

# HOW TO GET YOUR PAID MEDIA TO WORK



BEST BUSINESS PODCAST WITH JUSTINE BROOKE

Are you tired of throwing your hard-earned money into the black hole of paid media with little to no return on investment? Have you ever felt like your advertising campaigns are like throwing darts in the dark, hoping to hit the bullseye? Well, have no fear, because this article is here to save the day (and your bank account).

In this workbook, we'll take you on a journey of discovery, where you'll learn the ins and outs of paid media and how to create campaigns that will make your competition green with envy. We'll show you how to set specific, measurable goals and target the right audience.

We'll also walk you through the process of choosing the right platforms, crafting the perfect message, and measuring the success of your campaigns.

Think of this workbook as your personal media trainer, guiding you through the often-confusing world of paid media and helping you to achieve the results you desire.

So, grab a pen and some snacks, and let's get ready to make some serious media magic happen!

# The Best Business Coach Activity On How To Get Your Paid Media To Work

## **Activity 1: Setting Your Goals**

Before you begin creating your paid media campaigns, it's important to have a clear understanding of what you want to achieve. Setting specific, measurable goals will help you determine the success of your campaigns and make adjustments as needed. Additionally, identifying your target audience and the actions you want them to take will ensure that your campaigns are tailored to their needs and interests.

What are your objectives for your paid media campaigns?

<b>Objectives</b>	<b>Descriptions</b>

Who is your target audience?

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What actions do you want your audience to take as a result of your campaigns?

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## Activity 2: Choosing Your Platforms

With so many different platforms available for paid media advertising, it's important to choose the ones that will be most effective for reaching your target audience. Consider factors such as audience demographics, targeting options, and ad formats when making your selections. Additionally, it's essential to have a clear understanding of the costs associated with each platform and how they fit into your budget.

Which platforms are most popular with your target audience?

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What are the pros and cons of each platform?

<b>Objectives</b>	<b>Descriptions</b>

How will you allocate your budget across different platforms?

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## Activity 3: Crafting Your Message

Once you've chosen your platforms, it's time to craft your message. Your ad copy should be clear, concise, and compelling, with a strong call to action. Use A/B testing to determine which ad copy resonates best with your audience and make adjustments as needed.

What key message do you want to convey?

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How will you make your message stand out?

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How will you test and optimize your ad copy?

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## Activity 4: Measuring Success

Measuring the success of your campaigns is crucial for making informed decisions about future ad spend. Use tools such as Google Analytics and Facebook Insights to track key metrics such as click-through rates, conversion rates, and ROI. Use this data to optimize your campaigns and make adjustments to improve performance.

How will you track the success of your campaigns?

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What metrics will you use to evaluate performance?

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How will you optimize your campaigns based on your results?

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# What You Will Learn from the Activity

By following the guidance provided in this workbook, you'll be well on your way to achieving your advertising goals and seeing a positive return on investment.

We've covered the importance of setting specific, measurable goals, targeting the right audience, choosing the right platforms, crafting the perfect message, and measuring the success of your campaigns.

By following these steps, you'll be able to create campaigns that resonate with your audience and drive them to take the desired actions.

It's important to remember that the world of paid media is constantly evolving, so it's essential to stay up to date on the latest trends and best practices.

Use the information and exercises provided in this workbook as a starting point, and continue to test and optimize your campaigns to achieve the best results.

Overall, this workbook has been a fun and witty guide to help you to understand how to make the most out of your paid media efforts. We hope that you found it informative and useful, and that it will help you to create successful campaigns that will drive your business forward. Happy advertising!



# DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA  
HOST OF THE BEST BUSINESS PODCAST

**Daryl Urbanski** is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?

***Science & Accountability.***

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.



