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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 talking 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

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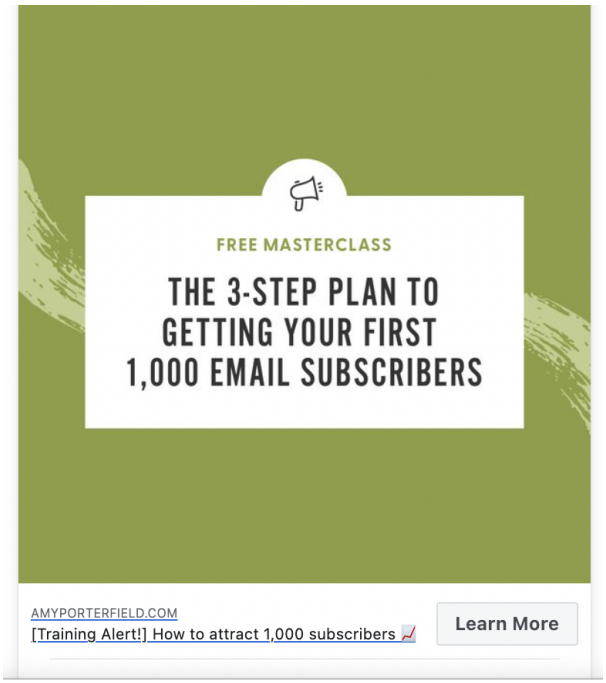
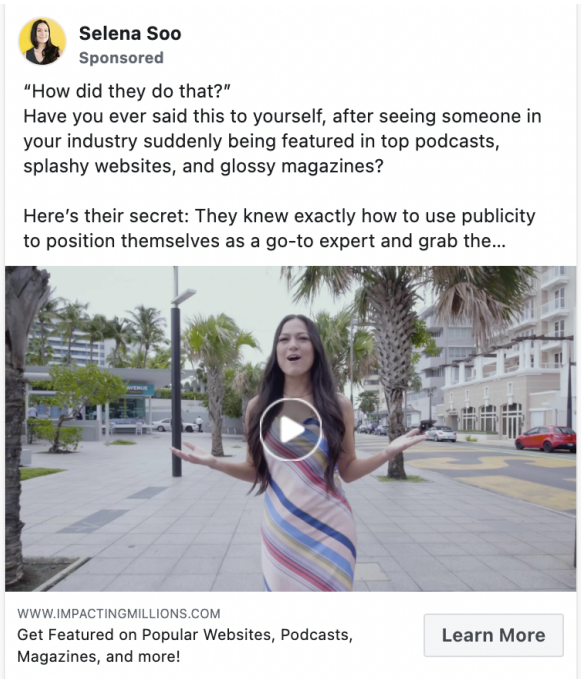
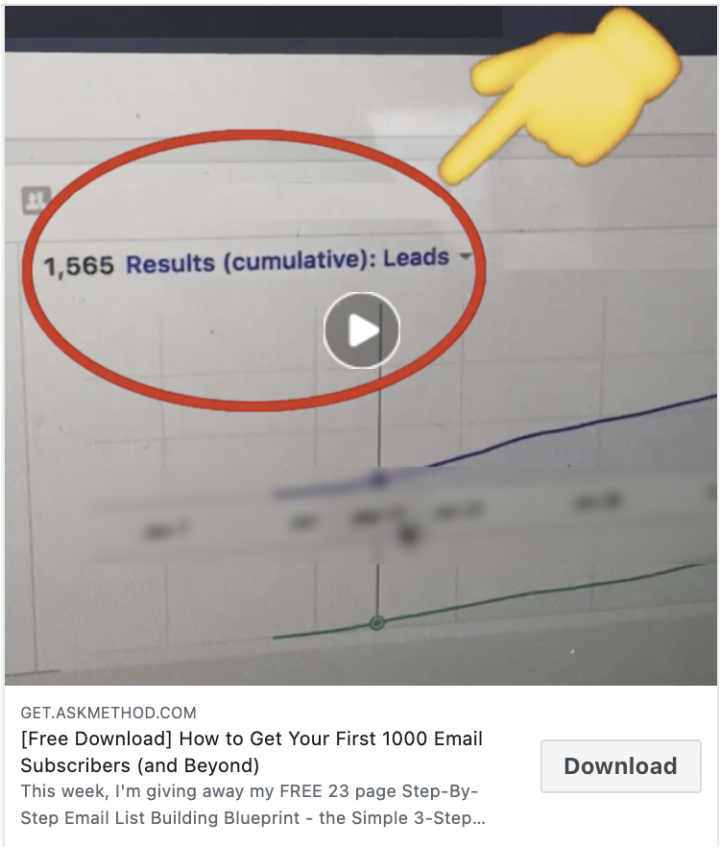
CHECK OUT THE HEADLINES OF THESE ADS FOR EXAMPLES: (headline is under the photo/video by the Call To Action)







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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

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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

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EXAMPLE:

