

ANATOMY OF A HIGH CONVERTING FACEBOOK AD

WORKBOOK

How to use this workbook:

This workbook is designed to help you create an outline and develop high converting Facebook ads.

Feel free to print it out, grab a pen and start filling it in!

Each question in this workbook helps you figure out:

- What your ads need to say
- What will get the click, and
- What will get it converting

Each question is broken into 3 parts:

1. An example
2. A space to put your answers, and
3. A small blurb about how to turn your responses into a Facebook Ad.

1

What are 3 pain points or challenges that your target audience struggles with?

Example: I've created FB ads but no one clicks on it. I get clicks on my ads but no one opts into my landing page etc

Pain point #1

Pain point #2

Pain point #3

Turn your pain points into a statement or question that leads into your Ad. Example: Are your ads not getting any clicks or conversions?

Your turn. Take those pain points and turn them into a statement or question below:

2

Develop a freebie OR offer to match pain points. Then list 3 benefits they will receive from it.

Example: With this FREE workbook, you will have a step-by-step framework to create high converting FB ads that gets clicks.

List your freebie OR irresistible offer

Freebie example: FB Ad cheat sheet

Irresistible offer example: 50% off coupon

Benefit #1

Benefit #2

Benefit #3

Now turn your benefits in results / solution statements that your clients would love to receive.

What images represent your offer?

3

Example: If I'm running my 'Free FB Ad Workbook' as an, I would use a picture of myself pointing to screenshots of my Facebook Ads Manager account showing clicks and sales generated.

Image #1

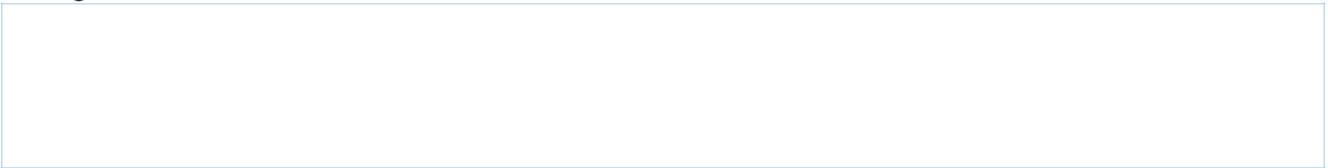
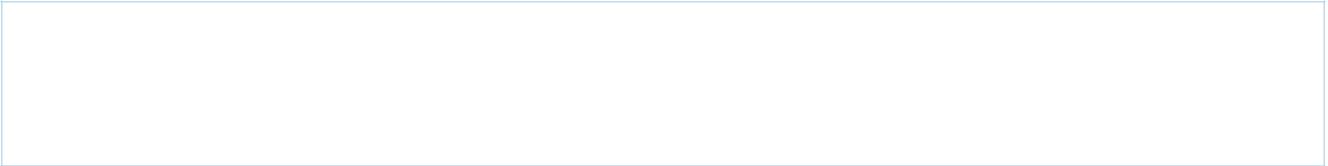


Image #2



Image #3



I recommend you take your own photos of your business or your product in demonstration.

Images should be visually appealing, stand out on the news feed and be relevant to your offer.

If you add text overlays on your image, upload your final image to https://www.facebook.com/ads/tools/text_overlay to ensure your text is under 20% and good to run.

4 List 10 FB Pages, Brands or Interests your target audience already knows and likes.

Example: For my niche, my audience would be women entrepreneurs who are interested in "Marie Forleo", "Amy Porterfield" who like "social media" etc

List your 10 FB Pages and Interests

1	6
2	7
3	8
4	9
5	10

Choose three FB interests from the above ten. Choose interests that only your most passionate audience would know.

Now that you have an idea of your Facebook ad copy and creative, run your FB ad to these 3 FB interests.

Allocate \$5 daily budget per FB interest to test which interest gets the most engagement and clicks.

Then scale your FB Ad with the interests that gets most clicks & conversions.

What is your "goal" for this FB Ad?

5

Most people don't have clearly defined goals when they run Facebook Ads. Set goals from the beginning. Example: I want to grow my email list, create brand awareness, or get video views.

List 1 goal only:

Facebook has many ad objectives that are based on your goal.

Make sure you choose the correct type "ad objective" when you run your Facebook Ad.

For example:

- Want drive traffic to your website? Choose the "**traffic**" objective
- Want to build your email list? Choose the "**conversions**" objective
- Want more likes, shares, comments on your facebook post? choose the "**engagement**" objective.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

Match your goals with the relevant "ad objective" and Facebook will aim to optimize for this goal.

List the ad objective you will be using below:

Build RELEVANT landing pages

6

You should NOT be sending traffic to your website pages or product pages as they are not optimized for conversion.

When you run ads for lead generation or online sales on Facebook ads or any advertising platform...

You DON'T want to send traffic to your website pages or blog posts.

Your website's pages and posts are designed for SEO and for content marketing.

They're not optimized for conversions or your ad's goals.

Always create dedicated landing pages for paid ads that:

- Represent your freebie or irresistible offer
- Your headline and ad copy delivers on your offer
- Do not have distracting menu navigations
- Do not have irrelevant banners
- or sidebars

Previously I was using ClickFunnels.

Now, I've switched all my landing pages and sales funnels over to [GrooveFunnels](#).

GrooveFunnels IS the next generation in sales funnel builders with lightning speed page loads.

