

HIGH CONVERTING ADS ALWAYS HAVE A 'PATTERN'...

"Using Ad Copy Elements to Manipulate Social Media Algorithms for Getting Qualified Clients in a 'Post IOS Privacy' World"

...and finally have ads that don't burn out every few days BUT Actually Scale Up



Chris Rocheleau
CEO, North Node Solutions
Creator, CODE Methodology
12 Year Agency Owner



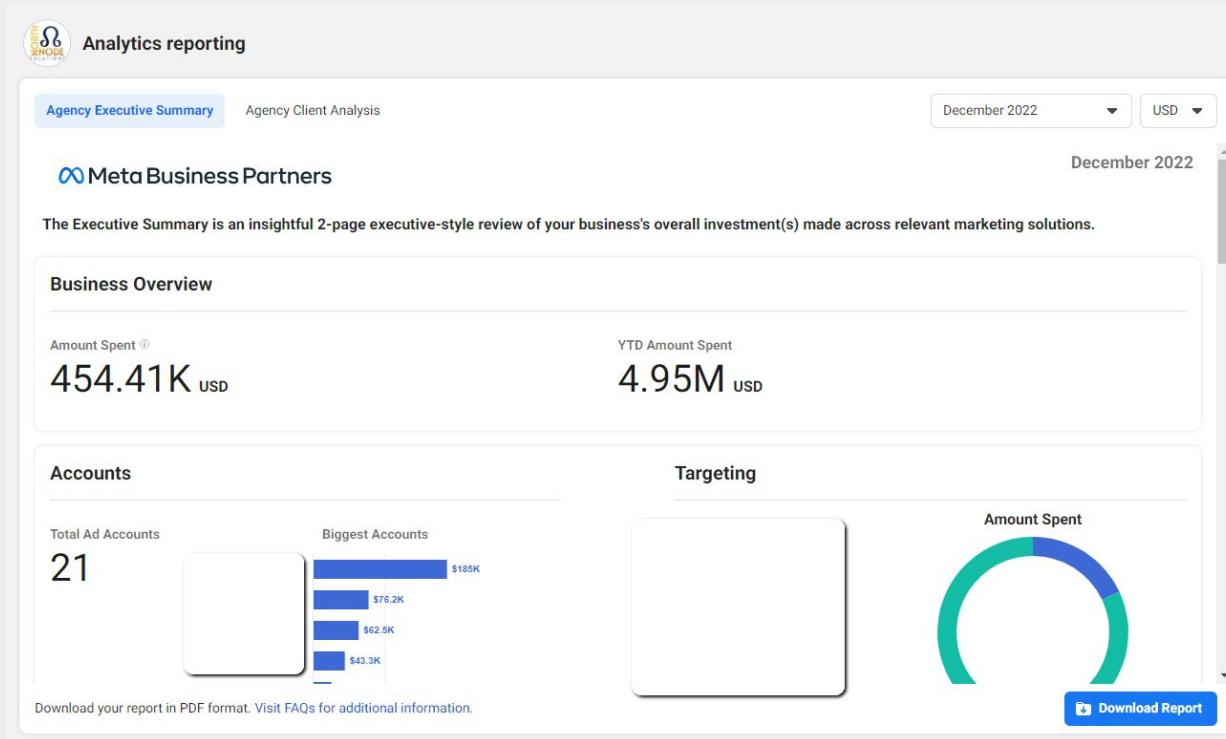
- CEO & Co-Founder North Node Solutions
- Marketing online since 2009
Tens of millions in Social Media Ad Spend
- Specialize in Messaging and Social Media Copywriting



CHASING STRENGTH



We currently Spend over \$412,500+ per month on ads inside our business manager



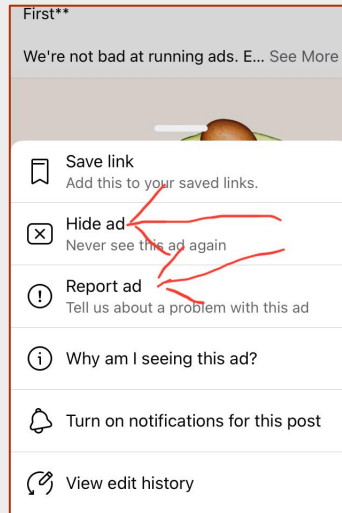
So YES, we practice what we preach and we've proven what we do.

Main Strategies We'll Cover Today:

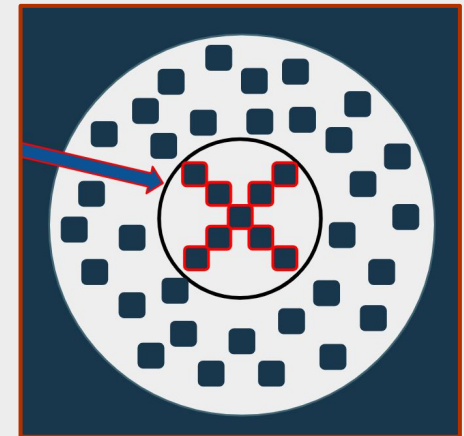
1. Why most ads stop working in only a few days and how to avoid accidentally doing it



2. Social Rules of Engagement to decrease negative feedback so your ads efficiently work every day, day after day



3. How Social Media Algorithms Work to Optimize for the Right Audiences (Plus How to Beat Your Competition)



Main Strategies We'll Cover Today:

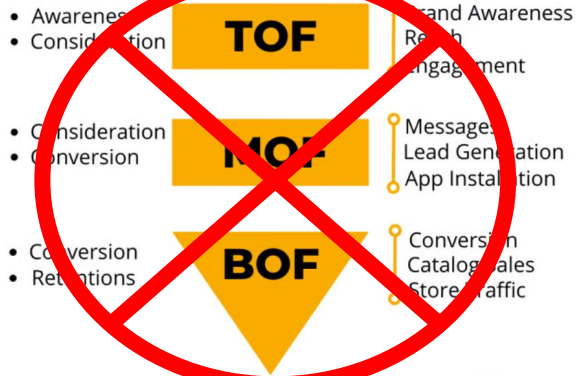
4. Setting Contextual Frames in a Systemized, Measurable Way to Reach the RIGHT Leads and Sales

5. The “Optimization Fallacy” of the Generally Accepted [TOF - MOF - BOF] strategy that most agencies misunderstand

6. Our Proprietary “EPIC Ad Formula” that Prequalifies and Presells prospects for Higher Conversions no matter that platform

9 Engagement Elements

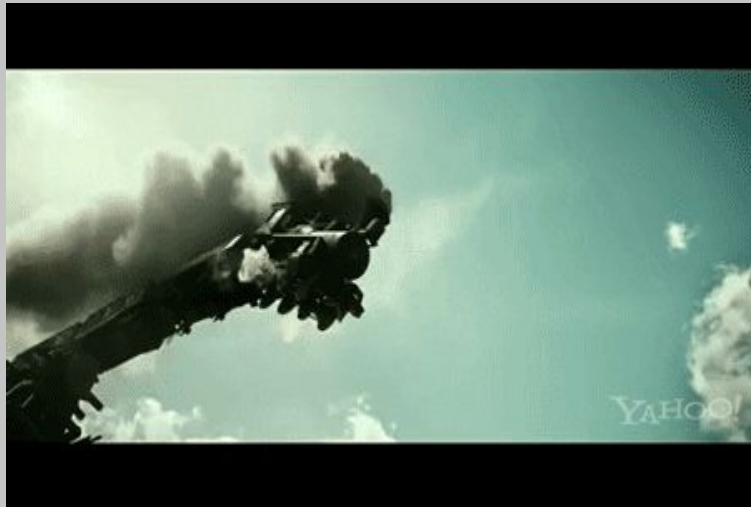
PAIN	BENEFIT	CHALLENGE
PA	BE	CH
INTERNAL CONFLICT	INTERNAL BENEFIT	SOLUTION
IC	IB	SO
COMMON BOND	ULTIMATE BENEFIT	MECHANISM
CB	UB	ME



The EPIC[®] Ad Formula

- ENGAGE** - Engage with Proper Context
- PRESENT** - Present Problem & Empathize
- ILLUSTRATE** - Illustrate Your Solution
- CONVERT** - Call to Action

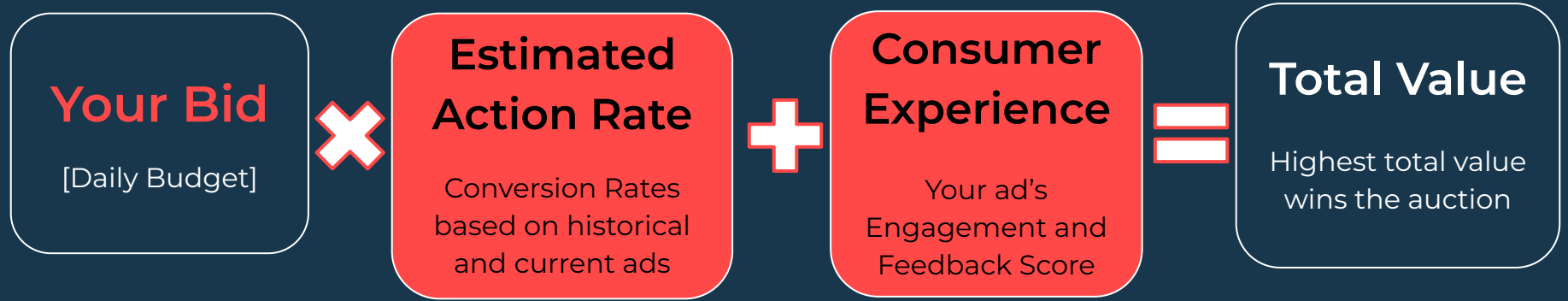
*My Clients Come to Me with Almost Always the **Same Problem:***



“My ads work for a day or two...

