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## RMBC - Facebook Ads Copywriting

Hello and welcome to the Facebook ads portion of the RMBC method. My name is Sabah Karimi. I'm a direct response marketer and copywriter. I still work with Stefan. I have just over 10 years of digital marketing experience, I've worked as a content writer, copywriter, marketing strategists. And sort of a funnel specialist for a variety of companies over the years.

[00:00:22] I specialize in Facebook ads and funnels for cold traffic. So definitely focused on, performance and converting, you know, fresh buyers. I've worked with dozens of seven, eight, and nine-figure brands and entrepreneurs over the past five years, everyone ranging from e-commerce. companies to high ticket coaching, clients.

[00:00:40] So, you know, just a full range or a full scope of, different types of ads and funnels, really. and I have direct response agency experience, working with Rudy Moore. He's one of the top Facebook ads experts in the space. He does a lot of training coaching, and also, does, he speaks at a lot of events.

[00:00:59] So he's a, you know, he's. It's been, he's also been in the space for about 10 years and we worked together for almost two years, you know, on, on the agency side and also for life is internal offers. And I've worked with Tai Lopez's marketing team. as you probably know, you know, Tai Lopez has, a lot of info products and he also has a lot of, businesses and brands under his umbrella.

[00:01:20] Right. So I've worked with his marketing team for just about the same time, just over two years. So the information I'm sharing with you today is, you know, a combination of all of this experience, hands-on experience seeing what works and what doesn't just because I had access to a lot of data, and also create training for, you know, in-house copywriters and things like that.

[00:01:40] So you're going to get a full sort of, A full scope of Facebook ad copywriting frameworks. And, essentially what's working right now in the digital marketing space so we can get started. You know, first of all, you know, why are Facebook ads so effective? Like why do marketers even go this route when we have, you know, other platforms?

[00:02:02] So essentially, you know, Facebook ads are really great for low ticket offers. You'll find a lot of, you know, \$7, \$19, \$29, \$49 ads running, for various offers and products. Just because they're quick buys, essentially you're, you're targeting a group or an audience that is the mood or in the, you know, in the frame of mind to make quick decisions.

[00:02:26] So that plays a big role in how you present your ads and how you set up your funnels. And we'll get into that a little bit later, but I'm just going to give you, you know, sort of, an overview of why we even go this route. you know, Facebook ads, essentially our logo, they're

coming to a low cost, especially when they're optimized and you can reach a very wide audience that you might not otherwise reach with other, you know, with other methods.

[00:02:47] it's great. As a cold traffic source. A lot of marketers and entrepreneurs count on Facebook to bring in new buyers, just because you are able to capture quite a wide market, you know, solely using Facebook ads. and like I said, they can be super targeted for your avatar. The great thing about Facebook is you do have the ability to target based on different interests, different behaviors.

[00:03:08] and different characteristics of the person, as you probably know, Facebook collects a lot of data on your activity and who you are, you know, on Facebook. So, marketers are able to access some of that data to be able to run targeted ads. and Facebook also provides very fast scaling opportunities.

[00:03:26] You know, I saw this firsthand at the agency with a lot of the brands and companies that we've worked with and I've seen it work even for entrepreneurs that I've, partnered with in the past where, you know, we take a. We take a brand or a product or an offer, you know, from a, from a very small scale to a very wide scale.

[00:03:43] After, you know, after multiple tests, after multiple optimizations, it is definitely possible. So, you know, Facebook gives you lots of flexibility. The great thing about being a copywriter is you can, test very quickly, you know, and you can test a variety of different angles and hooks and things like that.

[00:04:00] And we'll get into that in just a minute, but I wanted to give you more of like a high-level, overview. And, but the thing about the, you know, there are lots of good sides about Facebook, but you have to remember too, that only some of the ads that you run will ever, first of all, get the customer's attention.

[00:04:15] You know, this is a game, this is the attention game. So you have to create ads that really do draw in people, and draw in the right people. you know, only some ads will get the customer to click. So even when you get in front of the right people, there are only some of those ads that are actually going to get people to take action.

[00:04:31] And, you know, as copywriters, it's our job to make sure that the ad is structured in a way that encourages that, that click. And then also only a portion of those people are going to actually convert into a sale. So, or. registration or whatever it is you're pitching. So, again, as copywriters, we have to make sure that the ads have enough information and are presented in such a way that they are warming up the customer, engaging them in a way that they are ready to take action and also ready to buy.

[00:04:57] So that's, you know, essentially the state of mind, you have to be in as a copywriter as you're writing this as you're writing ad copy. So, like I said, you know, as copywriters we need to create ads that not only attract people but also convert them. And that's where you can, you



know, differentiate yourself from other copywriters, you know, anybody can, I mean, really anybody can write Facebook ads, but the ones that, the ones that perform well do have a little bit of, logic and creative intelligence behind them.

[00:05:24] And I'll show you some of those things today. So one of the things you have to remember, the number one goal with all of your ads is you're selling the click. You know, I see a lot of ads out there that are almost mini versions of the sales page or mini versions of whatever is behind the ad. And that can work.

[00:05:40] It depends on your audience. But essentially your goal is to just sell the click. So whatever you're presenting in your ad, all you want to do is get the user to agree with you in whatever you're saying. And go-ahead to the destination page that really does the heavy lifting for you. So whether that's an advertorial, a sales page, an opt-in page, or a VSL, you know, whatever the destination is, you are just selling.

[00:06:04] The actual click that take action now to go check out whatever's on there on the other side. So just something to keep in mind because I do, you know, I review a lot of copy as well, and I, I see sometimes the copywriters try and stuff. A lot of them, I guess the, you know, the mechanics of the sales page and all the elements that would make the sales page convert into their, into their ad.

[00:06:25] And really what you want to do is use your ad as a vehicle to tease. Whatever is on the other side. So you don't want to give it all away, basically, you know, you're, you're just selling the click so that the person goes to the page and then that page does the actual converting. So that's just something to keep in mind as you, no matter what you're writing for.

[00:06:44] you know, the ad itself is sort of like the gateway to your, your high converting sales page, operatory, whatever it is. So, how do you sell that click, right? That, you know, that's probably a question that popped up in your mind. Well, there's a lot of ways to do that. And especially on Facebook, you can play and test with a lot of different things because different audiences will respond differently to different presentations of the ads.

[00:07:07] So, some ways to sell the click, you know, you can see. You can tell very powerful stories, using a lot of emotion. This does very well on Facebook, especially for high ticket offers or higher priced offers, essentially anything over 50 or a hundred dollars. You're going to want to do a bit more long-form copy just to engage the reader of it or warm them up a bit.

[00:07:27] hype does well, especially for e-com products and sales promotions, that kind of thing. You know, creating a sense of urgency. encourages people to check out what's on the other side, you know, go ahead and click, first-person experiences or testimonials, you know, social proof is very big on Facebook.

[00:07:44] this is why user-generated content does so well on Facebook. people like to hear that people like them have had great experiences and, you know, first resident testimonials videos,

even little blurbs of copy, do extremely well, especially when you're trying to introduce a new product to the market, or you have an oversaturated product that, you know, needs.

[00:08:03] Something, you know, it's not very unique, like turmeric supplements or, you know, just like gut health supplements. It's such a saturated market, but you have to differentiate in different ways. And one way to do that is to really showcase first-person experiences like amazing transformations, where as long as they're.

[00:08:20] True. And, you know, none of the extreme, you know, false stories, but as social proof does extremely well and then teasing an irresistible offer. So let's say you have an amazing, you know, it's a \$29 product and it comes with a money-back guarantee. You're going to use that ad to highlight the fact that, you know, they have to get this right now.

[00:08:40] creates a lot of desire. For that product and then go ahead and sell it, on the next page. So there are different ways to engage people on the ad, but these four things really, I would say are the most powerful triggers. You know, there are tons of different ways you can do this, but if you really want to focus on what actually works, you know, I would recommend you focus on these four things and we'll go into, I'll show you examples and we'll go into more detail about, how this looks, you know, as you're writing Facebook copy.

[00:09:08] So, but how do we know what works? Like how do I even know that you know, these things works, honestly, the data will tell you, you know, I've been, you know, I've had the luxury of being exposed to a lot of data and performance metrics, you know, and being able to test, you know, probably hundreds, maybe even thousands of ads at this point.

[00:09:26] So, it helps to be able to see exactly what people are responding to. And that being said, you can't really. There's no way to say that this is a hard and fast rule that like, you know, this copy especially always works. Cause it will always depend on the audience, but knowing enough, you know, avatars and audiences and groups and you know, pain points and things like that, you do see trends.

[00:09:47] And that's the great thing about Facebook as you start, you know, whether even though you might be working with a media buyer as a copywriter, right. You can still work with them closely to see, to actually see what's working. What the trends are, what types of headlines people are clicking on, what types of copy is getting ignored.

[00:10:04] All of that data is in front of you. So it gives you a lot of feedback and a lot of information to work with as you start optimizing your ad. and like I said, there, you know, even though, the data shows, you know, the data is part of it and, you know, using your intuition, your creative experience, there's definitely a few patterns, frameworks and elements of Facebook ads that consistently boost conversions, just like, you know, the copywriting legends of.

