

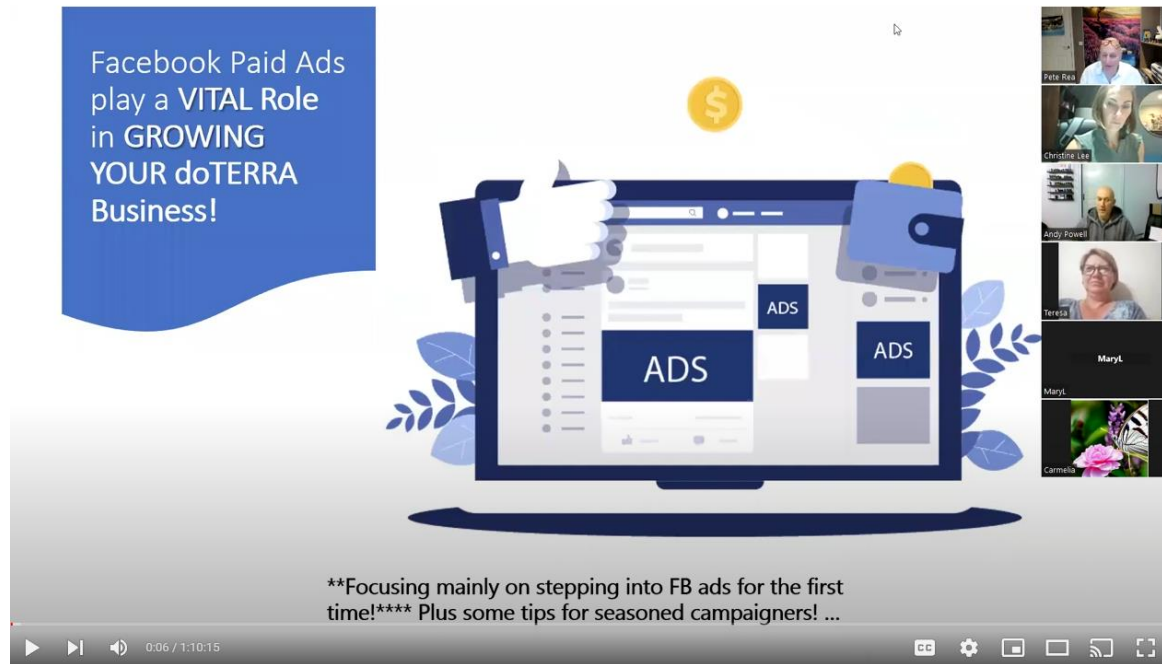
Facebook Paid Ads
play a **VITAL** Role
in **GROWING**
YOUR doTERRA
Business!



****Focusing mainly on stepping into FB ads for the first time!**** Plus some tips for seasoned campaigners! ...**

Here is the RECORDING of the FULL SESSION FULL HOW TO GUIDE!

I would WATCH the recording all the way through, and then follow the specific steps in the slide presentation to help you set up your ads!



Click to View

<https://youtu.be/d3ek6LQaqho>



Why Small **Businesses Fail**



Inability to PROMOTE and MARKET
their Business, to generate ONGOING
Customer Enquiries!

So YOU need to KNOW
How to do this!

What are Facebook Paid ads?

- ✓ Ads you see on your Facebook timeline that you notice when you are scrolling!
- ✓ You see the advert because FB believe you may be interested because you fit the PROFILE that the advertiser selected when setting up the ad – Interests – age – location etc...
- ✓ So this is a GREAT way to put your ad in front of the right people to help you build your business!
- ✓ As a RESULT of Facebook ads I now have over 4000 Members in SA which all started from running these types of ads!
- ✓ The Ad pool ran by Neil and Karen are Facebook paid ads (Targeted ads) so this is an opportunity for you to RUN your own!

What are the BENEFITS in running your own Facebook Paid ads?

- ✓ YOU are in control of your own budget
- ✓ YOU are in control of what your ad says! To be AUTHENTIC YOU!
- ✓ YOU are creating your own CUSTOM Audience
- ✓ YOU can run the ad in any country you want to!
- ✓ YOU have that lead for your data base!
- ✓ The PROSPECT gets the info QUICKER!
- ✓ YOU develop your SKILLS
- ✓ YOU can show people in your own team how to run them too!
- ✓ It's Tax deductible expense
- ✓ It's the cheapest and most effective way to generate leads!

What are the DOWNSIDE in running your own Facebook Paid ads INITIALLY?

- ✓ It's a BIG Learning Curve to get it performing the way you ideally want it to!
- ✓ You WILL get frustrated, at times you will be at a loss, and not know what to do for the best!
- ✓ It's not something to just do... it's something to get GOOD at! That takes time!
- ✓ Your 'Cost' per lead will be HIGHER than you want at first, until you get your image, copy, targeting all firing together!
- ✓ You will get Ads 'Disapproved'
- ✓ Some ads will BOMB! And some will FLY! So you have to be prepared to test different ones!
- ✓ ALL ads get FATIGUED eventually... and you need to change something, or run a new one!
- ✓ What's easy is not what's always best! I have not been in the ad pool for years now!
- ✓ Because I took this step and fumbled my way through it and get better, I was able to show my leaders, and it has had the most positive IMPACT.
- ✓ Facebook are always changing things and just when you think you have it figured out, we need to make adjustments!
- ✓ There are GURU's to follow on Youtube where I learn and keep learning!
- ✓ There is not just 1 type of ad objective you can run on FB, there are lots!
- ✓ Remember running ads is not your goal per se... it's just the process, the GOAL is FREEDOM/SUCCESS
- ✓ I am focusing tonight on LEAD GENERATION type ads!



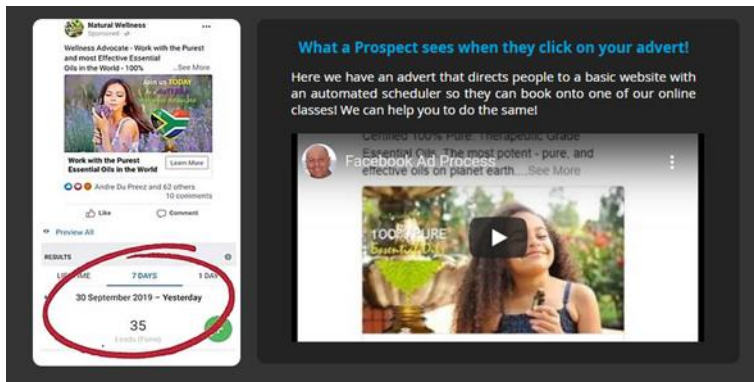
Getting Prepared!

Before you attempt to set up and advert, there are some things you need to do and be aware of, and things you need to do!

The information you will need to be aware of is on the team resource site under the tab Targeted Facebook ads! But I've included The links to the info below anyway to make It easier form you!



1 – watch this video which shows you what you are looking to create!



<https://youtu.be/DSMq5RocRI0>

2 – watch this video it shows you What you can expect from the ad



https://youtu.be/8O_fltsgDZI

3 View this doc, it shows you What not to say or your ad wont Get approved



<https://www.docdroid.com/GNZVs93/warning-facebook-advertising-pptx>



Essential Oils For Life

4.7K likes • 4.9K followers



Message

Liked

Search

You can't set up an advert if you have not set up a Facebook business page first!

Having your Calendly scheduler set up to direct people to book onto a class is advisable!

Pete Rea
intro_to_essential_oils
1 hr
Online Class

Discover how our 'Therapeutic Grade' Essential Oils are revolutionising the way families can manage their health naturally! 1 hr class

In this class I will share with you how I was able to transform my health. Aged 54 I found myself experiencing lots of niggly health issues, they were really starting to get me down! Insomnia - Headaches - Low Energy - Digestive Issue - Joint Pain - Stress! Today I have NONE of these

[Cookie settings](#)

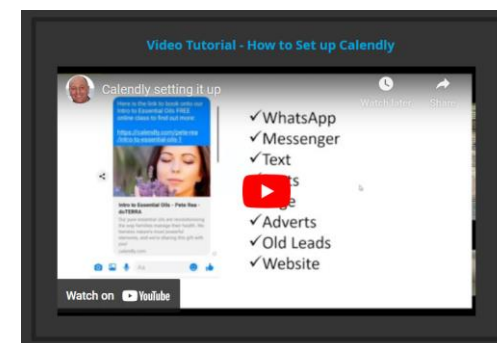
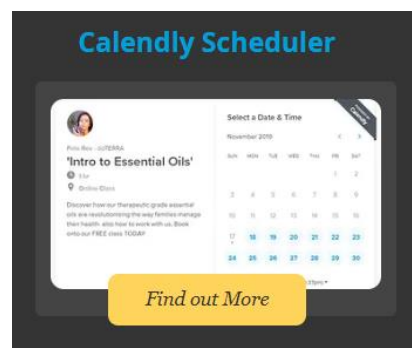
Select a Date & Time

March 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Time zone
UK, Ireland, Lisbon Time (5:11pm)

[Troubleshoot](#)



<https://youtu.be/M5gn6aPwAdA>

If you don't run your own classes yet, then ask your sponsor if you can invite people onto their own classes.



Pete Rea

Earn_with_doTERRA

🕒 1 hr

📍 ONLINE CLASS

doTERRA is the GLOBAL LEADING 'Therapeutic Essential Oils' Company.

doTERRA provides a very exciting and lucrative business opportunity and people are joining us daily!

If you are ENTERPRISING and would like to FIND OUT MORE, please join us on our LIVE 45 minute business PRESENTATION.

