



# 10x **FACEBOOK ADS** COURSE WORKBOOK

**FACEBOOK**  
**10x ADS**





# WELCOME

## TO 10X FACEBOOK ADS!

**FACEBOOK**  
**10X ADS**

# 10x Facebook Ads Course Workbook

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# Welcome to 10x Facebook Ads!

## We're excited to have you here.

Whether you've written Facebook ads before or are a complete beginner - our goal is to give you a clear process for writing high-converting ads that support your customer's journey and win the sale.

A process that you can use again and again for new campaigns, clients, products and services.

Four simple steps:



## But before we get started, a note on how to get the most out of this course:

You'll notice that instead of giving you templates right away, I walk you through some essential core concepts like understanding value propositions and funnels. It's these concepts that will set you up for success - *and set you apart from everyone else*. Give yourself the opportunity to watch this content a few times if you need to soak up the information.



Spend 80% of your time understanding what gets consistent results, so you can spend an easy 20% of your time writing high-converting ads that make your audience say, "Yes please!"



**As a bonus, there is a quick-start video available at the end of the course that you can refer to in the future, once you're comfortable with the concepts.**

# Module One:

## Facebook and Instagram Ads 101



### Key lessons:

- ✓ Teach you the supporting role Facebook and Instagram ads play in an integrated marketing campaign
- ✓ Spot and map common ecosystems/funnels
- People are not on social for your ads. You are always up against the friction of being seen as an advertiser. And as a result we have to be really, really good...
- We don't want to bombard future customers with high-friction messages that are heavily focused on the product or service. Instead, we want to enter the conversation with the right benefit-driven message, at the right time, to the right person...
- We do this by mapping out a collection of touchpoints, supported by a funnel that helps guide a customer through their journey - from discovery all the way to sale. A unified, seamless experience (aka integrated marketing).



### Action item:

#### Choose your ecosystem and map the funnel steps below

Sketch your steps below with a pen or pencil. Have multiple funnels? Choose one to start.

UNAWARE	PAIN AWARE	SOLUTION AWARE	PRODUCT AWARE	MOST AWARE

## Module Two: Anatomy of Facebook and Instagram Ads



### Key lessons:

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- ✓ The anatomy of an ad and “the threshold of awesome”
- ✓ The various ad placements available and when to use what

When putting together your ads, there’s a really useful concept that I call “the threshold of awesome.” It helps you take some of the anxiety out of creating the perfect ad by de-mystifying the most important elements and their general requirements for success.

**When it comes to Facebook ads, these are the most important elements - in order:**

**1. The value proposition in your headline.**

If you nail the value proposition, your job is 80% done. It is the thing you should focus on, test and optimize - it is your biggest lever. The good news? I walk you through how to nail this every time in module five. So for now, all you need to know is that this is the most important element.

**2. The image or the video thumbnail.**

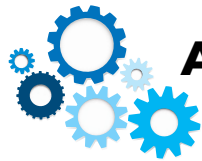
While it’s the strength of the value proposition that will get your user to take action, your image or video thumbnail is the thing that will get people to stop and take notice as they scroll their newsfeed. We’ll talk about best practices for creative in module 6. But for now you’ll want to know that this is the second most important element.

**3. The body copy.**

Ironically, the body copy is the thing we agonize over the most - but it is actually the 3rd most important aspect. So while we don’t want to say that body copy isn’t important, we do want to put it in context of the other elements. A winning headline and image/video thumbnail can often carry the weight of an ad all by itself.



The key takeaway? That the success of your ads isn’t up to luck or mysterious unicorn dust. The success of your ads comes down to a few specific things that you have control over.



## Ad placement cheat sheet

Some placements are better than others in specific contexts. This cheat sheet is meant to give you a quick grounding so that you can work with your ads person or deploy these yourself.

