



***DESIGN YOUR
MARKETING PLAN***

MAKE THIS YOUR BEST YEAR EVER!

Learn The Latest Marketing Techniques

Choosing The Product Or Service You Want To Sell

We held a workshop for over 500 marketers and entrepreneurs to help them create an advertising funnel that would change the entire course of their business. For my people who are afraid of tech or my analytical people who need a step by step blueprint, consider this your step-by step playbook.



STEP 1: CHOOSE THE PRODUCT/SERVICE YOU WANT TO SELL (PART 1)

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1. EXPLAIN TO A 5TH GRADER, WHAT YOUR PRODUCT DOES:

DESCRIBE WHO IT IS FOR:

2. EXPLAIN TO A 5TH GRADER, WHAT YOUR PRODUCT DOES:

DESCRIBE WHO IT IS FOR:

3. EXPLAIN TO A 5TH GRADER, WHAT YOUR PRODUCT DOES:

DESCRIBE WHO IT IS FOR:

**DO NOT FILL OUT UNTIL STEP 1 PART 2 WORKSHEET IS FILLED OUT.
THE HIGHEST SCORING PRODUCT OR SERVICE WILL BE YOUR WINNER.**

I AM SELLING _____ TO _____.



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STEP 1: CHOOSE THE PRODUCT/SERVICE YOU WANT TO SELL (PART 2)

GRADING SCALE

USE A SCALE OF **1 TO 10** TO DETERMINE DIFFICULTY

- 1 = EXTREMELY DIFFICULT
- 3 = SOMEWHAT DIFFICULT
- 5 = IN BETWEEN
- 7 = SOMEWHAT EASY
- 10 = EXTREMELY EASY

WHICH **OBJECTIVE** DO YOU WANT TO ACCOMPLISH?

- PURCHASE ONLINE (1)
- IN PERSON (2)
- BOOK PAID APPOINTMENT (3)
- REGISTER FOR WEBINAR (5)
- INBOUND PHONE CALL (5)
- 30 MIN PHONE CALL (6)
- BOOK FREE APPOINTMENT (7)
- COLLECT NAME, EMAIL, PHONE NUMBER (8)

QUESTION	PRODUCT #1	PRODUCT #2	PRODUCT #3
	SCORE (1-10)	SCORE (1-10)	SCORE (1-10)
1. HOW EASY IS IT TO FIND YOUR TARGET AUDIENCE?			
2. HOW ACTIVE IS YOUR AUDIENCE ON FACEBOOK?			
3. HOW BAD DOES YOUR IDEAL CUSTOMER WANT YOUR PRODUCT/SERVICE?			
4. HOW NON-COMPETITIVE IS YOUR NICHE?			
5. HOW AFFORDABLE IS YOUR PRODUCT OR SERVICE?			
6. WHICH OBJECTIVE ARE YOU TRYING TO ACCOMPLISH?			
7. WHAT IS YOUR SOCIAL PRESENCE?			
8. HOW MUCH CONTENT DO YOU HAVE (VIDEO REQUIRED)?			
9. DO YOU HAVE A CURRENT SALES PROCESS IN PLACE?			
10. DO YOU HAVE COMPLIMENTARY OR ALTERNATIVE PRODUCTS TO UPSELL OR DOWNSELL?			

GRADE

- A = 100-90
- B = 89-80
- C = 79-70
- D = < 69, DON'T DO IT!

TOTAL SCORE (OUT OF 100):

GRADE:



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STEP 2: IDENTIFY WHO'S MOST LIKELY TO BUY

GENIUS TIP: EVALUATE WHO HAS BOUGHT THE MOST SHIT FROM YOU IN THE PAST

NOW LET'S STEREOTYPE YOUR AUDIENCE: (CIRCLE ONE IN EACH CATEGORY)

AGE: 18-24 • 25-34 • 35-44 • 45-54 • 55-64 • 65+

GENDER: MALE • FEMALE

LOCATION: _____

ETHNICITY: AMERICAN INDIAN • ASIAN • BLACK • HISPANIC • WHITE • OTHER _____

LANGUAGES THEY SPEAK: _____

EDUCATION LEVEL: ASSOCIATE DEGREE • COLLEGE GRAD • DOCTORATE DEGREE • IN COLLEGE
HIGH SCHOOL GRAD • IN GRAD SCHOOL • IN HIGH SCHOOL • MASTER'S DEGREE • OTHER

MONTHLY INCOME: LESS THAN \$1K • \$1K - \$5K • \$5K - \$10K • \$10K - \$20K
\$20K - \$50K • \$50K - \$100K • OVER \$100K

HOME OWNERSHIP: FIRST TIME HOMEBUYER • HOMEOWNERS • RENTERS

MARITAL STATUS: SINGLE • MARRIED • DIVORCED • WIDOWED • ENGAGED

ANNIVERSARY: ANNIVERSARY WITHIN 30 DAYS • ANNIVERSARY WITHIN 31-60 DAYS
NEWLY ENGAGED (1 YR / 6 MO / 3 MO) • NEWLYWED (1 YR / 6 MO / 3 MO)

BIRTHDAY MONTH: JANUARY • FEBRUARY • MARCH • APRIL • MAY • JUNE • JULY
AUGUST • SEPTEMBER • OCTOBER • NOVEMBER • DECEMBER



STEP 2: IDENTIFY WHO'S MOST LIKELY TO BUY

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CONTINUE TO STEREOTYPE YOUR AUDIENCE: (CIRCLE ONE IN EACH CATEGORY)

PARENTS: NEW PARENTS • ALL PARENTS • PARENTS W/ PRESCHOOLERS • PARENTS W/ EARLY SCHOOL-AGE CHILDREN • PARENTS W/ PRETEENS • PARENTS W/ TEENAGERS
PARENTS W/ TODDLERS • PARENTS W/ ADULT CHILDREN

POLITICS: CONSERVATIVE • LIBERAL • MODERATE • VERY LIBERAL • VERY CONSERVATIVE
FAVORITE POLITICIANS: _____

WORKPLACE: BEAUTY • CARETAKING • CONSTRUCTION • COOK • DELIVERY • DRIVER
ELECTRICIAN • FARMER • FIRE FIGHTER • NURSE • OFFICE • POLICE • RETAIL • SERVER
OTHER: _____

