

CRAFTING CLICKABLE COPY

The 3 part method for getting people to stop, hold, and click.

Crafting Your Value Prop (AKA your promise): Transformation/Benefit > Your Offer

Questions to ask for crafting your promise:

1. What is a common problem among your target audience?
2. How does your offer (course, webinar, freebie) offer a solution to that problem?
3. What's the value consumers will get upon taking action?
4. What makes you different from others in your industry ?
5. What do you do better than anyone else?

Where to put your big promise?:

Headline: this is the easiest place to test different value props or promises.

- Do not use the headline to describe your offer use it to tell the benefit for your audience taking action

Example: [Free Training] Scale Your Services Without Hiring A Team

Example: Build Your Website In A Week

THIS TO THAT: instead of "doors now open to X program" instead do "get Dubsado set up in a weekend for only \$37"

Resources for writing ad copy:

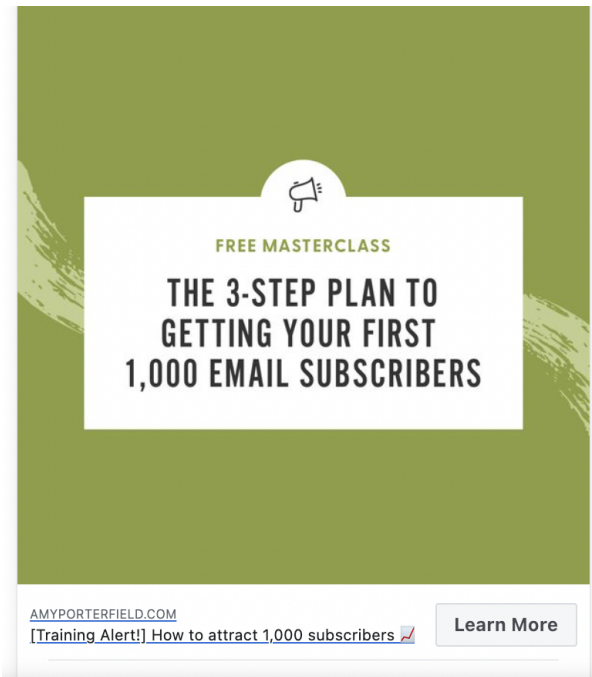
Emojis: <https://getemoji.com/>

Bullet points: <https://fsymbols.com/signs/bullet-point/>

Headline/Offer Inspiration: <https://www.clickbank.com/shop/>

Cosmo covers for inspiration: <https://bit.ly/3cQHLJX>

CHECK OUT THE HEADLINES OF THESE ADS FOR EXAMPLES: (headline is under the photo/video by the Call To Action)



FREE MASTERCLASS

THE 3-STEP PLAN TO GETTING YOUR FIRST 1,000 EMAIL SUBSCRIBERS

AMYPORTRFIELD.COM
[Training Alert!] How to attract 1,000 subscribers ✓

Learn More



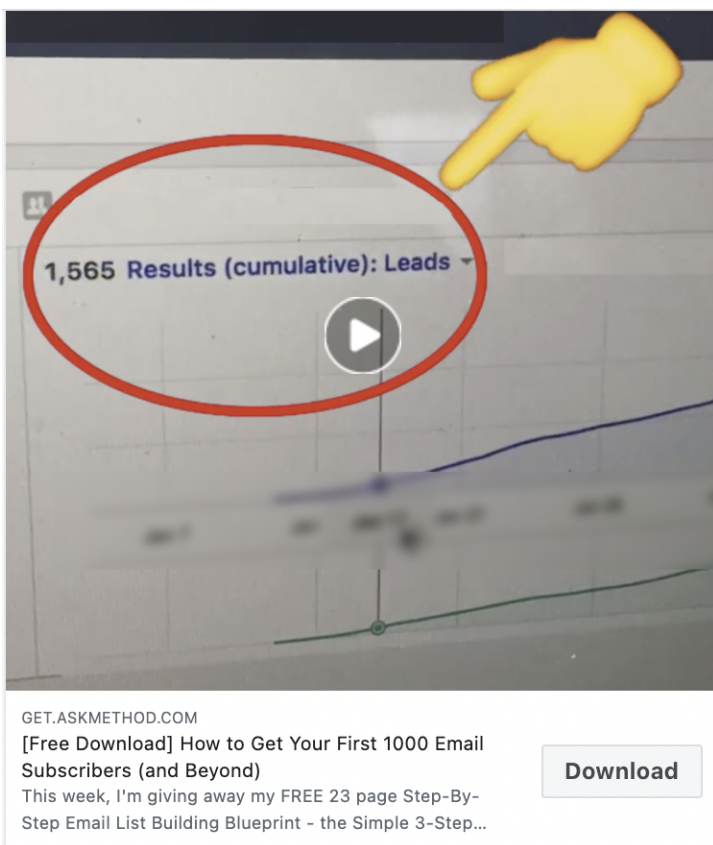
Selena Soo
Sponsored

"How did they do that?"
Have you ever said this to yourself, after seeing someone in your industry suddenly being featured in top podcasts, splashy websites, and glossy magazines?

