

# Messages

# Facebook Ads

## Worksheet

**FACEBOOK ADVERTISING SEMINAR**

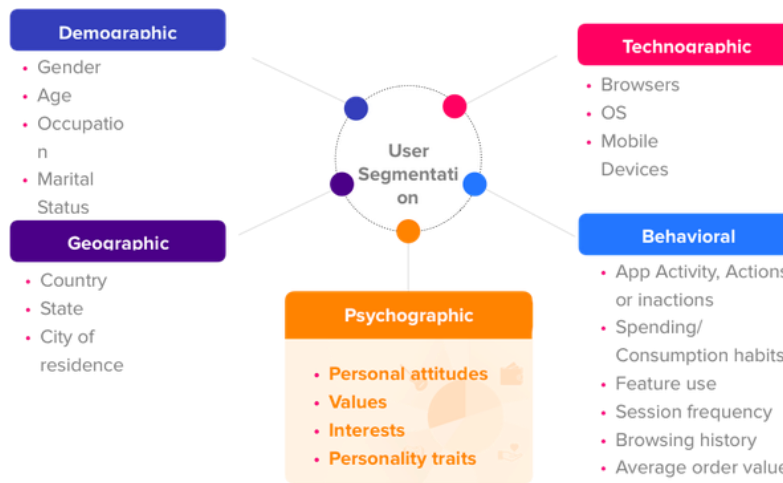
resomarketingsolutions.com

What are you trying to solve for your client/customer?

What is the most profitable aspect of your business?

What do you want to achieve in your ad campaign? (likes, app downloads, direct sales, chatbot subscribers, inquiries, etc.)

Who do you want to talk to?



Location	
Specific Interest	What books do they read?
What brands do they follow?	Demographic Details
What products do they buy?	Values, Attitude

Who are your top 6 competitors? (Local and International)


Who do you **NOT** want to talk to?

Location	
Specific Interest	What books do they read?
What brands do they follow?	Demographic Details
What products do they buy?	Values, Attitude

At what part of the buyer experience are they in?

Cold

Warm

Hot

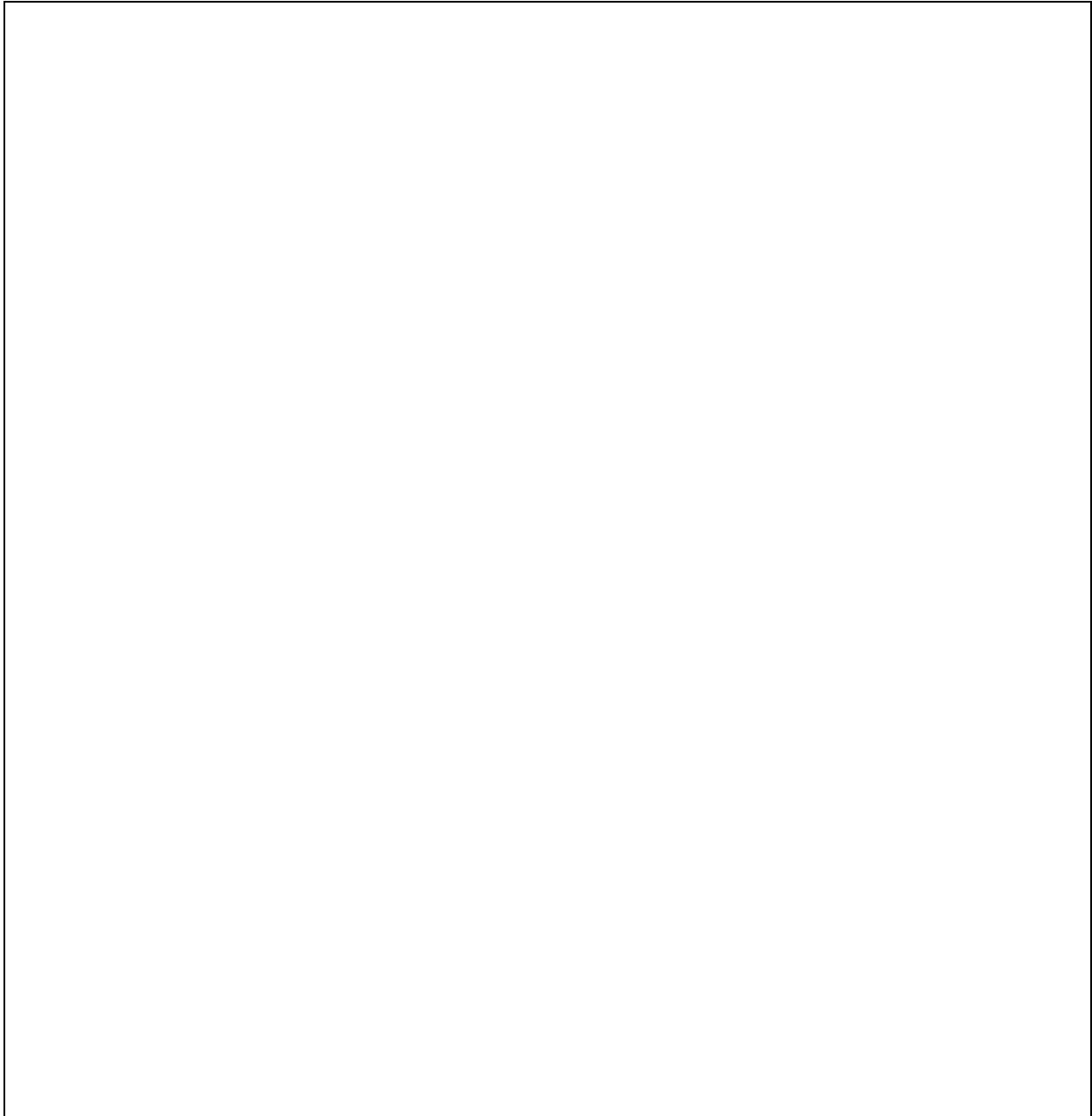
## Your Offers Need To Match Your PPC Channel Temperature



Give them a reason to CHOOSE you over your competitors using an ETHICAL BRIBE.

Or at the very least, give them a reason to give you their phone number or email address

**LEAD MAGNET IDEAS**

A large, empty rectangular box with a thin black border, intended for the user to write down lead magnet ideas.

## Describe 5 video or image ideas that should come with your ads

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## Create a captivating and straightforward Ad Copy

Sample Ad Copy Template:

Hello {Connection Trigger}

{State the Problem in a Question Format}

{Company Name} is {Winning Offer}

{State the scenario of the customer after availing your offer}

{Add Urgency Lines – Promo Valid Until \_\_\_\_ or Limited to \_\_ Slots Only}

{Final Call To Action}

## 10 Tips to Help You Create An Effective Ad Copy

1. Put Yourself in Your Customer's Shoes
2. Ask Questions then position your offer as the solution
3. Present a Unique Selling Point / Value Proposition
4. Use Emojis
5. Be Bold. Give a guarantee
6. Simplify Your Call to Action
7. Borrow Credibility / Use Testimonials
8. Add Scarcity / Add Urgency
9. Make it exclusive. Make it special

**Write 3 Variations of Your Ad Copy based on the guides above**

