



THE 7 COMPONENTS OF A BRAND-BUILDING, EMAIL GROWING, INCOME-PRODUCING AD

Today, we're going to cover creating A HIGHLY EFFECTIVE AD, which will help you add lots of Ideal Customer and Ideal Client subscribers onto your email list and start selling.

The Ad is the first part of your Online Business-Building System, and it is usually one of the first contact points between you and your Ideal Client or Customer. I'm sure you've seen Facebook ads or Instagram ads that come up in your feed. They either have a picture or a video, and most have a blurb about what benefits you will get by clicking on their ad.

It is important to create a great Ad, and to consider every component that goes into it. If not, your Ideal Clients or Customers will just scroll on by... which means no Email captures, no serving them, no building a relationship with them... no sharing your message with them... and no sales...

However, to take a little pressure off... advertising, what is it really? It's just another form of communication, communication which is supposed to build your relationship with others. It's important that you communicate effectively, in YOUR words, which will reflect your brand. And it is also important that you think about your Ad as a relationship building tool, rather than a selling tool.

(Cause really, who wants to be 'sold' to these days)

So let's go over the components that make your Ideal Clients and Customers actually click on your Ad (and makes your not-Ideal Clients and Customers move right along because you DON'T want them to click).

THERE ARE 7 ELEMENTS THAT MAKE FOR AN AD THAT STARTS TO BUILDS THE RELATIONSHIP BETWEEN YOU AND YOUR CUSTOMER, MAKING THEM WANT TO CLICK ON THE AD:

1. An attention-grabbing Visual
2. A captivating headline that generates interest
3. Text that flows and invites and builds the relationship and is free from errors
4. An irresistible offer for your ideal customers
5. Benefit/needs driven content (relevant)
6. A clear call to action (CTA)
7. A link to a Landing Page/Sign-Up page that works

Each of the seven elements has its own important role and needs to be on point to make your Ad work. Let's go over each one in greater detail.

1. An Attention-Grabbing Visual:

If you want your Ideal Client or Customer to click on your ad, the Visual must be *attention-grabbing*. Consider this: When you scroll through Facebook or Instagram, what catches your eye? What are you more likely to remember? Bright colors? Beautiful photos? Lively videos?

Not only are Visuals what grab our attention while swiping and scrolling through our Feed, we are much more likely to remember Visual content than written content.

To reach your Ideal Clients and Customers on Social Media, you have to be able to **communicate** visually, and do so quickly with an attention-grabbing photo or video.

In my research about Facebook ads, I found that Facebook favors visual content over written content. Why? Because visuals are what users like. To get the immediate attention of your Ideal Clients or Customers (and it needs to be immediate or they will just scroll on by), use photos or videos that would be appealing to your Ideal Clients or Customers. You can use bright, complementary colors, or a video or image that would catch the eye of your Ideal Clients or Customers.

Now, the goal of the visual isn't to pitch them. It's to grab their attention. You don't need to sell them. Just make them stop scrolling. I've seen several ads where the picture had nothing to do with the company, the product or the offer whatsoever, but I stopped scrolling because of the eye-catching Visual. Having said that, your Visual can absolutely be related to your business or offering, but it doesn't have to be.

(Hint: the way to see what works is to research, then test, test, test!)

Here are a few different visuals you can choose from:

A Photo Ad

Photo Ads are still images that help you promote an offering by grabbing the attention of your Ideal Clients or Customers.

Tip: Facebook prefers Ad images with little or no text. I've tried using a still image with just a little text and I'm usually rejected. Their reasoning is that still images with lots of text may create a lower-quality experience for people on Facebook.

A Video Ad

Video Ads have a GIF or video and can help you form deeper connections with your Ideal Clients or Customers. (Tip: About 80% of all data consumed on cell phones will by 2021 be in videos, according to a Facebook study).

A Carousel Ad

Carousel Ads are made up of several still images or videos that your Ideal Clients or Customers can rotate through. The benefit of a Carousel Ad is that it can contain 10 images/videos and each photo can describe a different benefit, product, service, or event. Plus, each photo or video can link to their own individual webpage. They are great because they can:

- Promote several products
- Explain multiple features of one product
- Tell a story with multiple pictures/videos
- Walk your Ideal Clients or Customers through a process

A Slideshow Ad

Slideshow Ads are Ads that show individual images one after another. However, unlike Carousel Ads, Slideshow Ads only contain still images (not videos). The Ad takes the images and creates a slideshow that plays automatically like a video. According to Facebook, Slideshow Ads are great:

- For making a video-like presentation
- If you want to select from a library of images and music (a cool bonus of Facebook's Slideshow Ad)
- If you want to simplify a complicated concept for your Ideal Clients or Customers
- For reaching Ideal Clients or Customers who have slow internet connection

A Collection Ad

A Collection Ad is like having your own little mini store on Facebook where you can advertise multiple products at once. This is helpful because your Ideal

Clients or Customers can quickly go from "discovery" to "purchase." Collection ads are great for physical products, but there is one that could work for service-based entrepreneurs as well. Let's go over them below.

