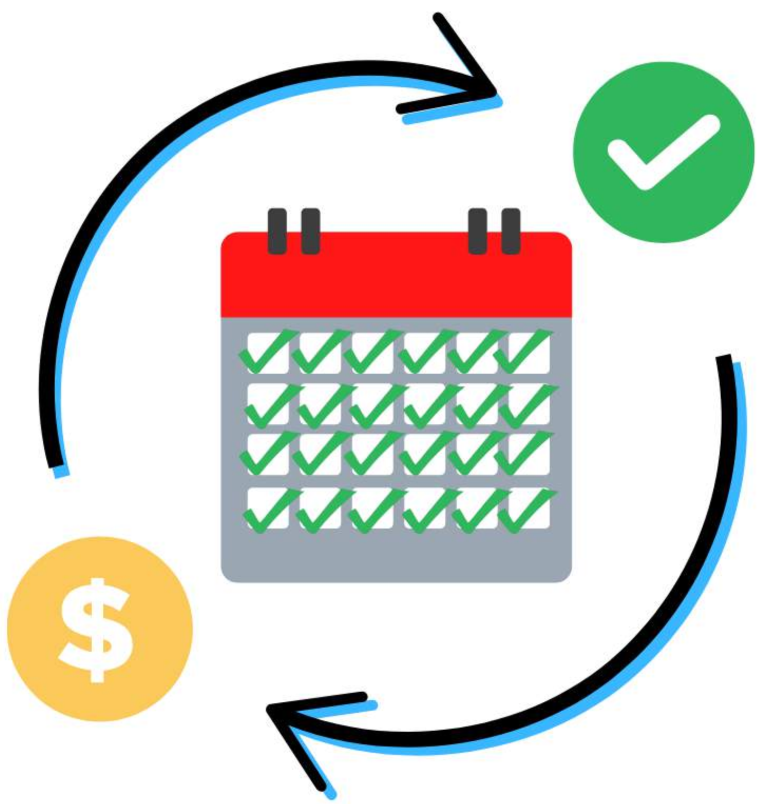
APPOINTMENT AUTOMATION METHOD

How service-based businesses can get an extra 50-100 paid appointments monthly without manually following up with leads



EDMUND CHEW

Automated Appointment Method

How service-based businesses can get more paid appointments on autopilot without having to chase leads endlessly

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Preface

Dear Reader, my name is Edmund. First off, I'd like to welcome you to the "Appointment Automation Method" book!

What you got your hands on isn't just a book, no - it's a complete, proven system that me and my clients have been using to get paid appointments consistently.

When I was building up my music school, I had no idea about running traffic and how to schedule my workshops. It was a mess.

The many screw ups I faced led me to think there must be a better way of automating the whole process. From selling to booking classes. Without me getting involved.

Upon months of researching and testing, I finally found a method that works… even until today.

If you run a service-based business, or you're a tutor/coach, this book will make your life easier, simply by automating the whole process of getting clients and booking appointments.

Why should you listen to me?

Other than the fact that my whole music school is running on autopilot now, I've also used this method successfully for other clients who hired me for help.

I'm also a certified Meta media buying professional and I run A LOT of ads every day.

So if you want to run traffic to book quality appointments, I'm in the right position to help you :)

Introduction

The Mess That Led To The Creation Of Appointment Automation Method

I first started an online website in 2011 matching private guitar students and teachers. For every successful lesson matched, I earned a commission.

That quickly evolved to become a business where we provide guitar lessons in corporate companies as a form of enrichment.

Our teaching methods were superior in the sense that our students could learn how to play guitar or ukulele in just 1 session.

That gave me an idea to offer our workshops not just to corporate organisations, but also to the public.

That was when I learned digital marketing skills like building a landing page and running Facebook ads.

Which would form part of the Appointment Automation Method I will be sharing in this book.

My first campaign I launched was for our ukulele workshop.

Not knowing whether it would work, we went to rent a venue, ran ads and surprisingly, I filled a full class of 20 people. I remember the return on ad spend was about 10x.

One of my first few ukulele workshops launched in 2017

As we continued to expand our workshops, the real problem came.

The whole scheduling and appointment process was a mess.

I had customers (who already paid) showing up for the class, but I had no records of their payment - which was embarrassing.

I also had customers showing up, NOT having made any payment and wanted to pay by cash.

I had customers cancelling at the last minute and requesting a make up class.

So while my offer was working well (since many people signed up), the whole process was manual.

I had to arrive at the venue 1 hour prior, to help customers sign in.

There was a printed attendance list, and I had to tick and verify that every customer made payment.

What's worse was that my attendance sheet wasn't even accurate.

Fortunately, after weeks of research and testing, I finally found a method to automate the whole process.

From advertising, to getting customers to pay before showing up, sending them automated reminders so they show up, and finally being able to upsell them even more stuff when they sign up.

That's why today, I have my ukulele, guitar, piano and drums workshop running smoothly.

This method works not just for a music school like me - but for any service-based businesses providing a service or class that requires people to make an appointment.

Chapter 1

Why Optimising Your Campaigns For Leads Can Be A Bad Idea

If you've tried running ads on Facebook/IG for your business, chances are you've tried running a lead generation campaign.

But let me tell you why running ads to generate just leads can be a bad idea:

Expensive cost per lead - ad costs have been rising since more advertisers are running ads (cost per lead can go up to $80-$100)

Poor quality leads - leads aren't genuinely interested in your service or they just enquire for fun

Unresponsive leads - leads don't respond to you after you've followed up with them

Time wasted on following up - all your time and effort spent on following up with leads is wasted when you don't close them

With all these problems people face when running ads to get leads, why then do we still optimise our campaigns to get leads?

What then should we do?

We should optimise our ads to get booked appointments.

That means upon seeing our ad, prospects take out their credit card to pay and book for an appointment.

Without us having to contact them or follow up.

Without us having to waste time getting ghosted and answering endless questions.

There is nothing wrong with creating a lead generation campaign to get leads.

But instead of focusing on getting leads, we should focus on getting these leads to book a paid appointment with us directly.

By doing so, you get to:

Have higher quality leads - because these leads took the initiative to book an appointment with you (whether paid or not)

Save time - by not having to follow up with them manually

Get paid first - and use the cash flow to invest back into getting more clients

Reduce no-show rate - because your customers have already made payment, the likelihood of them cancelling on you is low

Have a predictable schedule - that means certainty of your time where chances of you facing any last minute changes are low

How do we do this?

Let’s look at the next chapter.

Chapter 2

Overview Of Appointment Automation Method

The Appointment Automation Method (AAM) has 3 steps:

Step 1: Create your offer
Step 2: Write a high-converting sales page for your offer
Step 3: Run traffic to it so people can start booking appointments

This means you need 4 things:

1. Your offer (the service you're selling)
2. A website to host your sales page
3. Booking page for appointments (we use a paid software for this)
4. Facebook account to run ads

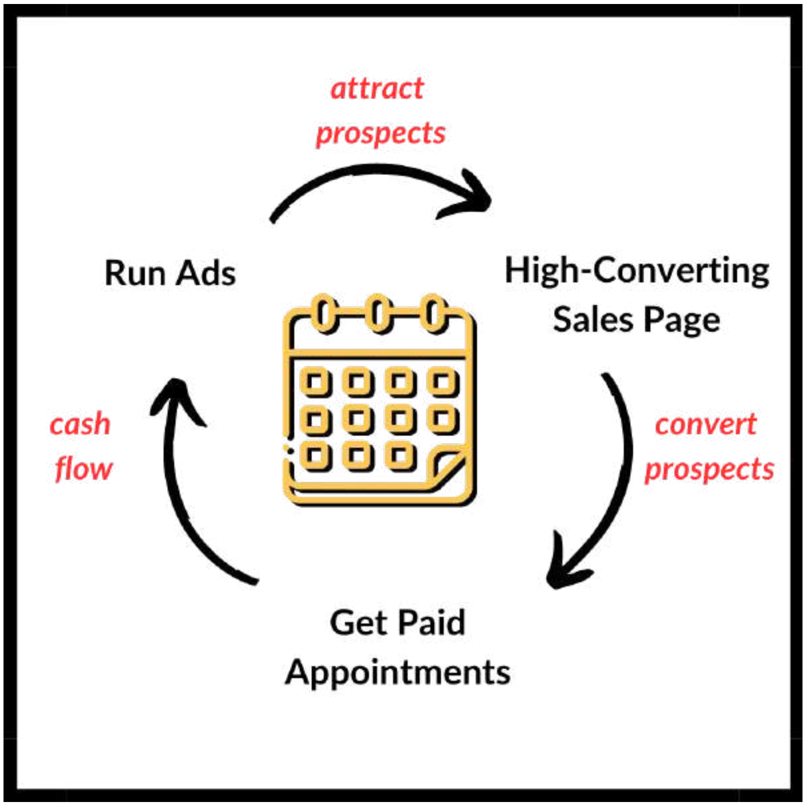
If you have no website at all, it isn't a must to create one. I'll show you how you can still get leads and drive them to your booking page.

However, having a landing page is ideal because there you can elaborate more about the service you offer, show customer testimonials and you can also address the commonly asked questions.

If you have no website, but want the fastest way to create a landing page, you can use the many landing page software out there in the market. I use Leadpages.

For appointment booking software, I use Acuity Scheduling and in my opinion it's one of the best scheduling softwares in the market. You can easily embed it onto your landing page so people can book directly. I'll talk more about it later on.

Once the automated appointment system is built, it should look like this:



The whole system should be running on autopilot and the only thing you have to focus on is to deliver your service.

Chapter 3

Creating Your Killer Offer

To create an offer that can convert traffic to booked appointments, your offer needs to:

1. Have a big outcome
2. Have clear benefits
3. Remove the pain points of your prospects
4. Have an unique mechanism to show how it works

To put it simply, your offer needs to solve a problem.

The Big Outcome

What is the outcome your prospect can get from your service?

Note that an outcome is different from benefit. An outcome is a result that is achieved as a direct consequence of something else.

For example, the outcome of building a fully automated appointment system like AAM is increased revenue and efficiency. Since this system is able to attract more booked appointments and automating it, it leads to more income and less time spent on manually booking appointments.

Ideally, you should be able to come up with one big outcome of your service.

For my piano workshops, my big outcome is students will be able to play the piano with both hands after one session with us.

Clear Benefits Of Your Offer

Benefits, on the other hand, are positive effects gained from achieving an outcome. For example, by having an automated appointment system, the benefits are not having to follow up manually with leads or chase them for payments.

You should be able to list out at least 3 benefits of your product. Why 3? Because it's an easy number to remember and it's easier when you write your sales copy.

Benefits of my piano workshop:

1. Learn to play piano using both hands by the end of it
2. No prior music experience required
3. Affordable

Benefits of Appointment Automated Method:

1. Time saved from having to manually book appointments
2. Money saved from having to hire an admin staff to handle enquiries
3. More predictable revenue and time schedule

Removing The Pain Points Of Your Prospects

What pain can your service remove from your prospects?

For example, my music courses are built for adult music lovers who have no music background. Their problem is struggling to learn music because of their lack of experience and having to learn music theory.

This particular book is written for service-based businesses who struggle to get consistent appointments and hate to waste time following up with low quality leads who eventually don't buy from them.

The Unique Mechanism Of Your Offer

The unique mechanism is different from what's unique about your product.

Unique: What's special about your product compared to others?

Unique mechanism: What enables your product to work so uniquely as compared to other products? Is it a special method, a framework, a new concept?

In short, what's the secret ingredient? What makes it work?

Unique mechanism of my piano course:

Most piano lessons start by teaching music theory, but my piano course teaches one to start playing without learning theory, by just forming one easy shape on the right hand, and using that same shape to form many other chords.

Unique mechanism of Appointment Automation Method:

Most marketing courses out there teach you how to run ads to get more customers, but they don't show you how to automate the part about booking appointments. Even if they do, they charge you for usage of their software which usually costs about $100/month.

Using AAM, you learn how to run ads and get people to book appointments without having to spend a bomb on expensive software.

The software I will show you costs only about $16USD per month.

Another example to help you understand more about unique mechanisms…

A client runs a Maths tuition centre. When it comes to Mathematics, most students always practise blindly without understanding the mathematical concepts.

His unique mechanism:

He focuses on teaching students how to break down a question in parts, and understand what it is looking for instead of blind practice. This method equips students with the skill to tackle all sorts of questions easily. To further strengthen this aspect of his teaching method, he supplements them with additional written materials that clearly show how to break down a question and how to solve it.

Now that you have an understanding of what's needed to create a marketable course, we will talk about naming your course.

Before moving on to the next chapter, complete your task below:

Fill in the blanks

Your Big Outcome:
#1 ____

The Benefits Of Your Product:
#1 ____
#2 ____
#3 ____

Your Target Audience's Pain:
#1 ____

3. The Unique Mechanism Of Your Product:
#1 ____

Once you’ve created your killer offer, it should be able to fit into this headline template (which you can use for your sales page)

How We Get (Outcome) for (Benefits) by using (Unique Mechanism)

For example:

How To Automatically Get 30-100 Appointments Monthly Without Having To Follow Up With Leads Manually By Using Optimising Your Ads For Booked Appointments

Outcome: Get 30-100 Appointments

Benefit: WIthout having to follow up with lead manually

Unique mechanism: Optimising ads for booked appointments

Chapter 4

How To Write A High-Converting Sales Page

A sales page is like a salesman selling your product for you, just that it's done using words. The act of writing persuasively for the purpose of advertising or selling is also known as copywriting.