**BestBusinessCoach**<sup>CO</sup>

"Your Success Is My Success" - Daryl Urbanski



## SUGGESTED TOPICS: 8

### Critical Success Factors

#### 1. Self-efficacy

- Personality Traits

- Leadership Skills

- Personal Disciplines

#### 2. Strategic Planning

- Flexible Strategy Development

#### 3. Marketing Strategy

- Brand Integrity & Trustworthiness

- Corporate Social Responsibility

#### 4. Market Intelligence

- Top 10 Solution Providers

- Emerging Technology Trends

#### 5. Sales Strategy & Skills

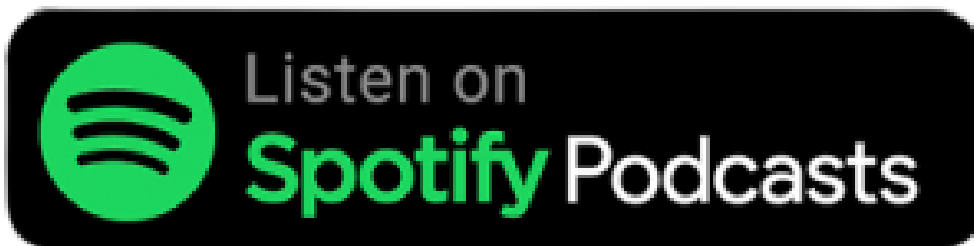
#### 6. Money Management

#### 7. Business Operating Systems

#### 8. Business Intelligence

- Data Analytics

# FEATURED ON



# Who is Daryl Urbanski?

**Daryl Urbanski**  
13 hrs · 🌐

Have I ever helped you in any way? How? Can you please share? I'm curious to know what and who's out there. The more specific you are the better.

👍 Like    💬 Comment    ➦ Share

Varena Dee, Ismail Abdallah and 5 others

**Jennifer Jonassen** You where a listening ear.when I was at a very low point and for that. I am grateful.xo  
Unlike · Reply · 1 · 7 hrs

**Tom McGuire** You helped me grow my mrna school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!!  
Like · Reply · 6 hrs

**Rukstar Lorde** You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna.  
Like · Reply · 5 hrs

**Amie Loxton** Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.  
Like · Reply · 4 hrs

**Ben Bush** We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.  
Like · Reply · 3 hrs

**Varena Dee** I just started paying attention to your postings and the one that caught my attention was if you gave someone \$1,000 how would they make it grow... First time I became interested in your posting ... have a lovely day...  
Like · Reply · 3 hrs

"Your Success Is My Success" - Daryl Urbanski

Back (1) +1 (289) 700-1345

Text Message  
Today 8:44 AM

Really appreciated your speech and table topic today.

Hello Daryl, this is Indraneel.

Love the sincerity and raw energy.

But, mostly importantly I love the undying passion you have for the betterment everyone.

I find it inspiring and is quintessential for all humans.

Text Message

Fido LTE 9:02 PM 46%

Search

**Ye-hoshua Mumba** ▸ **Daryl Urbanski**  
Just now · 🌐

Hey Daryl Urbanski, I just wanted to take a moment to appreciate you and express my gratitude for your life. Thank you for your selfless pursuit in adding value to the lives of others, including my own. Thank you for being a great example of living a happy, healthy, wealthy and joyful life by truly serving others. I continue to learn from your awesome podcasts and your life and I just wanted to take this moment to acknowledge you. So glad that you've been reunited with your family and I hope ya'll have an awesome Thanksgiving! All the best and thanks again.

👍 Like    💬 Comment

**Daryl Urbanski**

Write a comment... Post

Text Message

Fido 12:54 PM 52%

(7) **Eram Saeed** Online

ok gotta go meditate now catch u later

sooooo appreciate you my friend. this is my dream come true....building a profitable list

thank you!

	Items	Num Credits	Sales	Credits & Returns	Monthly Total - Collected
	558	39	\$87,811.00	-\$4,210.00	\$83,601.00
	673	70	\$268,462.75	-\$11,046.00	\$257,416.75
	1390	64	\$190,206.66	-\$12,916.95	\$177,289.71
	1646	67	\$230,864.49	-\$9,930.50	\$220,933.99
	871	64	\$118,693.18	-\$8,863.99	\$109,829.19
	806	38	\$116,709.21	-\$5,642.00	\$111,067.21
	1069	24	\$149,608.56	-\$6,471.00	\$143,137.56
	1572	83	\$224,886.21	-\$13,710.00	\$211,176.21
	1286	137	\$329,688.79	-\$25,535.25	\$304,153.54
	1475	129	\$421,429.41	-\$30,063.00	\$391,366.41
	1489	95	\$232,004.55	-\$18,441.50	\$213,563.05
	1307	67	\$212,497.70	-\$14,737.98	\$197,759.72
			\$582,862.51		\$2,421,294.34
					\$1,842,868.81
				<b>Increase of:</b>	\$578,425.67 23.89%

Type a message here

www.BestBusinessCoach.ca

Today

Oh, I just realized it was thanksgiving and I never said thank you for all of...