AD PLACEMENT:	GREAT FOR:
<a href="#"><u>Facebook Newsfeed</u></a>	<ul style="list-style-type: none"><li>• All stages of awareness</li><li>• A tried-and-true placement. You'll usually want these in your testing mix</li><li>• Great for testing new copy, value props, creative because you get the most real estate</li></ul>
<a href="#"><u>Facebook, Right Hand Rail</u></a>	<ul style="list-style-type: none"><li>• Retargeting after a user is product aware or most aware</li><li>• Usually quite cheap and because they help you remind someone of your offer- they can be super profitable</li></ul>
<a href="#"><u>Facebook, Stories</u></a>	<ul style="list-style-type: none"><li>• Test this in all stages of awareness</li><li>• Gaining popularity and not as crowded for competition as other placements (yet)</li></ul>
<a href="#"><u>Facebook Messenger Inbox</u></a>	<ul style="list-style-type: none"><li>• Retargeting after a user is product aware or most aware</li><li>• Usually quite cheap and because they help you remind someone of your offer- they can be super profitable</li></ul>
<a href="#"><u>Instagram Newsfeed</u></a>	<ul style="list-style-type: none"><li>• Test this in all stages of awareness</li><li>• Gaining popularity and not as crowded for competition as other placements (yet)</li></ul>
<a href="#"><u>Instagram Stories</u></a>	<ul style="list-style-type: none"><li>• Test this in all stages of awareness</li><li>• Gaining popularity and not as crowded for competition as other placements (yet)</li></ul>



## Module Three: Gathering Your Messages



### Key lessons:

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- ✓ How to find pithy messages for your ads that are WAY more likely to get better click-through rates, relevance scores, cost per action and cost to acquire

This is by far my favorite part of the course. It's the key to creating ads that get higher click-through rates, relevance scores, cost per action and ultimate cost to acquire a customer.

In this module, I'm going to show you some ninja techniques that allow you to find pithy insights from your ideal customers.

These sources are:

- Facebook groups (my favorite)
- Twitter hashtags
- Amazon reviews
- Competitor's ad campaigns



### **Action item: Get clear on your foundations**

Have more than one reader? No worries, just repeat the steps in this module for each avatar.

<b>WHO IS YOUR ONE READER?</b>	The age, gender, starting stage of awareness
<b>WHAT IS YOUR ONE OFFER?</b>	
<b>WHAT IS THE ONE PROMISE OF THE OFFER?</b>	What is the key benefit that the user will get from the offer?





## Checklist of questions you can use to guide your research

These questions help you to know what you are looking for before you start digging around.

QUESTIONS:	✓
What is the general conversation about this topic?	
What themes come up again and again?	
What problems are your customer trying to solve?	
How do they solve these problems?	
What are popular trends or sentiments right now?	
Who are your competitors? What are people saying about your competitors in relation to you?	
What objections do people have?	
What are the benefits of your product or service?	
What is your unique selling proposition?	



### Action item: Collect your voice of customer data

PAIN POINTS	ASPIRATIONS/ GOALS	OBJECTIONS	WANTS AND NEEDS

## Module Four: Mapping Your Messages



### Key lessons:

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- ✓ How to organize all your juicy messages based off of your one reader, stage of awareness and customer journey

Now that you have your messages, we want to arrange them to suit your customer's journey. This is the core behind delivering the right message, at the right time. And while there are exceptions to the rule, most advertisers will need to take into account their user's stage of awareness in order to be successful



### Action item:

**Plot your messages so they match your target's stage of awareness**

STAGE OF AWARENESS	UNAWARE	PAIN AWARE	SOLUTION AWARE	PRODUCT AWARE	MOST AWARE
STEP OF THE FUNNEL					
KEY MESSAGES					

## Module Five: Writing High-Converting Messages



### Key lessons:

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- ✓ The importance of a value proposition
- ✓ How to write ads faster and easier with frameworks and templates

We're about to get into the writing of your ads!

But first, we have to talk about the ONE thing that will make or break your ad campaigns.

### **If there is only one thing you take away from this course - let it be this:**

An ad that will get great click-through rates, relevances scores, cost per lead, registration and ultimately the best cost to acquire is an ad with a phenomenal value proposition.

And an ad that will get subpar click-through rates, relevance scores, cost per lead, registrations and costs to acquire are ads with a bad or non-existent value proposition.



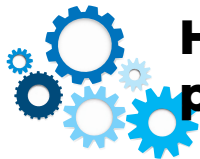
**A value proposition is the primary benefit that describes what your target market will get from your offer. Also known as the “what’s in it for me” factor. It is the biggest lever, opportunity and point of failure for your ad.**

Knowing this one thing has helped me create winning ad creative for my clients over and over again. I can literally hop into a client's campaign, evaluate the strength of their value prop, tweak it and then optimize their results in a matter of minutes. Now you'll know how to do the same thing.

