track Your Order**
- **Returns Policy**
- **Support and FAQ's**
- **Privacy Policy**
- **TERMS of Service**

PART 2 PRODUCT RESEARCH

GOLDEN TIP

Only test products that you KNOW are selling.

- **Keep it SIMPLE : Most people over COMPLICATE this process. Follow these SIMPLE steps.**

Method 1 - Aliexpress

- **Step 1: Go to Aliexpress**
- **Step 2: Search a niche**
- **Step 3: Filter by orders**
- **Step 4: Select a product & check it's transactions history.**

You can do this using the Dropshipping Centre on Aliexpress under the 'Product Analysis' tab: [HTTPS://HOME.Aliexpress.COM/DROPSHIPPER/DS_center.HTM](https://HOME.Aliexpress.COM/DROPSHIPPER/DS_center.HTM)

- **Find products with an average order VOLUME of 80+ orders per day.**
- **Check reviews on the product to MAKE sure you won't have any customer service**
- **issues to do a low quality product.**
- **Use data to MAKE your decisions.**
- **Look for products that either:**
 1. **Solve a PROBLEM.**
 2. **You cannot buy in regular stores.**
(WALMART etc..)

Method 2 - Facebook & Instagram

- Engaged with ads : **Engaging with ads that you see on your Facebook/Instagram feed will notify Facebook that you are an 'engaged shopper'. With Facebook classifying you as an 'engaged shopper' you will start be shown high quality dropshipping ads that will uncover ALOT of winning products. -**
REMEMBER, SOMEONE does not spend thousands of pounds on an ad if the product is not profitable.
- What to do when engaging with an ad : **Like the ad, leave a COMMENT, save the video. Visit the ads product page, add the product to your cart, initiate checkout and then abandon your cart. Do this three to four TIMES per day and you will very quickly begin to see a change in the quality of ads that will appear on your Facebook/Instagram feed.**
- To help with this METHOD you can download the 'Turbo Ad Finder' CHROME extension. When activated this extension will only show sponsored posts on your Facebook feed.



Download here:

[HTTPS://CHROME.GOOGLE.COM/webstore/DETAIL/TURBO-AD-fiNDER/KJBJOJOLJMKICddfEAAMkodiheccl](https://chrome.google.com/webstore/detail/turbo-ad-finder/kjbjojoljmkicddfeaamkodiheccl)

Method 3 - Monitoring Other COMPETITION

- **Spying on big stores: Look at what other successful stores are selling. This is a great way to find current winning products. You do not need to reinvent the wheel. Products that you know are in DEMAND and have a high sales VOLUME are the easiest products to start MAKING sales with.**



- **Spying on big stores:** Look at what other successful stores are selling. This is a great way to find current winning products. You do not need to reinvent the wheel. Products that you know are in DEMAND and have a high sales VOLUME are the easiest products to start MAKING sales with.
- **Commerce Inspector:** When visiting another Shopify store, this extension will allow you to see which products the store has recently added (these big stores will EMPLOY staff to conduct high quality product research to find the MOST current “hottest” products on the MARKET). The extension also allows you to see in order, their best selling products. Visit the stores Facebook page and go to the ‘page transparency’ section. Here, you will be able to see ALL the ads that the store is currently running right now. This is a fantastic way to find products with huge potential that are MAKING other stores A LOT of money.

Download here:

<HTTPS://CHROME.GOOGLE.COM/webstore/detail/COMMERCE-INSPECTOR/kefMEKFMfACBDEfiMLANCOCCPOCMGMPB>

- **Stores to spy on:** Below I have created a list of SOME of the best stores to spy on.

General Stores:

Adogadgets - <https://adogadgets.com/>

Hygo - <https://hygoshop.com/>

BestofDeals - <https://bestof-deals.com/>

Stuff Nice - <https://www.stuffnice.com/>

The Gear Gods - <https://thegeargods.com/>

Trending VIP - <https://www.trendingvip.com/>

Modern Beyond - <HTTPS://MODERNBeyond.COM/>

Rad Gears - <https://www.radgears.com/>

Niche Stores:

Shop Urban Society - <https://shopurbansociety.com/>

Stylish GRAM - <https://stylishgram.com/>

ForChics - <https://forchics.com/>

CupShe - <https://www.cupshe.com/>

One Product Stores:

BlendJet - <https://blendjet.com/>

Snow - <https://www.trysnow.com/>

Skin VACUUM - <https://skinvacuum.com/>

TEAMIBLENDS - <https://www.teamiblennds.com/>

Flex Posture - <https://flexposture.com/>

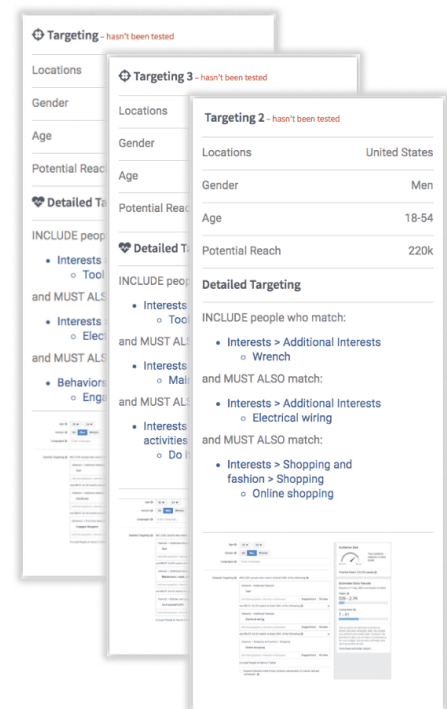
You can find MORE dropshipping stores by browsing through:
<https://MYIP.MS/Browse/sites/1/own/376714>

This website lists the top Shopify stores in order of website visitors per day. I recommend skipping around the 100th page and work your way through. You can usually tell if it's a dropshipping store as they usually include words such as; 'deals', 'gadgets', 'shop', 'trend', etc.

Method 4 - **BUSINESSESFORSALE**

Here at **BUSINESSES FOR SALE** our vision is to help entrepreneurs achieve their goals and successfully grow their business. We update our list with winning products on a daily basis so that you can use THEM in your store. We're constantly IMPROVING our strategies in order to bring you the MOST COMPLETE winning product experience. So how exactly do we do that?