A Few Different Types of Collection Ads:

- Instant Storefront is ideal for displaying several products part of the same campaign, and driving customers to each product's page.
- Instant Lookbook is great because it models a product in different settings/backgrounds.
- Instant Customer Acquisition drives traffic to a product's landing page.

Then there is Instant Storytelling which could work well for Service-Based Businesses:

- Instant Storytelling is great because you can tell a story about you or your business or help your Ideal Clients or Customers learn what you have to offer.

As you can see, there are several different options of Visuals to choose from (Just FYI, there are more than what I included here but this is a good start). Just choose what works for you. If this is your first funnel, you might want to start with a simple Photo Ad or a Slideshow Ad.

2. A Captivating Headline That Generates Interest

Now for the second thing that makes up for an attention-grabbing Ad. The purpose of the Visual is to grab your Ideal Client's or Customer's attention. The purpose of the headline is to **MAKE PEOPLE TAKE ACTION**.

That's it.

A headline doesn't have to sound pretty or even creative to be effective. It can, but it's not necessary to serve its purpose. There are various ways to create amazing headlines. Questions are great. A funny line that ties in with the Visual is nice.

However, from my experience, the most powerful headline includes three things:

1. The tailor-made irresistible offer they will get from clicking your Ad (The Benefit)
2. A direct or implied call to action (CTA)
3. The appropriate emotional tone behind the message

For example, if you are trying to offer anxiety-relief, The benefit is the freebie (A PDF, or video, etc.), the CTA is "Click here" or something similar, and the tone behind the message is caring.

For example:

"Learn the 5 fundamental principles that get more conversions from any campaign (Benefit). Click the link (CTA)." Tone =

"Getting Clients Is Hard Work. I fixed it. Click the link (CTA) to download my free PDF of how you can get clients on autopilot, too (Benefit).

"Free Podcast (Benefit) – How to Charge What You Are Worth (CTA implied)."

"Download (CTA) the FREE eBook (Benefit) – 10 Social Media Hacks to Grow Your Brand."

Here are a few tips that will make your Ideal Clients and Customers more likely to click on the ad:

1. Use numbers

Extensive research shows that headlines that start with numbers perform better, up to 36% better. You can use numbers in a list headline, as a percentage, etc.

Also, Headlines with odd numbers get even more clicks, up to 20% more. So when you write a headline, offer it 3, 5, 7 etc. tips, not 2, 4, 6, etc.

2. Create a sense of urgency

Sometimes, your Ideal Client or Customer needs a little extra nudge to click on your Ad. When you create a sense of urgency, your Ideal Client or Customer probably doesn't want to miss out. Example: Offer ends (insert date). Or time left to download.

3. Be clear and precise

Writing vague, unclear headlines is a common mistake beginners make. If your headline is unclear, your Ideal Client or Customer might not understand what you're offering and you'll lose out on hundreds of potential ad clicks.

Examples:

Vague: Looking for romance? That's amazing!

Better: Looking for a relationship? I can help.

Best: Looking for a relationship? Download my free PDF: "7 Ways to...."

Vague: Passionate About Coaching? I am too!

Better: Stop Losing Clients – Get Free Tips (negative approach)

Best: Make More Money in Your Coaching Business – Download my free "5 Days to 5 Clients PDF.

4. Make your headlines short

Up to 80% of your Ideal Clients/Customers never make it past the headline. According to some sources, eight out of 10 people will skim over or read the headline, but only two will continue reading. Needless to say, having a captivating headline matters. A lot.

Facebook has stated that high-engagement ad headlines fall between as short as 25-40 characters in length.

