



# **use these 3 ads** to get new clients on autopilot

DEIRDRE ANDREWS

## LET'S GET STARTED

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## Hey, I'm Deirdre!

After 18 years in the game, a family business, a corporate agency job, and launching my own business, I've got a thing or two to share.

If you're committed to making this the year you finally grow your business, then I can't wait to help you get there with **paid ads**!

I'm a digital strategist with a degree in business marketing and a graduate certificate in advertising. Throughout my career, I've managed paid ads for big brands like Microsoft, Adobe, Porsche, and Hard Rock!

But my true passion is teaching local business owners how to get new clients and make more money with paid ads.

I know advertising can seem overwhelming and spending your hard-earned money on something as "risky" as paid ads can be really scary.

But paid ads CAN and DO work for small businesses like yours. Let me show you how!



## THE PROBLEM

# You're great at what you do but struggle to book clients

Learning how to market a service and book new clients does not come naturally to most small business owners. Why should it? It's not like you have a degree in marketing, right?

You simply decided to start a business around something that you're passionate about. Maybe it's lash extensions. Or permanent makeup and skincare. Wedding or boudoir photography. Web design. Interior design. Massage therapy.

Whatever you offer, you have a talent that you're dying to share with the world AND you want to make money doing it. But just because you're really good at something? Doesn't automatically mean you're good at *selling* that thing.

**And so you struggle to book new clients...**

You've tried handing out business cards to friends and family. Asking clients to leave reviews. Offering discounts and Groupon deals. Instagram Reels. Boosting Facebook posts.

But you're still not seeing growth... ***Why is this so hard???***

## THE SOLUTION

# Book 5-20 new clients every single month with paid ads

Whenever people ask me, *"Why isn't my business growing? How do I get new clients?"* I never hesitate with my answer.

**You need to run paid ads!** If you want your business to grow, then knowing how to run paid ads is a must.

But there's more to running a profitable campaign than just boosting a Facebook post and waiting for the sales to roll in...

**There IS some strategy involved!** And that's when confusion and overwhelm set in. That's when I hear things like:

*"Well, I tried a few ads and I started getting a lot of clicks that cost me so much money, but I didn't make very many sales."*

or worse... *"I'm skeptical that paid ads work, or maybe they just don't work for small businesses like mine."*

The idea that paid ads aren't meant for small businesses is a myth. Paid ads CAN and DO work all the time.

## THE ROADMAP

# Show your potential clients the *right* ad at the *right* time

The trouble that most beginners have with paid ads comes down to expectations. They expect to set up one ad and they expect every click to turn into a lead or client booking.

And when that doesn't happen? They get frustrated and think, "*Ugh! Paid ads are such a scam! They don't work!*"

But you can't boost your latest Instagram post and expect people to book you instantly. People don't work that way!

When was the last time you saw an ad and immediately whipped out your wallet? It doesn't happen often, right?

Your potential customers are the same. They're **NOT** going to hand over their credit card just because they saw your ad, especially when you're selling a service that costs hundreds of dollars and requires their time.

So, what's the answer? You need to guide your potential clients through their Customer Journey by showing them the *right* ad at the *right* time.

## THE ADS

# Get new clients on autopilot with these 3 simple ads



### CREATE AWARENESS WITH DISPLAY ADS

Your potential clients can't book you unless they're aware of who you are, what you do, and how you can help them. Display Ads will create awareness of your services take your brand from best-kept secret to local awareness.



### CAPTURE INTEREST WITH SEARCH ADS

Your potential clients are out there right now, on Google, searching for the exact thing you do. They're already interested in your services and they need your help right now! Search Ads will put your business right in front of them in real-time as they're searching.



### INSPIRE ACTION WITH RETARGETING ADS

Most people won't book you the first time they meet you. They need time and usually multiple exposures to your brand before making a decision. Retargeting Ads will help you follow up with them and inspire them to take action.



