

# FACEBOOK AN EFFECTIVE LOW COST ADVERTISING CHANNEL



## BONUS VIDEO TRANSCRIPT FOUR



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

# Video Transcript Four

## Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - F - Facebook

In Lead Generation and in the **P.E.R.F.E.C.T Method**, we've covered **Positioning**, how important it is to position yourself in the market so that people will turn to you. We've talked about **Educating** the prospect. Educate the customer so that he gets to understand what it is you're selling as you endear him to you. Then we talk about **Record**, which is having a proper CRM system where you record all the information and build a profile of your prospect so that when they are ready to buy, you know as much as you need to know about that prospect.

The next step in the method is "**F**," which stands for **Facebook**, not just Facebook but all of social media, using inexpensive advertising, because regular advertising can be so incredibly expensive.

Now, I hear people today saying, "I'm not into social media." Well, I say you've got to get into social media. Because it's where it's happening and it's where you get good value for money. So whether you're into it or not, you really have to take an interest in this subject.

And one of the best methods is what we would say is TV. And people say, "I can't afford TV, I can't afford a TV ad." And well, of course, what we'd say to them is, "Yes, you can." because you can with the tiniest budget produce a YouTube video where you really can tell a story, your story. And it doesn't have to be the most polished, it doesn't have to be totally professional, you don't have to spend tens of thousands of pounds on it. You can put together a simple video with a simple message on your specific product or service that you're selling that tells the story as it is.

When we talk about advertising on Facebook, we're talking about using something as simple as the A.I.C.D.A. method

- A. Attention**
- I Interest**
- C. Credibility**
- D. Desire**
- A. Action**

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### Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - F - Facebook

### Continued....

First of all, you need to get the person's **Attention**. And by that we mean, we sometimes make loud noises or we scream out something bold to get their attention, we use bright colours or music, we ask a provocative question?

Having got their attention, then we have to develop that by that getting their **Interest**. And that's where we dig deeper and give a little bit more detail whilst capturing their interest. Hint at an opportunity that is yet to be named further in the advertising copy. Bear in mind that people make decisions based on emotion backed up with logic. Having done that, then we have to go for **Credibility**. You're not going to get anywhere unless you win their credibility.

This is where we now talk about maybe using testimonials, when presented correctly are perceived as independent, whereas you're not.

Give some referral information or statistics that give us credibility so that people can trust what we're saying and that we seem like an authority on the subject. It is important when you're fighting for credibility that you know this is what you're having to do, you have competitors out there who are also making claims and making promises. And it's important that you're seen to be above the crowd.

Having got their **Attention**, created some genuine **Interest**, and gained their trust with **Credibility**, we have to create a **Desire**.

You must make the prospect not just like or want your product or service, you need to get them to desire it. Talk about the pleasure they will get and the pain they will suffer without it. You have to use the same techniques that everybody else uses, make them an offer, they can't refuse, make them an offer today that may not be there forever, offer them an irresistible guarantee where they have the right to buy it and then get a full money-back guarantee if it doesn't meet their requirements. You can have situations where they don't even have to pay for 30 days.

So by you saying to them, "You don't have to pay for 30 days," you're saying, "I've got confidence and trust in my product or service that I know you will pay," so it does take the risk away for the person.

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### The P.E.R.F.E.C.T Method - F - Facebook/ Continued....

And the final step is you must get them to **Take Action today**.

And by action, what I'm talking about is make a decision today. And by that you can offer all the different methods of payment available.

Make it easy for them to make a decision today so that you can then follow that up with immediate delivery. Because when you get somebody in a situation where they have a desire for the product or service, they certainly don't want it in thirty days. If you have done your job properly they will need it right now. So you need to help them to take action today.

So that's pretty important. In Facebook, we talk about advertising, we're talking about the most economical and effective ways of advertising -YouTube. Get their **Attention**, create **Interest**, gain their **Credibility** generate a **Desire**, and finally, getting them to take **Action** today.

**DON'T FORGET TO WATCH THE "LEAD  
GENERATION MADE SIMPLE FACEBOOK"  
VIDEO.**