Thank you dear Daryl for being my mentor, coach, teacher, advisor, boss 😊 and a great friend. You are an angel of a person God sent my way & after my Allah, parents & teachers, I owe my professional success to you & only you! 🙏 I wish & pray you get happiness, peace, prosperity, wealth with health and a life partner as pure and loving as you are 😊 You're the best! Good Morning!

Messages Avriel Details

<https://youtu.be/wU0PYcCsL6o>

Thank you for everything.

Today 8:40 AM

You're an amazing man.

Good morning (^\_^)/

That's a really nice thing to hear.

What makes you say that?

Thank you. Delivered

iMessage

Fido 9:54 AM 69%

Search

Who Can See This?

Ben Simkin 9 mins · Brisbane, Australia · 🌐

Daryl Urbanski is that guy whose IQ is through the roof but just quietly and unassumingly is achieving massive results and making the biggest difference in his clients lives

Like Comment Share

Fido 5:38 AM 84%

Search

Daryl Urbanski Yesterday at 1:39 PM · 🌐

Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

Write a comment... Post

**Amazon Bestsellers**  
Our most popular products based on sales. Updated hourly.

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Kindle Store  
Kindle eBooks  
Business & Investing  
Marketing & Sales  
Advertising  
Consumer Behaviour  
Marketing  
Public Relations  
Sales & Selling  
Livres français

**Best Sellers in Marketing & Sales**

Top 100 Paid Top 100 Free

1.  

Ancient Secrets Of Lead Generation: Y...  
by Daryl Urbanski  
Kindle Edition  
Free

- Best Selling Author
- International Speaker
- Proven Track Record
- Clients Currently Paying \$50k-\$150k + % Royalty




## Young Entrepreneur Award



**Daryl Urbanski**  
**BestBusinessCoach.ca**

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

*Award sponsored by*

 Collins Barrow  
Chartered Accountants



4:47 PM 33%

Search

Like Comment Share

65 people reached

Boost Post

0	65	0
Organic Reach	Paid Reach	Post Click

Scott Bradley likes this.

**Scott Bradley**  
 Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.  
 Just now · Like · Reply

2:35 PM 59%

Search

**Luis Rivera**  
 22 mins · 🌐

Shoutout to **Daryl Urbanski** for being an absolute ninja and congruent in everything he does in the world. Much love brother.

Like Comment Share

**Daryl Urbanski**

**Daryl Urbanski**  
 Thank you for your kind words.. Much appreciated. (^\_^)

What makes you say this tho?  
 14 minutes ago · Like · Reply

**Luis Rivera**  
 Observation and appreciation. It's why I have you as my first appearance post on my timeline. Value in everything you share is uncanny. :)

Messages Mom Details

the same way.

I don't know what to do

Do it for them. I'm going to come back down and see the process through myself.

Today 9:12 PM

You are a great son

Text Message Send

# Case Study

## **Turning \$50,000 USD into \$212,484 USD with paid ads and automation**

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

### ***Objectives***

- Establish a profitable, fully automated paid advertising campaign to build her audience.

Determine who are the company's best customers.

- Attract new customers and turn them into the highest paying clients.

- Create a membership program for a stable income growth.

## ***What Daryl Did***

Established a “golden path” for lead generation and client acquisition process from the first to the sixth purchase.

Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.

- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

## ***Results***

- Turned one-time buyers into multi-buyers in a predictable way  
Many people who bought a one, bought a second and third item.

Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.

- Produced a larger buyer base and enabled her to expand them without outside support.

