



1: Your success depends on your offer

This is the undisputed heavyweight champion of your entire advertising strategy. Your offer is the #1 factor that determines whether people stop scrolling, pay attention, and ultimately buy. Now, just to be clear—“offer” doesn’t mean throwing discounts around like it’s Black Friday. In fact, a killer offer means you can often charge more than your competitors, not less.

When I say your offer is the most important piece of the puzzle, I mean: *What exactly are you promising people?*

It sounds basic, and it is—but here’s the trap: most business owners get so close to their product that they assume people want it just because it exists.

Wrong.

If your offer doesn’t directly punch your prospect’s biggest pain point in the face, you’re just making noise. No funnel, no ad creative, and no clever copy can save a boring, vague, or irrelevant offer.

So here’s the move:

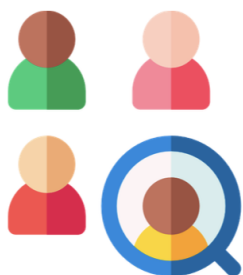
Spend 80% of your energy obsessing over your audience. What keeps them up at night?

What do they desperately want to change, fix, or escape?

Now solve that.

The right offer doesn’t need to scream—it *pulls*. It attracts. And when you get it right?

Everything else becomes 10x easier.



2: Know your audience better than they know themselves

If you want your audience to throw their credit card at the screen, here's step one:
You need to know them.

And not just *"I know their age and job title"* kind of know them.
I'm talking about knowing them better than they know themselves.

When you can describe your ideal customer's problems more clearly than *they* can,
something magical happens:

They start to believe you have the solution—even before you pitch anything.

But here's where most business owners go completely bananas...

They obsess over ad texts, build overly complicated funnels, chase "hacks," and geek out over campaign settings. And guess what? None of that matters if you don't understand your audience on a deep, emotional level.

You see, when you understand their deepest dreams, their biggest fears, and the thing that keeps them awake at 2AM, you can create an offer that feels like it was made just for them.

So how do you get to that level of insight?

You talk to your audience. You read Trustpilot reviews—yours and your competitors'.
You find out what books they read, what language they use, what memes they laugh at.
You dig into what they complain about, what they celebrate, and what they wish existed.

This is the stuff 80% of businesses skip—and that's why 80% of ads flop.

Want your ads to work?

Do the work. Know your people.

They'll thank you with clicks, conversions, and cash.



3: You'll get eaten alive if You don't know your numbers

If you've ever watched *Shark Tank* (or *Dragon's Den*, depending on where you're from), you've definitely witnessed this:

A brave, passionate entrepreneur steps into the spotlight... and gets absolutely *devoured* because they don't know their numbers.

The sharks ask once. They ask twice. They even throw them a lifeline. But nope—still no clue. And just like that... chomp. 🦴

Don't be that person. Please.

If you don't know your numbers, you don't know if you're making money.

You don't know how much you can spend to acquire a customer.

And worst of all—you're flying blind with your ads.

So what numbers matter?

Let me introduce you to your new best friends:

- CPC (Cost Per Click)
- CPL (Cost Per Lead)
- CPA (Cost Per Acquisition)
- LTV (Customer Lifetime Value)

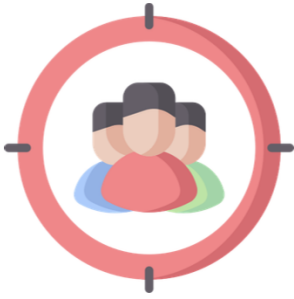
Once you've got a handle on these, you can start doing some magical math—working backwards from your profit to figure out exactly how much you can spend to win a customer *and still come out ahead*.

Suddenly, ad spend doesn't feel risky anymore.

Why? Because it's not spending—it's multiplying.

So for the love of profit, progress, and everything beautiful in this world:

Track your numbers. Know your numbers. Own your numbers.



4: Your targeting is hurting You more than it's helping You

Let's be real for a second...

