



## The Disclaimers, And Other Legal Stuff

### Income Disclaimer –

This document contains business strategies, marketing methods and other business advice that, regardless of my own results and experience, may not produce the same results (or any results) for you. I make absolutely no guarantee, expressed or implied that following the advice will make any money or improve current profits, as there are several factors and variables that come into play regarding and given business

### Liability Disclaimer –

By reading this document, you assume all risks associated with the advice given below, with full understanding that you solely, are responsible for anything that may occur as a result of putting this information into action in anyway, and regardless of your interpretation of the advice.

You further agree that our company cannot be held responsible in any way for the success or failure of your business as a result of the information presented below. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations.

In summary, you understand that we make absolutely no guarantees regarding income as a result of applying this information, as well as the fact that you are solely responsible for the results of any action taken on your part as a result of this information.

This document is only to be shared within the Blink/KPFE/T.O.C Group.

Hi my name is Matty Bell –

Firstly thanks for taking time out to find more about this new way to reach your customers.

I am 100% positive that if you put this into action you will have tremendous results.

Please understand I am not a professional writer or a good one for that matter. This is just a short report of how to use one of the most powerful marketing methods to boost your profits in the fastest and easiest way possible.

If you would like us to work along side your business and guarantee that you get a massive result from this type of marketing feel free to contact me after reading through this PDF.

For this method we will be using "Facebook Custom Audiences" as a Platform.

Why Facebook Custom Audiences?

In short, Facebook Custom Audiences will give you incredibly targeted advertising whilst spending the smallest amount of money possible.

Simply put it will give you the fastest and cheapest route to sell more goods and services.

Facebook now allows a business to upload their existing clients/customers into it's huge database.

Facebook will then scan it's database to see if your client has a Facebook account.

At the end of this process you will have a list of your customers Facebook profiles that you can easily connect with for a small fee. Sometimes as little as 0.03 cents.

Keep in mind Facebook encrypts the file so your patients data is 100% safe at all times.

Reports have shown that up to 60-80% of the age groups between 14-70 in have a Facebook account and use it multiple times a day.


That means up to 60-80% of your customers are on Facebook giving you a incredibly affordable way to keep in contact.

Because we are paying for exposure you don't have to worry about managing and updating a Facebook page. You are strictly using the advertising network to spread your message to your customers with a paid ad.

Take \$100 Off any designer frame at our store. Click the button below to claim this offer.



**\$100 Off Designer Glasses**  
Expires August 9, 2014

 **Get Offer**

[Like](#) · [Comment](#) · [Share](#)

Currently you can connect with a customer for as little 0.03 - 0.08 cents. Allowing you to notify them of deals and offers you may be running for far less cost than traditional methods.

We suggest using "Facebook offers" like the example above as they work on both Mobile phones, tablets and Desktop computers (Very important).

If the customer wants the offer they simply push the "Get Offer" button above and they are sent a notification on how to claim it and the terms and conditions.

They also have a high share/like factor which will give your business more exposure.

Because of the low cost of this service you now have a tool to test different offers to your clients for far less cost and risk.

Not everyone will resonate with one particular offer. That is why "offer portfolios" are so powerful.

- A Free transition lens deal
- A 70% off frame sale,
- Know when the new Tiffany & Co range has arrived in store
- Free Polarised Upgrade
- New Multifocal technology
- Ect, Ect

That is why large chains such as Specsavers use an offer portfolio to launch different offers/deals every few months. So they can maximise the profit from their database.

For example lets say you are having a sale and would like to notify your stores customers. You decide to target ten thousand customers on your database which could cost as little as \$3-500.00.

If your offer is good you may convert 1-5% of them. That is a gigantic return from your advertising spend.

Because these people know you and have already done business with you they are more likely to convert into a sale. Giving you a far greater ROI on your already small ad spend.

It is targeted advertising at it's best.

Understand that most wont buy the product/service that you are promoting, but you only need a small percentage to buy if you are notifying 10K previous buyers.

It really is a numbers game, the better the offer is the higher the sales conversion.

Up until now your only option of notifying your customers of a sale or offer was either

- Direct Mail Letters (\$1+ a peice)
- SMS (Very risky marketing to people that have not opted in to mobile notifications)
- Email (Open rates, Spam filters, not having everyones email address ect).

I have put together this quick youtube Video explaining the main process of this offer:

(It is set to private so please do not share)

<http://youtu.be/KpGzYFuLS3U>

As mentioned above we would love to be able to put together a campaign for your store or practice. We still have a few tricks up our sleeves and know that you will see a great result from our efforts.

We have disclosed exactly what is needed to set this up as quickly as today.

At worst you now have enough information to be able to run a campaign yourself.

Most importantly, If you offer your customers a good sale or deal using this method the rest will take care of itself. It's like shooting fish in a barrel.

I strongly encourage you to start using this type of advertising now. Honestly nothing would make me happier to see the results you will attain from using just this one method.

If you have any questions or queries feel free to contact me on any of the details below.

Regards,

Matty Bell

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