



## With Ilya Gurman



# Why is it 'Dangerous'?



- Many people are using the niche (MMO/Bizzop) to promote fraudulent & scammy products.
- As advertising on the internet became cheaper and easier, the # of scams rise and the scammers are more difficult to catch & handle.
- Over-promising and making 'exaggerated claims' are one of the biggest no-no's on any advertising network's policy. In the form of Text, Images or Videos. ("**earn today**", **lamborghinis**, **mansions**).

# General Guidelines for advertising networks' compliance (All niches!)



- 1) Run a **safe ad** (Safe Niche) first, for a few days.
- 2) Have **contact info**, and **privacy policy** on the page.
- 3) Try to have **basic branding** and a bit of your content on the page.
- 4) **Don't over promise**, be **realistic** and refer to third party or talk in first person. **Facebook vs Google difference is important here**, explained on next slides.
- 5) **Don't mislead**, fit the ad to the presell page (be **congruent**).
- 6) Be **unique (at least a little)**, make sure to alter swipes.
- 7) Choose **bank account** or **credit card** as payment method, avoid debit cards.

Point 1) Run a **safe ad** (Safe Niche) first, for a few days at least.

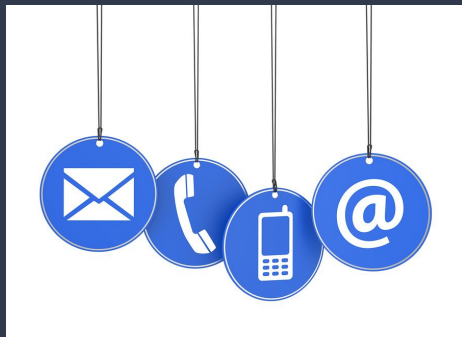


- Once Google / Facebook **approves an Ad one time**, the review mechanisms for the next ads are minimized.
- Once you pay **Google / Facebook** your first payment, the ads review process and suspicion level of your account are minimized.

Try running an ad from a **safe niche** & product (Dog training, marketing tools, health, beauty, education..) for **just a few days** so google can see you are able to follow all policies and construct a compliant ad.

- If the very first ad you ever run with a facebook / google ad account you just created, promises financial wonders to people, the advertising network **will get very suspicious**.

Point 2) Have **contact info**, and **privacy policy** on the page.



- This can be Clickbank's.
- This can be your own.
- This can be the vendor's.

**Just make sure you have this info via a few links on your page, so that you're established as a serious independent business in the advertising network's eyes.**

**SASPanel specifically - can use one of the pre-built footers, just drag and drop it.**

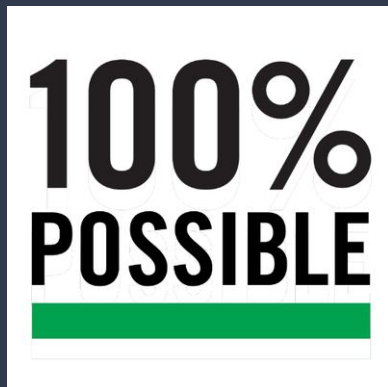
Point 3) Try to have **basic branding** and some of your own content on the page, to be unique and not seem to be part of 'mass advertising'.



- **Don't get scared of this step!** Branding is simple and achievable, and it gives you a great feeling once your own stuff is present, at least minimally, on your page.
- **Free:** Logo design: <https://www.freelogodesign.org/>,  
Banner/Poster/Etc: <https://www.canva.com/>.
- **Paid:** outsource! <https://fiverr.com/>

Make sure to add your logo, a banner representing your business/domain, or a few sentences of content to that page, to make it belong to your business.

Point 4) **Don't over promise**, be **realistic** and refer to third party or talk in first person.



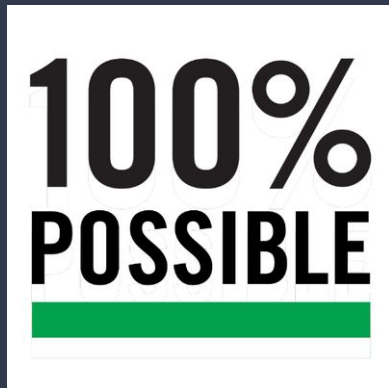
### Don'ts

- "Learn how you can earn money today!"
- "Get passive income now!"
- "100% success guaranteed!"
- "Anyone can do it"
- "Free and easy way to make money"

### Do's

- "See how John managed to generate a side income.."
- "94% success rate among students!"
- "John/Mike/Brandon managed to break free of society's chains and quit his daily job thanks to this step by step system"
- "See how you **might** earn a steady side income, thanks to this revolutionary system"
- "Jordan managed to earn a monthly side income of \$4,327 by following this system"

Point 4) **Don't over promise**, be **realistic** and refer to third party or talk in first person.