[00:10:29] You know, our industry put together, you know, the best headlines that consistently convert the best. the best types of leads that consistently convert, even Stefan has lots of swipe

files, you know, things that have consistently performed outperformed others. that's basically what I'm going to share with you today, for Facebook.

[00:10:50] So best practices. This is a, you know, I thought it'd be a good place to start with just a best practices overview before we get into the, you know, the actual details of how to write the copy. So once you learn the best practices, once you learn the frameworks, you'll find you can apply this to pretty much every type of Facebook ad that you're writing.

[00:11:08] So these are really the foundational things that you need to know, and then you can kind of get into, you know, Templates and things like that, but ideally you learn the foundations first so that you are creating your own, your own sort of, structures that are based on, you know, proven, proven practices.

[00:11:26] So, You know, first off, know your avatar. This goes for any type of copy you're writing, whether you're writing emails, sales letters, advertorials, you know, whatever, collateral you're working on. You have to know who you're talking to. So especially on Facebook, just because you are able to have, you know, media buyers, or if you were running your ads yourself, you're able to deliver your ads right in front of somebody.

[00:11:48] So, you know, very somebody very specific. So the more you know about your avatar, the better your ad copy is going to be just because you're able to talk to them or relate to them in a very personable way. And you can use your RMBC research document to really outline who's avatar is, for your Facebook ads.

[00:12:07] And it's going to be a lot less, I would say, you know, use that research doc to basically highlight, you know, basic demographics, right? Like age occupation, you know, what types of things they're interested in, what types of things they're reading, what's going through their head as far as, you know, what their pain points are.

[00:12:24] I usually list like three to five key pain points. Cause you know, every avatar is going to have dozens of different pain points and like extensions of pain points. So what you want to do when you're. Start writing the ads is think more high level, because again, you want to, you want to capture a, quite the widest audience possible.

[00:12:41] There's obviously going to be very small groups of people that have very specific needs and pain points, but you want to do a bit broader when you're running ads. So think of the top three to five that encompasses, you know, most of that, most of that group, you want to answer questions like, you know, who's the perfect buyer, like what type of person and you, you might've answered this already in your, when you were writing your sales letter, but.

[00:13:03] You again, want to call that person up in your head and think about, you know, them sitting in front of the computer, senior ad, are they going to respond to something like this? Like, does this, does this make sense to them? And you know, things like, what, what are they saying about their pain or the product?



[00:13:16] You know, what are the actual sentences they're saying, you know, Stefan's research method shows you how to kind of pull stuff from, you know, forums or Amazon reviews or, you know, different places online where people are talking about these things. You really want to pull those into your ads. As well, you know, whenever possible, because those soundbites can be extremely effective at connecting with the reader, just because it's something that they would naturally say.

[00:13:40] and think about what else they're buying to resolve the pain. You know, I've seen some ads that do really well where you're actually calling out, not even competitors, but just talking about, you know, you say something like. I'm sure you've tried, you know, XYZ products before, or I'm sure you've tried, you know, this, this and this, but this is different.

[00:13:57] So you can use that as a way to engage the reader and really relate to them because you really showing that you understand what they're going through right now. And here's another, you know, here's another way to solve their problem. So the next one, you know, research competitors, in addition to researching avatar, you want to go ahead and look, start looking, digging around and seeing what your competitors are running as ads.

[00:14:20] You know, you'll find as you start going through Facebook ads, library, you know, You'll find that the ads that have been running for more than a few months, they're probably, you can see the, you can see the date that they, that they were published or first active. And if they've been active for a while, you can pretty much bet that those have been tested optimized, and they're doing well because that's why they're still running.

[00:14:42] you know, go ahead and do that. Go ahead and light take screenshots of what these competitors are running because that can give you a pretty good idea. You know, the different angles. It can give you some inspiration on how to model your ads and just kind of get a feel for how they're, how they're presenting the same offer or a similar offer.

[00:15:00] you can collect examples of ads in your newsfeed. You know, as you're doing research, you're probably going to be retargeted, or targeted with, ads from different competitors that you're looking at. So it's always a good idea just to, you know, screen, grab those and put them in your file.

[00:15:14] you can study high engagement posts and ads, you know, as you're surfing or you notice that. Things on Facebook. you know, I always eat now these days, I mostly use Facebook as a research tool. I barely use it for personal reasons. so, you know, I'm always kind of scanning and surfing and looking for trends of, you know, what are people engaging with mostly.

[00:15:33] And why, why? Like what's, what's the structure of this app that makes sense. So compelling and what's the structure of this post. So if you start thinking like that, you know, you're thinking more like a marketer rather than just a, copy and paste copywriter. So, you know, that's what I always encourage, like everybody that I, I teach or coach, you know, that, try

and think at the higher level so that you're creating your own structures and thinking more, more from a.

[00:15:56] Marketer and creative standpoint versus just copy and pasting templates because templates can take you only so far and I'll get into that more later. But, that's sort of my, theory or method, I guess. And study your top-performing articles for headline and angle ideas. You know, there are tools out there for content marketers, basically like Buzz Sumo, an HRS and, Feedly that basically list out what's trending, you know, what types of headlines are working and, what people are engaging with and clicking on, you know, look at like, Most comments most, most page views because those headlines and angles are really, those are basically proof that, you know, some angle really worked well and you can modify that to work in a, in a Facebook ad, too.

[00:16:46] Another place to look@for inspiration is things like yahoo.com, MSN, AOL, or their homepages. Yes. AOL is still around, you know, they've all become basically content, content sites. And you'll see, especially for Yahoo, Yahoo, It does a lot of advertorials embedded between like actual content on their content channels.

[00:17:07] So you'll see that some of them look like news articles, but they're actually advertorials. But if you study those headlines, you're going to get a really good feel for, you know, those are essentially direct response. Cause they're trying to get attention in the clip. Right there. They're selling the clicks only, you know, you barely get a preview of what the article is about.

[00:17:24] So just studying those, you'll get a good feel of, you know, the types of headlines that were how to basically present different messages, in a compelling way, to get people to click over. It's a, it's a really good source of inspiration. And then, remember the two-second rule. So, you know, YouTube has its own.

[00:17:43] I think it's three seconds, three to five seconds. The first three to five seconds of the YouTube ad have to be, extremely. Compelling and a big pattern interrupt, or are you going to lose the user? The same thing applies to Facebook. You know, you have less than two seconds when somebody is scrolling through the newsfeed.

[00:17:59] I mean, think about what you do when you're scrolling. just casually, you know, you need, you, you process everything at a very high level. You're not. Paying a lot of attention. So you, there's only really two seconds to engage, you know, to stop the scroll. So remember that when you're writing Facebook ad copy or working on images if you're working with a graphic designer, whatever you're doing needs to be extremely, Almost provocative and compelling enough that it's going to get somebody to stop scrolling.

[00:18:29] this is why, you know, I do this in pretty much. All of my ad copy is to use the first line of copy to your advantage. So that means start off very strong. You know, you can pretty much



start off with a headline and I'll show you some examples, but. If you're writing your first line, like a headline, you have a pretty good chance of getting somebody to stop in their tracks.

[00:18:49] And, you know, you'll see this on some ads, but some ads just don't have it. And I'm pretty sure they're not performing as well because there's so much competition out there. You're definitely competing against a lot of other posts and activity going on in that Facebook newsfeed. So you, you, whatever you're saying has to stand out.

[00:19:05] So those first five to seven words have to be super, super compelling. And you want to make your graphics and videos congruent with the hook. This is something that, You know, some people do, but if you're testing dynamic ads, which means, you know, depending on how familiar you are with Facebook, basically when you're setting up a dynamic ad campaign, you can take all of your headlines, all of your body copy all of your graphics and basically Facebook would jumble them up.

[00:19:31] And they'll, you know, they'll, they'll jumble them up to see which combination of headline Facebook ad copy and, or body copy and image or video, or it's the best. So sometimes. It, depending on how you're writing these, sometimes, you know, the video of the graphics might not be correct, as a strong connection with the copy.

[00:19:51] So when you're writing these ads sets, make sure that they're sort of congruence it just in case you are, you know, in case the media buyer does do that, where they're running a dynamic ad or they decide to mix them up. Then there won't be this big in congruency because readers and users obviously need, need some good flow. and you want to write conversationally, you know, Facebook is a very casual, marketplace, so, you know, Facebook also likes. If Facebook prefers it, when ads don't actually look like ads, like they're more like blog posts or just Facebook posts, you know, not sponsored, but, even when you are running ads, try and do it in a way that's, you know, casual, friendly.

[00:20:30] even when you're talking about scientific things, you can still tone it down a bit. So that it's as if you're talking to a friend and I found that that. That style really does well across all platforms. And if you're writing for a, for a personal brand, like somebody who's like a celebrity or I'm a coach or a personal brand, you know, from a first-person standpoint, that's even more important that you sound like that person.

[00:20:52] So you want to, you want to make it sound less like a pitch and more like a conversation. the goal is that you want to entertain your readers as much as possible, you know, humor does really well on Facebook. you want to educate as much as possible informing, you know, sharing tips, sharing advice, giving value, before you try and sell something, is, is sort of like standard practice in the space.

[00:21:14] So definitely take advantage of that. so entertain and educate to really engage your readers. Be relatable, you know, use the RMBC research method to basically capture sound bites. Like I mentioned before, you want to capture very specific statements that people are

saying about the product or their pain or whatever it is so that they really resonate with the ads as soon as they read it.