## AD #1

# Google Display Ads

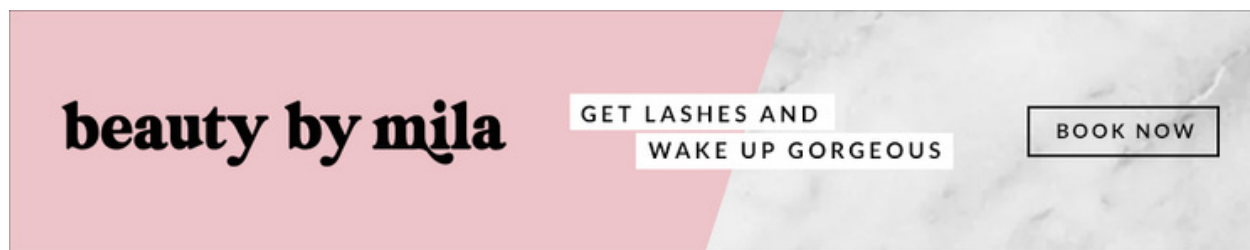
### WHAT THEY ARE

A display ad is usually an image that shows up next to or within the content you're engaging with online, such as a banner at the top of an article you're reading or a video you're watching.

I love using Google Display Ads because the Display Network can reach 90% of internet users worldwide. These ads are highly visible, are great for showing off your brand and building awareness.

### WHY THEY'RE GREAT

- ☐ Target by interests
- ☐ Really cheap to run
- ☐ Show off your logo
- ☐ Show off your service
- ☐ Build recognition
- ☐ Reach far and wide
- ☐ Boost conversions





## AD #2

# Google Search Ads

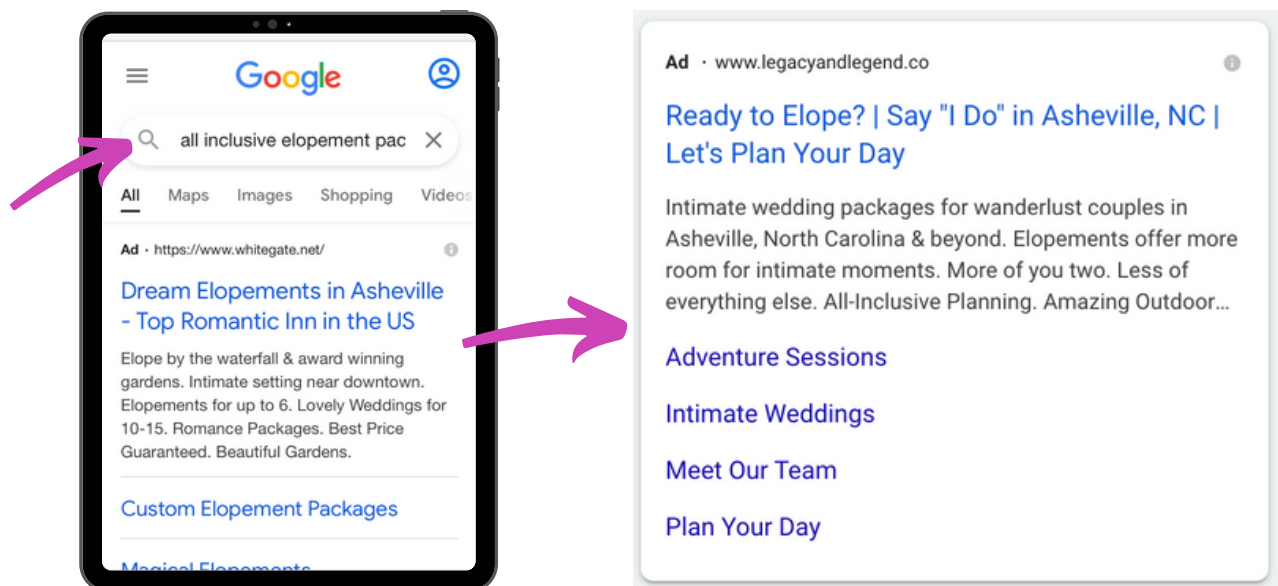
### WHAT THEY ARE

Search Ads show up directly in your potential client's search results when they are looking for more info about what you do. They are usually text-based ads with clickable headlines.

I love Search Ads because they are only shown to people who want what you've got. And remember, these ads always show up first! Before the reviews, before the maps, and before the free listings.

