



# Sells Like **HOT CAKES**

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How You Can Get From Zero To \$47,812 Per Month With No Capital  
Or Investments Using A Simple Amazon +Shopify System

**FACEBOOK Ads MASTERY CRASH COURSE:**

**CASE STUDIES:**

**WHICH TYPE OF ADS WORK**

**BEST FOR EACH TYPE OF**

**TRAFFIC**

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[www.SellsLikeHotCakes.co](http://www.SellsLikeHotCakes.co)



Welcome back to Facebook Ads Mastery Crash Course by sells like hot cakes! This is the second part of our Crash course that will get rid of fluff and filler and give you only real info you need to succeed with Facebook ads.

Come and see what you're getting today:

- ***Get a COMPLETE breakdown and UNDERSTANDING of the 2 types of traffic (HOT and COLD) and how to provide VALUE to your customers.***
- ***I'll give you FREE tips on how you can GAIN the TRUST of potential customers by giving off the "Friendly vibe"***
- ***Learn about Engagement ads, I'll TEACH you how they WORK and how you can make use of them***
- ***Are you a Photoshop novice? I've got a SECRET Solution for you to assist you in generating ads!***
- ***Take a PEEK at how I personally HANDLE things regarding my own Ads, and USE this as a template for yours.***
- ***What are Scarcity ads? And how do you USE them? Find out all these and So MUCH MORE!***

I hope you watched the part 1 where I showed you the structure of the ads and why most people fail with Facebook ads if they miss out on the structure. Make sure to watch it first if you missed, it's really crucial you understand the structure, else nothing will work. And if you stay with me long enough, I will make sure you give you amazing bonus, my 7 top converting Facebook ads templates, so stay tuned! Let's get started!

So, like we talked before, in our structure of Facebook ads, we have cold traffic, warm traffic, and hot traffic, and each traffic type we need to target with different ads. And you really need to understand the difference here because, in case you target wrong type of traffic with the wrong type of ads, you'll just waste your cash and you'll get no results, like 99% of people who fail with Facebook ads. So, when you have cold traffic, you are an intruder; you're interrupting people when they're checking friend's Facebook posts and browsing cute cat's photos, and you are intruding them with your product offer.

So make sure that your interruption is worthwhile their time. So what kind of work ads can work for cold traffic? Keep it in mind that you are interrupting; you need to make sure that you're providing great value for people and it's emotional, shocking, interesting, and unusual if you want them to pay attention to your ads. And never ask them to buy your stuff at this point. Let me tell you a quick story... A group of parents



are preparing a birthday party for their kids and brainstorming what they might need...

You come to the group and offer them to buy your newest vacuum cleaner!! What are the chances they buy it? You are intruding with irrelevant stuff. Instead why not come to them as a friend... Hey friends, I am parent too and last week we had an amazing party, we had a blast and all the kids love it... Here are 5 tips that I can give for you to make your kids party a success too! You see... now we are TALKING! They look at you with interest and ready to listen. You never offer them to buy anything at this point!

First, it can be a gift giveaway, where you're offering something for free, then it always gets attention when something is free, related to their interests, of course. Then it can be content magnet, it can be some scarcity-related or interesting story, something like, "Never Do X without Y." So it can be a story like "Never Leave Your House Without Taking This Special iPhone Charger." You know, just use your imagination and make sure it's very relevant to the audience you're targeting. And it can be value educational info, for example, it can be educational how-to video which is solving the common problem in your niche.

So make sure you understand what kind of problem your niche has and your video is solving the problem. For example, if you're targeting gamers, then you can make a how-to video "How To Have A Best Winning Deck In Clash Royale," something like this. You know, this will instantly get the attention of Clash Royale fans. Then it can be engagement ads. Those ads don't ask people for clicks to your website, but instead the goal is engagement.

For example, to make people like your post, to share, to comment, to like your page, things like that. It can be funny viral videos, it can be funny gif animation, it can be short, funny image with a joke related to the topic. And, again, you need to understand the lingo, you need to understand the type of jokes that are popular in this niche so you are really relevant and people understand you and you speak their language and make sure they are really engaged.

So make sure you educate them, you entertain them with funny, viral videos, and you provide good humor that is relevant, and they will start engaging, watching, sharing, liking your post, and reading your blog posts, checking your how-to videos, and at this point, they're just getting to know you; they're not going to buy your stuff at all. So if you're expecting to get sales at this point, you're just missing the whole point.

