

Anatomy of META ADS For Entrepreneurs

 **Selling Among Wolves**
Sponsored ·  

Discover your God-given selling style. Be comfortable in your own skin. Maximize sales without becoming something you're not!



sellingamongwolves.scoreap...
Top 10% Know This Secret
Click Button to TAKE QUIZ

[Learn more](#)

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Discover your God-given selling style. Be comfortable in your own skin. Maximize sales without becoming something you're not!

SELL MORE, MAKE MORE
"Be wise as serpents, harmless as doves"

WHAT'S YOUR SELLING STYLE?

| CONFIDENT | SERVANT | TECHNICAL | RELATIONAL |
|---|---|---|---|
|  |  |  |  |

Answer 20 Questions To DISCOVER And LEVERAGE Your TRUE SELLING STYLE To MAXIMIZE YOUR SALES!

 **Take Free QUIZ Now To Find Out How!**
(FREE E-book Included)

sellingamongwolves.scoreap...
Discover Your Dominant Selling Style

[Learn more](#)

Primary Text

- This is the copy that appears at the top, right below your account name and above the ad creative. Only the first 125 characters will show, but you can write more.
- You want them to click, so the idea is to give enough info to motivate them to click, but not so much that they no longer feel the need to click.
- Data shows: 20 words is perfect