5. Again... Focus on the benefit your customer or client will receive

Your headline needs to clearly state what your Ideal Client or Customer will get out of clicking on your ad. The benefit is your Lead Magnet/Freebie (explained in great detail later on) with content that your Ideal Client/Customer actually REALLY

wants. Your freebie could be a PDF, a meditations, an e-book, a video, etc. Just make sure to include something they want (To learn about how to know which benefits your Ideal Clients are looking for and to increase sales, download my free PDF “The Secret That Dramatically Increases Sales” [CLICK HERE.](#)”

Consider this: What is your product or service or brand trying to sell? Anxiety-relief? A 7-Figure Mindset? Luxury Apparel? Ask: How does my Ideal Client or Customer feel now? Then ask: How do I want my Ideal Client/Customer to feel once they have used my product/service?

Example:

If you are selling an anxiety-relief program, your customer is feeling stressed, anxious, overwhelmed... You want your client or customer to be rid of their anxiety, to experience calmness, relaxation, peace, no more overthinking. A good headline might be something like this:

“Feeling overwhelmed by anxiety? I can help. Download my Free C.A.L.M. Method to feel calm, centered, and at peace.”

6. Include a call-to-action

Using an actionable ad headline increases the chances of your Ideal Client or Customer taking action.

Examples:

“Get 50% off my e-book 3 Ways to Quickly Lose Weight. Click the link to access your discount!”

“Download my Free PDF: 3 Simple Ways to Get 100 Ideal Client Leads a Day in Your Coaching Business. Only Available Until Sunday, midnight!”

“Watch my free video: 7 Ways to Relieve Anxiety. The video will be taken down Friday.”

When you choose your CTA text, ask these questions:

1. What is my Ideal Client's/Customer's motivation for clicking? (they get something for free)
2. What is my Ideal Client/Customer going to receive when they click the ad? (A PDF, Video, etc.)
3. What benefit will it give them? Is it something they would truly want? Is it irresistible?

7. Ask a question

Psychologists have found that when information gaps exist without closure (such as when we ask a question without giving an answer), it creates a sense of suspense, and your Ideal Clients or Customers will pursue information as a way to resolve their suspense.

Questions in headlines can be extremely powerful, and if you word them right, your Ideal Client or Customer will click. If you're going to include a question in your headline, don't do it just because. Do it *intentionally*.

Here are A few great question approaches

The ridiculously obvious question. One good piece of advice is to ask questions that have a VERY obvious answer. Don't ask a question that could easily be answered in a way that runs counter to your (and your prospect's) goals. You want your Ideal Client/Customer to give a resounding "YES!" as the answer. Of your Ideal Client/Customer answers that, it means you've asked a good question. To get that "Yes!" response, ask simple Y/N questions.

Examples:

"Want to learn the 3 fastest ways to grow an online coaching business?"

"Isn't it worth \$9/mo. to dominate Social Media? Upgrade now!"

"Would your team like to do more in less time? Click here to get started."

The hidden third question: Another great question tactic to use is “The hidden third question tactic.” It’s the one that exists outside of Yes and No. It’s the question that creates an I-don’t-know response in our Ideal Clients/Customers.

Examples:

“Is this the world’s best funnel-building PDF?”

“Are the meditations methods you’re using the best for relieving stress?”

When your Ideal Client or Customer reads that, the answer that comes is usually, “I don’t know!” And what happens when we say we don’t know is that our curiosity kicks in, and our Ideal Clients’/Customers’ brains have to know the answer before they can move on.

The “Who else” question: “Who else wants....?” “That “who else” question headline is powerful because it suggests that MANY other people have or are already getting X. It subtly suggests that a consensus already exists among a growing number of people that (your product/service) is popular, and popular is good. So why wouldn’t your Ideal Client/Customer join in?

Other Sample questions to ask:

“Feeling Stressed? Anxious? Download my free CALM Method for Relieving Stress and Anxiety.”

“Tired of the same old dinners? Click below to access 25 New Mouth-Watering Recipes for Free!”

8. Use Words That Are Powerful

When writing your Ad headlines, EVERY SINGLE WORD matters. So choose them wisely! Choose words that:

1. You believe will invoke a positive emotional response in your Ideal Clients and Customers
2. Highlight the benefit they are receiving

Examples:

“To learn about the fastest way to build your coaching business, click the link to watch my free video.”

“For a free sample of the best dog treats on the planet, visit our website.”

Also, there’s proof that using only *one* superlative is the best option when it comes to writing a headline. Using too many superlatives can damage your ad’s effectiveness.

A few more tips for Writing Captivating Headlines:

- Show empathy, especially if you are in the service industry. The more you’re in your Ideal Client’s/Customer’s head, the more they will relate and be drawn to your ad.
- Use the word “new.” We all want what’s new and it will peak your Ideal Client’s/Customer’s interest.