...but then they ‘**go off the rails**’ and **DO NOT produce consistent** results”

...You need to understand how **'Social Media Auctions'** work to deliver ads



This is **Facebook's Auction** - Which every other major *Social Media Platform* has **"Modeled"** for their ad system

Facebook **DOES NOT** make
'Estimated Action Rate' and
'Consumer Experience' visible to Us
[They are Internal Calculations for
Facebook eyes only]

Your Bid

[Daily Budget]



**Estimated
Action Rate**

Conversion Rates
based on historical
and current ads



**Consumer
Experience**

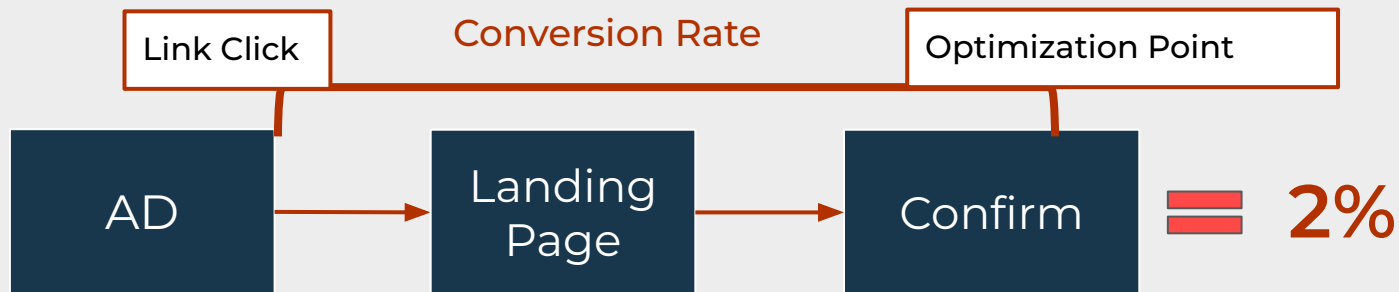
Your ad's
Engagement and
Feedback Score



Total Value

Highest total value
wins the auction

The primary factor in “Estimated Action Rate” is from “Click to Conversion”

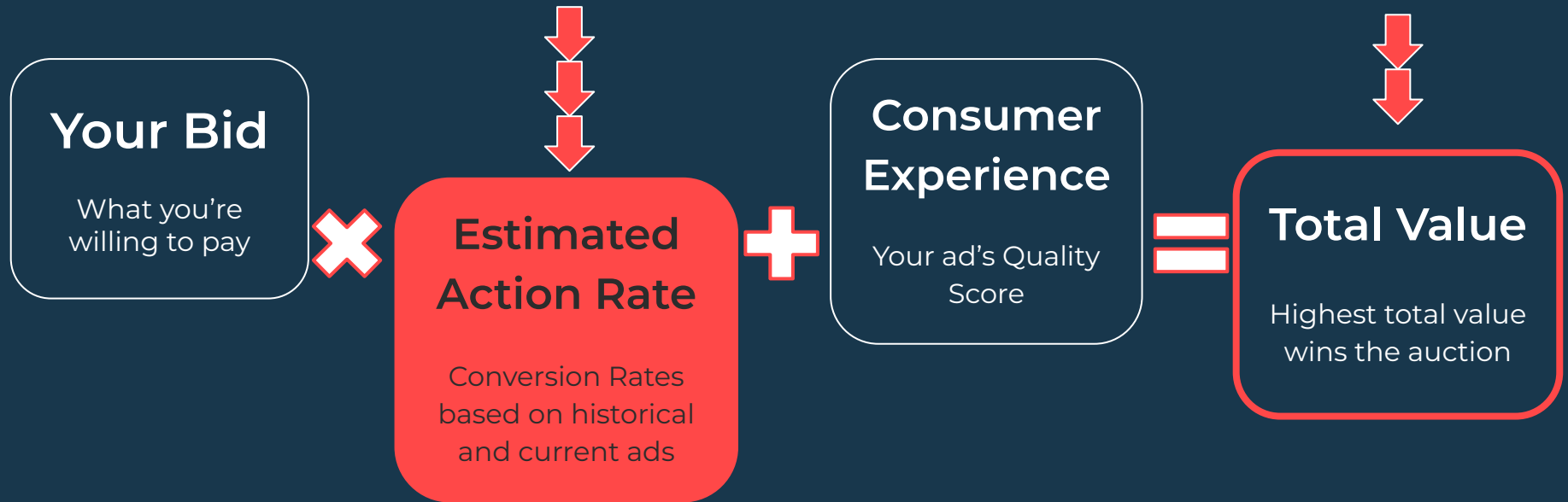


If your “**Link Click to Conversion Rate**” is
lower than other ads bidding for the
same targets...

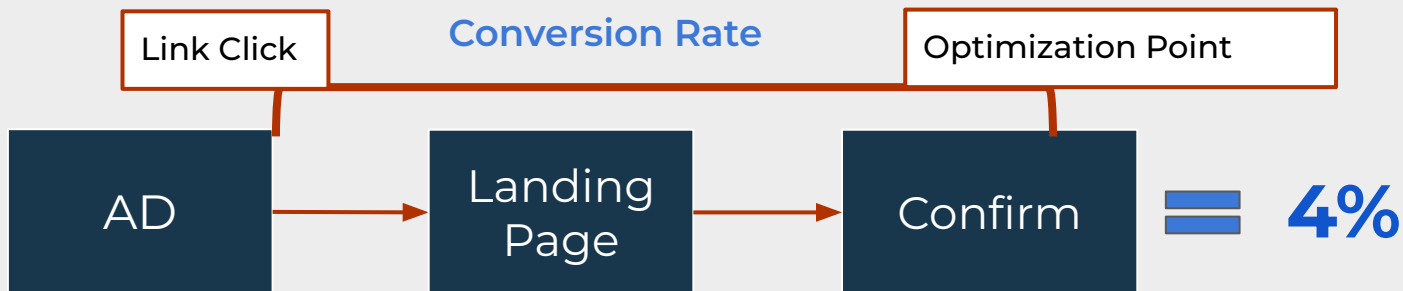
Then your 'Estimated Action Rate' drops...

...which lowers your Total Value.

And then you start to LOSE AUCTIONS TO OTHER ADS
that have higher Total Value



When Conversion Rate is Higher

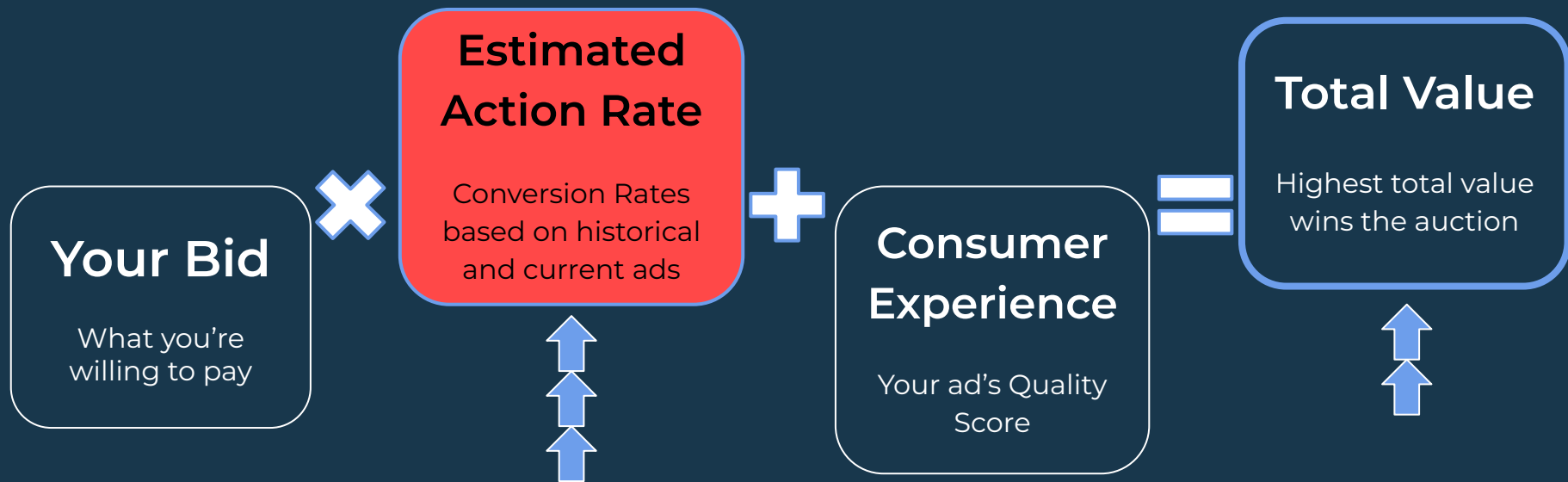


If your “**Link Click to Conversion Rate**” is **Higher** than other ads bidding for the same targets...

Then Your 'Estimated Action Rate' Raises...

...which **RAISES** your Total Value...

...AND then you start to WIN AUCTIONS OVER OTHER ADS
that have lower Total Value



**Consumer
Experience**
is calculated by
HOW people
respond to your ad

These are the
'Behaviors' the
Facebook
algorithm
calculates...

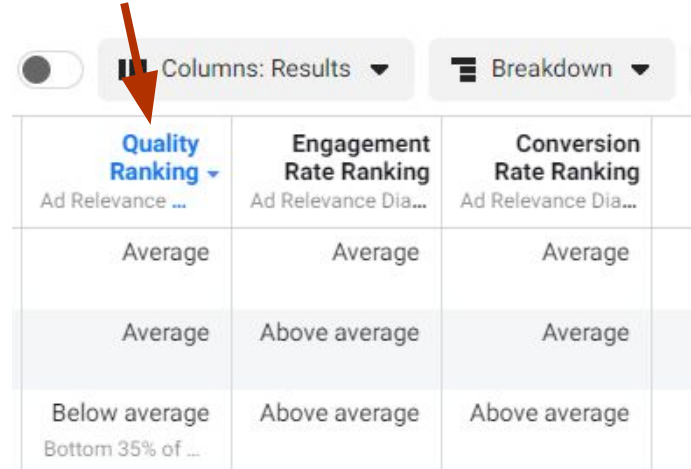
1. What someone does when they first see your ad
2. How they choose to consume your content
3. How much of the ad they consume
4. What actions they take after
5. **Negative or Positive triggers**

Consumer
Experience

Your ad's
Quality Score

This is **NOT** the
'Quality Ranking'
you see in Ads
Manager

****NOT THIS****



Columns: Results ▾ Breakdown ▾

Quality Ranking ▾ Ad Relevance ...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...
Average	Average	Average
Average	Above average	Average
Below average Bottom 35% of ...	Above average	Above average

BUT... We **DO KNOW**
what **affects** this
quality score...

Negative Triggers

Affecting
'Consumer Experience'

- Ignore and keep scrolling
- Hide Ad
- Report as Spam
- Stop seeing posts from this page
- Not watching the video

These behaviors
Negatively Affect
'User Value' Score

Consumer Experience Drops the Most When...

You lead with being **'Too Direct'** by Asking **'Intrusive'** Self Identification Questions

- ✘ *"ATTN: Business Owners"*
- ✘ *"Are you an Agency Owner?"*
- ✘ *"Are you frustrated with ____?"*
- ✘ *"Looking to sell your home?"*

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Attention advertisers, media buyers and marketing agency owners!
... Continue reading

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Do You Hate Writing Emails? 🤨

Get access to 175 high-converting email templates in 20 different sequences.