Say you have a winning product. You have all the INFORMATION about it FROM researches, video ads and all. All of that MEANS nothing if you don't target the right audience for your product. Advertising a product to a wrong audience can generate a huge loss. Our specialists MAKE sure you advertise our products to the correct audience, or how we like to say "audiences that convert". In this way you are sure to get better results!



Product research is by far the MOST TIME-CONSUMING part of getting your Dropshipping business up and off the ground. You have probably heard the TERMANOLOGY ‘ PRODUCT IS KING ’ and it is true. No MATter how good you are at MARKeting a product, if it is not in DEMAND by CONSUMERS, you will struggle to MAKE any sales.

Businesses For Sale saves you the stress for searching for hot and fast selling products. Instead, you can focus on other things that MATter in your Dropshipping business. It updates several products on a daily basis for it’s users and which of course are specially handpicked by their product research TEAM. The products updated include the following data:



Profit



Analytics



ENGAGEMENT



Links



Facebook Ads



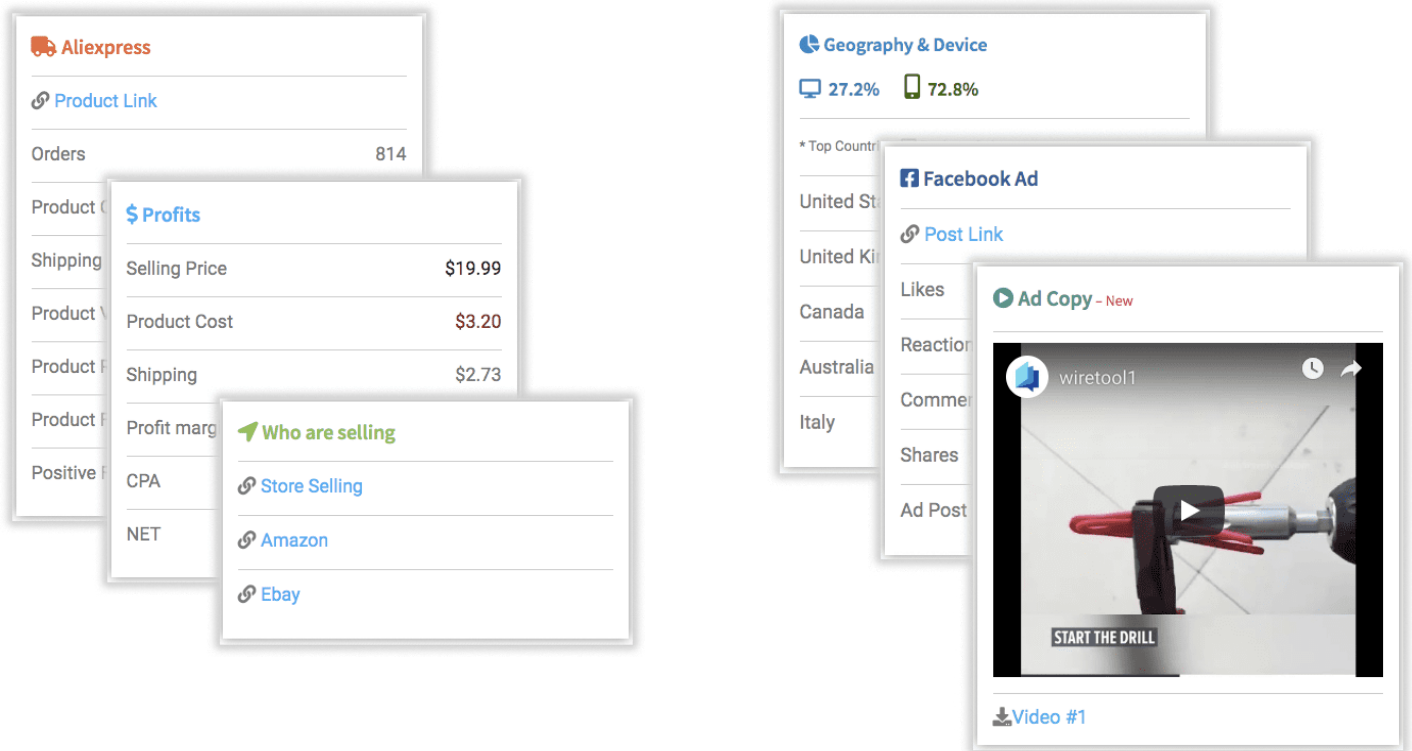
Product Video



Facebook targeting

It gives you access to both brand new and already winning products on a daily basis. Another interesting thing about Businesses For Sale is, it provides you with a direct links to stores selling these winning products already, FROM there you have access to other trending products or their best selling products that you can analyze to see if they also have potential to sell on your store (This correlates with My last METHOD ‘Monitoring your COMPETITION’). With this, you are SIMPLY getting MORE than the intended value.

The Ad Hunter in Businesses For Sale in by far the MOST useful tool, this little ingenious CHROME Extension, is a life saver. It’s actually the first CHROME extension of this kind. It lets you find, use and analysis real COMPETitors Facebook adverts, providing you with traffic METRICS, how long the ad has been active, the exact countries the ad is targeting, and SOME MORE useful bits of data to leverage!



Get Businesses For Sale Here >> [HTTPS://WWW.BUSINESSESFORSALE.STORE](https://www.businessesforsale.store)

Action Steps

- Find 2-4 products to test
- Hire a freelancer on Upwork to create a high converting product video ad (this should cost around \$10-\$15)

Here is what you get when you join BUSINESSES FOR SALE:

Instant Access to Over 10000+ Winning Product Database

250+ Winning Products Added Monthly (\$1799 Value)

Daily Top PERFORMING Products (\$399 Value)

Targeted Adsets & Audiences for Every Product (\$399 Value)

Video Ads for Each Product (\$699 Value)

Access to ALL Shopify Online Courses (\$1799 Value)

Research Audiences & Spy on Ads (\$399 Value)

COMPETITORS & Suppliers Reports (\$299 Value)

A Step by Step Dropshipping Blueprint Updated (\$399 Value)

And MUCH MORE...