[Cookie settings](#)

Select a Date & Time

March 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Time zone

🌐 UK, Ireland, Lisbon Time (5:15pm) ▼

[Troubleshoot](#)



Pete Rea

intro_to_essential_oils

🕒 1 hr

📍 Online Class

Discover how our 'Therapeutic Grade' Essential Oils are revolutionising the way families can manage their health naturally! 1 hr class

In this class I will share with you how I was able to transform my health. Aged 54 I found myself experiencing lots of niggly health issues, they were really starting to get me down! Insomnia - Headaches - Low Energy - Digestive Issue - Join Pain - Stress! Today I have NONE of these

[Cookie settings](#)

Select a Date & Time

March 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Time zone

🌐 UK, Ireland, Lisbon Time (5:16pm) ▼

[Troubleshoot](#)



About our FREE Classes

They are FREE and ONLINE and last up to 1 hour. You simply pick a session time that suits you, it couldn't be easier!

Our classes are NOT interactive, so you won't have to do anything at all, just turn up by logging on via our zoom link we will send you, then just sit back and enjoy the great information, you will love it!

Look what people are saying about them!



The class was educational, interesting and very reassuring

From the very moment I attended a class I knew this was a company with integrity, a company that was focused on putting people before profits. My husband is a GP and it truly is a blessing to have partnered with doTERRA, they add so much value into our lives and into our practice.

”



Attending the FREE online 'Intro to Essential Oils Class' was a great decision

I loved the FREE EDUCATION as many others want to charge you for it! I knew nothing about essential oils or how to use them safely and effectively, I do now, it was a real eye-opener, so many eureka moments!

”

SELECT YOUR 'FREE CLASS'

Whichever suits you best, 2 to choose from!

Intro to Essential Oils - 1 hour



Discover the 'therapeutic properties' of our certified 100% PURE Essential Oils.

Learn about 10 x Core Oils - what they are used for - how to use them safely and effectively - how to help optimise your immune system to help reduce the risks of illness!

[Intro to Oils](#)

How to Grow a Business with Essential Oils - 1 hour



Discover the different ways you can work with 'Essential Oils' to grow an ONLINE or Offline business from home.

Discover how rewarding this can be in all aspects, and what help and resources are available to support you.

[Business Class](#)



You need to have emails, and whatsapp's Ready, so when a lead comes in, you can Send the appropriate messages



Lead comes in: 1st Email

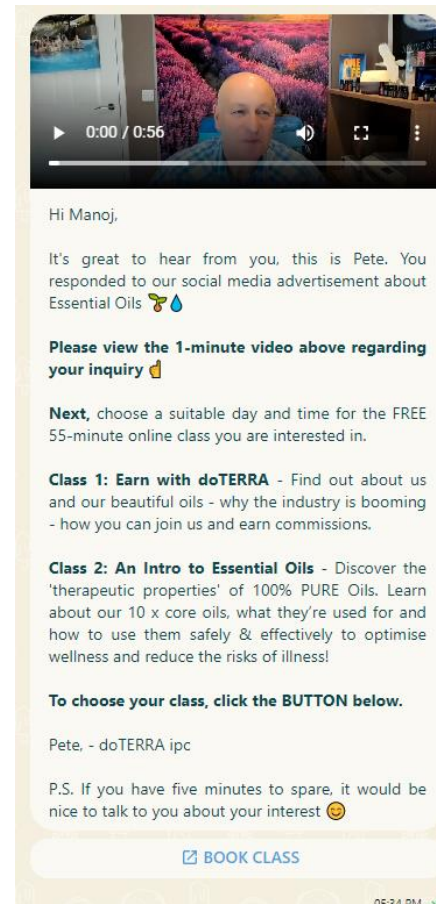
Campaign Sent: **First Email – Facebook Lead**

Hi Manoj Lk, this is Pete, great to hear from you. You replied to our social media advert about Essential Oils 💧

Here is an important 1-minute video message from me about your enquiry, please watch 🖱️



Lead comes in:
1stWhatsApp



- ✓ Initial reply
- ✓ **Reminder to book**
- ✓ Confirmation booking (Calendly)
- ✓ **Reminder class day**
- ✓ Follow up

✓ **Are you still Interested in doTERRA oils?**

Ok so you have now done the following:

- ✓ Watched the first couple of videos

1 – watch this video which shows you what you are looking to create!



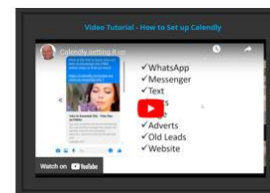
2 – watch this video it shows you What you can expect from the ad



- ✓ You have set up your Business Page, have some followers, and postings so that's its an active page!



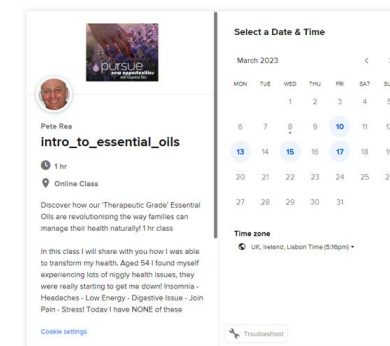
- ✓ You have watched video on setting up Calendly, and set it up, got your sponsor to check it over, give you thumbs up!



- ✓ You have your website if you are are using one to promote both classes! Oils and Business! As you are in my team, I do run group business classes if you want to invite prospects onto!



- ✓ You have all your emails/whatsApps prepared.

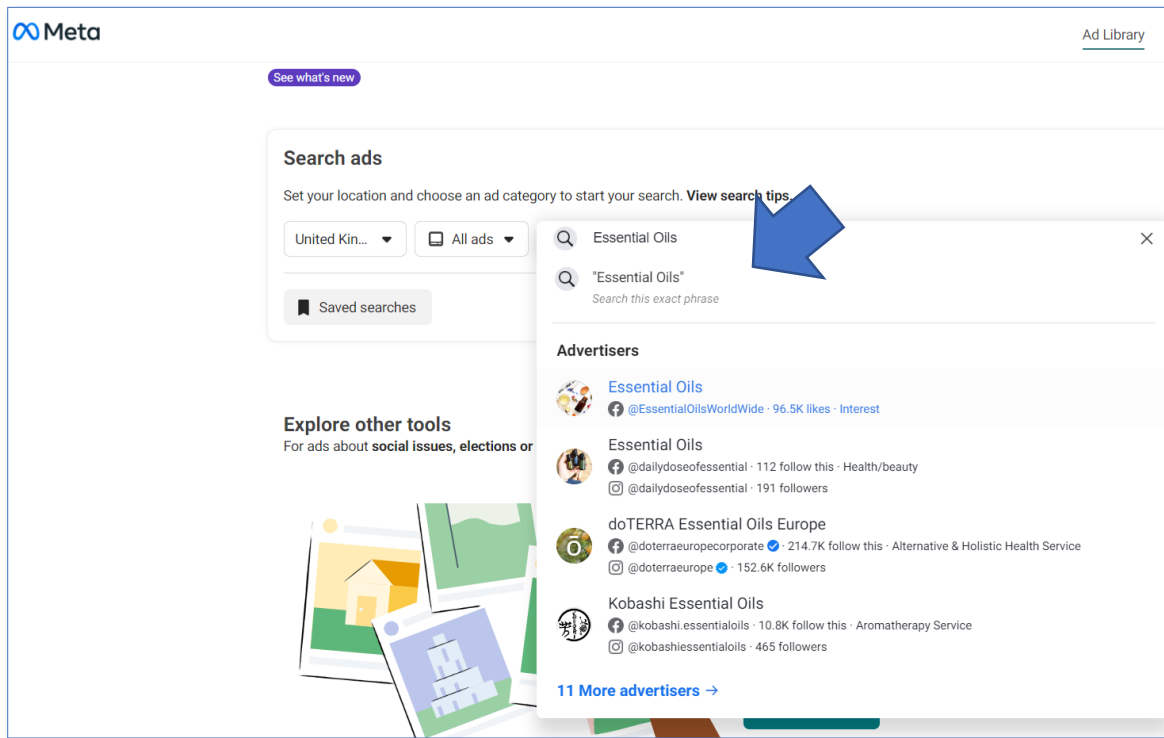


- ✓ Initial reply
- ✓ Reminder to book
- ✓ Confirmation booking (Calendly)
- ✓ Reminder class day
- ✓ Follow up

✓ Are you still Interested in doTERRA oils?

Here is a way to see what others are doing, don't copy just get ideas and make something your own!

<https://www.facebook.com/ads/library>



The screenshot shows the Facebook Ad Library search page. At the top left is the Meta logo. A "See what's new" button is in the top right. The main section is titled "Search ads" and includes a prompt to "Set your location and choose an ad category to start your search. View search tips." Below this are filters for "United Kin..." and "All ads", along with a "Saved searches" button. A search bar contains the text "Essential Oils" with a blue arrow pointing to it. Below the search bar, a list of advertisers is shown, including "Essential Oils" (@EssentialOilsWorldWide), "Essential Oils" (@dailydoseofessential), "doTERRA Essential Oils Europe" (@doterraeuropes), and "Kobashi Essential Oils" (@kobashi.essentialoils). At the bottom, there is a link to "11 More advertisers".

Meta

See what's new

Ad Library

Search ads

Set your location and choose an ad category to start your search. View search tips

United Kin... All ads

Saved searches

Explore other tools

For ads about social issues, elections or

Essential Oils

@EssentialOilsWorldWide · 96.5K likes · Interest

Essential Oils

@dailydoseofessential · 112 follow this · Health/beauty

@dailydoseofessential · 191 followers

doTERRA Essential Oils Europe

@doterraeuropes · 214.7K follow this · Alternative & Holistic Health Service

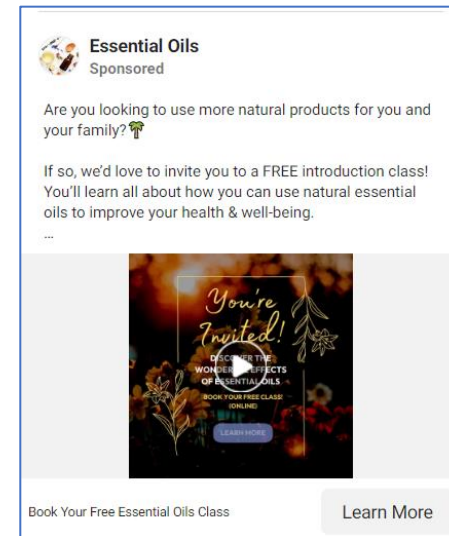
@doterraeuropes · 152.6K followers

Kobashi Essential Oils

@kobashi.essentialoils · 10.8K follow this · Aromatherapy Service

@kobashiessentialoils · 465 followers

11 More advertisers →



This is a sponsored Facebook ad for "Essential Oils". The text asks if the user is looking for more natural products and invites them to a free introduction class. The video thumbnail shows a dark background with the text "You're Invited!" and "BOOK YOUR FREE CLASS ONLINE". At the bottom, there are two buttons: "Book Your Free Essential Oils Class" and "Learn More".