To write a copy that converts takes years of practice. However, after years of writing countless sales pages, I've found a framework that works for me and can be replicated easily. I use this framework to sell not just my online courses, but also my physical products and services.

In this chapter, I will talk about the elements of a high-converting sales page, followed by giving you a framework of how your sales page should look like.

The 8 Elements Of A High-Converting Sales Page

1) A good offer
2) A hook
3) Unique mechanism of problem and solution
4) Multiple call-to-action (CTA) buttons
5) Social proof
6) Value stacking
7) Scarcity/Urgency
8) Frequently asked questions (FAQs)

Before I dive into elaborating each point, you need to remember this:

Your sales page has only 1 objective.

That is for your reader to click on the call-to-action button so they buy your product or give you their contact information. All the effort you put into crafting your sales page is for that 1 main goal, for them to click the call-to-action button!
Now, I will show you how to achieve that by having these 8 elements in your page.

Element 1 - A good offer

Of the 8 elements stated, I'll rank this as the most important because if you don't have a good offer, it will be hard to convert traffic into sales.

A good offer is one that is attractive to your target audience. It doesn't necessarily just mean a huge discount off your usual price.

Let me give you an example of my physical music course. My offer is a 2 hour ukulele workshop where anyone can join even if they have zero music experience. They can learn to play and sing on the ukulele by the end of the 2 hours. Plus, if they sign up for it, they get to bring home a ukulele worth $109 for free! I charged $109 for the 2 hour workshop. Not too bad an offer for someone who has always wanted to learn the ukulele!

I'm only able to create this offer because we manufacture our own instruments thus we have the economics to do so. Ultimately your offer has to make sense economically.

When creating your offer, think about the value your buyer will get. On top of helping them achieve their desired outcome through your course, you can think about how to add more value to your offer. One example is giving them additional bonuses to help them achieve their goal faster or with less effort. Bonuses could be an extra video tutorial or PDF or any tool that can benefit them.

Element 2 - A hook

What is a hook? Basically, it's a headline that aims to grab the attention of your target audience. As the name suggests, the headline is meant to "hook" them and get their attention to read what you have to offer.

To help you come up with a headline easily, here are 3 formulas you can use:

Hook formula #1 - Get (desired outcome) without (pain)

Most people would prefer taking the path of least effort when trying to accomplish a task. Instead of "no pain no gain", people just want the "gain".

Here are some examples in various niches:

"Lose weight without having to hit the gym!"
(Fitness related niche)

"Learn how to swim easily without struggling in the water!"
(Learning/enrichment niche)

"Come back to a sparkling clean home without you having to lift your finger"
(Home services niche)

"Excel in mathematics without practising blindly!"
(Education niche)

This formula works all the time across any industry as long as you can identify the pain points.

Hook Formula #2 - Get (desired results) in (time frame)

We live in a fast-paced world and people usually want to see results fast or at least know when they can attain an outcome.

Here are some examples:

“Lost 7 kg in just 2 weeks!”

“Learn to build your own website in just 2 hours!”

“Buy your travel insurance in just 2 minutes!”

“Single and available? Our app finds you a date in just 5 minutes!”

Hook Formula #3 - Always wanted to (desired outcome) but don’t know how to (commonly-assumed-required-skill)?

This is one of my favourite formulas because it’s really easy to use and can be used all the time.

In fact, you can even end the headline with just “but don’t know how?” For example:

“Want to create an online course but don’t know how?”

But if you could add in a required skill that people assume is needed for that desired outcome, it works better.

Here are some examples:

“Want to create an online course but you don’t know how to build a website?”

“Always wanted to write good headlines but think your English is poor?”

“Want to be a guitar player but have zero knowledge in music?”

This formula is quite similar to formula #1, but it challenges the assumption most people have and makes them interested to find out how it’s possible.

The idea of such a headline is to grab their attention and get them to read the rest of your sales page.

Element 3 - Unique mechanism of problem and solution

The unique mechanism explains to our prospect why they are struggling to achieve a goal.

It comes in 2 parts:

1) The unique mechanism behind the **problem** they face
2) The unique mechanism behind the **solution** to that problem

By showing the unique mechanism behind the problem, you get the prospect to understand why they've failed in the past.

By showing the unique mechanism behind the solution, you get the prospect to believe your product can help them achieve their goal successfully.

It's like telling your prospect the real reason why they haven't been able to achieve results - the one missing piece of crucial information that's been holding them back.

Example #1 - Beginner piano lessons

Unique mechanism behind the problem of beginners learning piano:

Most music teachers start teaching beginners how to read musical notes before getting them to play a song on the piano. They also teach theory concepts which can be confusing to someone who is just starting out.

If you are new to learning piano, and you start by learning these theory stuff first, you will probably be very confused. Worse, you lose interest after struggling to understand them and give up learning because after a few lessons, you still won't be able to play any songs on the piano.

Unique mechanism behind the solution:

After many years of teaching beginners how to play piano, we realised there is no need to learn how to read notes at the start.

In fact, to get started playing chords that can let you play your favourite pop songs, all you need is to form one simple shape on your right hand. Once you've formed that shape, you can use the same shape to move it around to form other chords.

Once we taught this method to our students, they could start playing on the piano with both hands within 2 hours!

Example #2 - Mathematics tuition

Unique mechanism behind the problem of struggling Maths students:

We have always been told to practise hard if we want to ace Maths. This will usually lead to many students practising blindly, attempting questions after questions in hopes of 'getting better' at them.

But the problem they still don't do well is because they fail to understand what the question is looking for and have not mastered the mathematical concepts required to answer the question.

Unique mechanism behind the solution:

After years of helping students ace their exams, we have a proven framework to help students break down a question so that it is easy to understand how to find the solution to it.

Our lessons are designed to help students internalise the concepts instead of just practising blindly. We noticed that once our students truly grasp the concept, and then learn how to find what the question is looking for, they usually will score well without having to practise too much.

Element 4 - Multiple call-to-action (CTA) buttons

As you build and write your sales page, I recommend having at least 3 call-to-action buttons on your landing page.

The ultimate objective of your landing page is for your reader to click the CTA button, because you want them to take an action so you can achieve your outcome, either earning the sale or getting their contact so you can follow up.

I usually insert at least 3 CTA buttons, one right below the hook, one right after social proof, and one at the bottom.

An important note on your CTA button is that the words in the button should be written in the perspective of your reader. It shouldn't just be a "Click here to learn more"

For example, all my CTAs are "I want to learn (desired outcome) now!"

Since one of my online courses teaches beginners learning how to play piano, my CTAs are "I want to learn piano fast" "I want to learn piano now"

So the formula for your CTA should be:

I want to get (desired results/benefits) now!
I want (crazy offer) now!

Element 5 - Social proof

If your product has helped your past clients achieve a desired outcome you would want to show proof of it. It can be a written or video testimonial, a review on your Facebook page, or even a screenshot of a conversation in Whatsapp of your client thanking you.

This elevates your credibility and it also helps your prospect believe they can achieve the outcome after buying your product.

Element 6 - Value stacking

Whichever niche or industry you are in, there are definitely competitors and you need to stand out from them. Why should your prospect choose you since others can also offer the same product/service?

Here is why you have to brainstorm how you can add value before applying this concept called value stacking to make your sales page convert better.

Value stacking means listing out other bonuses you can include (on top of your product) and giving a monetary value to that, before totalling it up and then slashing it down, telling your reader you will not charge that amount, as long as they take action now.

Here’s an example of how you can value stack:

Let’s say you’re a yoga teacher and you now have an online course that costs $200.

If your prospect purchases with you, on top of the online yoga course, you will be giving away these bonuses:

- An additional hour live yoga session (worth $70)
- A PDF guide of 10 yoga exercises they can do daily (worth $27)
- Another yoga course with different outcomes (worth $200)

Then you value stack it and give a huge discount:
The total value of the online yoga course and bonuses you are giving is worth $497. But if they sign up now, they can enjoy everything at just the price of just $200. (And save $297!)

Doing this will usually make an offer attractive.

So you have to think of the value you can offer on top of your main product.

Bonuses that can make your offer seem enticing are usually resources that can help your prospect achieve his goal either faster or easier.

Element 7 - Scarcity & Urgency

After you've value stacked, you need to employ the element of scarcity or urgency for your reader to take action.

Scarcity and urgency are 2 different elements but to me, hey come hand-in-hand.

Scarcity means - there are only 5 slots left, so you better take action and sign up now.

Urgency means - this crazy promotion is only extended to you for the next 2 hours, so you better take action and sign up now!

There are various ways to use the scarcity/urgency techniques, but remember, you have to be real about it and stick to what you say.

If you are running an offer for just 12 hours, then if someone emails you 1 day later to ask if you can still give this offer, you have to be fair and say no.

If you say there are only 10 slots available for your fitness class, then there should really only be 10 students when your customer comes for class.

There must always be alignment in what you say online and what you offer in person.

With the final part of your sales page being an urgency element, ideally your reader will click on the CTA to give you your own desired outcome, whether it's buying a product or giving you their contact details.

In the sales page of my guitar course, I offer the prospect a series of bonuses if they register their interest with me in the next 12 hours.

Here is an example of the CTA on on that page:

The countdown timer helps to drive urgency.

Element 8 - FAQ section

This segment is important and has proven to increase conversion rates. Your frequently asked questions can be at the bottom of your page, addressing any questions your reader may still have.

This section is supposed to clear up any confusion people may have.

Remind them what product you're offering, how it is different from others, shipping details if any, why it's important to take action today, terms of guarantee and how to buy.

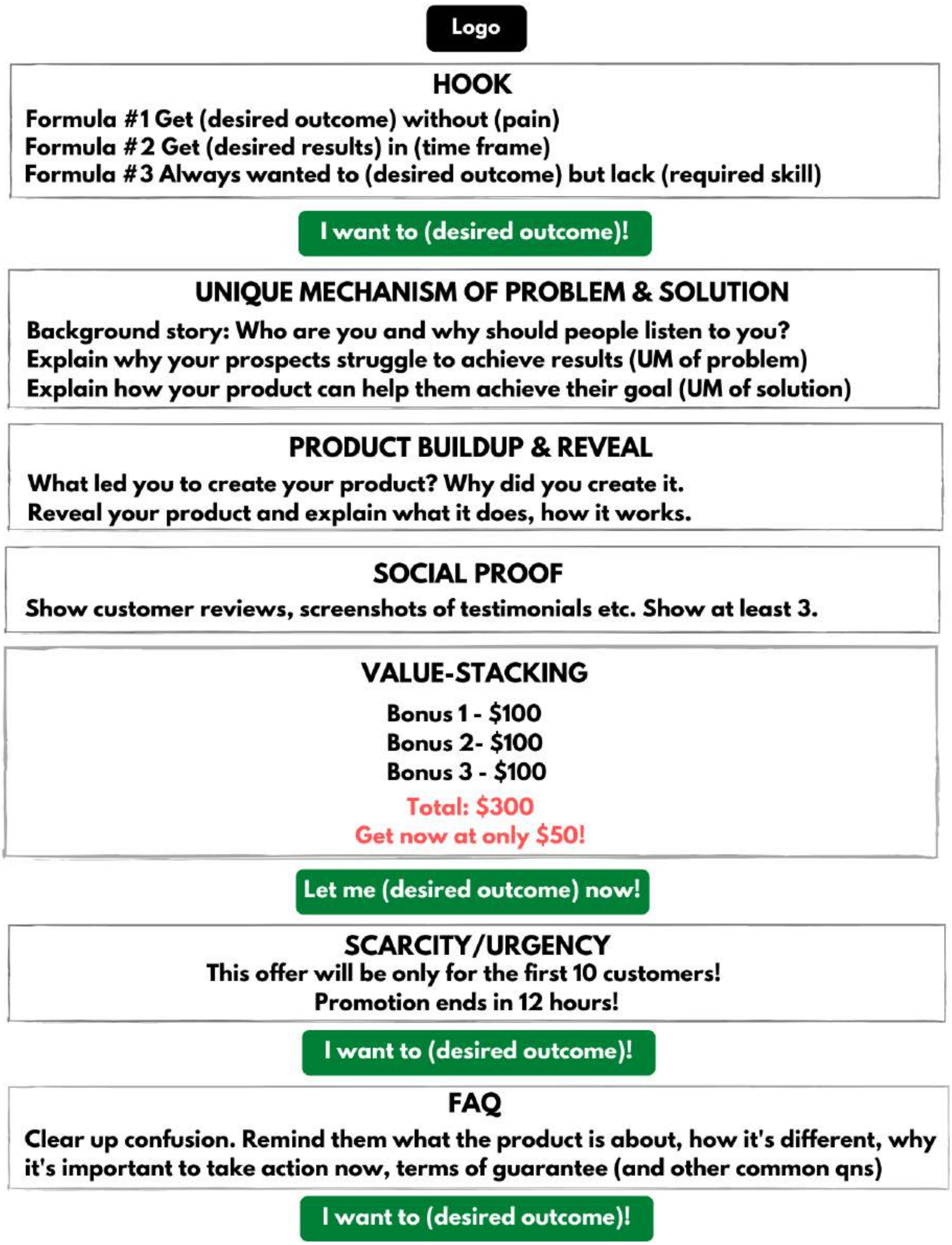
Using a yoga class for example:

FAQ:

1) How are your yoga programmes different from others?
2) What happens if I miss a class?
3) Do you accept instalments?
4) Where are you located?