WHERE DO THEY HANG OUT: BAR • CHURCH • CLUB • COFFEE SHOP • MALL • MUSEUM
ONLINE • SCHOOL • SPORTING EVENT • RESTAURANT • OTHER _____
EXACT PLACES YOU'D FIND THEM: _____

FAVORITE MUSIC GENRE: ALTERNATIVE • BLUES • CLASSICAL • COUNTRY • DISCO • FUNK
HIP HOP • HOUSE • JAZZ • ORCHESTRA • POP • RAP • REGGAE • ROCK • SOUL • TECHNO
FAVORITE ARTISTS: _____

BOOKS THEY READ: COMICS • DRAMA • FANTASY • FICTION • HISTORY • HORROR • MYSTERY
NON-FICTION • POETRY • ROMANCE • SCIENCE FICTION • SELF-HELP • THRILLER • TRAVEL
FAVORITE BOOKS: _____

EVENTS THEY GO TO: ART FESTIVAL • CONCERTS • CONFERENCES • FILMS • NETWORKING
PERFORMANCES • SEMINARS • SOCIAL • STAY AT HOME • WORK MEETINGS
EXAMPLES: _____

COMPETITORS: _____



STEP 2: IDENTIFY WHO'S MOST LIKELY TO BUY

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CONTINUE TO STEREOTYPE YOUR AUDIENCE: (CIRCLE ONE IN EACH CATEGORY)

THINGS THEY BUY: BUSINESS • CLOTHING • FOOD/DRINK • HEALTH/BEAUTY • HOME/GARDEN
HOUSEHOLD PRODUCTS • KID PRODUCTS • PET FOOD • SPORTS • SUBSCRIPTIONS
EXAMPLES: _____

FAVORITE TV SHOWS: AMERICAN HORROR STORY • CHOPPED • CSI • ENTOURAGE • FAMILY GUY
FRIENDS • GAME OF THRONES • GLEE • KEEPING UP W/ THE KARDASHIANS • THE OFFICE
MODERN FAMILY • SEX AND THE CITY • SHARK TANK • SUITS • TOP GEAR • WALKING DEAD
OTHER: _____

PEOPLE THEY FOLLOW: ARTISTS • ATHLETES • CELEBRITIES • INFLUENCERS • MUSICIANS
EXAMPLES: _____

TYPE OF APP THEY USE THE MOST: GAMES • SOCIAL NETWORKING • FINANCE/BANKING
PRODUCTIVITY • TRAVEL • TRANSPORTATION • EDUCATION • SHOPPING • SPORTS RELATED
EXAMPLES: _____

NOW LET'S LOOK INTO YOUR SOCIAL PLATFORMS:



PAGE LIKERS:



FOLLOWERS:



SUBSCRIBERS:



FOLLOWERS:



LIST SIZE:



MONTHLY WEBSITE
VISITORS:



LIST SIZE:



STARS OR
REVIEWS:



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STEP 3: FACEBOOK TARGETING CAPABILITIES GUIDE

DEMOGRAPHICS

Age -

Gender All Men Women

LOCATION

Locations Everyone in this location
 People who live in this location
 People recently in this location
 People traveling in this location

Include Type to add more locations

United States
 207 5th Ave, San Diego, CA, United States

In mi

LANGUAGES

Languages German
 English (All)
 Spanish (All)

EDUCATION

Education Level

- Associate degree
- College grad
- Doctorate degree
- High school grad
- In college
- In grad school
- In high school

Demographics > Education

2017 - 2021

Demographics > Education > Field of Study

History

Demographics > Education > Schools

Harvard University

Add demographics, interests or behaviors | |

INCOME

Income

- 0. \$30,000 - \$39,999
- 1. \$40,000 - \$49,999
- 2. \$50,000 - \$74,999
- 3. \$75,000 - \$99,999
- 4. \$100,000 - \$124,999
- 5. \$125,000 - \$149,999
- 6. \$150,000 - \$249,999
- 7. \$250,000 - \$349,999

HOME OWNERSHIP

Add demographics, interests or behaviors | |

Home Ownership

- First time homebuyer
- Homeowners
- Renters

MARITAL STATUS

Relationship Status

- Civil Union
- Complicated
- Divorced
- Domestic Partnership
- Engaged
- In a relationship
- Married

Anniversary

- Anniversary within 30 days
- Anniversary within 31-60 Days
- Newly engaged (3 months)
- Newly engaged (6 months)
- Newlywed (1 year)
- Newlywed (3 months)
- Newlywed (6 months)

BIRTHDAY MONTH

Birthdays

- Birthday in April
- Birthday in August
- Birthday in December
- Birthday in February
- Birthday in January
- Birthday in July
- Birthday in June

RELATIONSHIPS

All Parents

- New parents (0-12 months)
- Parents (All)
- Parents with preschoolers (03-05 years)
- Parents with adult children (18-26 years)
- Parents with early school-age children (06-08 ...)
- Parents with preteens (08-12 years)
- Parents with teenagers (13-18 years)
- Parents with toddlers (04-03 years)

POLITICS

Politics (US)

- Likely to engage with political content (conserva...)
- Likely to engage with political content (liberal)
- Likely to engage with political content (moderate)
- Self reported
- US politics (conservative)
- US politics (liberal)
- US politics (moderate)
- US politics (non-conservative)

WORKPLACE

Add demographics, interests or behaviors | |

billy gene is marketing

Billy Gene Is Marketing

21 people

Demographics > Work > Employers > Billy Gene Is Marketing

Description: People who listed their employer as Billy Gene Is Marketing in their Facebook profile.

