

WHO IS YOUR TARGET PROSPECT?

Ex: business owner, housewife, student, employee, etc

WHAT PROBLEM THEY ARE FACING?

Ex: no leads, looking for job, need to lose weight, zero sales, product not selling, etc

WHAT WILL HAPPEN WHEN THEY TAKE YOUR SERVICE NOW (OUTCOME)?

Ex: increase in x number of leads, 3x revenue in financial year, etc.

Explain how they will feel after getting the result now (not in future).

YOUR OFFER?

Create urgency with time limit. Give a very clear offer without any hidden costs.

Key Points To Remember

- Describe the problem & offer a clear solution
- Use emojis 🤔 😊 🍰 👍
- Pay attention to top 4 sentences
- Use scarcity & deadlines
- Add one link in the text
- Connect emotionally to readers

FINAL AD HEADLINE

Maximum 40 characters.

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Maximum 125 characters.