Get Businesses For Sale Here >> [HTTPS://WWW.BUSINESSESFORSALE.STORE](https://www.businessesforsale.store)

PRODUCT PAGE OPTIMIZATION

- Keep it simple:
Don't MAKE the description too long. Don't have any countdown TIMERS or unprofessional looking trust badges. They look SCAMMY & no big brands have THEM so why should you?
- Product Page Inspiration:
Here is a good EXAMPLE of how your product page should be:
[HTTPS://SMOOTHERGENIUS.COM/COLLECTIONS/MOST-POPULAR-ITEMS/PRODUCTS/BUGSLEAVE](https://smoothergenius.com/collections/most-popular-items/products/bugsleave)

Product Page Layout in this order:

- Product Details - **Brief description of the product.**
- HD images of the product - **Make sure they are clean with no WATERMARKS.**
- Features and Benefits - **Sell the customer on the benefits of the product. How it will MAKE THEM feel etc.**
- 'Our Guarantee' - **Builds trust with the customer, MENTION a 30 day MONEY back guarantee, 24/7/365 fast customer support etc.**
- Reviews - **(Loox Reviews App) Only include 5 star reviews.**
- Shipping: **Give THEM a reason for the longer delivery TIMES e.g 'Orders are typically processed in 1-2 business days. Use the order tracking page for updates. Due to a high DEMAND delivery takes 12-20 business days. We do our best to get your products to you as fast as possible.'**

Action Steps

Don't rush this. Spend 15-25 MINUTES per product page.

Sit down & think about this deeply. What value can I offer this person? How will this benefit their life?

It's not a cheap necklace - it's an extension of SOMEBODY'S identity. A girl will purchase it because it fits her SELF-IMAGE. Maybe she wants to IMPRESS SOMEBODY? It's not a cheap kitchen gadget. It's SOMETHING that saves TIME in the kitchen so a MOTHER can spend MORE precious TIME with her FAMILY & children.

This is the key to your success here - having a deep understanding of CONSUMER

facebook

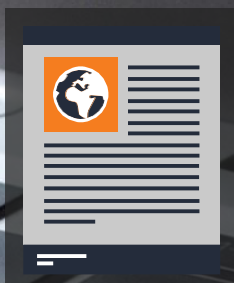
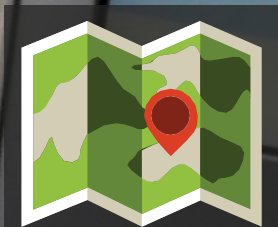
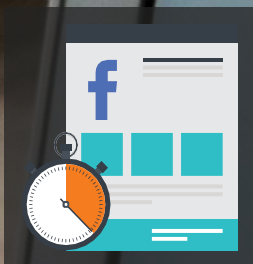
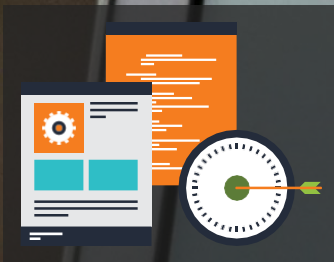


Danke, dass du mal
wieder vorbeigeschaut
hast!

Wir hoffen, dass du dich bald
wieder anmeldest.

Deutsch Nederlands Frysk English (US) Polski Türkçe Français (France) العربية Español Português (B)
Registrieren Anmelden Messenger Facebook Lite Handy Freunde finden Nutzer Seiten

lenovo



FACEBOOK ADVERTISING STRATEGY

Basic Setup

Ad Objective:

I **ALWAYS OPTIMIZE** for conversions > purchase FROM day 1.
Even if you have a fresh pixel with no data this will still work well. You want people to purchase your product so why would you tell Facebook to **OPTIMIZE** for anything else?

Age:

Leave this broad to begin with - **18-65+**. Facebook will automatically **OPTIMIZE** who is best to show your ads too. E.g - If the age bracket **18-24** are generating the best results for your **CAMPAIGN**, Facebook will **OPTIMIZE** so that the **MAJORITY** of your ad-spend will be used on that **DEMOGRAPHIC**.

Location:

Target **ePacket** countries. This is the **fastEST/MOST** reliable and cost effective **METHOD** of shipping when dropshipping FROM the **USA China**.

ePacket country list:

United States, Australia, Austria, **BELGIUM**, Brazil, Canada, Croatia, **DENMARK**, Estonia, Finland, France, Gibraltar, United KINGDOM, Greece, Hong Kong, Hungary, Ireland, Israel, Italy, Japan, Latvia, Lithuania, **LUXEMBOURG**, Malaysia, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Singapore, Spain, South Korea, Sweden, Switzerland



Interests:

Each individual adset should target one relevant interest. For example, if selling a beauty product then some relevant interests could be: MAC, Jeffree Star, Kylie Cosmetics etc. Make sure when first testing a product you only select ONE interest per ad set. This will ensure that you can analyse exactly which interests are performing well/not doing so good. Include a variety of different interests: Brands, Public Figures, Magazines etc.



Audience Size

Do not pay too much attention to this. I have had ad sets with a 1 million audience size generate me amazing results and on the flip side I've had an audience size of 220 million do just as well or if not better. The key here is to TEST (don't limit yourself).

**Device Type:
All Devices**

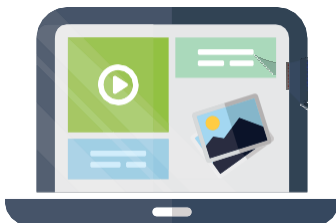


Placements:

Automatic Placement. By selecting automatic placement you are giving Facebook the freedom to find purchases from all angles. By only selecting Facebook & Instagram feeds you could lose out on a lot of potential purchases that may have come from elsewhere.

Ad Creative:

I highly recommend using a video ad. It shows a demonstration of the product and allows the consumer to see exactly what they are buying. Having said this, I still test all variables. When testing a new product, I always test three different ad creatives, this includes; video, carousel and a single image ad. Always make sure that the content you use is of the highest quality.