Add demographics, interests or behaviors | |

doctor

- Doctor
- Doctor (medicine)
- Doctor (Dr)
- Doctor-assistant
- OBI/GYN Doctor (Obstetrics/Gynecology Doctor)
- Doctor of Veterinary Medicine
- Doctoral supervisor

HANG OUT SPOTS

Interests > Additional Interests

Dave & Buster's

Add demographics, interests or behaviors | |

MUSIC

Interests > Entertainment > Music

Jazz music

Add demographics, interests or behaviors | |

BOOKS

Interests > Additional Interests

Chicken Soup for the Soul

Add demographics, interests or behaviors | |

EVENTS

Interests > Additional Interests

Coachella Valley Music and Arts Festival

Add demographics, interests or behaviors | |

COMPETITORS

Interests > Additional Interests

Mattress Firm

SEALY MATTRESS

Tempur-Pedic

Add demographics, interests or behaviors | |



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STEP 3: YOUTUBE TARGETING CAPABILITIES GUIDE

DEMOGRAPHICS

Select the demographics you want to target:

GENDER	AGE	PARENTAL STATUS	HOUSEHOLD INCOME
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ?		<input type="checkbox"/> Unknown ?

Note: Household income targeting is available only in selected countries. [Learn more](#)

DEVICES

Devices ? Your ads will show on all eligible devices by default (computers, mobile, and tablet).

Advanced mobile and tablet options

- All available operating systems
- All available mobile devices
- All available carriers and Wi-Fi

[Edit](#)

Set device bid adjustments ?

Mobile bid adj. **Decrease by** %
Example: A USD10.00 bid will become USD5.00.

Tablet bid adj. **Decrease by** %
Example: A USD10.00 bid will become USD0.00.

Computer bid adj. **Increase by** %
Enter a number above to see an example.

NETWORKS

Networks ?

YouTube Search

YouTube Videos

Video partners on the Display Network ?

PLACEMENTS

Placements ?

Add manually

Food Network

YouTube channels YouTube videos Websites Mobile apps

Channels

- Food Network 1028 videos • 205213 subscribers
- Tasty 1090 videos • 3440882 subscribers
- Food Network UK 254 videos • 16192 subscribers
- Food Network Asia 304 videos • 8083 subscribers
- Food Network Brasil 197 videos • 22076 subscribers
- India Food Network

INTERESTS

Interests ?

Search by related term, phrase or URL

Selected: 0

Affinity audiences (reach)

- Banking & Finance
- Beauty & Wellness
- Food & Dining
- Home & Garden
- Lifestyles & Hobbies
- Media & Entertainment
- News & Politics
- Shoppers
- Sports & Fitness
- Technology
- Travel
- Vehicles & Transportation

TOPICS

Topics ?

Search by related term, phrase or URL

Selected: 0

Topic

- Arts & Entertainment
- Autos & Vehicles
- Beauty & Fitness
- Books & Literature
- Business & Industrial
- Computers & Electronics
- Finance
- Food & Drink
- Games
- Health
- Hobbies & Leisure
- Home & Garden
- Internet & Telecom

LOCATION

Choose your locations

Search | Radius targeting | Bulk locations

Enter a location to target or exclude.

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

Targeted locations

Location	Reach	Remove all
San Diego, California, United States - city	4,470,000	Remove Nearby

Excluded locations

Location	Reach
Chula Vista, California, United States - city	638,000

GENERAL OVERALL

LANGUAGE

Languages ? What languages do your customers speak?

English

Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics ? **Any gender, Any age, Any parental status, Any household income**

Interests ? **Any interest**

Keywords ? **Any keyword**

Placements ? **Any placement**

Remarketing ? **No remarketing list**

Topics ? **Any topic**

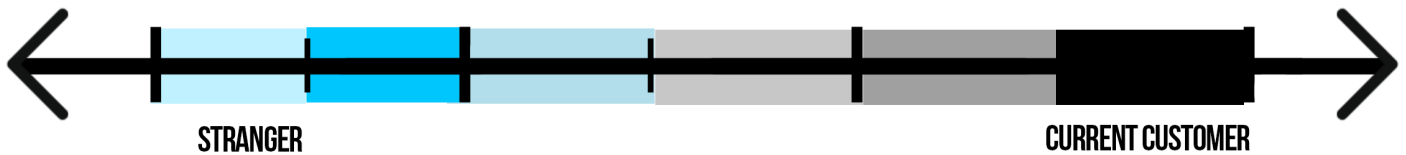


STEP 4: BE HONEST ABOUT YOUR RELATIONSHIP

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THE CUSTOMER SCALE

IDENTIFY THE RELATIONSHIP YOU HAVE WITH YOUR CUSTOMER



KEY*



STRANGERS



WARM LIST:
#S AND EMAILS



SOCIAL FOLLOWERS



PREVIOUS CUSTOMERS



WEBSITE VISITORS



CURRENT CUSTOMERS

MY CUSTOMERS ARE: _____

*IF YOU ARE UNSURE ABOUT THE STATUS OF YOUR RELATIONSHIP, PLEASE SEE BELOW

TRANSLATION:

STRANGER

WHO INVITED YOU? DO I KNOW YOU?

FOLLOWERS

YOU CAN COME TO MY PARTY BUT DON'T DRINK MY BEER

WARM/WEBSITE

COME TO MY PARTY, HAVE 1 BEER, BUT DON'T GO BACK FOR SECONDS. THAT'S RUDE

PREVIOUS CUSTOMERS

DUDE, COME HANG OUT, EAT AND DRINK AS MUCH AS YOU WANT BUT BRING SOME CHIPS

CURRENT CUSTOMERS

MI CASA ES SU CASA



STEP 5: CHOOSE YOUR CLOSING MECHANISM

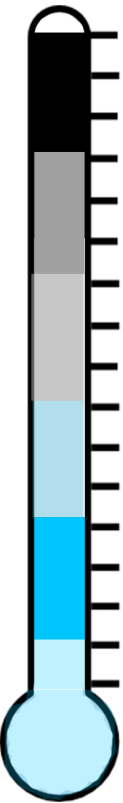
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RATE YOUR SALES TEAM:

EMPLOYEE	CLOSE RATIO (%)	RATING (OUT OF 5)

WHAT'S THE TEMPERATURE OF THE RELATIONSHIP?