It is essential that you use value propositions at every stage of awareness, for every ad. Because at the end of the day, people don't want your products or services. They want the change, benefit or transformation that it offers.

Nailing your value proposition is the fastest path to:

- ✓ Increasing your chances of creating high-converting ads on the first try
- ✓ Increasing your click-through rates (which means more traffic)
- ✓ Increasing your relevance scores (which means cheaper costs per action and better ad account health)
- ✓ Decreasing your cost per action which will ultimately decrease your cost to acquire your customer



## How do you know if you have a strong value proposition?

QUESTIONS TO ASK YOURSELF:	YES, NO, MAYBE
Is there a clear benefit? Are you answering the “What’s in it for me?”	
Is it specific and/or tangible?	
Is it mouth-watering?	
Does it help solve the biggest pain point or speak to the biggest aspiration of your target?	

P.S. If you want to learn more about value propositions, I highly recommend [MECLABS](#). It will make you a better marketer and storyteller.

P.P.S. If you’re having trouble coming up with a value proposition for your ads, then it’s likely that your offer isn’t very strong and is, in itself, lacking a value proposition. Consider re-working the offer itself.

## Headlines - (aka) the value proposition holder

When in doubt, start writing your ads by grabbing one of the headline formulas below. You'll notice that, by using the formulas, you'll be creating value propositions for each ad by default (nifty-right?). Some of my favorite tried-and-true options are:

"How to (benefit) without (objection)"

"How to (benefit) in (certain amount of time)"

"How to (measurable benefit) with (tangible template/cheat sheet/blueprint)"

Also note that these aren't hard rules. Some of the headlines can be used in multiple stages of awareness. This is just meant to help you get started.



### Grab bag of headlines

This isn't an exhaustive list, and there is definitely overlap in some of these headline formulas. But this list includes some tried and true options to get you started.

STAGE OF AWARENESS	HEADLINE FORMULAS
UNAWARE	<p>(# of things) wrong with (product they use that you intend to replace)</p> <p>(New solution) (point of differentiation i.e.costs less, is faster, is better) than (solution they are currently using)</p> <p>(name of influencer) swears by (new thing) in order to (benefit)</p> <p>How not to (make this mistake) because you didn't know (thing they didn't know)</p> <p>The new way to (thing they were intending on doing or are already doing)</p>



<b>PAIN AWARE</b>	<p>How to ( thing they want) in (a specific amount of time)</p> <p>How to (thing they want) in (number of steps)</p> <p>How to ( thing they want) without ( thing they don't want)</p> <p>Get (this benefit) so you can ( thing they want)</p> <p>How (avatar i.e. a mom of 3) got (desirable thing) without (objection)</p> <p>A proven way to solve {problem}</p> <p>How to (thing they want) the <i>right way</i></p> <p>The complete guide to (solving problem)</p> <p>(Number of ways) to (thing they <i>really</i> want)</p>
<b>SOLUTION AWARE</b>	<p>The only product that (insert unique selling proposition)</p> <p>See how (insert avatar) got (specific, desirable result)</p> <p>If you want (thing they want) so you can (benefit) then you need (product)</p> <p>New: Exclusive offer for (exclusive call out) who want (benefit)</p> <p>Behind the scenes of how I (benefit/desirable thing) with (product)</p>
<b>PRODUCT AWARE</b>	<p>Product that (insert benefit) expires in (x amount of time)</p> <p>Get (benefit) when you (action i.e. join our affiliate program)</p> <p>The tool used by (insert social proof)</p> <p>New: Get this (promise) in (time frame) with (product)</p> <p>Now open: The only (product) that (benefit) so you can (thing they <i>really</i> want)</p> <p>Why (product) helps you smash (objection)</p>

## **MOST AWARE**

Flash sale! Get (product) at (discount) for (time)

I saw you (taking an action that shows intent i.e. on the checkout page), come back and get (major benefit or promise)

If you want (thing they really want) so you can (benefit) then join before (deadline)

Doors are closing! Get (benefit) so you can (thing they want)

Only 100 left! Join us so you can (thing they want) in (timeframe)

## Body copy - your opportunity to create desire

Writing body copy is easier than you might expect when you use a formula. Listed below are some of my favorites. Note that these aren't hard rules - you can mix and match however you like. That said, some frameworks and angles lend themselves better to certain stages of awareness.

