

Actual-Paying-Clients

AD WRITING CHECKLIST



Roadmap to Attracting Actual-Paying-Clients!

Getting clicks on your ads vs bringing in **ACTUAL-PAYING-CLIENTS** with your ads is two different things! We want you to attract the clients who are most likely to pay to work with you!

Attracting your ideal clients with your ads is based on three factors:

1. Your ad strategy (what your ads are about, how your ads are designed, where people will go when they click on your ads, and using Facebook's tools to be the most effective when your ads get turned on);
2. Your targeting (who you put your ads in front of); and
3. The copy (text) in your ads.

How to Write the Perfect Facebook Ad... Even if You're Not a Copywriter™ is designed to make sure the copy in your ads is uniquely designed to get your best clients to click on your ads.

Our extensive Facebook ad training program, ***Facebook Faucet™*** covers ad strategy, targeting, the tech of how to get your ads set up and SO much more! (Find out more about our full ads training program here: <http://theprofitsweetspot.com/facebookfaucetonline>).

Use the **Actual-Paying Clients Ad Writing Checklist™** to make sure your ad copy has the highest likelihood of having PAYING clients click on your ads!



The 9 Things You Must Include in Your Ads to Attract Actual-Paying-Clients (instead of just clicks!)

1

You've Called Out Your Clients

Does your text (near the beginning) say SPECIFICALLY who your ad is for? For example: "Are you a doctor who wants to fill her practice?"

Sweetspot Hint: Go narrow with who you are calling out! If you serve doctors AND lawyers. Do one set of ad copy to call out only doctors and one set to call out only lawyers. Your ads will attract up to 80% more clients!

2

You Address a Problem Your Clients Know They Have

Does your ad talk about a problem your clients know they have?

In order to get attention, your ads MUST talk about a problem your clients are currently experiencing AND know they have. For example, if your clients are diabetics before they are diagnosed, talking about the problems of having diabetes (needles, blood testing, etc.) is not going to attract the correct clients.

3

Your Clients Will Trust You

To click on your ad, your client needs to trust that you can help them. Did you make it clear in your ad why your new audience can trust you?

Sweetspot Hint: Use Authority Builders™ like your Connection Story™ (worksheet in the members area) and your Authority Statement™ to demonstrate that you are a sought-after-expert who gets results for your clients.

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4

You've Included "Trigger" Words

Have you included Audience Trigger Words™ in your text?

For example in "woo"/spiritual niches using the word "energy" lets your clients know that you are for them.

Sweetspot Hint: Using Audience Trigger Words also trains the Facebook algorithm to know exactly who your clients are!

5

There's Great Incentive to Click

Have you given your clients an enticing reason to click on your ads?

For example, a free gift, a low-priced product they won't be able to resist.

Sweetspot Hint: If you haven't already had a session with one of our coaches (one per client!), please click here to book a call where we'll help you see the best way to bring in the most clients after they click on your ad: <http://theprofitsweetspot.com/bookacall>

6

Your Ad Promise = Paid Offer Promise

Is your ad promise in alignment with your paid offer promise?

This is our TOP 1% ad secret to bringing in the maximum number of clients! Most people (outside of our clients!) go all wrong with this and end up spending money on ads and not bringing in clients.

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7

You're Facebook Compliant

Are your ads Facebook compliant? (If you submit your ads without being compliant, you will likely have your ad account shut down!)

Facebook has written rules you need to be compliant with here:

<https://www.facebook.com/policies/ads/> plus a whole host of UNWRITTEN rules (join us in our Facebook Faucet complete ad training program for on all those). Quickie version: Don't make promises in your ads about results related to health or income AND don't be negative.

8

You Have a Clear Call to Action

Does your ad have a specific and clear call to action?

People are in a hurry on Facebook, we need to tell them exactly what to do. Doing so will increase the number of clicks you get by up to 30%. For example: "Click here now"

Sweetspot Hint: Include the URL of the page you want them to go to right in the ad text.

9

Your Links Work

Have you tested to make sure all your links work?

I can't tell you how many times I've checked ads and found non-working links! Before you go live, preview your ad, click on the link in the ad text and click on the button or image and make sure the page URL works.

Sweetspot Hint: Check the pages on desktop AND mobile directly from your ad. Facebook previews the pages on mobile and doesn't actually redirect to the link – this can cause some pages not to work!

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Less Hustle. More Clients.