BASED ON THE RELATIONSHIP YOU HAVE IDENTIFIED IN STEP 4 AND THE STRENGTH OF YOUR SALES TEAM, CHOOSE YOUR SALES MECHANISM BELOW



STATUS	SALES MECHANISM
CURRENT CUSTOMERS	ONLINE (SELF CHECKOUT)
PREVIOUS CUSTOMERS	INBOUND
WARM LIST: #S AND EMAILS	MESSENGER
WEBSITE VISITORS	EMAIL
SOCIAL FOLLOWERS	CALL
STRANGERS	IN PERSON/ WEBINARS

CIRCLE THE SALES MECHANISM THAT APPLIES



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THE PAIN PROCESS

**WRITE YOUR
PRODUCT/
SERVICE** →

STEP 6: IDENTIFY THEIR 3 GREATEST PAINS

STEP 7: RELIEVE THEIR 3 GREATEST PAINS

PROBLEM (IN 1 SENTENCE)

SOLUTION (IN 1 SENTENCE)

1.

2.

3.

1.

2.

3.



STEP 8: SPEAK THEIR LANGUAGE

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STEP 1 → LIST YOUR 3 BIGGEST COMPETITORS

1. _____
2. _____
3. _____

STEP 2 → SEARCH THEIR YELP FOR REVIEWS

STEP 3 → READ THEIR AMAZON REVIEWS



SEARCH FOR 1 STAR AND 5 STAR REVIEWS



HOT BUTTONS

HATE BUTTONS



1.

2.

3.

1.

2.

3.



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STEP 9: WRITE THE AD COPY

- OBJECTIVE →
- AUDIENCE →
- INCENTIVE →
- URGENCY →

WHAT ARE YOU SELLING?
WHO ARE YOU SELLING IT TO?
WHY SHOULD THEY BUY?
WHY SHOULD THEY BUY NOW?

GRAB ATTENTION (CIRCLE ONE)

- A. CALL THEM OUT “HEY__” OR “ATTENTION_____”
- B. USE A RELEVANT QUOTE
- C. USE A CRAZY FACT OR STAT
- D. ASK A QUESTION
- E. USE WEIRD FORMATTING

EXAGGERATE THEIR PROBLEMS

1. _____
2. _____
3. _____

OFFER TO SOLVE

- A. EASY WAY TO GET WHAT THEY WANT
- B. A CLEAR AS FUCK WAY

LIGHT A FIRE

- A. WHY NOW?

THE WRITING PROCESS:

STEP 1: GET IT ON PAPER

STEP 2: CLEAN IT UP

STEP 3: MAKE IT A CONVO



STEP 10: CONTENT ASSESSMENT

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DROP YOUR CONTENT INTO THE BUCKETS





QC YOUR CONTENT

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CHECK ALL THAT APPLY:

- IMAGE SIZE FOR FACEBOOK IS 1280 PX x 720 PX
- 100% CLARITY IN THE OFFER/MESSAGE ON IMAGE
- TEXT TAKES UP LESS THAN 20% OF THE FACEBOOK IMAGE
- YOUR WEBSITE IS CLEAN AND HAS LOTS OF QUALITY IMAGES/VIDEOS
- FACEBOOK PAGE HAS IMAGES DISPLAYING THE PRODUCTS YOU OFFER
- NUMEROUS VIDEOS SHOWCASING YOUR BUSINESS ON YOUR YOUTUBE CHANNEL
- A MEMORABLE VIDEO DEMONSTRATING THE EXPERIENCE OR PRODUCT
- CLEAR CTA STATING EXACTLY WHAT YOU WANT THEM TO DO ON YOUR YOUTUBE VIDEO

TOOLS YOU CAN USE IN ORDER TO CREATE/EDIT CONTENT:

IMAGE

- CANVA - FREE
- PIXLR - FREE
- PAINT - FREE
- SHUTTERSTOCK
- PHOTOSHOP

VIDEO

- SPLICE APP - FREE
- CAMTASTIA
- ADOBE PREMIERE PRO
- IMOVIE
- WINDOWS MOVIE MAKER

AUDIO

- MICROPHONE
- CELL PHONE VOICE RECORDER



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STEP 11: CREATE VIDEOS THAT SELL SH*T

STEP 1: CHOOSE YOUR CHARACTER (CIRCLE ONE)

THE RELUCTANT HERO

THE IDOL

US AGAINST THE WORLD

THE DARK SIDE

STEP 2: LAYOUT THE JOURNEY

BEGINNING	MIDDLE	THE END
(STATE PROBLEM AUDIENCE FACES)	(AN OBSTACLE YOU OVERCOME)	(THE OPPORTUNITY)



STEP 12: MAKE YOUR VIDEOS ENTERTAINING EVEN IF YOU'RE BORING

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THE PROP

ENVIRONMENT

MUSIC

BigMouth TIP

MUSIC CAN MAKE OR BREAK YOUR VIDEO, WE USE

Art List OR  audiojungle

FOR ROYALTY FREE OPTIONS



STEP 13: NOW YOU HAVE THE LAYOUT, HERE'S WHAT YOU SAY

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BigMouth VIDEO OUTLINE

STEP 1: CAPTURE ATTENTION

THE GRAND ENTRANCE (HOW WILL YOU ENTER?):

CHOOSE YOUR TONE:

EMOTIONAL	COMEDIC	PROFESSIONAL	SERIOUS	SILLY
HAPPY	FEARFUL	SARCASTIC	HONEST	OTHER:

ATTENTION GRABBING ONE LINER:

STEP 2: MAKE A PROMISE (SUBTLE LINE TO MAKE SOMEONE STAY)

MY PROMISE:

STEP 3: MAKE AN OFFER CALL TO ACTION (CTA)

BE GROSSLY SPECIFIC ABOUT WHAT YOU WANT THEM TO DO!