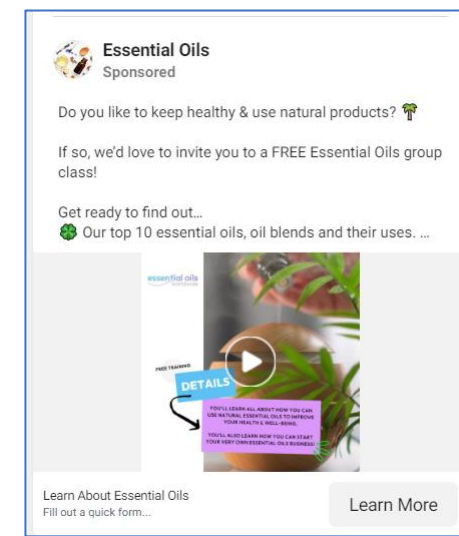
Essential Oils
Sponsored

Are you looking to use more natural products for you and your family?

If so, we'd love to invite you to a FREE introduction class! You'll learn all about how you can use natural essential oils to improve your health & well-being.

Book Your Free Essential Oils Class

Learn More



This is another sponsored Facebook ad for "Essential Oils". The text asks if the user likes to keep healthy and use natural products, and invites them to a free group class. The video thumbnail shows a close-up of a plant with the text "DETAILS". At the bottom, there are two buttons: "Learn About Essential Oils" and "Learn More".

Essential Oils
Sponsored

Do you like to keep healthy & use natural products?

If so, we'd love to invite you to a FREE Essential Oils group class!

Get ready to find out... Our top 10 essential oils, oil blends and their uses. ...

Learn About Essential Oils

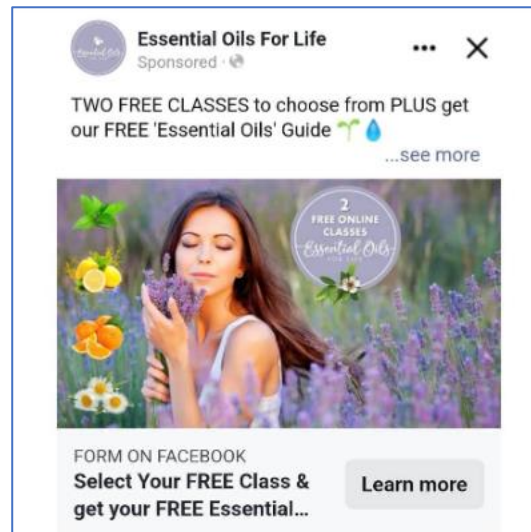
Fill out a quick form...

Learn More

Think about your add you want to run! Create a word Doc Draft FIRST!

✓ Read like a Company

✓ Read like a person sharing from the heart!



TIME to take care of Yourself? ❤️ Would you like to reduce the risks of Illness, optimise your Health NATURALLY 🌿 so you can live better for longer? 🙏 This is EXACTLY what I have done!

Here's what I have come to realise, good health doesn't happen by chance it's happens by choice! This is why I made the decision...

Aged 54 I found myself experiencing lots of niggly health issues, they were really starting to get me down! 😞

- ✓ Sleeping only 3-4 hours per night, I started dreaded going to bed, I constantly felt exhausted, irritable, and unable to focus, I wasn't looking so good with big dark circles under my eyes!
- ✓ Frequent pounding headaches, sometimes up to three in a week, they were debilitating!
- ✓ My energy levels would plummet by late afternoon, It felt so fatigued and unwell.
- ✓ I was plagued with digestive issues, upset tummy, acid reflux, trapped wind, all became part of my day-to-day life!
- ✓ Aching joint pain from an old injury

3 x Most Important things about your Ad

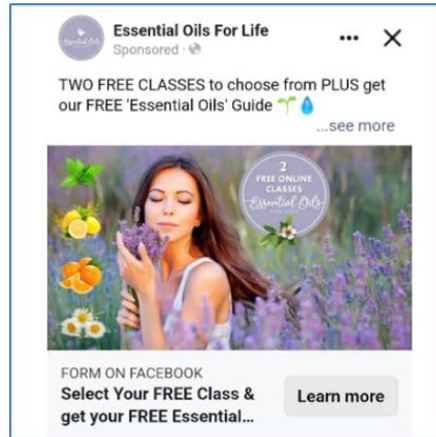
Attention grabbing!



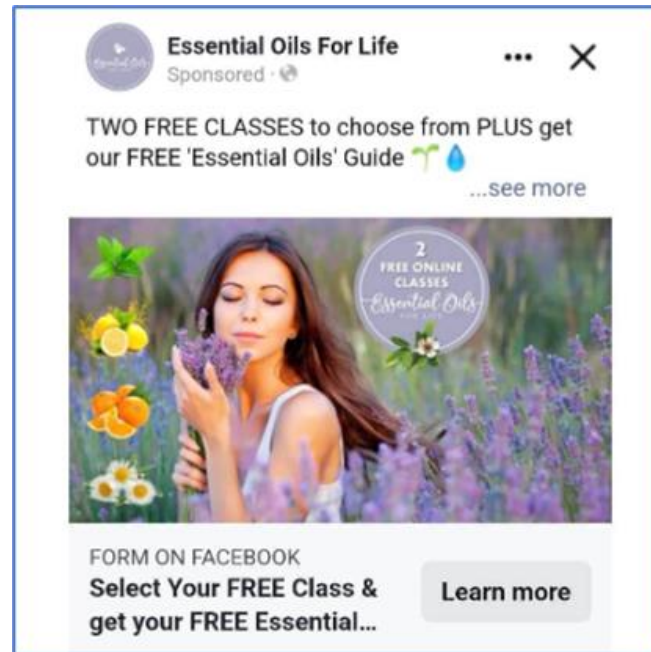
Great Image to stop
People scrolling!



Compelling Offer



When setting up a Facebook ad with **LEAD GENERATION** as the objective, it's a 2 x PART PROCESS!



The Ad

A screenshot of the Facebook Instant Form that appears when a user clicks the 'Learn more' button in the ad. The form is titled 'Contact information' and includes a privacy notice: 'Your details will not be shared with anyone. We'll use your information to send you class access details/reminder'. It has three input fields: 'Email', 'Full name', and 'Phone number', each with the placeholder text 'Enter your answer.'.

The Instant Form
1st

We set up the INSTANT form first

Facebook INSTANT FORM to capture lead details – This is NOT to be confused with the Facebook Ad...

These 4 images are elements of the form



Essential Oils For Life

**2 x FREE Online Classes
SELECT your Preference!**

These Classes are completely FREE - educational and interesting - relaxed and friendly. They only last 1hr and they are packed full of great information!

The classes are NOT interactive, you won't have to do anything other than sit back and enjoy!

*****IMPORTANT***** When you submit your details below it will lead you to our BOOKINGS PAGE. Please don't log-off before or you'll not be able to book!



Contact information ⓘ

Your details will not be shared with anyone. We'll use your information to send you class access details/reminder

Email

Enter your answer.

Full name

Enter your answer.

Phone number

Enter your answer.



Privacy policy

By clicking Submit, you agree to send your info to Essential Oils For Life who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Essential Oils For Life's Privacy Policy](#).



Essential Oils For Life

PLEASE SELECT the class you would like to attend

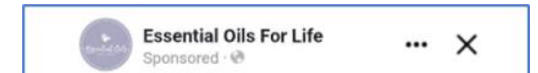
Just click on the tab below, you'll instantly be directed to the booking page where you can select your preferred class, and view additional information.

Once you book a class you'll be emailed access details so check your spam box. If you are on WhatsApp I will send you a message. Thanks, see you soon! Pete

📌 You successfully submitted your responses.

