

FB ADS

DEMYSTIFIED!



New Free Workshop





15:00

The Workshop will begin at the top of the hour.

While you wait...

In the chatroom, please leave a comment now sharing:

- *Where are you watching us from?*
- *What are you working on?*



WELCOME!

**Thank You
for Being
Here!**



Hey, I'm Tyler James!



I'm a writer, artist, award-winning game designer, publisher and educator.

I'm co-founder of the internationally distributed comic book, graphic novel & children's book imprint **ComixTribe** and the host of **ComixLaunch**, the #1 rated crowdfunding podcast for writers, artists, and self-publishers.

I'm on a mission to help creators like you bring more of your art to a world that desperately needs it.



You're Going to LOVE This Workshop If...

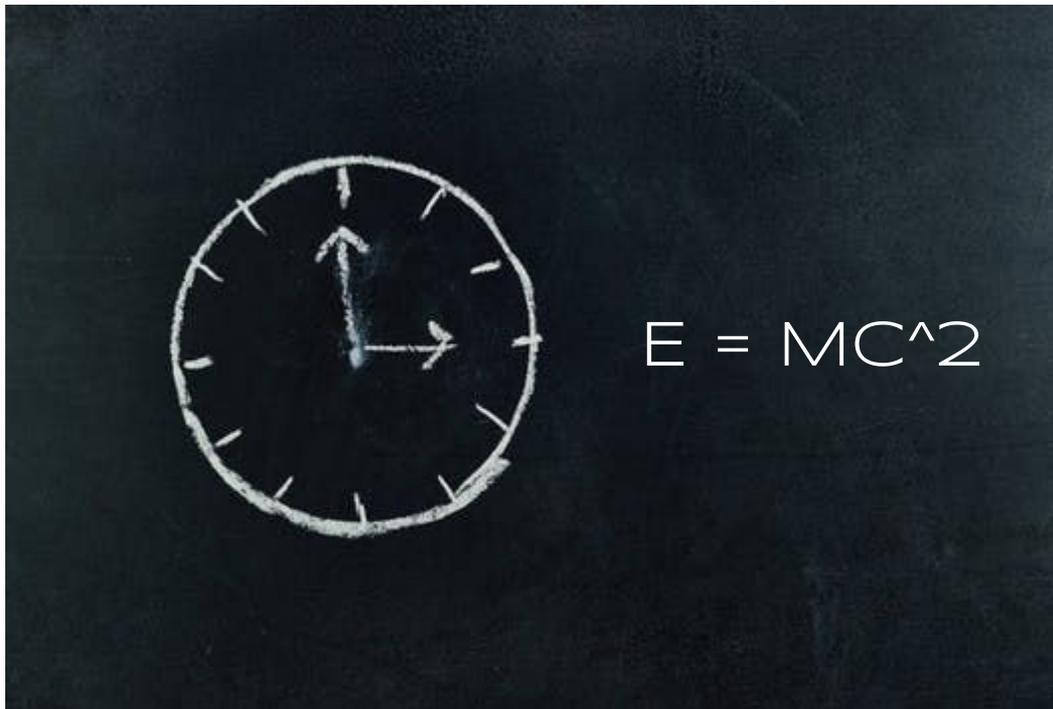
You're a creator (writer, artist or publisher) interested in growing your **subscribers, fans, backers, customers, and sales...**





You're Going to LOVE This Workshop If...

...and you do not want to spend all your **TIME** promoting or your physical & mental **ENERGY** in sell, sell, sell mode.





Quick Poll #1

Which of the following are you MOST focused on in the next three months?

A: Growing my audience, readership and/or email subscribers.

B: Generating enthusiastic backers for my next Kickstarter launch.

C: Getting more customers & sales in channels beyond Kickstarter.





This Training is NOT for You If...

- You're a **hobbyist** and only creating for yourself.
- You **won't be selling** anything you create any time soon.
- You're **not coachable** or open to new ideas, strategies and actions that will make a real difference in your creative business.
- You're **already spending thousands of dollars a month** on Facebook Ads and already **profitable systems in place** to use them to grow your audience and sales every day.
- You **get upset or offended** when someone presents an hour of awesome free coaching and then makes an offer at the end giving you the opportunity to get more and take things to the next level.



Still Here?
Awesome!



To make the most of our time together...

- Something to jot down notes, ideas, or questions.
- Close down other browser apps or browser windows.
- Twitter, Facebook or anything that auto-refreshes does not play nice with streaming video. Shut 'em down, you'll survive!
- **I promise to make this well worth your time.**



Stay to the End and Get the Slides!

**FB ADS
DEMYSTIFIED!**

**How Writers & Artists
Can Profitably Use FB Ads
to Generate Subscribers,
Backers & Sales on Autopilot**

Earlier this year,
I did something
kind of **crazy**...

...I launched a
Kickstarter...



C is for Cthulhu Blanket-Stuffed Pillow &
Books [Limited!]

📍 [Fall River, MA](#) 📖 [Children's Books](#)

\$33,944

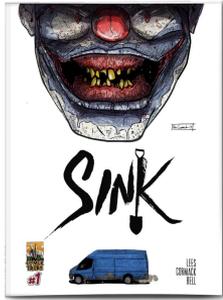
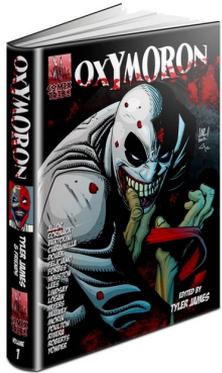
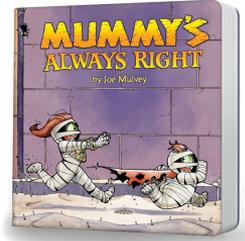
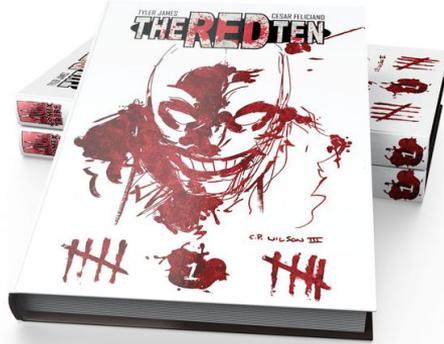
pledged of \$5,000 goal

446

backers



funded with
KICK STARTER



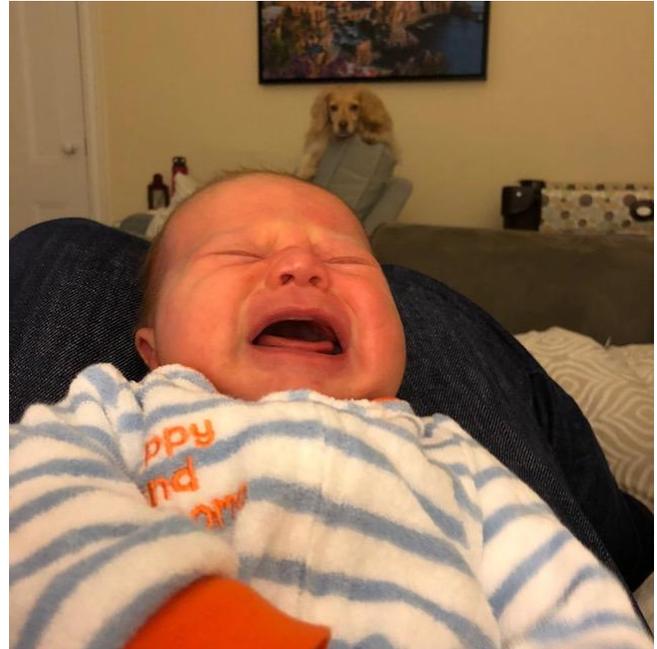


**...and I did
it just a
few days
after
bringing
home this
little guy!**

BAD idea...



+



...unless you're prepared.

The Kickstarter Needed to Launch When It Did... and It Needed to Be a Success.



And it was.



C is for Cthulhu Blanket-Stuffed Pillow & Books [Limited!]

📍 [Fall River, MA](#) 📖 [Children's Books](#)

\$33,944

pledged of \$5,000 goal

446

backers

- \$5K goal funded in 59 minutes.
- \$20K+ in first 24 hours.
- Completely Sold Out of Main Product (Pillow)
- \$33,944 raised in just 2 weeks.

This was not my most
funded campaign or
most backed...

...but it was by far the
least stressful and least
time consuming.

HOW?

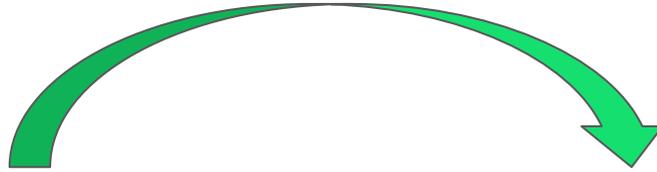
A person wearing a grey sweater is holding a lit sparkler. The sparkler is bright and glowing, with many sparks flying out. The background is a dark, solid blue color. The text 'READY FOR LAUNCH' is overlaid in white, bold, sans-serif font across the middle of the image.

READY FOR LAUNCH



ComixLaunch.com/ready

Your Simple 2-Step Formula for Success

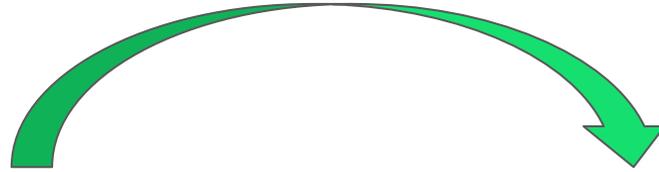


Build an audience of raving fans who know, like, and trust you and your work **with a special emphasis on your email list.**

Launch projects and products that they'll love **with a special emphasis on Kickstarter.**



Your Simple 2-Step Formula for Success



Build an audience of raving fans who know, like, and trust you and your work **with a special emphasis on your email list.**

Launch projects and products that they'll love **with a special emphasis on Kickstarter.**



Okay got it...

But what if I wanted to
do it faster and with less
effort?



My #1 strategy for **growing my email list** every single day...

And my #1 source of **traffic to my Kickstarter pages** during a Kickstarter campaign or to my online shops during a promotion...

...is Facebook Ads.





Kickstarter Launch Day to Dos:

- 1) Pushed the Green Launch Button
- 2) Hooked Up Google Analytics
- 3) Sent 1 Update to Previous Kickstarter Backers
- 4) Sent 1 Email to the Our Email List
- 5) Ran Facebook Ads

If you're thinking well, sure, that worked for you because you already have an a lot of previous Kickstarter backers, a big email list, and a following on FB...



...You're
absolutely
right!



Everything is easier for
creators with a big
engaged audience!

But how did we get that audience in the first place?

How did we build a following of over 30,000 Likes on our ***C is for Cthulhu FB*** page?

How did we add ***over 20,000 emails*** to our fan list?

How did we fund **5 successful campaigns** and **raise hundreds of thousands of dollars** on Kickstarter in just a few years?



Here's How We Didn't Do It...

- We did NOT create a lot of content.
- We did NOT go to a lot of conventions.
- We did NOT spend a lot of time on social media.
- We did NOT beg “influencers” to RT us.
- We did NOT rely on a big PR push to get sites to cover us.



We did it by...

1. Making a **great product**.
2. Launching that product to an audience through **Kickstarter**.
3. Growing that audience every single day, automatically, systematically, using **Facebook Ads**.
4. **Repeat**.



*“But I don’t
have a
budget for
Facebook
Ads!”*



Understand, that
with FB Ads, we
started **VERY**
small.

(\$5 a day... or
less.)



Kept them
rolling, kept
building, kept
experimenting
and learning.





ComixTribe

Written by Tyler James Vogel [?!] · October 12, 2017 ·

Hey, the After Party doors are open! --> ComixTribe.com/afterparty
Here's a second chance to get the ComixTribe deals & exclusives at NYCC 2017 from the comfort of your own home!
We're back from New York Comic Con and we have to thank our fans for making it our best show ever!... [See More](#)



WE ARE LIVE! ComixTribe New York Comic Con After Party FLASH SALE! (FRI- SUN Only!)

