

# Digital Advertising for Writers and Speakers

Michelle Rayburn

Write-to-Publish 2019



MISSION AND MEDIA

# Editable Handout

[michellerayburn.com/WTP](http://michellerayburn.com/WTP)

# Establish a Goal

Write down one outcome that you would like to achieve as a result of taking this class today.

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**Michelle Rayburn**

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If you haven't washed your hair since Tuesday and dry shampoo is the best thing ever, find a connection here. If the couch is covered in several loads of laundry and you can't find two socks that match, or if there are petrified French fries in the back seat of your SUV, I think we could be best friends. I wrote "The Repurposed and Upcycled Life" for busy women who want to know that imperfection is what makes us human!

Free sample chapter download available!



MICHELLERAYBURN.COM

**For Your Summer Reading List**

Humor, heartfelt, hope in the messy stuff of life.

[Shop Now](#)

# Facebook Video





# Adobe Spark Video



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Ad Sets

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Rules ▾

View Setup

	Delivery	Budget	Results	Reach ▾	Impressions
	● Completed	Using ad se...	59,918 Reach	59,918	70,987
	● Completed	\$90.00 Lifetime	59,358 Reach	59,358	81,275
	● Completed	Using ad se...	44,446 Reach	44,446	49,315
	● Completed	Using ad se...	41,360 Reach	41,360	44,403
	● Completed	Using ad se...	32,073 Reach	32,073	34,611
			—	<b>397,719</b> People	<b>469,762</b> Total

# A Sample Facebook Ad

[www.facebook.com](http://www.facebook.com)



# Take Action

**Challenge:** What one step will you implement in the next 30 days related to digital advertising?

State your action here:

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