

How to Get Your First Client



FB Advertising
— *Secrets* —

Andrea Vahl

Introduction



I want to give you a little background about me and how I came to write this guide. I started using social media 8-9 years ago to promote my own side businesses after being laid off from my full time job. I started helping friends and entrepreneurs get on board with Facebook and Twitter and watched as they increased their sales. I wanted to help more people increase their business with social media and I decided to do some online social media tutorials.

But I wanted to be a little different. I blended my improvisational comedy background with social media to create Grandma Mary, a Social Media Edutainer. I grew my blog and following and was offered to co-author Facebook Marketing All-in-One for Dummies along with Amy Porterfield and Phyllis Khare.

I have successfully use Facebook Advertising to grow my business and have helped many businesses design and execute their own successful campaigns. I've spent 10's of thousands of dollars in Facebook ad campaigns as well as run campaigns for clients spending anywhere from \$20/day to \$5000/day.

What I'm truly passionate about is helping other entrepreneurs (or aspiring entrepreneurs) grow their business as social media managers and Facebook ad managers. When you have a business that is all your own, you can grow at whatever level you want.

You can run a part time business that helps your family or you can run a full-scale agency with employees. You can run this business from anywhere in the world and work with a huge variety of businesses. The possibilities are endless and that's what I want for you – the ability to choose the life you want.

To Your Success,

Andrea Vahl

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The Opportunity

Facebook ads are scary.

Facebook ads are confusing.

Facebook ads change all the time and I can't keep up.

I don't have time to run my own Facebook ads.



These are just a FEW of the things I hear from clients.

And that is where we come in. When you have a skill that feels complicated (even though it really isn't too bad once you learn it) or scary to a business owner, you are in demand.

The other issue is that many "larger" ad agencies or marketing firms won't take clients who have less than a \$10,000 budget. Many large ad agencies charge a percentage of ad spend so it doesn't make sense for them to take on "smaller" clients with less than \$10,000 to spend. Leaving a LOT of smaller businesses high and dry and trying to figure out Facebook ads on their own.

Many small businesses don't have a Facebook ads specialist in house. Someone may know a little bit about marketing but again, Facebook Ads do change and are a little more complex than other types of marketing.

When businesses are going to spend money, they don't want to make a mistake. And many of them HAVE made mistakes in running ads (some don't even realize how they have wasted their money in running the wrong types of ads).

You'll hear things like "We tried a Facebook ad and it didn't work for us." Most likely

they tried the wrong type of ad, ran it incorrectly, and didn't even know how to measure the results. Plus, they may have just tried one single ad – most often Facebook ads require split testing multiple ads to get good results.

If a business has budget to spend on Facebook advertising, they often have budget to spend on a consultant or Facebook Ads Manager to help them get it right.

You can either help a business get started with running their own ads and consult with them (typically 2-3 sessions at least to go over placing ads, targeting, reporting, strategy, etc.) OR you can run ads for them so they don't have to worry about it at all.

Be Your OWN First Client

The easiest thing to do to get started is practice on your own. Build a Facebook Page and run a Facebook Like campaign. Send traffic to a website (your own or something that benefits you). Practice with Lead Generation ads or Video ads. If you have a website, install the Facebook pixel and start working with that.

You don't need to know every single thing about Facebook ads in order to get started and practice. Here's a good article I wrote if you are new: [Getting Started With Facebook Ads: 5 Things Every Beginner Needs to Know](#)

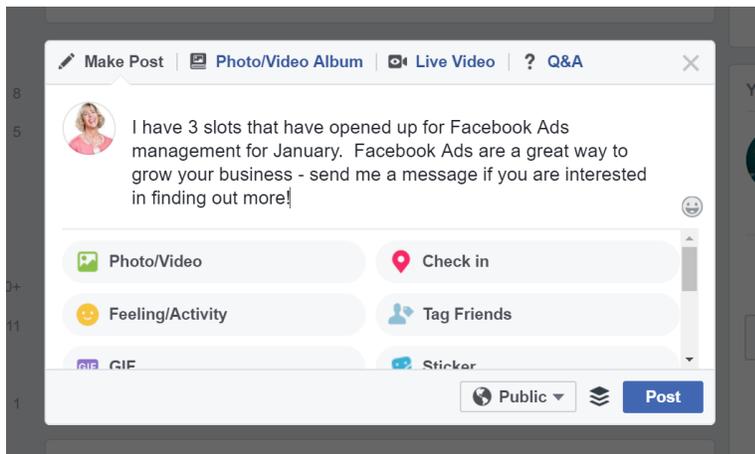
After you have a little experience and knowledge, you are ready to help others. Some people make the mistake of thinking they can't help others until they have been running ads for a long time. But with the right training, the right support, and the right mindset, you can help many types of businesses and get paid well!

Getting Your First Client

Your “warm” network is going to be the EASIEST way to get your first client – friends, family, local neighborhood, mutual connections.

Do you know someone who has a business who could use a little more visibility on Facebook?

Sometimes you can even announce this availability on Facebook and people will tag others in your post and find clients for you!