1 Pick a sequence that fits best, ... See More

are making ads pay right now

.COM
Turn Losing Ads Into Winners Today!
Click here to learn more...

👍 🤔 😬 13 10 comments 1,8

75-WEEKS "SEINFELD" SEQUENCES
30% Sales

CUSTOMER NURTURE SEQUENCES

LEAD NURTURE SEQUENCES

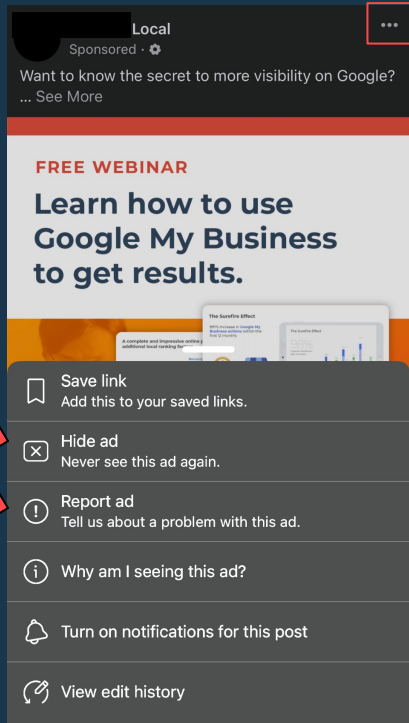
THE COMPLETE EMAIL FUNNEL

GENERATOR

.COM
1.5 Years Of Follow-Up Emails In Minutes! ⌚

Learn More

Because THEN Users Take The **MOST NEGATIVE** **Action Possible...**



*Because You're Trying To
TALK DIRECTLY to Them...*

You **'irritate and annoy'** people...

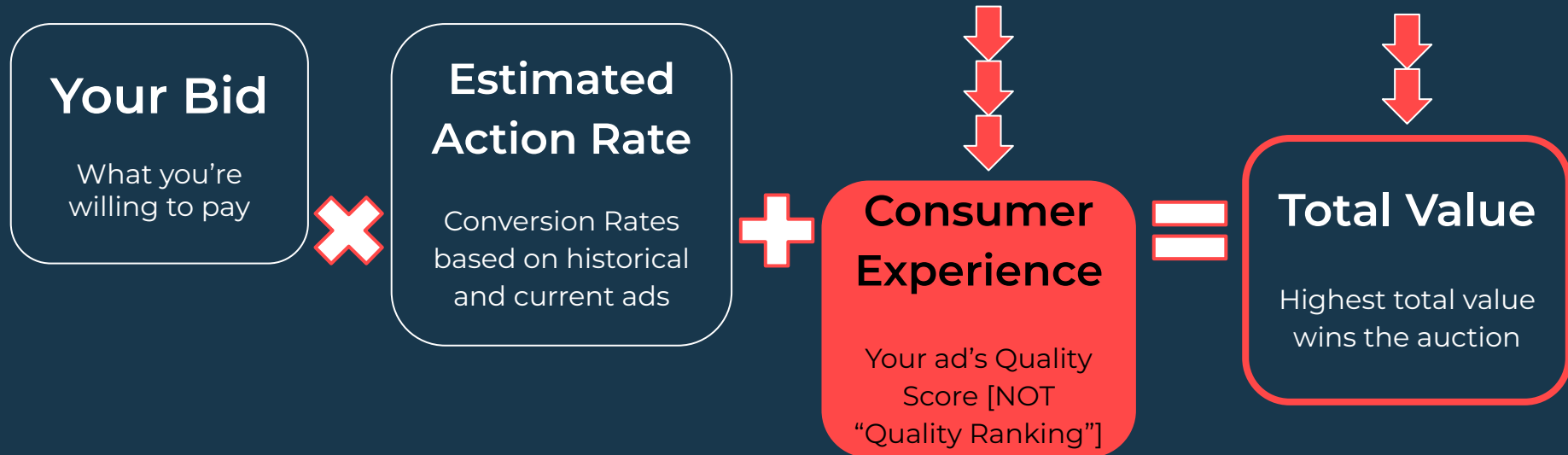
So they click the 3 dots and select:

1. **Hide ad** (and then **'Hide all posts'**)
2. **Report ad** (Then they lie about you)

These 2 Actions above are
the absolute **KILLER of any
momentum** your ad **could**
ever get

So when you have **NEGATIVE TRIGGERS** happening on your ad...

...this affects your **Consumer Experience**.
Which means your **Total Value DROPS**
[And you lose auctions because of it]



Positive Triggers

Affecting
'Consumer Experience'

- Scroll Stop
- Click 'See More'
- Clicking Link or Button
- Like, React or Share
- Watch Entire Video
- **Completion Rate**

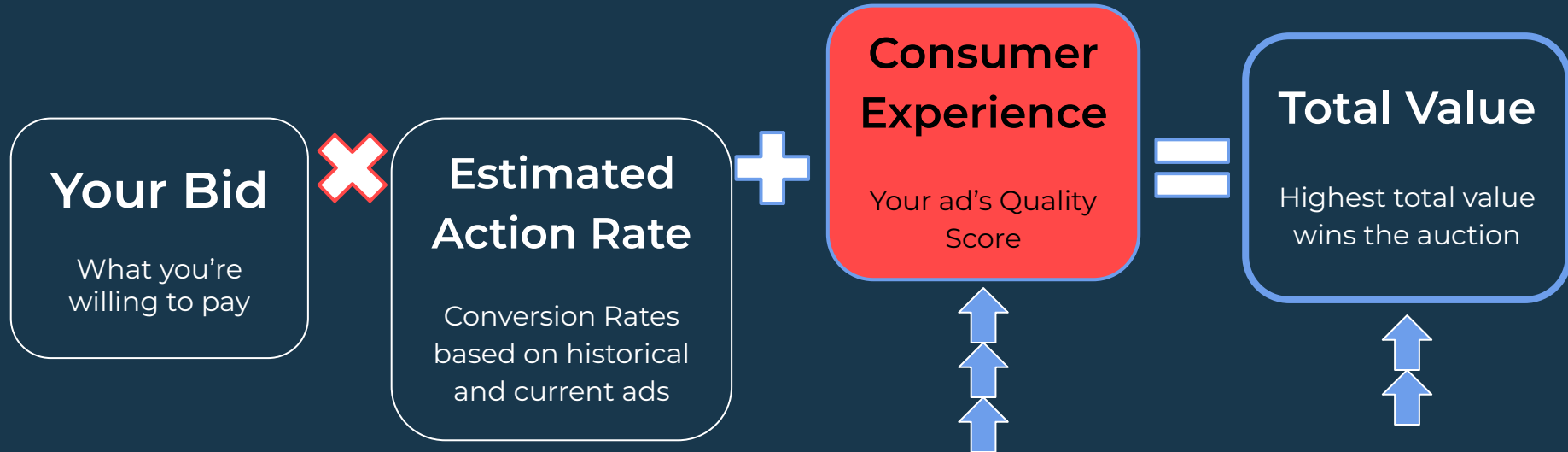
These behaviors
Positively Affect
'Consumer Experience'

So when you have **POSITIVE TRIGGERS** happening on your ad...

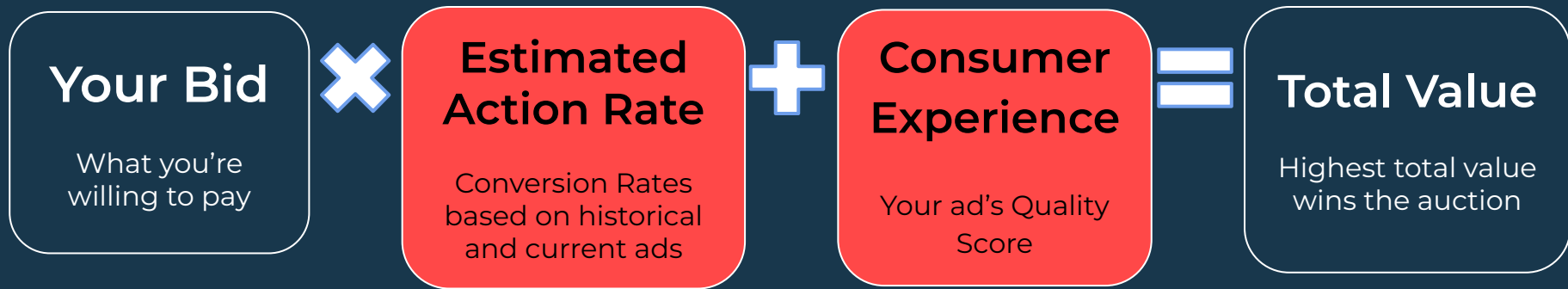
...this **RAISES** your **Consumer Experience**.

Which means your **Total Value RISES**

[And you **WIN more Auctions**]



In Summary



When You Keep
'Estimated Action Rate'
AND **'Consumer Experience'** higher
than others, then:

1. Your ads **WIN** Auctions
2. Your ads DO NOT **burn out** every few days
3. Your ads consistently run with Results that **Get BETTER**

Now, in order to **NOT** screw this up...

You need to understand the
“Social Rules of Engagement”
so you minimize negative
feedback and maximize your
‘auction bid’

“The Social Rules of Engagement”

*...for writing high converting
EPIC Facebook Ads.*

THE PRIME DIRECTIVE...