Facebook is **much more difficult** and much more serious about the ad texts. Since their audience is exposed to advertising without actually directly searching for something, unlike on Google.

#### Don'ts

- Same as with Google on above slide, +
- Avoid mentioning money, income, finance!
- Avoid “now”, “today”, “fast”, “in minutes”, “in hours”, “immediately”, “easy”.

#### Do's

- Put more emphasis on professional aspects and services, rather than the ‘get more money’ outcome.
- Make sure you disclaim promises.
- Use personal experience, remember- Facebook is social: “Back in 2019 I lost my job and I thought I’m going to be overrun by life’s burdens, but then a friend told me about this free training I can watch online, that teaches people how to build an online business from scratch. I was sceptical but...”
- “New free training exposes people to the possibilities of online business opportunities..”

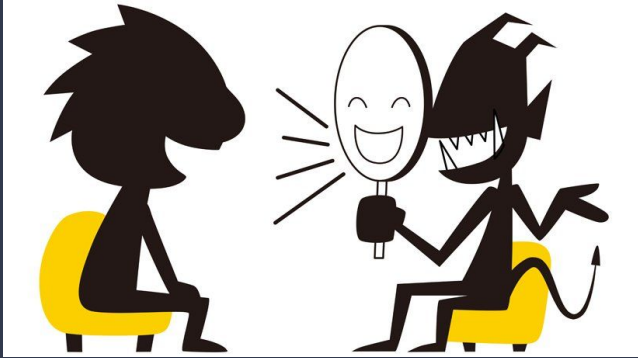


## Some more Facebook key points



- While ad copies always matter, It's enough to have an eye catchy image to get a click on Facebook, people ain't got no time for reading.
- AD CTR (Clicks / impressions) and Presell Page CTR (Hops / Ad Clicks) is always going to be **lower** on Facebook than on Google, because of the exact same reason on the first point here. People click because it's in front of them, they aren't necessarily very interested.

Point 5) **Don't mislead**, fit the ad -> to the presell page -> to the product (be **congruent**).



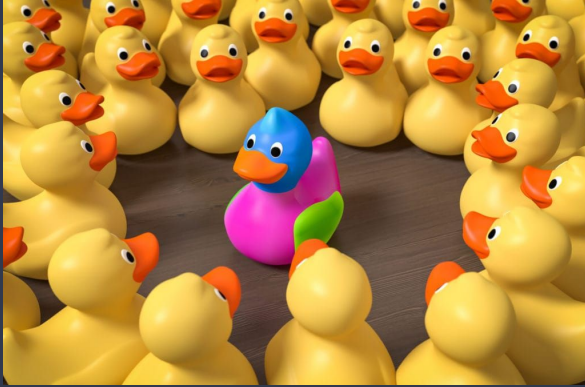
### Don'ts

- Say “learn about it now” on the ad and then expect them to pay to get any info.
- Say “watch how” or “see how” or “read how” on the ad, and then try to sell something without revealing anything.
- Tell them something the product doesn't do or mention a functionality the product doesn't possess.
- Make an illusion that they're getting something for free, and then sell it (it also wastes your ad budget).

### Do's

- Be clear about the Bizzop product's benefits/functions.
- Give them on the presell page what you promise them on the ad (read now, watch now..)

Point 6) Be **unique at least to some extent**, make sure to alter swipes.



Google & Facebook bots are after 'mass advertising', be a little unique with your Ads, make a change, even a slight one, to stand out from the crowd.

### How?

- Change text from ad swipe slightly. Shuffle words. Use synonyms.
- Use a different image you find on Google or other free image sources ([Unsplash](#) is awesome).

Point 7) Choose **bank account** or **credit card** as payment method when possible, avoid debit cards. Process one payment first, before turning to MMO/Bizzop.



- Google & Facebook like it “safe”
- Bank accounts are always the preferred payment method.
- Credit cards are to be used if a Bank Account payment method isn’t available / possible. PayPal is also not a bad option (on Facebook)
- After Google/Facebook had processed one payment, their account check-ups are minimized and potential suspension chances are lower.