It has a suite of apps like:

- [GroovePages](#) (their landing page and sales funnel builder)
- [GrooveSell](#) (shopping cart and affiliate software).

Powerful apps that has more features than ClickFunnels.

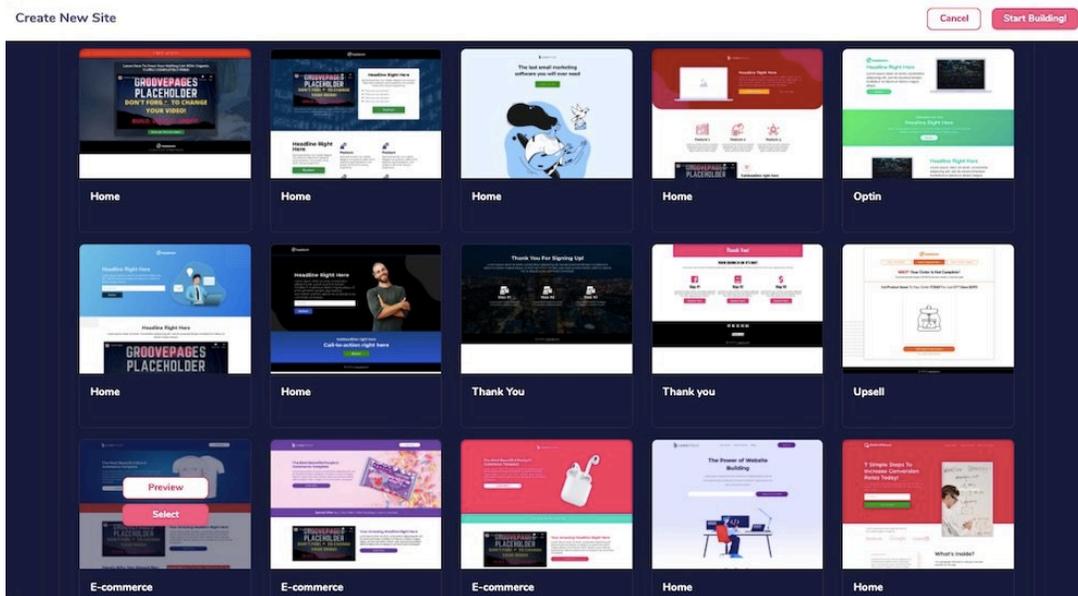
Right now, you can get a FREE GroovePages & GrooveSell account due to COVID 19.

With these two accounts, you can create:

- Landing pages
- Sales pages
- Checkout pages
- Pre-designed landing page templates
- Build your own pages drag and drop
- Custom shopping carts
- Custom checkout pages
- 1-click upsells
- Order bumps
- Dynamic thankyou pages
- Create your own affiliate program
- and more!

[Click HERE to register your FREE lifetime GrooveSell + GrooveSell Accounts](#)

Use pre-designed landing pages and websites from their gallery:



Or you can build your own pages from scratch as I did below:

A custom-built landing page for a Google Ads guide. The page has a light gray background. On the left, there is a title "THE BEGINNERS GUIDE TO GOOGLE ADS IN 2020" in bold black text. Below the title is a list of four bullet points, each with a green checkmark icon. The bullet points describe the guide's content: learning to structure a Google Ads account, conducting keyword research, understanding keyword match types, and writing high-click-rate ad copy. Below the list is a green "Download Now" button. On the right side, there is a large image of a computer monitor and a smartphone, both displaying the Google Ads logo and various icons. Above the monitor is a "Save" button and below it is a "Schedule" button. At the bottom of the page, there are two testimonials. Each testimonial features a circular profile picture of a woman and a man, followed by their names and occupations. The testimonials are identical, stating that the guide is an expert resource for generating leads.

**THE BEGINNERS GUIDE TO
GOOGLE ADS IN 2020**

- ✔ Learn how to structure and organise your Google Ads account for 100% optimization score.
- ✔ How to conduct keyword research and find keywords with buyer intent
- ✔ Understand keyword match types and what keywords you should begin your new campaign with
- ✔ The formula to write ad copy that gets high click rates

[Download Now](#)

[Save](#)

[Schedule](#)

"Testimonial 1. Name is an expert at running high converting Google Ad campaigns and generating us endless leads. This guide is the ultimate checklist, get it!"
Jane Doe, Occupation

"Testimonial 2. Name is an expert at running high converting Google Ad campaigns and generating us endless leads. This guide is the ultimate checklist, get it!"
John Doe, Occupation

[Click HERE to register your FREE lifetime GrooveSell + GrooveSell Accounts](#)

Let's wrap this up with coaching tips!

You won't get results if you do nothing.

This is the exact process I went through in develop our own high converting Facebook ad that got us 106 email conversions in 7 days for a total of \$76.80.

For a daily \$10 budget, I was able to get qualified leads for \$0.71 per email.

And nurtured this email list through a strategic buyer email sequence before her product launch.

Just remember, it doesn't matter if you are an offline business, online business, e-commerce or a course creator - you will need to generate email leads and build your list.

So here's your assignment:

- Print this workbook out NOW
- Sign up to [FREE lifetime GrooveSell + GrooveSell Accounts here](#)
- Complete the workbook.

You now have the knowledge and free tools to run high converting Facebook ads.



Take care and see you soon.

Aimee