Here's their secret: They knew exactly how to use publicity to position themselves as a go-to expert and grab the...

WWW.IMPACTINGMILLIONS.COM
Get Featured on Popular Websites, Podcasts, Magazines, and more!

Learn More



1,565 Results (cumulative): Leads

GET.ASKMETHOD.COM
[Free Download] How to Get Your First 1000 Email Subscribers (and Beyond)
This week, I'm giving away my FREE 23 page Step-By-Step Email List Building Blueprint - the Simple 3-Step...

Download



How to Create Your Ideal Practice By Attracting Your IDEAL PATIENTS

Brick & Mortar Funnels

BRICKANDMORTARFUNNELS.COM
Steps to Generating 100 Dental Patients A Month!
Free "Brick And Mortar Funnels" Summit

Learn More

Body Copy

Always start with the first 3 lines in mind. These are the most important lines in your ads because these are the lines that show before the readmore or ...

Attention grabbing 3 lines:

- Stats
- Quotes
- Ask a question
- Testimonial



Amy Porterfield
Sponsored

Want to know the #1 way I get results in my 8-figure online business?

In this brand new FREE masterclass I'll show you my complete getting started strategy for growing the most important asset you've got as an entrepreneur — your email list. ...



Stacy Tuschl
Sponsored

"The Drive More Traffic Bootcamp was value packed with actionable steps, that I've already had 52 people get on my list!...

...Before the bootcamp, I was spending all this time posting on social media, however I didn't know how to get more eyeballs on my business."...



Isimemen
Sponsored

👩 Black professional women are the most educated but the most underpaid. Why do you think that is?

Well here's the thing, that doesn't have to be your story.

We're changing the game in my Fulfilled Career Program. Here are just a few of the wins my clients hav...



The first 3 lines are what makes people decide to continue reading or not. Once you have grabbed their attention it's time to write the body copy. When writing ad copy there are two main copywriting frameworks that work 99% of the time. When you lean into these two frameworks AND do your market research your ads should attract the right audience and get a Unique CTR (link CTR) of 1% or higher. If your ads do not have a CTR then we know we need to either adjust copy or creative.

THE TWO FRAMEWORKS ARE (use the chat below to write your ads copy)

AIDA AND PASA

Attention Problem

Interest Agitation

Desire Solution

Action Action

COPY 1	COPY 2
WHAT IS YOUR PROMISE VERSION 1:	WHAT IS YOUR PROMISE VERSION 2:
HEADLINE: Version 1: Version 2:	HEADLINE Version 1: Version 2:
BODY COPY 1: Attention Interest Desire Action	BODY COPY 2: Problem Agitation Solution Action
CALL TO ACTION:	CALL TO ACTION:

[CLICK HERE](#) TO GET YOUR TEMPLATE FOR AD COPY

EXAMPLE:

COPY 1	COPY 2
<p>WHAT IS YOUR PROMISE:</p> <p>Helping service providers create a second revenue stream with a course even if they have a small audience</p>	<p>WHAT IS YOUR PROMISE:</p> <p>Helping service providers create a second revenue stream with a course even if they have a small audience</p>
<p>HEADLINE:</p> <p>Version 1: How to create a second revenue stream without phasing out your clients.</p> <p>Version 2: The NEW way to create and launch a course or membership.</p>	<p>HEADLINE</p> <p>Version 1: How to create a second revenue stream without phasing out your clients.</p> <p>Version 2: The NEW way to create and launch a course or membership.</p>
<p>BODY COPY 1:</p> <p>Attention:</p> <p>Do you want to create an online course but don't have a big audience?</p> <p>Interest</p> <p>I totally get that it can be hard to get started. Especially when everyone is telling us we need to have a big audience for big results.</p> <p>That's exactly why I created my free training, How To Create A Second Revenue Stream Even With A Small Audience.</p> <p>It'll teach you how to build your own online course even if you have...</p> <ul style="list-style-type: none"> - No email list - Less than 400 people on your Instagram account - And you're not ready to run ads 	<p>BODY COPY 2:</p> <p>Problem</p> <p>Most online service providers are putting all their revenue eggs in one basket and crossing their fingers hoping they don't lose a client.</p> <p>They're stuck trading time for dollars and they don't have the freedom to even take a vacation without checking in with their clients.</p> <p>Agitation</p> <p>"I just lost a big client this week and I wasn't expecting it at all!"</p> <p>This is probably one of the most common heart wrenching posts I see from service providers who rely fully on their clients to pay their bills.</p>

You'll learn

- How to launch your course before recording any content
- The best ways to promote your course and make sure people are actually buying it.
- Plus, I'll show you how to launch your course while you build your audience. So that you're not waiting until you have an audience to launch.