This weekend only, the ComixTribe at NYCC experience comes to YOU! Get limited edition books, commissions, deals and more!

[Shop Now](#)

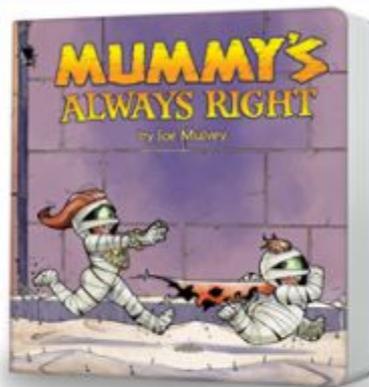


Mummy's Always Right

May 15, 2016 ·

Today's the day! Mummy's Always Right is now available for pre-order at MummysAlwaysRight.com
It's been an absolute blast sharing the development of this book with you all over the past few months.
Now, we need to raise \$8000 on Kickstarter to help fund an offset print run to make a high-quality board book for your little monsters and mine....
[See More](#)

PRE-ORDER TODAY!



Pre-order Mummy's Always Right on Kickstarter!

A high-quality board book about a little monster named GAWS who learns to always listen to Mummy.

MUMMYSALWAYSRIGHT.COM

[Shop Now](#)



ComixLaunch

March 12 at 9:18am · 🌐

Wondering if Facebook ads actually work for writers & artists?

Are you a creator interested in getting actual subscribers, backers & sales, and could care less about "likes" or "engagement"?

Then my new free live FB ADS DEMYSTIFIED! Workshop is for you!
Register for Free --> ComixLaunch.com/fbads... See More



FB Ads Demystified! 🎉 New FREE LIVE Workshop! 🎉

Come Learn How Writers & Artists Can Profitably Use Facebook Ads to Generate Subscribers, Backers & Sales on Autopilot (Even on a Tiny Budget!)

COMIXLAUNCH.COM/FBADS

Sign Up

👍 Chuck Pineau, Jon Borden and 4 others

2 Shares



Like



Comment



Share



Some of you are here right now, in part, because of a Facebook ad!

(Thanks again for coming!)



To learn this stuff,
I've invested
thousands in
training on FB ads.

Invested **tens of
thousands** spent on
FB ads themselves
over the past several
years.

Crazy?



I know FB ads seem daunting,
and I know many of you have
been frustrated with the little to
no results you've seen by FB
ads in the limited amount of time
and money you've spent on
them...

And so that's why I've bottled up **the best of what I've learned** into this ~60 minute training, so that I could potentially put a powerful new tool in your hands to **grow your audience, generate sales**, and reach exponentially more people with your art.

If FB Ads work for me
and my creative
business, there's no
reason it can't work for
you and yours.

Would you like to know
more about what I've
learned running
Facebook Ads?



Cool! Before we start, I Have Three Caveats...





1: Mindset Check

When presented with new ideas, especially challenging ideas, most people have an adverse reaction...



1: Mindset Check

Most People Think:

*"This won't work for me
because..."*



1: Mindset Check

Successful People Think:

"This might work for me if..."



2: Zucks Isn't Paying Me to Be Here!

I do NOT care whether or not you use Facebook ads to grow your audience, send people to your Kickstarter campaigns, or make more sales.



*"I'm increasingly disinterested in
empowering a company like
Facebook."*

- Creator, ComixLaunch Survey



"Don't fight forces. Use them."

- Buckminster Fuller



2: Zucks Isn't Paying Me to Be Here!

Full Disclosure:

I do own 1 share of
Facebook Stock.





2: Zucks Isn't Paying Me to Be Here!

My life and business isn't going to change much whether or not you start using FB ads...

(Yours might, though.)





3: You Told Me What You Wanted to Know

This is NOT the training that I wanted to create... this is the one that YOU wanted to learn about.





3: You Told Me What You Wanted to Know

This presentation is based entirely around the 3 most common questions my audience has regarding FB Ads, so that it would be most valuable for the most creators.



SOUND GOOD?





The Big Three Questions

- 1) Do Facebook Ads actually work?
- 2) How do I get Facebook Ads to actually convert?
- 3) How are YOU (Tyler) effectively using FB Ads for your creative business?





Quick Poll #2

Which best describes your current use of Facebook Ads?

A: I NEVER or RARELY use Facebook Ads to promote my work.

B: I REGULARLY use Facebook Ads when I have a big launch or something new to promote.

C: I'm ALWAYS running Facebook Ads, 24-7 / 365



Question 1:

Do Facebook Ads
Actually Work?

"Do they really work?"

"I don't see the value."

"Can't see the benefit."

- Creators, ComixLaunch Survey

How is Facebook
Doing?

How is Facebook Doing?



My single Facebook share is now worth...



What does
Facebook Actually
Sell?



Facebook Ads



Okay, clearly Facebook
Ads are working for
some people... but for
writers & artists?



Jon Westhoff

November 29, 2017



Anyone have good results from Facebook ads?



Antonios Christou

10 Comments



Like



Comment



Share

View 6 more comments



Mark Zuptich  Don't. Waste. Your. Money



2

Like · Reply · 20w

*"I personally seldom click
on FB ads so I question
their value."*

- Creator, ComixLaunch Survey

I get it...

But this kind of
thinking is
HAZARDOUS to
your success as a
creative business
owner.



Unless YOU are your
perfect customer... stop
making business
decisions based on what
YOU would do!

I am NOT
my perfect
customer!



Now THIS
GUY is my
perfect
customer!



March 3 at 1:59am · Seattle, WA

The folks from sink and wailing blade were incredibly friendly and had awesome stuff at the comixtribe booth! Thanks guys!



Like

Comment

ComixTribe, Richard Douek, Joe Mulvey and 11 others

Seen by 70

Take a guess how this
“Perfect Customer”
discovered ComixTribe
and first got on our VIP
subscribers list?



WE ARE LIVE! ComixTribe New York Comic Con After Party FLASH SALE! (FRI- SUN Only!)

This weekend only, the ComixTribe at NYCC experience comes to YOU! Get limited edition books, commissions, deals and more!

Shop Now

 4,496 people reached

Boost Post

  34

7 Comments 10 Shares 2.1K Views

 Like

 Comment

 Share



Not Only do
Facebook Ads work
for Writers &
Artists...

...FB Ads actually work
BETTER for writers and
artists than other
industries!



Remember, I Had to Seek Out Training Elsewhere...

What I discovered was that people in other industries (Education, coaching, financial services, health, tech, software, etc.) were happily paying more for clicks and leads with FB Ads in their industries that I was for my publishing projects.

In many industries, you might expect to pay:

\$1-\$4 clicks.

\$3, \$5, \$10, as much as \$20 per lead.

They were happily paying that, because they were still seeing an ROI.



FB Ads Were Costing Me a Lot Less!

For comics, graphic novels & children's book projects, I've averaged:

~\$0.40 clicks.

~\$1 leads.

My best performing campaign ever = **\$0.20 leads!**

(And hundreds of them, right before launching my biggest Kickstarter launch ever!)

Why are FB Ads
Cheaper for
Creators Like Us?

1. Our stuff sells itself and lends itself to impulse buys.



C is for Cthulhu

Written by Tyler James Vogel [?] · February 19 at 10:47am · 🌐

Have you seen our new C is for Cthulhu Activity Pack?

100 Available on Kickstarter --> pillow.cisforcthulhu.com

A tremendous value, this activity pack contains some of our best Lovecraft-themed goodies and makes the perfect craft time activity for Cthulhu fans of all ages!... See More



New C is for Cthulhu Activity Pack! [FREE US SHIPPING, One More Week!]

We've assemble a new bundle of our fan favorite C is for Cthulhu products available on Kickstarter! Check it out!

Shop Now

2. We can lean into our strengths (visual presentation + compelling writing)

 **Sink**
March 30, 2017 · 🌐

Want to read the scariest comic of the year before it comes out in shops? Go to Sink.ComixTribe.com to get an advanced free copy of SINK #1 and discover a thrilling new crime horror series comic fans are calling "a harrowing, brutal reading experience that will fill you with dread and make you want more!"



FREE COMIC
"The scariest book I read all year!"
- HorrorTalk.com

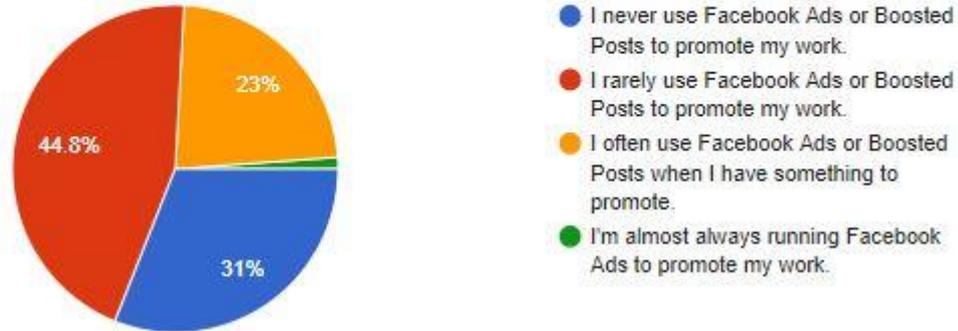
"The scariest book I've read all year..." -HorrorTalk.com
FREE COMIC!
Get an advanced look at the brutal new series by award-winning Scottish thriller writer John Lees and up-and-coming horror artist Alex Cormack.

SINK.COMIXTRIBE.COM

3. There's less competition because almost no one in our space is consistently running FB Ads.

How often do you use Facebook Ads (or Boosted Posts) to promote your creative projects?

87 responses





WANNA KNOW
WHO IS AND
ISN'T USING
FACEBOOK ADS?

**WANNA SPY ON
THEM & SEE ALL
THE ADS THEY
ARE RUNNING?**



Image Comics

@ImageComicsInc

Home

About

Photos

Reviews

Videos

Notes

Events

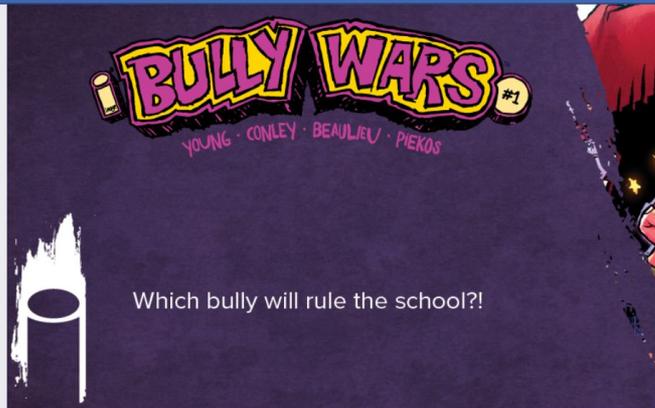
Poll

Newsletter signup

Posts

Community

Info and Ads



Which bully will rule the school?!



Like



Follow



Share



Active ads from Image Comics

Facebook is showing you ads this Page is currently running to provide more transparency into advertising. Offers and pricing may not apply to you.

[Learn more](#)



There Are No Ads to Show

This Page isn't running any ads in any country right now.





ComiXology

@comixology

Home

About

Videos

Photos

See all the newest comics!

Save on Fan Favorites!

Posts

Instagram feed

Events

Community

Info and Ads



Liked Following Share ...

Active ads from ComiXology

Facebook is showing you ads this Page is currently running to provide more transparency into advertising. Offers and pricing may not apply to you.

[Learn more](#)

You're seeing ads that ComiXology is currently running in the selected location. Choose a different location from this list to see the ads this Page is running there.

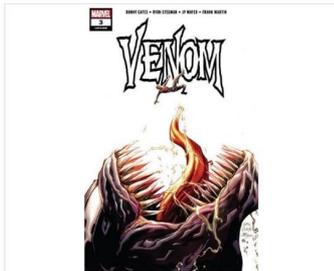
United States



ComiXology

Sponsored

Buy Comics at comiXology - Over 75,000 Comics available!



