"How To Make $15,129/day With Paid Traffic"

The reliable, predictable and scalable method we use to get Mike Dillard (and companies like YOURS) AMAZING results with Facebook™ ads...

Jason Hornung, Traffic & Conversion Expert
Creative Director JH Media LLC
Who Is This For?

• **Existing business owners already running ads**
  – You’ve tried but haven’t been successful yet
  – You’ve been successful to a certain degree, but can’t scale. You can get things working great on small budgets, maybe $50, $100 or $500/day. But as soon as you go to increase your budgets, your campaigns go to hell in a handbasket. And this seems to happen to you more often than not…

• **Existing business owners NOT already running ads.** You want to have a reliable, predictable stream of revenue that you can scale

• Maybe you don’t have a product or service, but **you’re passionate about helping people.** You don’t know where to focus your time and energy to accomplish your goals. **You’re going to discover a business model that will allow you to do just that.**
On this session...

• How to have a **reliable, predictable and scalable flow of traffic** that converts into clients and customers profitably!

• **A complete breakdown of Mike Dillard’s CURRENT AD** that brings in over $15k/day!

• **How to find profit producing audiences** to target with your ads so you can take the guesswork out of “targeting” forever!

• **How to set up and properly structure your campaigns** for fast and **cheap testing** so you don’t “waste” money on ads!
On this session...

• The 3D Profit Scaling System - updated for 2017, you’ll discover how to scale your campaigns profitably using 3 different dimensions. This is the proprietary method that I developed to get Mike and companies like YOURS crazy results with scaling ads!

• How YOU can put an end to chasing business and start attracting all the new clients/customers you desire by plugging into our Profit Maximizer system!
Essentially, What You Need To Know To Make 6 Figures Per Month Driving Paid Traffic — WITHOUT Guesswork Or Wasting Money!
"How To Make $15,129/day With Paid Traffic"

The reliable, predictable and scalable method we use to get Mike Dillard (and companies like YOURS) AMAZING results with Facebook™ ads...
House Rules For Today’s Training

• This is NOT “Get Rich Quick”
• This is NOT “Blackhat”
• This is NOT for “Prohibited Markets” (weapons, gambling, dating, adult)
• This is NOT some “Post Selfies To Get Leads” strategy
• You MUST be willing to spend money advertising. This IS about turning paid traffic into customers profitably.
RESULTS ARE NOT TYPICAL...

You’re going to see behind the scenes of specific promotions for myself and my clients that are earning 6 to 7 figures PER MONTH consistently... right now with paid traffic.

Our results are certainly not typical & the average person on any training will get ZERO results. HOWEVER, I’m happy to show you exactly what’s working for us - FREE.
Housekeeping Items

- Turn off other programs you’re running
- Shut down all other windows or tabs you have open
- Get in a quiet location and remove any distractions
- Grab a pen and paper to take notes
- Pay real close attention
Have You Ever Felt This Way Before?

• I’ve got a great product/service that really helps people. I want to get it out there in a big way. I know advertising can help me do that. However, every time I try, it doesn’t work. I just keep spending money and getting little to no return… It’s super frustrating!

• I’ve spent a bunch of time and money getting a killer website put together. I thought it would solve all my sales problems… Now I desperately need sales, but I don’t know how to get them!
Have You Ever Felt This Way Before?

• I like the idea of advertising for my business. However, there’s so many different options and choices, I get overwhelmed and don’t know where to start. Plus, I’m seriously afraid of losing a bunch of money!

• I can get ads converting well at small budgets but scaling the ads that work always seem to mess with CPC and makes it unprofitable. How can I grow my campaigns profitably?

• I don’t have a product or service, but I have a passion for helping people. I’m looking for the highest leverage, highest guaranteed way for me to get in and help the most people possible.
The Real Problem

What You’re Taught In The Online Marketing Industry Is This:

Traffic + Conversion = Success
The Real Problem

Which came first

or

the
Here’s The Formula That Works In The Real World...

Traffic\(^x\) + Conversion = Success
Here’s Why Traffic Is Exponentially More Important Than Conversion:

• If you don’t have traffic, you’ve got nothing to convert in the first place.
• Very rarely will a marketing funnel convert profitably out of the gate.
• The way you set up your advertising to drive traffic into your conversion process has a HUGE impact on the conversion rates.
• Don’t worry - I’m going to tell you the EXACT way to manage this delicate relationship between traffic and conversion and once you start doing it this way, you’ll save yourself a lot of time, hassle/headache, and frustration.
Once You Understand How To Drive Paid Traffic Profitably

• **You’ll be able to build and optimize your conversion process** around your traffic – based on the real feedback that you’re getting from real people going through your funnel (like a scientist!)