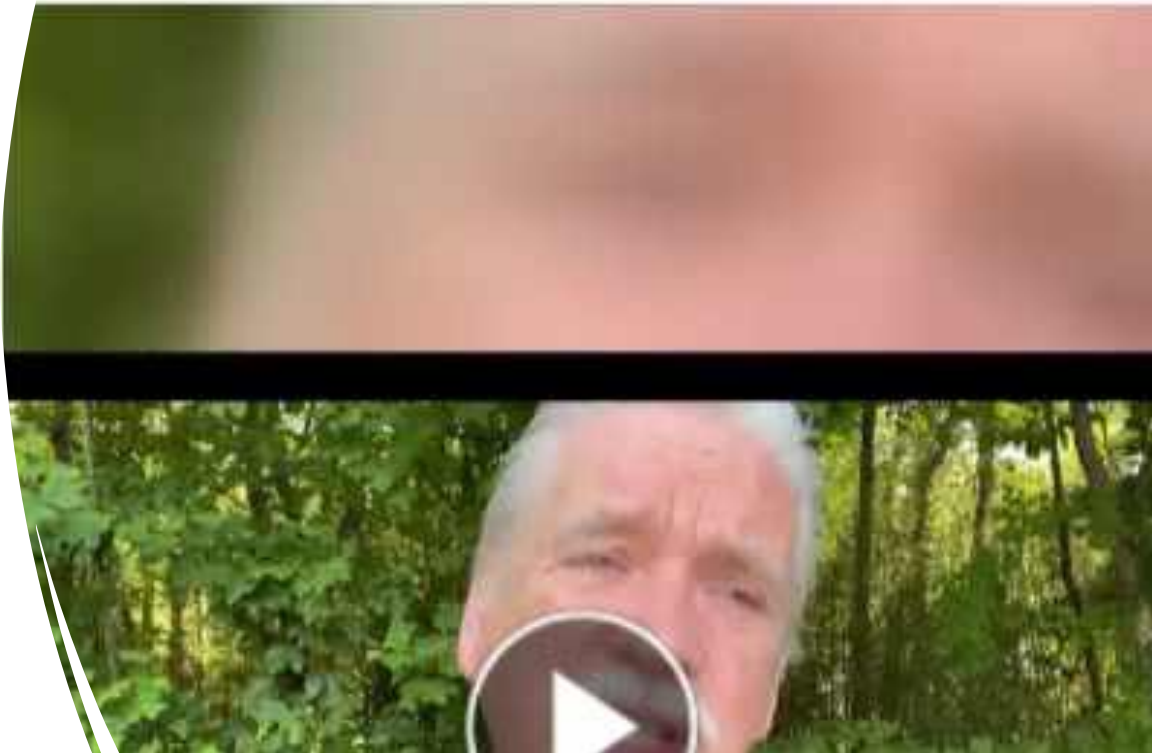


Selling Among Wolves

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Can EXPONENTIALLY INCREASE



CONFIDENT

SERVANT

TECHNICAL

RELATIONAL



The Creative

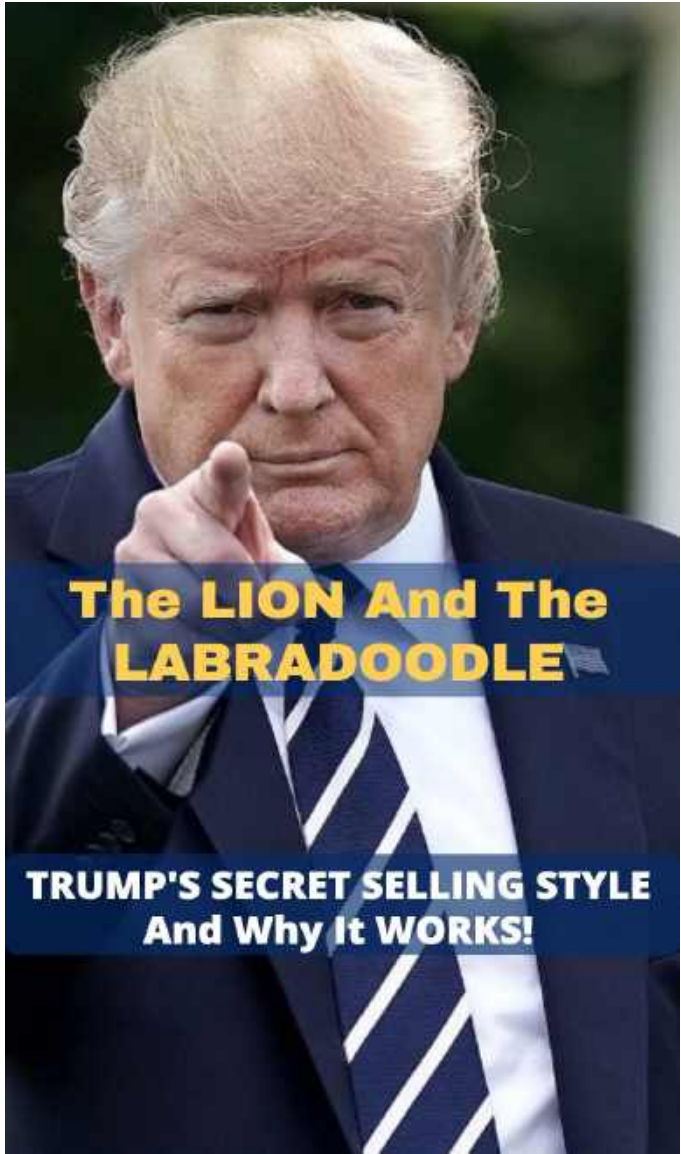
- The image, which can be a static image, carousel, animated image, or video. You can have text in the creative, but if there's too much of it, your Meta (Facebook) ad might not get approved.

ELON MUSK'S SALES SECRETS

**HONEYBEE
skills and
LABRADOODLE
traits made
him the richest
man in the
world!**

ELON MUSK'S SALES SECRETS

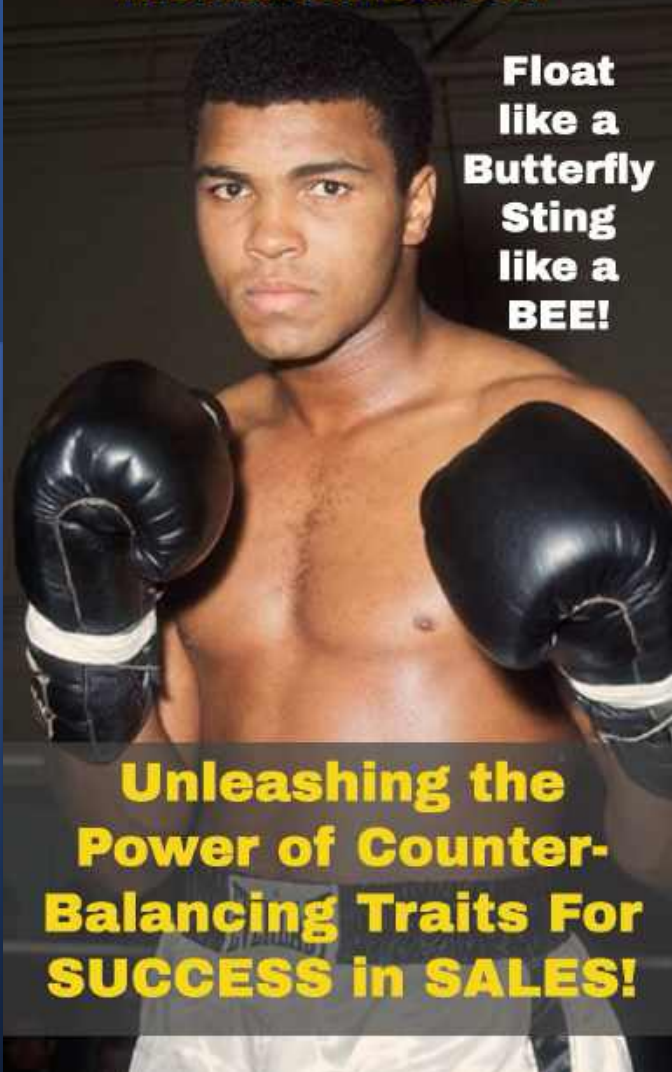
**HONEYBEE
skills and
LABRADOODLE
traits made
him the richest
man in the
world!**



