

WRITE FACEBOOK ADS THAT GET LOADS OF CLICKS!

*A 5-step formula for writing thumb-stopping
Facebook ads.*

Taking Care of the Pre-Work

I've got some great news for you ...

You don't have to be a professional writer to create Facebook ad copy that converts like crazy.

I've written countless ads for myself and clients, and in this quick lesson, I'll share my method for writing Facebook ad copy that gets clicks and converts like crazy... AND my simple five rules to follow each and every time you write an ad.

Before we get all into the dirty secrets, let's clear up some terms:

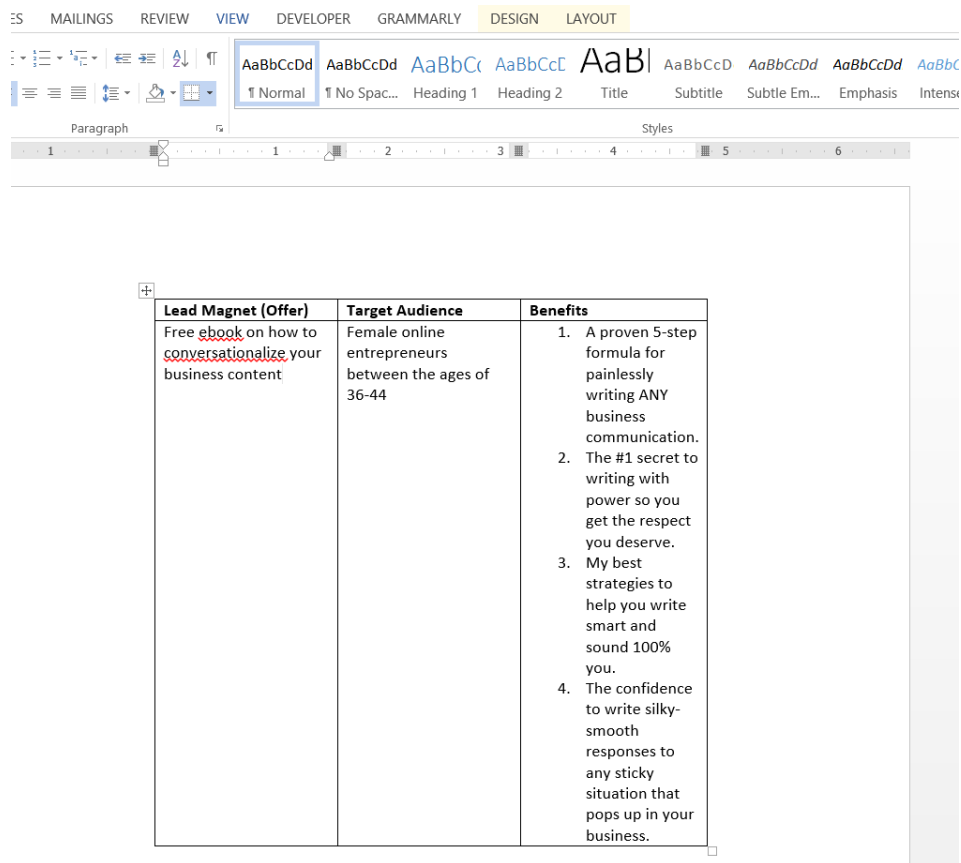
- **Ad Copy** – just refers to the text you use in the Facebook ad, so this includes the intro text, headlines and text used in the images.
- **Lead Magnet** – a lead magnet is the offer or freebie you're using to entice folks to jump on your list.
- **Benefits** – benefits are the statements, bullets in today's example used to take people to what I call the "promised land" – it's the happy place they'll reach after watching your video, downloading your ebook, registering for your webinar. These must be super clear to show the value of your offer.

Now let's talk about the behind the scenes stuff I do to make sure my ad is super-targeted. I have an easy system that takes me less than 10 minutes, but saves me a lifetime of writing woes.