EXAMPLES: SOLVE A PROBLEM
GIVE INCENTIVE



“CLICK HERE TO REGISTER
FOR THE FREE TRAINING”

MY OFFER:



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STEP 14: EASY WAYS TO MONETIZE

USE THESE CATEGORIES

DO IT FASTER	
DO IT BETTER	
DO IT FOR ME	
DO IT WITH ME	
DO IT ALONE	
DO IT MORE FREQUENTLY	



STEP 15: THE G.E.N.E.I.U.S. GUIDE TO LANDING PAGES

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“CAPTURE”

HEADLINE:

VIDEO:

OFFER:







CALL TO ACTION:

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TIP



STOP! OVERCOMPLICATING



THE 100 GREATEST HEADLINES OF ALL TIME THAT WE GOOGLED

GREAT HEADLINE = VALUABLE OFFER/PROPOSITION + KEYWORDS + URGENCY

1. A Little Mistake That Cost a Farmer \$3,000 a Year
2. Profits That Lie Hidden In Your Farm
3. How I Made a Fortune With a Fool Idea
4. Thousands Have This Priceless Gift – but Never Discover It!
5. Do You Do Any Of These Embarrassing Things?
6. Six Types of Investors – Which Group Are You In?
7. Does Your Child Ever Embarrass You?
8. To People Who Want To Write – but Can't Get Started
9. The Crimes We Commit Against Our Stomachs
10. How to Do Wonders with a Little Land!
11. "Here's an Extra \$50, Grace"
12. A Wonderful Two Years Trip at Full Pay – but only men with imagination can take it
13. A \$10,000 Mistake!
14. The Greatest Reason in The World
15. The Man in the Hathaway Shirt
16. Dare To Be Rich!
17. How To Rob Banks Legally
18. A Startling Fact About Money
19. How To Discover What You Are Really Good At
20. How To Write a Business Letter
21. The Secrets of Making People Like You
22. Advice to Wives Whose Husbands Don't Save Money
23. How a New Discovery Made a Plain Girl Beautiful
24. How to Win Friends and Influence People
25. How to Swim with The Sharks without Being Eaten Alive
26. Do You Make This Mistakes in English?
27. Why Some Foods "Explode" in Your Stomach
28. You Can Laugh at Money Worries – if You Follow This Simple Plan
29. Five Familiar Skin Troubles – Which do You Want to Overcome?
30. How I Improved My Memory in One Evening
31. Suppose This happened On Your Wedding Day!
32. Free Book Tells You 12 Secrets of Better Lawn Care
33. The Secret to Being Wealthy
34. To Men Who Want to Quit Working Some Day
35. Imagine Holding an Audience Spellbound for 30 Minutes
36. New Shampoo Leaves Your Hair Smoother – Easier to Manage
37. Thousands Now Play Who Never Thought They Could
38. Great New Discovery Kills Kitchen Odors Quick!
39. For The Woman Who Looks Younger than She Is
40. Check the Kind of Body You Want
41. "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"
42. Why Wall Street Journal readers Live Better
43. "Dear American Tourister: You Saved My Life"
44. Girls! Want Quick Curls?
45. You May Be Eating More Salt Than You Should
46. Get Rid of That Humidity!
47. How You can Get a Quick Loan of \$1,000
48. Become a Well Paid Hotel/Motel Executive
49. How To Get More Energy From The Food You Eat
50. They Grinned When the waiter Spoke to Me in French
51. Imagine Harry and Me Advertising our Pears in Fortune!
52. My Sears Kenmore Sewing Machine has 9 Different Stitches – Imagine!
53. How I Improved Memory in One Evening
54. You Can Make Big Money Easily
55. Get Rid of Money Worries for Good
56. Keep Your Dog safe This Summer!
57. Free to Manufacturers. Write for Brochures You Want.
58. The Instrument of the Immortals
59. For People Who Don't Have Time for Unimportant Books
60. How To Avoid Mental Hazards
61. Break Out of Jail!
62. Tenants Mysteriously Disappear from the Carrboro Apartment Complex!
63. Will You Help me Free Gina?
64. Don't Even Think About Buying New Home Without Reading This Report!
65. How To Start from Scratch and Become a PO Box Millionaire
66. The Secret of Having Good Luck
67. How To Get Rich Reading Classified Ads
68. How To Form Your Corporation Without a Lawyer for Under \$50
69. Seven Steps to Financial Freedom
70. How To Write a Hit Song and Sell It
71. Who is Making a Bundle and How
72. How The Experts Buy and Sell Gold and Silver
73. Want to Be a Legal Investigator?
74. How To Write a Good Advertisement
75. But What if You Could See Her Naked?
76. Give Back What They Deserve.
77. The Child Who Won the Hearts of All
78. The Last 2 Hours are the Longest – and Those Are the 2 Hours You Save
79. How To Burn Off Body Fat, Hour-by-Hour
80. Is Your Home Picture Poor?
81. "I liked this product so much – that I bought the company!"
82. Why Some People Almost Always Make Money in The Stock Market?
83. How Much is Your Working "Tension" Costing Your Company?
84. Is The Life of a Child Worth \$1 to You?
85. 161 New Ways to a Man's Heart – in This fascinating Book
86. How To Give Your Children Extra Iron – 3 Delicious Ways
87. Often a Bridesmaid – Never a Bride!
88. Little Leaks That Keep Men Poor
89. This is Marie Antoinette – Riding To Her Death
90. Take This One Minute Test!
91. Here Is a Quick way to Break Up a Cold
92. "I lost my bulges – and save money too!"
93. Satisfaction Guaranteed – or Your Money Back!
94. The Truth About Getting Rich
95. Do Your Employees Work as Slowly as They read?
96. The Most Expensive Mistake of Your Life
97. 7 ways to Collect Your Unpaid Bills
98. Need More Money!
99. What Your Lawyer Doesn't Want You to Know
100. Have You Ever Seen a Grown Man Cry?]