**Conversion Window:
7 Day Click/1 Day View OPTIMIZATION**

Ad Copy:



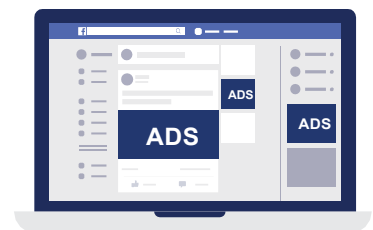
You're paying for an ad, so it can be TEMPTING to crAM in as MUCH as possible. You have to explain your product to people. However, when it COMES to Facebook ads, you need to keep it short, and lead with value. What does SOMEONE get out of using your product? How will it help THEM? These are the areas you should focus on in your copy, and you should get these points across in a clear, concise MANNER. Your NUMBER one priority should be writing a Facebook ad that's easy to understand - for anyone, even a 5th grader. When SOMEONE sees your ad, they should IMMEDIATELY know:

- **What you're offering**
- **How it benefits THEM**
- **What to do next (clear call to action)**

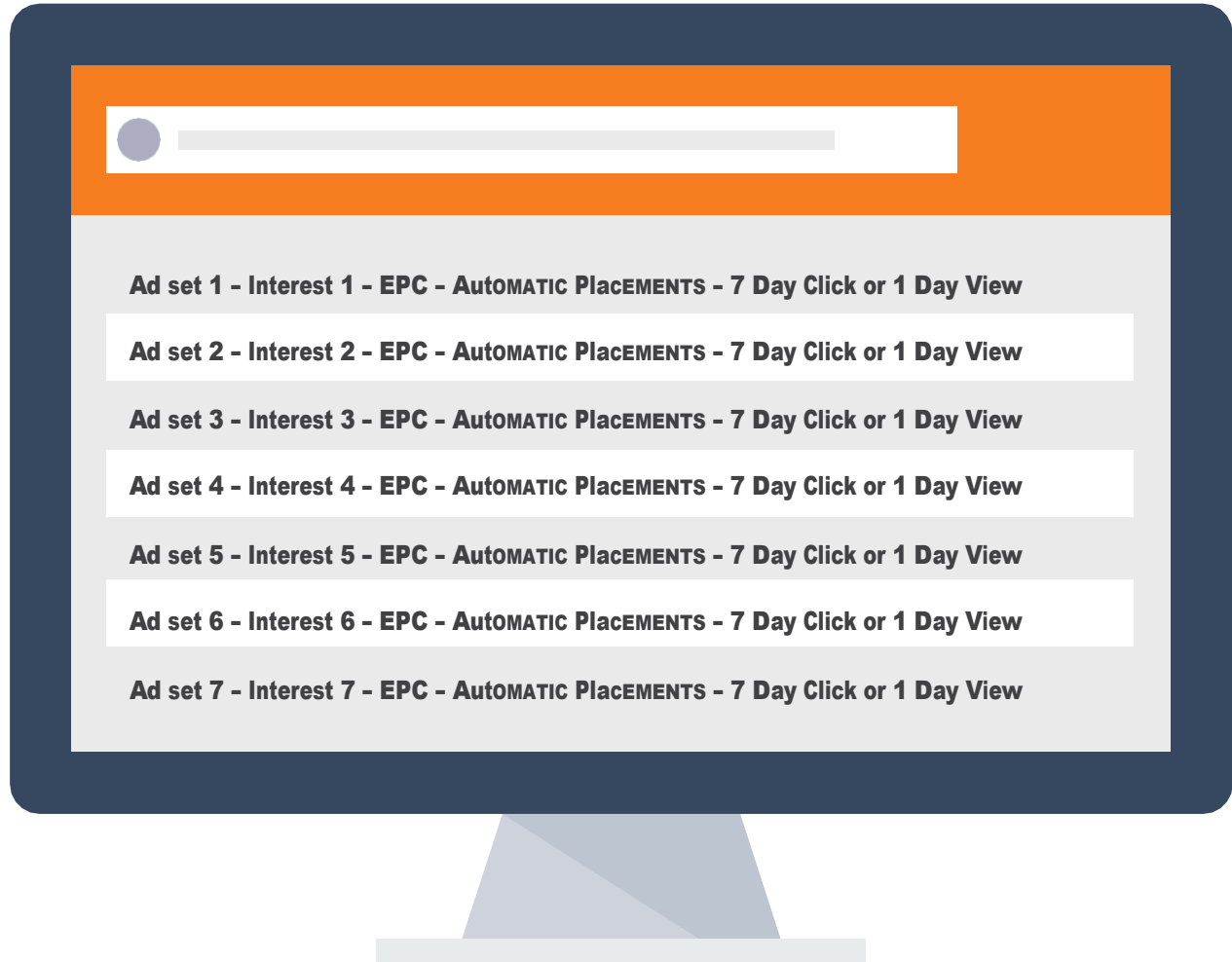
It is IMPORTANT to split test you ad copy, each with the SAME creative but different copy, to see which resonates MOST with your audience. Which version gets the MOST likes, COMMENTS, and conversations ?

Facebook Ad Set Up EXAMPLE:

EPC = ePacket Countries



Here is a basic EXAMPLE of how you should set up your first Facebook CAMPAIGN when testing a product. 7 ad sets, target ePacket countries, ONE single interest per ad set, automatic placements, 7 day click or 1 day view. I recommend a starting budget of \$10 per ad set. REMEMBER to have THREE different creatives under each ad set. If you do not know how to do this then reach out to ME personally.



GOLDEN TIP

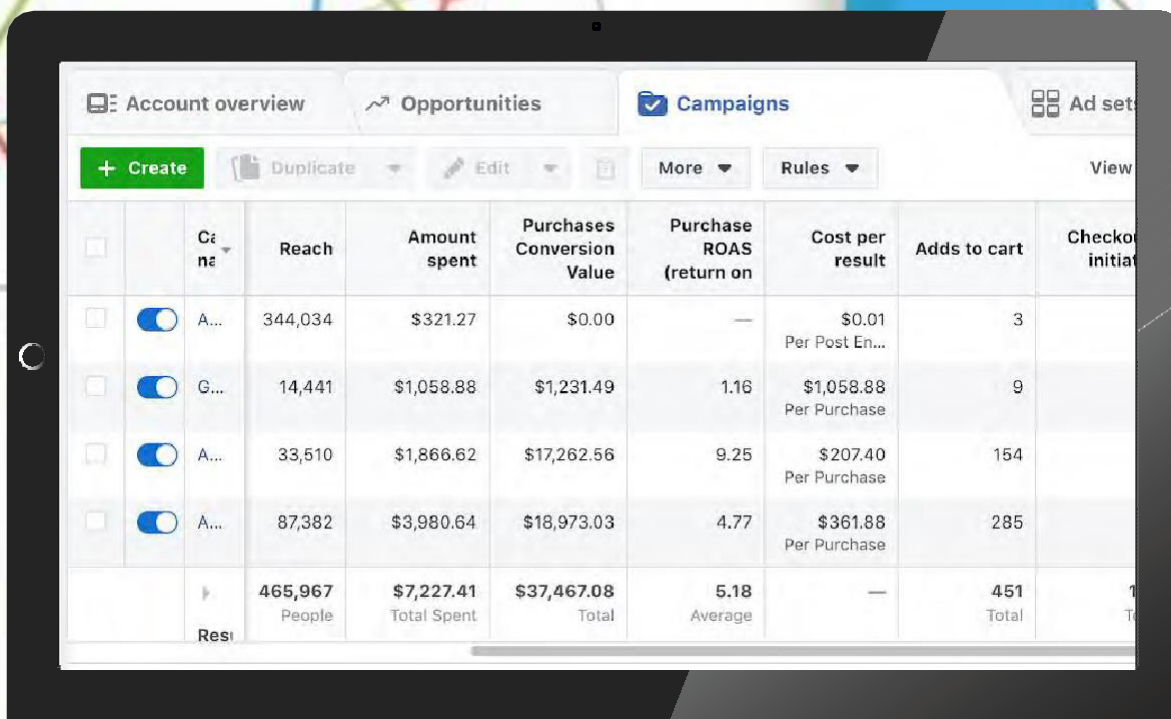
Keep creating new interest adset variations for as long as possible Milk interests for as long as possible before starting lookalike Audiences. The more data you collect the better your lookalikes will perform.