Worried that your ad copy might sound like everybody else if you use the angles and formulas below? The answer to this is to interject your own stories and specific examples to make the copy feel like your own.



### Grab bag of body copy templates

This isn't an exhaustive list, and there is definitely overlap in some of these headline formulas. But this list includes some tried and true options to get you started.

BODY COPY	FRAMEWORK	ANGLES
UNAWARE	<ul style="list-style-type: none"><li>• <b>Attention</b> — Grab attention with a short, punchy line</li><li>• <b>Interest</b> — Show the reader how well you understand their pain</li><li>• <b>Desire</b> — Describe the difference in their life, status, experience once they have the solution</li><li>• <b>Action</b> — Ask them to take the next best action</li></ul>	<ul style="list-style-type: none"><li>• Novelty or new</li><li>• Discovery</li></ul>

BODY COPY	FRAMEWORK	ANGLES
PAIN AWARE	<ul style="list-style-type: none"> <li>• <b>Attention</b> — Grab attention with a short, punchy line</li> <li>• <b>Interest</b> — Show the reader how well you understand their pain</li> <li>• <b>Desire</b> — Describe the difference in their life, status, experience once they have the solution</li> <li>• <b>Action</b> — Ask them to take the next best action</li> </ul> <hr/> <p><b>Problem</b> — Describe their problem, go right for the pain</p> <ul style="list-style-type: none"> <li>• <b>Agitation</b> — Show you understand the pain point by giving a specific description or story</li> <li>• <b>Solution</b> — Present the solution and get them to take the next best action</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <b>Picture</b> – Paint a picture that gets attention and creates desire</li> <li>• <b>Promise</b> – Describe how your product/service/idea will deliver</li> <li>• <b>Prove</b> – Provide support for your promise</li> <li>• <b>Push</b> – Ask your reader to take the next best action</li> </ul>	<ul style="list-style-type: none"> <li>• Describe their pain using the reader as hero</li> <li>• Describe their pain using your vulnerable hero story</li> <li>• Describe their pain using a before and after</li> <li>• Describe their pain using a demonstration</li> </ul>

<b>SOLUTION AWARE</b>	<ul style="list-style-type: none"> <li>• <b>Features</b> – What you or your product can do</li> <li>• <b>Advantages</b> – Why this is helpful</li> <li>• <b>Benefits</b> – What it means for the person reading</li> <li>• <b>Action</b> — Ask them to take the next best action</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <b>Picture</b> – Paint a picture that gets attention and creates desire</li> <li>• <b>Promise</b> – Describe how your product/service/idea will deliver</li> <li>• <b>Prove</b> – Provide support for your promise</li> <li>• <b>Push</b> – Ask your reader to take the next best action</li> </ul>	<ul style="list-style-type: none"> <li>• Show the benefits of your solution using case studies</li> <li>• Show the benefits of your solution a specific client story or testimonial</li> <li>• Show the benefits of your solution by using social proof (i.e. number of positive reviews on Amazon)</li> <li>• Show the benefits of your solution by describing the before and after</li> </ul>
<b>PRODUCT AWARE</b>	<b>ALL FRAMEWORKS LISTED</b>	<ul style="list-style-type: none"> <li>• Prove the benefits of your solution using case studies</li> <li>• Prove the benefits of your solution with a specific client story or testimonial</li> <li>• Prove the benefits of your solution by using social proof (i.e. number of positive reviews on Amazon)</li> <li>• Bust through common objections like: <ul style="list-style-type: none"> <li>• I don't have enough time</li> <li>• I don't have enough money</li> <li>• It won't work for me</li> <li>• I don't believe you</li> <li>• I don't need it or I can wait</li> </ul> </li> </ul>
<b>MOST AWARE</b>	<b>ALL FRAMEWORKS LISTED</b>	<ul style="list-style-type: none"> <li>• Urgency</li> <li>• Exclusivity</li> </ul>





## Ad copy template

One reader:

Stage of awareness:

Funnel step:

VERSION ONE:	VERSION TWO
VALUE PROPOSITION:	VALUE PROPOSITION:
HEADLINE 1:	HEADLINE 2:
BODY COPY 1:	BODY COPY 2:
CALL TO ACTION:	CALL TO ACTION:

# Should you write long copy or short copy?

There's a LOT of conversation around whether short copy or long copy is better when it comes to Facebook ads. And the truth of the matter is that we're asking the wrong question.