• **You’ll never have to chase business again** because you'll have a constant flow of leads coming in from your paid traffic sources.

• **You’ll gain predictability and control in your business.** You control the traffic. You control the flow. And when referrals come in, they're ICING on the cake, not something you rely heavily on to sustain your business.

• **You’ll never run out of money again!**
Jason Hornung  
**Founder, JH Media LLC**

- President & Creative Director of **JH Media LLC (formerly Jason Hornung Agency, Inc.),** One of the Most Sought After Digital Agencies in the World, Specializing in FB Ads
- Ran paid traffic campaigns for:
  - Agora Financial
  - Frank Kern
  - Mike Dillard
  - Todd Brown
  - Ryan Deiss
  - Mike Filsaime & Andy Jenkins
  - T. Harv Eker
  - Brian Tracy
  - Robin Sharma
- In-Demand Speaker & International Marketing Consultant
- Creator of **Facebook™ Ads Profit Maximizer Bootcamp**
- Leading Authority on paid traffic using the Facebook platform
- Manages $1,000,000+ per month in FB Ad spend and produced over 8 figures in annual sales from our advertising campaigns
### Monthly Sales Totals

<table>
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<tr>
<th>Year</th>
<th>Num orders</th>
<th>Amt sold</th>
<th>Product name</th>
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<td>395</td>
<td>$604,734.00</td>
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<td>$540,393.00</td>
<td>List Grow; List Grow - 2-Pay</td>
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<tr>
<td>2017</td>
<td>338</td>
<td>$517,668.50</td>
<td>List Grow; List Grow - 2-Pay</td>
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<tr>
<td>2017</td>
<td>246</td>
<td>$376,711.00</td>
<td>List Grow; List Grow - 2-Pay</td>
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<tr>
<td>2017</td>
<td>160</td>
<td>$244,987.00</td>
<td>List Grow; List Grow - 2-Pay</td>
<td>Show Details</td>
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</tbody>
</table>

**Total:**

- **Num orders:** 1,496
- **Amt sold:** $2,284,493.50
So How Do YOU Get Results Like This With Paid Traffic?
There Are 3 Phases To Creating & Scaling HIGHLY Profitable Paid Traffic Campaigns...
Critical Success Assumptions:

1. You deeply understand your ideal customer
2. Your product/service actually fulfills on your marketing promises (you have a good offer)
3. You have a proven marketing funnel and/or are committed to iterating until you have one
4. The economics need to make sense
5. Market factors
Phase #1

The Creation Phase
Hey guys, I've been using a marketing strategy to build my audience and email list that's been working really well lately...

(In fact, we've been getting over 1,000 new email subscribers - worry free - every single DAY since we started using this approach).

You've probably noticed that all of the most successful experts and companies in your industry have built huge social media audiences and email lists....

Continue Reading
How To Find Profit Producing Audiences To Target

- Magazines, popular books and other industry publications
- Other thought leaders in the space
- Direct competitors
- Keywords related to your offer/market
- Software your market uses
- Your existing website traffic
- Your existing buyers and/or subscribers lists
Phase #2

The Testing Phase
Goals Of The Initial Testing Phase

• Get proof of concept
  – On the ad
  – On the scalability of the creative
  – On the landing page
• Minimize risk of outgoing cash flow
• Get traffic flowing into funnel to buy the data needed for iteration (if necessary)
Our Funnel Strategy

1. Webinar Opt In Page
2. Automated Webinar Selling $1497 Course
3. Order Form
4. Thank You Page
How To Properly Set Up Campaigns For Fast & Cheap Testing

• Set up 3 campaigns with the “conversions” objective
  – Specific interests
  – Lookalikes
  – Retargeting
• Create an initial ad set targeting JUST the first audience you selected in Phase 1. Set the budget to $5/day
• Create an initial ad using the creative you developed in Phase 1 and submit for approval
• After ad is approved, submit the same ad to your other 29 audiences - each one in its own ad set
What To Do After Launching The Initial Testing Phase