Keep cycling through ad sets. Make new ones EVERY DAY. That is the key!

PART 5

FACEBOOK ADVERTISING ANALYSIS

- **E-COMMERCE, like any other business MODEL, is a NUMBER'S GAME. With increasing ad costs, decreasing MARGINS and MORE Facebook changes happening every day, it's now MORE IMPORTANT than ever to know exactly how your NUMBERS add up. Sadly, a lot of e-COMMERCE store owners UNDERESTIMATE the IMPORTANCE of knowing their NUMBERS. This leads to wasted ad spend and LIMITED opportunities to scale In advertising, not knowing your NUMBERS is like shooting in the dark- You're firing away with no clue where your target is! So, ask yourself, do I know the METRICS below? If not now is a great TIME to get to know THEM.**



The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Account overview', 'Opportunities', and 'Campaigns' (which is selected). Below the tabs, there are buttons for '+ Create', 'Duplicate', 'Edit', 'More', and 'Rules'. The main table displays various campaign metrics. The columns are: 'Campaign name', 'Reach', 'Amount spent', 'Purchases Conversion Value', 'Purchase ROAS (return on)', 'Cost per result', 'Adds to cart', and 'Check for initial'. The table contains four rows of data, each with a toggle switch in the first column. The last row is a summary row for 'Res'.

	Campaign name	Reach	Amount spent	Purchases Conversion Value	Purchase ROAS (return on)	Cost per result	Adds to cart	Check for initial
☐	☒ A...	344,034	\$321.27	\$0.00	—	\$0.01 Per Post En...	3	
☐	☒ G...	14,441	\$1,058.88	\$1,231.49	1.16	\$1,058.88 Per Purchase	9	
☐	☒ A...	33,510	\$1,866.62	\$17,262.56	9.25	\$207.40 Per Purchase	154	
☐	☒ A...	87,382	\$3,980.64	\$18,973.03	4.77	\$361.88 Per Purchase	285	
	Res	465,967 People	\$7,227.41 Total Spent	\$37,467.08 Total	5.18 Average	—	451 Total	

Apart FROM the BEP, the rest of these NUMBERS are displayed inside your ads MANAGER. (Make sure to set up SOME saved COLUMNS to check these METRICS, like in the IMAGE below)

- **BEP (Break Even Point):** The point where the profits are equal to the costs. You **MUST** work out the **BEP** of your product - if your product cost is \$5 FROM your supplier and you are selling your product for \$25 then your **BEP** is \$20.
- To have the greatest chance of success, I recommend a minimum of a \$15 BEP.

How to know when to turn off an adset?

Metrics to look at 2 days after launch:



CPP (Cost Per Result):
If this cost is greater than your **BEP** then turn off the adset.



CPM (Cost per 1000 impressions):
If this is over \$30 then turn off the adset.



CPC (Cost Per Click):
If this is over \$2 then turn off the adset.

No Purchases? If you don't see purchases after 1-2 days. Kill it. Start over with a new product & repeat the process.

- If the product does not **SEEM** to be **PERFORMING** well within the first two days then kill the product & repeat the process.

If the **METRICS** look good and you are **MAKING** sales then keep cycling through new ad sets to test new audiences/interests. Making new ad sets everyday is the **KEY** to finding good consistency. Stick to the **METRICS** above and turn off bad **PERFORMING** ad sets.

BRAND

BOLD & CLEAR LAYOUT
EASY TO READ

EASY TO NAVIGATE
MORE SPACE



SCALING YOUR ADS

When it COMES to Facebook ads, there is no such thing as a COMPLETE CAMPAIGN. Instead, there is always potential to reach a higher NUMBER of new CUSTOMERS and grow your business profitably. Scaling a winning CAMPAIGN is about getting MORE of the right eyes on your ads.

The 3 biggest mistakes that people make when scaling Facebook advertising campaigns.

1. Increasing your budget too fast.

- **Yes, by PUMPING MORE MONEY into your CAMPAIGN, you should logically expect bigger reach as you give Facebook MORE opportunities to grow your ROI; but if you try to MULTIPLY your budget too fast, it will COMPLETELY throw off and destabilize**
- **Facebook ALGORITHM is designed in a way where it OPTIMIZES your ads for a certain AMOUNT of conversions at a certain cost.**
- **If you try to rush it, for instance, FROM \$50 a day to \$500 a day right away, it will give you very SIMILAR NUMBER of conversions in both cases. Scaling takes TIME.**

Scaling takes TIME

2. Expecting results too early.

- **The Facebook ALGORITHM is straightforward and efficient, but it won't turn water into wine; at least, not at the very beginning of your CAMPAIGN's life.**

- It's easy to judge your **MARKETING CAMPAIGN** on Facebook within the first few hours.
- So when you don't see **MUCH** traffic and purchases are not **COMING** in, you treat it as a full-blown failure.
- Yet, according to Facebook's help center, that's not the case:

"It takes our ad delivery system 24 hours to adjust the performance level for your ad. It can take longer when you edit your ad frequently. To fix it, let your ad run for at least 24 hours before you edit it again"

CONCLUSION

Keep creating new interest ad set variations for as long as possible. Milk interests for as long as possible before starting lookalike Audiences. The **MORE** data you collect the better your lookalikes will perform.