Usually right below my FAQ, there will be a CTA button too, so that works out to be 4 CTA buttons on my sales page.

To summarise, here's an illustration of how your landing page should look like:



Chapter 5

How To Automate The Booking Of Appointments

Here’s the key to how you can automate the booking of appointments:

After someone lands on your sales page and submit their details, they will be able to make a booking on the thank you page.

This is when they pay and book the appointment with you.

The flow of the process is this:

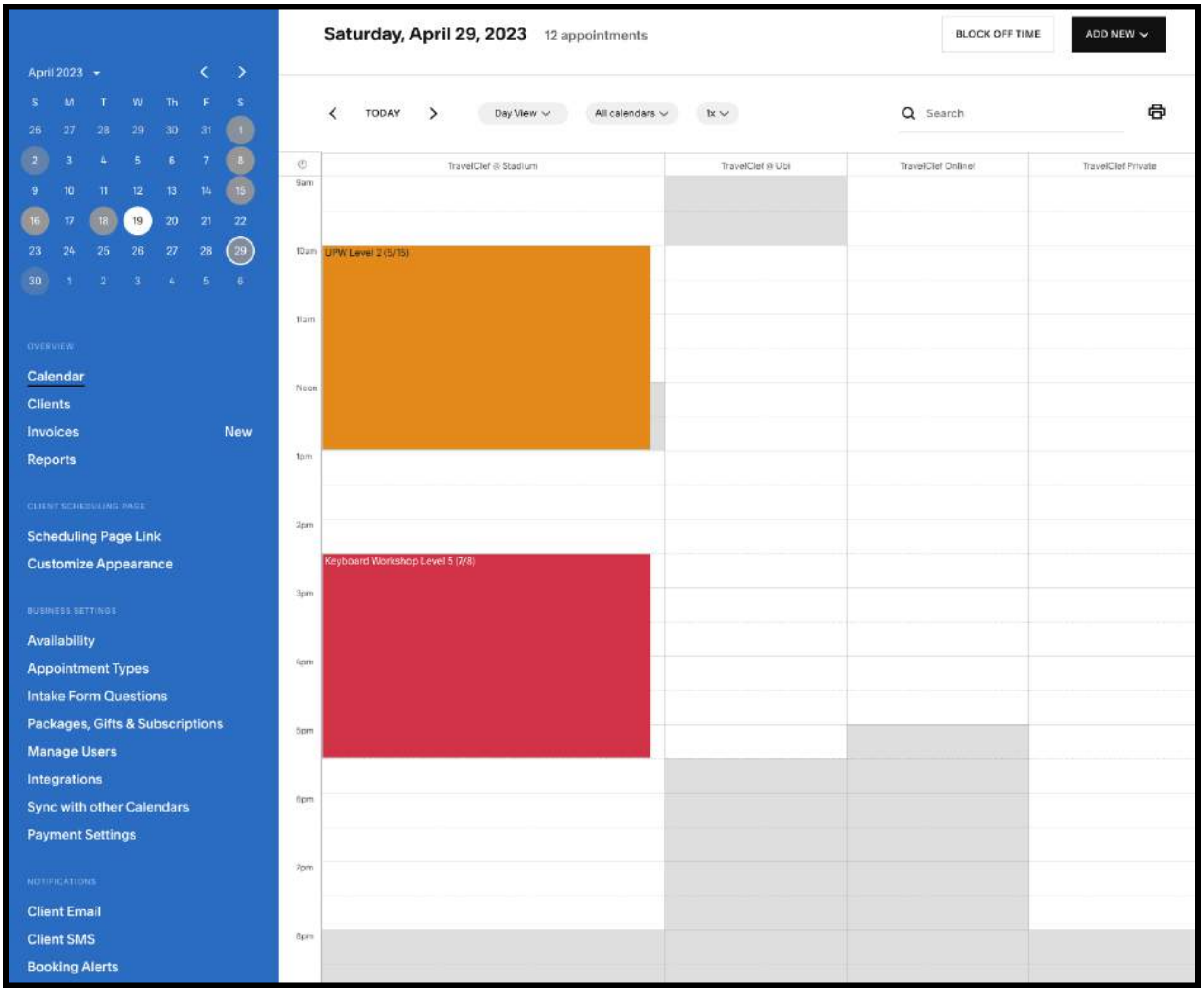
Ads -> sales page -> submit details -> booking page

This is where you need to set up a booking page for them to schedule an appointment with you.

In this chapter I will explain how I do it using Acuity Scheduling (which is also known as Squarespace Scheduling as they have acquired Acuity Scheduling).

I’ve been using this software for years and it’s been doing a great job helping my clients book their classes with me.

This is the overview of what I see when I log into it:



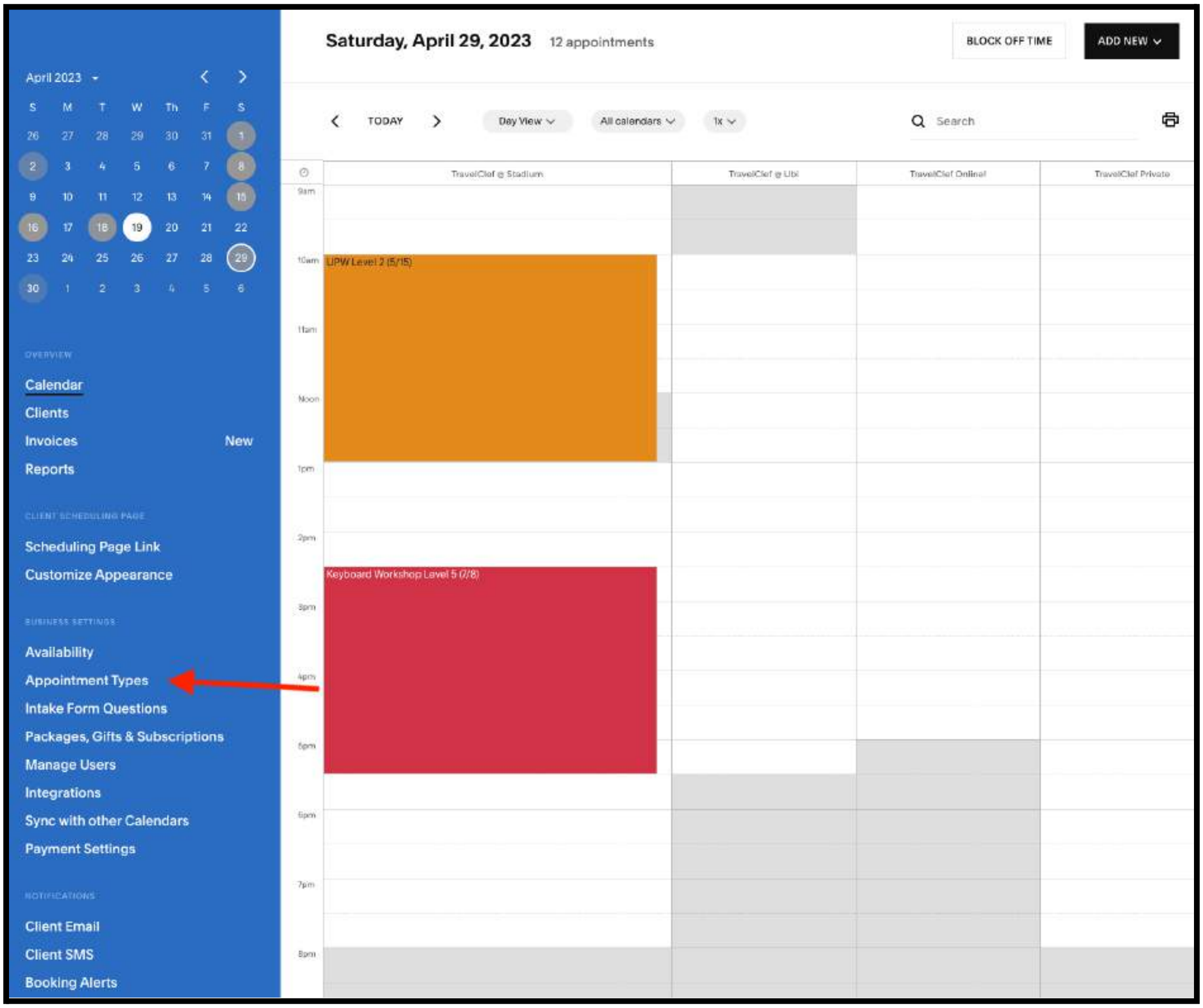
You get an overview of all your appointments.

As I run group classes, you can see the available spots left for sign ups.

If you run any type of 1-1 service, you can just change the settings of it.

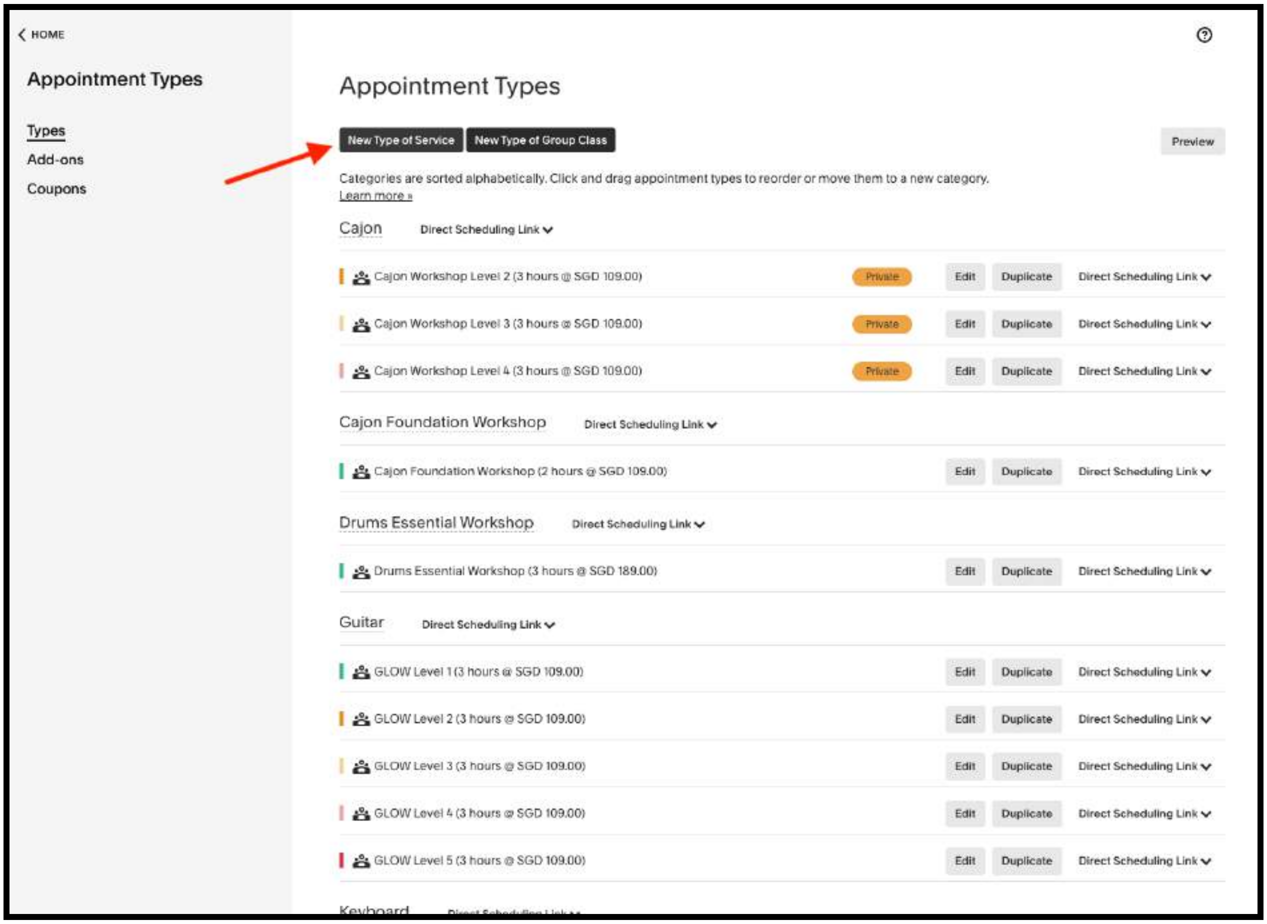
Let me show you how to create your service and make it available for people to book and pay.

