
SMART AFFILIATE'S TRAFFIC TOOLKIT

Part 3: Paid Traffic Pack

FACEBOOK LEAD AD

COMPLETE TEMPLATES

4 Copy-Paste Templates That Generate Leads at $3-5 Each

What's Inside: ✅ Problem-Solution Lead Ad Template
✅ Results-Focused Lead Ad Template
✅ List-Building Lead Ad Template
✅ Video Lead Ad Template
✅ Complete customization instructions
✅ A/B testing suggestions
✅ Emergency troubleshooting guide

Perfect For: • Affiliate marketers building email lists
• Bloggers monetizing their audience
• Course creators generating leads
• Anyone wanting proven Facebook ad templates

Time to Implement: 30 minutes
Skill Level Required: Beginner-friendly
Expected Results: $3-5 cost per lead

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Ready to generate consistent, affordable leads with Facebook? Let's dive in...

Template A: Problem-Solution Lead Ad

Ad Creative Setup:

Headline: "Struggling with [YOUR PROBLEM]? Get My Free [YOUR SOLUTION] Guide"

Primary Text:

Are you tired of [SPECIFIC FRUSTRATION]?

I used to struggle with the exact same thing...

Until I discovered [YOUR SOLUTION/METHOD].

Now I want to share the exact system that helped me [SPECIFIC RESULT] in my free guide.

Inside you'll discover:

✅ [Benefit #1]

✅ [Benefit #2]

✅ [Benefit #3]

Download it free below - no email course, just the guide you need!

Call-to-Action Button: "Download Now"

Lead Form Setup:

Form Headline: "Get Your Free [GUIDE NAME]" **Form Description:** "Enter your details below for instant access"

Questions:

1. Email Address (required)
2. First Name (required)

3. What's your biggest challenge with [TOPIC]? (optional)

Thank You Screen:

🎉 Success! Your guide is on the way!

Check your email in the next 5 minutes for:

✅ Your free [GUIDE NAME]

✅ Bonus tip that most people miss

✅ Quick start checklist

Can't find the email? Check your spam folder!

Template B: Results-Focused Lead Ad

Ad Creative Setup:

Headline: "How I [SPECIFIC RESULT] in [TIMEFRAME] - Free Case Study"

Primary Text:

This might sound crazy, but...

Just [TIMEFRAME] ago, I was [STARTING SITUATION].

Today, I've [IMPRESSIVE RESULT].

What changed everything? [YOUR METHOD/SYSTEM]

I've documented the entire process in a detailed case study that shows:

📊 The exact numbers and timeline

🎯 The 3 strategies that made the biggest difference

⚠️ The costly mistakes I made (so you don't have to)

🚀 The simple system you can copy starting today

Want to see the behind-the-scenes breakdown?

Call-to-Action Button: "Get Case Study"

Lead Form Setup:

Form Headline: "Get the Complete Case Study" **Form Description:** "See exactly how this system works"

Questions:

1. Email Address (required)
2. First Name (required)
3. What's your current situation with [TOPIC]? (optional)

Thank You Screen:

Perfect! Your case study is being delivered now.

You'll receive:

📊 Complete case study with real numbers

📋 Implementation checklist

🎯 Bonus: My top 3 quick wins

Check your email now (including spam folder)!

Template C: List-Building Lead Ad

Ad Creative Setup:

Headline: "Free: [NUMBER] [TOOLS/TIPS/SECRETS] for [DESIRED OUTCOME]"

Primary Text:

After [TIME PERIOD] in [YOUR INDUSTRY], I've learned that [INSIGHT].

That's why I've compiled my top [NUMBER] [TOOLS/TIPS/SECRETS] that [BENEFIT].

This free resource includes:

🔥 [SPECIFIC ITEM #1]

💡 [SPECIFIC ITEM #2]

⚡ [SPECIFIC ITEM #3]

🎯 [SPECIFIC ITEM #4]

✨ [SPECIFIC ITEM #5]

These are the same [TOOLS/TIPS] I use personally and recommend to my [STUDENTS/CLIENTS/FOLLOWERS].

Ready to [ACHIEVE OUTCOME]?

Call-to-Action Button: "Get My [TOOLS/TIPS]"

Lead Form Setup:

Form Headline: "Download Your [NUMBER] [TOOLS/TIPS]" **Form Description:** "Instant access - no waiting!"

Questions:

1. Email Address (required)
2. First Name (required)
3. What's your experience level? (Beginner/Intermediate/Advanced) (optional)

Thank You Screen:

Awesome! Your [TOOLS/TIPS] are headed to your inbox!

You're getting:

✅ All [NUMBER] [TOOLS/TIPS] in PDF format

✅ Quick reference checklist

✅ Bonus implementation guide

Check your email now - it should arrive within 2 minutes!

Template D: Video Lead Ad

Video Script (60 seconds):

"Hey! In the next 60 seconds, I'm going to show you [SPECIFIC PROMISE].

[0-15 seconds: Problem/Hook]

If you're [TARGET AUDIENCE] struggling with [PROBLEM], this is for you.

[15-30 seconds: Solution Preview]

I recently discovered [METHOD] that [BENEFIT]. Let me show you quickly...

[Share ONE valuable tip]

[30-45 seconds: Proof/Result]

Using this approach, I [SPECIFIC RESULT]. Pretty cool, right?

[45-60 seconds: Offer]

I've got a complete training series that shows you exactly how to do this.

Want to see the rest? Just enter your email below and I'll send you the first video right now!"

Ad Text:

The method I share in this video changed everything for me.

In just 60 seconds, you'll see [SPECIFIC PREVIEW].

But that's just the beginning...

The complete training series shows you:

✅ [Complete Benefit #1]

✅ [Complete Benefit #2]

✅ [Complete Benefit #3]

Get instant access below!

Call-to-Action Button: "Get Training Series"

Lead Form Setup:

Form Headline: "Get the Complete Video Training" **Form Description:** "Instant access to all episodes"

Questions:

1. Email Address (required)
2. First Name (required)
3. What's your #1 challenge with [TOPIC]? (optional)

Thank You Screen:

Perfect! Your video training is ready!

Check your email for:

📹 Episode 1: [TITLE] (watch now)

📋 Training workbook (PDF)

🎯 Quick start checklist

The first video is already in your inbox - go watch it now!

Customization Checklist:

Before launching any template:

- [ ] Replace ALL bracketed placeholders with your specific content
- [ ] Test your lead magnet delivery system
- [ ] Set up email automation for immediate delivery
- [ ] Create mobile-optimized landing page (if needed)
- [ ] Test the complete user experience from ad to delivery
- [ ] Set up tracking pixels for retargeting
- [ ] Schedule follow-up email sequence

A/B Testing Ideas:

- Different headlines focusing on benefit vs. curiosity
- Video vs. image ad creative
- Long-form vs. short-form ad copy
- Different lead magnet titles
- Various call-to-action button text

Platform Notes:

- These templates work for Facebook and Instagram
- Adjust character limits for different placements
- Always preview on mobile before launching
- Use high-quality, eye-catching visuals
- Follow Facebook's advertising policies

Next: Download the Ad Copy Swipe File for 25 more proven headlines and descriptions!