Select your Preferred Class

...It's what the PROSPECT sees
when they click **LEARN MORE!**



Essential Oils For Life
Sponsored

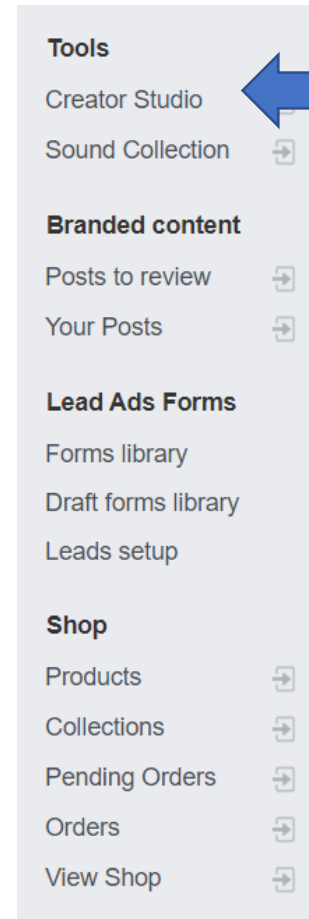
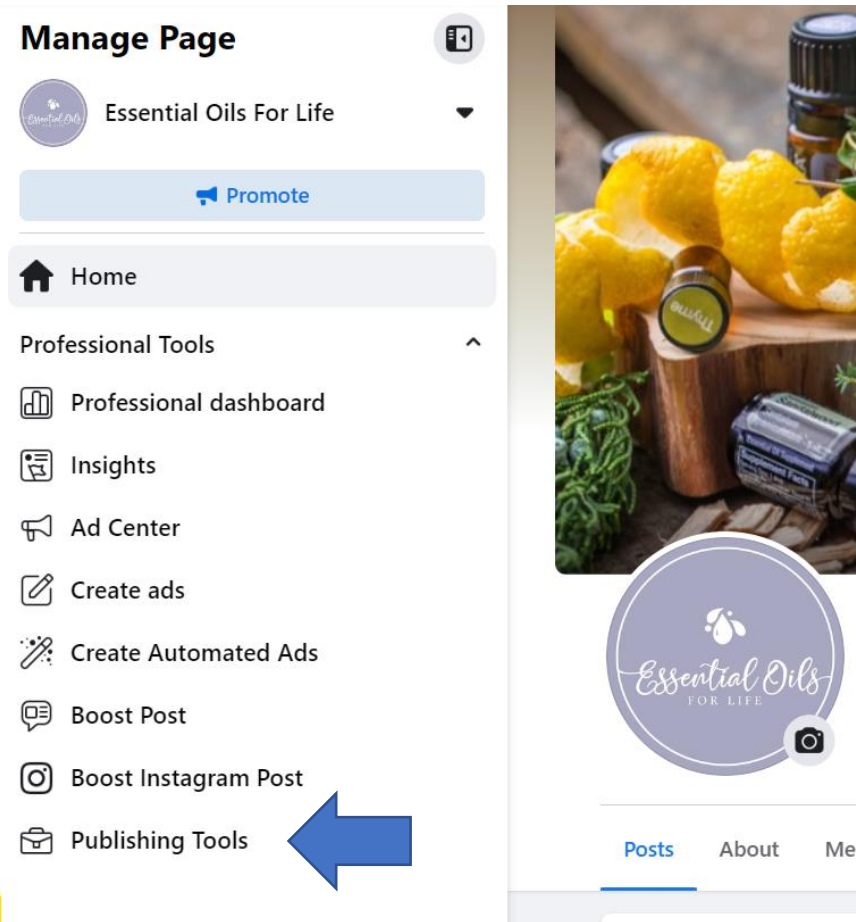
TWO FREE CLASSES to choose from PLUS get our FREE 'Essential Oils' Guide 🌿💧 ...see more



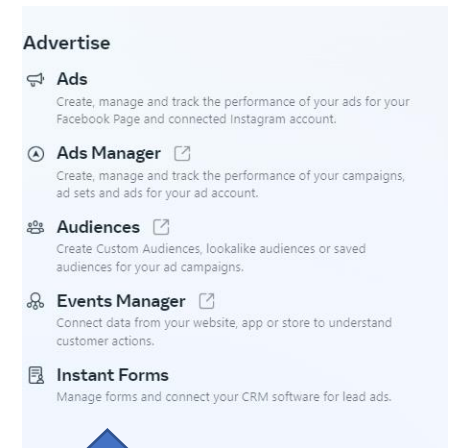
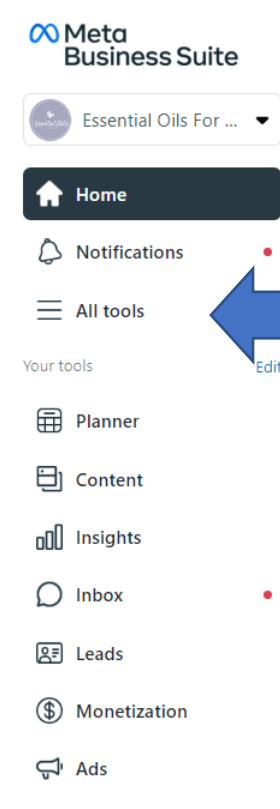
FORM ON FACEBOOK
Select Your FREE Class & get your FREE Essential...

Learn more

Creating the Form!



If that doesn't take you to
The CREATE button, click CREATOR Studio
Then ALL TOOLS, scroll to bottom for INSTANT FORMS



Create form

Now we are starting to create the different parts to the form

Create a lead form

☒ **New form**
Create a new form and enter in all new information.

☐ **Duplicate an existing form**
Duplicate one of your existing form and change only what you want.

Next

Create form

Content Settings

Form name

Form type
Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn more](#)

☐ **More volume**
Use a form that's quick to fill out and submit on a mobile device.

☒ **Higher intent**
Add a review step that gives people a chance to confirm their info.

Intro Questions Privacy Review screen Completion

Higher intent - Form preview
Intro 1 of 4

The image creative used in your ad will show up

Essential Oils For Life

Headline text

Next →

*You will notice I have selected the **'HIGHER INTENT'** option, this requires the prospect to review their Email address and mobile number is correct before they submit! It may help to get more accurate details as auto capture info that populates the boxes may be 'Outdated' from when they first set up facebook!

Create form

Content

Settings

Background image

The image you choose will show behind your form.

☐ Use the image from your ad
The image from your ad will appear with your context card

☒ Use uploaded image
Recommended image size: 1200 x 628 pixels



1280x720



Change Image

Greeting • Recommended

Let people know why they should complete your form and any relevant details.

Headline

Enter a short headline

0/60

Description

☒ Paragraph ☐ List

Include additional details

Higher intent - Form preview

Intro

1 of 4



Essential Oils For Life

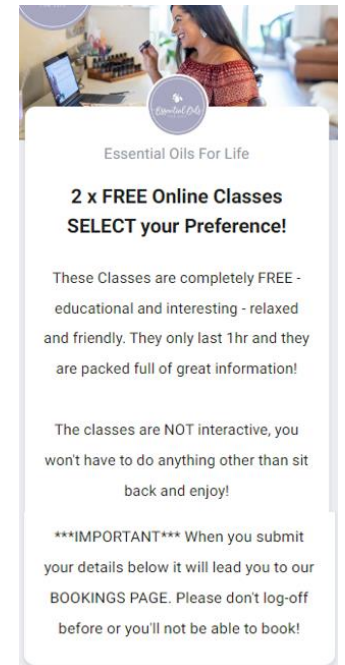
Headline text

Next →

Save draft

Publish

This is what
You have created
on the left side of page!



So as you type on the left it is displaying it on the right!

Create form

Content

Settings



1280x720



Change Image

Greeting • Recommended

Let people know why they should complete your form and any relevant details.

Headline

Free ONLINE Class etc..

23/60

Description



Paragraph



List

The classes are education, fun, relaxed etc...

**** IMPORTANT**** when you submit your details below it will lead you to the BOOKINGS page to select your class.



Remove greeting

Higher intent - Form preview

Intro

1 of 4



Essential Oils For Life

Free ONLINE Class etc..

The classes are education, fun, relaxed
etc...

**** IMPORTANT**** when you submit
your details below it will lead you to the
BOOKINGS page to select your class.

Next →

Save draft

Publish

Questions

Custom questions
Ask for responses to questions that matter to your business.

+ Add question ▾

Prefill questions
Ask for user information. This will be prefilled from their Facebook account.

Description
Let people know how the information they give you will be used or shared. [See examples](#)

Your details will not be shared, its is to provide you with information as requested.

Choose the type of information you need

Email Contact Fields ✕

Full name User Information ✕

+ Add category ▾

Prefill information 2 of 4

Contact information ⓘ

Your details will not be shared, its is to provide you with information as requested.

Email

Enter your answer.

Essential Oils For Life may contact you to follow up.

Full name

Enter your answer.

Next

Save draft Publish

Contact fields > Email

User information > Phone number

Demographic questions > Street address

Work information > City

National ID number ⓘ > State

+ Add category ▾

Province

Country

Post code

Zip code

You will need to add
The phone number to
The info the system
Auto captures as it
Defaults only to email
And name.

So when it is all
Set up it will look
Like this

Contact information ⓘ

Your details will not be shared, its is to provide you with information as requested.

Email

Enter your answer.

Essential Oils For Life may contact you to follow up.

Full name

Enter your answer.

Phone number

Enter your answer.

Essential Oils For Life may contact you to follow up.

Next

Privacy	▼
Review screen	▼
Completion	▼

You will NEED to COPY and paste this generic doTERRA privacy link into Add link Box. Ignore the other box.

Privacy

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link

Add a link <https://www.doterra.com/US/en/usa-online-privacy-notice>

Link text

0/70

Custom disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

+ Add custom disclaimer

This is the 'Higher Intent section' where a prospect sees what they are submitting and it gives them a chance to correct it

Form name

Example for Team

Form type

Intro

Questions

Privacy

Review screen

The review gives people a chance to look over their info before they submit it. To use a form without a review screen select the "More Volume" form type.

Completion

Privacy review

3 OF 4

2

ONLINE CLASSES

Essential Oils

Essential Oils

FOR LIFE

Review your info

Personal info

Email

Full name

Phone number

Privacy policy

By clicking Submit, you agree to send your info to Essential Oils For Life who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for

>

Slide to submit

This is the LAST section of the FORM. It is VERY Important. This is where you get to PROVIDE SOME CLEAR INSTRUCTION Of what the prospect NEEDS to do NEXT! It's also where they can CLICK on the button to redirect them to either your Calendly link to book a class or to your website to where they can book either on the OILS class or Business Class!

➡

➡

➡

➡

➡

Create form

Content

Settings

Completion

Message for leads

Let people who submit their information know what to expect next.

Headline

Thanks, you're all set. 23/60

Description

You can visit our website or exit the form now.

Call-to-action button

View website

Call-to-action text

View website 12/60

Link

Add a link

Higher intent - Form preview

Message for leads 4 of 4

2 FREE ONLINE CLASSES

Essential Oils For Life

Thanks, you're all set.

You can visit our website or exit the form now.

You successfully submitted your responses.

Default text above
Until You edit!

View website

Save draft

Publish

This is more like you
Want it to look

4 FREE ONLINE CLASSES

Essential Oils For Life

PLEASE SELECT the class you
would like to attend

Just click on the tab below, you'll
instantly be directed to the booking
page where you can select your
preferred class, and view additional
information.

Once you book a class you'll be emailed
access details so check your spam box.
If you are on WhatsApp I will send you a
message. Thanks, see you soon! Pete

You successfully submitted your responses.

