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## 2. If You Want to Write Facebook Ads

### Fast-Track Roadmaps

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#### Research

2.1 Research Overview

2.2 Research Example – Weight Loss

#### Mechanism

3.1 Mechanism Overview

3.2 Mechanism Example – Olive Oil

#### Brief

4.1 Brief Overview

4.2 Brief Example – Olive Oil

#### Copy

Bonus 9.2 – Video 1: Mini Sales Letter - Turmeric

#### Fascinations

6.1 Fascinations

#### Leads

7.6 Lead Example – Snoring Device

#### Headlines

8.1 Writing Killer Headlines

#### Then the Following Bonus Videos:

##### Bonus #3

Big Ideas Explained

##### Bonus #5

Writing Facebook Ads with Mike Buontempo

##### Bonus #6:

Writing Facebook Ads with Sabah Karimi

#### Extra Credit (If You Have Time)

#### Subject Lines and Ad Creatives

9.1 – Subject Line Matrix Overview

9.2 Subject Line Matrix Example

9.3 Subject Lines and Ad Creatives – Writing Creatives

##### Bonus #7

How to Write Winning YouTube Ads with Conor Boyland