This might sound crazy, but your fancy-pants Facebook targeting?

It's doing more harm than good.

I know — you probably spent hours picking the perfect combo of interests like “marketing,” “Tony Robbins,” and “latte art.” But here's the plot twist: Facebook doesn't care. And even better? It doesn't need your help.

Why?

Because Facebook is basically a mind-reading supercomputer with one job:

Keep people scrolling. The longer folks stay on the platform, the more ads Facebook can show them. That's the whole business model. So believe me when I say this: Facebook knows exactly who your dream customer is — way better than you do.

When you start stacking a bunch of hyper-specific targeting filters, thinking you're being clever...

You're actually just putting a leash on the algorithm.

You're slowing it down. Blocking it from doing what it does best:

Finding the people who *already want what you're selling*.

Here's a ridiculous example:

Let's say you're selling dog gear, and in your targeting, you pick “Cats” as an interest.

Do you honestly think Facebook's going to serve up your dog ad to cat lovers and destroy

their own user experience just to follow your logic?

Nope.

So here's the deal:

- Stop trying to outsmart the algorithm.
- Use broad targeting.
- Let your message do the filtering.

When your ad speaks to the right problem with the right solution, Facebook will do the rest. No stress. No micro-targeting. No sweat.

Let the algorithm eat — just give it good food.



5: Copy is king baby

There's a LOT of terrible advice floating around online about copywriting.
Let's get one thing straight:

Copywriting is not about stroking your keyboard like it's a poetry contest.
It's not about crafting fancy sentences that make you sound smart.

The true purpose—the holy grail—of copywriting is this:

- Show your reader that you understand them.
- Show them you get their pain.
- And show them how you're going to help solve it.

That's it. That's the whole game.

It's 100x more important to say the right thing than to say it in a “cool” way.
Don't get me wrong—writing well is a bonus. But writing beautifully about the *wrong thing* is like giving a TED Talk about spaghetti to someone drowning in debt.

Useless.

So here's the move:

Spend your time figuring out what really matters to your audience.

What they're struggling with. What they're craving. What they need to hear.

Then worry about how to say it in a compelling way.

And here's a juicy secret from spending over \$30M+ on ads:

Long copy beats short copy. Every. Single. Time.

Why?

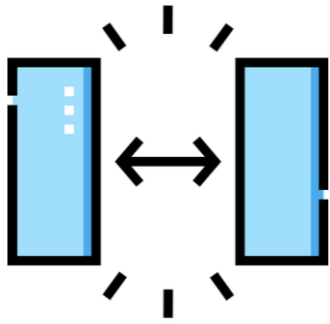
Because your buyers are the ones with questions.

And the more time they spend with your words, the more trust you build.

But—and this is important—only if it's good copy.

So say the right things. Say them clearly.

And don't worry about sounding clever—focus on being understood.



6: People don't buy Your product or service — they buy the transformation

Here's a Brutal Truth: No One Cares About Your Product

Seriously. They don't care what it does. They don't care how long you spent building it. They don't care how passionate you are about it.

What do they care about? -> "What will my life look like *after* I buy this?"

That's it. That's the game. People don't buy products or services—they buy results. They buy transformations. They buy a better version of themselves. So when you're writing Facebook ads, you're not just selling a thing. You're selling a gap—the difference between where your customer is now and where they want to be. You're selling the bridge that gets them there.

Nobody buys an Onyx frying pan because they've always dreamed of owning premium cookware. They buy it because they want to cook amazing food for their family...
...so they can eat healthier, feel better, have more energy, crush their workday, and still have fuel left to enjoy life.

Okay, maybe I'm stretching it a little—but that's the mindset.

So stop obsessing over features like "non-stick coating" or "triple-forged steel."
Focus on the *benefits*. The outcomes. The emotional payoff.

Because your customer doesn't want your product.

They want the version of themselves that exists after using it.