[00:21:36] You know, and break up your sentences. So that there's one to two sentences per line. Max, it considers that most of your users now are going to be on a mobile device. So you need to make the copy very, very easy to read, or they're just going to scroll to the next ad or post, you know, and writing short, punchy statements versus narratives is definitely a good idea.

[00:21:59] people today, especially have very short attention spans. They're not going to be as focused. And also remember when they're on a mobile device, it's highly unlikely that you have their a hundred percent attention. So, you know, we assume a lot when we're writing for desktop, that somebody is sitting down at a desk or standing up at a desk and focused on their screen.

[00:22:16] But if they're on a mobile device, it's very likely that they're, you know, in a car, maybe they're on an Uber. Right. Or they're in an elevator or they're walking around a grocery store and just kind of, you know, scanning their newsfeed. So if you want to get their attention, you have to do it in a way that is very bold and also talks to them in a way that they don't have to think a lot.

[00:22:35] You don't want to present too much information or overwhelm them with something that they just think, Oh, I don't have time for this right now. And they forget. like I said, you know, think mobile-first, you know, more than 80% of your users are going to be seeing your ads on a mobile device. That's just, you know, that's sort of a given these days and that's why we design a lot of our funnels and right.

[00:22:55] A lot of our ads for mobile-first, just because the majority of our buyers are, are, are going to do it on a mobile device. that being said, there are definitely offers where it's more desktop friendly, you know, long-form. Sales copy for, you know, super high ticket offers or more involved offers definitely are more written for desktop computers, but, even then your ads can still be.

[00:23:19] conversational, engaging, educational so that they get over to that, to that sales page. you know, people have shorter attention spans. As I mentioned, they're probably on the move, so we don't have their full attention. Just remember that, you know, think about when somebody sends you a text. And it's easier, right.

[00:23:36] To consume a text, whereas just a few lines and you got your message across and the person is like, Oh yeah, I'm driving right now. I'll get back to you. Or, yeah, I'll do that when I get home, whatever it is. if you gave them a long essay and gave him lots of context and things like that in your text, it's unlikely that they're going to actually.

[00:23:52] Comprehend it, first of all, and second, respond to it. So think in terms of, you know, like where, think of where your users are when they're reading your ad, because it's very likely



that they are not actually sitting in front of a computer or sitting like even sitting on a couch, just scrolling through their newsfeed, you know, assume that they're not in a position to consume it a hundred percent.

[00:24:15] so you have to write very clearly and concisely to accommodate for that. You want to format your copy for easy reading, this relates to the mobile, mobile-friendly copy, but, you know, there's a lot of things you can do. You can use bullets to break up your sections, you know, within the ads you can avoid long paragraphs, you know, try.

[00:24:33] And even when you're writing long-form copy, you can break it up sent, you know, by sentences, use emojis to draw attention to key areas I found, you know, which is yours. Do extremely well, both in the body copy and in the headline. it depends obviously if it's not on brand, then don't use it. But for, you know, I would say 80% of your clients or customers or whoever is buying your ads copy.

[00:24:55] alright. Are able to use emojis, you know, in a, in a clever way or even professionally, like you can use checkmarks for just the bullets or you can use actual emojis, like the different shapes and characters. Drops your CTA links within the body. there's you know, there's been, I guess debates about how this affects conversions and ad delivery because there was some debate about whether adding the CTA, the actual URL in your body copy hurts, delivery of, you know, Facebook decides not to deliver as many versus just putting it in the, you know, just having the CTA as the headline, test both.

[00:25:32] You know, and see what works, but ideally, especially if you have a long-form, copy, you want to break up your copy so that this is at least like two or three CTA, depending on how long it is, within the body, just in case they decide that, okay, I want this now. And they want to click over. keep your sentences short and tight and try and be as direct and clear as possible.

[00:25:52] You know, remember again, Facebook users, especially, you know, users readers in general today. don't want to do a lot of thinking, but Facebook users and, specifically you don't want to do a lot of thinking. So you want to, you want to be as clear and direct as possible. don't ignore your headline.

[00:26:09] And when I say headline, I don't talk about the first line. I'm talking about the CTA, the part that is like right next to the learn more or shop now or whatever it is, that CTA well, if Facebook calls that the headline, that headline should function like a CTA. So I, you know, I found that the most, the highest converting ads usually have like a CTA message versus some sort of description of benefit.

[00:26:33] In the, in the headline, I mean, obviously tests, you know, everything, but you, you might notice the same, including the price in that CTA can increase conversions, especially if it's a low price product. So if it's a \$19, \$29, \$49 product, and you say, you know, something like only \$49, you know, Whatever it is, it can just, it draws attention, the dollar sign and the numbers draw attention.

[00:26:57] So, and it helps people kind of make, kind of make a pre-buying decision, right? Like if this is something they'd even consider versus just reading everything, I'm using brackets and parentheses, you know, to, to write some of the copy. I'll show you some examples in a moment, but that's another way to get attention, in that CTA space.

[00:27:16] You can use emojis in your headline. And ideally, you want to keep your headline under about 50 characters, just because it will get cut off on mobile. Obviously, you know, you can set up mobile versus desktop ads, if you want to. I don't know, you know, depending on how your media buyers do this, you have the option to do two versions, basically.

[00:27:33] but if you want it to be kind of a global. You know, globally friendly, you can do it under 50 characters and you're, you're pretty much safe. They're always front-load your headlines or your CTA, because if it does get cut off, then at least you got the main, the main thing, in front of the person. So here are some examples, you know, you could use like get access now only \$49 to free book and parentheses, you know, claim a copy.

[00:27:55] Now the fastest way, you know, easy way, fastest way always gets attention, secret hacks or secret methods. Are another good, another good CTA, get instant access, you know, using the word instant and free is a good idea. and I found, you know, we will run out, you know, creating that major sense of urgency, getting people interested in learning, like why, why what's so good about this product, to go ahead and shop now.

[00:28:22] Or, you know, learn more about, so writing, winning hooks, you know, how to get and keep someone's attention on Facebook. So a lot of the writing hooks practice is going to come from the RMBC method and any sales copy that you're ever writing. You know, you still have to come up with a unique hook and with Facebook, the great thing is, is you can play with a lot of different variations.

[00:28:42] So what's the hook on a Facebook ad and it was a unique way of presenting an idea or a twist on something to grab someone's attention. You know, used in the newsroom or journalism a lot, you know? So that's why, again, study headlines for ideas, because it can open you up to a lot of different perspectives and angles on how to say the same thing, but, you know, with a whole new twist on it.

[00:29:03] and this usually translates to short-form copies of the first line of your Facebook ads. So the hook really ends up sitting right at the very top. I mean, just like it does on sales pages, but you're going to notice with Facebook ads, you can kind of go hook straight to offer. Pretty fast. You don't have to do a long lengthy, sort of, you know, transition into it.

[00:29:23] So some examples of hooks for an ad, you know, the three biggest mistakes. You know, coaches make, what everyone gets wrong about, you know, dieting. if you're running ads in 2020, you need to see this, right? Like you're going to do some sort of short essay about what's wrong, what people do wrong about running ads.



[00:29:41] what personal trainers will never tell you? You know, you can replace personal trainers with doctors, you what your doctor will never tell you what your media bio inevitably, you know, whatever your audiences, those tend to do well. And then, some sort of like, this is bordering on hype, but you can definitely buffer it in your copy of it.

[00:30:00] Is this the biggest health scam of 2020? You know, that's going to get, it's almost written like news, a news post, so, you can get creative with that. So think like a journalist, you know, share some breaking news. it's very similar to writing a sales letter. And, the great thing about doing that is you can tap into the pain points right away, right?

[00:30:19] Like you're gonna really talk about somebody's major pain points right up front. The caveat to all of that is you have to be very careful about compliance. You know, Facebook is very sensitive about how. They ads or, what types of ads you're writing and what type of copy is on there. So they don't want, overly sensational or misleading statements.

[00:30:38] So whenever you're writing semi sensational copy, like the, you know, is this the biggest health scam? 2020? We have to buffer it with an answer right away that makes it less sensational. So I know that kind of dilutes the whole point of directors. Once, and it sounds like kinda, kinda like, you know, what's the point, but honestly, that's the best way to kind of get around compliance.

[00:30:56] Like you have to, you have to play nice. you know, with the Facebook compliance, rules, another thing you have to close your loops in the ads. This is another way to get around compliance issues, because if you open up too many loops and you're leaving it too, open-ended as in. You know, you're saying something that sparks curiosity, but you're not actually answering what this is.

[00:31:16] A Facebook will look at that as misleading and that you're basically baiting people. They consider that kind of clickbait. So ideally if you're going to do that in your copy and you're going to be creative like that, just close the loop in the ad and say, you know, the answer is X, Y, Z product, you know, click here to learn more.

[00:31:31] That's really how you would close the loop and then you'd let your landing page do the rest of the word. be more direct to try not to be too vague, because Facebook will look at it again as a, you're trying to cover up something and you know, it borders on that whole misleading and, creating clickbait.