“Presenting a Clear, Readable,
Compelling Narrative While Gaining
Trust **AND** Qualifying Your Audience”

*“You can’t make yourself interested in
something, interest manifests itself and
grips you” ~ Jordan Peterson*

You've never seen this anywhere else

A completely different translation of copy

Some rules of old copywriting styles still apply. But many other 'rules' do not apply on social media platforms

Many approach the platform using:

1. "traditional direct response" style headlines
2. Superlatives,
3. Avatar Call Outs
4. direct language
5. Direct Questions

*****But we've found this causes negative feedback*****

BUT FIRST A WARNING

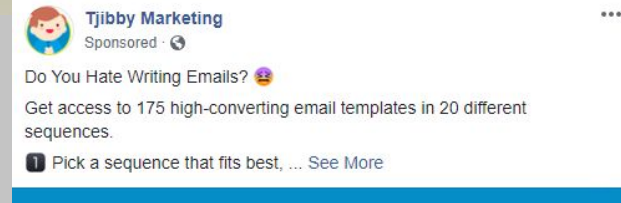
If you've been trained in "traditional copywriting" or have been part of communities where they give you a ton of 'proven scripts' and claim they work like magic... then what I'm about to share with you will sound very foreign

Here's the first rule

Our #1 “Social Rule of Engagement”

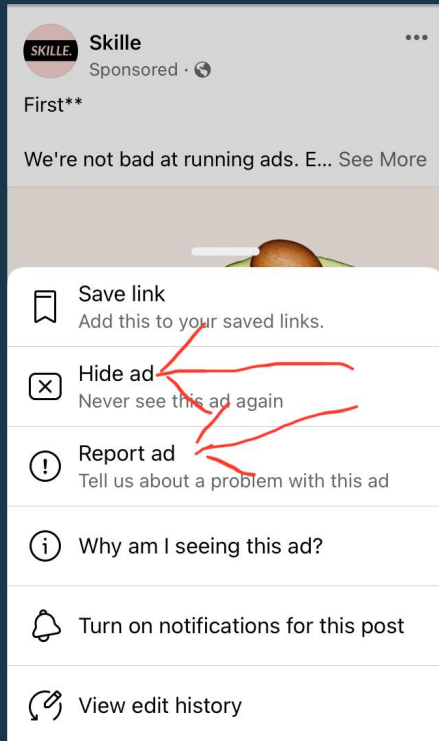
1. *NEVER* start your ad with a direct ‘self identification’ question:

- ✘ *“Attn: Business Owners”*
- ✘ *“Are you a Music Artist?”*
- ✘ *“Hey Influencers”*
- ✘ *“Looking to sell your home?”*



- a. With Direct Questions we noticed a higher downward trend over time with **Click Rates** and **Negative Feedback [Those ads never lasted]**
- b. It's **NOT** a 1-on-1 conversation, it's not meant to be personal.
- c. **Why?** Because every advertiser on Facebook does it. ***And your ad should NOT feel like an ad.***

Because THEN Users Take The **MOST NEGATIVE** Action Possible...



***Because You're Trying To
TALK DIRECTLY to Them...***

You **'irritate and annoy'** people...

So they click the 3 dots and select:

1. **Hide ad** (and then **'Hide all posts'**)
2. **Report ad** (Then they lie about you)

**These 2 Actions above are
the absolute **KILLER** of any
momentum your ad could
ever get**

2. Lead With 'Inclusive Language'

- a. Use preferably **'We'** or at least **'I'** or your **[Common Bond]** in place of 'You'.
- b. **NEVER** use **'You'** or **'Your'** in your headline
- c. 'You' can be used further along the body of your ad copy.

====> When you talk directly to your audience ON Facebook you are being too invasive <====

Talk to them indirectly ⇒ get less negative feedback ⇒ creates a more sustainable ad ⇒ **keeps running long term**

*****Use "Editorial" Voice*****

3. Keep Above and Below Creative Headlines Congruent with the Same Elements

- a. The last way you want to attract a client is using curiosity because it gives you an 'unqualified prospect'
- b. If you haven't clearly identified your [Elements] then you end up attracting a broad range of prospects with different 'psychographic' profiles

This method filters, identifies and qualifies the type of reader that you want for your ad.



Same Elements



A screenshot of a Facebook advertisement for 'Ultimate Lifespan'. The ad features a circular profile picture of a tree, the name 'Ultimate Lifespan', and the word 'Sponsored'. The main text reads: "Find Out Why This Natural Protocol is the first step to reversing brain fog, fatigue, weight and skin problems in our upcoming ... See More". Below the text is a photograph of a smiling family of four (a man, a woman, a boy, and a girl) standing outdoors. At the bottom of the ad, the website 'ULTIMATELIFESPAN.COM' is listed, followed by the headline: "Missing 'Natural Protocol' for Reversing Brain Fog, Fatigue, Weight & Skin Issues."

4. Never Make Unsubstantiated Claims

- a. This is when you claim an extraordinary result **BUT** not everybody who used your solution had that same result
 - i. Usually it's a case study of someone who got 'X' result in 'Y' amount of time
- b. The FTCs definition of substantiated is that your product produces a specific result 100% of the time, someone making a lot of money using your product is a specific result - but it doesn't happen to everyone 100% of the time - therefore it's not 'substantiated'.
- c. When it's someone telling a story about their results it's okay, you *just can't tell them that they can do it too.*

But what you can do is to show the process of how to achieve the result **but you CANNOT say "...and you can too"**

5. Make The Mechanism The Hero

- a. Don't make this about your prospect - Make it about your Mechanism
- b. **Wrong** E.g. "How you can generate \$5 leads"
- c. **RIGHT** E.g. "This 3-Step Process Generates High Value Leads"
 - i. 'This 3-Step Process' is the mechanism
 - ii. It's not '**you**' generating the results **but the mechanism itself**
 - iii. This Frame of the 'Mechanism' creating the result rather than the user is what protects you from Facebook's policy of 'Unsubstantiated Claims'.
- d. It's about removing the responsibility from your prospect and handing the responsibility over to the mechanism.
- e. This is compliant because it removes a lot of the issues with 'extraordinary claims' that promise someone can 'do' something

Put the responsibility on the mechanism, not the prospect

6. Use 1-3 Lines in your body copy [On Mobile]

- a. After your headline and 1-line sub-head you only want to have 1-3 lines from then on so you don't risk eye fatigue
 - i. When readers see a huge wall of text they suffer from 'eye fatigue' and eventually stop reading your ad
 - ii. But when you use short, 1-to-2 (sometimes 3) lined paragraphs it makes it a lot easier for the reader to consume your ad
- b. Every sentence becomes its own 'paragraph'.
- c. Mix it up - 1 line then 3 then 2 then 1 etc.

NOT EASY TO READ

Chris Rocheleau's "The Epic Life"'s Post

I had to surrender my ego of "being right all the time". I was finally willing to accept that maybe the universe was trying to tell me something all along... and maybe I simply wasn't listening. and then in rare twist of fate...

I ran into an old friend from high school... we used to play basketball together as kids. It turns out he had a similar story of being completely broke and at rock bottom as well just a few short months ago, he had been down the same path and had read all of the same books I had and he shared with me what transformed his life as well.

Now for me personally? I live for experiences I'm not the kind of person to like a lot of material things... I'm not concerned with "keeping up with the Jones", I'm all about having the freedom in my life... The financial freedom to do what I want to do and when I want to do it.

So when I saw my friend Dave having that lifestyle... and he was much like me.. he didn't care about cars, clothes, jewelry or anything really material... In fact he couldn't even name the brands of really nice cars. I really resonated with him.. because what he had was an income where he was earning in one month what I was earning in 3 years.

What I saw him having was a free lifestyle be able afford everything that he needed... and then plenty

Write a comment...

EASY TO READ

Chris Michael Harris

"How I went from overwhelmed entrepreneur to escaping burnout and once again feeling energized by my business without sacrificing the freedom to pursue new dreams and ambitions..."

Already I felt way behind with dozens of 'To-Do's' before my morning alarm had even gone off...

...Plus I had a ton of 'catching-up' to do from the day before.

And to top it off my work days were twice as long than my friends who worked 9 to 5 jobs...

...yet I was making much less than they were.

This was definitely not what I had in mind when I chose the entrepreneur life but it was now becoming my new norm.

Every entrepreneur I respected was saying that this is a normal part of the 'hustle and grind'...

...and if I just pushed through it, everything would pay off in the end.

Still even after growing my business to multiple 7-figures...

Write a comment...

7. 'Vertically Expand' to Create White Space

- a. You do **NOT** want big square blocks of text
- b. Instead of listing things off horizontally in a sentence with 'commas', **list them out vertically** in bullets points, hyphens or dashes ('-', '...')
- c. 'Vertical Expansion' mixes up the rhythm of your ad and creates more white space
- d. [PLUS it also 'singularizes the focus']

Instead of this: "We all know that chronic symptoms like **brain fog, low energy, headaches, joint pain and skin rashes** can stem from what is medically known as "Increased Intestinal Permeability"

Do This Instead:

"We all know that chronic symptoms like...

...brain fog

...low energy

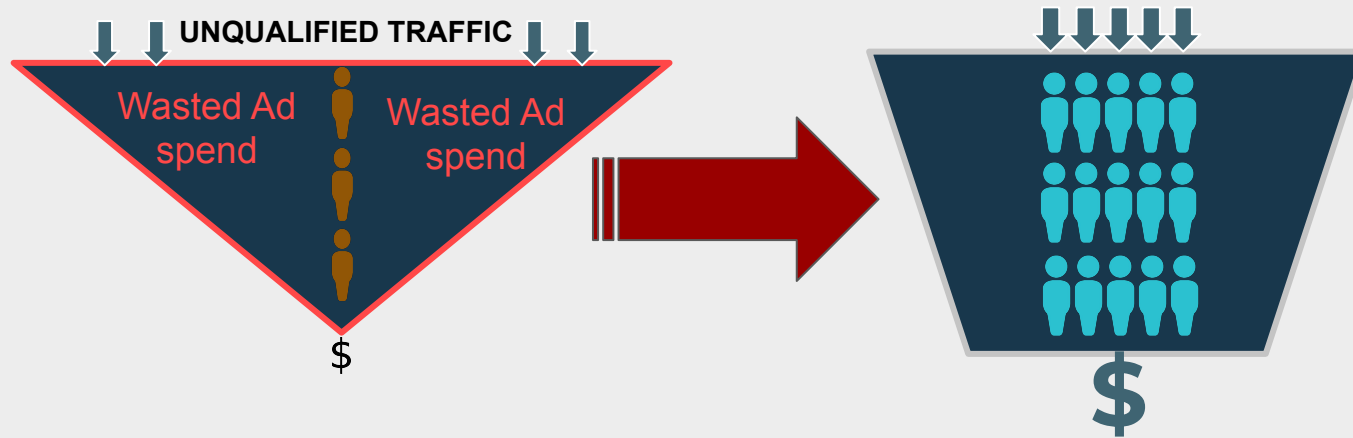
...headaches

...joint pain

...skin rashes

Stem from what is medically known as
"Increased Intestinal Permeability"

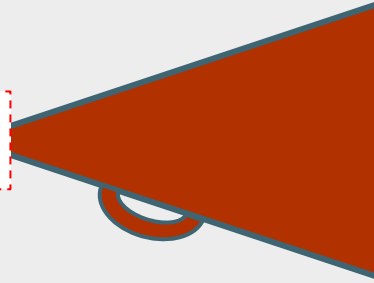
2. How Social Media Algorithms Work to Optimize for the Right Audiences (Plus How to Beat Your Competition)