First, on the left panel, click on Appointment Types:

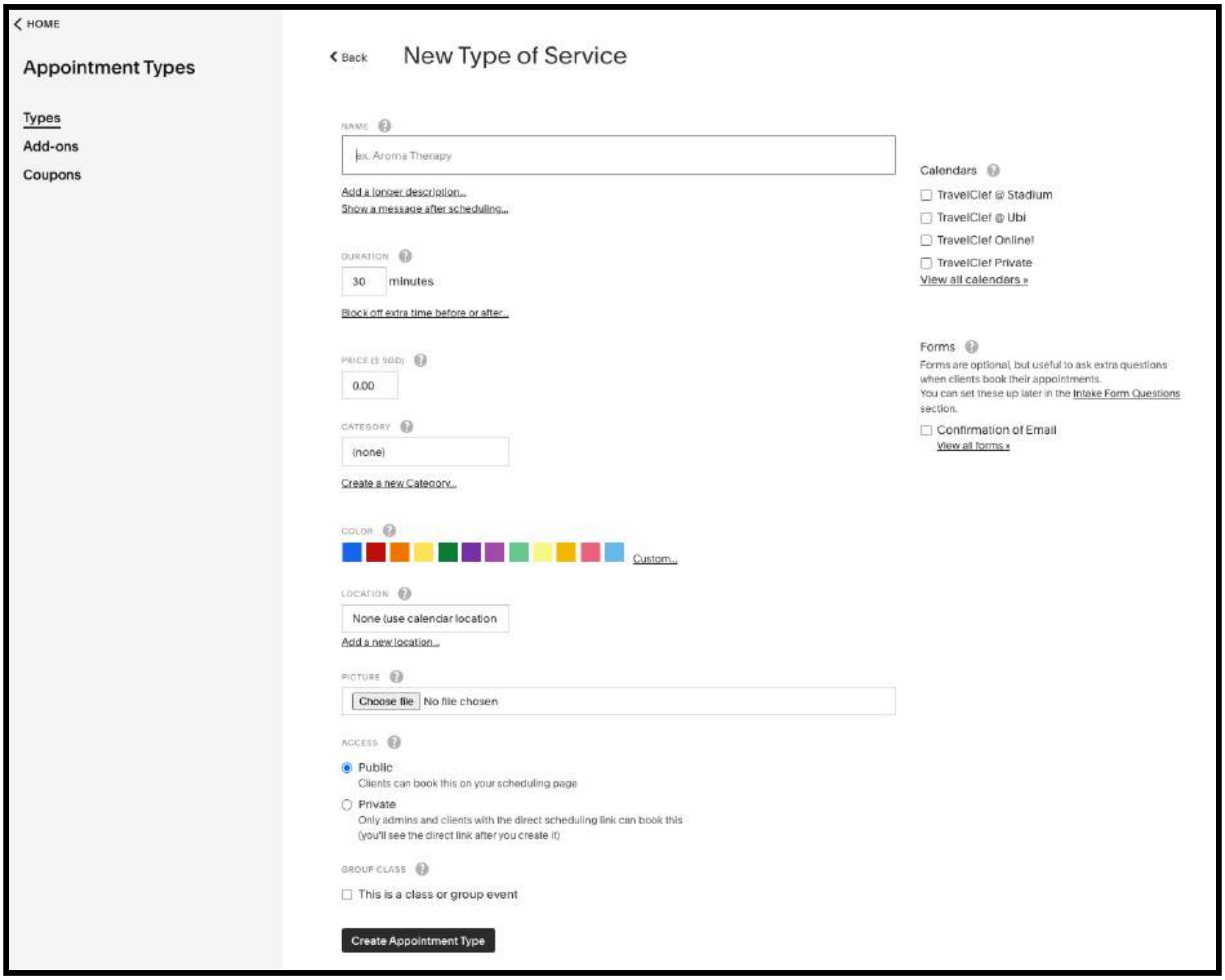


Then, click New Type Of Service (if you offer 1-1 service).

If you offer a group class like me, click new Type Of Group Class.

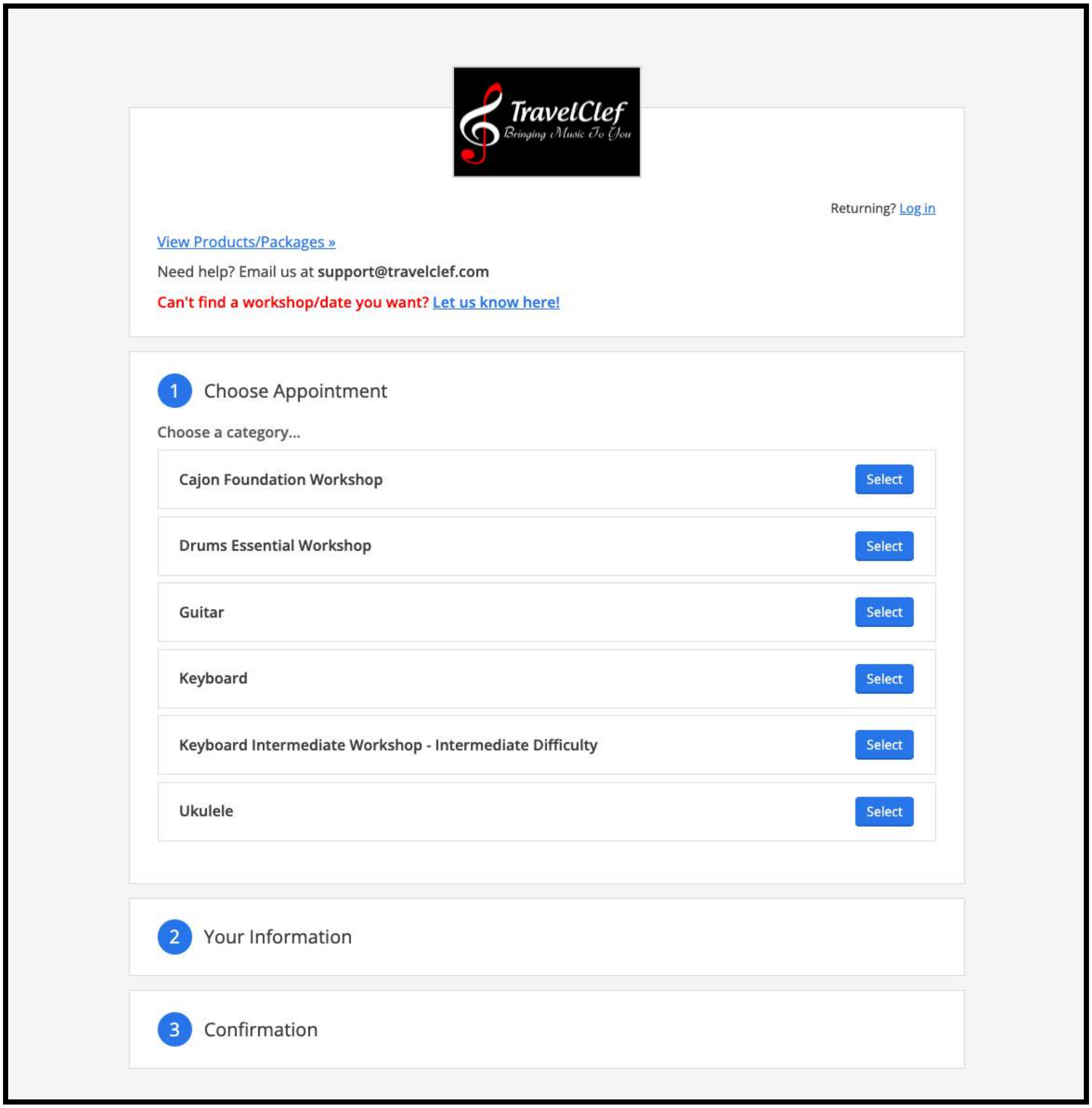


Here you can input all the details of your service, from the timing, to pricing and duration:



Once you've created all your services/classes, you can see an overview of it on the main scheduling page.

Here's mine:

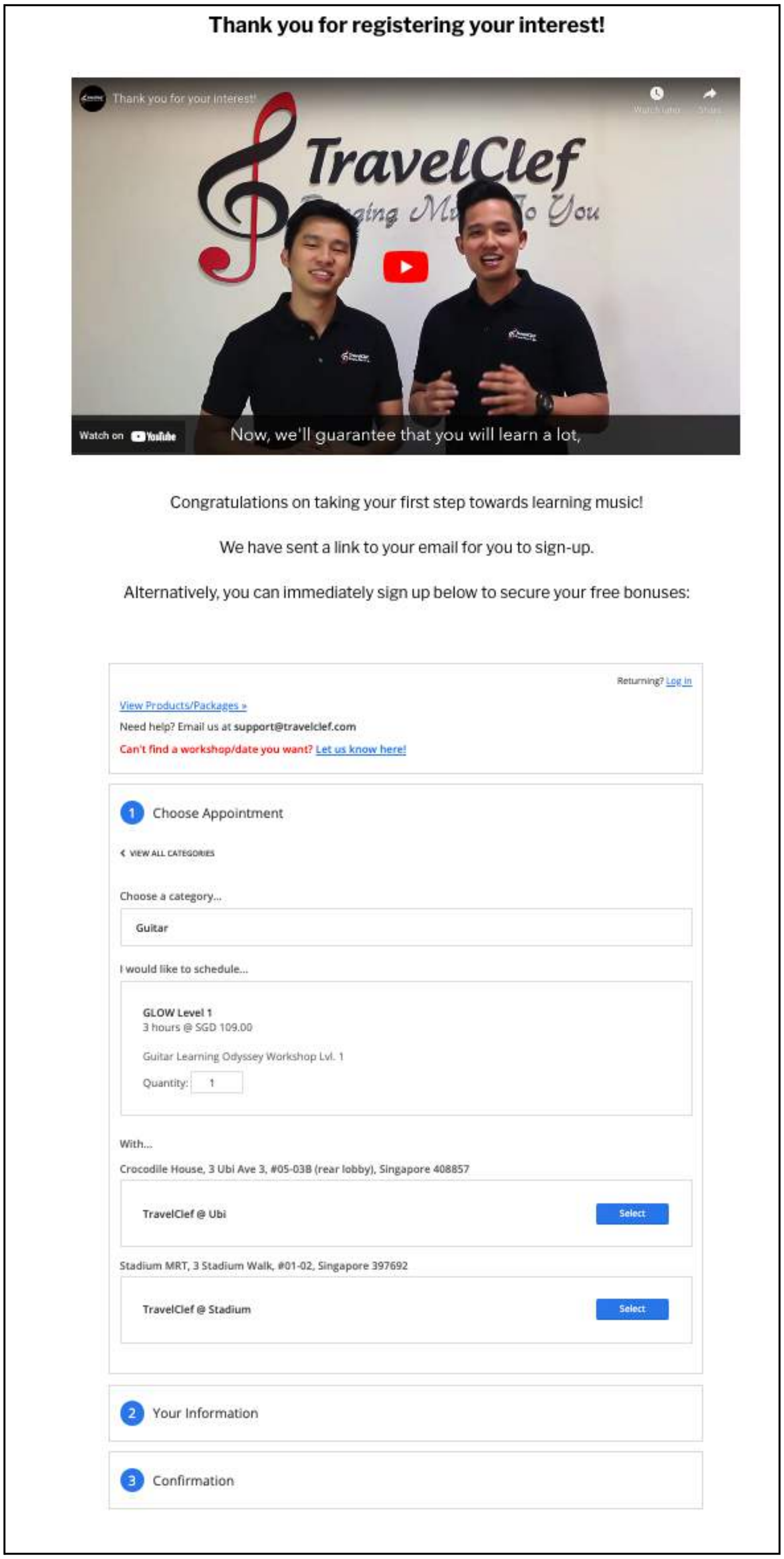


Now here's the important part - on the thank you page, you need to embed the booking page of the service you offer on it so people can book it.

Let's use my guitar workshop level 1 as an example.

Upon landing on my sales page and deciding to buy my guitar workshop, prospect A submits a form and lands on my thank you page.

This is what he sees:



You can see I've embedded the booking page on the thank you page.

Here's how to do it:

Click on the Direct Scheduling Link button of the service you're providing.

In my case, my GLOW Level 1 (which is my guitar workshop level 1).

Once you click on it, then you click on Embed Scheduler:

That's where you can get the code to copy and paste onto your thank you page.

There you go, the whole process of automating your booking page is that simple.

Chapter 6

Driving Traffic To Your Sales Page Using Facebook Ads

Having spent a lot of money running ads over the last few years for my own business as well as for clients, I must admit the challenge of running successful ads that can give you a positive ROI has increased.

However, Facebook/IG still remains as one of the best platforms to sell your products/services due to its high number of daily users. To truly understand how their ad platform works, I even took their advanced certification and I've been a Meta Certified Media Buyer for 3 years.

If you're new to Facebook ads, I'll show you the basics and what are the important points to take note of.