[00:31:47] one thing to remember too, first-person accounts are easier to get around compliance. So when you are in a space where you're writing about potentially non-compliant things like weight loss offers, fitness offers, make money online, biz o, you know, health. So health offers definitely like when you're taking supplements that potentially can reduce symptoms of diseases and things like that.

[00:32:09] You have to be very careful about how you word your copy. And there's a whole compliance training and there are ongoing training available, I think, for compliance, but. Just remember to avoid, you know, big trigger words, like the word, weight loss, you know, Facebook will flag that, make money, make money online.

[00:32:27] even things like get more clients or, sometimes even things like scale your business can get flagged just because you're implying, some sort of financial return and Facebook doesn't like that. So just be, just be cautious about those things. But like I said, one way to get around this is by doing first-person accounts and I'll show you some really good ones.

[00:32:47] Examples of people that have done this, even affiliates who are running like ClickBank offers do this. and they are pretty good at doing it and getting around this whole compliance issue. So there are ways around it, but just be very careful as especially if you work in one of those industries that where the bands are easier.

[00:33:06] So the different types of hooks really, and there will be examples, but, just to give like a high level, different types of hooks, you know, you can start off with a quote, like a quote of a person, of a customer or a quote that is just like a general quote about something related to the product.

[00:33:22] contrarian statements do very well. Like just leading with something that sounds. You know, sort of like the opposite of what most people think, questions can do. Well, testimonials obviously, you know, and even parodies of quotes, like if you know common quotes, then you can take, put a twist on it and start your ad off like that.

[00:33:41] So writing when winning headlines, you know, you understand the hook, the hook is probably the headline. but it's also sort of like the concept, right? The hook is the real kind of concept behind what your ad is going to be talking about. So when it comes down to writing the headline, you find a lot of sales that are headline formulas that you've learned, you know, whether it's through RMBC or just in copywriting in general, generally do work well on Facebook, but.

[00:34:05] A lot of the very classic dr. Stuff actually doesn't so, you know, things like the, I don't know, like the very old adverts, you know, the very old advertisements don't necessarily translate well on Facebook, but you can put a modern twist on them to make, to make them work. So, basically. Your headline is going to be like the first line of your body.

[00:34:27] Copy. That's really how I sort of describe it. It's going to interrupt the pattern. So you, it's going to be a pattern interrupt. It's going to be the first thing people see as they're scrolling because they remember when somebody's scrolling on a Facebook ad there they see from top to bottom. So if they're scrolling, they're not going to see the CTA or even the image until they've seen that first line of copy.

[00:34:46] So that really is sort of like your leverage point that you need to take full advantage of. So examples of, you know, some of these are very classic headlines that you've probably seen on sales pages and sales letters, that can work well on Facebook as well, you know? The example is like, whatever you're doing is dead.

[00:35:03] You know, marketing is dead. Online. Marketing is dead. You know, Facebook advertising is dead. That's a very compelling, you know, it's a very interesting curiosity, a headline that you can use on Facebook, who else wants, you know, whatever benefits. Here's a quick way to solve whatever problem, five surprising things, you know, biggest mistakes, what most people get wrong.

[00:35:24] researchers say are doctors say, you know, this is a good one that you can use with statistics or some like, you know, amazing fact that you found. and then lessons I learned about, you know, whatever that those tend to do very well, especially when you're writing for, you know, personal brands or, you know, where it's coming from a first-person, like a celebrity or an entrepreneur, you know, first-person account.

[00:35:47] So you can use the RMBC method to create dozens of these headline variations for your ads. And essentially what you're going to do is you're going to come at it with at least three, three to five different variations, because anytime you're writing an ad, you want to test as much as possible, but also do it in a way that it's clear that there's only one variable that you're testing.

[00:36:05] And so changing up the headline and maybe some of the body copy. To maybe the headline and the lead of your Facebook ad is a good way to kind of test and see what people are responding to. you know, there are different ways you can do that. You can use pain points to identify with the reader. You can call out your avatar, you know, say thousands of, you know, new moms are using this.

[00:36:26] New product or something like that. you can get people curious, you know, using a curiosity hook, you can use soundbites for your first line. Like, you know, I wish my need didn't hurt anymore. And you put it in quotes because that's something that, you know, the avatar might say, or why am I always so tired?

[00:36:40] That's something else, you know, that might be running through the avatar's head. So that helps them relate to it. You can start off with testimonials. You know, as I mentioned before, that gives you a lot of social proof and gives people a reason to, to find out like how that person got the results. you can also start off with a very powerful story or scene, you know, set the scene, just like you do for sales letters.

[00:37:01] When you're writing a story leads, you know, something like that was the last glass of wine I would ever drink. And then you go on to tell like a first-person story and that line, you know, we'll get people to think of why, you know, the same, the same sort of brain, the same thought process going on.



[00:37:17] When we do that in the sales letter, you can translate that over to Facebook ads. So that all being said, there are some things you definitely want to avoid because they can hurt your conversions. So, One of the, one of the things I see a lot on Facebook and, you know, I don't know if it's just because they're starting out on Facebook or they are just running copy for the first time, but a long-form copy that is in space properly is very hard to read and consume.

[00:37:42] So definitely pay attention to how you're formatting your ad. one sentence per line is very easy to read and it just makes it easier. I think actually I think Stefan or Justin did a, an email where they, I think it was Stefan. He did an email comparing how he. Chunked his thoughts into like paragraphs where you, that you would normally read, like in a book compared to just doing one line at a time and, you know, with an enter or return space after each one, and you could easily tell it was so much easier to consume the one that was spaced properly.

[00:38:10] So the same thing applies to Facebook ads and especially in mobile ads. Because it's very hard to read. a lot of chunks of text. if there's incongruity between the ad copy of the landing page, you're going to notice conversions drop. that's something, if you're, if you're the person, if you're the copywriter working on the landing page, try and create as much congruity between the ad copy and the landing page as you can, you know, whether that's the headlines, if they're compliant, you know, whether that's pieces of the intro that are in your ad copy, that really helps create that, that smooth transition over.

[00:38:43] if your headlines in the CTA are too long, it's going to get cut off on mobile. I think, actually, Facebook recommends 30 characters or less for mobile devices, but you can pretty much get away with 50 characters depending on the placement. So, I would just keep that 50 character rule, including spaces and whenever you can, And if you're not including a CTA at the end of your body copy, you're definitely missing out on an opportunity there.

[00:39:04] Say something, even if you're not dropping the URL, you can say something like, you know, just click below to learn more. That just, it's just a prompt that people are used to seeing. So why not use that? and if there's obviously there's no rhythm or flow, you know, if you're, if it's just like a long narrative or it sounds like an angry rant, you know, I mean, you're gonna get.

[00:39:22] Some readership on that, but really gonna turn off a lot of people. So make your ads engaging, you know, put some of that sales copy, you know, the creativity behind these, and you'll notice that conversions increased dramatically and the sales just flow. You know, it's just, it's very simple as the sales, the same mechanics that work on a sales page definitely work on, on Facebook ads as well.

[00:39:45] some other things to keep in mind, your poor image choice. If you're working with graphic designers, try and make them congruent, make the graphics congruent with your ad copy whenever possible, because it enhances the ad. if you're writing to generally, you're not really going to hit. Like the audience, the way that you need to.

[00:40:02] So make sure your ads are written for the avatar. if you're not calling out the core benefits in your ad, find a way to do that because people it's almost like, there's like a Facebook, Facebook ad culture, right? Like people are just used to seeing these things. So you need to, you need to basically be, you need to be putting, by putting ads in front of them that they're used to kind of seeing, but also.

[00:40:24] Are still, still have a pattern. Interrupt still has something unique about them that they click over. if you don't have a sense of urgency in your ad, you're probably not going to get the click. Remember Facebook users have a very short attention span, so they won't take action unless there's enough desire to do it.

[00:40:39] Right. Like, I'm sure if you use Facebook enough, you know, that, you make that sort of split-second decision in your head that is this worth clicking over for or not. And if it's a no, it's just, it's done. Like you never, you're probably never going to click on that ad. So, Try and create some sort of urgency, try and create some sort of, you know, prompts that help somebody make a very fast decision.

[00:41:01] Remember, you don't want them to think too much. You don't want them to overthink this decision to click over. and like I said before, rambling around ants without clear CTA is that's definitely no no-go. So now let's take a look at basically dissected, you know, some ads and, Mapped out some frameworks that you can follow, whether you're a beginner or you're just, you want to, you know, enhance your Facebook ad writing skills.

[00:41:27] This will kind of help you give you, give your ads some structure. And these are definitely based on proven, you know, proven ad frameworks that basically convert very well consistently. So, you know, study these and also. when you see these broken down, you'll notice you start seeing patterns when you start looking at ads yourself.

[00:41:44] So that's a, that's something that I would encourage all copywriters to do is to just dissect ads, just the same way that we do for sales letters, you know, because if you want to get good at it, you got to see the mechanics behind it. the same thing happens with Facebook ads. So. What exactly is a framework.

[00:42:00] You know what, when I say framework, what am I talking about? So, first of all, it's not, you know, it's not a template and I'll go into that into the next slide, but it's a way to essentially structure your ads. Okay. It, it, this type of thing encourages easy reading. It helps create a smooth flow, you know, as you transition to different ideas in your ad, it engages the reader in a, in a comfortable, you know, steady, paced way so that they feel like they're fully focused on this.