COMIXOLOGY
an amazon company

Venom (2018-) #3 Digital Comic

comiXology



COMIXOLOGY
an amazon company

Marvel Two-In-One (2017-) #11

comiXology

Like Comment Share



ComiXology

Sponsored

Buy Comics at comiXology - Over 75,000 Comics available!



Q1: Do Facebook Ads actually work?

FB ads not only work, but when done properly, they work better for writers & artists than for people in many other industries.

Question 2:

How do I get
Facebook Ads to
actually convert?

"All I'm getting from Facebook ads are 'likes' and 'engagement.' F that noise, I need sales!"

"I tried and they didn't convert for me!"

"I'm getting lots of 'likes", but no real interest."

- Creators, ComixLaunch Survey

Tell me if this
situation sounds
familiar...

You post something clever on your FB page.

You check back an hour later and FB tells you ***"This post is hot! Why not give it a boost so you can reach more people?"***



Sink

Published by Tyler James Vogel [?] · January 25 · 🌐



Guess who's back, back again. 🦊 is back, tell a friend...

SINK #4 Available NOW! --> shop.comixtribe.com



 293 people reached

Boost Post



Like



Comment



Share



You hem and haw, and say, "***What the hell?***"

So, you throw a few bucks at it as a boost to
see what happens.

(Now, you probably already know that making “what the hell” moves isn’t great business strategy, but Facebook is telling you to do it, so if it doesn’t work, well, they get to be the a-hole, right?)

Here's what happens next:

You get more VIEWS and REACH.

You might get some POST CLICKS or LIKES.

You may even get a COMMENT or SHARE.

And when the Boost is done Facebook congratulates itself for giving you ENGAGEMENT and asks you if you want to add budget to your boost to get more.

And you feel like you just flushed good money down the toilet!

Because you didn't get many **website clicks**, email list **sign ups**, **backers** or actual **sales**.

And now you're mad at yourself and you're really mad at Facebook.

Has this ever
happened to you?

If you take just one
thing from this
presentation, it
should be this...

Boosting is
for bullsh*t.
(AKA Engagement)



Boosting is the FB Ads equivalent of getting the special of the day at mid-tier restaurant.

It's framed for your benefit.

But it's really for theirs.

Engagement
(aka likes, comments, shares)
AKA keeping people on Facebook
is what FB most wants to sell you!

But it's usually not what
we want to buy!

But here's the good news...

Facebook is happy to sell you the other stuff... the stuff you actually want.

Lots of other stuff in fact...

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

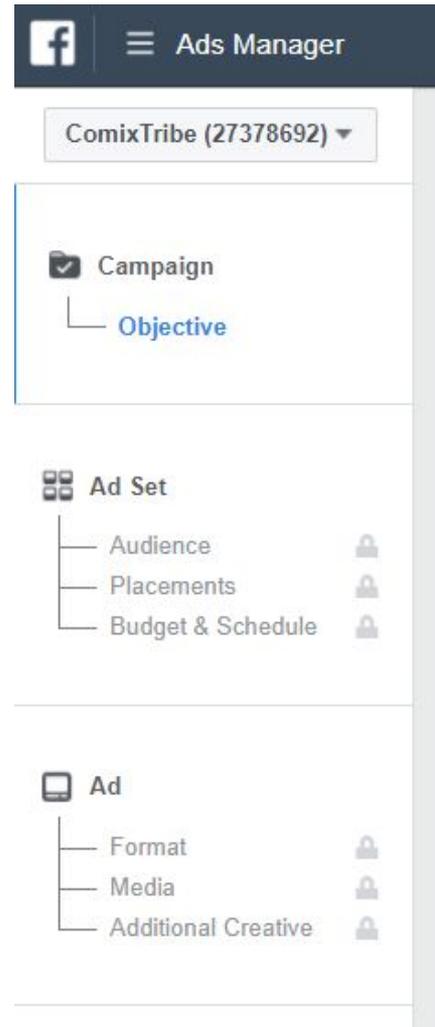
That stuff isn't available with a boost.

It's available in the **FB Ads Manager**.

It's not as simple as a boost.

There's a little bit of a learning curve

But it's how you can use FB to get what you actually want.





Q2: How do I get Facebook Ads to actually convert?

It's a myth that Facebook Ads are only good for engagement but not conversions.

Facebook is more than happy to sell you what you actually want to buy, but it's up for you to ask for it!

Question 3:

How are YOU (Tyler)
effectively using
Facebook Ads?

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

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	 Messages	



My Favorite Things to Do With FB Ads

- 1) Grow my Email List
- 2) Drive Traffic to Kickstarter Campaigns
- 3) Make Sales During an Online Promotion
- 4) Build FB Audiences for Future Retargeting



1: FB Ads for List Building

The bigger and more energized your email list, the bigger and more profitable your launches will be.

It's for this reason that I started using Facebook ads to grow my email list several years ago...

And I've never stopped!





1: FB Ads for List Building

Subscribers

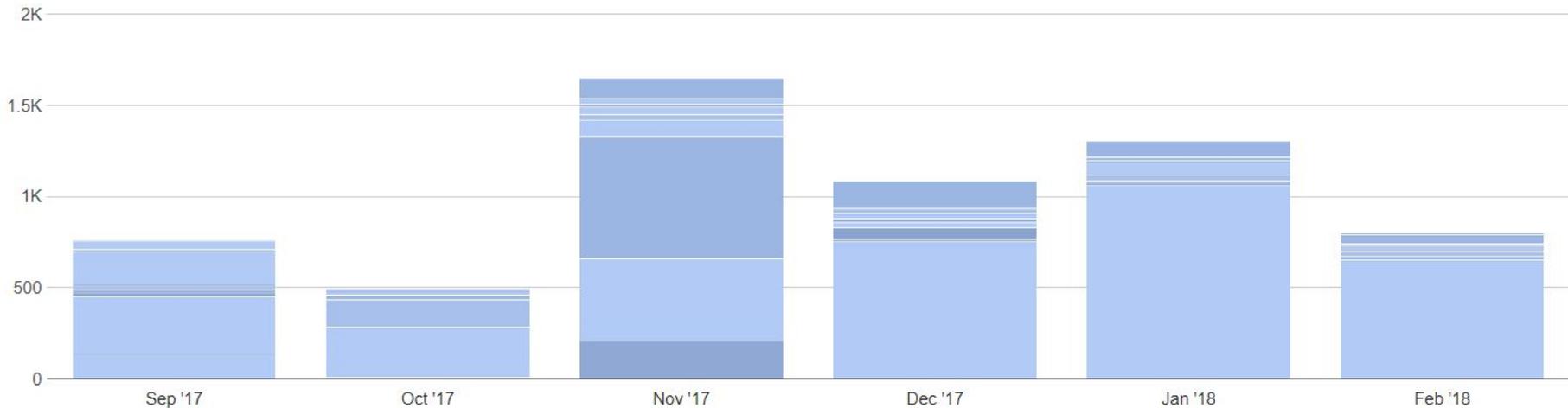
6,089

TOTAL FOR RANGE

29,310

TOTAL

September 1, 2017 – February 28, 2018





1: FB Ads for List Building

So the marketing objective to choose is...

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



1: FB Ads for List Building



C is for Cthulhu

Published by Tyler James Vogel [?] · December 12, 2016 · 🌐



We have the perfect book for YOUR little monsters!

C is for Cthulhu: The Lovecraft Alphabet is a lushly illustrated book featuring monsters and characters inspired by the myths of H.P. Lovecraft.

We were tired of seeing ABC books on the shelf like A is for Apple & B is for Boring...

So we created one young and old ones alike will love!

We think kids should be exposed to the fantastic and weird at a young age.

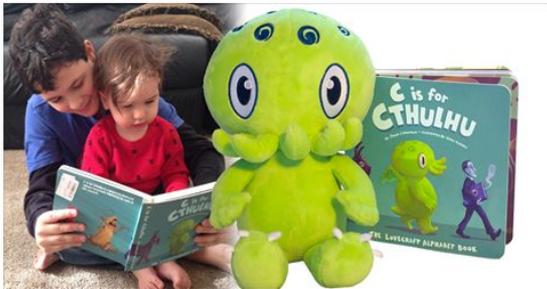
They love monsters and mythology -- why shouldn't their alphabet books and toy shelves also be filled with these things?

That's why we create fun, quality Lovecraft themed products that the whole family will enjoy.

We'd like to Share the Lovecraft with you and give you a copy of C is for Cthulhu absolutely FREE.

You can download a copy here today:

<https://offer.colorctulhu.com/freebook>



Click for a FREE Copy of C is for Cthulhu

Gorgeous Lovecraft-themed illustrations for every letter of the alphabet.

[HTTPS://OFFER.COLORCTULHU.COM/FREEBOOK](https://offer.colorctulhu.com/freebook)

Download



1: FB Ads for List Building



C is for Cthulhu

Published by Tyler James Vogel [?] · December 12, 2016 · 🌐

We have the perfect book for YOUR little monsters!

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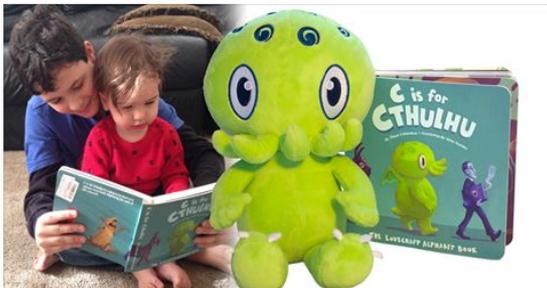
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That's why we create fun, quality Lovecraft themed products that the whole family will enjoy.

We'd like to Share the Lovecraft with you and give you a copy of C is for Cthulhu absolutely FREE.

You can download a copy here today:

<https://offer.colorcthulhu.com/freebook>



Click for a FREE Copy of C is for Cthulhu

Gorgeous Lovecraft-themed illustrations for every letter of the alphabet.

[HTTPS://OFFER.COLORCTHULHU.COM/FREEBOOK](https://offer.colorcthulhu.com/freebook)

Download

Can your banner ad do this...

👤 257,871 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍 🗨️ 😄 Trevor Good, Robert Morriss and 4.5K others

Top Comments ▾

2,757 Shares

692 Comments



Write a comment...



Elizabeth VanHoose Justin Moore you should get this book for the twins... And give me the stuffy =p

👍 2

Like · Reply · Message · 1y



C is for Cthulhu Thanks for sharing, Elizabeth!

👍 1

Like · Reply · Commented on by Katie V. Nagengast [?] · 1y



Nathan Hanson Hannah Hanson amelia needs this... I can read my lovecraft books and now, she'll have her own!

👍 3

Like · Reply · Message · 1y



C is for Cthulhu Thanks for the share, Nathan!

Like · Reply · Commented on by Katie V. Nagengast [?] · 1y

↳ View more replies



Chris Littau Heather Burkett too bad your kids are too old for this book, cause I would get it for them! 😂😂😂😂

👍 1

Like · Reply · Message · 49w

↳ View 3 more replies



C is for Cthulhu Thanks for the share!

👍 1

Like · Reply · Commented on by Katie V. Nagengast [?] · 47w



1: FB Ads for List Building



An effective Facebook Ad
actually gets **STRONGER** the
longer it runs!

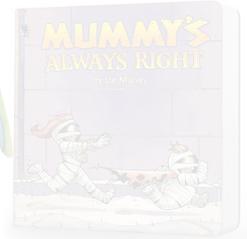


2: FB Ads to Drive Traffic to Kickstarter



**My collaborators and I have Funded
15 Successful Projects and raised
over \$430,000.00 in funding on
Kickstarter!**

**Most of the traffic & funding comes
from my Email List & FB Ads**





2: FB Ads to Drive Traffic to Kickstarter



As of this training, there's no way to create a Kickstarter Backer conversion ad...

The best we can do is use FB ads to get people to your awesome page.



