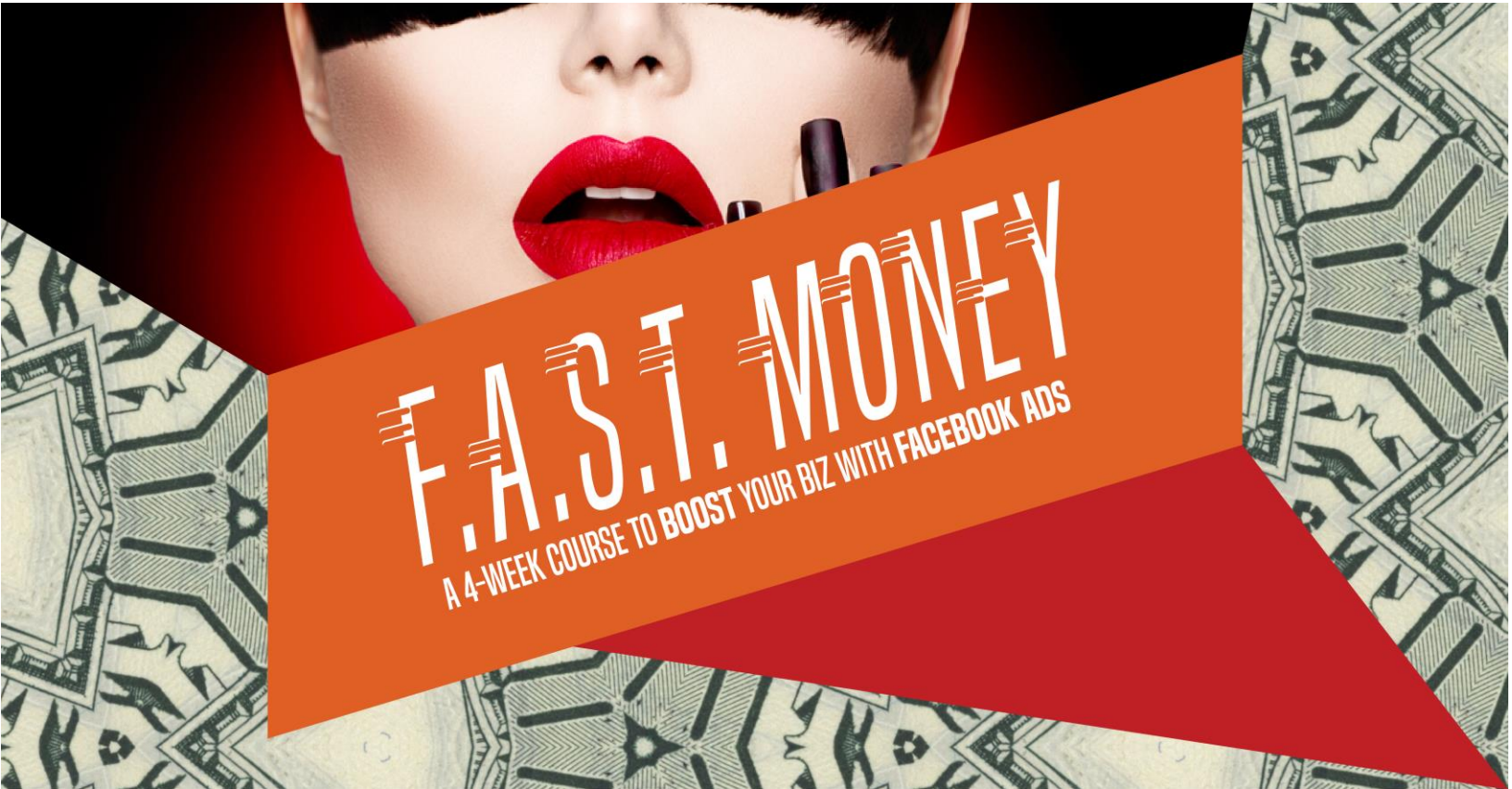


F.A.S.T. MONEY MOVE #3 – SLAY YOUR AD IMAGES



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F.A.S.T. MONEY MOVE #3 - SLAY YOUR AD IMAGES

“Copywriting and design go together like peanut butter and jelly – one without the other makes for a pretty sad sandwich.” – Apryl Beverly

By now you’re feeling great because you just filled your ad with spine-tingling sentences sure to propel the RIGHT folks to whip out their credit cards and smack the buy button. But don’t get too comfy because you ain’t done yet ...

It’s time to complement all that great copy with a bangin’ ad image.

You see, to get the most from every penny you spend on Facebook, you must learn how to SLAY your ad images. Now, before we go any further, please know I’m no design expert. I sling sentences. I smack keys. But I’m no "image slayer."

But lucky for you, I have smart biz besties who are knowledgeable in areas I know nothing about like design. So for F.A.S.T. Money Move #3, you’re going to hear from Branding and Marketing Genius Audria Richmond. She slays ad images for breakfast and is my go-to designer when I really want to attract a ton of buyers (like I did for the CopyCloset and this F.A.S.T. Money Facebook Ads course).

In addition to revealing the inside scoop on how to slay your Facebook ad images, Audria’s going to let you in on a few more secrets such as:

- How to DIY your designs to look professional and persuasive versus a cluttered hot mess
- Where to find great stock photos that stop folks dead in their newsfeed scroll
- How to set up your images, so they complement your copy like the perfect peanut butter and jelly sandwich

I’ll have Audria’s discussion transcribed, so you have a hard copy of the presentation to refer to time and time again. But until then, here’s a little scoop on her street cred so you know exactly the level of awesomeness you’re about to experience ...

When digital entrepreneurs, small business owners and executive leaders want a BIG, profitable brand that accentuates their BIG dreams and goals, they hire Audria Richmond. With nearly 10 years of experience in photography, web and graphic design, branding, and marketing, Audria is talented at turning the skills of self-employed professionals into personal brands that attract big money clients.

She uses her gifts to coach self-employed professionals from around the world and serves as a creative strategist for some of the biggest brands in the country. In the last 2 years, her clients have generated more than \$1 million in revenue and have been featured as industry experts in top online publications such as *The Huffington Post* and *Business Insider*.

Audria is also the founder of the Building Big Brand Agency, the first agency designed specifically to deliver Fortune 500-quality branding and marketing services to micro business owners and self-employed professionals. Here, ambitious professionals can tap into Audria’s genius and get a blueprint proven in building marketable, one-of-a-kind brands that attract clients

and generate revenue. She is also the creator of various self-study branding and marketing courses and co-founder of several lucrative business ventures.

Audria's branding and marketing work has garnered nearly a dozen regional awards. Various online publications, popular podcasts and local events including "Happily Empowered Woman," the "Secret to Her Success Podcast" and the "Dreamer Paradise Podcast" have featured her expertise.

When she's not building BIG brands, you can find Audria and her husband shaking up the Atlanta professional scene as they hunt for their next big business empire. Find out more about Audria and her superpowers at <http://audriarichmond.com/>.

Your "Bust A Move" (BAM!) Exercise #3

Use the tips Audria shared to design two versions of your ad image. If you get stuck, go back through the replay of her discussion and take more notes. Whatever you do, do NOT give up and like Beyonce' says

Cause we gon' slay. We slay. I slay. Okay, bosses, now let's get in formation ...