Select your Preferred Class

↓

Save draft

Publish

It's a good Idea to click SAVE draft, first so you can look over the Form to make sure you don't have any errors as you cant edit it once you Publish the form. Only Publish once you have checked and happy. The form will be shown for you to attach to your Facebook ad In the relevant section when creating your advert.

The Next Step is to CREATE the Ad

Click on the link

<https://www.facebook.com/business/tools/ads-manager>



When the page loads
Click START NOW



The screenshot shows the Facebook Ads Manager interface. At the top, the Meta logo is on the left, and navigation links for 'Get started', 'Advertise', 'Learn', and 'Support' are in the center. On the right, there is a search icon, a user profile picture, and a 'Start now' button with a dropdown arrow. The main content area has a red background on the left with the text 'Ads Manager' and 'Create and manage ads on desktop and mobile.' Below this is a 'Go to Ads Manager' button. On the right, there is a video of a smiling woman. Overlaid on the video is a 'New Campaign' dialog box with the heading 'Choose a campaign objective'. It lists six options: Awareness, Traffic, Sales (which is selected with a blue circle and a shopping bag icon), Leads, App promotion, and Engagement.

Meta

Get started Advertise Learn Support

Search User Profile Start now

Ads Manager

Create and manage ads on desktop and mobile.

Go to Ads Manager

New Campaign

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☒ Sales
- ☐ Leads
- ☐ App promotion
- ☐ Engagement

Connect the ad account to your Business Page

The screenshot displays the Facebook Ads interface. At the top, a blue arrow points to the account name 'Peter Rea (668075597029430)' in the 'Campaigns' header. Below the header, there's a search bar and tabs for 'Campaigns', 'Ad sets', and 'Ads'. The 'Campaigns' tab is active, showing a table with columns: Off / On, Campaign, Delivery, Bid strategy, Budget, Attribution setting, Results, Reach, Impressions, Cost per result, Amount spent, and Ends. The main content area shows a message: 'Get set up to run ads' with the text 'Confirm a few details in Account overview so that you can publish your first ad campaign.' and a button 'Go to Account overview'. At the bottom left, a notification box titled 'Updates' says 'Add payment method' and 'There's a problem with the payment method for Peter Rea. You'll need to add or update the payment information before you can publish ads.' with a button 'Add payment method'.

Updated just now [Discard drafts](#) [Review and publish](#) [...](#)

Search and filter Maximum: Feb 9, 2020 – Mar 9, 2023

Campaigns **Ad sets** **Ads**

[+ Create](#) [Duplicate](#) [Edit](#) [A/B Test](#) [Rules](#) [View Setup](#) [Columns: Performance](#) [Breakdown](#) [Reports](#)

☐	Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
--------------------------	----------	----------	----------------------------	--------------	--------	---------------------	---------	-------	-------------	-----------------	--------------	------

Get set up to run ads
Confirm a few details in Account overview so that you can publish your first ad campaign.
[Go to Account overview](#)

Updates [×](#)
Add payment method
There's a problem with the payment method for Peter Rea. You'll need to add or update the payment information before you can publish ads.
[Add payment method](#)

Add payment, which will be taken automatically when due.

Click on green button to start



 Campaigns

 Ad sets







 Edit









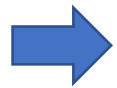




Rules 



First we set up the CAMPAIGN OBJECTIVE Which is LEADS



Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

☒ Leads

☐ App promotion

☐ Sales

Leads
Collect leads for your business or brand.

Good for:

Instant forms ⓘ

Messenger ⓘ

Conversions ⓘ

Calls ⓘ

Learn more

Cancel Continue

Create new campaign New ad set or ad

☐ Awareness

☐ Traffic

☐ Engagement

☒ Leads

☐ App promotion

☐ Sales

Leads
Collect leads for your business or brand.

Good for:

Instant forms ⓘ

Messenger ⓘ

Conversions ⓘ

Calls ⓘ

Name your campaign • Optional

Campaign
Includes the campaign objective and budget optimization.

Join our wellness team

Ad set
Determines your audience, placements, schedule and spending.

Create ad set Join WT UK

Ad
Contains all ad creative settings.

Create ad WT Image oils n flowers

Learn more

Cancel Continue

Give the sections a
Heading you will know
what it is. Only
You see this!

Easy way to understand:

Campaign: is the objective
Ad Set: Where you SET the demographics
Ad: The ad itself, the text and image

Now we are creating the AD SET

Join our wellness team > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

Campaign name

Join our wellness team [Create template](#)

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.
[Learn more](#)

Categories

No categories declared

Campaign details

Buying type
Auction

Campaign objective ⓘ
Leads
[Show more options](#)

Advantage campaign budget + On ☒
Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily Budget \$25.00 USD

You'll spend up to \$31.25 on some days, and less on others. You'll spend an average of \$25.00 per day and no more than \$175.00 per calendar week. [Learn more](#)

Advantage campaign budget + On ☒
Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily Budget \$7.00 USD

You'll spend up to \$8.75 on some days, and less on others. You'll spend an average of \$7.00 per day and no more than \$49.00 per calendar week. [Learn more](#)

Bid strategy options have changed ×
We renamed our bid strategy options to make them easier to understand and compare.
[Learn more](#)

Campaign bid strategy
Highest volume
[Show more options](#)

[Close](#) ✓ All edits saved [Next](#)

It needs to be at least around this as a daily budget to get some exposure

130 RAND

It will default to high, edit it!

Ad set name

Join WT UK

[Create template](#)

Conversion

Conversion location

Choose where you want to generate leads. [Learn more](#)

☐

Website

Generate leads through your website.

☒

Instant forms

Generate leads by asking people to fill out a form.

☐

Messenger

Generate leads through Messenger.

☐

Instant forms and Messenger

Generate leads by asking people to fill out a form or sending them to Messenger.

☐

Calls

Generate leads by asking people to call your business.

☐

App

Generate leads through your app.

This is so you can attach
The form you created later

Facebook Page

Essential Oils For Life

Select your page



You've accepted Meta's Lead Ads Terms for this page.

[View Terms](#)



Dynamic creative

Off ☐

Provide creative elements, such as images and headlines, and we'll automatically generate

Leave this off

Budget & schedule

Schedule ⓘ

Start date

Feb 18, 2023



7:28 AM

London Time

End

☐

Set an end date

I **don't** set an end date,
I can pause the ad at
any time.

[Show more options](#) ▼

Creating the Audience you want FA to put the ad in front of!

See next page for a little more info



Audience
Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

Custom audiences

Create new ▼

Q Search existing audiences

Exclude

* Locations

People living in or recently in this location ▼

United Kingdom

✓ United Kingdom

✓ Include ▼ Q Search locations Browse

Add locations in bulk

Age

18 - 65+

Gender

All genders

Detailed targeting

Advantage Detailed Targeting: +
• On

Languages

All languages

Save this audience

⚡ Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact ▼

Ad sets that include the European Region ▼

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 44,500,000 - 52,300,000 ⓘ

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ
⚡ Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close

✓ All edits saved

Back

Next

Focus on ONE Country with 1 ad... or you can go for cities in a country! This can help you
To focus on better areas?

* Locations

People living in or recently in this location

United Kingdom

✓ United Kingdom

✓ Include

Search locations

Browse

You can type in specific countries, state/regions, cities, postal codes, addresses, DMAs or congressional districts. You can also add worldwide or global regions. [Learn more](#)



Add locations in bulk



* Locations

People living in or recently in this location

South Africa

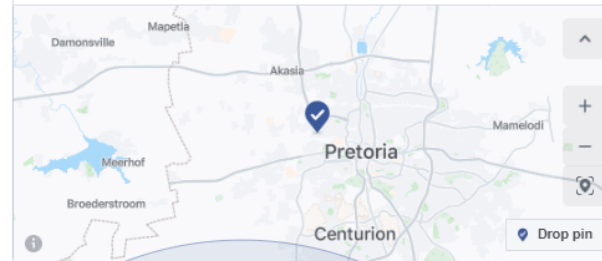
✓ Johannesburg, Gauteng City + 25mi

✓ Pretoria West

✓ Include

Search locations

Browse



Add locations in bulk

Audience definition

Your audience is defined.

Specific

Broad

Estimated audience size: 5,600,000 - 6,600,000

Your criteria is currently set to allow Advantage Detailed Targeting.

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

* Locations

People living in or recently in this location

South Africa

✗ Limpopo

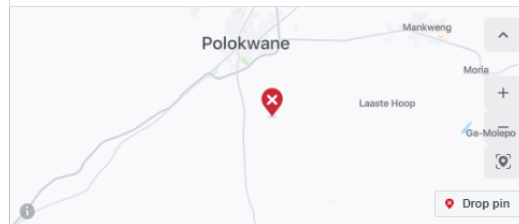
✓ Johannesburg, Gauteng City + 25mi

✓ Pretoria West

✗ Exclude

Search locations

Browse



Add locations in bulk

You can switch the INCLUDE to EXCLUDE
Certain area if you wish, this can be helpful

Age

25 ▾ 60 ▾

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Gender

☒ All ☐ Men ☐ Women

Detailed targeting

Advantage Detailed Targeting: +

- On

Languages

All languages

Save this audience

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 29,700,000 - 34,900,000 ⓘ

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

If I am targeting overseas, I need to select they can speak English

Languages

English (All) ×

Q Search Languages

Gender

☐ All ☐ Men ☒ Women

Detailed targeting

Advantage Detailed Targeting: +

- On

Languages

If you prefer to only get enquiries for Women you can! Select an age group you think is more appropriate!

Age

25 ▾ 60 ▾

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Gender

☐ All ☐ Men ☒ Women

Detailed targeting

Advantage Detailed Targeting: +

- On

Languages

All languages

Save this audience

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 15,800,000 - 18,600,000 ⓘ

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Now we do the targeting

Detailed targeting

Include people who match ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

United Kingdom

✓ United Kingdom

✓ Include 🔍 Search locations Browse



Add locations in bulk

Age

25 60

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Gender

☐ All ☐ Men ☒ Women

Detailed targeting

Include people who match ⓘ

[Interests > Additional interests](#)

Health & wellness (personal care)

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Advantage detailed targeting +

☒ Reach [Accounts Center accounts](#) beyond your detailed targeting selections when it's likely to improve performance.