## ***Why It Was Smart To Work With Daryl***

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

<b>Evergreen Sales Report</b>							
	<b>EVG</b>	<b>MTD</b>	<b>YTD</b>		<b>ES-EVG</b>	<b>MTD</b>	<b>YTD</b>
<b>Week of May 30</b>	\$127	\$127	\$127		\$13,673	\$13,673	\$13,673
<b>Week of June 6</b>	\$1,172	\$1,172	\$1,299		\$10,846	\$10,846	\$24,519
<b>Week of June 13</b>	\$2,315	\$3,487	\$3,614		\$13,977	\$24,823	\$38,496
<b>Week of June 20</b>	\$19,541	\$23,028	\$23,155		\$4,258	\$29,081	\$42,754
<b>Week of June 27</b>	\$5,375	\$28,403	\$28,530		\$1,272	\$30,353	\$44,026
<b>Week of July 4</b>	\$3,319	\$3,319	\$31,849		\$523	\$523	\$44,549
<b>Week of July 11</b>	\$829	\$4,148	\$32,678		\$2,266	\$2,789	\$46,815
<b>Week of July 18</b>	\$904	\$5,052	\$33,582		\$1,482	\$4,271	\$48,297
<b>Week of July 25</b>	\$10,330	\$15,382	\$43,912		\$0	\$4,271	\$48,297
<b>Week of Aug 1</b>	\$3,955	\$3,955	\$47,867		\$197	\$197	\$48,494
<b>Week of Aug 8</b>	\$1,542	\$5,497	\$49,409		\$0	\$197	\$48,494
<b>Week of Aug 15</b>	\$1,792	\$7,289	\$51,201		\$0	\$197	\$48,494
<b>Week of Aug 22</b>	\$1,007	\$8,296	\$52,208		\$0	\$197	\$48,494
<b>Week of Aug 29</b>	\$1,465	\$9,761	\$53,673		\$1,172	\$1,369	\$49,666
<b>Week of Sept 5</b>	\$2,362	\$2,362	\$56,035		\$2,461	\$2,461	\$52,127
<b>Week of Sept 12</b>	\$2,669	\$5,031	\$58,704		\$649	\$3,110	\$52,776
<b>Week of Sept 19</b>	\$18,263	\$23,294	\$76,967		\$197	\$3,307	\$52,973
<b>Week of Sept 26</b>	\$6,202	\$29,496	\$83,169		\$397	\$3,704	\$53,370
<b>Week of Oct 3</b>	\$4,458	\$4,458	\$87,626		\$0	\$0	\$53,370
<b>Week of Oct 10</b>	\$2,838	\$7,296	\$90,464		\$394	\$394	\$53,764
<b>Week of Oct 17</b>	\$2,019	\$9,315	\$92,483		\$99	\$493	\$53,863
<b>Week of Oct 24</b>	\$4,337	\$13,652	\$96,820		\$0	\$493	\$53,863
<b>Week of Oct 31</b>	\$2,667	\$2,667	\$99,487		\$492	\$492	\$54,355
<b>Week of Nov 7</b>	\$1,410	\$4,077	\$100,897		\$394	\$886	\$54,749
<b>Week of Nov 14</b>	\$3,087	\$7,164	\$103,984		\$99	\$985	\$54,848
<b>Week of Nov 21</b>	\$2,862	\$10,026	\$106,846		\$0	\$985	\$54,848
<b>Week of Nov 28</b>	\$6,497	\$16,523	\$113,344		\$590	\$1,575	\$55,438
<b>Week of Dec 5</b>	\$14,287	\$14,287	\$127,631		\$194	\$194	\$55,632
<b>Week of Dec 12</b>	\$7,885	\$22,172	\$135,516		\$97	\$291	\$55,729
<b>Week of Dec 19</b>	\$7,496	\$29,668	\$143,012		\$170	\$461	\$55,898
<b>Week of Dec 26</b>	\$4,551	\$34,219	\$147,562		\$194	\$655	\$56,092
<b>Week of Jan 2</b>	\$6,036	\$6,036	\$153,598		\$0	\$0	\$56,092
<b>Week of Jan 9</b>	\$2,567	\$8,603	\$156,165		\$226	\$226	\$56,318
<b>TOTAL</b>	<b>\$156,165</b>				<b>\$56,318</b>		
		<b>Total:</b>	<b>\$212,484</b>				



