

EXACTLY HOW TO

TARGET YOUR

*Ideal Clients*

USING FACEBOOK ADS



WITH MELODY C. THOMAS, BRAND AND FACEBOOK  
AD STRATEGIST [MELODYCTHOMAS.COM](http://MELODYCTHOMAS.COM)

# ABOUT MELODY THOMAS



Hi there!

I'm Melody Thomas, and I'm a no nonsense brand and Facebook ad strategist for women entrepreneurs who want to up level their online brand, attract quality leads and grow their business using Facebook ads.

**In this guide, you'll discover exactly how to find the right target audience and two case studies of clients that had success with Facebook ads.**

*I encourage you to print out page 3 and actually write down your idea client's avatar.*

# CREATE YOUR IDEAL CLIENT AVATAR

Your Facebook ad doesn't benefit you if it's not being served to the right people.

The simplest way to target your ideal clients is to know exactly who you're talking to. You need to create an ideal client avatar. Even if you've already done this a dozen times in the early stages of your business or this would be your first exercise, you need to do this in order to effectively target the right people.

**Who is s/he and what does s/he want?**

**What is s/he struggling with?**

**Why does s/he need me?**

**Where does s/he hang out?**

# TARGETING ON FACEBOOK AD EXAMPLE

You can target anyone you want to reach on Facebook based on a number of demographics.

Here are a target markets for two businesses that I work with:

M is for Monster, owned by Mandy Richardson:

Mandy's mission is to help stay-at-home moms educated their preschool-aged child by curating boxes that are designed to make learning fun and interactive.

Mandy has created a free, amazing content for her audience. We decided to take one of the lesson plans she made use that as her freebie:

The image shows a Facebook advertisement for 'M is for Monster'. The ad features a green monster profile picture and the text 'M is for Monster' written by Melody Thomas on May 20. The main text asks 'Are you a Supermom of a toddler or preschooler?' and offers a 'FREE 31-Day Lesson Plan jam packed with daily activities to help you create an exciting, at-home learning experience for your little one!'. Below the text is a collage of colorful educational worksheets, including one with shapes, one with animals, and one with a penguin. The ad includes a 'Boost Post' button, a '31,887 people reached' metric, and engagement statistics: 189 likes, 174 shares, and 18 comments.

# TARGETING ON FACEBOOK AD EXAMPLE

This is a screenshot of Mandy's target audience:

**Audience**

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SAVED AUDIENCE: **Stay-At-Home Moms (Melody)** ▾

**AUDIENCE DETAILS**

Location: United States

Age: 30 - 45

Gender: Female


People Who Match: Interests: ABCmouse.com Early Learning Academy, Nick Jr., PBS Kids, Sesame Street, Sprout (TV network) or Scholastic Parents

And Must Also Match: Interests: Stay at Home Mum, Simple Homeschool, Homeschooling, FREE HOMESCHOOLING 101, stay at home mom, Homeschooling in the United States or Work at Home Moms

[Edit](#)

Her ad is doing really well and converting at just .48 cents!

Results for Website Conversions Ad ×

 **Campaign: Lesson Plans (Short Copy, Melody) - Test2** [Manage Ad](#)  
Active, May 20, 2016 - Ongoing, Daily Budget: \$5.00