It's a question that comes up when we're looking for hacks or tricks in isolation of understanding the point behind your copy... which is to communicate a striking value proposition. End of story. And because we now know that the elements of your ad that matter the most are:

1. The value proposition
2. The image or the video thumbnail
3. The body copy

We can now see that asking the question of long vs. short copy kind of misses the point. The goal of your copy is to communicate the strongest value proposition. And often a wicked headline and phenomenal image or video thumbnail will do that for you (helping you reach the threshold of awesome).

And listen: I looked far and wide for testing or case studies that would prove this wrong BUT the ones I found had so little ad spend behind them that I was like #really? OR, they weren't true tests where the variables were controlled. So here's the key takeaway:



**Spend your energy on nailing your value prop and your ad creative. And then, sure, test a long vs short body copy. But don't be held captive by it.**

## Module Six: Images and Videos



### Key lessons:

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- ✓ How to avoid banner blindness
- ✓ How to help select and/or evaluate images and videos

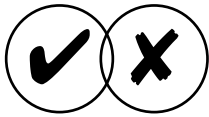
The goal of your creative (the image or the video) is to get attention, but NOT to be loud.

A paradox? Yes.



- 80% of branded social content is being ignored (Havas Media).
- This is called “[Banner Blindness](#),” defined as, “The tendency of web visitors to ignore ads, even when those ads contain information visitors are actively seeking.”
- Native-style ads are contributing to better brand affinity and higher purchase intent.
- So if there is one constant in Facebook ads, it will be to try and look native to the platform. Native is often the opposite of the loud, hyper designed ads people think of when they are trying to put together their first few ads.



**Banner blindness is real. So shoot for valuable and relevant in your creative - not loud.**



## Facebook ad image and video dos and don'ts

DO 	DON'T 
<ul style="list-style-type: none"><li>• In the early stages of awareness, try to favor images that look native to the platform and support or demonstrate the value proposition</li><li>• Towards the end of the stages of awareness, you can use images with more direct text or more obvious branding</li><li>• Write naturally and casually</li><li>• Add captions to any video (using a service like rev.com)</li><li>• Pick images with a striking focal point that help create a pattern interrupt</li><li>• Experiment with different sized images and videos</li><li>• Add social proof where possible</li></ul>	<ul style="list-style-type: none"><li>• Use more than 20% text on your ads, otherwise your reach will be throttled</li><li>• Use jargon unless it is something your target market will understand without any difficulty</li><li>• Use caps lock excessively</li><li>• Use emojis excessively</li><li>• Focus on features instead of benefits</li><li>• Choose spammy imagery</li></ul>



## A checklist for evaluating ads before they go live

ELEMENT:	YES, NO, MAYBE
Does the message match my target's stage of awareness?	
Is there a strong value proposition?	
Is the copy clear vs clever?	
Does the image or video support the value proposition?	
Does the image or video thumbnail contain 20% or less text?	
Will it be leading to a landing page that matches the promise and style of the ad?	



## Module Seven: Landing Pages That Convert



### Key lessons:

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- ✓ Why landing pages are essential and called the “big swinging door”
- ✓ How to evaluate an effective landing page

The landing page is called the “big swinging door” because it can help to make or break a campaign. Consider this: Let’s say you have a lead generation campaign where you’re giving away a free guide.

If your ads are doing a good job, perhaps you are paying \$1 a click.

Scenario one: If the landing page converts at 20%, then for every 100 clicks you send to the landing page, the client gets 20 leads and pays \$5 a lead.

Scenario two: If the landing page converts at 70%, then for every 100 clicks you send to the landing page, the client gets 70 leads and pays \$1.42 a lead.

BIG difference, right? Especially when your ad hasn’t changed at all. It’s for that reason that you’re going to want to understand how to evaluate a landing page.



Once you have the general layout of your landing page down, the biggest lever that contributes to its ability to convert is the value proposition of your offer.



## A checklist for evaluating landing pages before they go live

ELEMENT:	YES, NO, MAYBE
Is it clear and concise?	
Is there ONE focus (no additional options for navigation)?	
Does the value proposition match that of the ad that is driving there?	
Is the button obvious, above the fold and in a contrasting color?	
Is there social proof?	
Is there an image that displays the thing they are going to get or supports the value proposition?	
Do you have as few form fields as possible?	
Do you have a privacy policy and terms of service in the footer?	