[00:42:25] And it introduces an offer CTA without being too pushy because ultimately you want to maximize your conversion rates on these ads. so you have to make it sort of like a very smooth experience and exciting, for the user. So what's the difference between a framework and a template? I think I mentioned templates before and how I don't like templates.

[00:42:44] basically a framework think of a framework as a blueprint and templates is a fill-in-the-blank. So instead of playing Madlibs, you know, just copying people's ads and like filling in the blank, you learn the framework behind it and that means you're. Really looking at the mechanics behind, you know, the CTA is the type of messaging that goes into the ad and the type of hooks that are being used.

[00:43:05] So, I, you know, I definitely encouraged don't copy and paste ads as much as, you know, as much as it sounds so easy that, Oh, just copy and paste the winning ads. And there you go, you know, try and model them instead, you know, study their flow and structure, try and see what, what pieces in there are, what.

[00:43:21] What's making it work because that will really help you sort of write ad copy. Naturally, it will start to come to you as a marketer versus just a copywriter. Who's just copying other people's ads. and when you learn the frameworks, you can use them to sell virtually anything that goes for high ticket offers.

[00:43:37] It goes for e-commerce. It goes for supplements. It goes for info products. It goes for practically anything. you know, even as joining a book, an appointment, you know, lead gen. If you're trying to do lead gen, once you learn the frameworks of how to basically organize your copy, organize your messaging in a way that compels people to take action.

[00:43:53] You're pretty much set. So the more you study this, the more you start to see these patterns in ads that you look at, outside of, you know, anything else that you're writing yourself? So time to look at these frameworks. So here's an example, this is what I call the hero's journey ad. And this is where I'm sure you've seen a lot of these, especially for, you know, high ticket offers.

[00:44:14] Info-products where the person who created the product or is offering a service is telling a story. And it basically is like a before and after story. So it's a very emotional story. You know, I used to be. Broke homeless. You know, I didn't have any resources. And then I found this and now I'm making six figures a year.

[00:44:33] Like that's a hero story. And the hero's journey really. I mean, we use this in sales letters too, but the idea being that you are trying to relate to people who are looking for that, that beacon of hope for wherever they are. So they may not be in a very extreme situation as, as the avatar. But they like to hear that somebody like them, you know, had such a bad, had this really bad luck.

[00:44:58] And then they turned things around. Do people love those stories? And this is sort of like an, this is like a classic, you know, direct response, concept. So you can definitely use that in Facebook ads. these do extremely well on Facebook. You know, they highlight the pain points. You can get creative in the way you do that.



[00:45:13] They're very engaging. They usually long-form, and they can introduce an offer pretty naturally because by the time you get to the end, you know the fairytale ending of what happened, and then you can introduce the product. So, it's a great way to warm up a reader as well before they get to a sales page and kind of preview the product, within the, you know, within the ad.

[00:45:35] So, this is what the framework, this is what I would call, the framework that goes behind it. So think of this as like, this is the skeleton that those types of ads are built on. And, you know, obviously, you can move some of the stuff around, but this is the general flow of it. So it starts off with some sort of highlighting the pain point.

[00:45:51] Like, are you tired of doing X, Y, Z? Are you tired of, you know, still struggling with the scale? Are you tired of, you know, losing money on Facebook ads? I actually used that one for, a very. it was a great ad that converted well consistently for months. So, you know, you would call out a pain point. and then you relate to the reader.

[00:46:09] You have some empathy, you know, I know what that's like. I used to do this and you kind of tell a personal story about what happened to you, and then you introduce yourself. My name is so-and-so and I. Whatever. And I used to be just like you, you know, I was doing this and this is, you can get really clever with this and say like, I used to waste so much time, you know, on yo-yo dieting or, you know, taking all these supplements.

[00:46:31] I probably spent thousands of dollars taking these supplements. And I went after I went to personal trainer after personal trainer, you know, you tell that story and then things got really bad. Now you want to turn up the drama, you're going to get a very dramatic, emotional situation. And then you get the relief.

[00:46:46] Right? Then I discovered this new thing. They found a new method, a new way, and I can believe the results. Now, this is their transformation point. So I knew how usually how this goes is I can believe the results everybody, you know, is telling me this is amazing. So I knew I had to get this out to more people.

[00:47:02] Now I'm sharing it with more people. So now they're the hero, right? and then, then the next thing is, why should you have to struggle when you could have what I just did? Right? The desired result can help you do XYZ. You just like a bullet out the benefits. And for a limited time, you can try it right here.

[00:47:18] So that's really the, again, this is like the skeleton, right? This is the flow. So when you learn this flow you can get really creative with it and play with it in different ways. You can use this for Facebook ad copy. You can also use it in videos. If you're writing video scripts, this is a very strong, script flow, basically.

[00:47:37] So another one is just a direct pitch and I'm sure you've seen a lot of these, especially for e-com products, supplements, you know, hard goods, where you basically are just

giving a product snapshot, right? Like here's such and such, here are the top five benefits of it. you know, Thousands of people have been raving about it.

[00:47:54] save 20%. Now, if you click below, you know, whatever it is. So I sort of highlighted what I liked about this ad. You know, they've got the clear benefit in the, in the graphic as well. They have good use of bullets. They put the offer code right in the body copy. So you're encouraging people to just go check out right now.

[00:48:10] that can be very compelling because you're giving the code up, you know, they don't have to go look for it. And then, The benefits, they put the benefits in their CTA, so you can see the deep sleep and metabolism. you know, it's not super compelling, but it's definitely eye-catching because they use a little emoji in front of it.

[00:48:26] and overall, you know, just a solid ad. It, it, basically, if you read this ad,, you would know exactly what it is, what they're selling, and how to get it in 30 seconds or less. So that's really good, you know, I felt like this is a good example of a direct pitch, especially for e-comm products. This is the basic structure.

[00:48:44] Again, the skeleton behind it, you introduced the product really fast. Everything you need to, you know, whatever pain points they have, list the bullets of what's included or what the benefits are. People have been raving about it, you know, adding some social proof and then save X percent now like whatever the code or discount is.

[00:49:01] So again, encouraging people to just take action right away. Then there's the curiosity trigger type of ad. And you know, these are, these are, you know, very good for econ products, new products to the market. anything that has. So a unique mechanism or a unique selling point that you want to call out. you know, these, these are great.

[00:49:23] You know, why they, why do these work? They get attention. They get people thinking. they encourage people to seek the answer to the question that you pose and you can do it for both long-form and short-form ads. So in this example, you can see, they started off with, did you know about 30% of Americans suffer?

[00:49:39] The constellation of obesity, high blood sugar, and high blood pressure known as metabolic syndrome. So, I'm actually surprised this one got through Facebook compliance because Facebook can be very sensitive about calling out, diseases and issues like high blood pressure, high blood sugar, and things like that.

[00:49:57] But you know, this one has been running for, for a while. So it must've gotten through, you know, obviously, compliance rules change constantly. So this one got through. I think they did a good job of doing this question hook, you know, the, did you know fact, you know, most people don't know that about 30% of Americans suffer from this.

[00:50:13] and then they explained that in this randomized clinical trial, these tablets that they've made, these hydrogen tablets, have helped, you know, improve metabolic syndrome. And it's backed by years of clinical research. You know, this is where they're bringing out the proof, and just click below to how, how it can help you.

[00:50:31] And, they had a good, I, I felt like this was a good curiosity, headline, you know, Y Y you should be drinking hydrogen water. Not that that's something that crosses a lot of people's minds, but if they, if this target market has been shopping for hydrogen water or healthier water, or, you know, been in that market, that might be something that crossed their mind.

[00:50:49] So that would be good, a good headline to test. So breaking that one down, essentially, you start with the, did you know, you know, the question studies show that you know, whatever, that's your proof. You add more, as much proof as you want. what they didn't do in their ad was at a testimonial. I would have added some sort of success story or testimonial of somebody saying this is the best tasting water I've ever had, or my, you know, my metabolism improved dramatically, whatever the end result was, you know, as a quote in the, in the ad and then just click below to learn more.

[00:51:21] So that's sort of, this is like the framework for that curiosity trigger. Then as the avatar call-out so this, these are very popular as well. And you do have to be careful with Facebook, because again, Facebook doesn't want you to use a lot of identifiers, basically revealing the fact that you're targeting a specific type of person based on a characteristic they have.

[00:51:42] So you wouldn't say something like, are you trying to lose 10 pounds or are you still struggling to, You know, are you still trying to lose the baby weight or something like that? Basically, you're calling out somebody and it's sort of like a negative call-out right. But in this one, they've done avatar.

[00:51:59] Call-out in a very clever way. let me go back to that. Basically. I live in Florida, so this was targeted to me because this is something that you actually, apparently what I learned, I didn't even know about this, but apparently. There are algae in the water. And if you don't, if you're drinking water or you're around bodies of water that have a lot of algae in them, it can affect your, you know, your cells.

[00:52:22] And so they've created this supplement that helps kind of, protect yourselves against these algae in the air and the water. And so, basically, the call out that they did was if you live near bodies of water, like beaches, lakes, and ponds, which obviously when you're in Florida, you're pretty much around everything.