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STEP 16: AFTER THE CAPTURE

FILL IN YOUR PRODUCTS/SERVICES THEN DROP THEM INTO THEIR BUCKET(S)

PRODUCT OR SERVICE	PRODUCT OR SERVICE	PRODUCT OR SERVICE	PRODUCT OR SERVICE	PRODUCT OR SERVICE
PRODUCT OR SERVICE	PRODUCT OR SERVICE	PRODUCT OR SERVICE	PRODUCT OR SERVICE	PRODUCT OR SERVICE



**FIRE
UNDER
ASS-ET**



BUMP



**THE ONE
CLICK
UPSELL**



DOWNSELLS



**ALTERNATIVE
SALES**

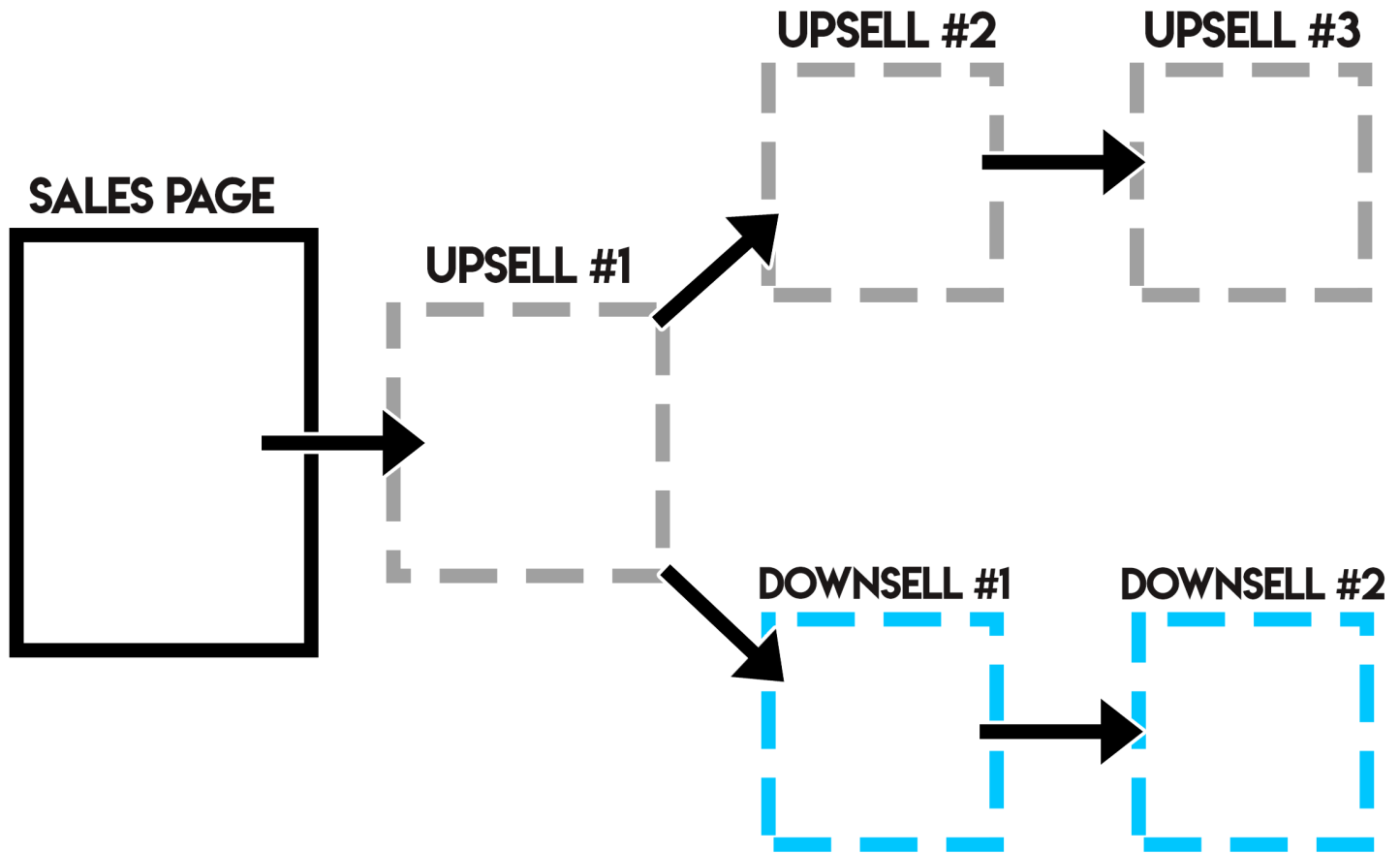


**CONTINUITY
SALES**

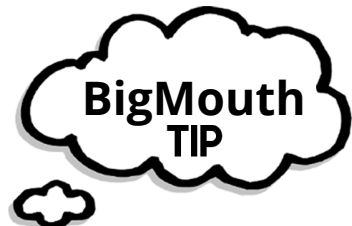


STEP 17: PLAN OUT YOUR SALES

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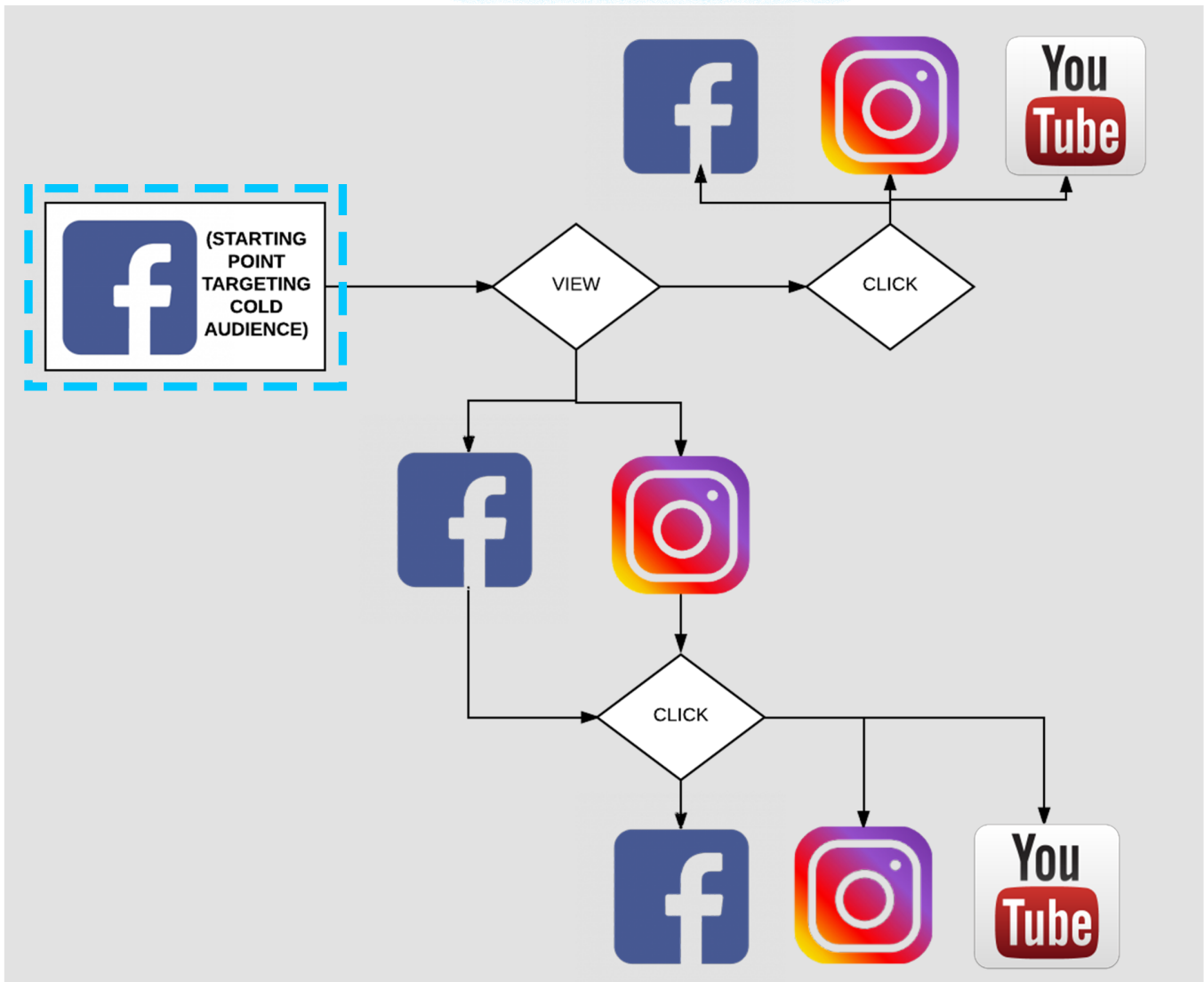
**“YOU ARE LEAVING
MONEY ON THE TABLE
IF YOU ARE NOT
USING UPSELLS
AND DOWNSSELLS!”**





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STEP 18: RETARGETING DIAGRAM



NOTE:

IF SOMEONE VIEWS AN AD, THEY CAN ONLY BE RETARGETED ON SPECIFIC PLATFORMS.

IF SOMEONE CLICKS AN AD, THEY CAN BE RETARGETED ON ALL PLATFORMS.



STEP 19: PIXEL LIKE A G.E.N.E.I.U.S.

1. ON FACEBOOK, CREATE A CUSTOM AUDIENCE

LANDING PAGE

Include people who meet ANY of the following criteria:

- Billy Gene Is Marketing's Pixel
- People who visited specific web pages in the past 180 days
 - URL equals www.billygenemarketing.com/optin

Audience name: BGIM - CLICKS

THANK YOU PAGE

Include people who meet ANY of the following criteria:

- Billy Gene Is Marketing's Pixel
- People who visited specific web pages in the past 180 days
 - URL equals www.billygenemarketing.com/thankyou

Audience name: BGIM - OPTINS

2. GET THIS PIXEL CODE FROM FACEBOOK

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._
n.push=n;n.loaded=10;n.version='2.0';n.queue=[];t=b.createElement(e);t.
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(
document,'script','https://connect.facebook.net/en_US/fbevents.js');
