

# F.A.S.T. Money Facebook Ads

## Course Syllabus



**F.A.S.T. MONEY**  
A 4-WEEK COURSE TO BOOST YOUR BIZ WITH FACEBOOK ADS

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# F.A.S.T. Money Facebook Ads Course Syllabus

August 2 – August 23, 2016  
(weekly classes Tuesday at 8:30 p.m. EST)

## Instructor Information

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**Instructor**

Apryl Beverly

**Email**

[abeverly@baab.biz](mailto:abeverly@baab.biz)

**Office Location (Q&A inside the group)**

<https://www.facebook.com/groups/fastmoneyads/>

## General Information

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### Description

The purpose of this course is to teach budget-conscious entrepreneurs how to leverage Facebook ads to hook more leads, ultimately turning those leads into buyers. During the course, you will receive guidance on the repeatable 4-step F.A.S.T. Money Formula that has helped the instructor build a 6-figure empire.

### Expectations + Goals

You will be expected to either come to class or watch the weekly lessons and complete weekly assignments. By doing so, you will gain working knowledge of the formula and receive ad copy review from the instructor. Anyone who does not complete their ad copy during the course will forfeit the ad review.

The goal for the course is that you will walk away with a finished ad and working knowledge on how to run successful Facebook ad campaigns so you get in front of more of the RIGHT people, which will in turn help to grow your business.

## Course Materials & Meeting Details

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### Required Materials

We will review the steps for setting up pixels (you will need a website for this or at least a landing page that allows HTML modification), researching target audiences, writing ad copy, designing ad images and using the Power Editor.

**While you can certainly learn the formula and use it to create your ad later, if you want to create your ad during class, you will need the following:**

- A ready-to-go freebie offer or product to sell
- A landing page/website where your freebie offer will be promoted
- A Facebook fan page (also known as business page)

## Meeting Location + Lessons

We will meet every week via Zoom, unless noted otherwise. You will receive weekly notifications of the meeting location along with that week's lesson plan.

**All questions will be answered in the Facebook Group ONLY. Join here:**

<https://www.facebook.com/groups/fastmoneyads/>

**The group will be shut down 30 days after the course ends.**

## Course Schedule

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Week	Topic	Reading	Exercises
1	Focus on the RIGHT People	Week 1 Lesson	Buyer Profile/Pixel Setup
2	Accentuate the Benefits	Week 2 Lesson	Review Ad Copy Templates/Write Your Ad Copy
3	Slay Your Ad Images	Week 3 Lesson	DIY Your Ad Images
4	Tap into the Power Editor	Week 4 Lesson	Setup Your Ad Account/Create Your Ad to Publish

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## Additional Information and Resources

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### Guest Instructors

To give you the knowledge you need to successfully run Facebook ads, I've called on a couple of smart biz besties to share their wisdom with you. We'll have the following guests:

- Week 1 – Melody Thomas, Facebook Ads Strategist
- Week 3 – Audria Richmond, Branding and Marketing Genius

## Meet Your Instructor

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I'm Apryl Beverly - Million-Dollar Word Stylist, sentence slinger and your guide for this incredible F.A.S.T. Money Challenge.

Entrepreneurs and small biz owners turn to me when they want to transform their dull words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.



I'm a six-figure-plus earner today, but it took a ton of bumps and bruises to get here. And during the course, I'll share with you how I started hooking clients using Facebook ads. This process is how I now consistently rake in \$10,000 to \$15,000 in revenue each month.