Desire

Apply today to get access to my free exclusive training. >> [link]

This is the perfect opportunity for service providers who want more freedom in their life and want to add a second revenue stream without phasing out their favorite clients .

Action

And the application takes less than 2minutes to fill out - so what do you have to lose? Just click here and apply now! >>

It's not their fault though, most service providers think they either have to be a service provider or a course creator. They were never taught how to create multiple revenue streams so that you could stop relying fully on your clients to pay your bills.

Solution

The truth is, if you're like many others out there - you've been spending months or maybe years trying to build up your service business or maybe even an audience before you launch a course only to find yourself frustrated when it doesn't grow as fast as we'd like it too... or even worse - no growth at all!

So now what? Well let's face it - we need more than just one revenue stream and our current audience in order for us to be able to live our dream life and build a business we love.

Action

Apply today to get access to my free exclusive training on How To Create Multiple Streams Of Revenue Even With A Small Audience >> [link]

This is the perfect opportunity for service providers who want more freedom in their life and want to add a second revenue stream without phasing out their favorite clients .

CALL TO ACTION: LEARN MORE

CALL TO ACTION: LEARN MORE

Graphic or Video Copy

When thinking about putting copy (aka words) on your creative in your ads LESS IS ALWAYS MORE. Facebook removed the 20% rule for text on images but after testing the ads with less text on the creative ALWAYS outperforms ads with a more than 20% text. We want ads to look native to the platform and unless it's a meme most native posts do not have a lot of text in them.

This one is great because its a video with Headline above to tell the audience what the video is about


Amy Porterfield
Sponsored

This isn't just another shiny distraction pulling you away from what matters (though I hear you, those are everywhere!)

But when it comes to list building, I can't think of an activity that's more worthy of your precious time.

...

The 3-Step Plan to Getting Your First 1,000 Email Subscribers



Hyros
Sponsored

Let's skip the fluff. HYROS lowers ad cost by as much as 52% while increasing ROI. Period. Here's how.

No. I'm not selling you a course or some training or coaching.

I'm not even asking you to adopt new tactics or make...

Hyros' graphic is great because this is something that looks very natural on the platform

You can still text graphics that are very ad like. Such as these...


Selena Soo
Sponsored

Do you dream of speaking on big stages, writing a NY Times Best Selling Book, or landing an interview on the most popular podcast in your industry?

Maybe you're seeing other people in your industry land these opportunities and wonder --> Why not me?

...

Ojet featured in places like this



WWW.IMPACTIONMILLIONS.COM
Score Major Media Coverage
Here's your step-by-step roadmap! Join Impacting Millions before doors close.

[Learn More](#)


Tarzan Kay
Sponsored

Y'know what separates "must open immediately" promo emails from the ones that go straight to the trash bin?

Stories.

If you're about to launch a digital course, you're probably wondering what goes into the, oh, I dunno, 22-30 emails...

Writing sales emails? Let me help.



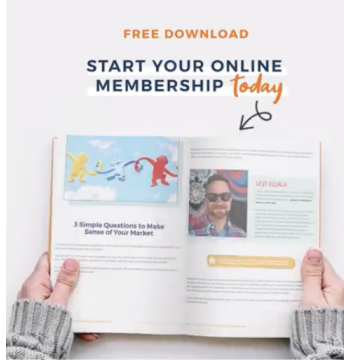
Email swipe copy for your next digital course promotion

Stu McLaren
Sponsored

Thinking about creating and scaling that online membership site you've been dreaming of? Then this is the guide for you

FREE DOWNLOAD

START YOUR ONLINE MEMBERSHIP Today



GETTRIBEGUIDE.COM
[FREE GUIDE] Build a successful membership business around what you already know, love, ...
Get Your Guide Now

[Learn More](#)

Remember when it comes to creating graphics it's all about testing. My go to is

1. One image with no text
2. One video or gif
3. Same image as #1 but with text

AD CHECKLIST BEFORE YOU PUBLISH:

- DOES IT ADDRESS A PAIN POINT OR GOAL
- DOES IT HAVE A BENEFIT IN THE HEADLINE
- IS IT CLEAR
- IS IT SCROLL STOPPING
- DOES THE IMAGE OR CREATIVE MATCH THE COPY
- DOES THE MESSAGE IN THE AD COPY MATCH THE MESSAGE ON THE LANDING/SALES PAGE