7: Have a well-optimized funnel after the click

Don't Just Focus on the Click—What Happens *After* Is Where the Real Game Begins

Way too many people obsess over crafting the perfect ad... Which is great—ads matter. But here's the problem: If your landing page sucks, people will bounce faster than a kid on a sugar high.

You can have the most attention-grabbing, thumb-stopping, CTA-screaming ad in the world—But if your funnel after the click feels clunky, confusing, or irrelevant... your potential customer is gone in seconds.

Getting traffic isn't the hard part anymore.

Turning that traffic into conversions? That's where the magic happens.

That's why you need to:

- Use long-form copy to pre-sell and warm people up
- Qualify your leads before they click
- And most importantly: ensure your landing page is 100% aligned with your ad

Seriously. That last part is huge.

Imagine this:

You see an ad for a killer product in your local store's flyer. You get excited, drive there,

and boom... it's not even on the shelf.

Annoying, right? You leave disappointed—and maybe a little pissed.

That's *exactly* what happens when your landing page doesn't match your ad.

It kills trust, momentum, and your chances of making a sale.

So don't just optimize for the click—optimize for the journey.

Make sure your funnel is smooth, congruent, and irresistible from start to finish.



8: Your ad should never *look* like an ad

This one's a biggie.

If you enjoy lighting money on fire, by all means—keep running ads that look and feel like ads. But if you prefer making a solid (or massive) return on your spend... read on.

Facebook is what's called a “native advertising platform”. That means people don't go there to shop. They go to scroll. To laugh. To watch memes. To argue in the comments. To catch up with friends, stalk their ex, or watch a 3-minute cake-cutting video they didn't ask for.

What they absolutely do *not* go there for... is to look at ads. In fact, they kinda hate them.

So what happens when your ad screams, “Hey! I'm an ad!” People scroll right past it like it owes them money. Here's the deal:

Your ad needs to blend in—but stand out in value. It should entertain. It should educate. It should hook them in so hard they forget they're being “marketed to.”

You want your audience to think:

“Damn, that was actually good. I'm glad I read that.”

Only then—once you've earned their attention—do you get to make your pitch.

So don't show up like a pushy salesman in a Facebook feed full of cat videos and baby photos. Show up like someone worth listening to.

Because if it looks like an ad... it's already dead.



9: People Are Skeptical — Show Them Proof

We're Living in the Age of "Yeah Right" — So Show the Damn Proof

Let's be real: it's 2026, and the first thing people think when they see your ad is...

"Yeah, right. This person's full of Sh#t."

Skepticism is sky-high. Through the roof.

And can you blame them? Unless you're selling some groundbreaking, never-before-seen invention (which you probably aren't), your potential customers have already bought from someone who promised what *you're* promising... and let them down.

Worse than that? They've been lied to. Scammed. Tricked. Bamboozled. So no wonder they're cautious. They've been burned.

That's why you can't just *tell* people you can help them. You've got to show them.

Social proof is your best friend here—case studies, testimonials, screenshots, you name it. But here's the twist most people miss: even more powerful than social proof is actually helping people before they buy.

Why?

Because the biggest question in your customer's mind is: "Will this even work for me?"

And if they've already seen results—*before* spending a dime with you—they're going to trust that whatever you sell next...

So please, for the love of conversions, credibility, and all things good:
Prove it first. Show them it works. Help them win before they pay.



So... How do You tie it all together?

Congrats! 🎉

You've just learned how we create powerful ads that attract complete strangers and turn them into paying customers.

Now, you've got two clear options:

1) Roll up your sleeves and start implementing everything you've just learned on your own.

2) Or...

Book a free demo call with us, where we'll show you exactly how to apply this system to your business — and explore what it could look like to partner up with us.

Here's the kicker:

We guarantee ROI. That means you can outsource the whole thing, make more money, and spend less time doing it.

Your move.

[Claim Your Free Strategy Session](#)