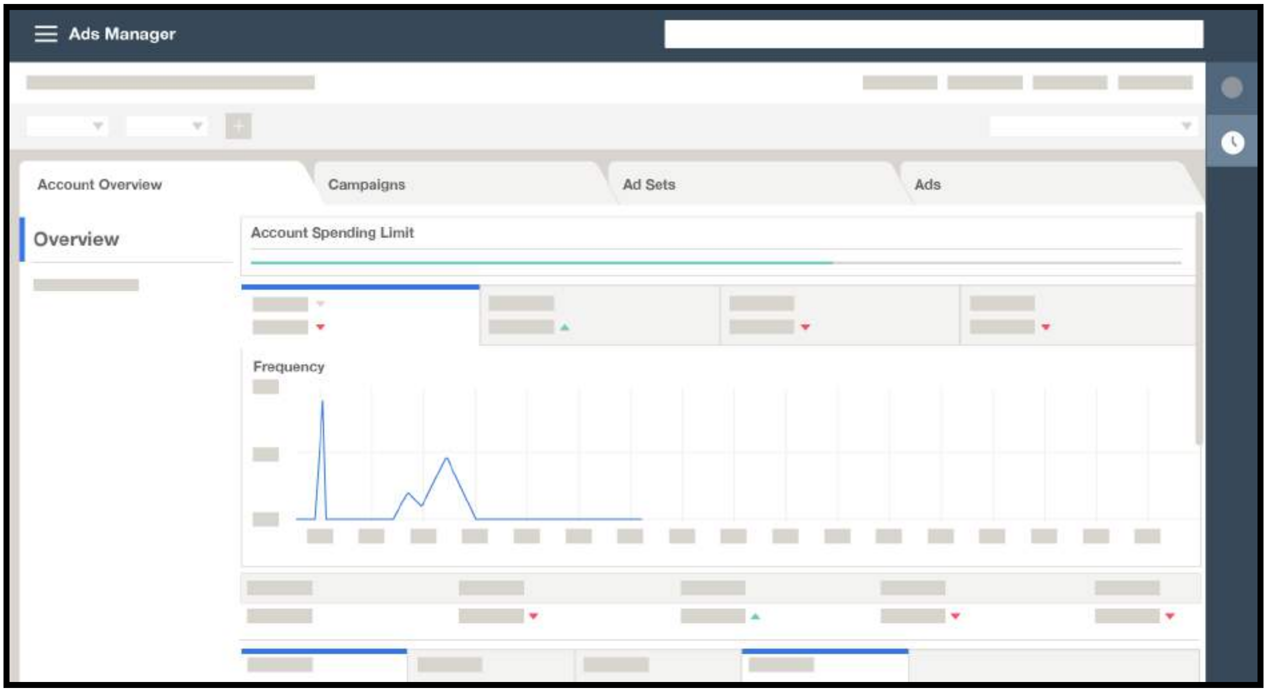
At the end of the day, running a good ad goes back to the messaging of your offer and what problem it solves for your prospect. The key is to take the message, put it into an ad and show it to the right people.

Here's what I'll cover:

1. Overview of Facebook ads
2. Creating ad account
3. Setting up ad tracking
4. How to write a good ad
5. How to track your ad performance

1. Overview of Facebook ads

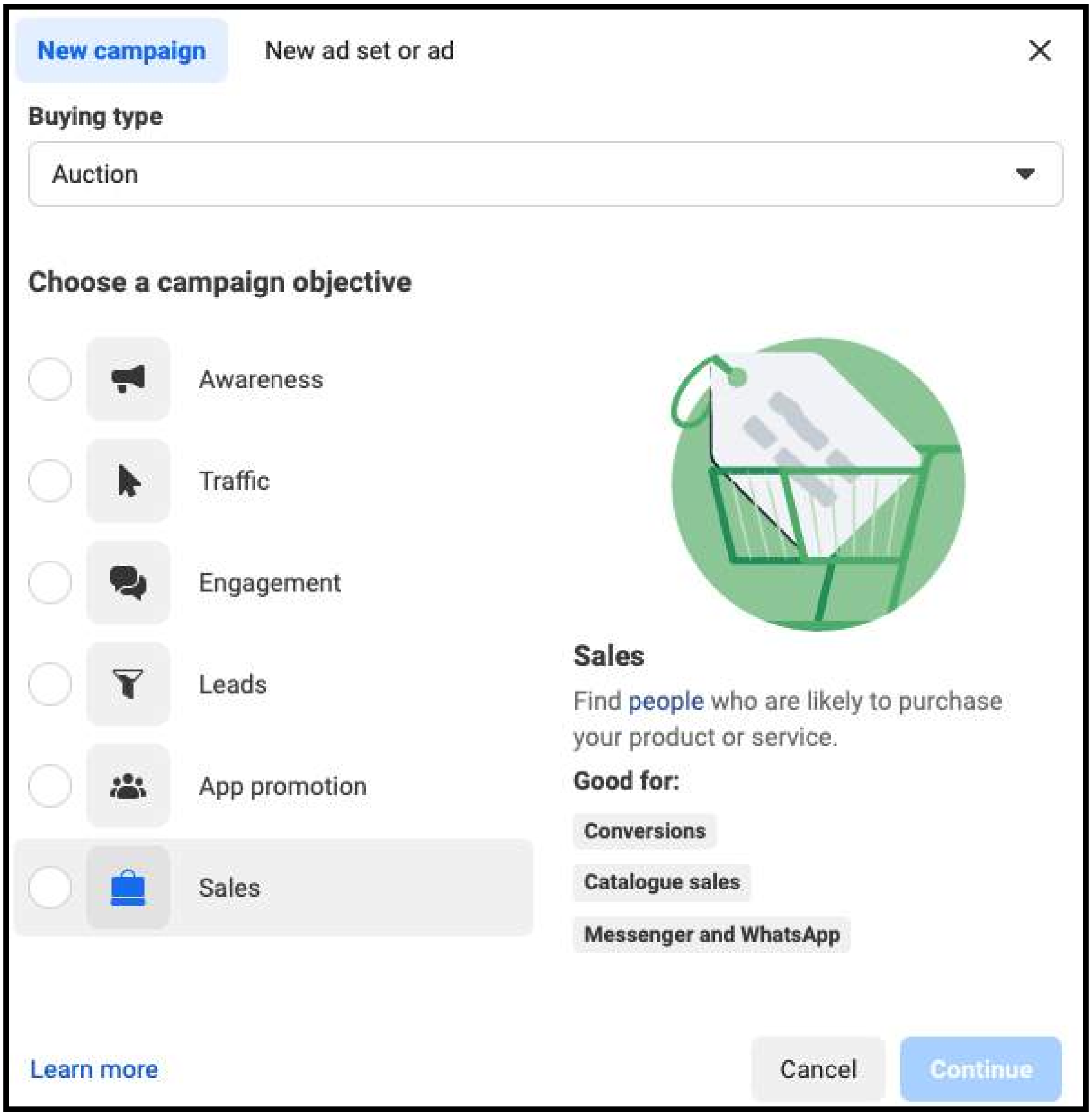
This is how the dashboard of Facebook ads look like:



You will see an overview, followed by campaigns, ad sets and ads.

Campaigns are where you set your marketing objectives

Here's what you'll see on a campaign level:



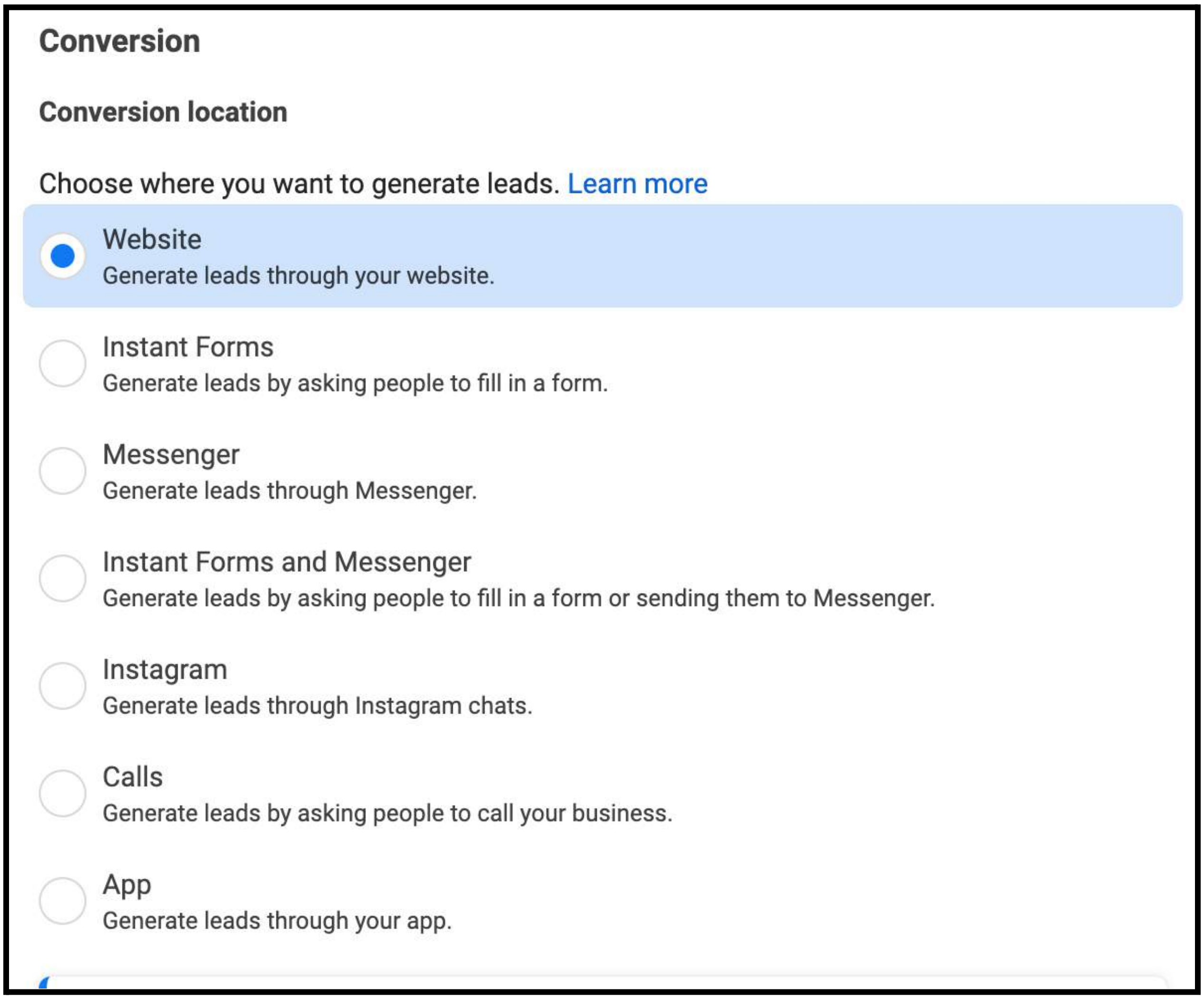
What is your objective? More leads, sales, or you just want awareness for your brand? In this case, we want to get leads who will book a paid appointment with us.

So we'll have to go for the Leads objective. If you hover your mouse over each objective you'll be able to learn more. Campaign level is also where you set your ad budget.

Ad set is where you set your target audience and where you want to your ads to appear

You can target based on their interests, age and even which country they live in. You can also choose where you want to ads to appear (on Facebook newsfeed/stories IG newsfeed/stories/reels)

If you have your sales page ready, you can select your conversion location to be website under Ad Set settings:



Ads are what people see - your video/image ad

This is where you create your ad. Here's an ad for my online piano course:

2. Creating your ad account

The first step you must take before setting up your ad campaign is to create an ad account first.

Here's how to create your Facebook ad account:

1. Go to business.facebook.com and create your Business Manager account. Your business manager account allows you to manage your ad account and your Facebook page.
2. Create your Facebook page and instagram page and connect it to your Business Manager account.
3. Create your ad account and set up the necessary payment methods

3. Setting up ad tracking

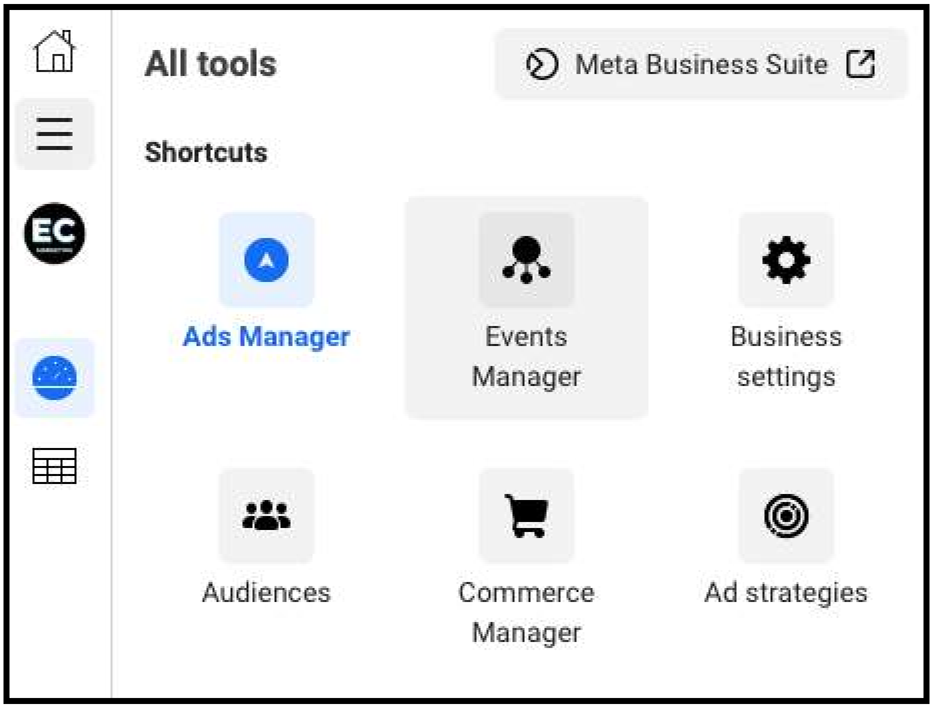
It is important to know how your ads are doing, e.g. how many people are landing on your website, adding to carts etc. To do so, you need to install Facebook Pixel on your website or landing page.

The Facebook pixel is a piece of code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimise ads, build targeted audiences for future ads and you can also retarget people who have already taken some kind of action on your website.

