1). Watch The “Watch Me Now” Welcome Video At The Top Of The Page Inside Social Testimonial Profits

2). Join The Social Testimonial Profits Facebook Group Through The Banner Below The “Watch Me Now Video”

**Proceed To Module 1:**

**NOTE:** The Training Modules Were Delivered Live & Are Often Over 1 Hour Long. If Your Schedule Or Attention Span Dictates That You Watch A Module Over Multiple Sittings Then Do So. Just Keep Track Of Where You Left Off, And Return There.

3). Watch Module 1 Your Perfect Prospects Playbook

As Per Mod 1 Assignments

4). If You Don’t Already Have One – Build A Fanpage

5). Schedule Posts Out For The Week. From This Point On You’ll Want To Post Consistently On Your Fanpage (Mod 1 “Bonus Q&A” Will Help With This If You Need It)

6) Begin Getting Likes (Make 100 The Goal Before You Run Your First Story Ad)

7) Fill Out The Customer Avatar Worksheet In It’s Entirety (Can Be Found Under Resources Tab

8). Optional: If You Have Not Done So, And You Feel It Will Be Helpful Watch Mod 1 Q&A Sessions

**Proceed To Mod 2:**

9). Watch Module 2 Story Selling Secrets

10). If After Watching You Feel Like You Could Use More Writing Help Go Through The Copywriting Clinic

11). Choose & Watch A Minimum Of 2 Story Reviews In The Story Review Vault (Watching These Will Save You Tons Of Time When Writing Your Story)

12). Write Your First Story (When Doing So Be Sure To Go Under The Resource Section, And Review Power Words Doc., Power Statements Doc., & Medal Winning Story Swipes.

13). Optional: If You Have Not Done So, And You Feel It Will Be Helpful Watch Mod 2 Q&A Session

**Proceed To Module 3:**

14). Watch Module 3 Testimonial Deployment

**BEST PRACTICES BEFORE PLACING YOUR AD**

15). Before Placing Ad Watch Bonus Video With Jess Jameson

16). If Your Page Is New:

a). Before Placing Ad Try To Have Over 100 Likes And At Least A Short But Consistent History Of Posting Content On Your Page.

b). If Have Not Placed An Ad Before I Recommend Placing A Couple NON Promotional Ads Through The Ads Manager (Not Simply The Boost Button On Your Page). These Ads Can Be Likes Campaigns, They Can Be Videos, Quotes, Etc.. Just something very non promotional/salesy in nature. We want to get Facebook in the habit of approving your ads, and you want to show them that you are here to contribute to the user experience not just promote your stuff.

18). Before Placing Ad Review Facebook’s Ad Policies

**RECOMMENDED:** Originally I had left the option open, but I am going to recommend setting up a FB business account to run your ads through. Currently that is not covered, but you are only a Google Search away from finding a video on how to set it up.

19) Most Will Be Running An Ad Initially For Comments Requesting Information. However If You Plan On Running Your Ad For The “Conversions” Objective Meaning You’re Sending People Directly From The Post To An “Opt In Page” & Asking For Their Name & Email. Then Watch **Mod 3 Story Ad Conversions.** If You Are Looking For Comments You Can Skip This Video For Now.

As Per Mod 3 Assignment

20). Create Your First Campaign With 2 Ad Sets Each Containing 2 Ads

21). Watch Mod 3 “How To Get Fans From Story Ads” Video

22). As Engagement Comes In On Your Ad Invite Fans As Per Shown In Step 21

23). Optional: If You Have Not Done So, And You Feel It Will Be Helpful Watch Module 3 Q&A Session

**IMPORTANT NOTE:** The Moment You Begin Getting Comments On Your Story You Should Watch The Trainings With Both Antonio Thompson & John Melton Under The “Bonus Section”

**Proceed To Module 4:**

24). Watch Module 4 Profit Maximizer Blueprint – This Will Help You Understand How To Successfully Read Your Ads

25). Begin Watching More Reviews Under The “Story Review Vault” So That You Can Better Understand How To Modify Your Story To Increase Your Results.

26). Fix, Refine, Test, Repeat!

27). Review Additional Bonuses As You See Fit, and Based On The Needs Of Your Business!