[00:52:38] then you could be suffering from harmful neurodegenerative effects of toxic algae blooms. So you, so they've, they've called out the avatar in a way that, you know if you live in. This, these areas, which is a pretty broad call out, but you know, it's Florida. So you're going to capture a lot of people.



[00:52:57] It's very likely that you could be suffering these effects and it's very compelling. You know, it's a very compelling position, right? because who wants Nero, who wants to know that they're getting like brain damage, just because of where they live. And so to help protect you, you know, you can use this as a substitute, in your, in your daily tea or coffee or whatever, and it is supposed to have these benefits and then.

[00:53:22] I thought this was a very clever CTA, you know, it's like sugar, but better for your brain because essentially it's like sugar, it's like a teaspoon of sugar granules or whatever that you put in your coffee or tea. So, and this is actually a free plus shipping offer. So I do think they could've done a better job of saying that you can try it free.

[00:53:38] They didn't really push that, higher up. Which I think they could have, but the graphic does a good job of explaining it. So, you know, the avatar call-out, you have to be careful with compliance, but there are ways to basically help the reader identify with whatever you're selling right away. And you can do that in the very first line.

[00:53:55] So here's what that looks like as a framework. you know, if you have whatever characteristic feature, whatever, or you're experiencing this, the good news is you don't have to anymore, right? Like that you're private, you're providing, you're building up the pain, calling them out, basically identifying with their pain and then providing the solution or relief.

[00:54:14] And then you introduce what the product is. you list the benefits of that product, and then here's how to try it now. So that's essentially the framework for this type of concept. And then this is what I call a good neighbor post. So think along the lines of, you know, going back to that conversational style, These are usually written as if like a good friend or a neighbor is just sort of having a conversation with you.

[00:54:38] So you can see this one is about, a probiotic and the first line is let's talk about your poop. And, you know, I think that was very clever and I think that's used in like email, some affiliate emails, swipe to, You know, it's a good pattern interrupt, right? Like when you see that you think, okay, this is interesting.

[00:54:55] It's kind of like casual, low key. Let's see what this is about. So I think they did a good job with that. well, it's interesting. And I've never actually seen this before is they put a citation in their Facebook ad just to provide proof that this is backed by some clinical study or scientific evidence.

[00:55:10] So, I don't know. How they did that with italics and stuff for, there must be some formatting thing that you can do. but, they put the citation right in there. So I thought that was clever because it does give it a bit of, scientific appeal, you know like this isn't just another scam.

[00:55:26] Probiotic gut health supplement. they've got, they've done some homework on it, basically. I thought they had a strong visual here with the most PR most probiotics don't survive

to digestion. And that looks like, I don't know if that stomach acid or some sort of cross-section of a stomach or whatever that is, but, it's eye-catching right.

[00:55:43] If that was in your newsfeed, you would probably pay attention and they had a good, strong headline, the evolution of probiotics, just because again, probiotics is another very saturated. Space. Right. You know, there are so many gut health supplements out there. Probiotics is sort of becoming like very standard supplements.

[00:55:58] So they have to differentiate themselves. And this company, in particular, is doing, what's called a symbiotic, which is, you know, it has different, it's like enhanced benefits of probiotics. It's got some other stuff in there. So. Overall, I call this a good neighbor post because you know, they started off very casually and it's, it's almost like, you know, a good neighbor is just sharing what they found.

[00:56:19] That's sort of like the angle that they go in with. So that breakdown is let's talk about whatever the pain points that they have, some, you know, strange thing that's happening, whatever it is. You're calling them out again by saying that like, let's talk about X, Y, Z, and you know, what. Like that's where you're empathizing with them.

[00:56:35] Just like a good friend would, do you know, you say, you could say, I know what that's like, because I did this or, you know what it's like, you know, you wake up every day with, with back pain or, you know, you're not Kurtz or you get migraines in front of the screen, you know, depending on what you're selling, you can, you start empathizing with them and then you show, you share that.

[00:56:53] Now there's a way out. And then you introduce, you know, the product and then explain how to get it. So these are essentially the framework. So you've got this good neighbor breakdown. You've got this avatar call out. You got this curiosity trigger. There's the direct pitch breakdown. And then, there's obviously the hero's journey and the hero's journey.

[00:57:12] One that you can try. You can go to town with different stories that you tell with this hero's journey, ascended, the bottom line, the foundational stuff really is that you're going from a before state to an after state. And you're explaining, you're basically illustrating how somebody went from a before to an after, which is.

[00:57:29] Classic marketing, right? Like as marketers that's our job is to show somebody that you're here right now. You want to get to here. this is the solution to get you there. And so the hero's journey really is the one that really does a good job of doing that in a, in a, in a compelling way. But all the other ones are, you know, you can play with these different, styles.

[00:57:48] As you can, you can put a before and after in a direct pitch style or you can, create curiosity. you know, like did you know fact type of thing, and then also tell a personal story. So there are different ways to play with it, but you'll notice that if you have some of these elements in your ads, they're just going to be a lot more compelling.

[00:58:06] They're going to be a lot more engaging and they're just going to get more clicks and hopefully more sales. So now let's take a look at, some examples of really good ads. You know, some of these I've personally written and some of them are just ads that I found and kind of researched and saw that they'd been getting a lot of traction or they've been running for a long time.

[00:58:26] So they're good examples of, you know, what works. So. Here's one of them. This is by the guys at traffic's traffic and funnels. This is one of their newer products. I believe in a cashflow specialist. Their avatar is basically a stay at home moms, you know, who are looking for a side income. And they're really targeting moms directly in this, in this, in this one and the way that they started off as no mom should ever feel like she doesn't do enough, you know, that raising children is an easy task.

[00:58:55] Like this is very good. avatar call-out without calling them out directly. Right. They're just telling a story like no mom should ever feel like this. It's like a third-person narrative. So, that's a very clever way to kind of get around compliance issues, you know, about calling out somebody.

[00:59:12] but any mom who reads this would, would relate. So they did a good job with that. And then the avatar plus curiosity, you know, mom's turning to this for a fresh start. Like their whole thing is they're selling some program that shows these moms how to make money, to take care of their family, you know?

[00:59:26] So, it's a very compelling, very well-targeted, solid copy. This one is a couple of ads I wrote for Rudy. he, you know, he was selling a seven-day ads masterclass. Just, this is more for like, you know, creating good ads that convert and also, setting up your campaigns properly. So our, the masterclasses, like training, it's a seven-day challenge almost.

[00:59:49] And so there are two different things that I did here. One of the versions I wrote was. The sound bites. And this one did really well where I basically said, you know, my ads still won't convert my, why am I at cost so high? Why can't I just get my ads to work? Like that's normal? You know, those are the things that a lot of, a lot of agency owners say, a lot of people running ads say, maybe even copywriters who know that their data, you know, that there are copies and converting might say so, it was helping, you know, attract those people that that's a major pain point.

[01:00:17] And then. This one just goes into, you know, if you're struggling with this, here's a solution. and then the irresistible offer too, was part of this, you know, we were doing, you know, buy this program. If it doesn't work for you, you get your money back. We just, had a solid guarantee. So it's an irresistible offer.

[01:00:33] and then. This was a variation. You know, another one is time to win with online ads and you can see that was a bit, that was a good pattern interrupt. It's like it's written like a



headline at the top of the body copy. And that's, I usually write most of my ads like that, where it's got a, you know, it looks like a headline at the top, and then you've got your body copy.

[01:00:50] And then you've also got your CTA headline at the bottom here. So with this one, I also used emojis. It helps catch attention and. On different placements. It looks really good because there are some placements of this ad where you only see that first line in the second line. So as soon as somebody sees that with this graphic, it's a, it's a pretty easy click.

[01:01:09] So just some things to keep in mind. This one is by Todd Brown. He turns out he's got a lot of info-products and more high ticket offers, but he brings people in through, you know, obviously the lower ticket stuff, on the front end. So this one, I think he did a really good job of calling out his avatar, you know, marketing, marketing, your coaching consulting professional services, or your online business can be hellu confusing, right?

[01:01:32] This is where he's talking. He's relating to the avatar right away and basically qualifying them to continue reading, because if you don't fall into an. If you're not a coaching consultant offering professional services or don't have an online business, you'll stop reading. So, you know, and the offer, isn't good for you.

[01:01:48] He doesn't want you to click on it. So, you know, I thought he did a really good job with this one. He created, some curiosity here with his end, your frustration, with our custom to you breakthroughs. basically, he's offering some sort of custom service for these professionals. So, this is like a breakthrough.

[01:02:04] You know, package a session. this is Peng Joon. He also, does a lot of Facebook ads, and helps marketers and entrepreneurs. You know, it's a, it's a biz op it's another info product. and he starts off with another statistic hook, right? In fact 80%. 87% of all, marketers and entrepreneurs are using video content and more than half of them are seeing more engagement, leads and profits in their brands.

[01:02:29] So he's stating a massive benefit, right. Of doing video marketing and he's selling here, a video challenge, like a video marketing challenge where you just kind of follow along and learn how to create great videos. And so I think he did a good job of explaining. The struggles that most people have with video and how this 21-day video challenge will help people learn.

[01:02:48] You know, what's working out there. he put a really benefit-driven headline here, want to get all your marketing videos done? Cause you know, he explains how most people start doing videos and then they don't know where to go and they don't have a good, like good momentum. So if you just want to get them all done, you can do this in 21 days.