COPY 1	COPY 2
WHAT IS YOUR PROMISE: Helping service providers create a second revenue stream with a course even if they have a small audience	**WHAT IS YOUR PROMISE:** Helping service providers create a second revenue stream with a course even if they have a small audience
HEADLINE: **Version 1:** How to create a second revenue stream without phasing out your clients. **Version 2**: The NEW way to create and launch a course or membership.	HEADLINE **Version 1:** How to create a second revenue stream without phasing out your clients. **Version 2:** The NEW way to create and launch a course or membership.
BODY COPY 1: ***Attention:*** Do you want to create an online course but don't have a big audience? ***Interest*** 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. That's exactly why I created my free training, How To Create A Second Revenue Stream Even With A Small Audience. It'll teach you how to build your own online course even if you have... - No email list - Less than 400 people on your Instagram account - And you're not ready to run ads	**BODY COPY 2:** ***Problem*** Most online service providers are putting all their revenue eggs in one basket and crossing their fingers hoping they don't lose a client. 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. ***Agitation*** "I just lost a big client this week and I wasn't expecting it at all!" 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.

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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

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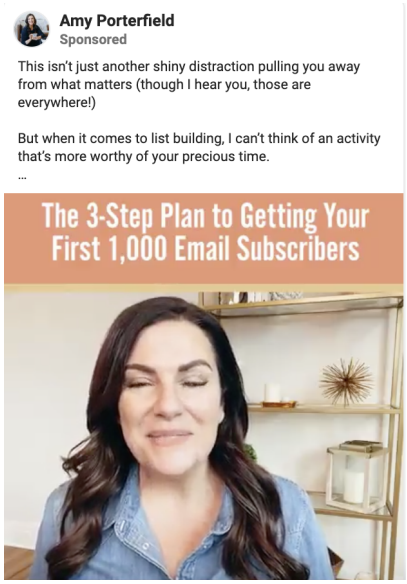
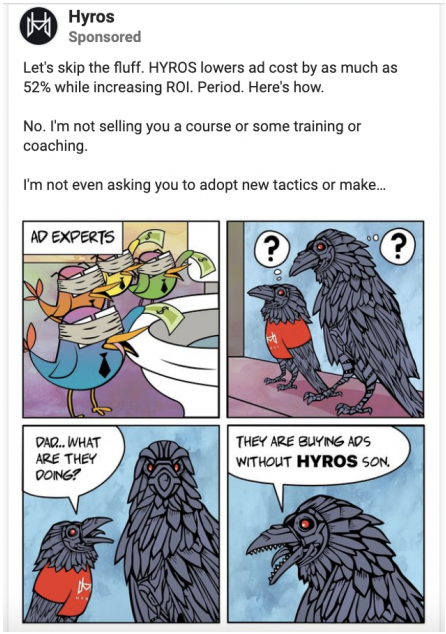
Graphic or Video Copy

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.

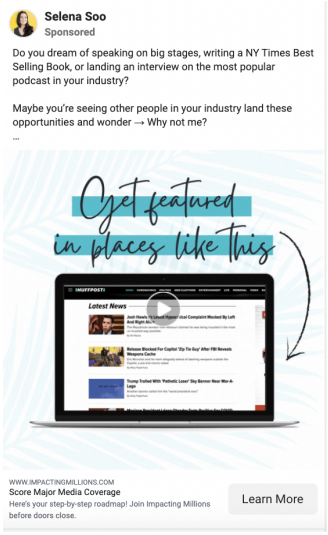
This one is great because its a video with Headline above to tell the audience what the video is about

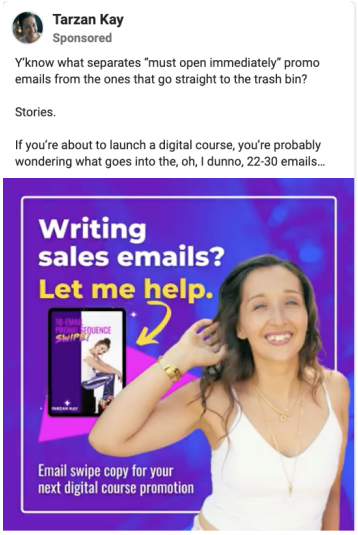


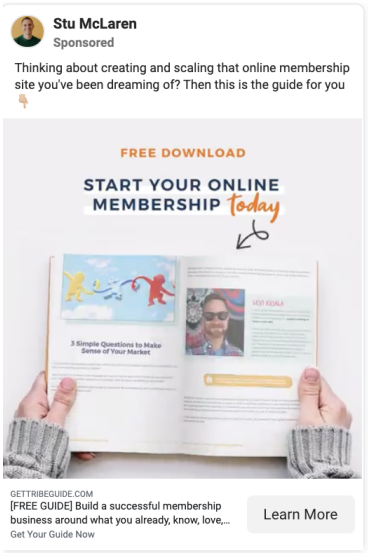


Hyros' graphic is great because this is something that looks very natural on the platform

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







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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