



Secret Interview

Blueprint: Sam England

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Sam England sells a LOT of physical products ranging from \$80 - 100 using both e-commerce sites like Amazon and Ebay as well as his own products from his own websites. Here's the income from just one of his ecommerce sites:

Date	Name	Gross	Fee	Net	Balance
4:13 AM	Transfer To Bank Account	-\$1,000.00	\$0.00	-\$1,000.00 USD	\$891.01 USD >
Jun 16, 2015	Payment From [redacted]	\$79.99	-\$2.06	\$77.93 USD	\$1,891.01 USD >
Jun 16, 2015	Payment From [redacted]	\$89.98	-\$2.28	\$87.70 USD	\$1,813.08 USD >
Jun 16, 2015	Payment From [redacted]	\$199.98	-\$4.70	\$195.28 USD	\$1,725.38 USD >
Jun 16, 2015	Payment From [redacted]	\$79.99	-\$2.06	\$77.93 USD	\$1,530.10 USD >
Jun 16, 2015	Payment From [redacted]	\$79.99	-\$2.06	\$77.93 USD	\$1,452.17 USD >
Jun 16, 2015	Payment From [redacted]	\$79.99	-\$2.06	\$77.93 USD	\$1,374.24 USD >
Jun 16, 2015	Payment From [redacted]	\$89.99	-\$2.50	\$87.49 USD	\$1,296.31 USD >
Jun 16, 2015	Payment From [redacted]	\$109.99	-\$2.72	\$107.27 USD	\$1,198.82 USD >
Jun 16, 2015	Payment From [redacted]	\$89.99	-\$2.50	\$87.49 USD	\$1,091.55 USD >
Jun 16, 2015	Transfer To Bank Account	-\$1,000.00	\$0.00	-\$1,000.00 USD	\$994.06 USD >
Jun 16, 2015	Payment From [redacted]	\$79.99	-\$2.06	\$77.93 USD	\$1,994.06 USD >
Jun 15, 2015	Payment From [redacted]	\$109.98	-\$2.72	\$107.26 USD	\$1,916.13 USD >
Jun 15, 2015	Payment From [redacted]	\$79.99	-\$2.06	\$77.93 USD	\$1,808.87 USD >
Jun 15, 2015	Payment From [redacted]	\$159.98	-\$3.82	\$156.16 USD	\$1,730.94 USD >
Jun 15, 2015	Transfer To Bank Account	-\$1,000.00	\$0.00	-\$1,000.00 USD	\$1,574.78 USD >

Sam has used Fiverr.com to make some of his videos, Fiverr is a service which offers various services for \$5 including just about anything you could need for creating a video.

In one example he explains how he found a horse video on YouTube and removed the audio for it and then hired someone from Fiverr to do the voice over. He also suggests that you can make videos yourself using software like Camtasia or CamStudio.

Sam says that his videos are anywhere from 20-30 seconds long and the main goal of each video is to grab people's attention.

Because Sam sells physical products, he targets his ads for the U.S. and Canada because that is where he ships to. His target audience is 18-65 year olds who speak English. He further likes to narrow down his audience to anywhere from 50-100,000 so that he is more likely to get sales on his site and he does this using the interests and in his case the interests he picked were Drop



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shipping, Ecommerce and Order Fulfillment. To narrow it down even further in Behaviors he entered Online Buyers.

Some of the tips Sam offered are:

- He likes to get 8-11% click-through rate and an 8-10 relevance score
- If it gets down below 8% relevancy, he will usually shut it off. If it goes over 3 or 4 cents, or 5 cents, he will usually shut it off. Sometimes he'll run the same video and run different ad copy and so forth within it.
- Never use the "Boost Post" button shown in your fan page for an ad.
- When you upload your videos, make sure there is not a lot of text in it. You cannot have more than 20% of video's ad image be text. It doesn't have to be the first frame, pick any frame you want, just no more than 20% text when submitting the ad.
- It doesn't take long to manage your ads every day, you just got to pop in and take a look at your ads and see which one's are converting and which one's aren't, which one is spending too much, doing over 3 cents or so. It depends on what your return is, too. If you're spending 3 cents or 4 cents and you're getting a big return, then keep running it. But 1 cent to 2 cents is best and just keep doing it and keep managing your ads.

Sam always spend \$5 USD per day for his budget and no more to start. If you try to spend more than Sam says Facebook will tend to spend it faster, so do \$5 per day to test and run it continuously.

He likes to start by bidding \$0.21 USD per view and then get it down to 1-3 cents and he says if they are in that range he will keep ramping them up and shut them off if they go over.



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Points to Remember from this Interview:

- Video ads are more focused on grabbing attention rather than pre-selling.
- Target desktop users rather than mobile
- Get a very narrow audience instead of broad for the purposes of selling a physical product.

Sam is a great example of how silly little videos that people can make for you cheaply (instead of doing them yourself) can be a very successful way to do video marketing!

So if you're not comfortable doing your own videos, check out Fiverr and get started! 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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