



Secret Interview Blueprint: Jon Tarr

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Jon Tarr doesn't have a technical background and openly admits that he's not a tech savvy guy. But using a simple black and white slide presentation in PowerPoint, Jon crafted a compelling Video for Facebook. It's a hard hitting 2 minute message with a powerful headline, followed by a clear call to action.

He sells a \$7,500 coaching offer for Internet marketing training with no payment plans, directly from his Facebook video ads! And his ads only cost him 4-6 cents a view. On one ad, he produced 12 strategy sessions from it and 4 sales, which was a total of \$30,000 in income! Here are some of Jon's results:



Jul 7, 2:48 PM

First Round - \$753.00 ad spend - 18,825 views @ .04 cents a view

Clicks = 612 (\$1.23 per click)

Leads = 31 (\$24.29 per lead)

I normally run \$13.38 cents per lead to my webinar.

4 Strategy Sessions

1 Sale @ \$7500

Second Round - \$ 642.00 ad spend - 10,700 (0.6 cents per view)

Clicks = 731 (.87 cents a click)

Leads = 59 (\$10.88 per lead)

12 Strategy Sessions

4 sales @ 7500

Total Revenue = \$30,000

What changed. - Custom Audience and promoting to my list. (Lot's of these people knew me. so when they saw the video I think it was more powerful)

The important take-away from Jon's interview is that you do NOT need fancy videos to get started.

A critical part of Jon's strategy was to create a level of transparency between himself and the potential client. Videos make that possible, as it personalizes your presentation and establishes a level of trust between you and the viewer. Once Jon has a potential client on the phone, he works fast to strategize with them and close the deal. A long strategy session can affect one's ability to close. So Jon recommends that you focus and move forward.



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When it comes to targeting, Jon begins with a broad audience - or as he calls it "Ground Zero". The audience within Ground Zero should be general and focused on one specific interest or category. Doing this allows you to establish metrics (cold traffic). From there, you can build a custom audience (look-a-like audience) that helps fine tune the results and improve upon your targets.

Jon's best advice: Know your numbers and metrics. Look at the big picture and don't get caught up in the minutia.

As Jon has proven in his interview, it's important to just get started! Even if your first video isn't perfect – get it out there & improve if you need to. Who knows, you just might have a runaway success with a simple video like Jon did!

So get to work putting the formula to work for you and be sure to let me know of any successes you have. I really enjoy hearing your wins and successes from my training.

I'll see you on our next live training session!

All the best,



Bill McIntosh

Creator of the Social Video Formula



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