

Module 3 – Ad Copy Tips

Worksheet

- Facebook ads work... when your copy and call-to-action are right
- Here are 6 Tips for ad copy that gets clicked
- Check out the template on the next page you can use to write your own ad copy

1. GRAB ATTENTION WITH YOUR IMAGE & IMAGE TEXT

2.

HOOK 'EM WITH A
POWERFUL OPENING LINE

3.

HAVE THE PERSON IN YOUR
IMAGE FACE YOUR CALL-
TO-ACTION
PEOPLE WILL FOLLOW THEIR EYES

6.

STRONG PROMISE IN
YOUR "LINK HEADLINE"

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Is "growing my email list" your #1 marketing challenge?
It won't be after my FREE training this coming Thursday where I show you one of the most PROVEN email list growth methods to grow your email list AND grow your income, on auto-pilot.
Truth is, I've spent the better part of 2 years "trying this," and "trying that" - learning the hard way what works. I found there are really only 3 to 5 top list building strategies that consistently perform quickly for 95% of us looking to... See More

*Grow your email list.
Grow your revenue.*

★ FREE TRAINING ★

Grow Your Email List with High Quality Leads That Want to Buy From You
Find out the top 3 - 5 email list growing strategies that REALLY ARE working.

LEAD MAGNET LAB [Learn More](#)

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4.

OFFER "BENEFITS"
RATHER THAN FEATURES

5.

BE CLEAR ABOUT YOUR
CALL-TO-ACTION

YOUR AD COPY TEMPLATE

✓ *Check it!*

- ___ **Attention getting image**
- ___ **Image** eyes facing call-to-action in image text
- ___ **Hook** with a powerful opening line
- ___ **Benefits** rather than features are highlighted
- ___ **Call-to-action** is clear: you know what to “click”
- ___ My big **Promise** is in my link headline

URL TO WEBSITE →	Not visible in ad
YOUR OPENING LINE →	
REST OF YOUR POST TEXT →	
GRAB ATTENTION WITH YOUR IMAGE & IMAGE TEXT →	Image Dimensions Recommended image upload size: 1200 x 627px Desktop ad: 470 x 246 px Mobile ad: 560 x 292 px Any image under 470 x 246 px will render as a thumbnail (avoid)
YOUR “LINK HEADLINE” →	
DESCRIPTION →	
DISPLAY LINK →	