<b>28,593</b> People Reached	<b>524</b> Website Conversions	<b>\$0.48</b> Cost per Conversion	<b>\$252.97</b> Total Spent	<a href="#">Lifetime ▾</a>
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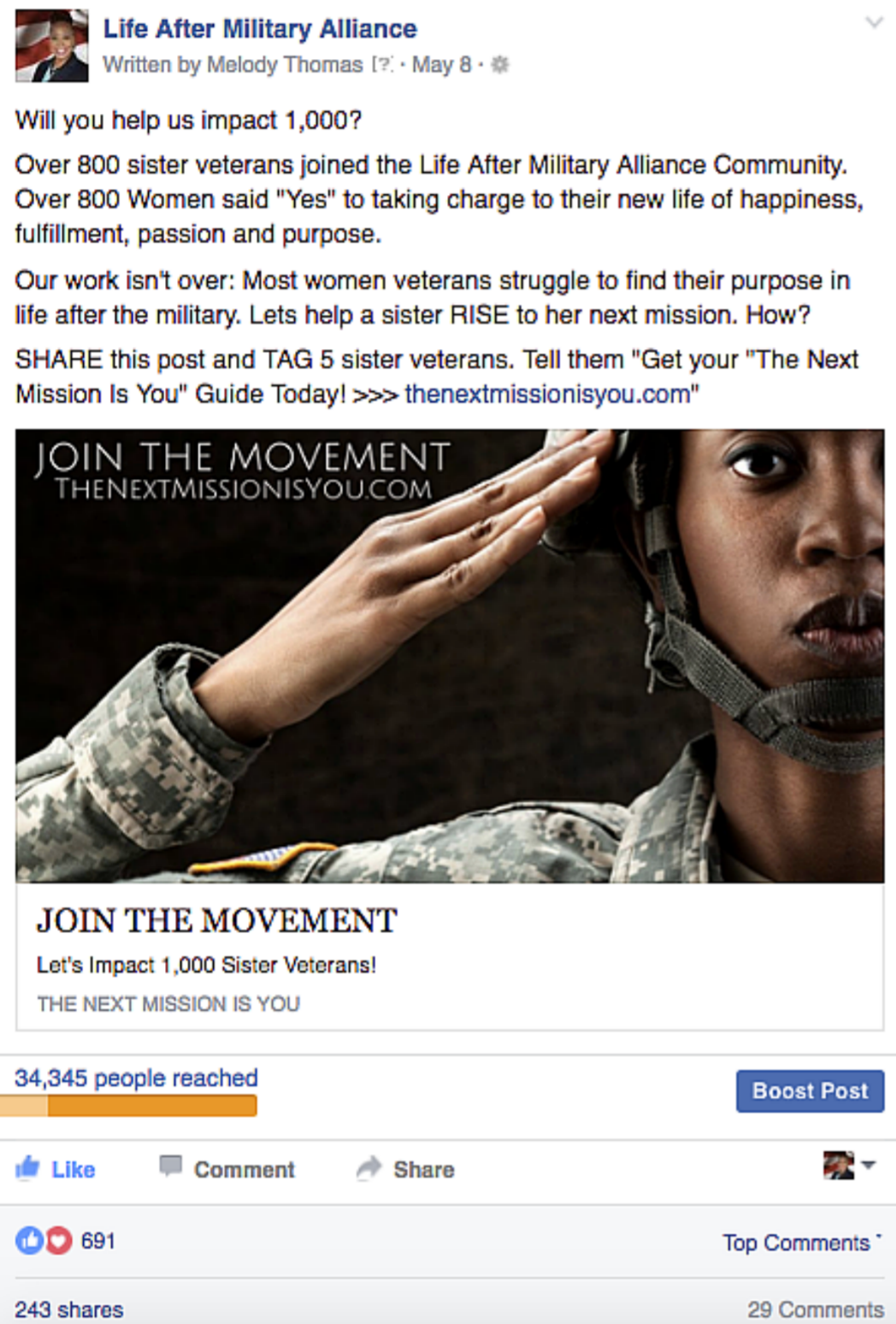
<b>Genders</b> >	<b>People Reached</b>	<b>Website Conversions</b>	<b>Cost per Conversion</b>
<b>Ages</b> >	Women <b>28,593</b>	Women <b>524</b>	Women <b>\$0.48</b>
<b>Placements</b> >			

Because we put in a lucrative sales funnel in place, Mandy makes her invest in ads right back.. To date, she's spent \$252 on ads, but made back \$336 from her sales funnel.

# TARGETING ON FACEBOOK AD EXAMPLE

Donna Newman Robinson a success coach for Black women veterans. She founded Life After Military Alliance, a community where sister veterans can engage and interact.

Here are two ads I ran for her:




**Life After Military Alliance**  
Written by Melody Thomas [?] · May 8 · 🌟

Will you help us impact 1,000?

Over 800 sister veterans joined the Life After Military Alliance Community. Over 800 Women said "Yes" to taking charge to their new life of happiness, fulfillment, passion and purpose.

Our work isn't over: Most women veterans struggle to find their purpose in life after the military. Lets help a sister RISE to her next mission. How?