Don't have too many Interests etc as it makes it More difficult for the algorithms to find your ideal! May be 4 or 5.

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact ▾

Ad sets that include the European Region ▾

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 15,600,000 - 18,400,000 ⓘ

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Gender

☐ All ☐ Men ☒ Women

Detailed targeting

Include people who match ⓘ

[Demographics > Work > Job titles](#)

Holistic Health Practitioner

Registered Massage Therapist

[Interests > Additional interests](#)

Lavender oil (cosmetics)

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Advantage detailed targeting +

☒ Reach [Accounts Center accounts](#) beyond your detailed targeting selections when it's likely to improve performance.

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Sales Team Leader	Job titles
Naturopath	Job titles
Reiki Master	Job titles
Reflexologist	Job titles
Holistic Health Practitioner	Job titles
Massage Therapy Instructor	Job titles
Nutritionist	Job titles
Nu Skin	Employers
Amway	Employers

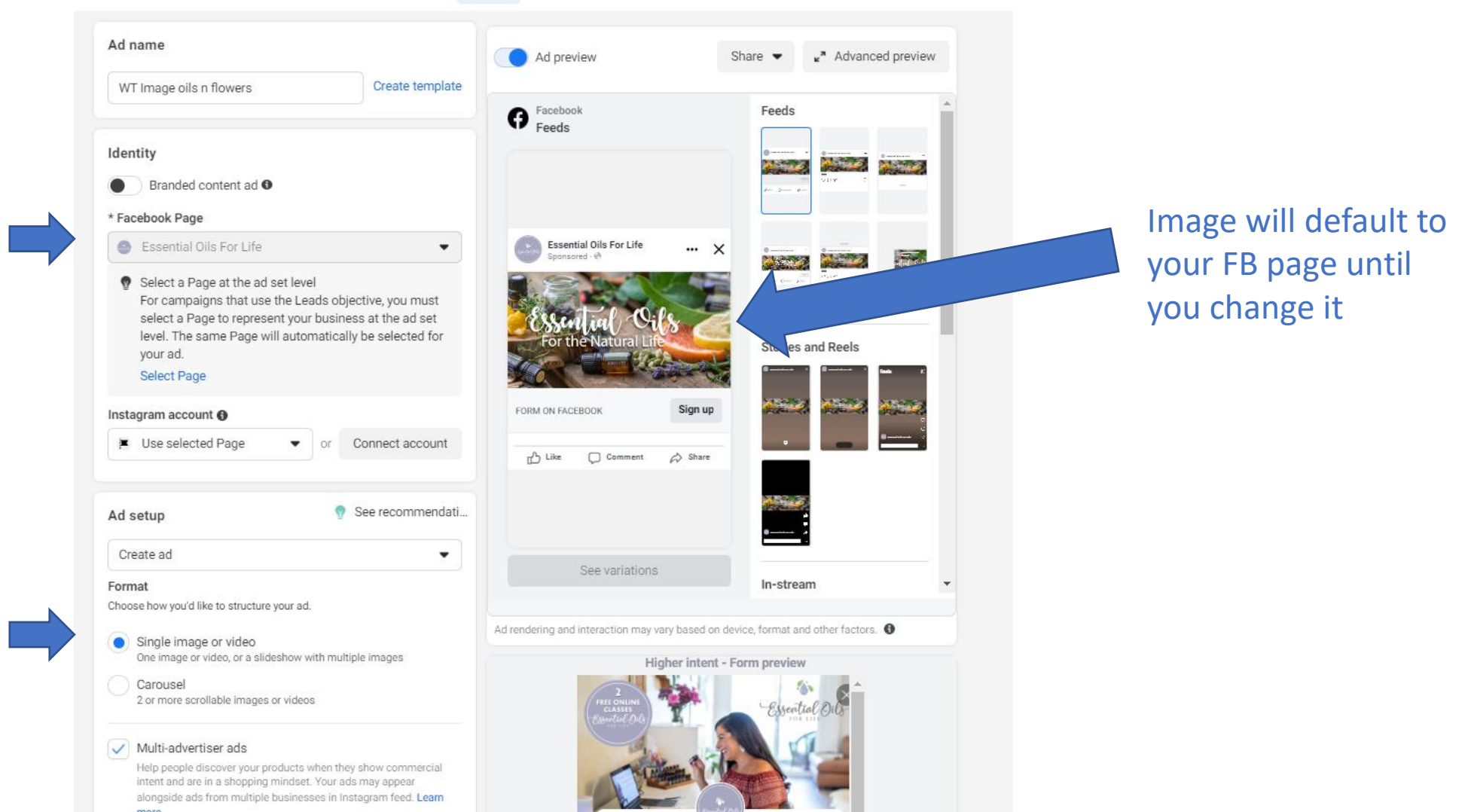
Save this audience

You can use the suggestion Tab to get ideas



Then save, you may wish To use this same audience on A different ad.

Now we are creating the ad as will be seen by the prospects



The screenshot displays the Facebook Ads creation interface, divided into a configuration panel on the left and a preview area on the right.

Configuration Panel (Left):

- Ad name:** WT Image oils n flowers. A [Create template](#) link is available.
- Identity:**
 - ☐ Branded content ad
 - * Facebook Page:** Essential Oils For Life. A note states: "Select a Page at the ad set level. For campaigns that use the Leads objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad." A [Select Page](#) link is provided.
 - Instagram account:** Use selected Page or [Connect account](#)
- Ad setup:** Create ad
- Format:** Choose how you'd like to structure your ad.
 - ☒ **Single image or video**
One image or video, or a slideshow with multiple images
 - ☐ **Carousel**
2 or more scrollable images or videos
 - ☒ **Multi-advertiser ads**
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

Preview Area (Right):

- Ad preview:** Toggled on. Includes [Share](#) and [Advanced preview](#) options.
- Facebook Feeds:** Shows a preview of the ad in a feed. The ad features a vibrant image of essential oils and the text "Essential Oils For the Natural Life". Below the image is a "FORM ON FACEBOOK" button and a "Sign up" button. Interaction buttons for "Like", "Comment", and "Share" are visible.
- Feeds:** A grid of various ad creatives.
- Stories and Reels:** A grid of ad creatives for stories and reels.
- In-stream:** A section for in-stream ads.
- Higher intent - Form preview:** Shows a preview of a lead form with the text "2 FREE ONLINE CLASSES" and "Essential Oils For Life".

Annotations:

- A blue arrow points from the "Essential Oils For Life" Facebook Page selection in the Identity section to the corresponding page header in the Facebook Feeds preview.
- Another blue arrow points from the text "Image will default to your FB page until you change it" to the main image of the ad in the Facebook Feeds preview.

Ad setup

💡 See recommendati...

Create ad ▼

Format

Choose how you'd like to structure your ad.

- ☒ Single image or video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☒ Multi-advertiser ads
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

* Media

14 Placements

-  **Feeds, In-stream videos**
7 Placements
-  **Stories and Reels, Apps and sites**
5 Placements
-  **Search results, Instant articles**
2 Placements

Advantage+ creative ✦

Tailor your ad for the [person](#) viewing it by letting us



Set up your media

✓ Add media

Crop

✓ Optimize

Select media crop for placements

We evaluated your image and cropped it to fill the placement when we think it may perform better. You can edit these crops or upload new media for each placement by hovering over the image.

Feeds, In-stream videos

☒ Original (recommended)

☐ 1:1



Crop

Replace

Stories and Reels, Apps and sites

☒ Original (recommended)

☐ 9:16



Crop

Replace

Search results, Instant articles

☒ Original (recommended)