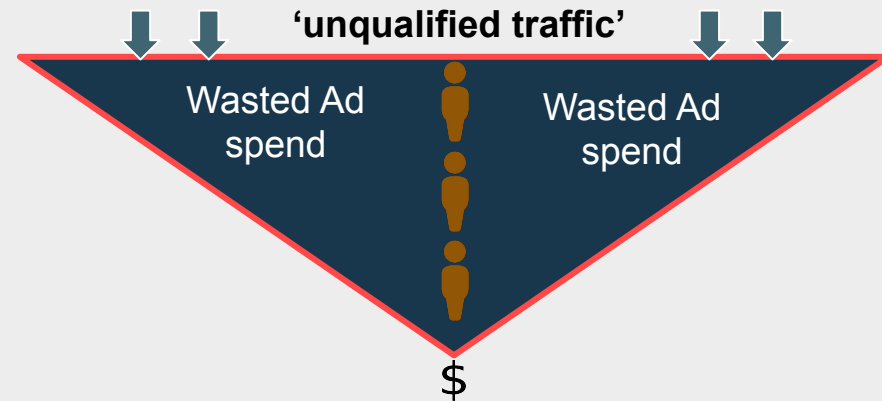
First lets address the **biggest fallacy** that kills the algorithm's ability to *find the right prospect...*

The Fallacy of the *'Avatar Callout'* Approach

ATTN: Business Owners



- ✘ No Pain Point
- ✘ No Specific Benefit
- ✘ No Challenge Overcome
- ✘ No Display of 'Authority'
- ✘ No Anchored 'Feeling'



When a Marketing Message is **TOO BROAD**

1. Yes, you may get lots of 'Clicks'

2. But very few actually **CONVERT**

****Very LOW Completion Rate****

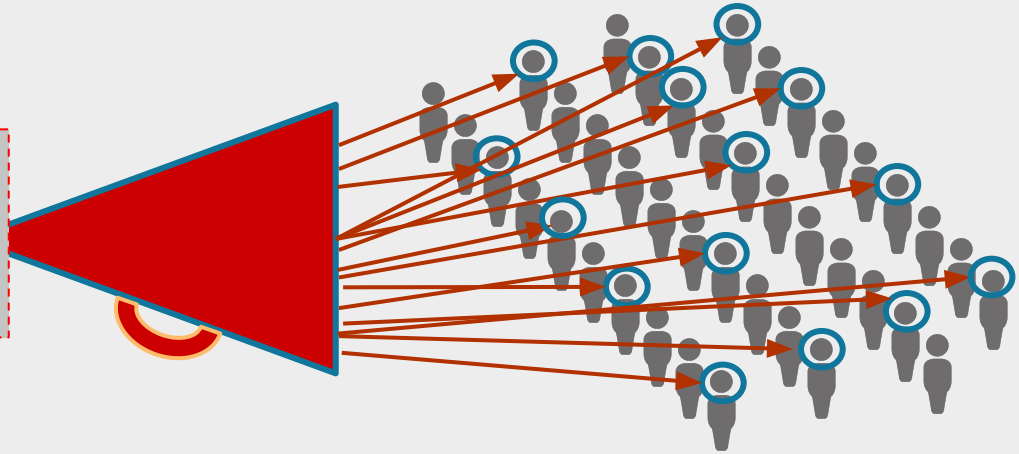
3. Then your ad gets low '**Consumer Experience**' scores

4. The Algorithm Does **NOT Correctly Optimize**

5. Leads to UNQUALIFIED Prospects Who DO NOT Convert

When You Get Specific With **WHAT's** Important to them...

How we take 'burnt out' ads to a daily 2X-5X return on ad spend even when we increase our budget every day

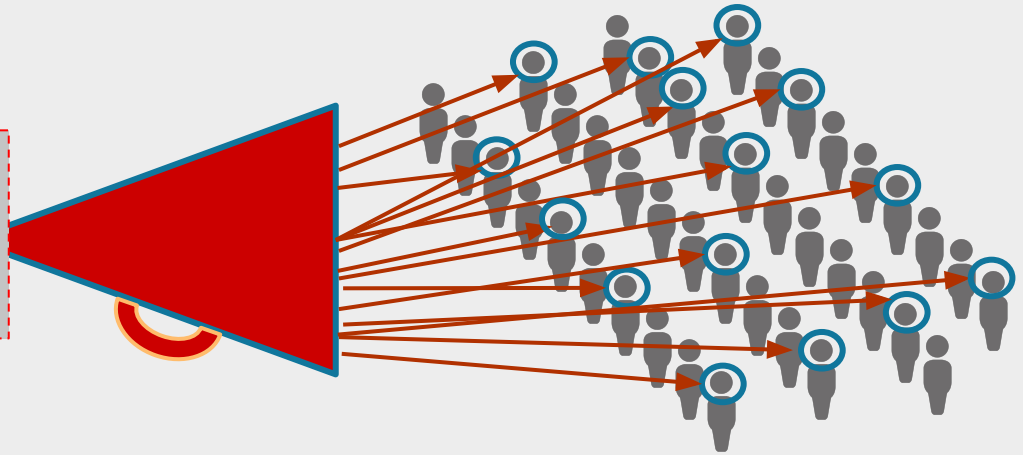


- Element 1:** burnt out ads
- Element 2:** 2X-5X return on ad spend
- Element 3:** daily/every day
- Element 4:** increase our budget

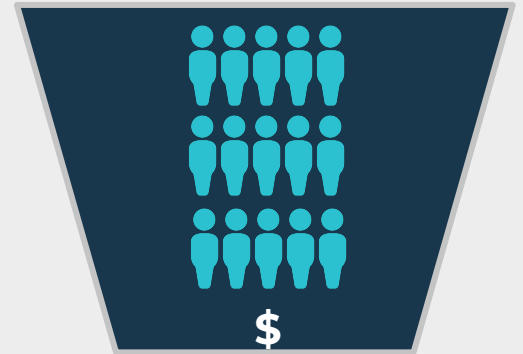


When You Get Specific With **WHAT'S** **Important** to them...

How we take 'burnt out' ads to a daily 2X-5X return on ad spend even when we increase our budget every day



Notice above that instead of **talking**
'directly' to them - *We instead used*
"Inclusive Language" (i.e. "We") and set
FULL CONTEXT for what they will read



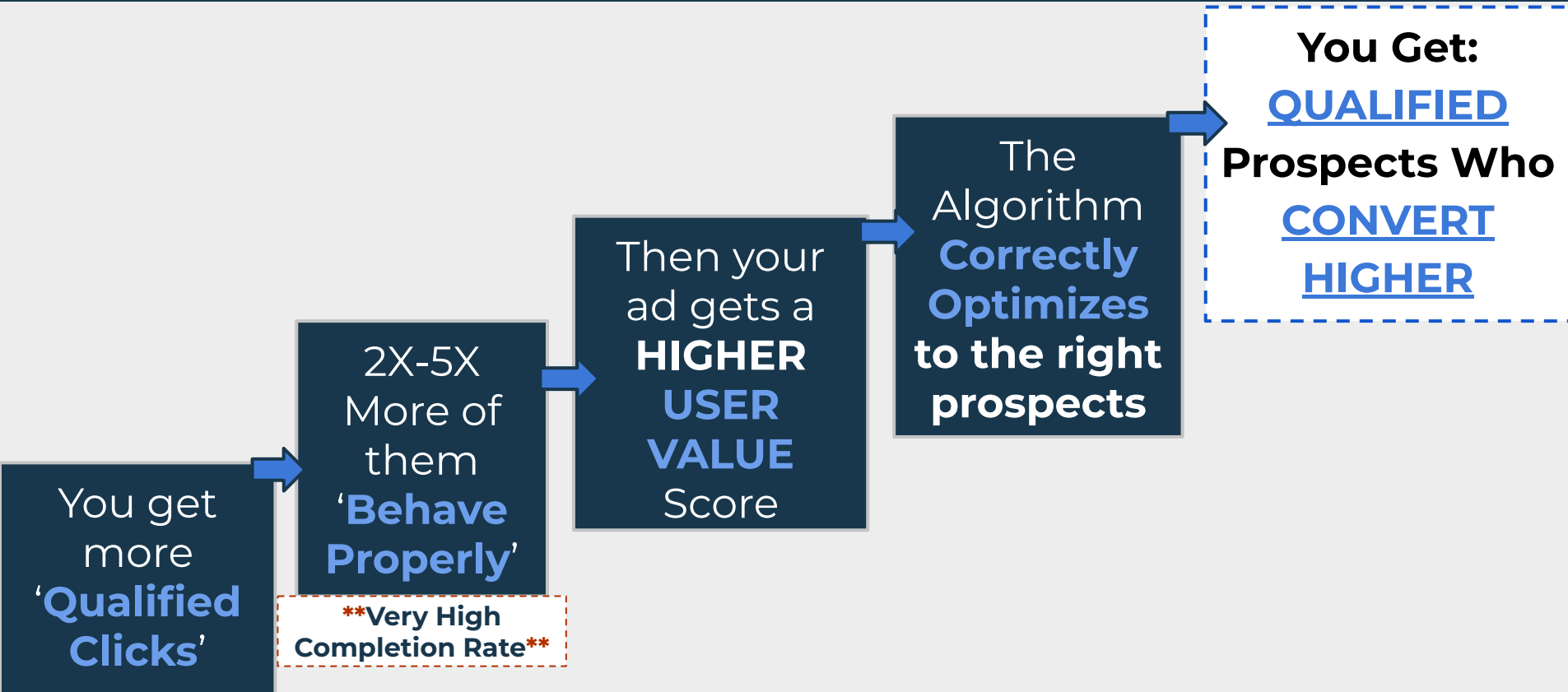
“Context” **Qualifies** a Better Prospect so Facebook’s “Machine Learning” Finds the Best Qualified Users

Qualified traffic’



When a Headline Sets 'Full Context'

When you use identify a specific 'context' - you get 'specific' people

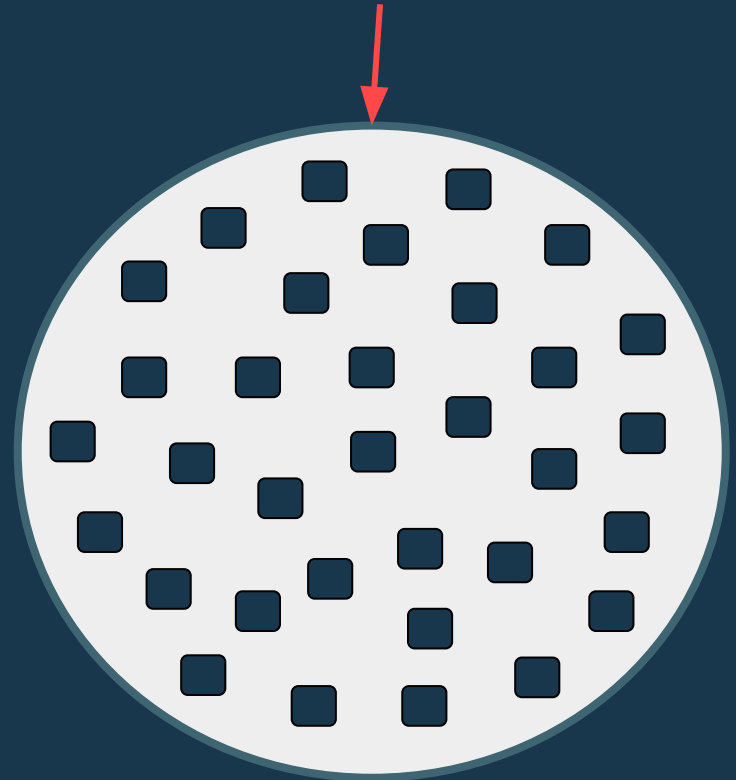


Facebook has over Millions of data points attributed to EACH user profile that it uses to determine **WHO** to show your ads to

- All websites you visit...
- All messenger convos...
- What you buy...
Even...
- Phone listens to you talk...