Offer to run a few ads for them either low cost or for free (if you are feeling super generous) so that you can practice running ads for others. Find out what it’s like to get ads approved by them, develop an ads strategy, run reports, etc.

BUT SET LIMITS ON YOUR TIME!

Don’t let people take advantage of you because you are new. Run one lower cost campaign and make sure they know what your “regular” pricing is going to be.

Find out if they can refer you to others after the campaign is over. Or then it might be time for you to go out and get clients in other ways.

SOOOOO Many Ways to Get Clients

I find that when I mention what I do – help people get more leads and sales with Facebook Ads – they instantly want to talk to me.

Here are just a few places to connect with business owners that might need your services:

- Chambers
- Meetup
- Networking events
- Conferences
- Webinars
- Speaking
- Referrals
- Facebook Groups
- LinkedIn
- Upwork
- Subcontracting
- Facebook Ad!
- Blog content
- Case studies
- Social posts
- And more....

If you have a local area that has networking groups, you can find them on sites like Meetup. Often you have a chance to introduce yourself or give a “60 Second Commercial” where you can talk about how you help businesses.

Find a Meetup

31 Meetups in your groups · 2,420 Meetups nearby

within 25 miles of Louisville, CO

Groups
Calendar

WEDNESDAY, JULY 11

9:00AM SEARCH & SOCIAL MEDIA MARKETING MASTERMIND
1 Million Cups Weekly Startup Pitch + Networking
 Dallas Entrepreneur Center

2 Members going

4:00PM 4BR - BUILDING BETTER BUSINESS BY REFERRAL
Boulder Networking Referral Group
 16 Members going

5:30PM STARTUP MEETUP
Boulder StartUp Meetup
 NiCHE Workspaces

68 Entrepreneurs going

All Meetups

My Meetups & suggestions

My Meetups

I'm going

Today

July 2018

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

THURSDAY, JULY 12

7:30AM 4BR - BUILDING BETTER BUSINESS BY REFERRAL
Westminster Networking Referral Group
 12 Members going

9:30AM CERTUS METRO DENVER NETWORKING EVENTS
CERTUS Cherry Creek Networking Event
 34 Go-Giver Professionals going

Export to...

Even just Googling networking events in your area can yield great results. But if your area is remote or not the right fit for you, there are plenty of places to network online as well including Facebook Groups, LinkedIn Groups, Reddit, and more.

Keeping Your Funnel Filled with New Prospects

After you have your first few clients under your belt, you may decide to continue to grow or just keep a side business. If you are going to grow your business you will need to make sure you are continuing to network and make possible connections.

Here are some ways to continue to grow your business:

- Ask your current clients for referrals – they often know other business owners who need help.
- Do local or online presentations about Facebook Ads – many people who attend the event will be interested in working with you.
- Post content on social sites to give tips on running Facebook Ads – when people see your tips, they will ask you questions and want to work with you.



A Facebook sponsored post from Andrea Vahl, Inc. The post features a profile picture of Andrea Vahl and a blue background with a white circle containing the number '3'. The text reads: "Join me for a FREE webinar on February 17th on Facebook Ads <http://bit.ly/FBAdsWebinar>. You'll learn 3 MASSIVE Mistakes that Small Business Owners Make that Cause Them to Waste Money on Facebook Ads. I've run... More". Below the text is a "Sign Up" button and the website "www.andreavahl.com". The post has 67 likes, 4 comments, and 14 shares.



A Facebook live video post from Andrea Vahl, Inc. The post shows a woman with blonde hair wearing a blue shirt, speaking into a microphone. The text reads: "Facebook Ads: Choosing the Right Placement can be critical to your Facebook ad performance! Unfortunately Facebook hides the placements from you and often times gives you the wrong advice on your ad placement. Find out how to see what's really going in my full post here: <https://www.andreavahl.com/.../facebook-ads-choosing-the-right...>". Below the video is a "Boost Post" button and the text "1,436 people reached". The post has 399 views and is liked by Jenn Hodgson, Douglas Karr, and 17 others.

Are You Ready for What is Next?

If you found this report valuable, you should know that my FB Advertising Secrets course has the system you need to build your Facebook Ads business. You get all the strategy to create ad campaigns that convert as well as all the business building lessons to have a steady stream of new clients.

The Agency level of the course includes proposal templates, campaign design, report templates, and other resources that will save you HOURS of work. Plus, I'll be with you in the private Facebook Group giving you specific advice on how you can grow your business. Get all the details here:

<http://fbadvertisingsecrets.com/>

Hope to see you in the course! *Feel free to contact me at Andrea@AndreaVahl.com with any questions.*



Andrea Vahl is the co-author of Facebook Marketing All-in-One for Dummies - all 3 editions. She was listed on Entrepreneur.com: 50 Favorite Online Marketing Influencers – and on Inc Magazine: 21 Best Blogs That Will Help You Grow Your Business and on Kim Garst’s - Top 30 Women in Social Media and on many more social media influencer lists. She’s an international speaker and a top trainer for Facebook Advertising at conferences all over the world including all 6 years of Social Media Marketing World. And in her spare time does award-winning stand-up comedy in Colorado. Get more information at www.andreavahl.com