**Otto Ruebsamen** Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.



Love · Reply · 15w



Daryl Urbanski replied · 2 Replies



**Darren Veerapa** Niiiiiiiice!!!  1

Love · Reply · See Translation · 15w



**Ed O'Keefe** This is a great post Daryl Urbanski!!! Amazing work



Love · Reply · 15w



Daryl Urbanski replied · 1 Reply

Amazon.ca Best Sellers: The most popular items in Marketing & Sales

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Marketing  
Public Relations  
Sales & Selling  
Livres français

**Best Sellers in Marketing & Sales**

Top 100 Paid Top 100 Free

- 

**1. Ancient Secrets Of Lead Generation: Y...**  
by Daryl Urbanski  
Kindle Edition  
Free
- 

**2. Make Money with YouTube - How I Made...**  
by Steve Scott  
Kindle Edition  
Free
- 

**3. How to Build Brand Awareness With Specialty Advertising and Promotional Items**  
by Meir Liraz  
Kindle Edition  
Free
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**4. 5 Steps to Winning with kdp Select**  
by Jeff Bennington
- 

**5. How to Generate Leads**  
by Christian Rieker
- 

**6. The 7 Deadly Sins of Advertising and How to Avoid Them**  
Small Business Marketing

More to Explore in Marketing & Sales

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Email Marketing Blueprint - ...  
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- SEO 2013. Learn SEO in 2013...**  
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CDN\$ 5.18
- SECRETS OF THE SIX-FIGURE A...**  
Kindle Edition  
CDN\$ 4.99

\$97.00
\$2,498.50
\$3,331.34
\$5,400.00
\$985.00
\$197.00
\$147.00
\$5,400.00
\$197.00
\$7,500.00
\$7,500.00
\$197.00
<b>\$113,157.68</b>



**Daryl Urbanski**

August 15, 2015 · 🌐



**Check This Out:**

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

📍 Tag Photo   📍 Add Location   ✎ Edit

👍 55

20 Comments

👍 Like   💬 Comment   ➦ Share

View 9 more comments



**John Mignano** cheers Daryl Urbanski 👍

Like · Reply · 2y



**Sam Buckley** Well done Daryl!



Write a comment...





# CASE STUDY

## Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie “The Secret,” and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

### ***Objectives***

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

## ***What we did***

Established a standard lead generation and client acquisition process using a six-hour webinar.

Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.

- Sold \$997 one-time or \$397 three-time payment plan, with around 50 percent of sales going to the partners.

- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.

- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.

- Created split tests for each step of the process when the partners were promoting.

- Made A and B versions of registration pages, reminder emails, order forms—everything.

- Took the winning versions and then set them up to play as if live but on an automated basis.

- Set up the process to run from Sunday to Saturday each week, automatically.

Ran the six-hour event on Saturdays.

- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.

- Uploaded buyer emails to Facebook Ads and made a lookalike list.

- Created three ads with a \$500 budget and ran them on Facebook

- to the lookalike audience of our 550+ buyers to register for the event “happening this week”.

Doubled the ad spending using the profit from the week before.

## **Results**

Earned \$1.6 million in front-end sales (excluding back-end products and services sold).

Made \$7 million in sales in just under three years.

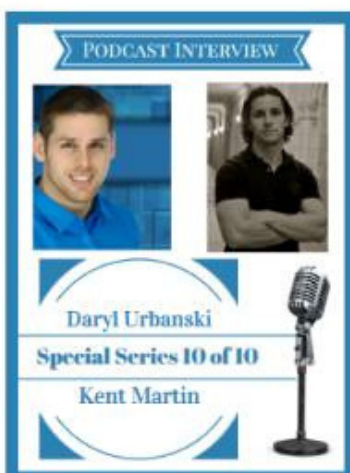
Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.

- Launched several other products under the new company brand.

## **Why it was smart to work with us**

It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

Listen to Daryl's interview with Kent Martin about how they grew the business: <https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/>.



### **Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin**

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



**Goals:**

- 1) \$6.5MM in revenue from automated online sales and conversion strategies (Stretch Goal of \$10MM)
- 2) Build a Lead Generation Machine For Sales Team - steady flow of quality leads with sufficient volume
- 3) Improved web presence / front end website(s)



## Daryl Urbanski

#1 Bestselling Business Author, Business Coach,  
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