1

How to write Facebook Ads that sell!

(HEADLINE PROMISING YOUR READER A BENEFIT FROM READING YOUR ADS)

As a sales funnel copy writer,

(OPENING STATEMENT)

Part of my job is to write Facebook ads that sell my service and get high ticket clients…

And recently I’ve been rejecting a lot of deep pocket clients who reach out to me to work on their projects after reading my Facebook ads…

Why?

The reason is very very simple,

My recent Facebook campaign for my consulting firm (Flourish Business Consults) was so successful…

A lot of high ticket clients read it and immediately reach out to me…

“Hey Obialor we saw your ad….”

So this leaves me with little time for myself,

A lot of work to be done,

A lot of deadlines to be met,

A lot of money on the table! (not that I love money or anything, I’ve tasted money like literally…when I was 2, mom said I swallowed 2 naira coin!!...Hungry Little Me!!)

So what am I trying to say?

I’m trying to give you an idea that Uchendu Obialor has written successful Facebook ads and can in fact teach you here and now, how to write one for free!!

(A service industry experts charge an average of N20, 000)

(POSITIONING YOURSELF AS AN AUTHORITY IN THE TOPIC AND GIVING HER A REASON TO LISTEN TO YOU)

Anyways here’s how to write a good Facebook ad that will improve your sales conversion…

And also swim across the Facebook algorithm that many Facebook advertisers now dread…

(MAIN CONTENT)

To successfully create a good Facebook ad for higher conversion rate that will sell your products and services instead of getting likes and comments…(which is not bad but does not pay bills)

Use what Russian Economists call:

“Informative advertising”

Informative advertising simply means, giving out useful information about your products and services…

Organize it in a list format if possible…

What you are doing here is like priming your wife or husband for midnight service…

You give out valuable information about your products and services, in a way that the customer is now curious to learn more…

OH Obialor how do we do that huh?

Go pay your tribute to one of the greatest advertising men in history…

Yes, most of the gurus now training you for 20k got the knowledge from there first…

Who is this ancient guru and where can I find him?

His name is David Ogilvy…

You can’t actually find him…but you can read his books…

1. CONFESSIONS OF AN ADVERTISING MAN
2. OGILVY ON ADVERTISING

Also go to <https://swiped.co/>

(A website that has a lot of swipe files)

Make yourself a swipe file of David Ogilvy’s ads….one of my favorite is the one he wrote for Rolls-Royce….

“At 60 miles per hour, the only noise from the new rolls royce is the sound of the electric clock”

What else?

After reading, writing out Ogilvy’s ads by hand and reading it aloud in your room…

Write your own ad…

1. Use a Curiosity driven headline that promises the reader a benefit for reading to the end…
2. Use an opening statement to hold his interest
3. Position yourself as a resource person
4. Deliver main content point by point in a list format

Write only relevant INFO only

Don’t reveal everything

Just enough to get her horny for more info…

…Invite her to your homepage to learn more

Is that all?

Well if you want to learn more,

Inbox me for “Sales Funnel Secrets”

(CALL TO ACTION)

P.S: Tell me about your last Facebook campaign…

What’s keeping you from selling your products or services to 27 million Nigerians using Facebook?

Or should I just continue making the money alone?

2

Devilish Marketing: 2000 years old secret from the garden of eden…

Can skyrocket your sales conversion in 2020

How?

Let’s start from the Genesis of selling shall we?

Warning ⚠ This a marketing lesson and not Sunday school…

The Serpent from the Holy Bible is the first sales person on earth…

And copying that sales strategy will increase your sales and conversion rates…

Don’t worry, you can make a lot of money with these devilish strategies and still make heaven…

You know the story of God, Eve, the serpent and forbidden apple right?

But I guess you’ve probably not looked at it from a marketing perspective…

So permit me to show you…

What I learnt from the serpent that can help you make more sales in your business…

Lesson 1

Tune into what your prospective customer is already thinking about with your headline…

Look how the devil tuned into Eve’s line of thought with an attention grabbing headline

He said to the woman,

“Did God really say,

You must not eat from any tree in the garden?”

Note: It’s just as if He was reading eves mind right?

Well you don’t need to be a devil to read your prospective customers mind thanks to Google…

Go online and snoop around to discover what people are already searching for…in your niche…

Use Google search or Answer the public and Facebook groups…

You will find questions people are already asking and bloggers are answering…

Then employ the devilish marketing lesson one…tune into what they are already thinking about…

(guys don’t use this formula to chase ladies o!! I’m warning you!)

Lesson 2

Tackle Objections in your advertisements…

The woman said to the serpent,

“We may eat fruit from the trees in the garden,

But God did say,

‘You must not eat fruit from the tree that is in the middle of the garden,

And you must not touch it, or you will die.”

This is an objection that made Eve not want to take action and buy what the serpent was selling….

So the devil has already done his homework by researching and anticipating the objections of Eve…

You should do this as well…

Put yourself in the position of the buyer

What will stop you from buying the product

Some objections include…

1. What’s in it for me?

Ans: Benefits of using your products

1. Why should I listen to you?

Ans: Present yourself as an authority

1. Who has used this product before

Ans: Testimonials and product reviews

1. What if the product doesn’t work for me

Ans: Refund policy

Here’s how the Devil handled Eve’s objection and closed the sale…

You will not certainly die,” the serpent said to the woman.

“For God knows that when you eat from it your eyes will be opened,

And you will be like God,

Knowing good and evil.”

Notice the serpent sold the benefits not the features of the product…

That the fruit will give knowledge of Good and evil and make Eve like God…

Tell your prospective customers what they will gain from using your product and how it will make them feel

(you will be like….God…wow!! Really?)

Lesson 3

Show your prospective customers the features of the product or service lastly…

(make them see it,

You can demonstrate,

Use pictures,

Paint word pictures in your adverts…

Let your ad tell the full story)

…. When the woman saw that the fruit of the tree was good for food and pleasing to the eye,(features)

And also desirable for gaining wisdom, she took some and ate it.(benefits)

Lesson 4

Sell the benefits of your product or service and customers will do WORD OF MOUTH advertising and sell for you…

Sell benefits and Your product will sell itself!!

….She also gave some to her husband, who was with her, and he ate it.

(word of mouth advertising)

Lesson 5

Make sure your product or service delivers the benefit you promised your customers…

….Then the eyes of both of them were opened,

And they realized they were naked;

So they sewed fig leaves together and made coverings for themselves.

(Benefits delivered)

P.S: Do you think one can make heaven using this formula?

(let me know in the comments)

PPS: If you enjoyed this post…

Watch out for more marketing intelligence,

Also share with friends who will find this beneficial and they will thank you later.