3. Changing too many things at once.

- Changes **MIGHT** be good, but it's easy to overdo it.

Moreover, it **MIGHT** be **TEMPTING** to constantly tweak your ads: you want to be in control and stay on your toes.

Nonetheless, in the world of scaling, patience is the key.

It especially holds true when you are testing, duplicating, raising/lowering budgets, and expecting **MEASURABLE** results within a relatively short period of **TIME**.

To **MAKE** things worse, you're doing all these things at once.



CONCLUSION

When altering your **CAMPAIGN**, **LIMIT** it all to **1/2** big changes a day on the ad set level.

Scaling Methods I Use:

Horizontal Scaling & Duplication

- **CREATE MORE AD SETS:**

People over complicate scaling. SIMPLY create MORE ad sets both IMITATING what's already working and testing new angles. (horizontal scaling).

Scaling COMES down to getting MORE of the right eyes to see your ads. Test COMBINING best interests with engaged shoppers. Use the breakdown tool to find potential winning ad sets within broad ad sets (country, age, gender & platform)

- **DUPLICATING:**

Once you begin to see winning ad sets EMERGING, it's TIME to start MILKING those audiences for everything they're worth!

When you identify a profitable ad set that is PERFORMING well, duplicate the ad set without changing any variables and double the budget of the ad set. EXAMPLE, if you have a profitable \$5 per day ad set, duplicate this ad set to \$10 without changing any settings. \$10 adset to \$20, \$20 to \$40 and so on. Once you reach a \$200 daily budget this is when you should start MANUAL bidding. IMPORTANT; When duplicating a profitable ad set, DO NOT turn off the original ad set, leave this active for as long as it is profitable.

- **Similar to the method above:**

Duplicate the good PERFORMING ad set and double the budget. However, this TIME you should narrow down the audience by adding 'engaged shoppers' (people who have previously purchased FROM a Facebook Ad). This is called ' flex targeting ' and is a great METHOD to test a slightly different audience whilst still targeting the interest which is PERFORMING well.

Vertical Scaling - Modifying the Budget

All right, you have your winning ad: let's tweak the NUMBERS a bit.

How do I know how MUCH I can increase My budget?

- **Increase your budget by no MORE than 20 – 30% at once and leave it there for 2-3 days in order to receive tangible results.**
- **Gradually, you will see SOME of THEM decline in performance. At this point, you can either turn that ad set off or “downscale” it to the level where it was profitable before. However, you should also do your own testing and find what TIMEFRAMES / INCREMENTAL increases work for you. Maybe it will be 20% every 48 hours or 30% every 72 hours – you need to find for yourself.**

PART 7 RED HOT RETARGETING

People aren't always ready to buy when you're ready to sell... That's why only 1-2% of website visitors will actually buy when they first COME across a new brand. So, here's the BIG question: Why don't these people buy right away?

People buy when they know like and trust you

If this is the first TIME they've COME across your brand, they don't know you, they MIGHT not like you yet and they certainly don't trust you. So you have to take THEM through a series of steps to build a relationship. Think about when you MEET SOMEONE for the first TIME. You never ask THEM to MARRY you right away...if you did they'd probably think you were just weird! Instead you start a conversation, get to know THEM and if you've done a great job, you get the opportunity to MEET THEM again. Building a relationship with your store visitors is no different, it can take MULTIPLE touch-points to get THEM to buy FROM you. That's why follow-up is IMPORTANT to bring back visitors so you can continue the sales conversation.

According to wishpond, 72% of customers abandon their carts and only 8% COME back to COMPLETE their orders if they are not REMINDED.

If you're running Facebook ads but don't have retargeting in place ...then you are leaving a good AMOUNT of MONEY on the table! And I don't want you to lose MONEY, so here are My top tips for setting up killer Facebook retargeting,

Segmenting Your Audiences

SEGMENTING your audiences is a great way to score your website visitors so that you're only spending your budget on hottest prospects.

Your audiences have different 'values' and the MESSAGE in each stage in their customer journey needs to be different. You need to factor in how 'WARM' your visitors are.

For example, when did they add to cart? Was it the last 3, 7 or 14 days? Also, did they add to cart or view a product MORE than once?

Knowing this data is IMPORTANT because SOMEONE that views a product 3 TIMES in a week is MUCH MORE valuable than SOMEONE that only views a product once. The SAME goes for SOMEONE adding ITEMS to their cart MULTIPLE TIMES.

FROM my experience in running ads, add to cart audiences perform best during the first 14 days. After 28 days, the prospect has gone cold and these audiences generally don't perform. The SAME goes for people who have viewed the product - after 14 days, conversions on these ads taper off. Which MAKES sense because if they didn't add to cart or buy after 14 days, they will MOST likely not need it or they bought FROM a COMPETITOR. So there's no point in spending budget following THEM around with ads. Below is a screenshot of the audiences I use internally in my accounts for retargeting. Depending on the VOLUME of traffic, I can split this out further.

Basic Retargeting To Begin With

**Ad set 1 - Retargeting Audience VC (view content) - AUTOMATIC PLACEMENT
- 7 Day Click or 1 Day View**

**Ad set 2 - Retargeting Audience PV (page view) - AUTOMATIC PLACEMENT
- 7 Day Click or 1 Day View**

**Ad set 3 - Retargeting Audience ATC (add to cart) - AUTOMATIC PLACEMENT
- 7 Day Click or 1 Day View**

**Ad set 4 - Retargeting Audience IC (initiate checkout) - AUTOMATIC PLACEMENT
- 7 Day Click or 1 Day View**

**Ad set 5 - Retargeting Audience PUR (purchase) - AUTOMATIC PLACEMENT
- 7 Day Click or 1 Day View**

You can also create retargeting audiences for all video view percentages.

The Message:

When crafting the MESSAGE for any ad, each stage of the buying cycle will require a different type of conversation. SOMEONE who viewed a product has different needs COMPARED to SOMEONE who added an item to their basket. The conversation you've had through your ad should align with the actions the website visitor has taken on your store. So for a product view, you can retarget with a variation (different color) of that item Or even a video vs. an IMAGE or a lifestyle shot instead of a product photo etc. By using creativity, your retargeting MESSAGE can be MADE MORE powerful.