2: FB Ads to Drive Traffic to Kickstarter



KICKSTARTER PAGE DESIGN BLUEPRINT MASTER CLASS



Because a well-designed Kickstarter Page converts visitors to backers very effectively, driving traffic to from Facebook to Kickstarter can be a great return on your investment.



2: FB Ads to Drive Traffic to Kickstarter

So the marketing objective to choose is...

What's your marketing objective? [Help: Choosing an Objective](#)

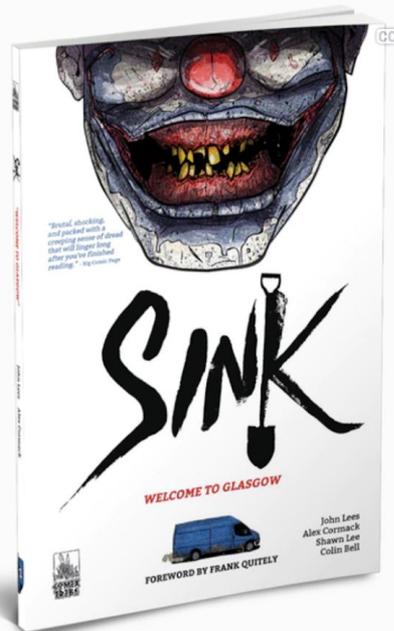
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



By ComixTribe
3 created

SINK Vol 1: Welcome to Glasgow - Crime/Horror Graphic Novel

Collects the smash hit thriller SINK #1-5 in a new 160-page volume. Limited edition hardcover available. Foreword by Frank Quitely.



\$13,128

pledged of \$8,000 goal

252

backers

12

days to go

Back this project



All or nothing. This project will only be funded if it reaches its goal by Tue, April 24 2018 11:59 PM EDT.



Project We Love



Graphic Novels



Glasgow, UK

+ Create

Duplicate

Edit



Create Rule

Columns: Performance

Breakdown

Export

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name		Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WARM - Animoji		● Active 1 Approved	35 Link Clicks	714	778	\$0.15 Per Link Click	\$10.00 Daily	\$5.14	May 6, 2018
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HOT - Animoji		● Active 1 Approved	20 Link Clicks	315	439	\$0.29 Per Link Click	\$10.00 Daily	\$5.75	May 6, 2018
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Warm - Page Likes Only - Workhorse Video		● Active 1 Approved	19 Link Clicks	822	1,098	\$0.30 Per Link Click	\$10.00 Daily	\$5.76	May 6, 2018
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WARM - GIF		● Active 1 Approved	25 Link Clicks	1,301	1,541	\$0.32 Per Link Click	\$10.00 Daily	\$7.88	May 6, 2018
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WARM - Workhorse Video		● Active 1 Approved	34 Link Clicks	1,242	1,408	\$0.24 Per Link Click	\$10.00 Daily	\$8.04	May 6, 2018
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HOT - GIF		● Active 1 Approved	11 Link Clicks	423	775	\$0.70 Per Link Click	\$10.00 Daily	\$7.71	May 6, 2018
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HOT - Workhorse Video		● Active 1 Approved	20 Link Clicks	380	861	\$0.39 Per Link Click	\$10.00 Daily	\$7.88	May 6, 2018
<input type="checkbox"/>	<input type="checkbox"/>	WARM - Lees Live		● Inactive	6 Link Clicks	714	876	\$1.24 Per Link Click	\$10.00 Daily	\$7.44	May 6, 2018
<input type="checkbox"/>	<input type="checkbox"/>	HOT - Lees Live		● Inactive	3 Link Clicks	294	460	\$2.46 Per Link Click	\$10.00 Daily	\$7.39	May 6, 2018
		▶ Results from 11 ad sets ⓘ			173 Link Clicks	3,616 People	8,236 Total	\$0.36 Per Link Click		\$62.99 Total Spent	



3: FB Ads to Increase Sales During Online Launches



Sink

Published by Tyler James Vogel [7] · January 25 ·

🦊 Mr. Dig is Back! #BringAShovel

SINK #4 AB Sets Available Now (Limited) -->

<https://comixtribe.myshopify.com/>

After a classmate goes missing, four children ditch school to hunt down the van-riding killer clowns they believe to be responsible, armed with makeshift weapons. ... See More



SINK #4 & More Available NOW @ ComixTribe Shop!

Mr. Dig Returns + the first appearance of "The Young Team!"

Shop Now



3: FB Ads to Increase Sales During Online Launches



Sink

Published by Tyler James Vogel | 7 · January 25 ·

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SINK #4 & More Available NOW @ ComixTribe Shop!

Mr. Dig Returns + the first appearance of "The Young Team!"

Shop Now

- 4 day campaign (Jan 25 - Jan 28)
- 559 Clicks to Online Shop
- \$194.61 total ad spend
- \$0.35 per click.
- 8.67% conversion rate.
- \$3.19 per visitor.

TOTAL SALES

Jan 24–29

\$3,123.06

85 orders

\$1.7k

\$1k

\$350

Jan 24

Jan 25

Jan 26

Jan 27

Jan 28

Jan 29

Would you put \$0.35 in
to get \$3.19 out?



3: FB Ads to Increase Sales During Online Launches

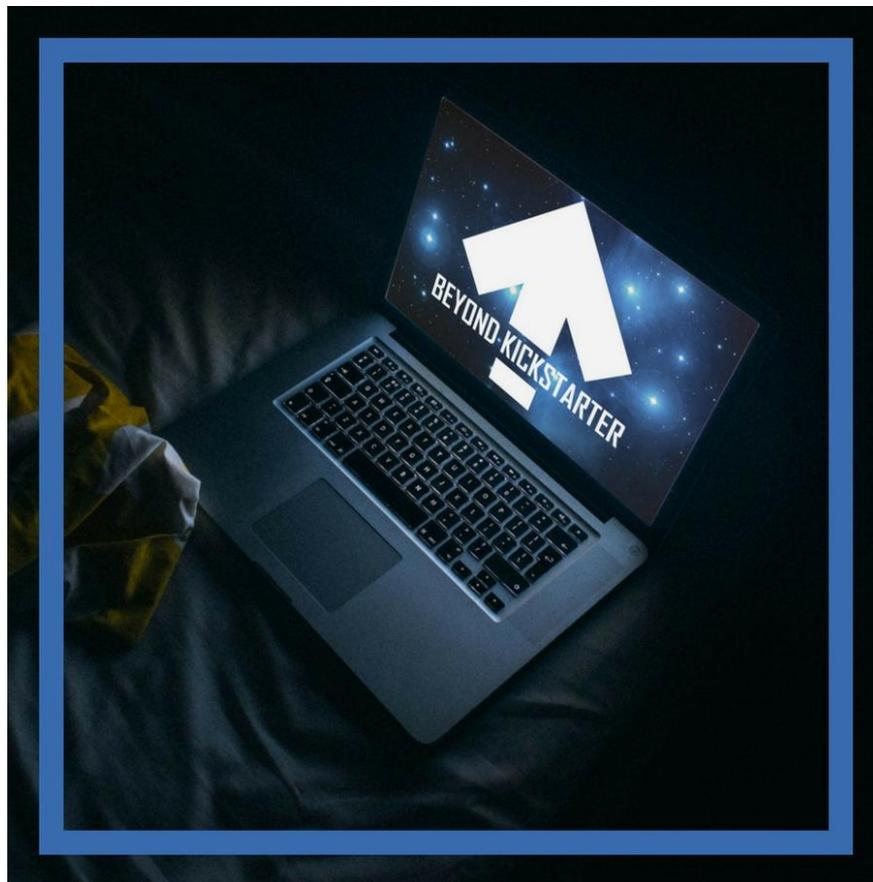
So the marketing objective to choose is...

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



3: FB Ads to Increase Sales During Online Launches





4: FB Ads to Build FB Audiences for Retargeting

Most people (like 99.9%)
aren't going to buy your thing
the **1st** time they see or hear
of it.



4: FB Ads to Build FB Audiences for Retargeting

Or the 2nd,
3rd, 4th...



4: FB Ads to Build FB Audiences for Retargeting





4: FB Ads to Build FB Audiences for Retargeting

FB Video View Ads are ALWAYS on Sale at a Discount!

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



4: FB Ads to Build FB Audiences for Retargeting



C is for Cthulhu

Sponsored · 🌐



Thank you for sharing the Lovecraft with us at
CisforCthulhu.com



^(; ;)^ Thank You for
Sharing the Lovecraft Wit...

We're a small shop full of the wei...

[LEARN MORE](#)



Christopher Ryan Collins and 2.9K others

786 Comments 1.8K Shares



4: FB Ads to Build FB Audiences for Retargeting

C is for Cthulhu
Sponsored · 🌐

Thank you for sharing the Lovecraft with us at CisforCthulhu.com

^(:;)^ Thank You for Sharing the Lovecraft Wit...
We're a small shop full of the wei...

[LEARN MORE](#)

👍❤️😄 Christopher Ryan Collins and 2.9K others
786 Comments 1.8K Shares

Video View Ads are CHEAP!

This one was .003 cents per 3-second video view for a cold audience.

If they engage, they are far more likely to buy.

And when it's time to run a Kickstarter, I can put new ads in front of people that watched this video.

And those people are far more likely to back!



What would I **NEVER**
use Facebook ads to
promote or sell?

COMIXOLOGY™

(or any other 3rd party channels)

COMIXOLOGY™

(or any other 3rd party channels)

- 1) Average Order Value (for you) is too small, and you'll never see a ROI.
- 2) Next to impossible to track effectiveness.
- 3) Never advertise to build someone else's customer list, but not your own.



Q3: How do YOU effectively use Facebook Ads?

- 1) List Building
- 2) Kickstarter Traffic
- 3) Online Promotions
- 4) Building Retargeting Audiences





Q3: How do YOU effectively use Facebook Ads?

There are a lot of ways to effectively use FB ads.

(Many more than I'm doing in my business.)

And Facebook adds new features and options all the time.

FB Ads aren't magic.

But they do work.





So let me
ask you a
question...

What was the **most**
valuable thing you
learned here today?



I don't know exactly why
you tuned into this
workshop
(though I'm sure glad you did!)

Maybe it's because, as one creator told me, *“with the limited time I have to myself, marketing and promoting has become the bane of my existence.”*

Maybe it's because you know
you've got a GREAT PRODUCT
but not enough people know
about it.

Maybe it's because you've plateaued in your sales, list building and Kickstarter launches, and are looking for a new strategy that won't take years to start working.

Maybe it's because you've seen creators who've been at this for less time than you getting better results with their launches with seemingly less effort.

Or maybe it's just because you
wanted to hang with me!

(Love you too!)



FB Ads Are a Game Changer

They are
audience and
sales growth
fuel.



WHAT WOULD BE POSSIBLE FOR YOU IF...

...you had a way to get in front of the right new people every single day that didn't require your time or energy?



Imagine if you had to...

Stop posting on social media...

Stop posting your webcomic...

Stop blogging...

Stop podcasting...

Stop creating new art...

Stop writing new scripts...

Stop attending conventions...



**How long would you be
able to stay in
business?**

**How long would sales
keep coming in?**





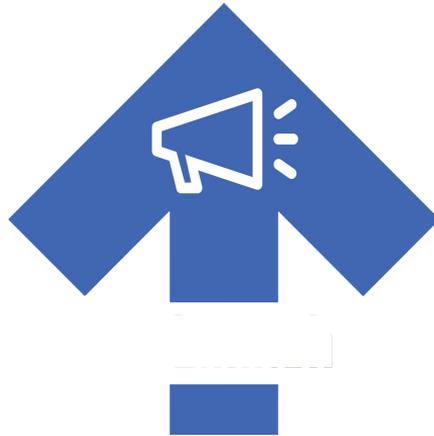
But I get it...

FB Ads are scary!

