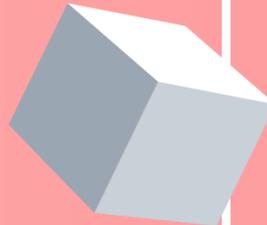




# 3 QUICK FACEBOOK TIPS



# Tip 1

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## Content is **STILL** King

- Start with your COPY test: 3 ads, short, medium, long
- Good copy converts to dramatically lower CPMs and CPCs
- Usually long copy wins, but not for the sake of being long; it needs to be **INTERESTING**, unique, different, and dramatic. Don't blend in.



## Tip 2

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### Be natural, not too 'salesy'

- You don't have to always make your ads look like 'ads'
  - This is why testing is great to compare results of different copy and images
- Make your ads look like content that is already consumed - use natural and authentic images you would normally post on your news feed.
  - Facebook wants to keep people on the platform longer; people want real life engaging content. Avoid selling too hard.
- Photos of you being YOU, your life as it relates to what you're selling



# Tip 3

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## Give it TIME and Test/Tweak

- The algorithm is smart
  - Give Facebook room to work - the algorithm knows where the buyers are.
- Targeting is important, but avoid being hyper granular (don't want an audience that's too small)
- You need to give it time and money to work



## Intriguing/unique ad copy

9:37

My Nerd Life  
Sponsored · 🌐

LG. CE. NG...

To the uninitiated, these are just letters.

To those of us who have fought our way to Mystara and past the harsh mesas of Athas, they mean everything.

Whether it informs the cause that you fight for or the tendencies that you struggle to transcend, your alignment is key.

You know who you are. Now, show the world.



Write a comment...

🏠 📺 👤 🚩 🔔<sup>2</sup> ☰

## Long ad copy that breaks a common myth and shares 'secrets'

9:41

Dr. Sonja Stribling  
Sponsored · 🌐

Let me blow up a HUGE myth right now, you don't have to be a mini-celebrity to become a successful speaker.

The fastest way to build an audience and establish yourself as an authority is easier than you thought.

I know that's the opposite of what everyone else is trying to tell you.

They want you to believe you need Facebook Ads, Blogs, Funnels, a ton of followers, Youtube subscribers, and a NYT Bestseller before you're worthy to set foot on a stage and speak your truth.

I call BS!

I built a highly successful speaking empire from scratch, even though no one knew my name.

No big audience. No huge following. Nothing.

Here's the truth: There's a HUGE need for female speakers right now, and how you can capture this opportunity to be seen, be heard, and earn more.

Join me for a FREE masterclass today where I'll be pulling back the curtain and revealing the insider speaking secrets no one else will tell you.

Things like:

Write a comment...

🏠 📺 👤 🚩 🔔<sup>3</sup> ☰

9:41

Dr. Sonja Stribling  
Sponsored · 🌐

Things like:

- :: How to get booked on some of the biggest stages in the world, and turn that new audience into clients... (even if you're a total unknown)...
- :: Why speaking on stage is the GOLD STANDARD for establishing authority, expertise, and getting you in front of ideal clients...
- :: Why the world needs inspiring female speakers now more than ever...and how you can break into the speaking world...
- :: AND .... How to leverage your new-found authority into more clients WITHOUT any tech or online marketing.

Here's the bottom line: no one is going to give you permission to become a world-renowned speaker. You don't need to waste years building your audience, or slaving away on social media.

You just need to know a few inside secrets that can break you into the speaking world now.

Join me today and let me show you how it's done.  
CLICK HERE: <https://joinnow.live/s/xTBJ3F>



Write a comment...

🏠 📺 👤 🚩 🔔<sup>3</sup> ☰

9:41

Dr. Sonja Stribling  
Sponsored · 🌐



JOINNOW.LIVE  
**How I Went From Total Unknown to Having a WILDLY SUCCESSFUL Speaking Empire**

👍 Like    💬 Comment    ➦ Share

👍❤️ 1.1K

56 Shares

Write a comment...

🏠 📺 👤 🚩 🔔<sup>3</sup> ☰

# Long ad copy that tells a personal story - plus a FOMO CTA (fear of missing out call to action)