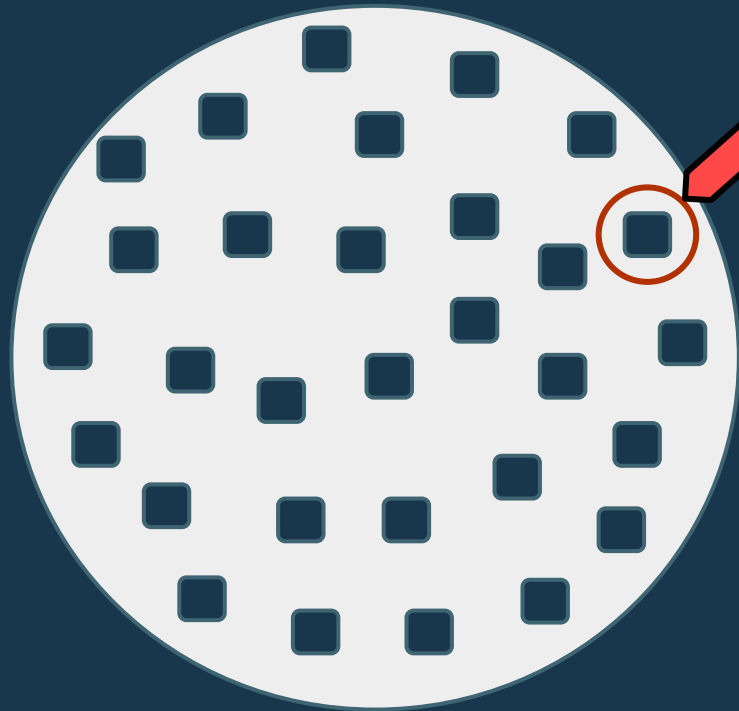
They know more about you than your best friend or partner.

millions of 'data points'



[Profile of Data Attributions]

Why BROAD Messaging DOES NOT Work Well



“ATTN: Business Owners”

The Algorithm takes a *‘Snapshot’* of the Data Profile When They Click

Out of millions of Data Attributions...

...You’re Utilizing ONLY 1 or 2 Context Points to train Facebook’s pixel

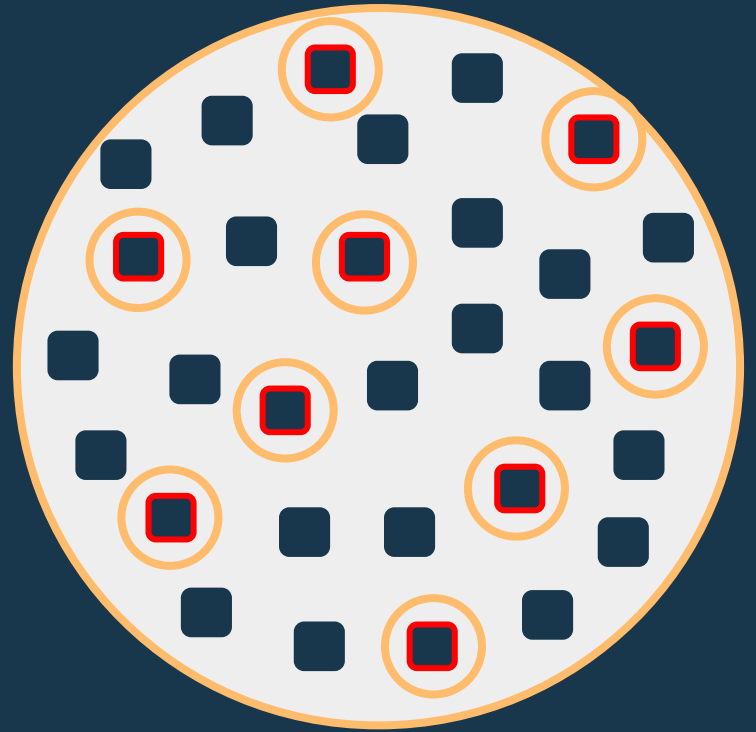
This means the Algorithm *can never utilize it’s ‘Machine Learning’* to find better qualified people to show your ad to.

But When Your Ad is
SPECIFIC to the right
person...

The Algorithm Identifies
Many Different 'Data
Attributions' Inside The
Profiles of *those Who Click*

Out of Millions of Data Attributions...

...You Get **MANY** to optimize with.



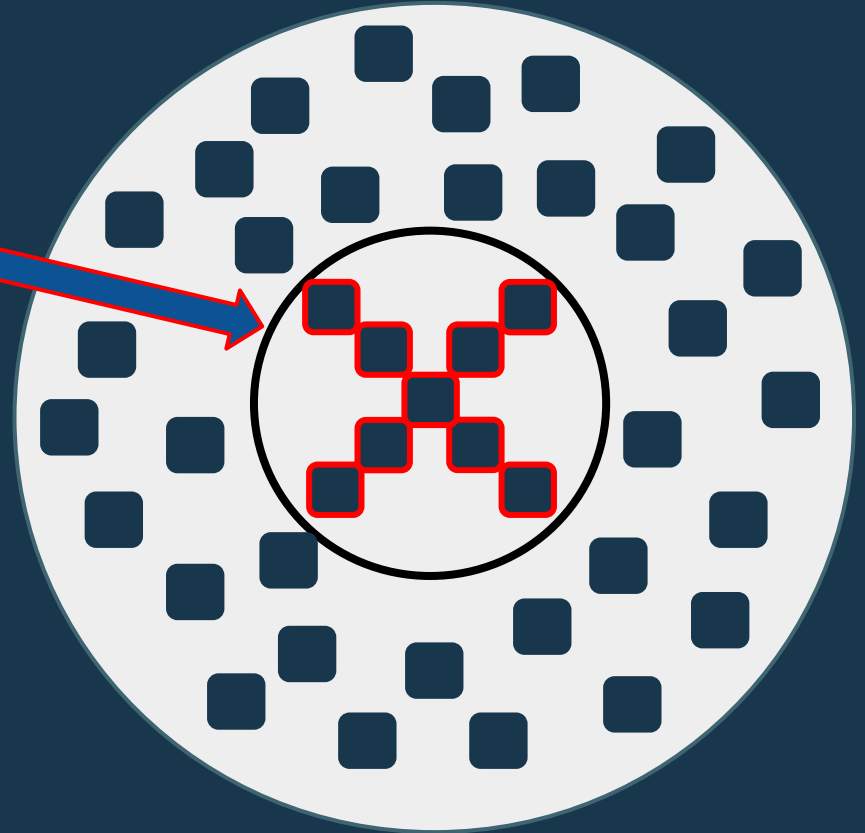
This NOW means the Algorithm USES
'MACHINE LEARNING' to find better
qualified people to show your ad to

NOW the Algorithm Looks for a Similar 'Profile'

This Means Your Ad Gets Shown to **Increasingly Qualified People** *the longer it Runs...*

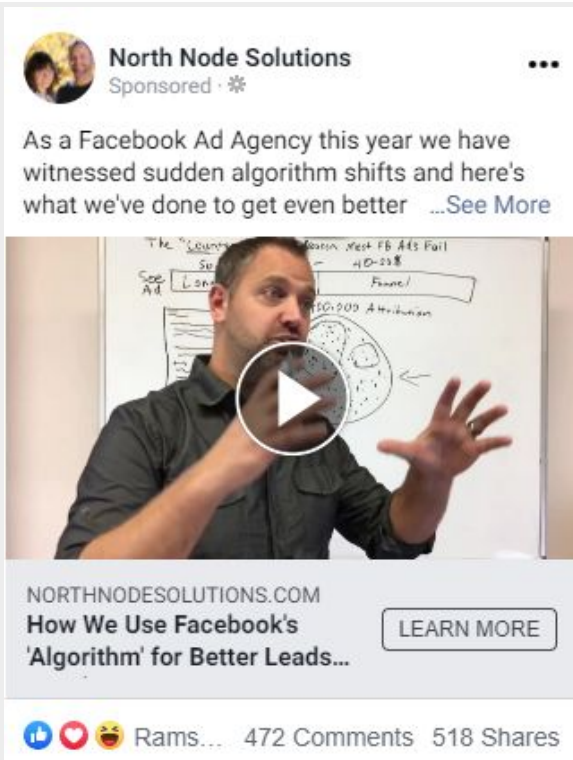
...Therefore giving you **BETTER costs and ROI** *as time goes on...*

[...this is why our ads consistently run for months]




Setting Proper Context with more specific 'Elements'

As a [Element] we have [Element] [Element] and here's what we've done to [Element]















North Node Solutions
Sponsored · *

As a Facebook Ad Agency this year we have witnessed sudden algorithm shifts and here's what we've done to get even better ...See More



NORTHNODESOLUTIONS.COM
How We Use Facebook's 'Algorithm' for Better Leads... [LEARN MORE](#)

 Rams... 472 Comments 518 Shares

Ad Name	CTR (Link Click-Through)	CTR (All)	Cost per Lead	Amount Spent
 Algo Vid Workshop Digital Marketing.	4.12%	10.83%	\$5.94	\$777.66
 AAP LA 1-2% Leads	2.18%	8.34%	\$6.10	\$420.67
 Algo Vid Workshop Advertising Cluster	4.00%	9.26%	\$5.44	\$386.19
 AAP Attendee LA 1%	2.19%	9.44%	\$5.91	\$319.37
 Algo Vid Workshop Digital Marketing.	6.46%	15.58%	\$3.69	\$302.35
 AAP Attendee LA 1%	1.77%	7.55%	\$10.72	\$257.37
 Algo Vid Workshop Bus. Page Admins	3.65%	9.32%	\$4.02	\$212.96
 AAP LA 1-2% Leads	2.46%	9.65%	\$4.92	\$186.93
 AAP LA 1-2% Leads	1.99%	8.04%	\$7.80	\$179.43
 Algo LA 1% HL Bus Owners	3.62%	9.70%	\$15.01	\$135.05
 Algo Vid Workshop Attendee LA 1%	1.72%	5.67%	\$9.20	\$128.86
> ⚠ Results from 114 ads ⓘ				
	2.62% Per Impress...	8.62% Per Impress...	\$6.25 Per Acti...	\$6,653.59 Total Spent

Tell if they Complete Your Ad With “Click Ratio”...