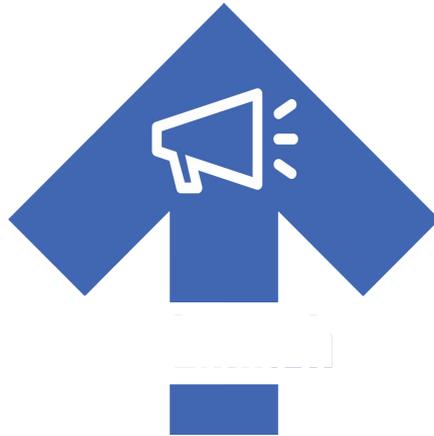
- It's hard to spend money (especially when we don't have a lot.)
- The tech is intimidating, (especially for first timers and creatives.)
- Many of us have been taught by our parents or society that the pain "wasting" money is far more negative than the positive of making money.



But I believe I can help you if
you would like some help.

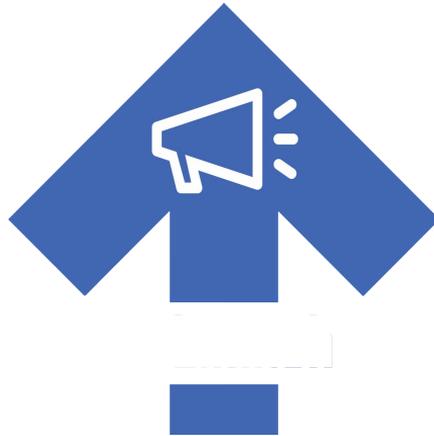


Would you like additional training,
coaching, support, and accountability
to show you exactly how to create your
own FB Ads system step-by-step?



(Let me know in the chat if you'd like some additional support!)

AWESOME!

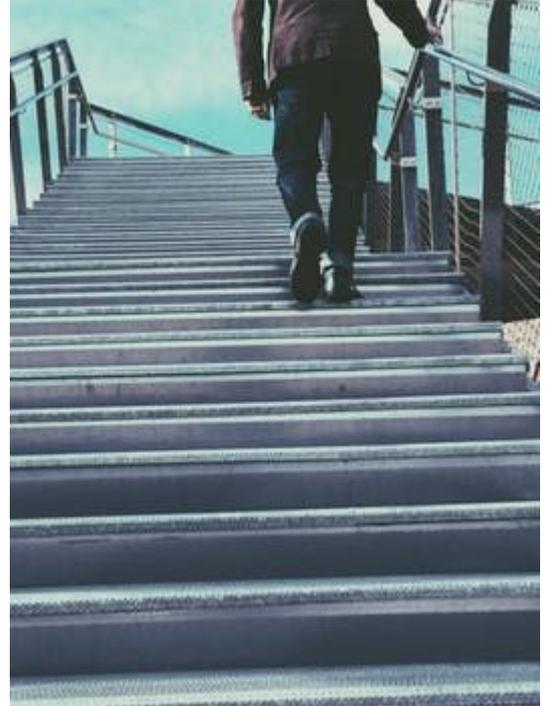


I'm currently looking for a few bold creators who are excited about learning and applying the same FB ad strategies I've used to grow my list, fund my Kickstarter campaigns.

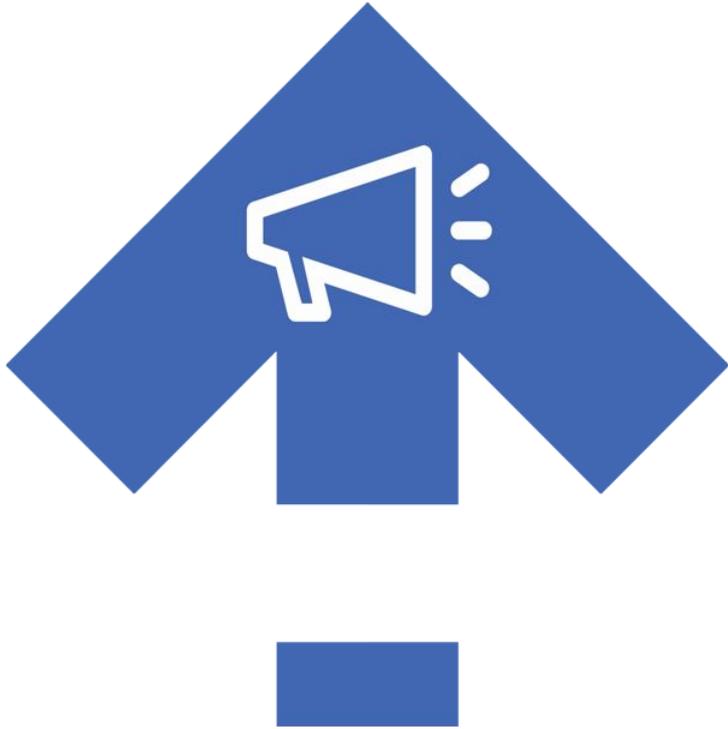


It doesn't matter if you've never run FB ads at all, don't have a big ad budget, or even have a product to sell yet...

There are actionable, easy, and free or inexpensive baby steps you can start taking today to put yourself in a great position to win with FB Ads now and in the future.



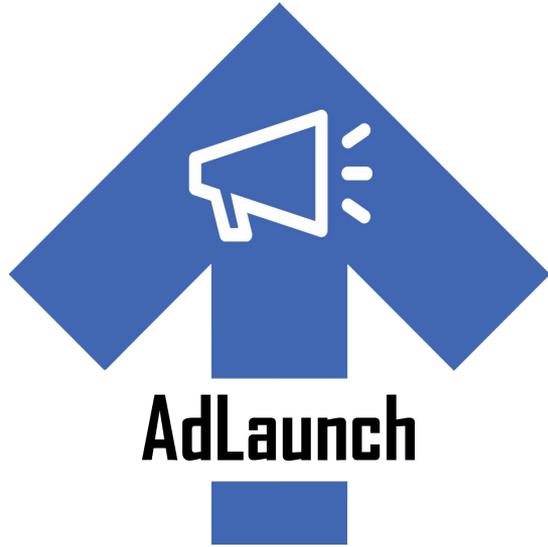
The next step...



AdLaunch
Profitable FB Ad Systems for Writers & Artists

You're all smart, capable creators.

I have no doubt, with the same investment in time, training and ad spend on FB that I've done over the past five years, you can learn all this stuff through trial and error on your own.



But why would you want to
when *AdLaunch* is
packaging that up into a
step-by-step system for
you?



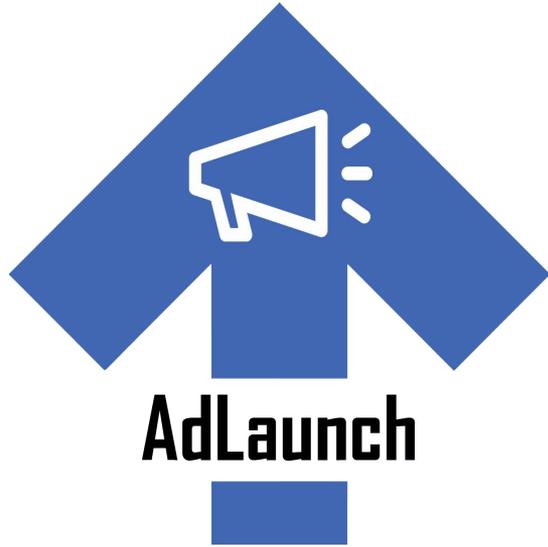
The Best, Most Efficient, Most Effective Way to Learn...

1. Learn from a **COACH** who's done what you want to do.
2. Implement a **SYSTEM** for replicable success.
3. Do it within the context of a **COMMUNITY** of practitioners who are on a similar journey as you are.





That's what I'm offering
you with the new
AdLaunch program.



It's my complete, step-by-step Facebook Ads implementation system.

Designed to help you effectively use FB Ads in your creative business, without all the confusion or costly mistakes.



Okay... But What is it REALLY?

AdLaunch is an 8-Module Online Training Program that walks you through the critical components for setting up your own profitable FB Ads systems.





Okay... But What is it REALLY?

AdLaunch features a private, mobile-friendly members area with dozens of always available, step-by-step training videos, checklists & cheatsheets to take you by the hand so you can build your Facebook Ads system at your own pace.

The screenshot displays the AdLaunch website interface. At the top, the AdLaunch logo is on the left, and navigation links for Podcast, Spotlights, Blog, About, Workshops, Resources, and Search are on the right. The main banner features a background image of a book cover titled 'OLYMPION THE LOVELIEST NIGHT' and a blue arrow icon. The text 'AdLaunch' is prominently displayed, followed by the tagline 'Grow your subscribers, fans, backers, & sales with a step-by-step, profitable Facebook Ad system designed for writers, artists & self-publishers.' Below this are two buttons: 'Resume Course' and 'AdLaunch Private Facebook Group'.

The 'Modules' section lists the following:

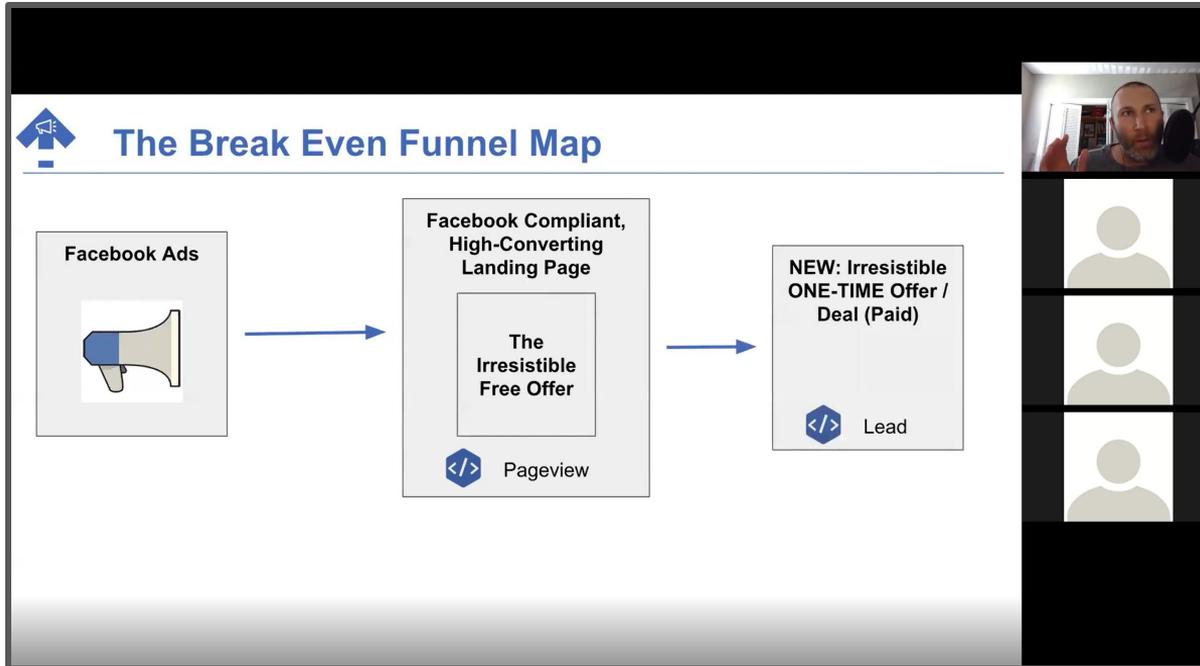
- 1: The Big Picture**
Lay the foundation for your own effective AdLaunch system by learning the 6-Step AdLaunch Framework and the mindset for making FB Ads work for you.
- 2: Audiences**
Discover why audiences are the key to successful Facebook ads and how you can set up your own profitable FB audiences today!
- 3: Ad Creation**
Learn to craft compelling, effective, and profitable ads to promote your irresistible offers.
- 4: Launches**
Execute a strategic Kickstarter ad spend to power your next big launch!
- 5: Targeting**
Learn how to use Facebook's powerful targeting tools to find the best audiences to put your ads in front of for maximum results.

On the right side of the page, there is a sidebar with the AdLaunch logo and the text 'Profitable FB Ad Systems for Writers & Artists'. Below this, it states '8 of 49 Lessons Completed' with a progress bar. At the bottom of the sidebar, there is a section for 'AdLaunch Members Only Private Facebook Group' with a button to join.



