



## **BLACK BELT MARKETERS**

**MASTER THE ART OF HIGH-CONVERTING MARKETING**

# **Black Belt Ad Creatives**

# **Masterclass**

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## Belief Engineering Summary

1. People buy when they have certain beliefs. If they don't have those beliefs, they won't buy, no matter how good the offer is.
2. Your prospect is likely holding the **Blocking Beliefs** that prevent the sale.
3. Your prospect is likely lacking the **Necessary Beliefs** that facilitate the sale.
4. The purpose of marketing, copywriting, and advertising is to **dissolve the Blocking Beliefs** that prevent the sale and **install the Necessary Beliefs** that facilitate the sale.
5. To do this, FIRST we move the prospect from Closed State to Receptive State.
6. With the prospect in Receptive State, we use Belief Engineering.
7. Then the prospect is in Transformed State - no Blocking Beliefs, all Necessary Beliefs. Then conversion feels natural.

## Key Elements of a Good Creative for Meta Ads

### 1. Relevance to the Target Audience

- Must instantly signal “this is for me.”
- Avoid vague or abstract outcomes (“unlock your superhuman brain”) unless it’s a belief-based audience who resonates with it.
- Use audience-specific language and contextually familiar visuals (e.g., “Do you have neck pain?” for older demos).

### 2. Simplicity and Clarity

- Every part of the creative—visuals, headline, body copy—should be dead-simple to understand.
- Sentences must be short and vocabulary easily digestible.
- Avoid cleverness or double-layered ideas that require thinking or translation.

### 3. Native Look and Feel

- Creative should *not look like an ad*. It should feel like a native post on the feed.
- Avoid overly polished, corporate visuals.
- Organic-feeling visuals = better scroll-stopping power.

### 4. Emotionally Charged

- Ad must provoke a *feeling*: curiosity, frustration, desire, surprise, urgency, etc.
- Aim for an emotional shift in the first 3 seconds.
- Emotion creates receptivity. Without it, the brain defaults to ignore mode.

### 5. Visually Scroll-Stopping

- Use **color, motion, faces, or weird/curious visuals**.
- Goal: *Interrupt the thumb* in a quarter of a second.
- Don’t use washed-out palettes or overused templates that blend in with the feed.

### 6. Maximize Message Consumption

- Text should be **big, high contrast, and easy to read**.
- Assume people are watching **without sound**: add clear **captions**.
- Assume people are listening **without watching**: add clear **audio**.
- Use **jump cuts, zoom effects**, or simple animation to keep attention.
- Avoid **visual overwhelm**—don’t crowd the screen with too much information.

## 7. Each Piece Must Stand Alone

- Imagine each part—headline, image, caption, description—is the *only thing* someone sees.
  - Every element must **pull its weight** in the conversion process.
  - Like carrying a log with 20 people—each one should act like they're carrying it solo.
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# ✗ Key Elements of a Bad Creative

## 1. Too Clever or Indirect

- Phrases like “What if everything you thought you knew...” or “This will not reduce snoring. It will eliminate it.” confuse rather than convert.

## 2. Wall of Text or Visual Overload

- Dense paragraphs = bounce.
- Too many competing ideas = mental fatigue = ad ignored.
- No visual hierarchy = nothing grabs the eye.

## 3. Hard to Read or Consume

- Thin, curly, italic fonts—especially on mobile—kill message clarity.
- Captions or headlines that are too long or abstract reduce comprehension.
- Lack of captions altogether = dead in the water.

## 4. Low-Quality or Bland Visuals

- Flat colors that match Facebook’s UI (e.g., blue/white) = ad blindness.
- Videos without motion, color, or expression = instant scroll-past.
- Ugly layouts with no focal point or visual intrigue.

## 5. Unsubstantiated or Skepticism-Triggering Claims

- Claims like “I made \$10M last month” without context immediately provoke disbelief.
- If a stat needs translation (e.g., “eight figures”) or feels exaggerated, it’s a credibility killer.

## 6. Wrong Opening Seconds

- First 3 seconds are prime real estate.
  - Saying “Let me ask you a really important question...” = wasted time.
  - Must start with relevance, emotion, or intrigue.
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## Criteria for Judging Ad Effectiveness (Creative-Level)

1. **Scroll-Stop Power**  
Does the creative make you stop in 0.25 seconds?
2. **Message Clarity**  
Can you understand the benefit or point *immediately*?
3. **Emotional Pull**  
Does it trigger curiosity, desire, fear, outrage, joy, etc.?
4. **Relevance Check**  
Would your target instantly know this ad is for them?
5. **Ease of Consumption**  
Is it readable, watchable, and engaging—even muted?
6. **Creative-Only Conversion Potential**  
If the rest of the funnel sucked, could this ad still carry the sale?
7. **Visual Hierarchy and Balance**  
Is the most important element visually dominant?
8. **Production Quality (Without Looking Like an Ad)**  
Good lighting, audio, and framing—but still casual/natural.
9. **Credibility Cues**  
Testimonials, verified-looking pages, faces, or organic UGC feel.
10. **Retention Mechanics**  
Jump cuts, pacing, captions, storytelling—do people stay?

## Ads Analyzed In Live Class

- <https://www.facebook.com/100079655510355/videos/1214440570068462/>
- <https://www.facebook.com/61560269035685/videos/1372503303830223/>
- <https://www.facebook.com/artuvate.co/videos/721223716965968/>
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- <https://www.facebook.com/SnoreLessNow/posts/pfbid0gMkNguhmXQPAL5v8Pyhm6t9gJn2sqKdFYavBn6MR84vCDdhgUyRSae5rfSvj8KHTI>
- <https://www.facebook.com/kinobodyfitness/videos/1258934971668611/>
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- <https://www.facebook.com/Efficientcoach.fb/posts/pfbid0b2uJ7mK86SkoUjnAofVGJYzzMjtCZifb5FteFiJzcwxo3BbZT4aw6NZqWS3Jz1il>
- <https://www.facebook.com/nocrapinit/posts/pfbid0Tm8fj4XWjSuLQan1ZF3My5SpfoZrLSZCTpUBGtWW1Me94fV8LgzpxKwTpcomtgb4Ql>

- <https://www.facebook.com/BradCostanzoOfficial/posts/pfbid0ktqTJNVwoeyymH9Av6hxBCFLL6DxqxZ1U5pJbjq3FTBK1kdR1xWGAPrDtxpe8KkGI>
- <https://www.facebook.com/reel/1738966670011589>
- [https://www.facebook.com/permalink.php?story\\_fbid=pfbid02a4mTtNUoUiqcMpvgcR4rfnxgULNi9gSySh5TkRvomEpfZaZRA2x39TJGfjSW8yS3l&id=61551456114041](https://www.facebook.com/permalink.php?story_fbid=pfbid02a4mTtNUoUiqcMpvgcR4rfnxgULNi9gSySh5TkRvomEpfZaZRA2x39TJGfjSW8yS3l&id=61551456114041)
- <https://www.facebook.com/reel/1866802104104964>

## Ad Templates

[https://www.canva.com/design/DAGrSD\\_r\\_Ss/5R01R6OX6LagyP4AXOJCSq/edit](https://www.canva.com/design/DAGrSD_r_Ss/5R01R6OX6LagyP4AXOJCSq/edit)