For those who added to cart but failed to checkout, using customer TESTIMONIALS is a good way to build trust (the lack of which could be a reason why they didn't buy the first TIME-AROUND). TESTIMONIALS also showcase the benefits of your product FROM a third-party perspective. And this helps to install the belief that since others trust and like the product, then I can too.

The Incentives:

A website visitor added to cart but then didn't buy... what could have happened? Either they got distracted or MORE likely, they had an objection to the sale- usually the price of the product. You can use incentives to try and nudge THEM over the line.

Offering people tiered discounts is a great EXAMPLE of an incentive. For example, you can start off with a 5% discount for the first 3 days. Then BUMP that up to 10% for the last 14 days and 15% for the last 28 to sweeten the deal further.



Another great incentive is free shipping. SOME people abandon carts when they discover shipping rates. You can either offer free shipping on any purchase or choose to only offer it over a certain threshold. You can also offer a "Buy 2 & Get 1 Free" deal because a lot of buyers love free stuff and this way, you're selling MORE product and increasing your AOV with each order. So, think about what can you can offer THEM to MAKE buying FROM you a no-brainer.



MVMT

Sponsored

15% OFF 🇨🇦 Limited Time w/ code 'HURRY15'

- Premium watches designed in LA
- Free shipping + returns
- VAT + duties included

Shop Now → <https://mvmtwatch.co/D>



MVMT

**Here's an EXAMPLE of
a retargeting ad that
offers an incentive:**

PART

8

SCALING WITH LOOKALIKES & CBO

Lookalike Audiences

Facebook's lookalike audience (LLA) feature is a powerful way to leverage your customer list and to tap into a wider pool of potential buyers.

This is another fantastic METHOD of expanding your audience that you MIGHT scale your ads on. Lookalike audiences are run by Facebook's ALGORITHM and target users SIMILAR to one of your custom audiences. Then,

If the lookalikes are performing well then start to add the next percentage one day at a TIME until you have worked through 1-10%. Follow the METRICS listed above to analysis the ad sets and turn off any which are unprofitable.

Launch lookalikes in this order:

95% Video Viewers

(people who have watched 95% of

the platform SEARCHES for SIMILAR targets across its database. This is a great way to try to connect with cold traffic that is MOST SIMILAR to your MOST high-value CUSTOMERS.

Break down your MAIN CAMPAIGN to see where your best results are COMING FROM. Pick the best performing country to start your lookalikes in. Milk that country for as long as possible before moving to a new one. If MULTIPLE countries are performing very well then you can COMBINE these into the SAME CAMPAIGN.

When launching a new lookalike audience first create 1, 2 and 3 % launch these three at the SAME TIME.

95%

your video ad or More)

Product page viewers

(Based on people that went to your product page. Regardless if they bought or not. People that visited the link)

Add to cart

(Based on people that added an item to cart in your store)

Initiated checkout

(Based on people who initiated checkout on your store)

Purchases

(Based on people that bought your product in your store)

Some other lookalike audiences you can test are:



Fanpage engagers

(Based on people that engaged with your fanpage)



Ad & Post Engagers

(Based on people that engaged with any of your ads and posts)



Instagram Engagers

(Based on people that engaged with your instagram profile)



Video Viewers

(Based on people that viewed any of your videos - include all video viewers percentages)

There are MULTIPLE ways to scale depending on the data, store and ad sets. When you reach a consistently profitable point reach out to ME and we can take you to the next level.

Facebook CBO Strategy

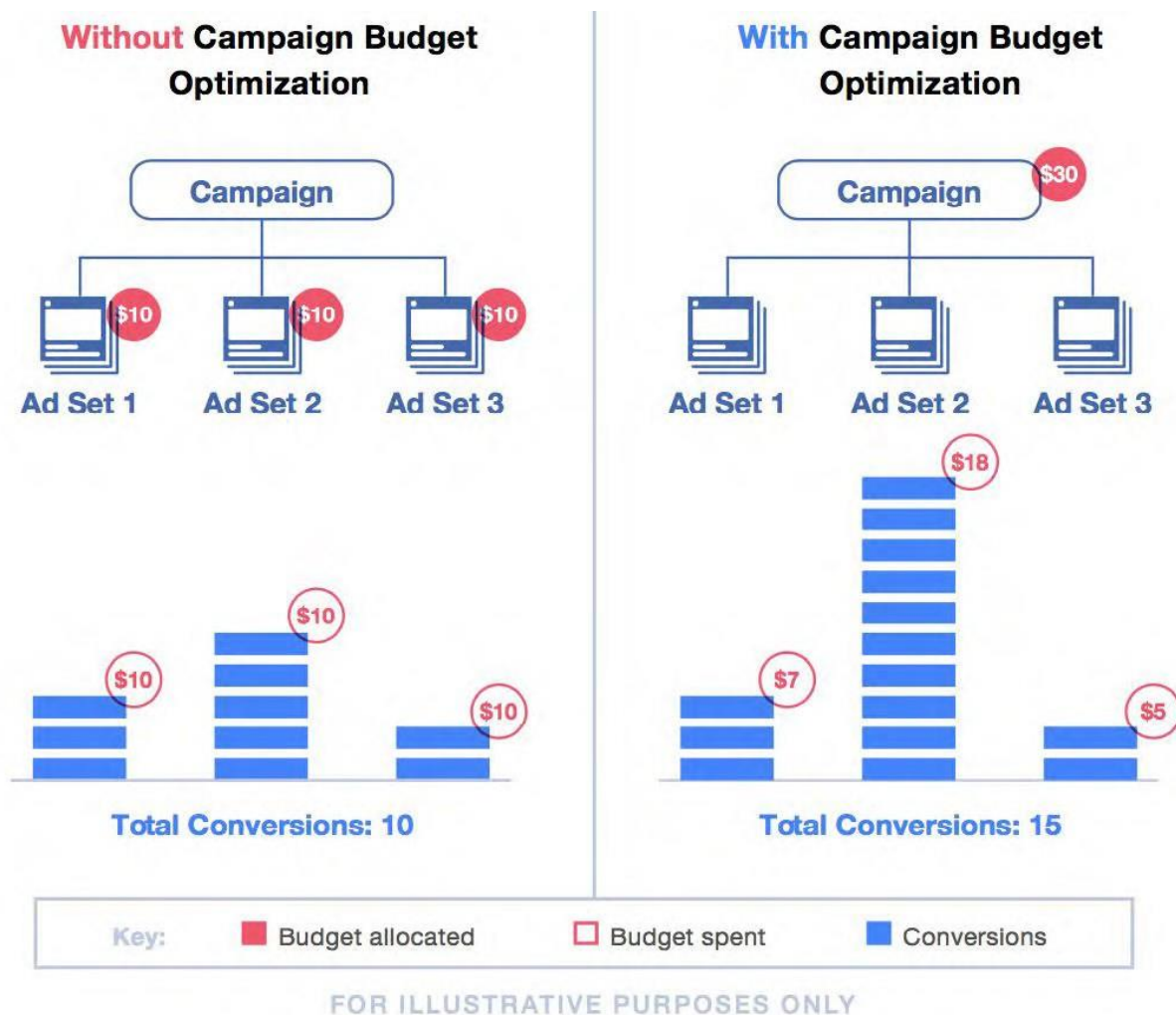
Facebook **CAMPAIGN Budget OPTIMIZATION (CBO)** is a new feature that helps you automatically redistribute your budget to the best performing audience.