TAP INTO THE FAMILIAR

Example: 1986 Homecoming Special in TN

Mohammed Ali



Float like a Butterfly
Sting like a BEE!

Unleashing the Power of Counter-Balancing Traits For SUCCESS in SALES!

SELLING SKILLS



How a LION Trait and A HONEYBEE skill made Jeff Bezos one of the RICHEST men in the world!

The LION And The LAMB

What Are Your
Counter-Balancing
Traits?

What's YOUR Dominant
SELLING STYLE?

HOW the RIGHT SECONDARY STYLE
Can EXPONENTIALLY INCREASE SALES!



CONFIDENT

SERVANT

TECHNICAL

RELATIONAL



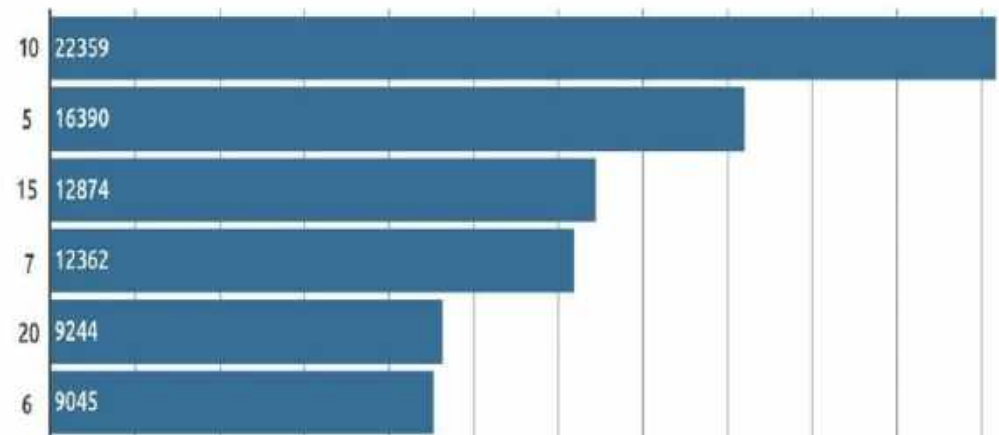
The Headline

- Appears just below the image, 40 characters or less.
- Study of 750,000 ads confirms...
- Aim for the perfect 5 -word headline
- Start with numbers...
 - Headlines that started with numbers resonated most with people, to the tune of 36% of all participants. Compare this to the second-place finisher, which only found favor with 21% of people.



