

Avoid all the hustles and become 10x- Profitable coach and trainer in no time



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A person with short blonde hair, wearing a light-colored hoodie, is seen from behind, looking out over a vibrant city at night. The scene is filled with tall buildings and numerous bright, colorful neon signs and billboards. One prominent sign on the right shows a person in a blue outfit with the word 'JEANS' in red. Other signs include 'SAMSUNG' and 'BARC'. The overall atmosphere is one of a bustling, modern urban environment.

Most Important pillars for Success

Time: Must be used for the activities which accounted for 80% of your success.

Focus: Work on habits that increase your focus. Like meditation, yoga, reading self-development books, affirmations

Value: For any business to grow, it is required to create value in the marketplace.

Money: Do not see money as more than a tool to achieve your dreams. Money is a by-product and if all 3 pillars are in place then it is bound to come.



Step 1

Access Facebook's Audience Insights Tool

Go to facebook.com/ads/audience-insights to start using Audience Insights. You don't have to be a Facebook advertiser or a page manager to use it.





Step 2


Choose Your Audience


To begin using the tool, you need to select an audience from which to start. Facebook will give you up to 3 options: Everyone on Facebook, People Connected to Your Page, or a Custom Audience.

The most commonly used option is "Everyone on Facebook," as it will give access to Facebook's entire population. If you have a large page with tens of thousands of followers and you want to better understand their interests, demographics, location, etc. go with the second option.

Choose an Audience to Start

**Everyone on Facebook**

**People connected to your Page**

**A Custom Audience**

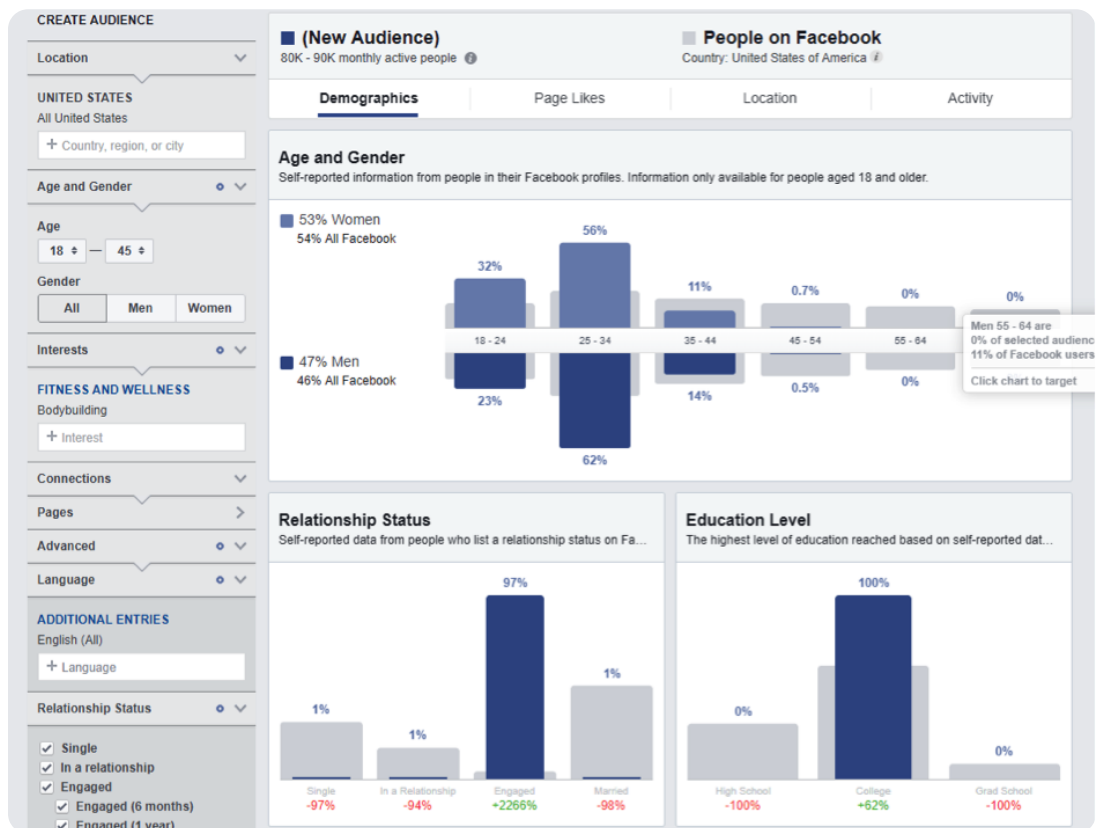
☐ **Don't show this again**



Step 3

Create Your Audience

Use the left sidebar to start narrowing down your audience based on details like location, age, interests, and more. Tip: use the "Advanced" tab to get really granular. You can make your audience specific or keep it broad. As you choose more variables, the size of the audience will decrease BUT it'll become more specific.