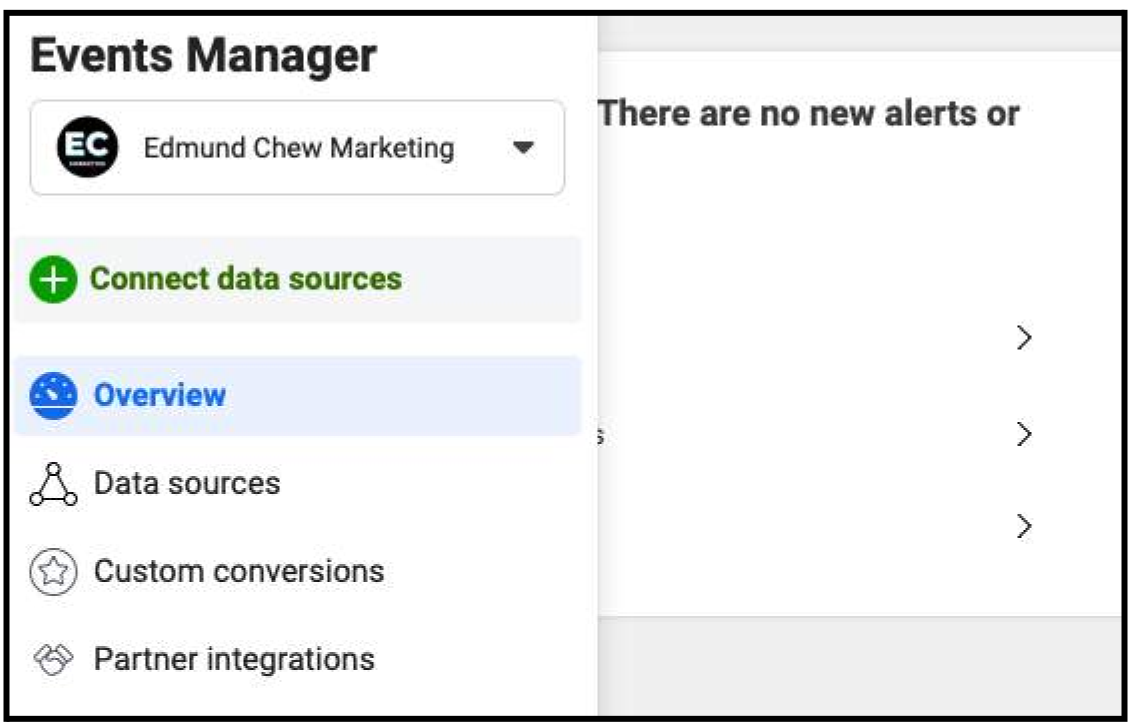
Many advertisers run Facebook ads without setting up their pixels. It is important to set it up right so you can run your campaigns successfully.

If you are going to host your course on ThriveCart and accept payments through it, you have to place your pixel code in ThriveCart too so that each time a sale occurs through ThriveCart, it gets recorded and reported in Facebook ad dashboard.

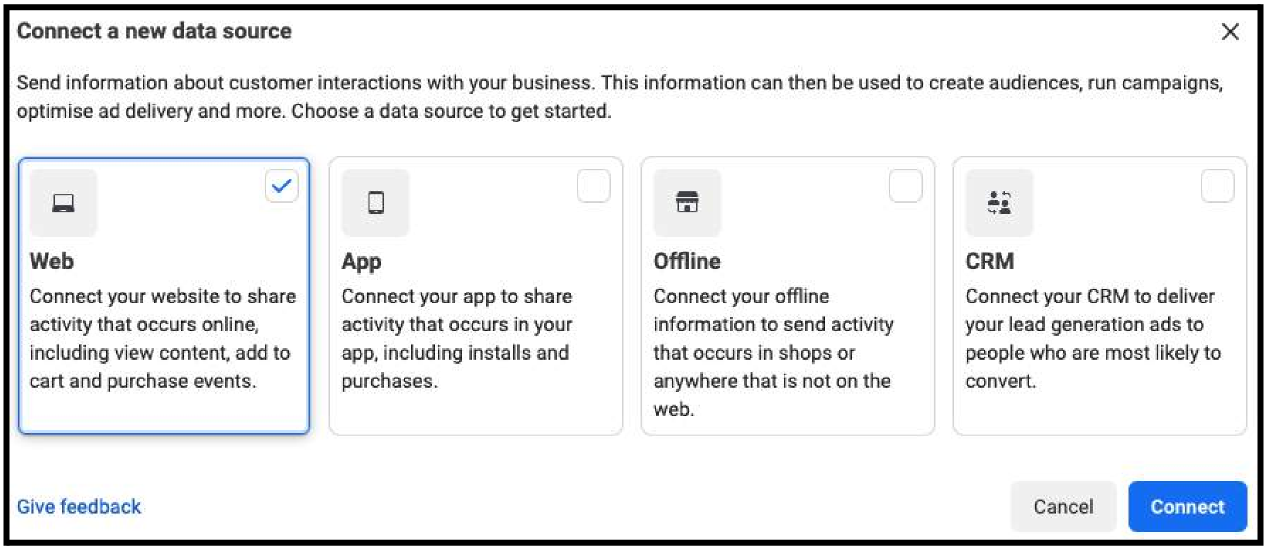
To create your pixel, go to events manager from the left panel of your dashboard:



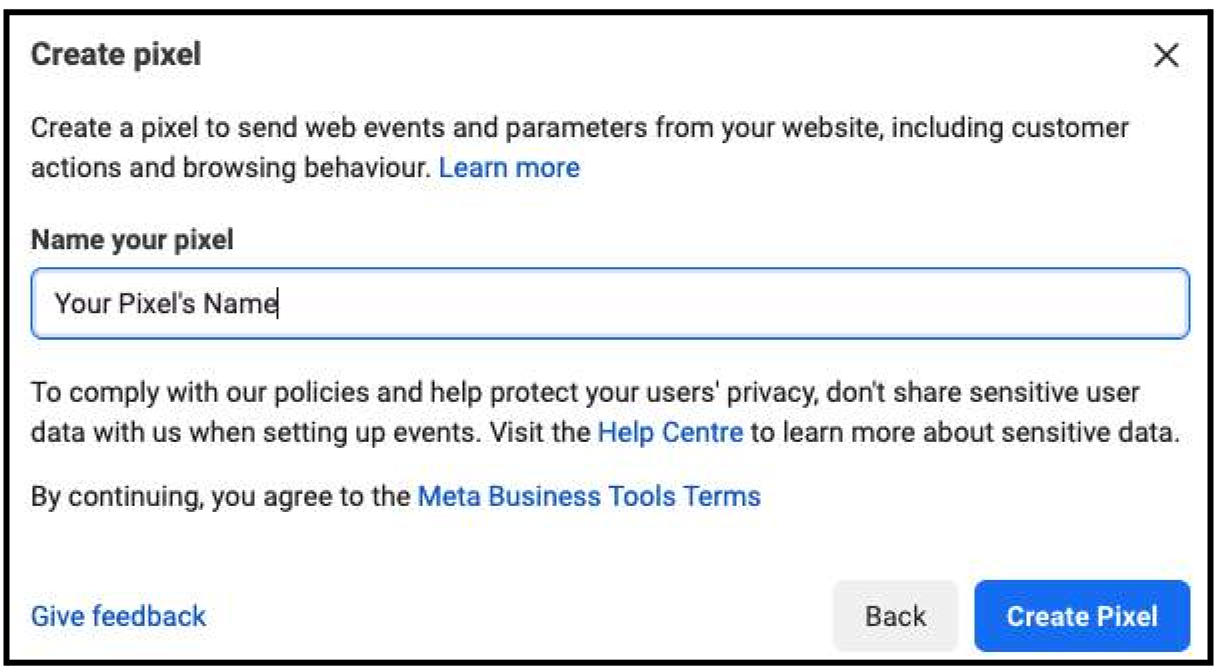
|
Click on the green + ‘Connect Data Sources’ to create a new pixel (if you already have an existing pixel you can skip this step):



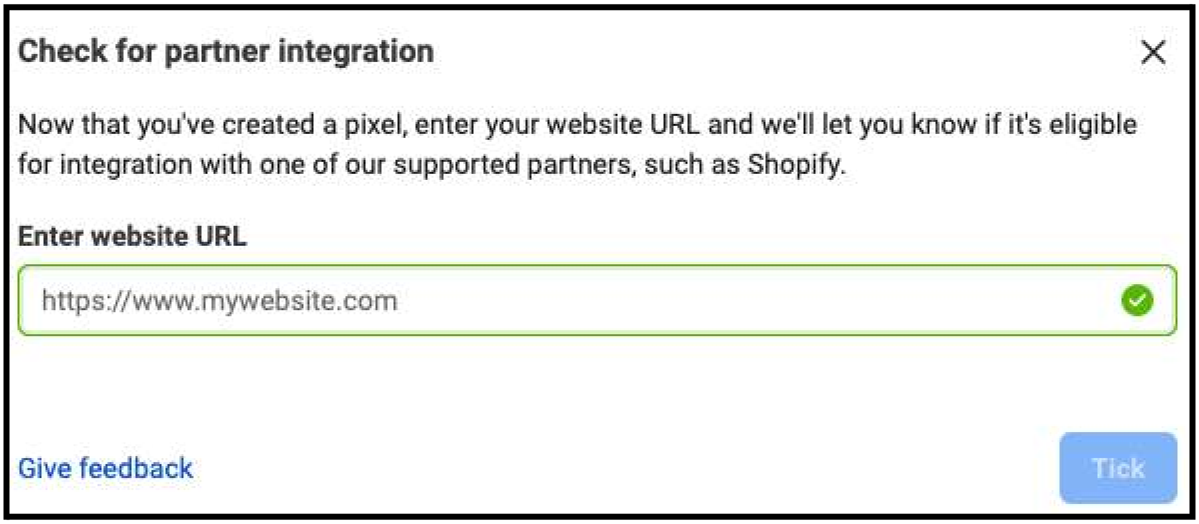
Select Web and click connect:



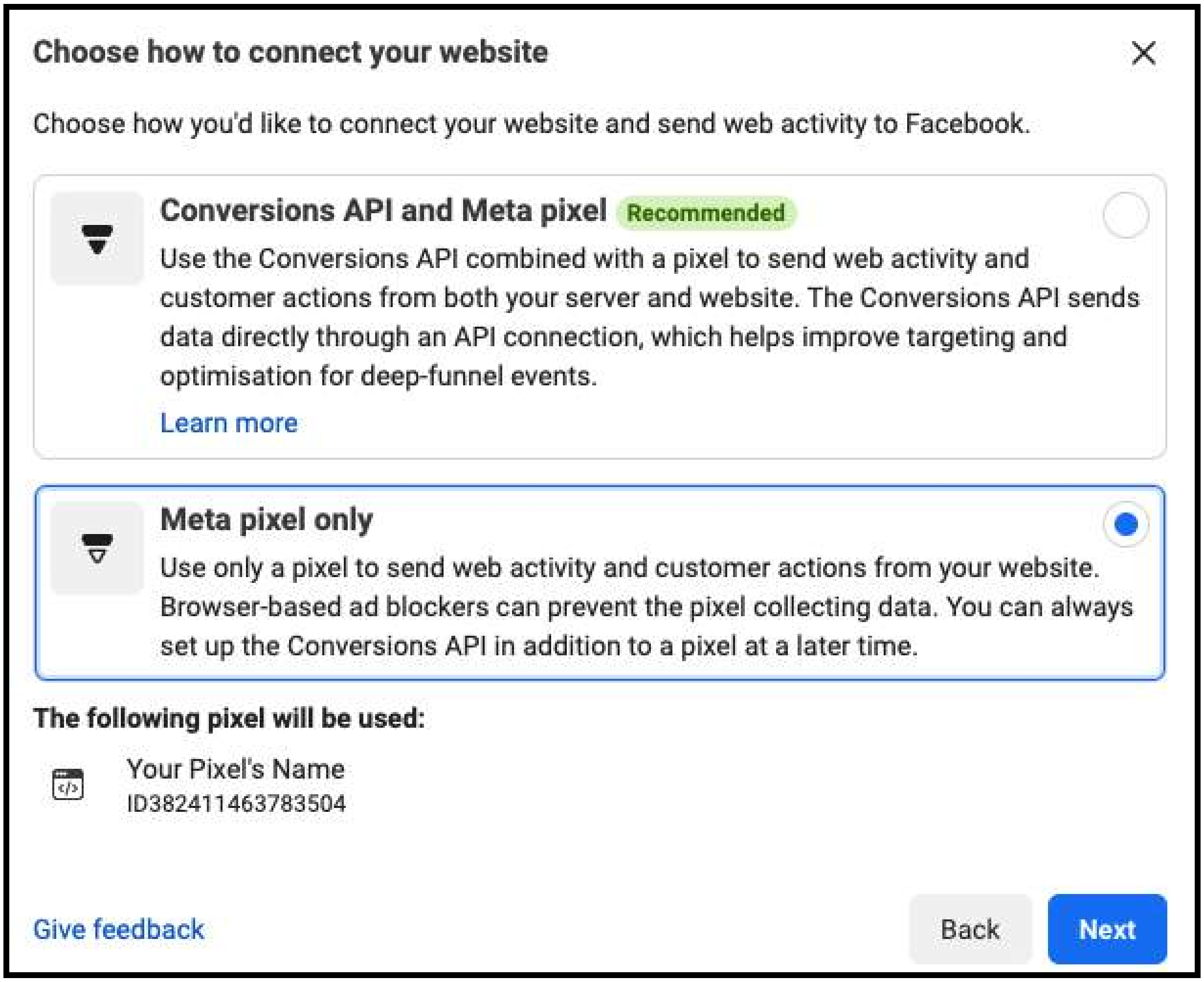
Name and create your pixel:



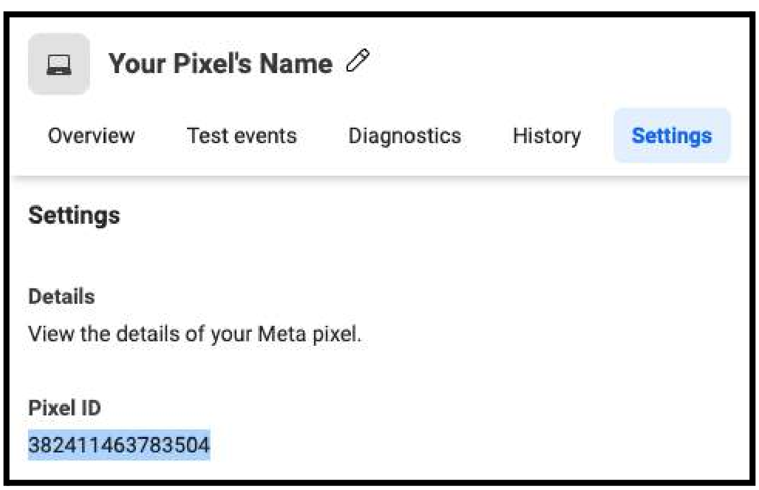
Key in your url:



For now, you can choose Meta Pixel only, because what we want is to get the Pixel ID (the string of numbers) for you to insert into the website you're using.