So you shouldn't expect any sales from cold traffic at all. So make sure you really understand this, that these type of ads will never make any sales to you and the purpose is not sales at all but to warm up your traffic. In description to this video, I give you a great bonus, my seven best converging ads, that you can just steal and copy-paste and use in your own Facebook ads. So make sure you check the description and you'll find the link to download those ads.

You can usually open in Photoshop and simply change the text or the image and apply to your own ads. They really brought thousands and thousands of dollars for



me, so I hope it will work for you too. This is just my small gift for your patience and for you watching this course. I hope you love it. And here is another trick for you. In case you're struggling with Photoshop and you have no Photoshop skills at all, it's no problem as well.

You can go to a website called Canva.com and it's a great service that allows you to generate hundreds and hundreds of different Facebook ads for different topics and they provide you with hundreds and hundreds of different templates that are fully customizable and they're in the right size for Facebook ... and they will work really great for you. So you can see, here, I created a Facebook ad image for my article, it's called "11 Cutest Gift Ideas For Your Beloved Dog. Click Here Now," and you see, there is a funny image of a dog here to quickly bring attention.

So, if I'm going to target this for the dog lovers, this will quickly get attention of people. And you see, I'm not trying to sell anything with this ad at all. This looks totally like an informational article and it's not asking people to buy anything here. So you need to understand that this is targeting cold traffic and my only point here is to get a click and to get people interested and that's it. I'm not expecting them to buy my stuff at this point at all.

And in several previous videos about Facebook ads for Shopify store, I also showed you several types of ads that I am doing for my pet store. I showed you some viral video posts and also animated gifs and things like that. I hope you check it out in case you missed that video. You'll find a lot of valuable info and real-life examples of ads that I have been doing and that are working for me really well.

So, again, to summarize this... for your cold traffic, you are not expecting people to get sales at all and you're only expecting them to get engaged, to check your stuff, to visit your page so you can retarget them later using retargeting ads. So once your traffic is warming up, you will be starting to use different type of ads. Here are five best conversion ads that you can use for your warm traffic. Now the goal, you need to keep in mind that your audience already knows about you at this point, but they still don't love you yet.

So at this point, you need to really start pushing, and here are five ideas that can work for you. First of all, it can be ads called "get free, just pay for shipping." This trick is very popular and I even saw some people overuse it because this really works very well on Facebook. What people do is they find a product that is pretty inexpensive, for example, like a little collar or choker, and they say that you can get it free and you just pay for shipping. For example, you can say, "Regular price is \$19.95," and then you give them a coupon for \$19.95 so the product becomes free.

And then, once they add it to cart, you show them something like, "Priority international shipping and handling, only \$9.95." So basically, they pay only \$9.95, and in reality, the item cost like \$.50 to you, so you get clear profit and people are basically just buying your stuff and they think that they get it for free. I don't know if this is ethical or not; it's up to you to judge. I'm just sharing for you what other people are doing and what's working really well. So this trick really makes a lot of leads and a lot sales because people like to get free stuff.



Another related idea is “GET FREE – LIMITED OFFER”. For example they can get free dog safety tag which is a great click bait and then later in the funnel you upsell them with expensive related product, like “healthy food dispenser for your beloved dog to stay on a healthy diet and avoid heart disease”. Who would miss that? Then scarcity ads really work really well like “Never Do X without Getting Y. Limited Offer, Only 14 Units Left. Must Have For...” something. So you apply this to your niche and this will work really well. For example, “Never Let Your Child Leave The House Without Getting GPS Tracking Device. Have A Peace Of Mind Knowing Your Child Is Safe.” You know this will work really well if you target parents.

Next one is very popular as well, buy one get one free ads. Limited offer. Always make sure that this is a limited offer and people really need to hurry up if they want to buy, else this makes no sense why would you offer it for free. Then another example is Create a discount coupon and you give them, for example, “50% Off Flash Sale, Only Today.” So they will hurry up and they see that this is only a flash sale and they need to go and buy right now, and they already know about your stuff so they appreciate it.

And, finally, it’s emotional ads. For example, “Cooking Sucks Without XYZ,” like “Cooking Sucks Without Having The Perfect Stainless Steel Garlic Press.” Or “How to cut the onions without crying with this must have Johnson baby no tears shampoo”... I’m just kidding here, but you get the point. So your goal here is to get your traffic and leads into the buying mode using scarcity and emotion and fun.