Here's my system (this is the exact process I went through to create my existing Facebook ad that's going for a measly 70 cents per conversion):

1. Open up a Word doc, Google doc or even grab a pen and paper.
2. Write down a brief description of your offer (a free eBook, free webinar ... whatever it is you want people to get from your Facebook ad)
3. Now jot down who your offer is for (women ages 25-44, men ages 30-44 – be as specific as possible)
4. Create a bullet list of three to five main life-changers for your offer (how will your offer make your ideal client happier, healthier, richer, etc.)

Once complete, my pre-work looks like this:



These steps literally took me about 5 minutes to do. It's so easy to want to jump to the fun stuff of creating the ad copy, but let me encourage you to go through this 4-step system first. Writing down details about your offer, who it's for and how it will change lives will give you a clear view on what you're promoting. And when

you're paying top dollar to promote on Facebook ... you must be laser-focused or you'll risk seeing your money quickly slip away.

On to the Good Stuff (Writing Facebook Ad Copy, That Is)

Ooh baby, now it's time for the good stuff – Facebook ad copywriting. I love writing Facebook ad copy (surprise, surprise). Let's dive right into my five rules for writing Facebook ad copy that gets clicks.

1. Write text that speaks directly to your people

When writing Facebook ad copy, you want to focus on being clear. People on Facebook are busy scrolling – looking at cute pics of their friends' kids, watching funny videos – so if you want to interrupt their “fun” with business ... you'd better make it worth their while.

So how do you that?

By writing ad copy that feeds your audience's selfish ways. Yep, that's it – all they want to know is how will what you're offering make their lives better and how much will it cost (the cost can be time or money).

Do this by simply, starting your ad with one of the following:

- Attention Women Entrepreneurs! (or Attention _____!)
- As a boss lady, no one can outdo you in your industry. (or As a _____, _____.)

2. Ask a clear, targeted question

After clearly identifying the “who,” it's time to show you understand your audience's frustrations – remember you don't have a lot of time before that thumb gets to scrolling! Let's check out some examples:

If they read the question and answer, “Yes!” ... then you’ve lured them in. If they read the question and answer, “No.” ... they’ll keep scrolling and there’s no love lost because your offer isn’t for them anyway.

3. Write bodacious bullets and a clickable CTA

Bodacious is a combo of the words “bold” and “audacious” – and you need to be both when writing bullets for your Facebook ads. Also, you can write bodacious benefits statements in paragraph form, but I find bullets are much easier to craft.

Go with 3 to 5 – remember you have a limited amount of time to catch and keep someone’s attention long enough to click or share your ad.

End the body of your ad with a clickable CTA:

Remember people don’t want to work – we want easy and fast, so try to avoid words like learn that could feel like too much work. We want effortless.

Watch the video for examples!

4. Write a thumb-stopping headline

Headlines are the most important piece of any copy ... and they’re usually the hardest to write. For the Facebook ad headline, you can either write a short phrase that gets to the heart of what your audience most desires or craft a few words that highlight what they’ll get when they take action.

Note: This isn’t a Facebook creation guide, so I won’t get all into the nooks and crannies of creating ads in Facebook. But just know that you have the option of writing a longer headline when using Power Editor. If you create your ads directly

from the Ad Dashboard, you'll have less characters to play around with. Take a look at my ad samples below.

Watch the video for examples!

5. Capitalize on the “click” text

So at the very bottom of the ad, you can add a link. This text can be anything you want, so it can say: ilovemesomeannie.com or you can choose to add in one more value/benefit statement. Do what feels right for you here.

Watch the video for examples!

And that's all she wrote, folks ... literally! Drop me a note if you have questions and please comment below on the video and tell me what you think. As always, much love and gratitude for giving me your time – because time ain't free and I appreciate that.

Oh and I'm dropping this bomb now so I don't chicken out – next week is webinar time. Be on the lookout in your email, Instagram and Facebook for all the deets!

Now, it's up to you to take action.

Go create click-worthy Facebook ads right now, friend!

And if you really enjoyed what you learned, here's what I want you to do next:

1. Shoot me an email at info@baab.biz saying, "Hi Apryl, just watched your Facebook ad copywriting training. Loved it."
2. Say what's up to me on [Facebook](#) or [Instagram](#) so I can put a gorgeous face with your name.
3. Give yourself a hi-five. You just did the work to craft Facebook ads that your peeps will love clicking! Who hooo!