Okay... But What is it REALLY?

It's supported by **Monthly Live Facebook Ad Troubleshooting & Strategy Sessions** with me!





Okay... But What is it REALLY?

And it includes access to a **PRIVATE AdLaunch Facebook** group of fellow writers, artists & self-publishers implementing their own ad systems for support, accountability and encouragement.

AdLaunch [Members Only]
Closed Group

About
Discussion
Members
Events
Videos
Photos
Files
Moderate Group

Search this group

Shortcuts

- AdLaunch [Members O...
- ComixTribe Insiders 1
- ComixLaunch Master... 2
- Beyond Kickstarter [Me...
- Business by Desig... 20+
- I Love Horror Comics 7
- Sink 20+
- ListLaunch [Member... 2
- Mummy's Always Right 1
- The ComixLaunch C... 2
- CHUM 8
- ComixLaunch 6
- Exit Generation 2

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Get Together Watch Party

RECENT ACTIVITY

Kevin Phun
1 hr

Hey everyone! Glad to be here.
I've been running FB ads for B2B services with success the past 2 years, but now I've been tasked with helping a dear friend and mentor of mine to launch his comic.
I'm new to the creative, entertainment world, so I look forward to learning from you guys! And please any questions with FB ads and landing page optimization, I'm here to help!

1 Comment Seen by 7

ADD MEMBERS Embed Invite

Enter name or email address...

MEMBERS 49 Members

SUGGESTED MEMBERS Hide

Friends

- Kristen Vachon Vogel Add Member
- Jill Monahan Add Member
- Russell Nohelty Add Member

See More

DESCRIPTION Add a Description

Tell people what this group is about.

TAGS Add Tags

Add a few descriptive keywords.

LOCATIONS



Are You Hanging Out in the Right Rooms?

Everyone in this program is committed to growing their audience, sales, backers, and customers enough to invest in themselves and their creative business.

Unfortunately, you can't say that about most groups and forums out there.

Make sure you're surrounding yourself with growth-minded creators if you actually want to grow.





Here's What I Want to Help You to Master...



Module 1: The Big Picture

Module 2: FB Audiences

Module 3: Effective Ad Creation

Module 4: FB Ads for Launches

Module 5: Advance Targeting Strategies

Module 6: FB Ads for List Building

Module 7: Budgeting, Testing & Troubleshooting

Module 8: Scaling Profitably



What's the Investment?

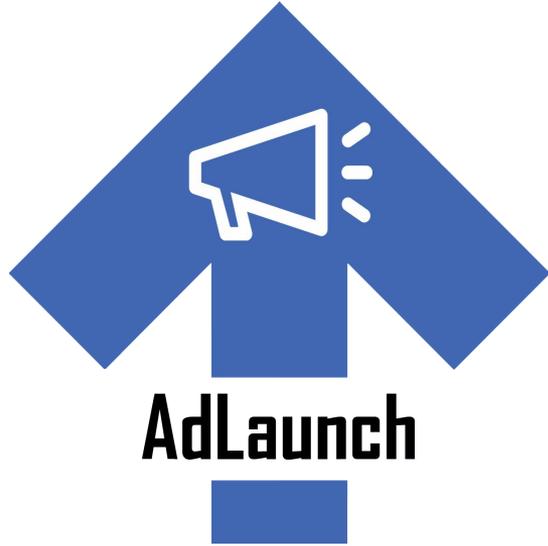


Are there other options? Yes!

- Take Other Courses. (\$-\$\$\$)
- Hire a FB Ads Person. (\$\$\$\$)
- Learn It Yourself. (\$\$\$\$\$)



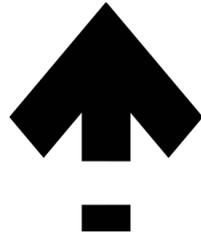
What's The Investment for ComixLaunch Pro Members?



How does FREE sound?



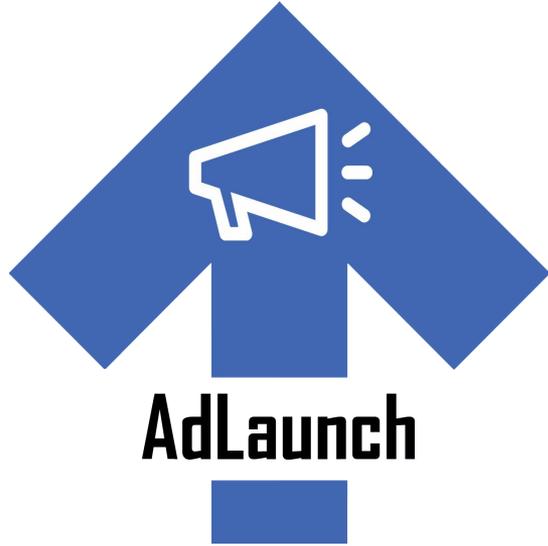
ComixLaunch **PRO**



COMIXLAUNCH
MASTERMIND



What's The Investment for Everyone Else?





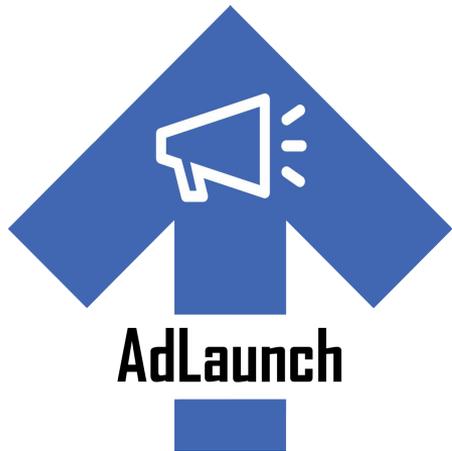
What's The Investment for Everyone Else?



~~Regular Price: \$399~~

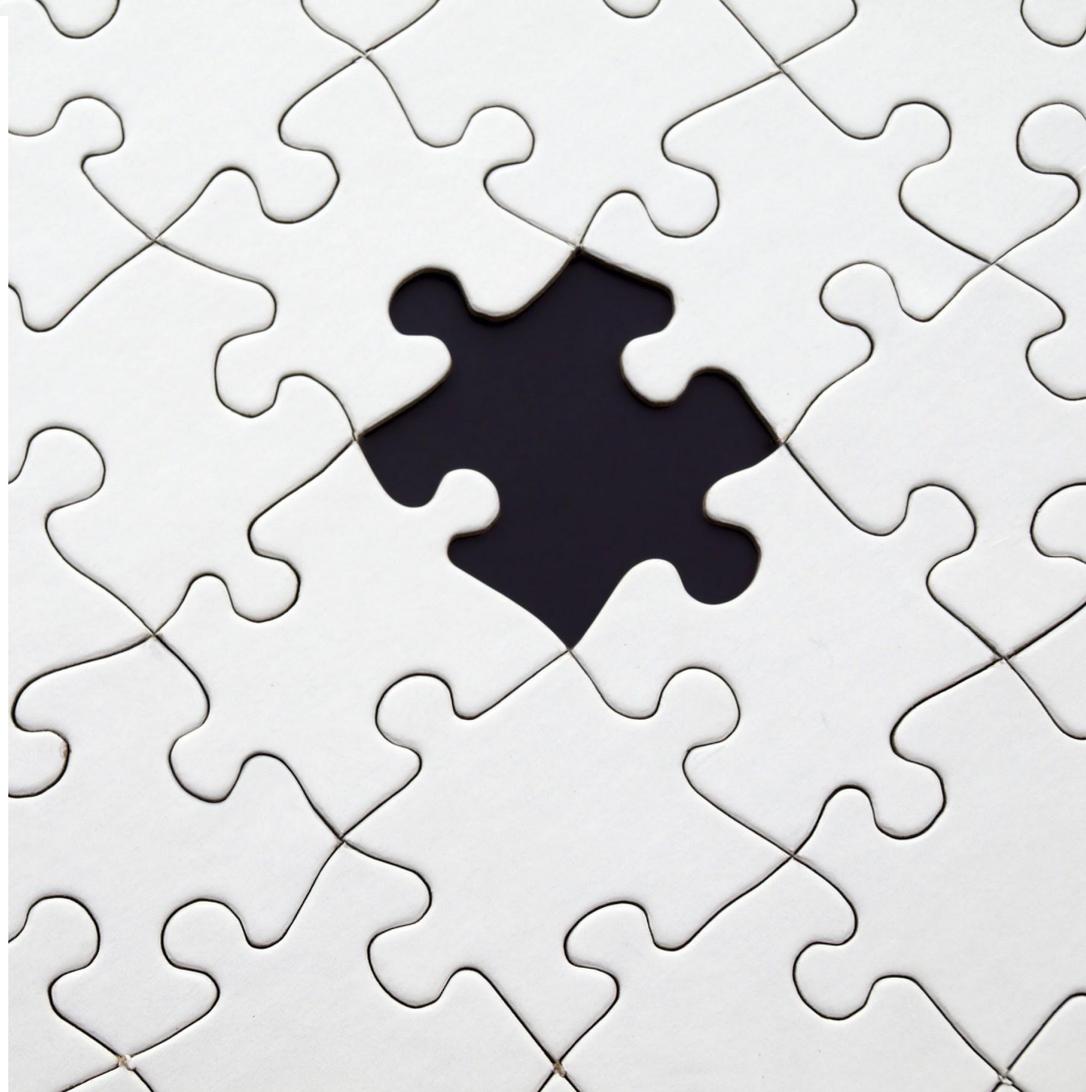
“Workshop Special”
Price Only: \$299

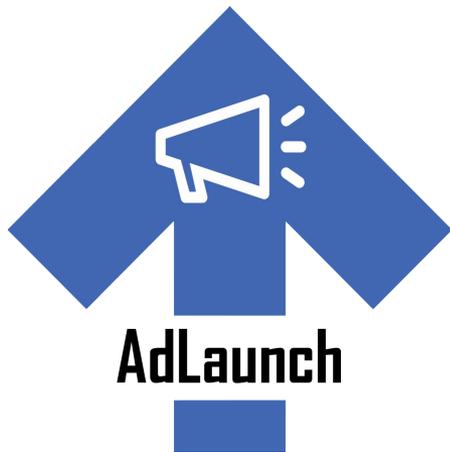
**For The Next
4 Days Only!**



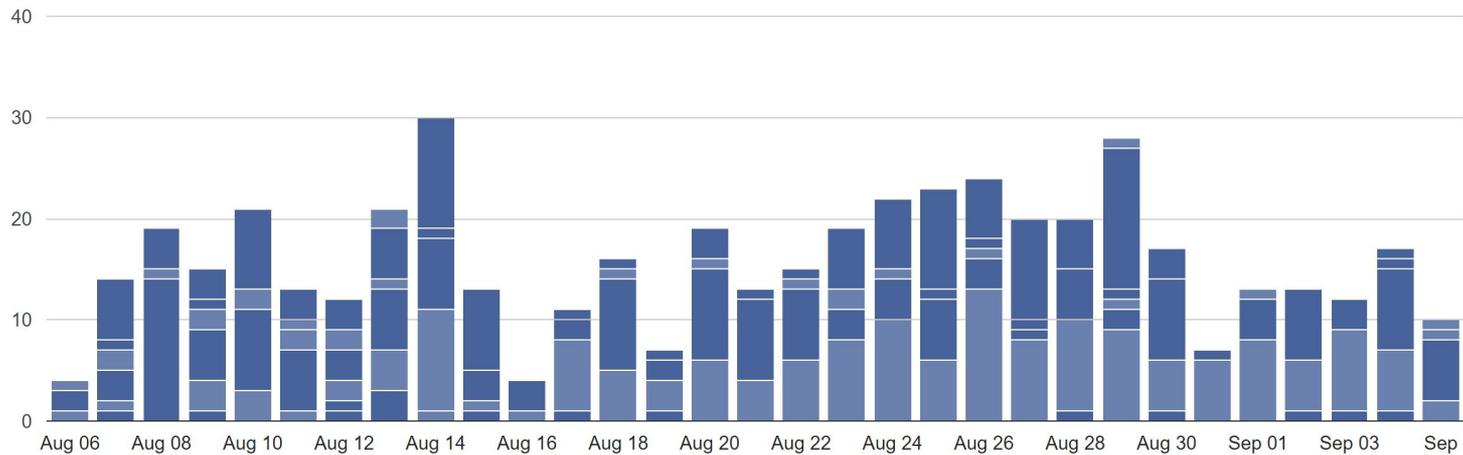
For many creators, the only puzzle piece they are currently missing is mastering a steady source of high quality traffic that they can control, like Facebook Ads.