☐ 1.91:1



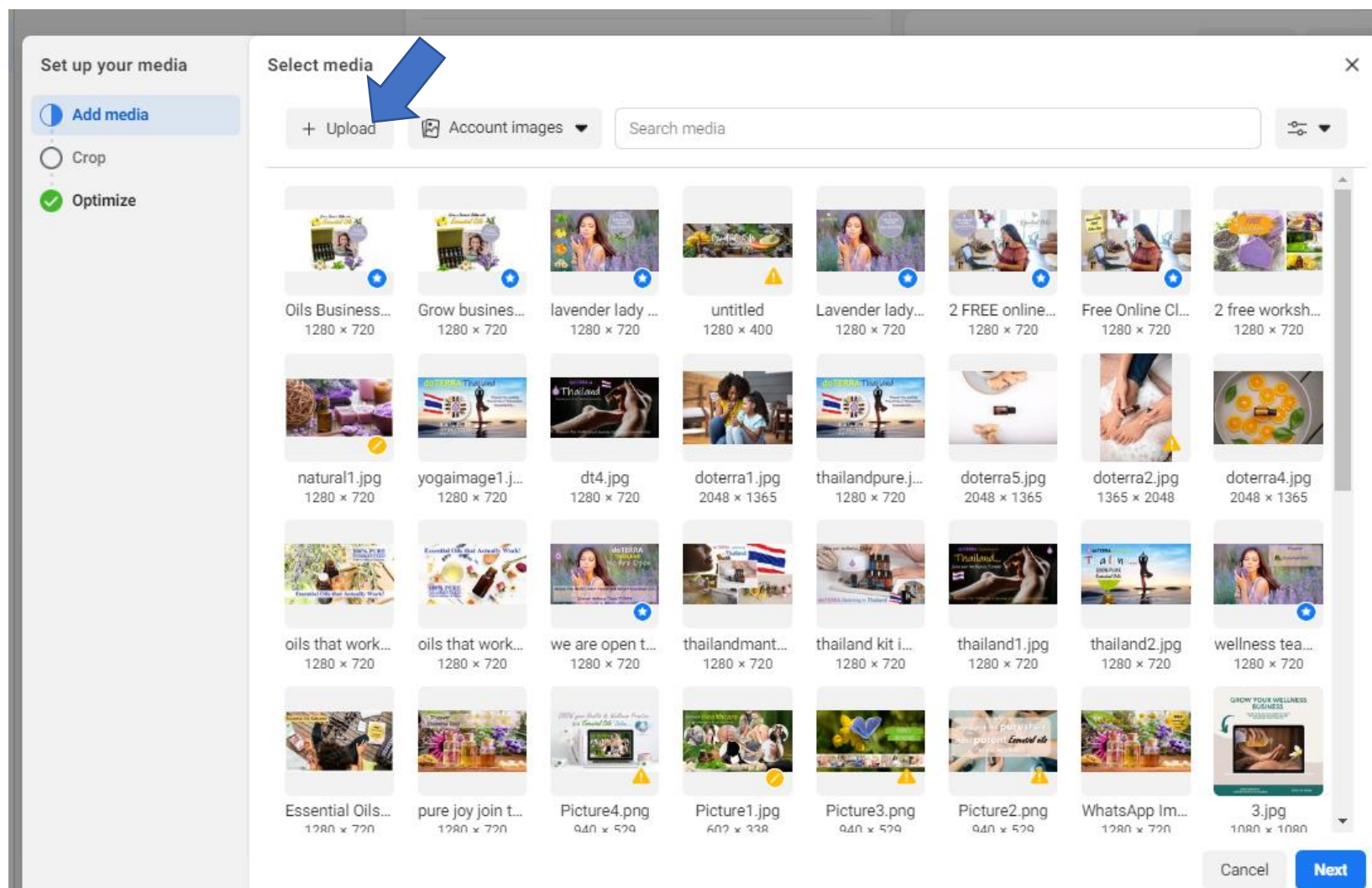
Crop

Replace

Cancel

Next

Select your own Image from your device – square-ish ones work best!



I leave this off!

Set up your media

✓ Add media

✓ Crop

Optimize

Advantage+ creative

Tailor your ad for the [person](#) viewing it by letting us automatically optimize your creative. This can help improve performance.

0/3

Not optimized

All optimizations

Off

Standard enhancements

Image brightness & contrast

Music

Standard enhancements

Off

Ads with this campaign objective have seen a 3% lower cost per result with standard enhancements.

We will apply a basic set of enhancements to optimize your ad creative and improve performance.

This can include things like automatically adjusting the aspect ratio of your image or video, applying a template to your image to help it better fit certain ad placements or displaying relevant Facebook comments below your ad.

How do ads with standard enhancements work?

Facebook Feed

Essential Oils For Life

Sponsored ·

Headline

2 NEW ONLINE CLASSES

Essential Oils

100% Certified Pure...

Join our Wellness Team...

Make a Difference...

Share our Beautiful Oils With Others...

FORM ON FACEBOOK

Primary text

Learn more

Like Comment Share

Example 6 of 8: Text combinations

Give feedback on this example.

Cancel Done

Now we are going to add the wording to our ad

➡

Primary text

Tell people what your ad is about

➡

Headline

Write a short headline

➡

Description

Include additional details

➡

Call to action ⓘ

Sign up

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant form

Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)

Create form

	Form title	Creation...
☐	Intro Class or Business 20...	2022-10-12
☐	Intro Class or Business 20...	2022-10-11
☐	Intro Class or Business 20...	2022-10-08
☐	Two Workshops Business	2021-10-02

Ad preview

Share

Advanced preview

Facebook Feeds

Essential Oils For Life

Sponsored · 1h

2 FREE ONLINE CLASSES

Join our Wellness Team...

100% Certified Pure...

Make a Difference...

Share our Beautiful Oils With Others...

FORM ON FACEBOOK

Sign up

Like Comment Share

See variations

Feeds

Stories and Reels

In-stream

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Higher intent - Form preview

2 FREE ONLINE CLASSES

Essential Oils FOR LIFE

Essential Oils

This is where you
SELECT the Instant
Form you created

Primary text

1 of 5

Are you Interested in 'Natural Health Solutions' and Enjoy Helping Others? 🌿

You can add multiple text options and we'll show one of them to each person, based on what they're most likely to respond to.

[Learn more](#)

+ Add text option

Headline

1 of 5

Discover the path to your future! 🌿 FREE Online Session 📅

+ Add headline option

Description

Include additional details

Ad preview

Share

Advanced preview

Facebook Feeds

Essential Oils For Life

Sponsored · 1/1

Are you Interested in 'Natural Health Solutions' and Enjoy Helping Others? 🌿
...See more

2 FREE ONLINE CLASSES

Join our Wellness Team...

100% Certified Pure...

Make a Difference...

Share our Beautiful Oils With Others...

FORM ON FACEBOOK

Discover the path to your future! 🌿 FREE Online...

Learn more

Like

Comment

Share

See variations

Feeds

Stories and Reels

In-stream

Ad rendering and interaction may vary based on device, format and other factors.

Back

↓

Publish

Processing

...



Your ad was approved

Hi Peter,

Your ad was approved and should begin delivering shortly. Click “view ad” below to manage it or view its performance.

[View ad](#)



Approved

This ad is scheduled or running



WT Image oils n flowers

♥ Are you Interested in 'Natural Health Solutions' and Enjoy Helping Others? 🙏 If so, I would like to Invite you to attend one of

If you ad gets disapproved, zoom with your sponsor who may be able to Cast a more experience eye over something you can adjust to re-submit the add.

Accessing you leads!

Search and filter

Maximum: Feb 9, 2020 – Mar 9, 2023

Campaigns

Ad sets

Ads

+ Create

Edit

Preview

Rules

View Setup

Columns: Performance

Breakdown

Reports

☐	Off / On	Ad	Delivery ↑	Ad Set Name	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	
		Lady Lavender Plants		campaign...	7-day click or ...	45	4,103	7,094	\$1.75		
						On-Facebook Leads	Per On-Facebook Le...				

Download leads

Leads will be available for download for up to 90 days from the time they are submitted by a user.

Downloading leads for **Lady Lavender Plants** by date range.

Select date range **Feb 9, 2020 – Mar 9, 2023**

45 leads are available for Feb 9, 2020 - Mar 9, 2023

LEADS BREAKDOWN

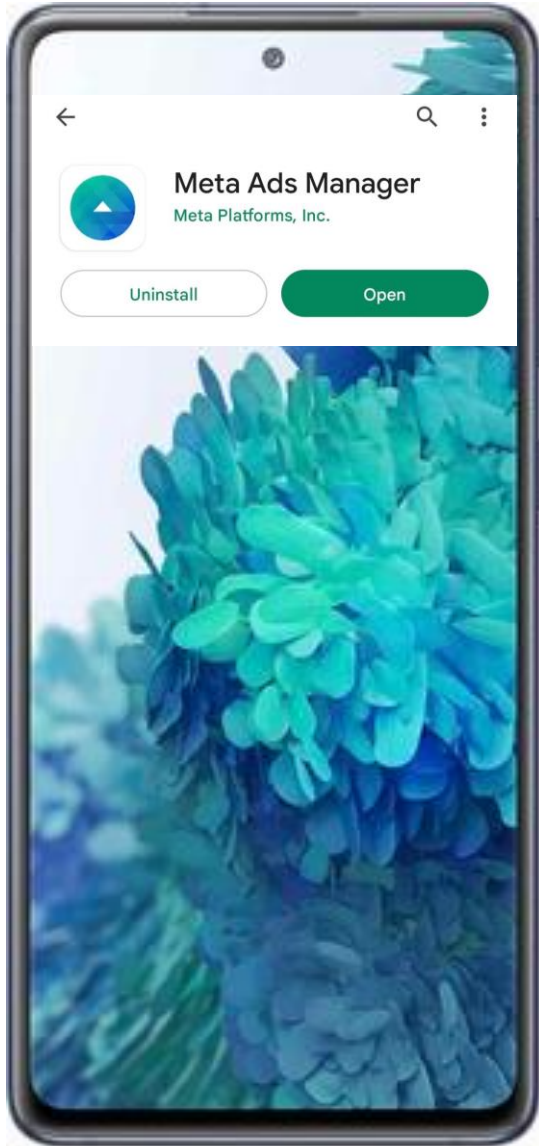
Allow retrieval of untargeted lead	No
Targeted	45
Untargeted	0
Downloading	45