1. Your click ratio is the ratio between your “CTR ALL” metric and Your “CTR LINK” Metric
2. If your CTR ALL is 5.0% and your CTR LINK is 2.5...
3. Then your Click Ratio is 2:1
4. This means they are clicking once to read/watch the ad and once more to click the link.

CTR (Link Click-Through)	CTR (All)
4.12%	10.83%
2.18%	8.34%
4.00%	9.26%
2.19%	9.44%
6.46%	15.58%
1.77%	7.55%
3.65%	9.32%
2.46%	9.65%
1.99%	8.04%
3.62%	9.70%
1.72%	5.67%
2.62%	8.62%
Per Impress...	Per Impress...

Ideal Ratio for an Image Ad is 2:1

Because they click ‘see more’ to read...

Then Click the link.

2 Total clicks...

1 Link Click = Reading the Entire Ad

Ideal Ratio for a Video Ad is 3:1 - 2.5:1

We Set Proper Context Using “Element Formulas”

North Node Solutions
Sponsored · 🌐

Why **ELEMENT 1** and **ELEMENT 2**
is **ELEMENT 3** When Properly **ELEMENT 4**
4 CONT. instead of **ELEMENT 5** ... See More

CODE2CONVERSIONS.COM
ELEMENT 1 Properly
Using **ELEMENT 4** instead ... **LEARN MORE**

We've Identified **9 Primary Elements** Used in Ad Headlines that **set proper Context**

Then we use our proprietary “**PBC Process**” to test these elements to see if they identify the right customer.

It's a **methodical process** that **eliminates wasted ad spend** when testing.

9 Engagement Elements

PAIN PA	BENEFIT BE	CHALLENGE CH
INTERNAL CONFLICT IC	INTERNAL BENEFIT IB	SOLUTION SO
COMMON BOND CB	ULTIMATE BENEFIT UB	MECHANISM ME

9 “Context Optimal Derived Elements”

1. **Pain** – Summarized Problem or ‘Symptom’ of the problem
2. **Internal Conflict** - Feeling or ‘State of Mind’ from Pain
3. **Benefit** - The Desired External Result
4. **Internal Benefit** - Feeling or state of mind that comes from Benefit
5. **Ultimate Benefit** – Reason Why they want the Benefit
6. **Challenge** – The ‘Primary Objection’ or “Problem with other Solutions”
7. **Solution** – What ‘Type’ of product or service you offer
8. **Mechanism** – The Unique Function of your solution
9. **Common Bond** – Avatar/Belief System to Relate With

Solution Aware

Why **[Benefit]** and **[Ultimate Benefit]**
is not **[Internal Conflict]** when
[Mechanism]

Below Creative:

[Benefit] Properly **[Mechanism]**



A screenshot of a Facebook post from North Node Solutions. The post features a video thumbnail of a man in a striped shirt standing in front of a whiteboard. The whiteboard has handwritten text: "Our Formula for Success: Facebook Ad Results 2X-5X Growth" and "What we're looking NOT to Do...". A play button icon is overlaid on the video. Below the video, the text reads "CODE2CONVERSIONS.COM 2X-5X Ad Results Properly Using Algorithm instead ...". A "LEARN MORE" button is located at the bottom right of the post.

North Node Solutions
Sponsored · 🌐

Why Getting Leads and Sales from Facebook is Not Difficult When Properly Using the Algorithm instead of Abusing It ... See More

CODE2CONVERSIONS.COM
2X-5X Ad Results Properly
Using Algorithm instead ...

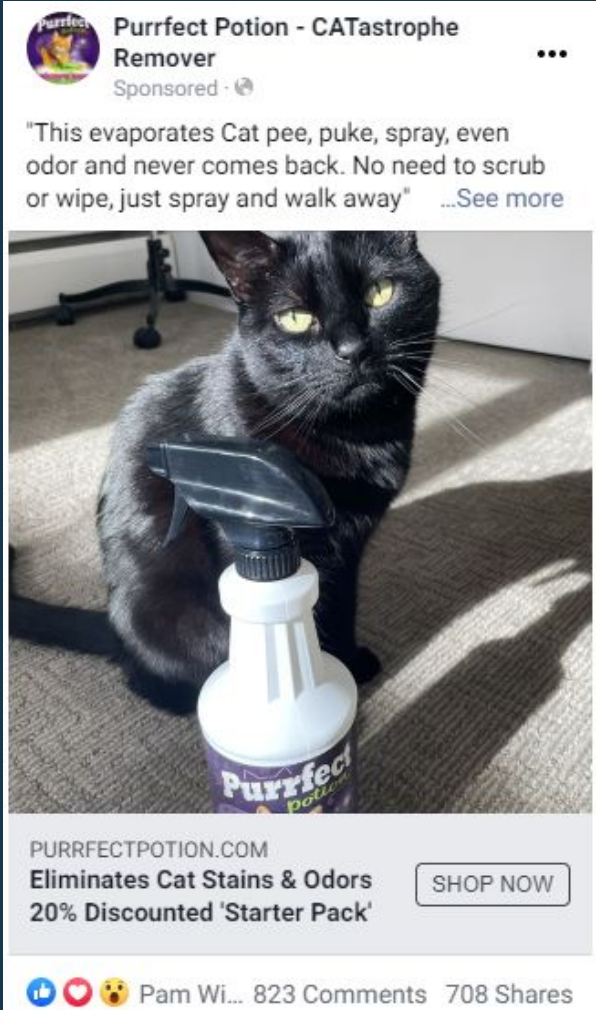
LEARN MORE

Solution Aware

This evaporates [Pain 1,2,3] even [Pain 4] and never [Challenge] no need to [Challenge 2] just [Mechanism]

Below Creative

This eliminates [Pain 1] and [Pain 2]
[Discount] [Product Name]



Purrfect Potion - CATastrophe Remover
Sponsored · 🌐

"This evaporates Cat pee, puke, spray, even odor and never comes back. No need to scrub or wipe, just spray and walk away" ...See more

PURRFECTPOTION.COM
Eliminates Cat Stains & Odors
20% Discounted 'Starter Pack'

SHOP NOW

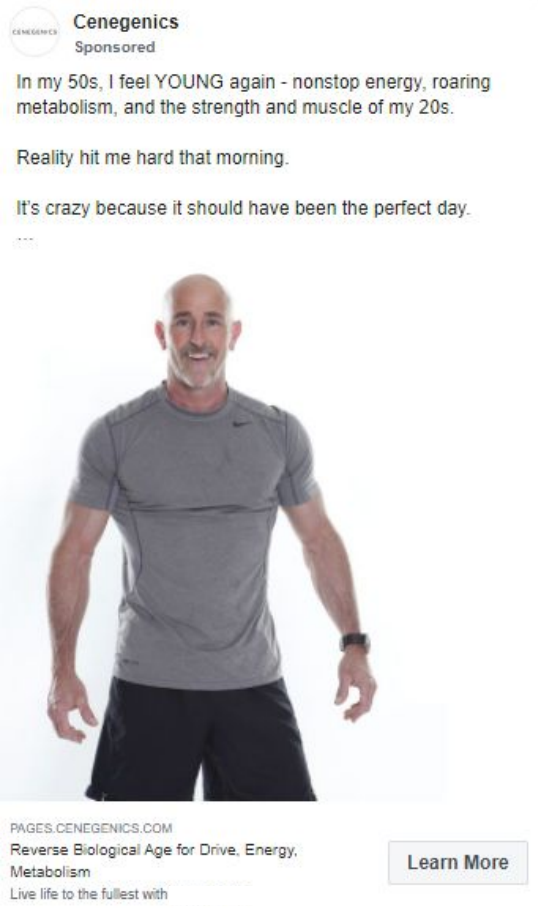
👍❤️😱 Pam Wi... 823 Comments 708 Shares

Problem Aware

[Common Bond] I feel [Internal Benefit] - [Benefit 1,2,3,4]

Below creative headline

Reverse [Pain] for [Benefit 1,2,3]



Cenegenics
Sponsored

In my 50s, I feel YOUNG again - nonstop energy, roaring metabolism, and the strength and muscle of my 20s.

Reality hit me hard that morning.

It's crazy because it should have been the perfect day.

...

PAGES.CENEGENICS.COM
Reverse Biological Age for Drive, Energy, Metabolism
Live life to the fullest with

Learn More

Solution Aware

[Common Bond] go from [Internal Conflict] to [Internal Benefit] with this [Mechanism] to [Benefit]

Below Creative:

[Internal Benefit 2] for [Common Bond] ([Mechanism] that [Benefit])



Sponsored · 🌐



Moms of addicts go from 'desperate' to 'peaceful' with this approach to setting boundaries that actually work. ...See More



Hope for Moms of Addicts
(Set Boundaries that Work)

LEARN MORE

👍❤️😬 Angel... 2.5K Comments 4.6K Shares

Problem Aware

Here's How [Common Bond] stop [Pain] and [Benefit] (while [Ultimate Benefit 1,2]).

Below Creative:

How [Common Bond] [Internal Benefit] in [Year]



The Couplepreneur Life

Sponsored · 🌐



Here's how entrepreneur couples stop constant arguing - and fall back in love (while growing their business and income). ...See more



thecouplepreneurlife.com

How Entrepreneur Couples
Grow Together In 2023

Learn more

Solution Aware

How We Turn [Pain] into [Benefit]
that [Ultimate Benefit] Without
[Challenge]...

Below Creative:

[Mechanism] Generates [Ultimate
Benefit]



DigitalMarketer

Sponsored · 🌐



How We Turn a 'One-Hit Wonder' Campaign into a 'Customer Factory' that Endlessly Generates New Customers and Repeat Buyers Without Being in 'Perpetual Testing Mode'...

After training over 126,000 marketing... [More](#)



'Customer Factory Framework'
Generates New Repeat-Buyers

Find out how we help companies like...