## Module Eight: Testing, and How to Know If Your Ads are “Working”



### Key lessons:

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- ✓ Rules of thumb for effective testing
- ✓ How to troubleshoot a campaign

You’ve gathered your messages and mapped your customers’ journey in order to create the ultimate multi-touchpoint campaign. What the heck happens next? You go into testing.

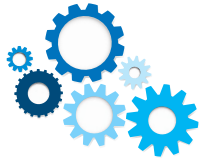
**One note on testing that no one seems to mention:** The more tests you run, the more money you need to spend. So if you have a smaller budget, you want to be pretty methodical about what you test and in what order.

**Generally when I’m testing, I try to answer the following questions in this order:**

- What value proposition is working best for me at each step of the funnel?
- What image or video is performing the best for me at each step of the funnel?
- What body copy is performing the best for me at each step of the funnel?

So while I may have 4 pieces of body copy, 4 images and 4 value props at the ready, I’m always testing with one specific question in mind at a time.

If you are writing ads for a client, offer to deliver 2 or more value props (aka headlines) and 2 or more versions of body copy per step in the funnel. Explain that this allows them/you to test each insight in isolation. And watch them look at you like the superstar you just became.



## The rules of thumb for effective testing

RULES OF THUMB	NOTES
Test one variable at a time	Testing more than one variable at a time will cause confusion. You won't be able to isolate which of the factors is contributing to your results.
Each test should have a hypothesis or insight	Don't make the expensive mistake of testing variations instead of insights. Each test should come from an insight from your VOC (e.g., testing one value prop against another) or from a hypothesis (e.g., we think that this image of the tangible lead magnet will perform better than an abstract image of someone at their laptop).
Each test needs to have enough reach and budget before you make a decision	<p>If each test gets too little reach or too little budget and time, you could get a false result.</p> <p>To add to that, Facebook's algorithm takes 2-3 days (sometimes longer) to calibrate. Where possible, work with an ads person to make sure each test reaches a threshold where you can trust the results.</p>
Think of testing as gathering data	We often put a lot of pressure on ads to be magical. We would do well to think of them as gathering data. If one value prop didn't work, then try another. You'll already be 20 steps ahead of everyone else because you completed your VOC research and aren't guessing.
It's OK if creating a testing plan confuses you	An experienced Facebook ads person who is supporting you or your client should be able to help you create a plan for testing. Your job is to write the elements and have them ready.



## If you need to troubleshoot a campaign:

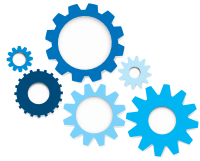
You need to consider a number of variables when troubleshooting a campaign - but note that a good portion of those responsibilities lie with the ads manager (like ad objectives, targeting and placements). For the purposes of ad copy, we are generally looking at the front end of the funnel and metrics like click-through rate, relevance scores, cost per leads and cost per registration.

With that in mind, you'll want to follow the trail of measurement. So if an ad "isn't working," then ask yourself these questions:



## How to troubleshoot your campaign

POINT OF OPTIMIZATION	WHAT TO DO
What is the link click-through rate?	If it is lower than 1%, try a different value proposition, a different image, a different audience.
What is the relevance score?	If it is lower than a 5 or 6 out of 10, then try a different value proposition, a different image, a different audience.
What is the landing page conversion rate?	If it is lower than 20%, then use the landing page evaluation checklist (on page 25) to optimize the elements on the page.



## Key metrics and what they mean

KEY METRIC	DEFINITION	SO WHAT?
<p>“Link” click through rate</p> <p>Not to be confused with “all link” click through rate.</p>	<p>What percentage of people click through from the ad after seeing it?</p> <p>You ideally want 1% or higher.</p>	<p>This tells you whether your ad is standing out in the newsfeed and whether you have a match with your audience.</p>
<p>Relevance score</p>	<p>A roll-up metric out of 10. Facebook balances all the positive and negative feedback your ad is getting and gives you a score out of 10.</p> <p>You ideally want 7 or higher.</p>	<p>Your relevance score is an indicator of the health of your ad and also of your account. If your relevance score is less than 6, there is work to be done. Try either a better audience match or a better offer match.</p>
<p>Cost per lead or registration</p>	<p>The cost of each lead or each registration. This reflects how effective your whole sequence is from the ad and its ability to get the click, to how well the landing page is capturing traffic.</p> <p>The average cost per lead or registration will vary. Generally, a low friction offer like a lead magnet will cost \$2-3, while a webinar registration can cost between \$5-10 to newer audiences.</p>	<p>Work with your ads manager to identify a target cost per lead or cost per registration. If you are coming in above your goal, then review your click-through rate, your relevance scores and your landing page conversion rate for points of improvement.</p>
<p>Cost per view</p>	<p>This is the cost per view of a video, often calculated by cost per 3-second view or 10-second view. This can be incredibly cheap - a few cents per view.</p>	<p>Make sure to track video retention. You want to know if people are sticking around for 3 seconds of your video... or half of your video... or the whole thing. This information is essential.</p>