fbq('init','524412574334177');
fbq('track','PageView');
</script>
<noscript></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

AT THE SAME TIME, GET THE REMARKETING TAG FROM YOUTUBE

```
<!-- Google Code for Remarketing Tag -->
<!--
Remarketing tags may not be associated with personally identifiable information or
placed on pages related to sensitive categories. See more information and instructions
on how to setup the tag on: http://google.com/ads/remarketingsetup
-->
<script type="text/javascript">
/*  */
var google_conversion_id = 877993513;
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;</pre>
</div>
<div data-bbox="63 596 485 706" data-label="Section-Header"><h2>3. PASTE THE PIXEL CODE &amp; REMARKETING TAG INTO YOUR LANDING PAGE'S TRACKING CODE SECTION</h2></div>
<div data-bbox="475 596 952 737" data-label="Section-Header"><h2>4. DO THE SAME FOR YOUR THANK YOU PAGE. THE ONLY DIFFERENCE IS THAT YOU'LL WANT TO INSTALL THE EVENT CODE TO THE END OF YOUR FACEBOOK PIXEL.</h2></div>
<div data-bbox="55 682 500 960" data-label="Complex-Block">
<img alt="Screenshot of a website editor showing the 'Page Tracking' settings and the 'TRACKING CODE' section in the header."/>
<p>The screenshot shows the 'Page Tracking' settings in a dark theme editor. A blue circle highlights the 'TRACKING CODE' section in the header. Below it, the code for the Facebook Pixel and Remarketing Tag is visible, with a blue circle around the 'fbq('track', 'Lead');' line.</p>
</div>
<div data-bbox="665 766 871 787" data-label="Section-Header"><h3>2 Install Event Code</h3></div>
<div data-bbox="603 793 929 921" data-label="Code-Block">
<pre>&lt;script&gt;
  fbq('track', 'Lead');
&lt;/script&gt;</pre>
</div>
<div data-bbox="473 953 521 988" data-label="Page-Footer"><p>24</p></div>
```



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STEP 20: RETARGET LIKE A G.E.N.E.I.U.S.