[SIGN UP](#)

Awareness Level: "Solution Aware"

How [Common Bond] Go from [Pain 1,2] to [Benefit1,2,3] using [Mechanism] in [Time Frame] ..."

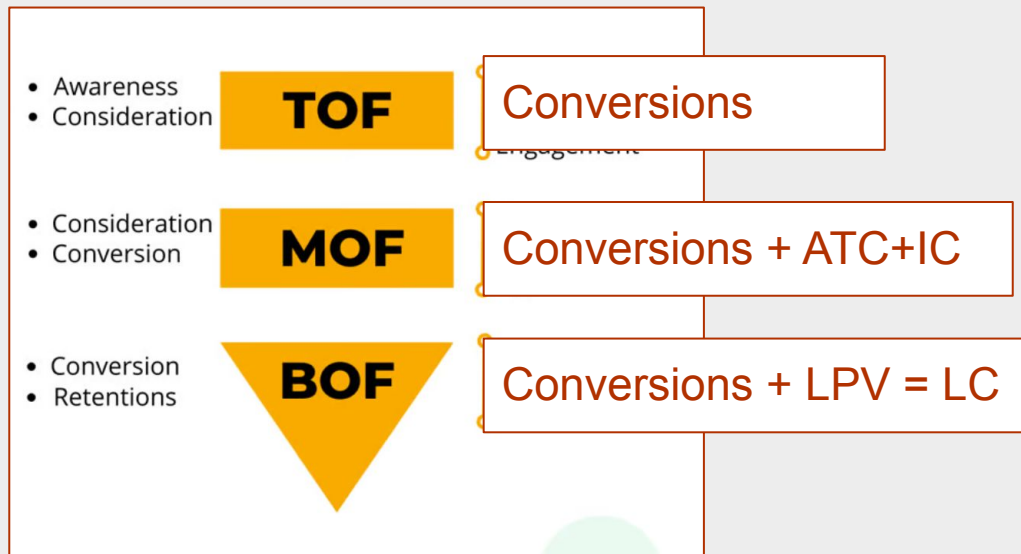
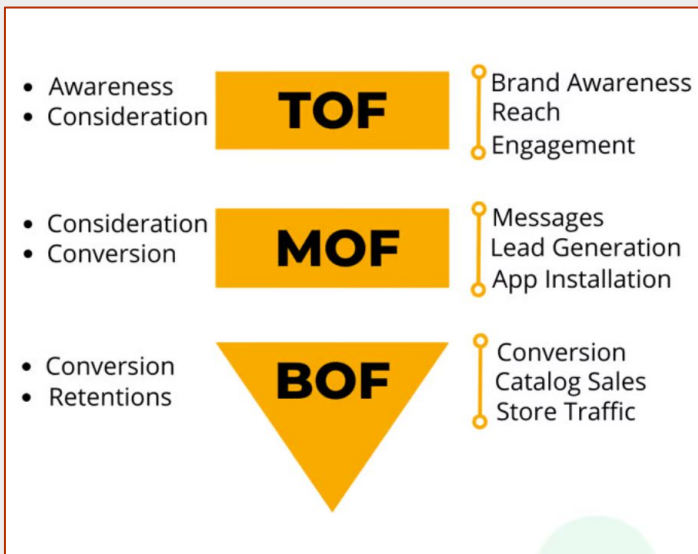
Below Creative:

[Mechanism] Gets [Common Bond] [Benefit 2,3]



A Facebook sponsored post. At the top left is a circular profile picture of a man. To its right is the word "Sponsored" with a globe icon. At the top right are three dots. The main text reads: "How Dads Over 40 Go from Fat and Tired to Muscular, Lean, and Strong Using 'The PFT Method' In Just 1.5 Hours a Week ...See more". Below the text is a large image of a muscular man from behind, wearing dark shorts, holding the hands of two children (a boy in a bright green shirt and a girl in a pink shirt) as they walk in shallow ocean waves. At the bottom of the post, there is a white box containing the text "'PFT Method' Gets Dads Over 40 Lean & Strong" and a grey button with the text "Learn more".

5. The “Optimization Fallacy” of the Generally Accepted [TOF - MOF - BOF] strategy that most agencies misunderstand



So now that we know how to 'Set Context' to attract the RIGHT people to Click "see more"...

How do we convert them at a higher rate?

[With an EPIC Ad of Course...]

The “Engagement Continuum”

A Traditional Direct Response Funnel Flows Like This:

Short Copy

5%

95% of the “Heavy Lifting”

AD

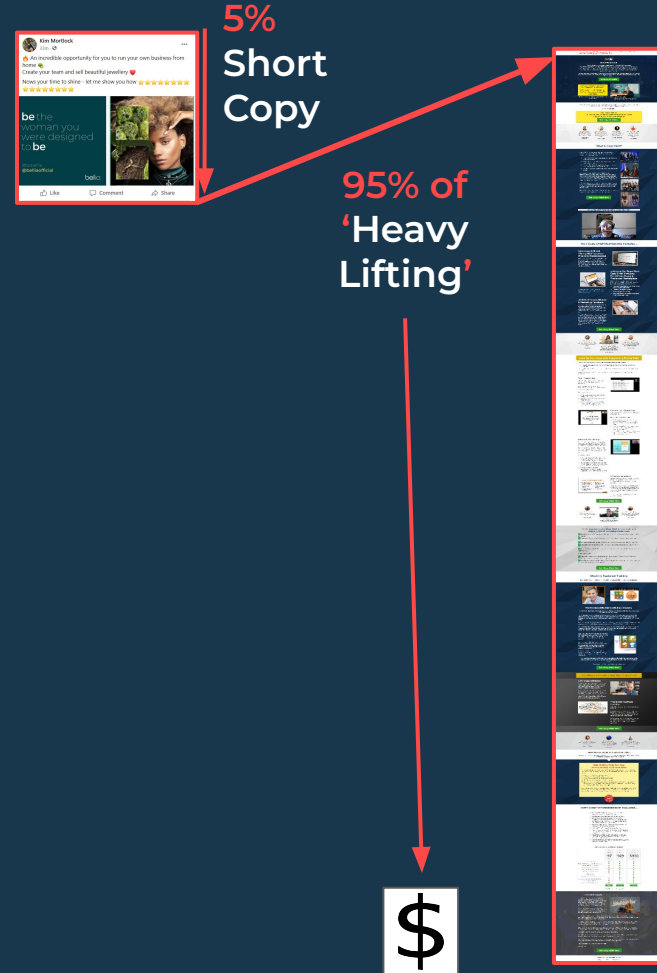
Sales Message



Concept: Cheapest Click Possible
Metric to Watch: Cost Per Link Click
[**NOT OPTIMAL** FOR SOCIAL MEDIA]

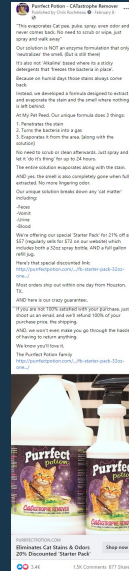
Generating These Types of Prospect Resulted in:

1. Cheap, unqualified buyers
2. Lower conversion rates
3. Facebook cannot optimize



Generating These Types of Prospects Resulted in:

1. Qualified buyers
2. Higher Conversion Rates
3. Facebook Optimizes Better



50%
Long
Copy

ONLY 50%
of 'Heavy
Lifting'



Higher Conversion Rates
due to being “prepped” to
buy with EPIC Ads that
follows the brain's natural,
decision making process



“Engagement Continuum” Evolved for Social Media

We started to make sales at 2X-5X
the rate from before...



50% of “Heavy Lifting”

Newsfeed EPIC Ad

50% Heavy Lifting

Sales Message



A long, engaging ad that “pre-qualifies” and
“pre-sells” the customer for HIGHER Conversion
Rates on their sales message. (2X-5X ROI)

The EPIC[©] Ad Formula

ENGAGE - **Engage** with Proper Context

PRESENT - **Present** Problem & Empathize

ILLUSTRATE - **Illustrate** Your Solution

CONVERT - **Call to Action**

Our Proprietary EPIC Ad Formula[©]

- ENGAGE** - Engage with Proper Context
- PRESENT** - Present Problem & Empathize
- ILLUSTRATE** - Illustrate Your Solution
- CONVERT** - Call to Action

ENGAGE	<p>"This evaporates Cat pee, puke, spray, even odor and never comes back. No need to scrub or wipe, just spray and walk away"</p>
PRESENT	<p>Our solution is NOT an enzyme formulation that only 'neutralizes' the smell. (But is still there)</p> <p>It's also not 'Alkaline' based where its a sticky detergents that 'freezes the bacteria in place'.</p> <p>Because on humid days those stains always come back.</p>
ILLUSTRATE	<p>Instead, we developed a formula designed to extract and evaporate the stain and the smell where nothing is left behind.</p> <p>At My Pet Peed, Our unique formula does 3 things:</p> <ol style="list-style-type: none"> 1. Penetrates the stain 2. Turns the bacteria into a gas 3. Evaporates it from the area. [along with the solution] <p>No need to scrub or clean afterwards. Just spray and let it 'do it's thing' for up to 24 hours.</p> <p>The entire solution evaporates along with the stain.</p> <p>AND yes, the smell is also completely gone when fully extracted. No more lingering odor.</p> <p>Our unique solution breaks down any 'cat matter' including:</p> <ul style="list-style-type: none"> -Feces -Vomit -Urine -Blood
CONVERT	<p>We're offering our special 'Starter Pack' for 21% off at \$57 (regularly sells for \$72 on our website) which includes both a 32oz spray bottle, AND a full gallon refill jug.</p> <p>Here's that special discounted link: http://purrfectpotion.com/.../fb-starter-pack-32oz-one.../</p>

 **Purrfect Potion - CATastrophe Remover**
 Published by Chris Rocheleau · February 8 ·

CONVERT Continued

Most orders ship out within one day from Houston, TX.

AND here is our crazy guarantee:

If you are not 100% satisfied with your purchase, just shoot us an email, and we'll refund 100% of your purchase price, the shipping,

AND, we won't even make you go through the hassle of having to return anything.

We know you'll love it,

The Purrfect Potion Family
<http://purrfectpotion.com/.../fb-starter-pack-32oz-one.../>



PURRFACTPOTION.COM

**Eliminates Cat Stains & Odors
20% Discounted 'Starter Pack'**

[Shop now](#)

  3.4K  1.5K Comments  877 Shares

Questions?

<https://docs.google.com/document/d/1HU8IMhXtg2rNhBP8h-TInNwUP7rTa4KWvTglafT5Awg/edit?usp=sharing>