Now that we’ve hooked them in with an attention-grabbing Visual and a captivating headline, it’s time to move onto the third component of what makes your Ideal Customer/Client want to click on your Ad: the body of the text.

3. Text that flows and invites and builds the relationship and is free from errors

When it comes to the body of the text, again, make sure that you include what is *relevant* to your audience. A perfect Ad needs to flow without any effort and convey an important message which must result in your Ideal Client/Customer clicking – taking action.

The Visual or video grabs the attention of your Ideal Client or Customer and makes them pause. The Headline captivates and draws them in to read more.

Just like the Visual and the Headline, the body of text has ONE purpose: To get your Ideal Client/Customer to click (if they haven't already). To achieve this, the body of text needs to focus on the one benefit you are offering. It can focus on the one benefit from many angles, but it ONLY has that ONE focus. You don't want to confuse your Ideal Clients and make multiple offers. Just stick to one. Use the minimum amount of text to effectively achieve this.

So... how do we write so that our Ideal Clients or Customers decide to click on our Ad?

Here's the thing... you only have a few seconds to get your Ideal Client or Customer to resonate with the message so you want to draw them in from the get-go. From the beginning, it's important to set the tone of your message. For example, you'd set a very different tone to help an individual suffering from anxiety and depression vs. an individual who is driven to grow their business online.

So first, consider the tone, the feeling, the emotion.

To get them to click, you have to 1) keep their attention, 2) get them to experience an emotional reaction, 3) get them to experience a "That's me!" or "I want that!" reaction. This is why it's so important that you get to know your Ideal Clients or Customers better than they know themselves. They will ONLY click on your Ad if they feel it has been tailored to them, to address their needs, wants and goal (hint: you consciously tailored it to them... they feel that, they just don't know that).

Here are some ways to start the body of your text:

1. Sometimes starting with a simple "Hi" works well, especially if you're wanting to create a warm, casual relationship from the get-go.
Example: "Hi, I'm Evelyn. I've helped hundreds of people relieve stress and anxiety with my C.A.L.M. Method. For your free PDF copy of my

C.A.L.M method, to help you relieve stress and anxiety, too, click on the link below.”

2. You can start by calling out the problem in a simple way. I saw an ad recently advertising a program that took the hassle out of managing a Facebook group. The first line was: Groups, groups, groups...
3. Disrupt expectations by changing a cliché. For example: The hook for an Ad offering a free a hairstyle tutorial: Drastic times call for drastic bangs.
4. Help them imagine, “What if?” What if you had 10K subscribers on your email list?”
5. Cite a research study. This, of course, requires some work – but it’s a great way to build credibility.
6. Kill something off. Fake lashes are dead.
7. Revive something. Bangs are back!
8. Use a known quote, without “quotes.” Say hello to my little friend: Tamagotchi for iPhone 6.
9. Change a known quote, without “quotes.” It is a truth universally acknowledged that a single woman in possession of good fortune treats herself to a Porsche.
10. Make a confession. You’re not gonna like me for this, but...
11. Be silly
12. Show you working with your product
13. Ask for other's opinions. For example: Do you believe people can manifest?!
14. Use words your crowd or generation knows #woke
15. Use words that evoke emotion.

By tailoring the body of text to them, you’re letting your Ideal Client or Customer know that you understand their struggles and that you also understand the needs they have at the moment (Keep in mind the 8 human needs in my PDF “The Secret That Dramatically Increases Sales”).

So, the key is to write emotionally engaging and relevant copy, and to do that, you need to know what pain your Ideal Client/Customer is experiencing (emotional/physical/mental) and which need (of the 8) they are looking to have met.

Also, you should have put your offer in the headline, but include it in the body of the text as well. Remember, it must be irresistible. Something that will be of particular interest to them (We'll cover that in detail in the Lead Magnet/Freebie section).

Another way to peak your Ideal Client's or Customer's interest is to hint at an unexpected bonus if they click on your Ad. Remember, suspense makes people feel they "need" to find out what's on the other end.

4. An irresistible offer

The offer is on the other end of your Landing Page but it is in the ad that they learn about it. An irresistible offer tells your Ideal Client why they should click on your ad. Things to consider: How is your product or service different from any other? Why would your Ideal Client click on your ad?

5. It must be benefit/needs driven

If you're promoting ads that aren't relevant to your Ideal Clients, you're wasting your time and money and will likely not see success with advertising. Remember, your ads and images must be relevant to the audience viewing them. Review the 8 Needs if you are unsure of what benefit your Ideal Client is looking for.