[01:03:06] Then here's another info. This is by the guys at traffic and funnels. they are selling the free book. Oh, they're just it. This is the free, free plus shipping offer for their intelligent

advertiser book. So I think they did a good job of calling out the pain points. You know, no money for paid ads. Learn how to scale with \$0 in the bank.

[01:03:24] Like that's a pretty compelling statement. It's a good way to call out the fact that most people struggle with, you know, wasting money on ads. and then, you know, they do a good job of breaking down. Like what if you could do you know, what, if you could finally get your ads to work? What if you knew what actually works?

[01:03:40] Et cetera. and then, you know, we explained it all in our free book and the big promises. If you want to learn how we use both of these strategies to scale to 3000 plus clients in four years, our free book is a must-read. So I felt they did a good job with that. And that video was very good too. so this is a health offer and, you may have seen, you know, the renew offers a ClickBank offer.

[01:04:05] It's basically what they did was this is an affiliate that's selling the product. And, they basically said, you know what they did to get around compliance on this one, because it's a lot of talk about fat burning and how they lost weight and all that, how they suddenly have energy, technically not compliant for Facebook, but the way that they got around it was, Basically turning it into a first-person testimonial or account.

[01:04:29] So it looks like somebody who's just talking and says, I couldn't understand why my metabolism, my metabolism slowed down so much. And I didn't know why I was feeling like this, this, this until I discovered, you know, this thing called to renew and renew as the product, but it's like this drink. But it's supposed to help you, boost your metabolism.

[01:04:47] So I think that this was clever. I think the graphic is definitely eye catching. And just try just one sit before bed. I mean, this is like classic direct response. but they've managed to translate it into a Facebook ad. I don't know how much longer this will be running. You know, Facebook will eventually pull it down, but, it's a good, it's definitely a strong attempt at, direct response.

[01:05:08] here's another one. This is by paleo hacks. they, I thought they did a really good job with the pattern interrupt. You know, this is definitely, for people who are worried about thyroid disorders or thyroid problems, it's a common problem. You know, their avatar is, I'm sure very responsive for this.

[01:05:23] They have a ton of ads running on this same offer. you know, how sluggish thyroid nearly turned this woman involved is how they started off, but then it goes into a first-person story right away. So they're basically playing on the same Dion concept of, you know, strong headline or curiosity hook, and then go straight into a first person account.

[01:05:43] So she tells this whole story about how she was losing her hair. And she w she, she learned that it was related to her thyroid, and then she found a solution. but in here, so now she

can talk about something very negative and technically not Facebook compliant, you know, Facebook would technically flag something like this.

[01:06:01] but they, they are getting around it by just telling a story. So this is another situation where, you know, playing with a story can help you get around a lot of compliance issues on Facebook while also giving the benefit of getting more people engaged in converting. Here's another one. This is for a supplement in the health space.

[01:06:20] So they did a good job of, basically making this compliant by, you know, just staying away from big, big, big promises, using a testimonial in the body and, You know, just kind of relating to the avatar because they started off with, you know, living in the fast lane and need that, get up and go, you know, most people do, they need an energy supplement, right.

[01:06:42] But instead of talking about energy, they talk about sleep like how improving your sleep can help your performance. And, you know, here's how we, this is how this product helps you sleep better. Sleep deeper recover faster. So I think they did a very good job of doing this. and you know, it's very clean, easy to read.

[01:07:00] The bullets are nice and well-formatted here's another health supplement. This is alpha brain, you know, the on it makes all these new topics. and they also do the same thing where they're speaking directly to the avatar, you know, ever had one of those days where you focus is just Mia.

[01:07:16] You know, that's a really good, that's a really good way to just kind of get somebody in their heads to answer. Yes. You know, they highlight all their benefits in just like a very casual way. And then they put, I thought this was a clever where they did this, scientific solution for getting in the zone, you know, and now you're kind of giving it a bit more credibility that it's not just any old supplement.

[01:07:36] This is actually like scientifically backed. So it definitely studies this one. If you're writing, you know, health supplement copy, this is another affiliate offer. this is, you know, again, classic dr. Discover the cyber seven, the second-morning trigger that boosts your metabolism, is a seven second secret, you know, I'm sure it's either a supplement or a, a drink.

[01:07:58] Again, they get around compliance by basically talking as if it's a first person account. You know, like it says, if anyone told me that by age 50, I'll be offering guidance to other women about trimming their waistline and getting back to their youthful figure. I would have laughed out loud. and. Do you see how they're not saying I would be able to lose weight or, you know, have a, have a flat stomach or anything like that.

[01:08:20] Cause that would probably trigger the compliance issues. this way they kind of got around it by trimming your waistline and getting back to your useful figure. That's a bit safer. So it's another good example of basically a weight loss offer. that's heavy on the direct response marketing copy side without being non-compliant.

[01:08:38] this one is about menopause. And so this, this one is basically menopause symptoms versus menopause relief, just to stay compliant. And remember you never want to imply relief or cure or treatment for any type of, health. Situation. So they've done a good job of getting, you know, skirting around that.

[01:08:56] And if, you know, if you look closely, they actually put the little, the cross hash, you know, to highlight the fact that these are claims that they're making so helps reduce hot flashes, muscle aches with no prescription and a hormone-free supplement. So there, they're bordering on, you know, being non-compliant and.

[01:09:14] They almost cited their claims because they're not actually putting citations in this ad, but they are highlighting the fact that those are claims. So I don't know if this will actually bypass Facebook and even FTC compliance. You know, I don't know what they've done on their page to, to get over that, but, you can definitely use like asterisks and things like that to kind of explain that a claim has been made.

[01:09:37] this is another one. This is her echo foods. They have this new golden superfood plus it's basically a turmeric powder that you can turn into an evening drink and it's supposed to help, curb cravings and help with emotional eating the sales page for this is awesome. Definitely study that if you're just looking for sales page inspiration, but they do a good job of explaining, like turning off stress eating, can help, you know, banish cravings and heal, heal the body.

[01:10:02] Help you lose weight, feel rejuvenated, et cetera. So they call it the pain point. You know, stress eating is a big deal for a lot of women. This is, you know, designed for women. and then curiosity and promise in the headline, you know, a bedtime tonic that shuts off emotional eating that's solid copyright there and saves up to 50%.

[01:10:19] So it's a compelling, trigger right there just to click over and see what's going on. And if you do click over, you can just type that URL into your, into your browser. You'll see that that fit that. That sales page is, is very, very, it's solid, it's a solid page. This is by the paleo secret. there's a doctor behind this brand, but basically what they've done and this isn't even traditional, you know, ad copy.

[01:10:43] All they did was they created this, basically like a tabloid-style headline says top doctor reveals five foods eat away at bones and what to consume instead to improve bone density and prevent fractures. It's bordering on noncompliance, just because they're implying that this prevents fractures and improves bone density, you know, I don't know where they are on the compliance side, as far as those claims, but it's, it's compelling.

[01:11:06] And the fact that it's written in a way that's very much like a tabloid-style. So, definitely, something to experiment with. and then their headline. It's very curiosity-driven too. Right? Bone dissolving food. Seniors must avoid this almost looks like a native ad, especially with the images that they use.



[01:11:21] This isn't the only image that they're testing with the same copy. They also have of an image of a spoon with strawberries on it. And there's like different. They've chosen like very different, simple images like this. So almost like a native ads do. So this is just something to play with. another way to kind of experiment and see what, what gets, what gets the conversions.

[01:11:42] Beauty and skincare. this is the biggest mistake intro. You know, I talked about this as one of the hooks and this consistently does well, this company is using it. You know the biggest mistake people over 30 make when choosing a skincare routine. And I don't know why they did this as they basically wrote the entire thing with, you know, first letter capitalized.

[01:12:01] I wouldn't recommend doing that. I would only recommend doing that for your headline or first line, and then actually write the rest as if it's actual. body copy. but they did it. And you know, it's, I think this ad is doing well because the video, this is a really good video explaining how this thing works, where it basically takes all the junk in your pores and you can pull it off your skin.

[01:12:20] And the big promise instantly removed skin impurities, you know, very direct, very simple, but they do a good job with the demo video. And then also the intro copy. I thought it was good. This is another beauty skincare one. again with beauty and skincare, you still have to be Facebook compliant. Like you can't imply that you know, erases wrinkles or it gets rid of, damage from sun damage from the sun and things like that.

[01:12:45] You can't make those big claims. So the trophy skin, Yeah, they basically have a Microderm. It's a microdermabrasion home system. Usually, know women pay a lot of money to go to the spa to get this treatment done. Now you can do it at home with this device. So, I thought they did a good job of speaking directly to the avatar.

[01:13:04] You know, when you have a skincare routine that works for you, it affects your whole life. You know, for women skincare, beauty, it's directly affected to, you know, the confidence and how they feel and things like that. So these guys definitely know that. So they they're calling that out. and they're emphasizing that this is like a luxury spa facial, but you can get all the clinical benefits of it.

[01:13:23] you know, a good, a good use of bullets here, and then they reveal the discount code. Again, get 30% off with this discount code creates a sense of urgency that, Oh gosh, I need to go check out now. another beauty skincare one, this is a, this is a good, apparently there's this neck one out there that can help, you know, release the wrinkles in your neck.

