



FACEBOOK ADS WRITING TIP SHEET

Writing a successful Facebook ad, or ad of any kind, is about taking your prospect on a journey/ A journey from their BEFORE state (which is their current reality) to their AFTER state (which is where they'll be after you help them solve their problem).

Here's something important to remember: people don't buy your product or service; they buy a transformation to a better version of themselves. Your Facebook ads should show them how that can happen by giving them a glimpse of that future state.

For the tips in the guide to be helpful, you should have already done the work of [defining your ideal customer profile and how you uniquely solve their problem](#). If you haven't done that yet, put this down and spend a little time working that out.





HEADLINES

Headlines are the most important part of your ad. This, in combination with your image, are going to decide if they keep reading. Spend a lot of time getting you headlines right, and test different headlines to see their impact on conversions.

Headlines should do five things:

1. Grab the attention of the reader and build an emotional connection - to do this, you need to understand how they frame their problem and the language they use to talk about it
2. Speak to an individual – the more zoomed in you are, the better
3. Sell ONE thing – don't try to offer too much
4. Sell ONE benefit they will get – it's not about you, it's about how they will be transformed
5. Demonstrate authority – you need to convince them that you are someone who has something offer them

STRUCTURE AND POSITIONING

There are a number of ways that you can position the copy in your ad to speak to a prospect and show them how you can help solve their problem. Here are 11 options that you can use. Just add your copy to the templates where you see parenthesis and test which ones work best.

These templates work best if you have completed the Transformation Worksheet I posted on my [blog](#).

PAIN/BENEFIT

Ever wish ...

Tired of ...

Are you struggling with ...

(Do this/Get this) AND (Get/Learn/Understand XZY benefit)

HAVE

Having (Before) is (Before feeling) ... That's why we made (content)

(Do this/Get this) AND (Get/Learn/Understand XZY benefit)

FEEL

Are you feeling (Before feeling) because of (pain point)? That's why we made (content).

(Do this/Get this) AND (Get/Learn/Understand XZY benefit)

AVERAGE DAY

Tired of (before day-in-the-life)?

(Do this/Get this) AND (Get/Learn/Understand XZY benefit)

Want to be (desirable attributes)?

Become a (what your solution provides) AND (Get/Learn/Understand XZY benefit)

RELEVANCE/TOPICAL

It's (insert, i.e. valentine's day)! Therefore you should (do this)! Because of (event), you should consider (content).

(Do this/Get this) AND (Get/Learn/Understand XZY benefit)

TELL A STORY

I was walking down the street ...

Conversation between two people ...

Let me tell you more about Anne ...

Can you relate? If so, (Do this/Get this) AND (Get/Learn/Understand XZY benefit).

ANALOGY

It's like (known thing) for (your market)!

You'll also (Get/Learn/Understand XZY benefit) AND (Get/Learn/Understand XZY benefit) ... Learn more.

COMPARISON

(Content) is like (known thing) except for (benefit)!

You'll also (after feel) AND (Get/Learn/Understand XZY benefit), (Call-to-Action).

NOVELTY

Did you know that you could (insert product/service use)?

It works like this ...

1

2

3

You'll also (Get/Learn/Understand XZY benefit) AND (Get/Learn/Understand XZY benefit), (Call-to-Action).

LOGIC

(Fact that proves importance or poses fear), or?

Learn to (take advantage of importance or overcome fear).

You'll also (Get/Learn/Understand XZY benefit) AND (Get/Learn/Understand XZY benefit), (Call-to-Action)

IMAGINE GETTING CONSISTENT
RESULTS FROM YOUR FACEBOOK
ADVERTISING



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