Again, you can use my seven best converting ads that I provided in the link description, or you can go to [canva.com](https://www.canva.com) and you will find a lot of templates. You can see, I just made one in just five minutes in [canva.com](https://www.canva.com), it’s called “Buy One, Get One Free” and I took this nice image of the dog custom ID tag, which I just took from my store. And again, it says, “Today Only,” so people will see that this is a limited offer.

Here’s another ad that worked for me really well. You see, it’s very emotional and it’s targeting dog owners. It says, “What If Your Dog Goes Missing? Get A Free Gift Anti-Lost Tag. Hurry Up And Get It Now. Have A Peace Of Mind Knowing Your Beloved Dog Is Safe.” Then I have different variation of this ad targeting, specifically, this breed of the dog, which is a pug, so I will target this only to the pug owners and pug lovers.

So you need to be very specific because imagine, if you have a pug and I show you an image of a Chihuahua and I ask you, “What If Your Pug Is Missing?” and they see Chihuahua here. They will not relate to this and everything else you do you will simply fail because you are not relevant to the target audience. So never be generic, like if you’re targeting pugs, then make sure you have an image of a pug and not an image of different dog.

It is very, very important to make sure that your ads are working. Again, here is another dog missing ad that is targeted to the spaniel owners, and again, you see it’s very emotional and this will relate to the owners of the spaniel. Now for the retargeting traffic, which takes your audience from warm to hot and close the sales, here are the best converting ads types. For example, “Hey! Seems You Are Missing



Out On This Amazing Offer. Get 60% off,” ...“Use This Code At Check Out. Get 60% Off.

It's Expiring In 24 Hours.” So people already know about you and they're ready to buy, but they need this final push. So retargeting traffic ads will be appearing all over the place and the goal is to finally close the sale. For example, another one, “Last Chance To Get XYZ With 60% Off. Flash Sale Ending Tonight.” And scarcity ads again, “Never Let Your Dog Leave The House Without XYZ.” So the goal of retargeting is to close the sale. Let's give you example of retargeting ad.

Let me give you real life case study example... For example, I'm doing some type of flash sale and I want to sell them special bikini, something like this. For example, this sweet bikini from top sellers from AliExpress. So I want to hit them with scarcity and with this hot lady in bikini. So what I need to do is to take this photo and put it in my ad. How can I do it? I can just print screen this, because I need to remove white background and to remove this title.

To remove background, you can use Photoshop or, if you have no Photoshop skills, just go to [clippingmagic.com](http://clippingmagic.com) and simply drag your image here. I go to AliExpress, I get my hot girl, and just drag-and-drop this image here. Or, if it didn't work, I just save it to my computer first and then I upload it here, and now I simply need to select what to keep and what to remove. It's super, super easy. Because I need to get rid of white background here to make it transparent, so I click “remove” this white. Here you go. You see, it's super, super easy.

It removed white and kept the girl, and we can refine it little bit right here. You see, it removed. And maybe little bit right here. That's perfect. Let's see, it took me less than 10 seconds to fix it, now I can download the final result. I save it as a PNG so it's transparent. I download it. Then I need to buy some credits, and you see, this is super cheap to buy these credits. Now I just I need to upload my image here. Of course, you can do everything like that in Photoshop in few clicks as well, but I'm just showing you Canva so you can see, even people without Photoshop skills can do amazing Facebook ads; it's not a problem.

You just drag-and-drop the girl here, and then resize her. So you see, maybe something like this. You can move this little bit to the left. That's pretty good, just missing call to action. I go to text and then I search for a great fitting button. Maybe something like this. Something like, “Make People Jealous... Get Yours Now.” Now we can change background because I think this girl doesn't fit those mountains. So I deleted the mountains and I can put different sort of background, something like this. All right, here you go. I think this one fits really well with the girl. You can also add frames.

So, guys, I hope you get the idea. So you can easily create your ads on Canva with just few drag-and-drops and a few clicks. It's really, really super easy and you can use ideas from my top seven converting ads that you downloaded from the description under the video, you'll find link there, and I hope you can apply my ads to your store as well. And I hope you see how easy it is to create it. In the next part of our crash course video we will get to the nuts and bolts of creating the ads in the power editor!! Let's continue!! See you there