KEY METRIC	DEFINITION	SO WHAT?
Cost to acquire a customer	In this case, cost to acquire is the cost to acquire a customer. This is a reflection of your ad and its ability to get the click, but also the funnel and the offer and their ability to win the sale.	To be profitable, a company's lifetime value of a customer (how much a customer is worth) needs to be more than what they are paying to acquire that customer. This is something your ads manager should be tracking.
Landing page conversion rate	<p>Your landing page conversion rate is a reflection of how many people are converting after landing on the page (vs bouncing off).</p> <p>A lead magnet landing page or webinar registration page can convert as high as 70-80%, even to brand new audiences.</p>	As we saw in earlier modules, the landing page is the "big swinging door." Its success will directly impact how your ad's performance is viewed and measured.

## Module Nine: Red Flags



### Key lessons:

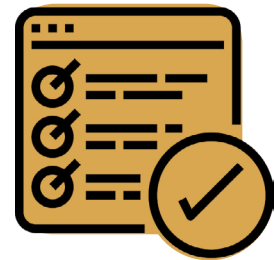
- ✓ How to spot clients who are more likely to be successful and avoid those that don't have realistic expectations

Facebook and Instagram ads play a supporting role in an integrated marketing campaign. In order to get the best results, the client needs a proven offer and a proven funnel. Anything less than that, and the client needs to understand that their results may vary. Be sure that they understand they are in “data gathering mode” and not “make me a million dollars with your magical unicorn copy” mode.



Facebook ads cannot solve the problem of a bad offer or a bad funnel.

### **A red flag checklist for evaluating whether you should work with a client**



#### **AVOID CLIENTS WHO:**

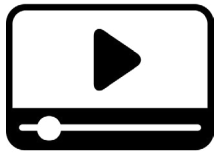


- Do not have a funnel in place
- Have a new funnel or are launching for the first time and have unreasonable goals
- Seem rushed or inexperienced
- Do not have the support of an ads manager



## Resources and Quick Links:

RESOURCE	NOTES
Facebook's <a href="#">text overlay</a> tool	Use the text overlay tool to make sure that your ad's reach won't be throttled due to having too much text. Generally you want text to take up 20% or less of your ad's surface area. Any more than that and your ad's reach can be negatively impacted.
Facebook <a href="#">ad format</a> guide	Facebook's ad units and the specifications for those units is always changing. The ad format guide will help you stay up to date on the latest.
Facebook <a href="#">ad compliance rules</a>	Facebook lists the rules and recommendations they have for staying compliant. These change, so it is good to review them every now and then.



## The One-Minute Video Template

This template is adapted from Dennis Yu and the team at Blitzmetrics.

<b>THE HOOK (1-3 SECS)</b>	<b>IGNITE THE PAIN OR PLEASURE (3-15 SECS)</b>	<b>DESCRIBE THE SOLUTION (FROM 15-50 SECS)</b>	<b>CALL TO ACTION (FROM 50-60 SECS)</b>
Get right into the content and capture their attention with a hook.	Start with a question or a statement that connects with your user's problem or the opportunity you are presenting. Be clear about the benefits and the contrast between success and failure.	What are you offering? What is the lead magnet, product, service, etc.	What do you want them to do next? Download the lead magnet? Click through to the sales page? Sign up for the webinar?
Your content:	Your content:	Your content:	Your content:

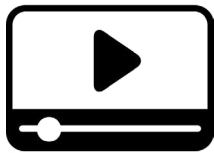


## Grab and Go Livestream Scripts

Weekly livestreams can be a powerful content marketing strategy for your business, giving you an opportunity to connect with your audience.