6. A clear call to action

A beautiful and relevant ad is great, but without a CTA, your Ideal Client might not know what to do next. Add a CTA like "Buy now and save 60%. Offer ends tomorrow." Remember, by adding a sense of urgency your Ideal Client is more likely

to click. Make sure to make your CTA clear, direct and, if possible, include a sense of urgency.

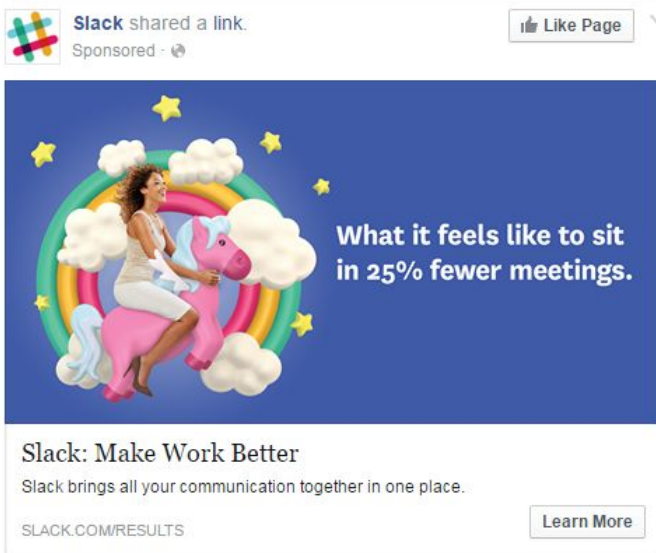
Asking people to join your list doesn't work. Instead, give something of value to your reader in exchange for their email (a download, ebook, infographic, course, etc.)

7. A link to a Landing Page/Sign-Up Page

When you press "Live" on your ad, make sure that it's linked to the landing page and that the link works!

Psychology Tip: Most people are looking for instant gratification the first time they come into contact with your business. So make sure they know they can be immediately gratified if they click on your ad. This will make it so they create a positive association with you or your brand.

On the next couple of pages are examples of some ads that performed well.



Slack shared a link.
Sponsored · 🌐

Like Page

What it feels like to sit
in 25% fewer meetings.

Slack: Make Work Better
Slack brings all your communication together in one place.

SLACK.COM/RESULTS

Learn More

Visual: Eye-catching and memorable. Shows what it feels like to sit in 25% fewer meetings..

Relatable: Everyone hates pointless meetings.

Offer: Implied - Brings all your communication together in one place

Mood: Playful

CTA: "Learn More"

MailChimp about 9 months ago

Send emails your customers actually want to read.

MailChimp Personalization
 MailChimp's personalization tools give you the keys to unlock valuable, actionable insights int...
 MAILCHIMP.COM

Visual: Eye-catching hat-wearing purple monkey figurine.

Relatable: Useful and good for business.

Offer: Makes it easier to send emails

Mood: Playful

CTA: Is implied

Neil Patel about 7 months ago

Do you want to learn how to increase traffic to your business and convert your visitors into actual **PAYING** customers?

Not only have I helped grow companies like Amazon, NBC, GM, HP and Viacom, I've used my own 3-step process to build four different multi-million dollar businesses.

I'm going to show you exactly how I did all this on my **FREE** webinar.

FREE BONUS: The 24-step framework I use to teach marketing
 Register for Neil Patel's free webinar above!

NEILPATEL.COM Sign Up

259 11 14

Visual:

Relatable:

Offer:

Mood:

CTA:

Tip: You'll want to create several versions of the same ad. You can use different pictures, a different offer, a different headline, different copy, etc. Once you have created several versions of the same ad, test it to see which one does better. Then when you know which one works better, advertise. You don't want to spend money on ads that nobody clicks on.

A Few More Tips:

If you're trying to send your Ideal Client/Customer to your Landing Page, a short body of text is a good idea. Super. Short. Use a killer headline and maybe 1-2 paragraphs. Then do the heavy lifting on the Landing Page.

However, if you want them to convert on the Ad itself, it might help to go longer. Storytelling is a good way of drawing them in. The easiest and most effective way to convert a Client or Customer in an Ad is through story-telling. This is because story-telling naturally bypasses the "logical" brain and goes straight to our emotional brain. If you can master story-telling in your Ads, you'll see a lot more conversions!

Once the potential Customer/Client clicks on your Ad, they will be taken to your Landing Page. This is a big step because now they have officially become your guest and visitor!