

NOTES:

- **Research your target market so you use the right buzzwords**
- **The more specific, the better:** (*kitchen remodel jobs, divorce attorney cases*)
- **Don't just copy and paste, follow the structure (AIDA)**
- **All you need from lead is: *Name, Email & Phone***
- **If you want to qualify even further, include VSL and more questions**
- **Starting out, average lead cost will be \$10-\$20**
- **Can easily lower CPL with optimization**
- **If you have email list, you can create custom audiences**
- **Your objective is to generate leads, gather data & further optimize**

Facebook Ad Copy #1

Looking for more (*dental implant patients, kitchen remodeling jobs, divorce attorney cases*) for your business?

Tired of not knowing where your next (*patient, job, case*) is going to come from?

What if I told you that we GUARANTEE results with your marketing campaigns...

That's right, guaranteed results because we know our system works.

If you're interested in consistent and predictable (*dental implant patients, kitchen remodeling jobs, divorce attorney cases*) then click the link below and let's talk about how we will guarantee results for your business.

Headline: Interested in more Dental Implant Patients?

Lead Form Copy: Schedule your guaranteed results call by clicking below!

We'd love to chat with you and learn more about your business and the types of (*jobs, patients, cases*) you are looking to get for your business!

Landing Page Copy Headline: Looking for more (*dental implant patients, kitchen remodeling jobs, divorce attorney cases*)?

Landing Page Copy Text: Schedule your guaranteed results call by clicking below and let's talk about how we will guarantee marketing results for your business.

Facebook Ad Copy #2

If you're looking for more (*kitchen remodeling jobs, x home services*) then listen up!

What if we GUARANTEED results with your marketing campaigns?

That's right, guaranteed results because we're tired of marketers over-promising and under delivering.

For a very limited time we're looking to take on a select few home service contractors and guarantee their results because we know our system works and we'll prove it.

So if you're interested in results driven advertising then let's have a quick chat.

Click the link below and let's talk about how we guarantee results for your business.

Headline: Interested in more Dental Implant Patients?

Lead Form Copy: Schedule your guaranteed results call by clicking below!

We'd love to chat with you and learn more about your business and the types of (*jobs, patients, cases*) you are looking to get for your business!

Landing Page Copy Headline: Looking for more (*dental implant patients, kitchen remodeling jobs, divorce attorney cases*)?

Landing Page Copy Text: Schedule your guaranteed results call by clicking below and let's talk about how we will guarantee marketing results for your business.

Facebook Retargeting Ad Copy

I noticed you checked out our guaranteed marketing results page but you didn't book a call.

Perhaps something came up, or maybe you're still not sure if it would be worth it.

I can understand where you're coming from.

Lucky for you, there's still time to book your call and learn how you can start generating *(jobs, patients, cases)* on demand.

Remember, your results are 100% guaranteed so you have nothing to lose.

Click the link below and let's talk about how we guarantee results for your business.

Headline: Don't forget to book your call now!

Lead Form Copy: Schedule your guaranteed results call by clicking below!

We'd love to chat with you and learn more about your business and the types of *(jobs, patients, cases)* you are looking to get for your business!

Landing Page Copy Headline: Looking for more *(dental implant patients, kitchen remodeling jobs, divorce attorney cases)*?

Landing Page Copy Text: Schedule your guaranteed results call by clicking below and let's talk about how we will guarantee marketing results for your business.