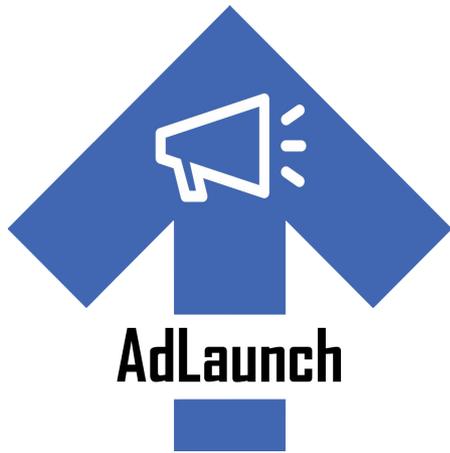
*For those creators, **AdLaunch** will be a game changer.*





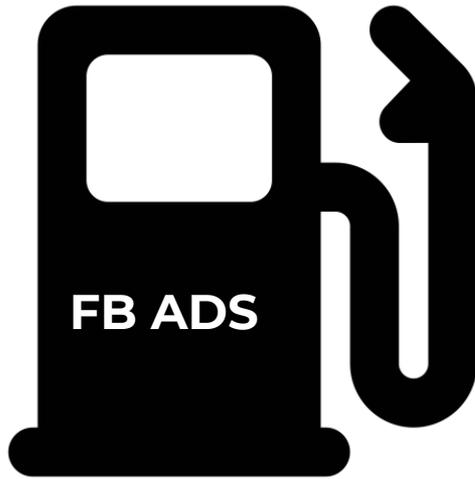
You're going to love building a system where you're in control of how many people you reach each day, and where your list grows every day, your launches get bigger and bigger and you start adding predictability to your sales and revenue.





But what about creators who aren't quite ready for Facebook ads because they don't have all the other pieces in place yet?





FB ADS are the gasoline...



*...I want to give you **THE FIRE** as well!*



ListLaunch



THE
ComixLaunch
COURSE



BEYOND
KICKSTARTER

ListLaunch

A proven step-by-step system for writers, artists & publishers who want to start and grow an engaged email list of 1,000+ true fans who will support their future launches on Kickstarter... and beyond!





Will you be the next *ListLaunch* success story?

*“Before joining **ListLaunch**, I had about 300 people on an email list I rarely contacted. Three months later, I'm nearing 700. More importantly I'm engaging with them often enough to build a relationship beneficial to both myself and the people on the list.”*

- Kevin Joseph (Kechal Comics)



Kevin Joseph



Fort Lauderdale, FL Comic Books

\$5,703
pledged of \$3,500 goal

260
backers

March



Fort Lauderdale, FL Comic Books

\$12,097

pledged of \$3,800 goal

511

backers

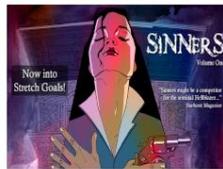
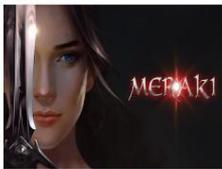
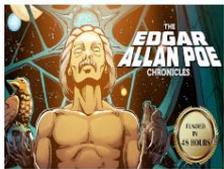
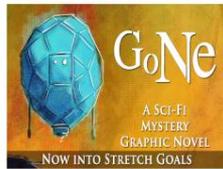
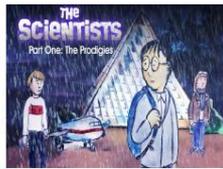
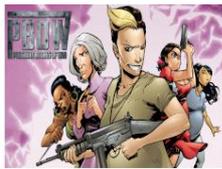
November



The ComixLaunch Course

A proven, A-to-Z blueprint for successfully crowdfunding comic book & graphic novel projects, even if you're a first-time creator, so you can harness the power of Kickstarter to fund your projects, engage your audience, and build the foundation for your creative career.







\$400K+



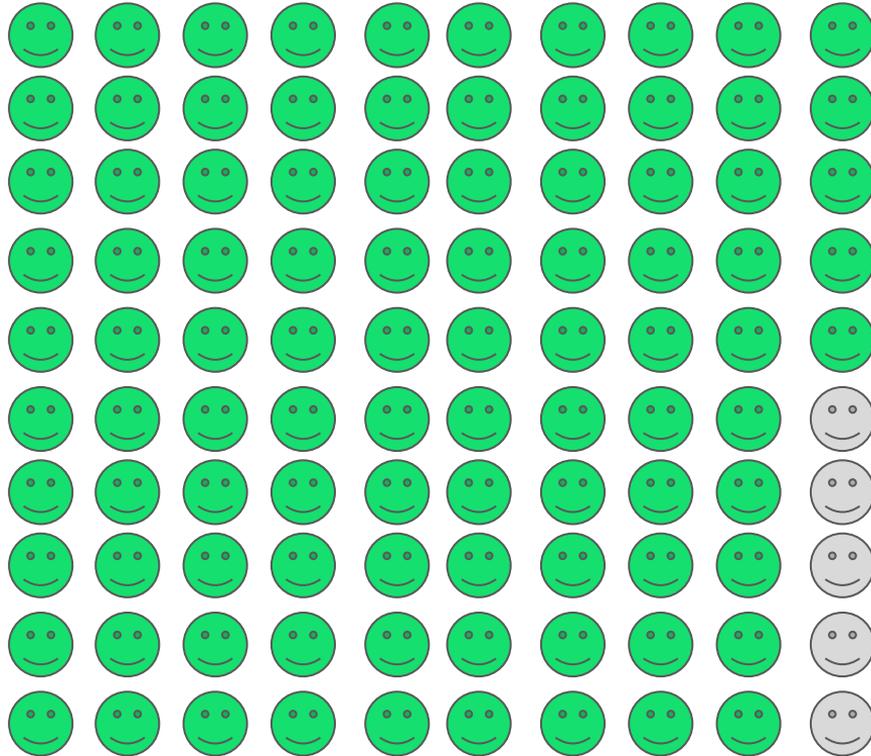


COMIXLAUNCH
CREATORS

10K+
BACKERS



ComixLaunch Course Creators' Success Rate



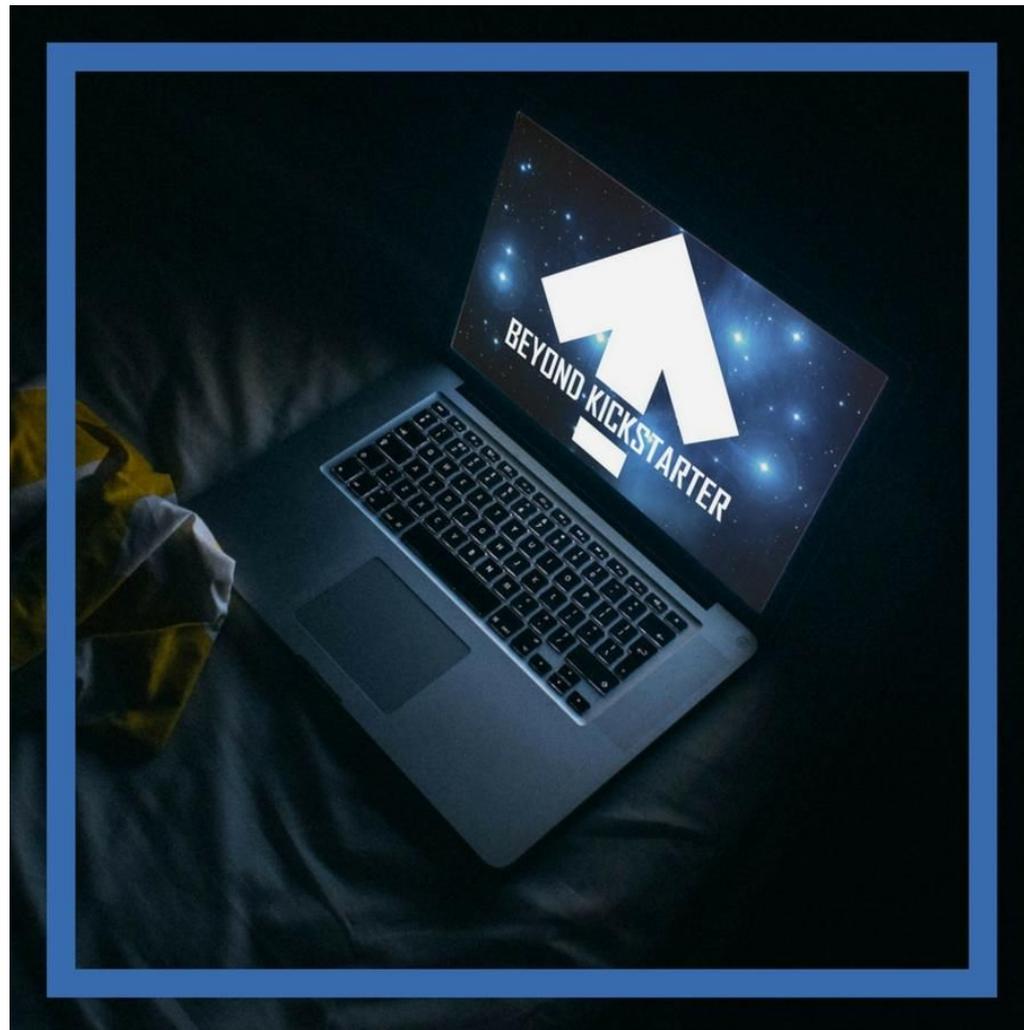
THE
ComixLaunch
COURSE

95% Success Rate
as of Summer 2018.

60 out of 63 Launches Successful as of 8/18

Beyond Kickstarter

A proven, blueprint to increased comic book sales on channels and platforms outside of Kickstarter, including online, conventions, and Patreon, so that you can reach a broader audience and sell more of your art during the 92% of the year when you aren't launching a Kickstarter.



"I have completely doubled my sales at the last two cons after going through BEYOND KICKSTARTER.
It is working, man!"



Anthony Christou

Fantasy Illustrator, Creator of Luminous Ages

"My Patreon page launched yesterday, and within sixteen hours I had already hit the funding goal I'd set for the whole month... I probably wouldn't have been motivated to pull the trigger without BEYOND KICKSTARTER."



Shane Walsh-Smith

Graphic Novelist & Author

If You Bought Each of These Programs Individually...



Total Investment: \$1,996.00



ComixLaunch PRO

ALL-ACCESS
Back-to-School Special



AdLaunch



ListLaunch



THE
ComixLaunch
COURSE



BEYOND
KICKSTARTER

(\$1,996.00 Value)

Workshop Special!
Lifetime Access for One Payment of

\$999

OR JUST

\$99 / month x 12 months



ComixLaunch PRO

AdLaunch Only

**ComixLaunch Pro
All-Access**

AdLaunch: Program & Community



ListLaunch



The ComixLaunch Course



Beyond Kickstarter



All Private Facebook Groups



All ComixLaunch Pro Monthly Live Training & Q&A Calls



Eligible ComixLaunch Pro Creator Spotlights



All ComixLaunch Pro Discounts



Lifetime Access Including All Program Updates



One-on-One Welcome Strategy Call & Much More!



INVESTMENT:

**\$299.00
Workshop Special**

**Just \$99/m x 12
or One Payment of \$999**



AdLaunch

FB Ads Demystified! Workshop Exclusive Special

**** Only For You ****



**“Workshop Special”
Price Only: \$299**

**For The Next
4 Days Only!**

This is the lowest price a [ComixLaunch Pro Membership](#) will ever be offered and your \$99.00-off FB Ads Demystified! Workshop credit will expire after the Founding Class is Filled.