A few quick tips before we jump in:

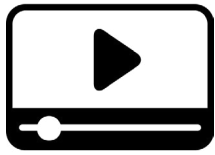
- When running a livestream, start right away. Don't wait for more people to join. Most folks will be watching the replay anyway, and what matters most is keeping things tight so you can keep attention.
- Go live from your Business Facebook Page! That way you can retarget those viewers.



## The Educational Livestream Script

Livestreams are especially helpful as ongoing, weekly content that is promoted to your warm audiences. As a result, livestreams can be longer than 1-minute videos but should still follow a structure.

<b>HEADLINE:</b>	Use a strong, benefit driven headline. When in doubt, use a headline from the grab-bag of headlines (see page 13).
<b>ATTENTION:</b>	Grab attention right away. Don't wait for people to join live. The majority of your views will come after you were live.
<b>INTEREST:</b>	Give your lesson, your actionable advice or your tips
<b>DESIRE:</b>	Explain the benefits of using this information and taking action in their life.
<b>ACTION:</b>	Because this is weekly content, you may not always have a direct call to action, like joining a webinar or purchasing a product. Regardless, find a way to engage your audience. Have them answer questions, give their opinion, etc.



## The Relationship-Building Livestream Script

Sharing your personal stories can be a powerful tool toward building a relationship with your audiences. You'll want to be sincere - your audience will be able to tell if you're putting on a show. The goal here is to be motivational, uplifting and vulnerable (while being as professional as your audience expects).

<b>HEADLINE:</b>	Use a strong headline. When in doubt, use a headline from the grab-bag of headlines (see page 13).
<b>ATTENTION:</b>	Grab attention right away. For example: <i>Today, I want to share a personal story about {vulnerable subject} that you might be able to relate to.</i>
<b>INTEREST:</b>	Give brief background and be sure to get into the meat of the story ASAP. Paint a detailed picture of what you were feeling, thinking, doing. Talk about the turning point. How did you turn things around? Share one or two insightful takeaways.
<b>DESIRE:</b>	Bring it full circle and say how this can benefit your audience. What can they learn? Why should this give them hope or motivation?
<b>ACTION:</b>	Have them answer questions, give their opinion, etc.



## The Case Study Livestream Script

Case studies are a great lead-in to all kinds of conversions (lead magnet, webinar sign-up, challenge sign-up, discovery call sign-up, sales call to action). The goal here is to handle objections by providing proof that your product, service, offer can get results.

<b>HEADLINE:</b>	<p>Use a strong headline. For example: <i>How (client avatar) got a (benefit).</i></p> <p>Note that you want to stay away from saying something like “How Amy 3x’d her business” and instead say something like “How a mom of two 3x’d her business.” You can see how the second option makes the case study more relevant to your target audience.</p>
<b>ATTENTION:</b>	<p><i>I want to share with you how my client got [desirable result].</i></p>
<b>INTEREST:</b>	<p>Briefly set the stage about how your client was struggling with a particular challenge. Talk about what your strategy was to help them deal with this challenge. Be specific. Your audience is trying to imagine themselves in your solution.</p>
<b>DESIRE:</b>	<p>Paint a picture of how things are different now. Do they have a website that sells for them? Do they have social media that is building a loyal tribe? Are they booking more clients? Add stats if you have them.</p>
<b>ACTION:</b>	<p>Bring it full circle with the call to action. Have them sign up for a webinar, a discovery call, to get in on your sale before cart closes, etc.</p>



## The Sales Livestream Script

If you've just kick off a launch, a flash sale or some other sales sequence, a sales livestream can be super powerful.

<b>HEADLINE:</b>	<p>Promise-based headlines perform really well here. Too often, we want to lead with the name of the program, as in, <i>Amplify live 2019 is now open</i>. But your audience doesn't care about that - they want the transformation. So instead focus on the main promise or benefit.</p> <p>For example: <i>New: Get glowing skin with the 21 day reset</i></p>
<b>PICTURE:</b>	<p>Paint a picture that gets attention and creates desire.</p>
<b>PROMISE:</b>	<p>Describe how your product / service / idea will deliver.</p>
<b>PROVE:</b>	<p>Provide support for your promise (stats, case study, testimonials, etc.).</p>
<b>PUSH:</b>	<p>Ask your viewer to take the next action. Ideally there is some urgency here.</p>