CAMPAIGN budget OPTIMIZATION is a way of **OPTIMIZING** the distribution of a **CAMPAIGN** budget across your **CAMPAIGN'S** ad sets. This **MEANS** Facebook automatically and continuously finds the best available opportunities for results across your ad sets and distributes your **CAMPAIGN** budget in real **TIME** to get those results.”

As we briefly **SUMMARIZED** above, instead of setting our budget on the adset level and dictating how **MUCH** we want to spend for each **SEGMENT**, we'll just tell Facebook how **MUCH** we want to spend for the entire **CAMPAIGN** and they'll do the rest.

If we want to visualize the differences, we can reference Facebook's COMPARISON below.



As we see in the chart above, without budget OPTIMIZATION (and without us going into our CAMPAIGN every day to MAKE ADJUSTMENTS) we're giving the SAME \$10 to all ad sets instead of giving MORE budget to the ad set that's converting well for us.

With CAMPAIGN Budget OPTIMIZATION enabled, Facebook is automatically taking the budget and redistributing it to the better performing ad sets.

How to scale with CBO?

(Advanced)

Here are four scaling strategies that I have found effective for CBO that you can IMPLEMENT today.

1. The 10x2 Method

'The 10x2 Method' involves taking your top 5 audiences and putting THEM into a CBO CAMPAIGN with a daily CAMPAIGN budget of 10x CPA goal. You then should add MINIMUM SPEND caps of 2x your CPA goal to each of the 5 ad sets. What this will do is Make it so every ad set gets enough spend to prove out if they will be profitable or not. After 2 days of running this, I will go back and view data and pause any ad sets that were not profitable. This will force the CAMPAIGN to allocate MORE spend towards profitable ad sets.

2. The Hard Stop

What I do with 'The Hard Stop Method' is I will use the SAME strategy as the 10x/2x CAMPAIGN except I will add Bid Caps to every ad set that is 10% lower than My goal. I find with 'The Hard Stop Method' strategy that your full budget is not spent everyday, however you achieve profitable results. As an EXAMPLE, we had one CBO CAMPAIGN using this strategy with a \$5,000 daily CAMPAIGN budget. On Sunday, it spent \$5,000 profitably. The very next day, CAMPAIGN performance tapered off and only spent \$900. Here, I have proof that when the right traffic wasn't available on a given day, Facebook didn't take the opportunity to waste My budget like MOST people think they would. This is a great way to MITIGATE SOME risk that you have going on with other tests you are running.

3. The Bullseye Method

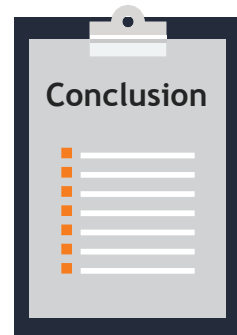
SOMETIMES, certain ad sets require full attention and a full budget dedicated to THEMSELVES. I SIMPLY just treat CAMPAIGNS as ad sets with 'The Bullseye Method', as I can pinpoint the exact budget I are looking to spend on a given day. The set up would be one ad set per CAMPAIGN and set a daily budget SIMILAR to the way I would set an ad set budget. While this will create MANY CAMPAIGNS, this FORMAT replicates the setup of current ad sets in that you can have a budget per target. This strategy PRIMARILY works best with retargeting ad sets, as well as specific ad sets that you want to ensure get spend (for various reasons).

4. The Cobra Method

This strategy is one of my top **CBO** scaling **METHODS**. With 'The Cobra Method' I take my top performing audience and duplicate it five **TIMES** within a given **CBO** **CAMPAIGN**. Just like snakes, ad sets (even top performing ad sets) can **SOMETIMES** build up negative history, and by cloning it can shed its skin and start fresh and be even stronger. This also allows us to fish for a different audience **FROM** the **SAME** target pool. If you **IMAGINE** a pond as your target audience, one ad set would be the **SAME** as throwing one rock in the pond and its resulting ripple. With five duplicates, this is like throwing five rocks in different areas of the pond, generating five different ripples (**MOSTLY** unique audiences). I then set the daily **CAMPAIGN** budget to **20x** my **CPA** and then launch. After an ad set is proven out, I find this **METHOD** takes my audiences, budgets, and **CPA's** to the next level.

Conclusion

There are **MULTIPLE** ways to scale depending on the data, store and ad sets. When you reach a consistently profitable point reach out to **ME** and we can take you and your store to the next level.



My Private Supplier

As you probably read inside my funnel - through my experience and **VOLUME** of sales that I have produced online, I have access to a private supplier who can offer **7-10** day worldwide shipping and discounted rates **COMPARED** to Aliexpress.

If you have reached a level in your Dropshipping business in which you are receiving a **MINIMUM** of **30** orders per day, then please contact **ME** directly and I shall grant you access.

Please note that the supplier will only do business if you are doing a **MINIMUM** of **30** orders per day consistently.



“ I've now given you what you need to take your store to 6 figures per MONTH. But if you have any questions, or if you would like My direct help on IMPLEMENTING any of the above, get in touch with My through Instagram or EMAIL with the subject 'Mentorship'. ”

WARNING

Before you contact Me enquiring about Mentorship, you MUST understand that this is only for people who are serious about setting up their business for long term success. You will work with Me 1 on 1 but in order to get your sales figures skyrocketing I need your COMMITMENT and dedication. If you're not ready for this, then please don't waste My time.

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