SHARE this post and TAG 5 sister veterans. Tell them "Get your "The Next Mission Is You" Guide Today! >>> [thenextmissionisyou.com](http://thenextmissionisyou.com)"



**JOIN THE MOVEMENT**  
THE NEXT MISSION IS YOU

**JOIN THE MOVEMENT**  
Let's Impact 1,000 Sister Veterans!  
THE NEXT MISSION IS YOU

34,345 people reached Boost Post

Like Comment Share

691 Top Comments

243 shares 29 Comments



**Life After Military Alliance**  
Written by Melody Thomas [?] · July 7 at 6:13pm · 🌟

My military service was dear to me. In all honesty, it saved my life. My command was there for my four daughters and me when I needed to get out of an abusive and unsupportive marriage. It gave structure to my girls and me at a time when we needed it more than anything else.

I'll never forget what it was like to leave military service after 20 years as a nurse in the U.S. Army. You know the process: The workshops, the checklists, the evaluations. Back in 2000, all of it was meant to prepare me for a HUGE life change that I wouldn't truly understand until I was living it firsthand.

After joining the civilian workforce, I dealt with supervisors who either didn't appreciate me or didn't understand what it meant to be a veteran. At one point I even had an employer who hired me for the sole purpose of firing other people because they thought that somehow my military service taught me to be "tough" and made me perfect for that job. (I didn't last long there.)

In all the conversations leading up to my retirement, I will always remember being told one thing: "Don't be surprised if you work 10 or 12 jobs before you find the right fit."

After all these years, that still sits with me because it was true. I worked for 11 companies before I realized that this was not the way my life had to be. At that point I hung up my corporate hat and chose to become an entrepreneur.

Through Life After Military Alliance, I connect with thousands of sister veterans like you every day. Because we all need to support one another, I'd like to personally invite you to join my FREE movement through our Facebook group, The Next Mission is YOU.

Join today!



Free Movement for Sister

Free Movement for Sister

# TARGETING ON FACEBOOK AD EXAMPLE

Her target audience:

SAVED AUDIENCE: **black women veterans** ▾

**AUDIENCE DETAILS**

Location: United States

Age: 30 - 60

Gender: Female


People Who Match: Ethnic Affinity: African American (US)

And Must Also Match: Interests: Student Veterans of America, Iraq and Afghanistan Veterans of America, Vietnam Veterans of America Foundation, Veterans of Foreign Wars, Veterans For America, AMVETS, Veterans, Veterans Health Administration, Support Our Veterans, The Veterans Site, American Women Veterans, Supporting Our Veterans, Veterans United Network or Vietnam Veterans of America

[Edit](#)

And this ad is converting at .37! Her sales funnel is attracting new leads DAILY into her coaching business of women vets wanting to work with her.

Results for Website Conversions Ad ×

 **Campaign: Meet Donna** [Manage Ad](#)  
Active, Jul 6, 2016 - Ongoing, Daily Budget: \$5.00

<b>1,976</b> People Reached	<b>44</b> Website Conversions	<b>\$0.37</b> Cost per Conversion	<b>\$16.09</b> Total Spent	<a href="#">Lifetime ▾</a>
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<b>Genders</b> >	<b>People Reached</b>	<b>Website Conversions</b>	<b>Cost per Conversion</b>
<b>Ages</b> >	Women <b>1,976</b>	Women <b>44</b>	Women <b>\$0.37</b>
<b>Placements</b> >			

## YOUR NEXT STEPS...

- Imagine how much faster you could start to attracting your idea clients using Facebook ads, but also the support of someone who's invested in your well-being?
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- **That's where I come in!**
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- I'm Melody Thomas, and I'm a no nonsense brand and Facebook ad strategist for women entrepreneurs who want to up level their online brand, attract quality leads and grow their business using Facebook ads.
- 
- **When we work together we'll:**
- 
- build an authentic brand that feels good. You'll drop the mask you've been hiding behind for so long and expose yourself – not your naughty bits, but your beautiful personality so that people who want to work with you fall in love.
- 
- lay down the foundations to grow your business. Fuck a beautiful business card. These days they are a static brochure. They tell people who you are, but they won't make you money.
- 
- create a system that's automated using Facebook ads and will attract high-end clients that won't flitch at your high-end services.
- 
- get clear on exactly who your ideal client is, what they want and how to position it so they can work with you.
- 
- Does that sound good to you?
- 
- Then I'd like to invite you to book a complimentary no obligation strategy session at [FreeCallWithMelody.com](http://FreeCallWithMelody.com)