

7 Facebook Copy Templates

The examples in this swipe file have been created using the formulas and follow a very specific structure. **Pay most attention to the structure** because as long as you follow this then it will be very easy for you to come up with persuasive copy.

Another thing to keep in mind is the relationship with the audience. The messaging for those who are already familiar with the brand will be much different than those who have never heard of your brand.

Keep in mind that the ad copy has been created from scratch. When you follow the structure you should easily be able to come up with even better copy!

NOTE: In your ad copy, **NEVER** use the word **YOU**. I'm using it in this template just to show you the ad copy structure you can follow. Facebook doesn't like to call people out like that.

Other Things to Avoid:

- Personal attributes
- Bold claims
- Showing "money" in images/videos
- Showing images that are zoomed in on a particular body part (teeth, stomach, butt, breasts, arms, legs)
- Showing before and after photos (fitness/ weight loss particularly)

Best Workarounds:

- Change "how to" to "how I".
- Speak in the first person "Here's how I bring local businesses more customers" rather than **"Here's how YOU can...."**
- Use the word "Ya" rather than "you" if you must use that particular verbiage otherwise avoid those types of sentence structures as a whole.
- Use positive images (people smiling, laughing.... FB image recognition rewards this)
- Use positive words (happy, laugh, fun, exciting...FB language sentiment rewards this)

Ad Copy 1: Pain Question

- Pain Point as a question
- Benefit
- Authority/Social Proof
- Benefit
- Call To Action

Working hard at the gym, but not getting the results you want? (***Pain Point as a question***)

XYZ gym's boot camp classes will help you crush your fitness goals! (***Benefit***)

Trusted by hundreds of happy members (***Authority/Social Proof***)

Finally get the results you've always wanted (***Benefit***)

Sign up now for your free personal training session! (***Call To Action***)

Ad Copy 2: Limited Time Offer

- Urgency/Scarcity
- Social Proof
- Call To Action

Ad Copy Example:

Our 30% off personal training special ends tonight (***Urgency***)

Join hundreds of happy members who can't stop coming back for more (***Social Proof***)

Don't put it off, sign up now and get 30% off personal training sessions! (***Call To Action***)

Ad Copy 3: Capturing attention with industry facts

- **Industry relevant fact**
- **Fear Factor**
- **Solution**
- **Call To Action**

Ad Copy Example:

The average home is filled with over 9,000 types of germs and bacteria. **(Relevant Fact)**

Children are most at risk to be infected **(Fear Factor)**

Protect your family with XYZ disinfectant product that eliminates 99.9% of germs and bacteria! **(Solution)**

Get your XYZ disinfectant product now for only \$X! **(Call To Action)**

Ad Copy 4: Social Proof

- **Review/Case Study**
- **Social Proof/Call To Action**

Ad Copy Example:

Since Mike started using our XYZ service, their ___ has increased/improved 3X.
(Review/Case Study)

Join hundreds of other happy customers who've used XYZ service to increase/improve their XYZ **(Social Proof + Call To Action)**

Ad Copy 5: Creative imagination

- **Imagine Benefit + Solution**
- **Benefit**
- **Realization, Pitch, Call To Action**

Ad Copy Example:

Imagine waking up and doing what you love every single day **(Imagine Benefit)**

Imagine starting a business that allowed you the freedom to work from anywhere in the world. **(Imagine Benefit)**

Start an XYZ business today that has helped 100 others quit their job and work from anywhere in the world. Find out how you can follow in their footsteps here: **(Realization, Pitch, Call To Action)**

Ad Copy 6: Facts

- **Fact**
- **Fact**
- **Benefit**
- **Call To Action**

Ad Copy Example:

Did you know there are XYZ people in your area searching for a dentist on Google? **(Fact)**

Unfortunately, they are not able to find you because you're not showing up on the first page. **(Fact)**

Discover how you can show up on the first page and capitalize on those searching for your services. **(Benefit)**

Click here to find out more: **(Call To Action)**

Ad Copy 7: Target Audience

- **Target Audience + Pain Point**
- **Pain Point**
- **Offer + Call To Action**

Ad Copy Example:

Savvy business owners know that in order to get to the next level, they must keep their pipeline full of leads. **(Target Audience + Pain Point)**

Nobody understands how difficult it is to manage providing a great service while also getting more customers quite like you, right? **(Pain Point)**

Focus on what you do best and leave the marketing to us. Learn how you can get a pipeline full of leads here: **(Offer + CTA)**