[01:13:46] and it's super popular. It's by this doctor, Spencer barns. Oh, I don't think he even thinks he's a doctor. He's just worked with a lot of celebrities. And he's got a lot of celebrity proofs. Like a lot of celebrities are on video showing them how this neck wand works. Basically it massages the neck and they've got a serum and it helps tighten the skin.

[01:14:02] So they're showing this before and after. So, you know, Facebook is a bit tricky with before and afters. Technically you're not supposed to do it. this one, I think because they didn't put the words before and after on here, they might've gotten away with it, but they're basically showing a, a transformation here and the testimonial is.

[01:14:19] As powerful, you know, it looks like I've already turned back the clock on my neck and face. That's a very strong, good use of the testimonial and the body and the image. And then they're implying that they're basically saying that one is back in stock, which implies that it re it was out of stock. At some point, you know, you see this a lot in supplement offers e-com products and things like that, where, they have to basically, they've mentioned something about limited supply, so that creates a sense of urgency.

[01:14:49] This is a fitness weight loss offer by v-shred. Vshred runs a lot of Facebook ads and tests a lot too. this one I think, is performing very well because it has a contrarian angle. You know, it says, what else? You know, what's the fastest way to not get in shape. I'm doing exactly what everyone else is doing, you know, and they go on to say, And they actually don't, it's not a lot of copy here.

[01:15:07] Just a lot of emojis. It gets, it gets attention. but the, the video itself, you know, the, I gained 30 pounds during the pandemic is very compelling. So they did a good job with that. And then curiosity angle here on this headline, 95% of women fail to achieve this. Yeah. It just creates a definitely strong to, to earn a click.

[01:15:28] This is for a gym or a coach, you know, somebody that's offering fitness coaching. So I thought they did a really good job of calling out the avatar. You know, basically saying that we're taking on women who want to kick butt, take names who have no excuses, attitudes and want life-transforming results.

[01:15:43] You know, this is like a call for new members. You know, they explain like what their process looks like. They explain all the benefits that somebody gets when they join this program. You know, I thought they did a good job with that. And then their CTA was very good. So you can start today if you're total body make-over.

[01:15:59] So, you know, very strong overall. I think. The emojis were a little overused, but you know, given this, this is the market and you know, this female avatar that it might be, you know, it might be working for them, but definitely study this one just for overall flow and how they, how they speak to their avatar.

[01:16:18] This is another fitness product. it's actually not an actual fitness product. The masterclass is online Valley. the sky is, this doctor is teaching. I don't think he's a doctor. He's just a specialist. that explains that, Basically your body shape is what dictates, you know, like your, your results, no matter how much you're working out.

[01:16:41] So, I thought they do a good job of doing like this quote, a soundbite at the top, as long as you exercise, eat, whatever you want. Is that really true? You know, most people will think, Oh, it's not true. And then continue reading and they use like a contrarian curiosity angle here. So CBD, you might be working with clients that are running CBD offers and in the past, Facebook has been very sensitive about CBD and hemp oil and all those things.

[01:17:07] but now there are a lot more relaxed, a lot more relaxed, no pun intended. and I've been noticing they're, you know, more accepting of CBD offers upfront without, as long as you're just not saying CBD. So this company is current hemp, so they have hemp right in there. Business name, you know, and their business page.

[01:17:26] And they did a really clever job of presenting the actual product. This is a video, and basically, it shows somebody who is like very awkward. And then they got their confidence that when they start to relax and it'll happen because of this hemp product. So I think they might've gotten past compliance just because they are upfront of the fact that it is a hemp product.

[01:17:46] And, there's not a lot of copy here. You know, you talked about. Your lizard collection again didn't you it's okay. We get it. The conversation is hard. Try quality, you know, current hemp products to help you take a break from feeling awkward. So they're really going after the people who might have like social anxiety.

[01:18:00] And they're saying that, you know, the hemp helps you feel more relaxed and, get through these awkward moments in life. And that's what the video. Basically it says. And so this, I classified as like a good neighbor, conversational style. There, they're really targeting a very specific person, right? Like somebody who is introverted.

[01:18:16] I have social anxiety has had experiences where they feel really awkward and don't like to go out and dates and whatnot. So, this is the solution. this is another CBD brand, but for them it's pretty obvious to anybody that this is a CBD product. Cause it says something like broad-spectrum on the label.

[01:18:34] And then it says like twenty-five hundred milligrams. I mean, if you know anything about CBD, those are really the things that are on every label. But what the company did was is they just removed. The mention of CBD altogether on the label. So, I think they did a really good job of letting this graphic be the focal point of the ad versus the copy you can see there's only one line of copy and it basically introduces it as a very, sort of like a unique, like secret product, like an Alexa to unlock your flow state, the Holy grail of creativity and performance.

[01:19:04] So it sounds like, you know, it's almost like a Bulletproof coffee type. Product. It doesn't explain what it is. As it says, you'll think it's probably magic. We know it's science. And so it's definitely created a lot of curiosity here. but it's an elixir. And so I think Facebook just looks at this.

[01:19:18] Oh, it's just some sort of supplement, right? It's nothing, nothing. it's all, it's all kosher. But when you click over, you'll notice when you hit their website, that it is a CBD product. They sell CBD oil, hemp oil, and then, this elixir is, it does have CBD in it. e-commerce so now we're talking like hard goods, like physical goods that ship out to customers.

[01:19:43] this is a company that I worked with, a couple of years ago it was watch gang. They are a men's subscription box company. they do millions in sales every year and they started out as a startup and it, it just. They have like massive growth in the first year because they found this niche of men that just liked to collect watches.

[01:20:00] And so they partner with watch brands, you know, all over the world and bring like up and coming brands into the, American ecosystem. You know, they get watches from Italy and, other watch manufacturers and basically that these guys get a mystery box. Have a watch every month and they pay like a subscription fee.

[01:20:17] So, this ad, I actually wrote myself and, this has been consistently running for like over two years. So we basically said we will sell out a platinum tier this month. we still have black and original team memberships available. They basically have three memberships. So. Platinum is the highest, I think it's like two 99 a month.

[01:20:34] And there are definitely a lot of buyers of this one. So emphasizing the sense of urgency, you know, that we were running out of platinum memberships, encouraged a lot of buyers and then explaining how this thing works, because it's still kind of a new concept to people. You know, most guys don't think that I'm going to need to watch every month, but once you get into this, you see how it's almost like an addiction for a lot of these people.

[01:20:55] And that's actually why. I chose this headline, your new addiction starts today because when you click over to the link, this actually goes to an advertorial that shows a guy that did a 12-month subscription and it shows like what watches he got and, you know, what he really liked about them. And what's interesting about this company too, is they give, they.

[01:21:13] They give away a Rolex every Friday. So any members are entered to win the Rolex so that it gets a lot of engagement. They have a Facebook community group, you know, they have Facebook community, lots of interaction, and a really loyal following of people who are very invested in their watches. So, you know, the great, great audience to work with.

[01:21:31] And this kind of, this kind of, ad, has consistently done well for them. this is another e-commerce brand. This is for guys, you know, who want to shave, Yeah down there. So they're a very clever brand. They have a really good copy. definitely take a look at their site and look at their ad copy and see how they present this.

[01:21:53] But you know, a lot of humor, a lot of it's very similar to dollar shave club in style. a lot of humor it's very on brand and they just basically list all the benefits and this is like a free shipping offer for the holidays. So, you know, it's a solid ad just for an e-comm product. And



then this one is boom, boom, Cindy Joseph, you know, as a Firestone has, has done a lot of work with this brand, and this is one of their most successful, most of the, one of the most successful launches a few years ago.

[01:22:22] but it's continuing and you know, it's a strong offer. They've got this early black Friday sale going on and they've always done very well with user-generated content. This is one of Ezra's. Sort of like philosophies, you know, on, brand marketing for e-comm brands. So heavy on the social proof, you know, 10,000, a hundred thousand five star reviews, a hundred thousand, you know, boom customers like that.

[01:22:44] You know, they, they definitely have a very loyal following. And so they highlight that in almost every ad. So you'll see that all of their ads have testimonials, user-generated content videos with testimonials in them. Very, very powerful for econ. So, you know, this is a good one to kind of model. If you're doing any sort of beauty skincare products.

[01:23:02] Definitely. But even if you're doing like supplements or anything where you've got a lot of sales and a lot of really good reviews, use it to your advantage. yeah, I think that's it. So that really covers, you know, Facebook ad copywriting, you got lots of examples, lots of, ads to model off of definitely study the frameworks and take a look at, you know, the, the different ways to really.

[01:23:28] Start off your ads and close your ads. That's going to be your most, leverage points that you have when you're trying to sell somebody on Facebook. So once you have those dialed in and you really understand the different frameworks, you, you pretty much set to write for any type of offer. You don't have to start.

[01:23:43] Copying and pasting templates of filling in the blanks because that's really like the lowest common denominator of copywriting. So try and start thinking like a marketer, try and think the high level and use all of your RMBC research to really craft ads that appeal to your avatar. You know, call out the benefits in a clever way and get people to click, you know, just remember you're always selling the click and you can do that very creatively and in a way that gets, you know, the right type of people to click over.

[01:24:11] So hope that was helpful and good luck. Good luck with your ads.