FB Ads Demystified! Workshop Exclusive Special

**** Only For You ****

Join *ComixLaunch Pro All-Access* today for only **\$99 today!**

Then make 11 more monthly payments of \$99 to get instant & lifetime access to all ComixLaunch trainings & communities!

Or get **TWO MONTHS FREE** when you buy a one-time All Access *ComixLaunch Pro Lifetime Membership* for just **\$999.**

This is the lowest price an All-Access *ComixLaunch Pro Lifetime Membership* will ever be offered and this back-to-school offer is only valid for the next 4 days!



ComixLaunch PRO 30-Day Guarantee

RISK FREE ENROLLMENT



Start your membership today risk-free and use it to build and engage your audience for 30 days.

If you're not happy and getting the value you expected, you have 30 days to request a complete refund.



FAST ACTION BONUS!

**** JOIN WHILE WE'RE LIVE ****

25-Minute One-On-One Strategy Call with
Me to Review Your FB Ads System &
Strategy

(\$175.00 Value)



AVAILABLE TO THE FIRST 3 CREATORS WHO SIGN UP WHILE WE'RE LIVE!

Enroll now at: ComixLaunch.com/AdLaunchSpecial



15:00

AdLaunch includes:

- 8 Step-By-Step Modules
- 20+ Training Videos
- Checklists, Worksheets, Templates
- Real-World Examples & Case Studies
- **Private AdLaunch Facebook Group** for support and accountability (\$399 Value)

All-Access **ComixLaunch Pro Membership** Also Includes:

- **ListLaunch** (\$399.00 Value)
- **The ComixLaunch Course** (\$799.00 Value)
- **Beyond Kickstarter** (\$399.00 Value)
- All Private Communities
- Monthly Live Q&A Sessions
- Welcome Strategy Call

☆ 30-Day Risk Free Guarantee!



ListLaunch



THE
ComixLaunch
COURSE



BEYOND
KICKSTARTER

Get started today for
as little as **\$99 /m!**

Enroll now at: ComixLaunch.com/AdLaunchSpecial



Modules 9

- 1: The Big Picture**
Lay the foundation for your own effective AdLaunch system by learning the 6-Step AdLaunch Framework and the mindset for making FB Ads work for you.
- 2: Audiences**
Discover why audiences are the key to successful Facebook ads and how you can set up your own profitable FB audiences today!
- 3: Ad Creation**
Learn to craft compelling, effective, and profitable ads to promote your irresistible offers.
- 4: Launches**
Execute a strategic Kickstarter ad spend to power your next big launch!
- 5: Targeting**
Learn how to use Facebook's powerful targeting tools to find the best audiences to put your ads in front of for maximum results.

AdLaunch
Profitable FB Ad System for Writers & Artists

8 of 49 Lessons Completed

AdLaunch Members Only Private Facebook Group

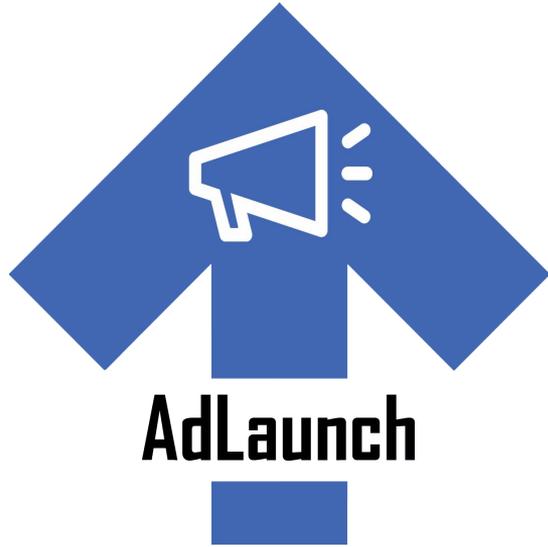
The course materials section shows a list of five modules, each with a blue icon and a progress bar. To the right, there is a large AdLaunch logo and a progress indicator showing '8 of 49 Lessons Completed'. Below this, there is a photograph of course materials including a laptop displaying the AdLaunch website, a smartphone, a notebook, and a coffee cup. At the bottom, there is a link to the 'AdLaunch Members Only Private Facebook Group'.

AdLaunch is now open!

Join the Private Community to Build Your FB Ads System for More Subscribers, Backers & Customers!

Who's Ready to Take
the Leap With me?





Are you ready to learn FB
Ads inside-out to power
your list building,
Kickstarter campaigns and
other big launches with
me?





It's
decision
time...
Are you
In?



Your Two Choices...

Choice #1: Keeping going at it alone.

Choice #2: Join *AdLaunch* & *ComixLaunch Pro* to level up alongside like-minded creators on a similar journey.





Your Two Choices...

Join today to use your *FB Ads Demystified* Workshop credit for either **\$100.00-off** enrollment on AdLaunch or **\$997.00-off** *ComixLaunch Pro All-Access* Lifetime Membership.

ComixLaunch.com/AdLaunchSpecial





AdLaunch (Workshop Special)

Grow your subscribers, fans, backers, & sales with a step-by-step, profitable Facebook Ad system designed for writers, artists & self-publishers.

\$299.00

Regular AdLaunch Program & Community Enrollment Price is \$399. Save **\$100** Today With Your Workshop Credit!

Note: This option includes AdLaunch Program & Community enrollment only.

To unlock all ComixLaunch Pro programs & communities, select one of the ALL-ACCESS options instead.

HERE'S EVERYTHING INCLUDED IN YOUR ADLAUNCH ENROLLMENT:

- ✔ Lifetime Access to the **AdLaunch Membership Portal** including **8 Step-By-Step Modules** to build your profitable FB ads system.
- ✔ Instant Access to **30+ Training Videos**, including Checklists, Worksheets & Templates to Win with FB Ads
- ✔ Private **AdLaunch Facebook Group** for support, feedback, networking and accountability
- ✔ Monthly **Live Facebook Ad Troubleshooting & Strategy Sessions**
- ✔ Instant, lifetime access to all current premium ComixLaunch training courses, including **ListLaunch: The ComixLaunch Course & Beyond Kickstarter**
- ✔ Step-by-step video tutorials to efficiently build an engaged email list, fund wildly successful crowdfunding campaigns and increase sales in other channels.
- ✔ Every ComixLaunch checklist, cheatsheet, template and calculator to launch with confidence.
- ✔ Monthly live **ComixLaunch Q&A Jam Sessions** to get feedback and workshop individual project issues.
- ✔ All **ComixLaunch Pro** exclusive membership discounts on printing and other services.
- ✔ 10 minute one-on-one welcome call with Tyler James.
- ✔ **DISCOUNT!** One payment of \$999; pay in full today and save \$189 instantly!

WHAT COMIXLAUNCH PRO MEMBERS ARE SAYING:



"Before I launched my Kickstarter campaign, I studied successful Kickstarter projects, read blogs, listened to podcasts and attended Comic Con panels on the subject. When the ComixLaunch Course opened, I wondered if I would get my money's worth out of it. Once I enrolled, I made great connections with my fellow students. Their support and feedback were invaluable. Tyler's step-by-step outlines from building a fanbase to creating a great video took my campaign to the next level! I'm happy to say this course was worth every penny and then some!" - M.K. Palmer (\$25,434 Raised on Kickstarter)



"Phenomenal! This system grew my email list by 30% in a week, with more subscribers coming in all the time. (Now over 1,000!) Serious about your comics career? Do yourself a favor and follow Tyler's step-by-step blueprint for success!" - Clay Adams (\$1,338 Raised on Kickstarter)

Risk Free Enrollment: The ComixLaunch 30-Day, Money-Back Guarantee

Join the AdLaunch today risk-free and use it to ignite your next launch. If you're not happy and getting the value you expected, you have 30 days to request a complete refund, no questions asked.

PAYMENT OPTIONS

- AdLaunch (Workshop Special) **\$299.00**
- ComixLaunch Pro All-Access (Payment Plan) **\$99.00**
Today
Then 11
Payments
of \$99.00
Monthly
- ComixLaunch Pro All-Access (Single Payment) **\$999.00**

CONTACT INFORMATION

First Name

Last Name

Email Address

BILLING INFORMATION

Street Address

City Postal Code

Region

Choose your country

ORDER SUMMARY

AdLaunch (Workshop Special) **\$299.00**

Total: \$299.00

PAYMENT INFORMATION

Credit Card Number

Expiration CVV

PLACE ORDER NOW

Choose your Payment Option (AdLaunch Only or an All-Access ComixLaunch Pro Enrollment)



Enter your name, email, and billing information.



Enter a credit card number... or choose the option to checkout with **Paypal**.



Finally, click **PLACE ORDER NOW** to complete to complete your order.



🎉 SUCCESS! Your Account Has Been Created! 🎉



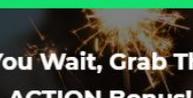
ComixLaunchPRO
Congratulations and THANK YOU
for becoming the Newest All-
Access Member of ComixLaunch
Pro!

Your Unique Username and Password is being
generated now. It will be in your inbox in
approximately...



01:16

FOR FAST ACTION TAKERS ONLY!



While You Wait, Grab This FAST
ACTION Bonus!

pro.comixlaunch.com/login



Sign In to Your Pro Account

Email

Password

Remember Me

Sign In

[Forgot Password](#)



Your Training Programs

[ListLaunch Private FB Group](#)[ComixLaunch Course Private FB Group](#)[Beyond Kickstarter Private FB Group](#)

My Courses



ListLaunch

A Step-By-Step System for Writers, Artists & Publishers Who Need to Start, Grow and Excite an Email List of Fans BEFORE They Launch a Kickstarter Project.

ListLaunch

A Step-By-Step System for Writers, Artists & Publishers Who Need to Start, Grow, and Excite an Email List of Fans BEFORE They Launch a Kickstarter Project

[View Course](#)

THE ComixLaunch COURSE

The ComixLaunch Course

A Step-By-Step Blueprint for Successfully Crowdfunding Comic Book & Graphic Novel Projects on Kickstarter... and Beyond!

[View Course](#)



AdLaunch

Grow your subscribers, fans, backers, & sales with a step-by-step, profitable Facebook Ad system designed for writers, artists & self-publishers.

[Resume Course](#)[AdLaunch Private Facebook Group](#)

Modules

9



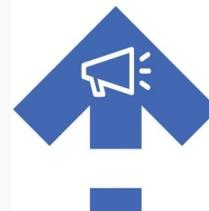
1: The Big Picture

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2: Audiences

Discover why audiences are the key to successful Facebook ads and how you can set up your own profitable FB audiences today!



AdLaunch
Profitable FB Ad Systems for Writers & Artists

8 of 49 Lessons Completed



I'm looking forward to working with some of you to not just prepare your audiences for your next Kickstarter, but to set up your foundation for the rest of your creative careers.

Enroll Now:

ComixLaunch.com/AdLaunchSpecial



As promised, you can access your workshop bonuses now at ComixLaunch.com/FBbonus

**FB ADS
DEMYSTIFIED!**

How Writers & Artists
Can Profitably Use FB Ads
to Generate Subscribers,
Backers & Sales on **Autopilot**

SLIDES

Quick Poll:



Are you more likely or
less likely to use FB
Ads in the future, or
about the same?

Now, Who Has
Question?

Enroll now at: ComixLaunch.com/AdLaunchSpecial



15:00



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- Monthly Live Q&A Sessions
- Welcome Strategy Call

☆ 30-Day Risk Free Guarantee!

Get started today for as little as **\$99 /m!**

Thank You!

Whether you join us inside *AdLaunch* or *ComixLaunch Pro* today or not, I appreciate your time & attention, and I hope you feel more prepared to confidently grow your creative business.

I believe in you, I'm rooting for you...



...and I can't wait to see what you launch next!



ComixLaunch.com/AdLaunchSpecial