When you click on Data Sources on the left hand panel, and click on the pixel settings, you will be able to see the pixel ID:



There are a few ways to insert the pixel code onto your website.

One way would be to manually copy and paste the base code into your website header section.

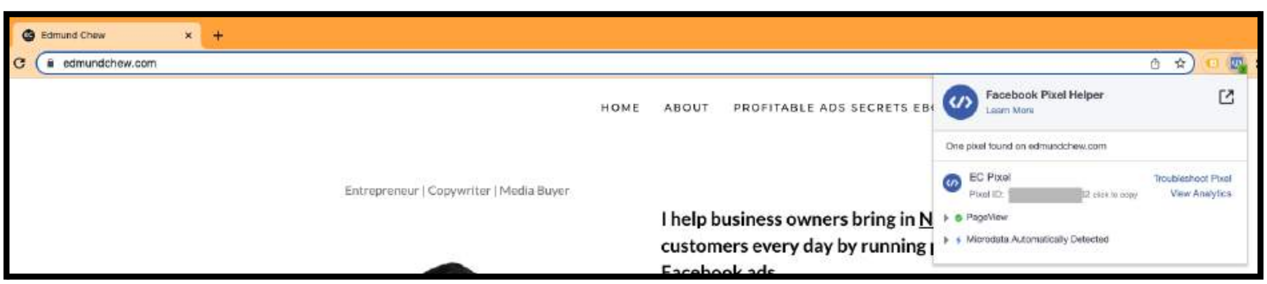
The easiest way would be to get the Pixel ID, and insert it into your website integration section if possible.

If you are using Shopify, you can easily copy and paste the pixel ID in it. For ThriveCart, you can easily paste that ID in too.

If you are unsure how to insert the pixel in your website, you can google “how to insert pixel into (your web host name)” and you’ll definitely find an answer.

Now, to really ensure that your website has the pixel code inserted correctly, download a chrome extension called Facebook Pixel Helper. Once you’ve downloaded that, go to your website using chrome.

If the pixel is inserted right, you will see a green box with a small number. Click on it and you can see your pixel ID there.



Once you’ve done this, you know your pixel is inserted right and now you can properly track your ads.

4. How to write a good ad

Just like your sales page, the one thing your ad should do is for your prospect seeing the ad to click on the call-to-action button.

Your ad copy, image or video has to interest the person seeing it so that he/she will click on the “Learn More” or “Shop Now” button.

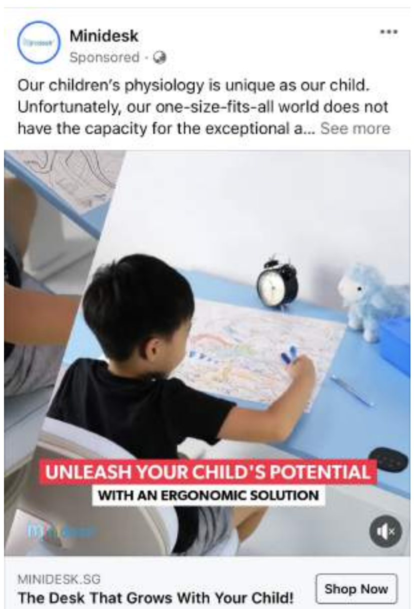
If I can put it very simply, this is what your ad should do:

Prospect sees your ad -> click -> learn more about your product on your product page -> buy $$

While there are many ad formats you can run, from photo ads to video ads, to carousel ads, I will be digging deeper into the more commonly used ad format which is the single image/video ad format.

I will break down the ad structure for you to understand what each part of your ad should do so you will be able to write a good ad.

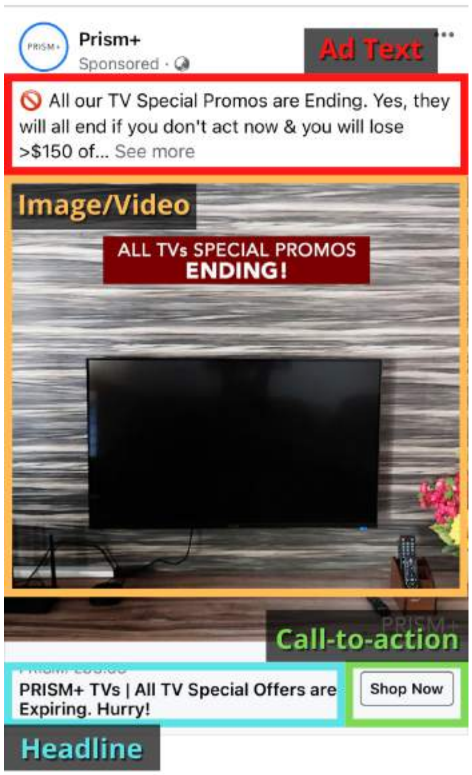
Here are some examples of single image and video ads:



As you can see there are 4 different ads - on the top left is an ad for a course, then a television brand, a desk brand, and the last one is medication for men's health.

While all of them are advertising different products and have different target audiences, they all have the same goal - which is for the viewer to click on their various call to action buttons.

I picked an ad and broke it down to parts:



You see 4 parts:

1. Ad text
2. Creative (image/video)
3. Headline
4. Call-to-action

When you create an ad in Facebook business manager, those are the fields you have to fill.

When I create an ad, I make sure they convey well my WHAT, HOW and WHY.

WHAT: What is it that you are selling, promoting?

HOW: How does it work? How does it benefit your customer?

WHY: Why should they click the call-to-action button?

The image above is a general guideline I follow when I create my ads.

Ad text

In your ad text, it should be your 'what'. These are some questions to guide you:

- What's special about your service or product?

- What problem are you solving with your offer?
- What do you know (or have) that your potential customers don't, which will make their life better, easier, happier?

Creative

In your creative, your image video can encompass any of the 'what' 'why' or 'how'.

- How does your product/service work?
- How is your product/service special?
- What other information should be known about your product/service that can be shown in photos or videos?

Headline

In your headline (the area beside the call-to-action button), most of the time it should be your 'why'.

- Why should the person seeing the ad now click on your product?
- Why should they 'Learn More', will it benefit them?
- Why should they 'Shop Now', is there a time limited price discount?

Once you are clear on what each part of an ad should do, you should see better click-through rates.

Here's one of my best performing ad in written in 2018:

It was for my flexi-piano product.

Below you can see another ad that I wrote selling my winning product. This time I wrote a different text and headline. But still, I made sure it was enticing enough for people to click on the button.

This ad produced 5X return on ad spend for 2 months without me touching it after I launched it.

So it’s important to know what your ad should do - which is for people to click on the CTA.

5. How to track your ad performance

If your ad campaign is not performing well, you need to know what's wrong before you can fix it. The only way to find out is to look at your ad metrics and see what it tells you.

Here are the important metrics I always look at:

Click-through rate (CTR)

Cost per 1000 impressions (CPM)

Cost per result (same as cost per lead or cost per purchase)

Return On Ad Spend (ROAS) - This is more for eCommerce businesses.

I will explain them in detail below using examples from my experience running ads for myself/clients to help you understand better.

<u>Click-through rate (CTR)</u>

CTR tells you how many % of the people who saw your ad actually clicked on a link to learn more. You can explore more in the dashboard on the definition.

My own guideline is that anything below 1% means my ad creative or ad copy sucks.

(I'm assuming your basic targeting is done right, e.g, people aged below 21 will not see your ads if you are selling real estate. If your target audience is wrong, it will affect your ad performance as well.)

Ad creative: Maybe I'm using a video/photo that is not interesting enough to get people to click and learn more.

Ad copy: Maybe I'm not writing well enough to attract my ideal audiences' attention. Perhaps I'm not putting the right pain point across, or I'm not showing the solution I have to their problems.

Sometimes, the creative you use can have really good CTR but a few months later the CTR will drop. This is called ad fatigue, where people are bored of the same old ads.

If your CTR drops, but your leads or sales are still coming in at your desired price, you can let it run.

If your CTR drops, and the leads or sales drops, then it's time to change your creative or copy!

Quick tip: Usually when a campaign is launched, I don't make any significant adjustments for the first 3-5 days. This is because you want to let Facebook's algorithm do its job of finding results for you. Unless right after 2 days my CTR is really bad at like 0.3% then I'll make changes. After 5 days if your campaign is still not performing then it may be time to tweak your ad copy or creatives.

To create good videos in hopes of getting higher CTRs, you don't need to have in depth video editing skills. In fact, in Facebook ad platform itself they have some tools to assist you where it can turn images into motion/video.

In the past I used to download those video editing tools on my mobile app store to churn out video fast. But for now I do have my own in-house video editor to create my product videos for me.

At times when I need an ad creative fast, I use Canva to churn out images and now they can also turn images into videos for you beautifully. (Canva is free but if you want more images you can have a monthly or yearly subscription)

While videos have proven to have 5x more engagements than a still image, you should always strive to have at least 1 video and 1 still image in your campaign. The Facebook algorithm will do its job by showing the best performing creative for you.

<u>Cost per 1000 impression (CPM)</u>

CPM tells you how much it costs for your ad to be seen 1000 times. Cost per 1000 impressions.

If a person sees the ad twice a day that's considered 2 impressions.

Knowing the CPM gives us a rough idea of whether our targeting is too broad or specific. If you target a small specific group of people to see your ads, it is likely that your CPM will be high.

CPM varies according to what you are targeting (countries, demographics and interests) so I can't quite give you what's the ideal CPM to aim for.

Because the ultimate metric you should be looking at is either your cost per lead or cost per purchase.

But just to give you a rough idea, the CPM for my eCommerce store selling music instruments is usually in the $12-$13 range from 2018 to 2019.

In 2020, during the Covid-19 pandemic where we had a lockdown and everybody had to stay home, the CPM fell to only $3!

It was crazy "cheap" as I was paying 4x cheaper for traffic. Our sales shot up to 6 figures during April and May 2020.

CPMs are generally higher during the last quarter of the year due to more advertisers running ads for Black Friday and Christmas sales.

So again, knowing your CPM will help you make better decisions in your ad targeting.

<u>Cost per result</u>

Cost per result is calculated by your ad spend divided by the number of results you receive.

If it's a lead gen campaign and you spend $100 to get 20 leads, your cost per lead is $5. If it's a conversion campaign and you spend $100 to get 2 sales, your cost per purchase is $50.

If you know your numbers well then you'd know whether your cost per result is "expensive" or "cheap".

That's why it's important to know the lifetime value of your customer as well as your desired customer acquisition cost.

If you spend $200 to get 10 leads (cost per lead $20), and out of these 10 leads, 1 lead ends up spending $1000 with you, do you think it is profitable?

It may or may not be depending on your business model and costs.

Real life case study:

I ran lead gen ads for a client who owns a tuition centre. He just expanded his centre and is looking to bring in more students.

Here are the stats we achieved for the first month of running ads:

Total ad spend: $850

Total leads: 24
Cost per lead: $35

Of the 24, 3 parents signed their child up for classes.
Closure rate is 12.5% (3 out of 24) which is not too bad.

This means his cost per customer acquisition is $283 ($850 ad spend/3 customers).

Each student pays class fees of about $200/month, so that works out to be $2400 a year.
According to my client, this is within this target because spending $283 to secure a student paying $2400 a year is about a 8.5x return on his investment in ads. And after minusing his operating expenses, he still profits.

Furthermore, this student is likely to continue his classes when he/she progresses to the next level in school.

So knowing your numbers will definitely help you plan better when it comes to running paid ads.

The last metric I look at applies more for eCommerce store business owners.

<u>Return On Ad Spend (ROAS)</u>

This is simply calculated by how much revenue your ad brought in divided by how much you spent on ads. If your campaign brought in $2000 worth of sales, and your ad spend was $200, your ROAS is simply 10x.

As I run a shopify store selling music products, I look at ROAS to determine at a glance whether the campaign is profitable.

Here's how to see if your ROAS is at a profitable range:

Product cost details:

Sale price of product: $100
Cost price of product $30
Campaign details:

Ad spend: $300
Results: 10 purchases
Cost per purchase: $30
Revenue: 10 x $100 = $1000

This means your ROAS is $1000/$300 which is 3.33.