- Let it run for 3 days (set campaign to launch at 12:01am Pacific next day)
- Check every 24 hours
  - RESIST THE TEMPTATION TO LOOK SOONER
- Optimize
Phase #3

The Scaling Phase
Dimension 1 - Vertical Scaling

- Vertical scaling is no more than simply increasing the budgets on your ads
- Two forms of vertical scaling
  - Incremental budget increases
  - Turbo scaling
Dimension 2 - Horizontal Scaling

- Horizontal scaling is adding more audiences to scale the campaign
- Ways to get more audiences
  - Audience Insights
  - Power Editor Suggestions
  - Creating lookalikes off website traffic
Dimension 3 - Spherical Scaling

- Spherical scaling is creating different messaging paths to penetrate a bigger portion of your audiences
Wouldn’t you agree it’s been time well spent so far?

You’ve learned some great stuff, it’s exciting… just imagine if you had $100k+ per month coming into your business on autopilot from Facebook ads, just like me and my clients…

The problem is, an hour is only enough time to barely scratch the surface of what it takes to get to that level…

Would you like to learn more about how I can help you implement what you learned today along with getting clarity, certainty and focus with your paid advertising?
Introducing... THE FB ADS PROFIT MAXIMIZER BOOTCAMP
What You’re Gonna Get…

Core Multi-Module Training:

• Facebook Ads Profit Maximizer Bootcamp Beginner Course ($500 Value)
• Facebook Ads Profit Maximizer Bootcamp Intermediate Course ($1,495 Value)

Total Value: $1,995
Bonus #1
One Year Full Access: “Secret Order Of Traffic & Conversion”
Paid Mastermind
($1,164 Value)
Bonus #2

Completely “Done-For-You” Checklists, Scripts, Quick-Start Templates, & Our Proprietary Step By Step Execution Plans

($995 Value)
Bonus #3
Facebook Live Ad Case Study
(only for people who enroll TODAY)
($1,000 Value)
Bonus #4

4 Advanced Facebook Ad Strategies
(only for people who enroll TODAY)

($4,000 Value)
My “Brass Balls” 30 Day Money Back Challenge…

PROVE TO ME THAT MY SYSTEMS DON’T WORK. Sign up today and complete the course (can be done in one day). Spend at least $1000 on your campaigns - following my system over the next 30 days. If you haven’t made your money back that you invested in this course, I’ll happily refund you AND pay you $100 for “wasting your time”!
What You’re Gonna Get…

- Facebook Ads Profit Maximizer Bootcamp Beginner Course ($500 Value)
- Facebook Ads Profit Maximizer Bootcamp Intermediate Course ($1,495 Value)
- 1yr Access To The Secret Order Of Traffic & Conversion Mastermind ($1,164 Value)
- Checklists, Scripts, Templates, and Execution Plans ($995 Value)
- Facebook Live Ad Case Study ($1,000 Value)
- 4 Advanced Facebook Ad Strategies ($4,000 Value)

Total Value: $9,154
If All This Did Was...

• Give you the ability to create new clients & customers ON DEMAND at a $2 to $1 return (or better)... Would it be worth it?

• Give you dependability & consistency of income so you can count on your business *growing* each month instead of staying stagnant or declining… Would it be worth it?

• Allow you to scale ads that Facebook loves, so your profit grows with your spend… Would it be worth it?
You Can See Why Our Agency Clients (like Mike) Are Paying Us $120,000/yr on retainer to drive traffic through this profit maximizer system for them...
You DON’T Have To Be Mike Dillard For This To Work For You!
What You’re Gonna Get...

- Facebook Ads Profit Maximizer Bootcamp Beginner Course ($500 Value)
- Facebook Ads Profit Maximizer Bootcamp Intermediate Course ($1,495 Value)
- 1yr Access To The Secret Order Of Traffic & Conversion Mastermind ($1,164 Value)
- Checklists, Scripts, Templates, and Execution Plans ($995 Value)
- Facebook Live Ad Case Study ($1,000 Value)
- 4 Advanced Facebook Ad Strategies ($4,000 Value)

Total Value: $9,154
You Can See Why It’s A Good Deal At $9,154

(Because you’re giving me your valuable time today...)
I’m Not Going To Ask You To Pay $9,154

Or even $4,500
Get Started NOW For:

One Payment Of $1,495 Or 3 Payments Of $665

This offer expires after this webinar

Visit The Link Below To Enroll Now:

http://jasonhornungagency.com/deal