### WHY THEY'RE GREAT

- ☐ Target by keywords
- ☐ Extremely relevant
- ☐ Highly descriptive
- ☐ Show up in real-time
- ☐ Always show up first
- ☐ Include featured links
- ☐ High conversion rates



## AD #3

# Retargeting Ads

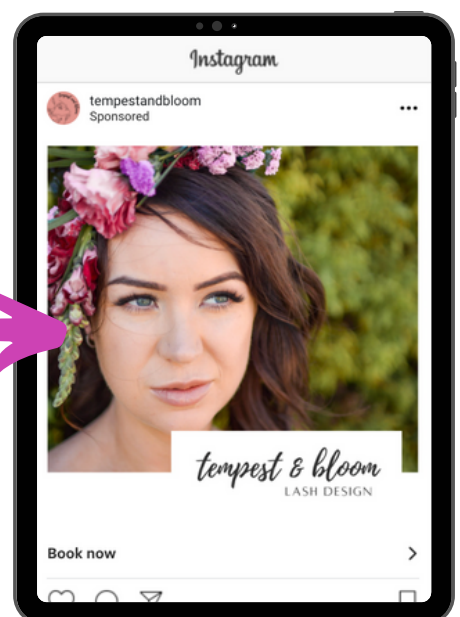
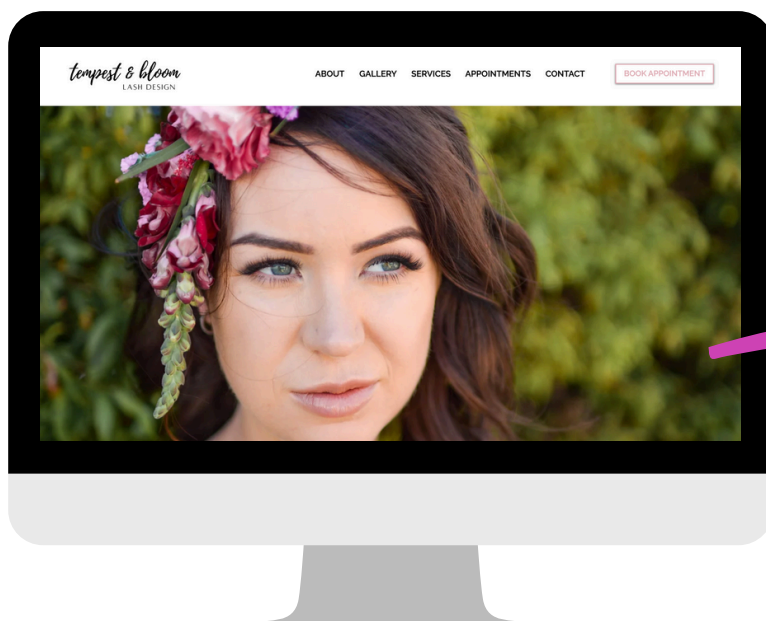
### WHAT THEY ARE

Retargeting Ads are those semi-creepy ads that follow you around the internet after you've visited a website. You can use them to follow up with your website visitors as well. It's not that hard!

These ads can show up anywhere, but I love using them on Instagram. It's a highly visual platform that gives you a chance to show off your service in action and inspire people to book now!

### WHY THEY'RE GREAT

- ☐ Target site visitors
- ☐ Target Insta followers
- ☐ Highly engaging
- ☐ Show off your service
- ☐ Create connection
- ☐ Bring visitors back
- ☐ Inspire action





## CASE STUDY

### *Dreama-Destiny*

Dreama-Destiny, a lash artist, booked **42 new clients** in 12 weeks and is now earning over \$100,000 / year.

Paid ads are the #1 way to get new eyes on your business and new bookings on your calendar! **Still skeptical?**

I get it. Let me introduce you to my client, Dreama-Destiny. She's a lash extension artist working in Maryland, USA.

When I met Dreama-Destiny she was a solo business owner struggling to pay herself. She was sick of working hard just to cover her expenses.

Together, we launched a paid ads campaign using this 3-step roadmap. And within 12 weeks, Dreama-Destiny booked **42 new clients** and completely changed her life.

She's now able to pay herself a consistent salary every month. She has also moved into a bigger studio spaced and hired 2 new staff members. This means her business is serving clients and making money, even when she's not there.

By the end of this year, she'll reach **\$100,000** in revenue!

STRATEGY CLASS

# Need Clients?



## Introducing The Booked Blueprint

Learn exactly how Dreama-Destiny booked 42 new clients in just 12 weeks with paid ads!