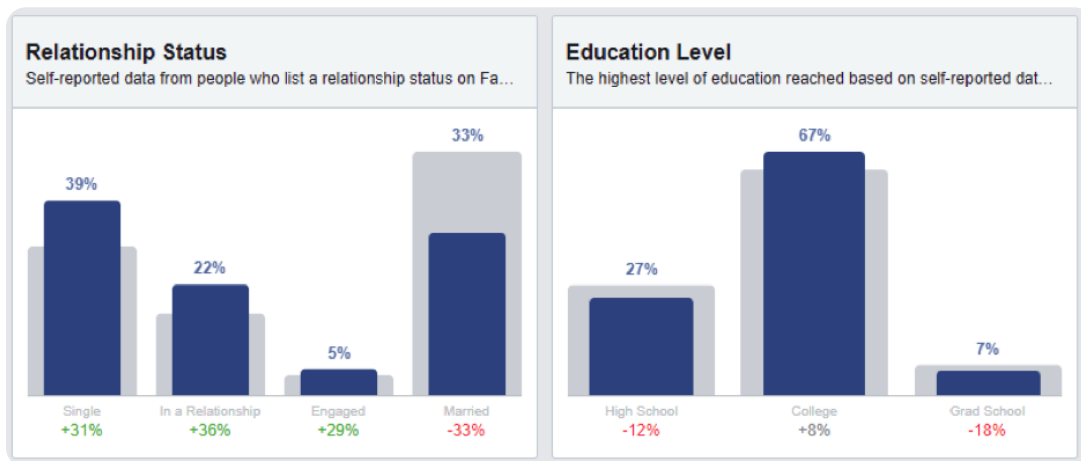




Step 4

Analyze the Data

Now is the time to analyze audience and see how you can better understand your target audience and how you can find more interests. You'll be able to analyze data across six major areas: Demographics, Page Likes, Location, Activity, Household, and Purchase. Demographics is highly useful for creating a customer avatar, while Page Likes will help you discover other targetable pages.



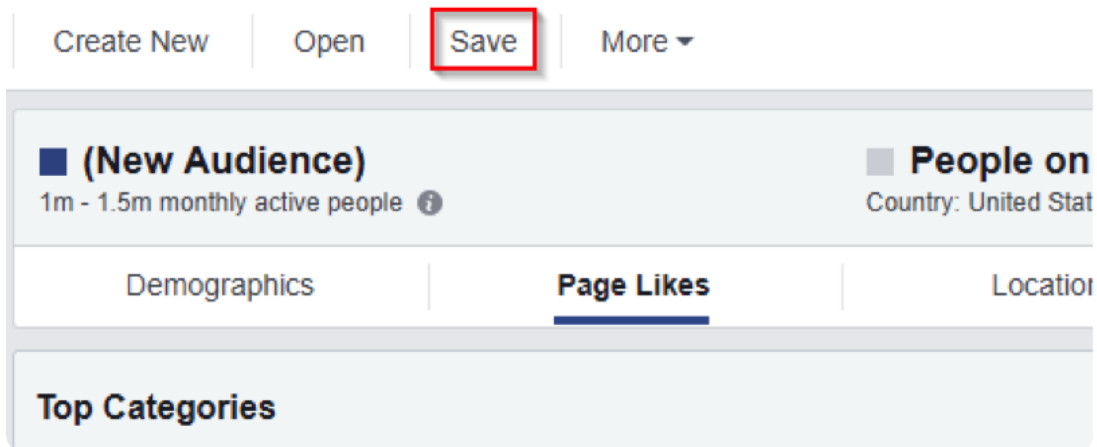


Step 5

Save Your Audience

Save any audiences for later use by clicking all the charts you wish to target and then clicking "Save" at the top of the page. You can also save pages, categories, and interest information manually in order to use them in your next campaign.

Facebook Audience Insights gives you access to a lot of data, but it's not about how much data you have access to—it's about how you use it. Make the best use of this free tool by creating different versions of your audiences, and build your own version of the strategy. The possibilities are virtually endless.





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Want a free audit of your Facebook ads account? My team will personally analyze your most recent campaign and walk you through the exact steps you can take to get better results fast. Click the button below to book yours now.

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