

My Winning Facebook Ads Template - The 9 Step Process - Breakdown

1. Opening Statement

With the opening statement you want to, as quickly as possible, grab the audience's attention & tell them what the product is.

Here I always use 1 sentence, followed by a relating emoji. Try not to overthink this – the best approach here is to keep it simple and to the point.

2. Outline 3 Benefits

Using tick emoji's, outline your 3 strongest selling points that will sell your product to the audience.

Think to yourself, if I was interested in this product, what would sell it to me? In the example, if I was looking for a dog collar I'd want to know, Will it fit my dog? Are there other colors? Answer these questions and alleviate any doubt in the customer's mind.

3. Lay the deal on the table

In 1 sentence, clearly outline your deal, I **always** do this in two parts, the % discount we are offering followed by something shipping related.

You can also use another related emoji here, such as a shipping box/ plane etc.

4. Call to action #1 (CTA)

Inform the customer how they can get theirs, simple as that. Some phrases I use are:

Shop
now

Get yours Create yours Order here

Keep it simple, with an arrow emoji pointing to your link.

5. Creative

Possibly the most important part of any ad is the creative. I've personally found more success using a single, high quality image showcasing the product in use. Videos are also great and will work well. Creative is one of the main areas I test vigorously, I often find its images/ videos, that to me don't look like winning creative, perform the best! If you ever have any doubts about an ad image/video, the answer will **always** be –
TEST IT!

Per ad-set I tend to begin with 5-7 different ad creative, then follow by cutting out the bad performers.

6. Display Link

Not much to explain here, display the link to your website here!

7. Headline

The headline is a very strong feature in an ad as Facebook make this part big & bold.

I always keep this to 3-5 words and simply say what the product is – often followed by a relating emoji. Using word like: Perfect, best, great, super are excellent choices.

“The Perfect”

“Our best ever ...”

“The Greatest ...”

8. News feed link description

I always use the link description as a place to input social proof. I use the star emoji followed by the rating. I use two variations of this based on the product:

***** (RATED 5/5 STARS) ***** (OVER 1,000

REVIEWS) Both work great.

9. Call to action #2 (CTA)

For the call to action button, I always use “Shop Now” as it relates best to the products I am selling. If you are selling a service it may be better to use “Learn More” or “Get offer” but once again – test this!

I always emphasize this. Always **TEST TEST TEST**.

Try new things. I will continue to update this as I personally TEST TEST TEST.
(don't worry you get free updates!)

 **Businesses For Sale**