Session ID: f3ba1c402454ec4_1678381199025

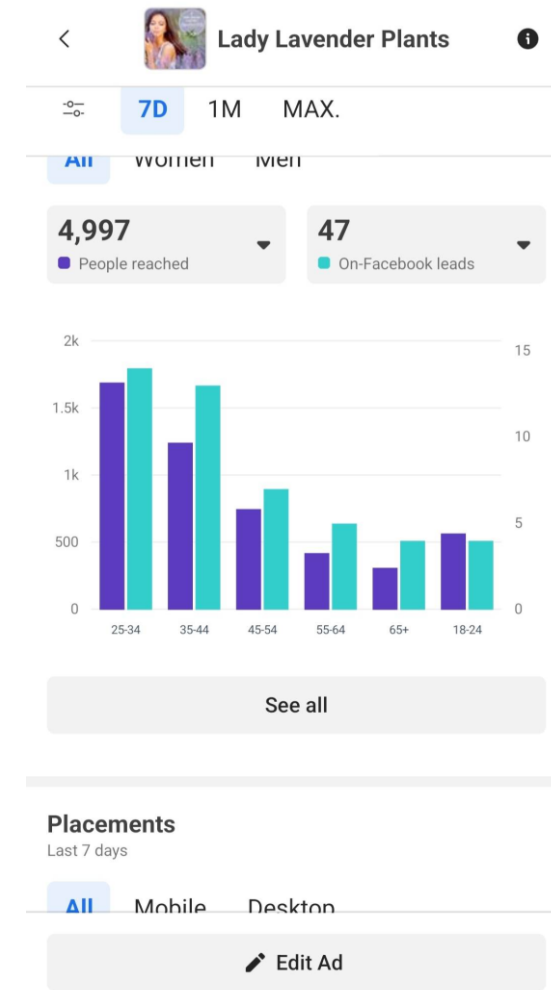
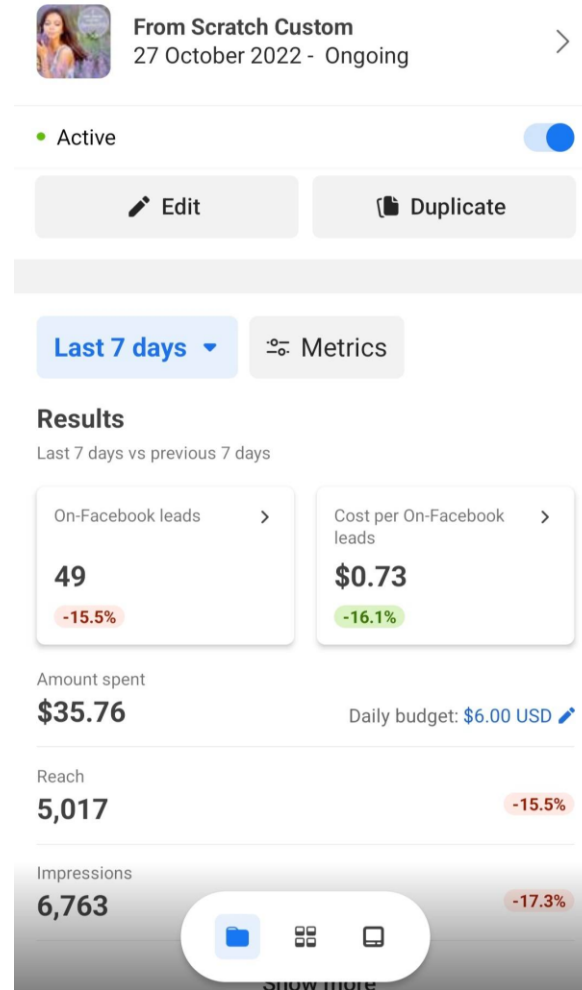
Cancel

Download

I would download this app onto
Your phone, it's a quick and easy
Way to see if you have leads, and
How its performing



Track Data easily from my phone



Facebook Ads Experts! Follow on YouTube – allocate time to learn!

FB ads 2022/23



BEN HEATH
Founder & CEO of Lead Guru

Ben Heath
@BenHeath
160K subscribers

Join Subscribed

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

- How Meta Verified Will Transform Facebook Ads 7.3K views • 2 days ago
- I Found A BETTER Way To Advertise On Facebook In... 27K views • 9 days ago
- The BEST Facebook Ad FORMAT in 2023 (NEW... 12K views • 2 weeks ago
- The BEST Instagram Ads Tutorial for Beginners in 2023 13K views • 3 weeks ago
- Your Facebook Ads Retargeting is WRONG!... 9.3K views • 1 month ago
- Organic Reach on Facebook is BACK! 35K views • 1 month ago

<https://www.youtube.com/@BenHeath>



NEXT LEVEL WEBSITE MARKETING STRATEGIES FOR explosive BUSINESS GROWTH

Wes McDowell

Wes McDowell
@WesMcDowellInc
210K subscribers

Subscribed

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

- FREE Masterclass: The Automated Clients-on-Demand Website Blueprint 17K views • 1 year ago
- The REAL Reason Your Google Business Profile Isn't... 2.2K views • 2 days ago
- I Read 17 Marketing Books to Learn These 3 GEMS 5.4K views • 2 weeks ago
- Write Your Whole Website - in Minutes - With ChatGPT! 15K views • 1 month ago
- This Hidden SEO Hack Shot Them to #1 - Overnight! 6.2K views • 1 month ago
- This New Approach to Websites Will Change Your... 9.3K views • 1 month ago
- Elementor Wordpress Tutorial for Beginners - 2023 Edition! 13K views • 1 month ago

<https://www.youtube.com/@WesMcDowellInc>

So many other types of Ads you can Run! Learn, have go!

Create new campaign

New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

☒ Leads

☐ App promotion

☐ Sales



Leads

Collect leads for your business or brand.

Good for:

Instant forms ⓘ

Messenger ⓘ

Conversions ⓘ

Calls ⓘ

Learn more

Cancel

Continue

When you CRACK this! You can TARGET your ENTIRE COUNTRY, or anywhere in the world
doTERRA is open! A GLOBAL BUSINESS OPPORTUNITY!



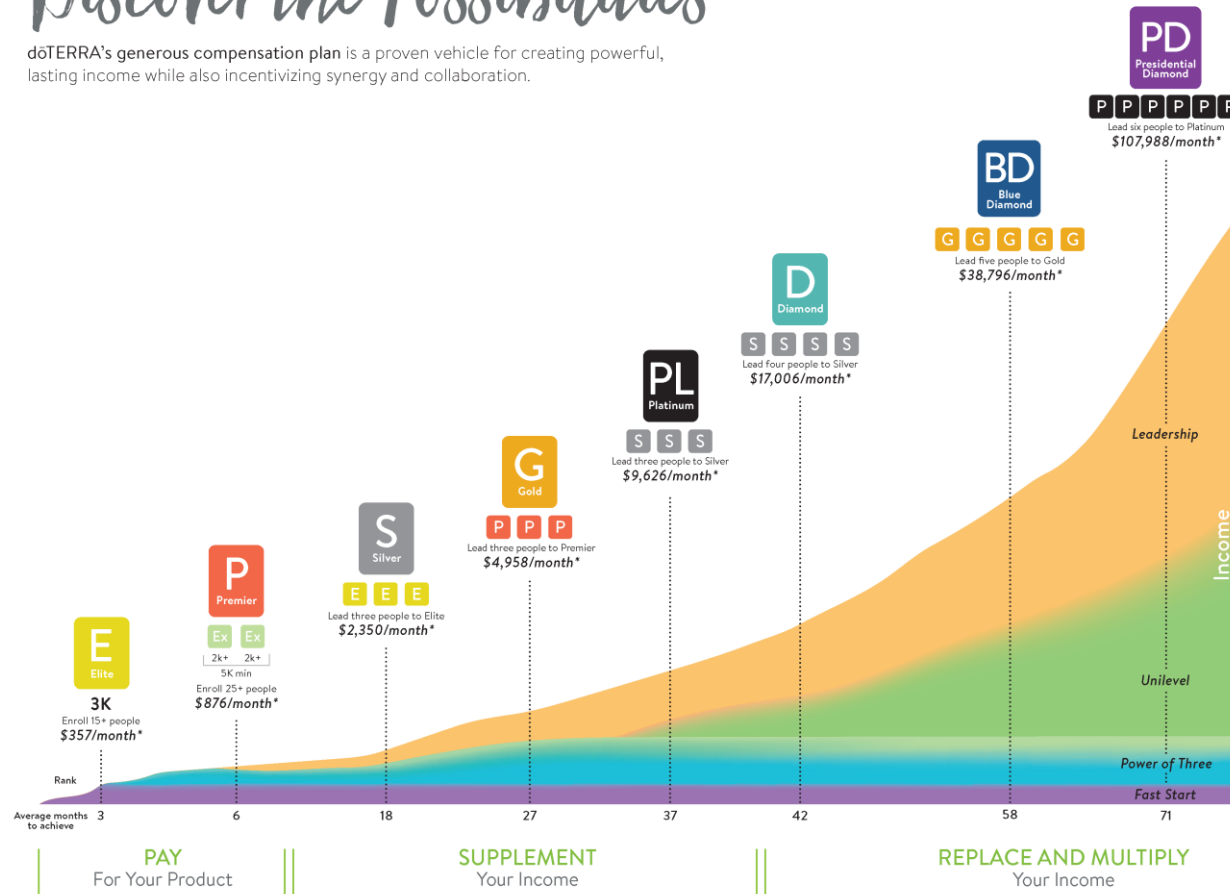
dōTERRA®
— INDIA —

dōTERRA®
— UAE —

When you can ENROLL consistently the SKIES are not even the LIMIT!!

Discover the Possibilities

dōTERRA's generous compensation plan is a proven vehicle for creating powerful, lasting income while also incentivizing synergy and collaboration.



LEADERSHIP BONUS

Paid monthly to reward leadership: 7.25 percent of global volume divided among leadership ranks.



UNILEVEL BONUS

Paid monthly on Team Volume outside the Fast Start bonus window (member's first 60 days).

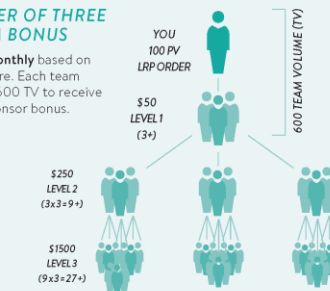
Get paid seven levels deep with higher percentage on larger lower levels. Dynamically compresses up past non-qualifying members.

Level	Percentage	Number of people	Income based on 150 PV orders
Level 1	2%	3	\$9
Level 2	3%	9	\$49
Level 3	5%	27	\$252
Level 4	5%	81	\$859
Level 5	6%	243	\$3,046
Level 6	6%	729	\$9,607
Level 7	7%	2187	\$32,571

Levels in your organization | Percentage paid on monthly volume | Number of people | Income based on 150 PV orders

POWER OF THREE TEAM BONUS

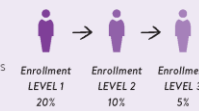
Paid monthly based on structure. Each team needs 600 TV to receive this sponsor bonus.



FAST START BONUS

Paid weekly on new enrollee volume for their first 60 days. Enroller must have 100 PV Loyalty Rewards Program orders to receive this enroller bonus.

Earn commissions immediately!



*See compensation plan for details. Numbers displayed are 2018 annual averages. Personal earnings may be less. See 2018 Opportunity and Earnings Disclosure summary at dotterra.com/US/en/quick-reference.