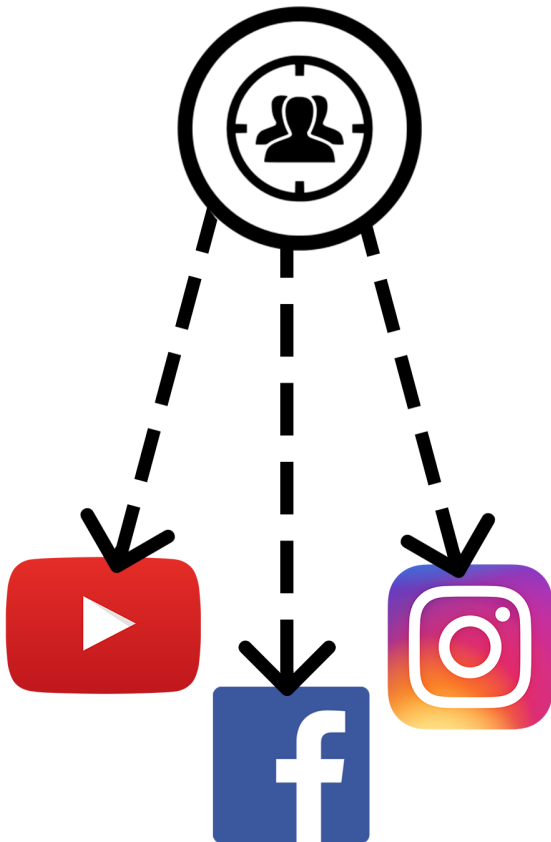
THE **RETARGETING FORMULA** IS QUITE SIMPLE:

“HEY, YOU FORGOT TO _____,
(INSERT ACTION)

THAT’S WHY I’M REMINDING YOU.

IF YOU _____,
(INSERT SAME ACTION)

THEN _____.”
(ADDITIONAL INCENTIVE)



GENEIOUS WAYS TO RETARGET

- VIDEO VIEWS
- WEBSITE VISITORS
- OPT INS, NO PURCHASE
- ABANDONED CARTS



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STEP 22: THE "ONLY THINK ABOUT ME AND THINK ABOUT ME ALL THE TIME" FOLLOW UP SEQUENCE

THIS IS A SERIES OF DAILY EMAILS, TEXTS, VOICE DROPS, ETC. AFTER THEY'VE OPTED IN. IF YOU WANT TO **3X YOUR CHANCES OF GETTING A WIFE**, THEN YOU'LL NEED TO MAKE SURE TO CONTINUALLY FOLLOW UP! **MAP OUT YOUR MONTH** BY INPUTTING "T", "E", OR "V" IN THE CALENDAR BELOW. ADD THE DATES ON EACH LINE IN THIS CALENDAR.



KEY

T = TEXT MESSAGE
E = EMAIL SEQUENCE
V = VOICE DROPS

SU M T W TH F S







—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	—	—	—	—	—	—



STEP 23: DISTRIBUTION IS KING

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DAILY TRACKER

PLATFORMS	POTENTIAL REACH	OFFERS MADE	SALES MADE
			
			
			
 TEXT			
 EMAIL			
 CALL			

THE AMOUNT OF SALES YOU MAKE IS DIRECTLY CORRELATED TO THE AMOUNT OF OFFERS YOU MAKE!

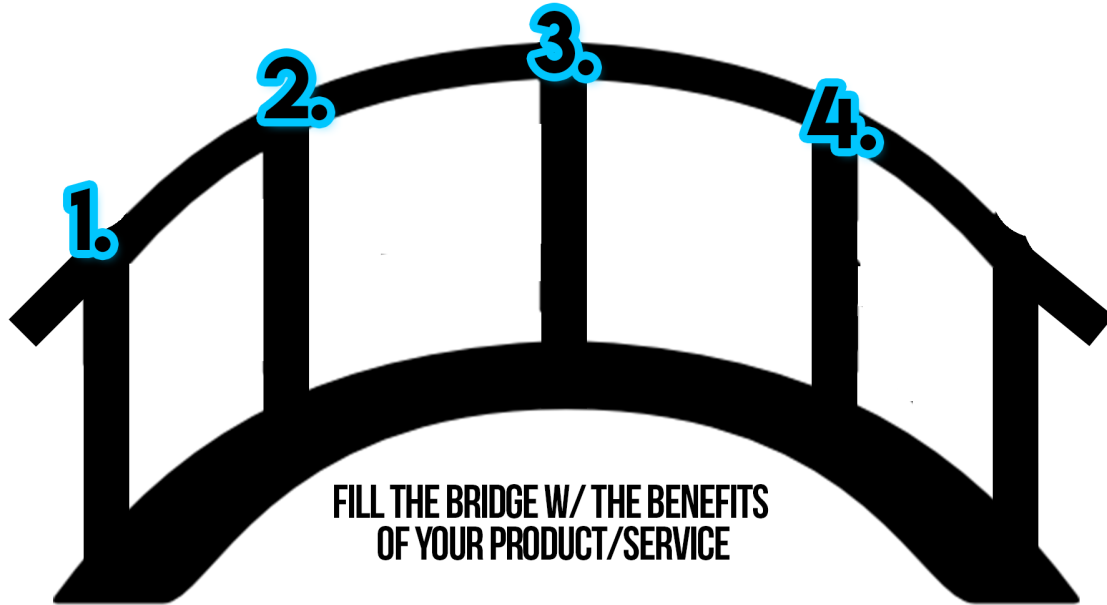


STEP 24: TREAT OTHERS HOW YOU WANT TO BE TREATED

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**WRITE YOUR
PRODUCT/
SOLUTION**

YOUR PRODUCT/SOLUTION IS THE BRIDGE TO WHERE YOUR CUSTOMER WANTS TO BE



LACK

- 1. MONEY
- 2. TIME
- 3. SUPPORT
- 4. ENTERTAINMENT

ABUNDANCE

- 1. MONEY
- 2. TIME
- 3. PURPOSE
- 4. HAPPINESS

BENEFIT #1:

BENEFIT #2:

BENEFIT #3:

BENEFIT #4:

CATEGORIZE EACH BENEFIT BASED ON WHAT IS ADDRESSED:

- MONEY = M
- TIME = T
- PURPOSE = P
- HAPPINESS = H