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3. If You Want to Write YouTube Ads

Fast-Track Roadmaps

Research

2.1 Research Overview

2.2 Research Example – Weight Loss

Mechanism

3.1 Mechanism Overview

3.2 Mechanism Example – Olive Oil

Brief

4.1 Brief Overview

4.2 Brief Example – Olive Oil

Copy

Bonus 9.2 – Video 1: Mini Sales Letter - Turmeric

Fascinations

6.1 Fascinations

Leads

7.6 Lead Example – Snoring Device

Headlines

8.1 Writing Killer Headlines

Then the Following Bonus Videos:

Bonus #3

Big Ideas Explained

Bonus #7

How to Write Winning YouTube Ads with Conor Boyland

Extra Credit (If You Have Time)

Subject Lines and Ad Creatives

9.1 – Subject Line Matrix Overview

9.2 Subject Line Matrix Example

9.3 Subject Lines and Ad Creatives – Writing Creatives

Bonus #5

Writing Facebook Ads with Mike Buontempo

Bonus #6:

Writing Facebook Ads with Sabah Karimi