Since your product cost is $30, which is 0.3 of the sale price of $100…

It means your breakeven ROAS is 1.3

Anything above ROAS of 1.3 means your campaign is profitable.

Let's work out the profit margins using the numbers above.

Total revenue: $1000
Total ad spend: $300
Total cost of products: $300
Profit: $400 (40%)

So looking at ROAS helps you to make faster decisions. If your campaign ROAS is below 1.3, then you need to dig deeper and find out what can be improved.

Tracking the ROAS is only possible if you are running a campaign to sell products (sales campaigns) and you have all your tracking in place.

Shopify is widely used by eCommerce businesses as it integrates well with the Facebook ad platform.

However, if you are selling a service, calculating ROAS may not be that straightforward (like my client's tuition example above).

If your metrics are fine, what could go wrong?

In the event where your metrics look fine (you're getting 1% CTRs, cheap CPMs…) but leads or results are still not coming in...

It usually means one of 2 things (hint: it has nothing to do with your ad itself)

It's either:

1) Your offer is not good enough

2) Or the copy of your landing page (or product page) can be improved

To summarise, in order to use Facebook ads to drive traffic to your sales page, you need to:

1) Set up your ad account

2) Make sure your pixel is being set up for tracking.

3) Create an ad campaign (sales objective) to drive traffic to your sales page

4) Once your campaign is active, then you track the results of it by looking at the metrics. Firstly, are the leads and booked appointments coming in? If not, are the people even clicking on the ad?

Media buying on Facebook takes a lot of testing and experimenting. But the key idea is to tweak everything such that it gives you the highest ROI for your service. It won’t be easy, but now you know what to track and look out for, you can have a shot at it when you’re ready.

Chapter 7:

No Website? Use This Shortcut Method To Get Booked Appointments Instead

Can the Appointment Automation Method work if you have no website?

The short answer is yes.

But its effectiveness may not be as good when you have a sales page to clearly show what you offer and the results you've achieved for your past clients.

However, you can still do this especially if you're in businesses like dental services, aircon servicing, spa/massage - basically service that has a clear need and offer.

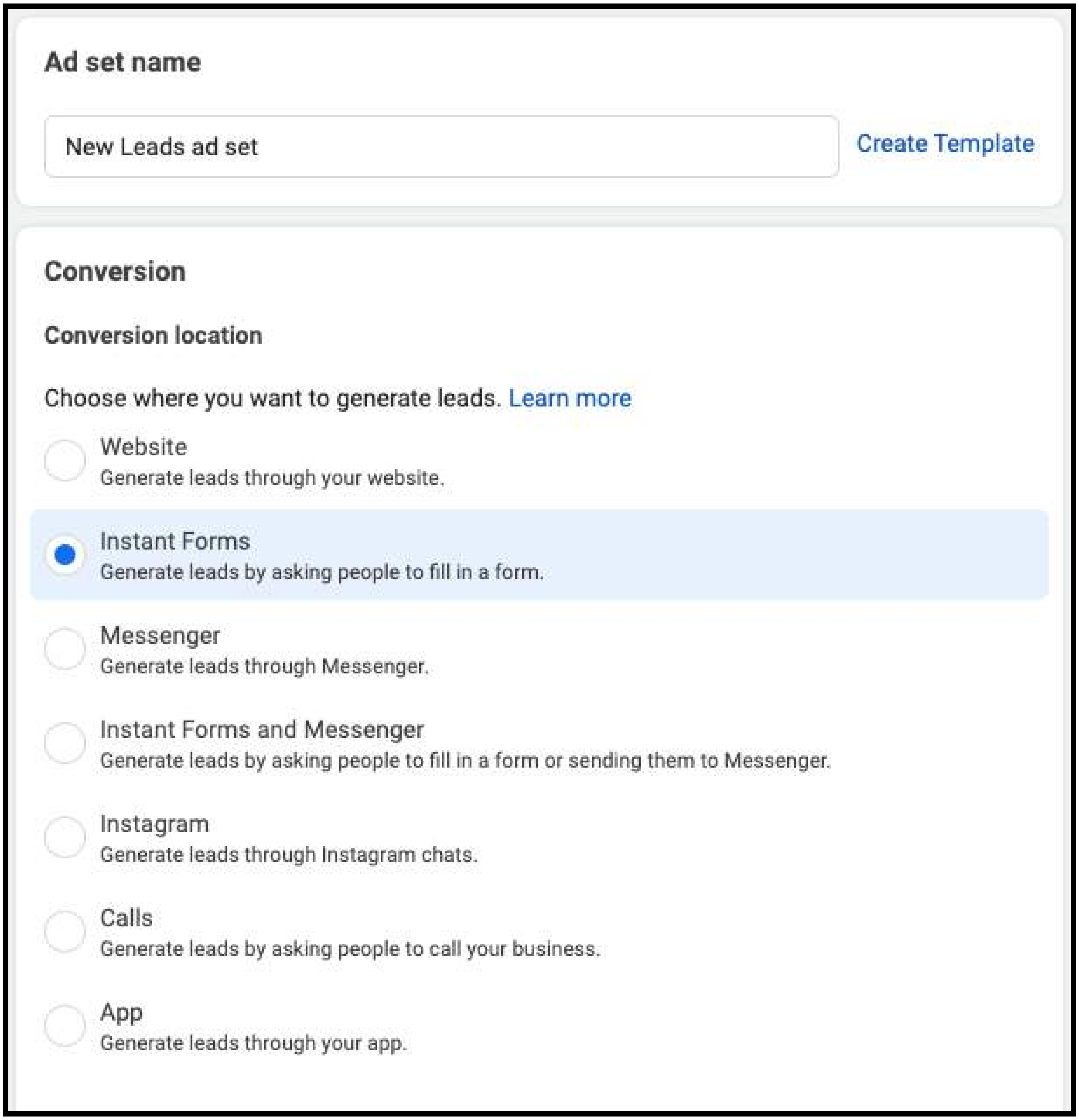
How to make it work if you have no website?

You create a lead generation campaign instead to collect leads.

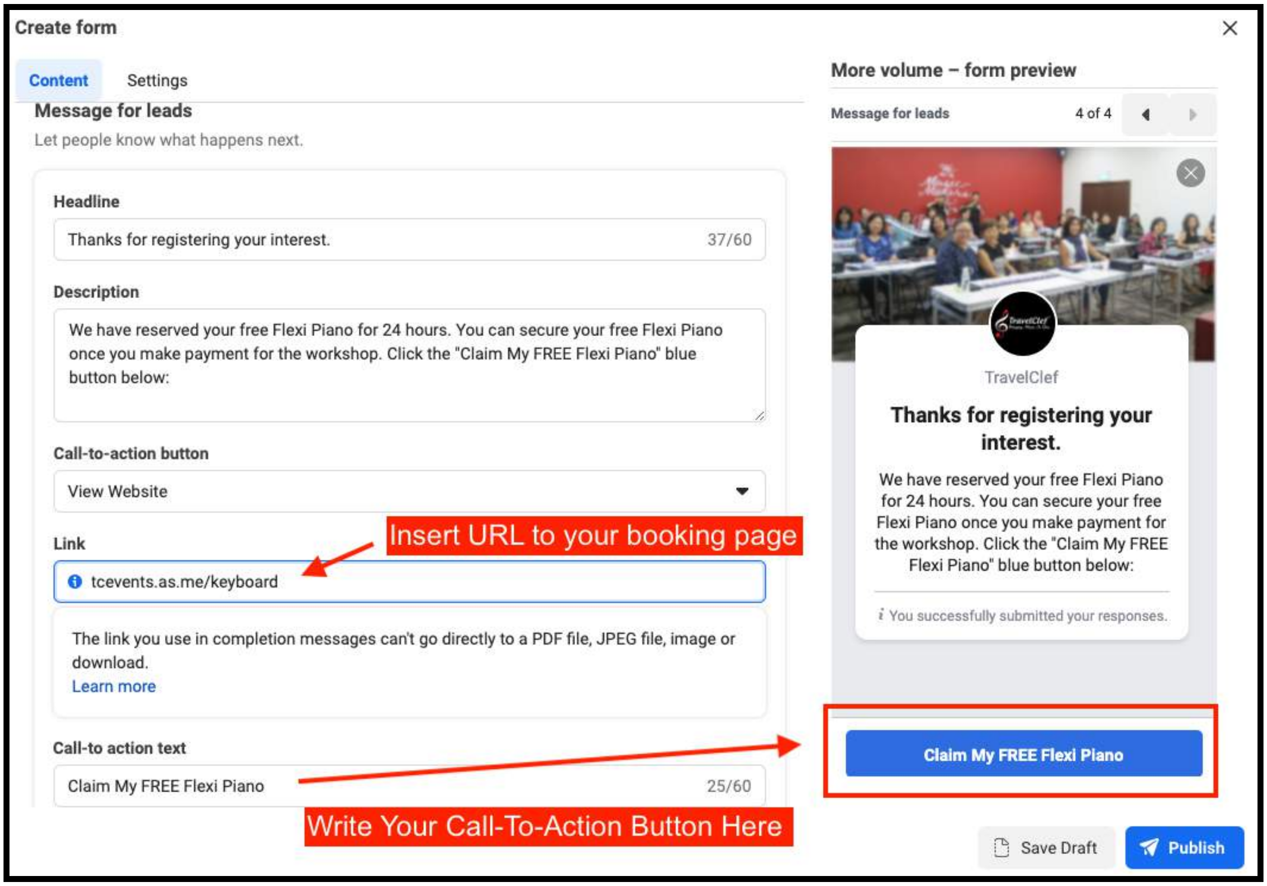
When the lead submits a form on Facebook, you give them the link to your booking page.

First, select the Leads objective.

Under ad set, select Instant Forms:



Once you've created your form, you want to send your leads to your booking page after they've filled out the form:



This is how you can drive them to your booking page without a website, and at the same time, still collect their info so you can follow up manually if you want to.

You can of course just drive traffic straight to your booking page instead of having them fill out a lead form.

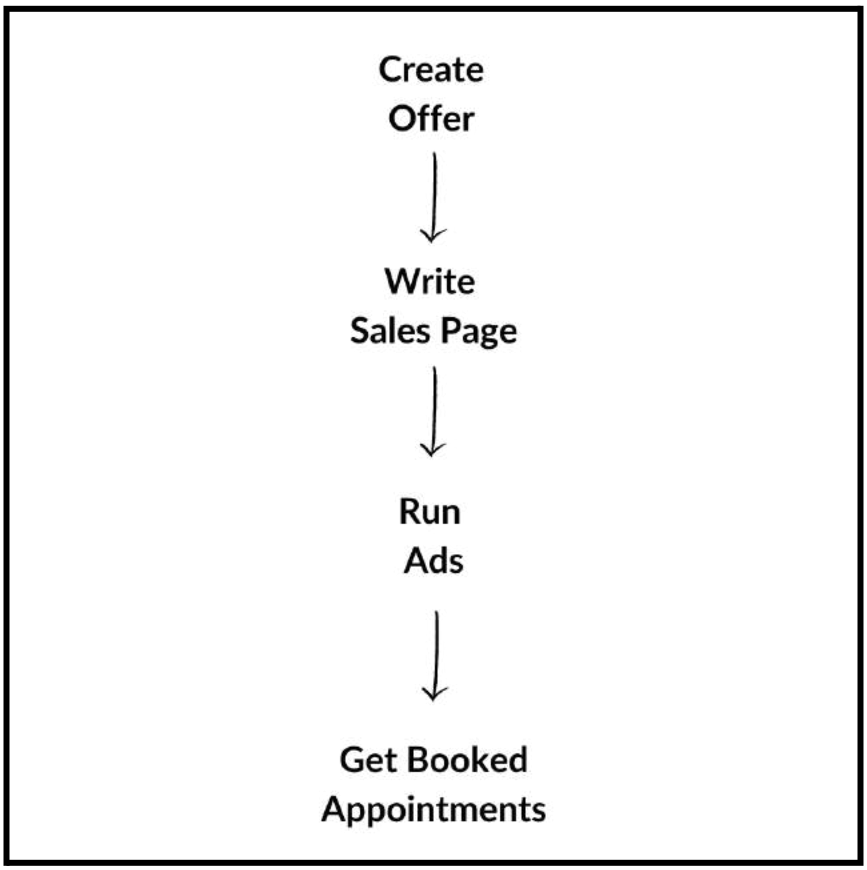
But capturing their leads, you can do stuff like:

1) Call them manually if you want
2) Continue to nurture them via emails

Action Plan

Now that you've gone through the whole Appointment Automation Method, it's time to take action.

Here's a simple summary of what you should do:



I've included a checklist of all the tasks you need to complete that will take you from the start to the end of the Appointment Automation Method.

I hope this book was helpful to you and I wish you all the best in your course creation journey!

Checklist

Here's a checklist that will take you through from creating your offer to getting booked appointments

- ☐ Create your offer (Outcome, benefits, pain points, unique mechanism)
- ☐ Write your sales page
- ☐ Create a form on your sales page to collect lead info
- ☐ Sign up for Acuity Scheduling and create your service
- ☐ Embed the scheduling link on the thank you page of your sales page
- ☐ Create your Facebook ad account
- ☐ Get ready videos and images for your ads

Need help? Email support@edmundchew.com

APPOINTMENT
AUTOMATION
Method