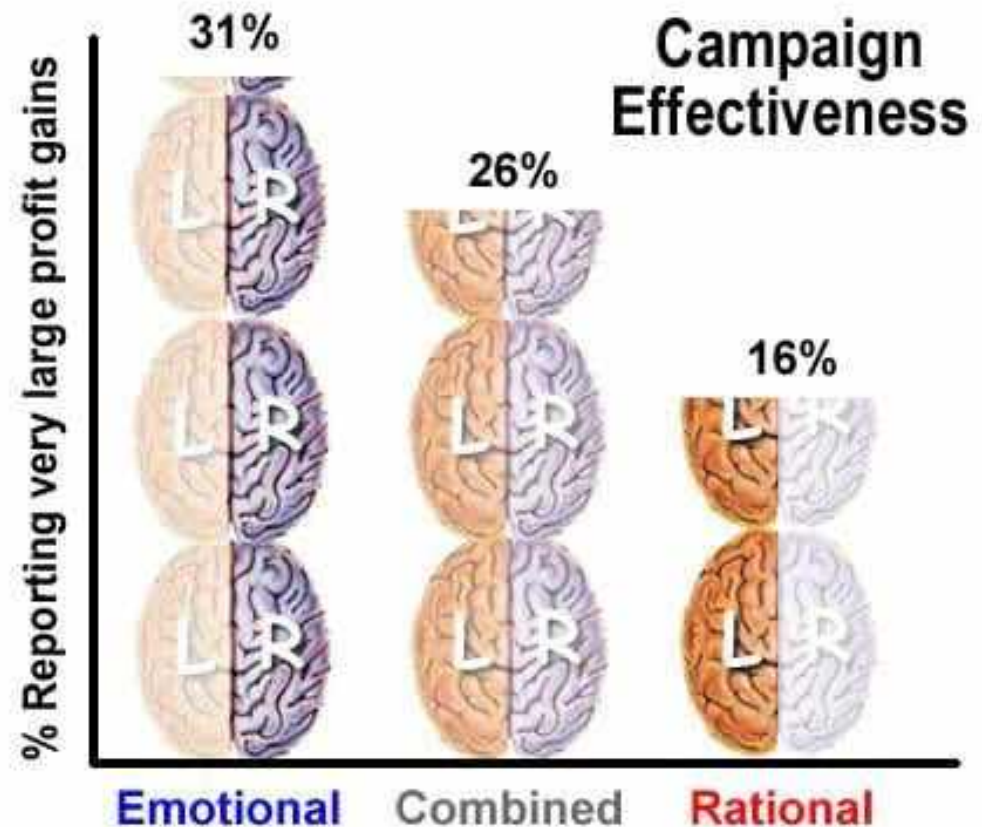
Most Engaging Numbers in Headlines

Measured by average Facebook Engagement



The Headline

- Use emotional words
 - <https://www.aminstitute.com/headline/>
- Trigger an emotion vs being or describing an emotion
- According to CoSchedule, posts with emotionally charged words like “Love,” “Amazing,” or “Free” get more shares and clicks, with an **average engagement rate increase of 21%**.
- Huffington Post reported that adding urgency-related words like “Now” or “Today” can **increase conversion rates by 332%**.

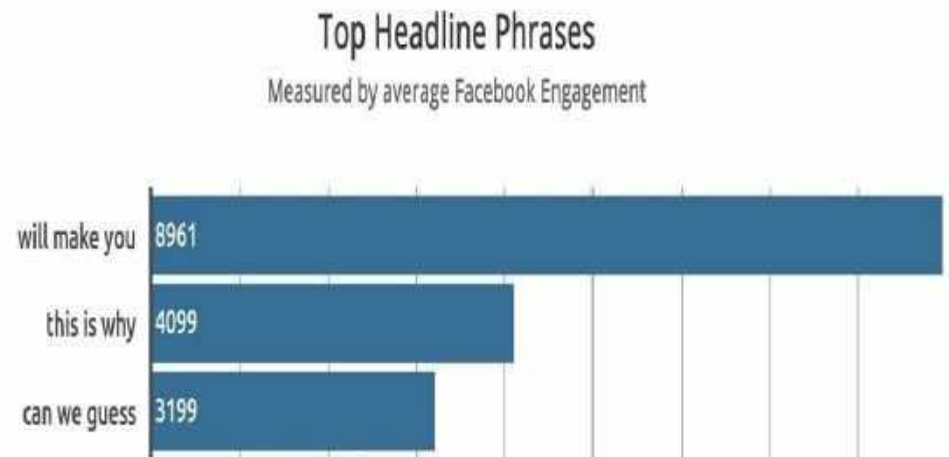


Top 10 Words That Trigger Emotional Response

- **You** – Personalizes the message and directly engages the audience.
- **Free** – Instantly grabs attention and creates a sense of opportunity.
- **Because** – Provides reasoning and justification, making arguments more persuasive.
- **New** – Triggers curiosity and excitement about discovering something novel.
- **Imagine** – Helps the audience visualize and emotionally connect with the desired outcome.
- **Now** – Creates a sense of urgency and encourages immediate action.
- **Save** – Appeals to the desire for financial benefit or value.
- **Love** – Evokes strong positive emotions and connections.
- **Proven** – Establishes credibility and reassures the audience about reliability.
- **Limited** – Implies exclusivity, raises the risk of missing out. Shorter decision time.

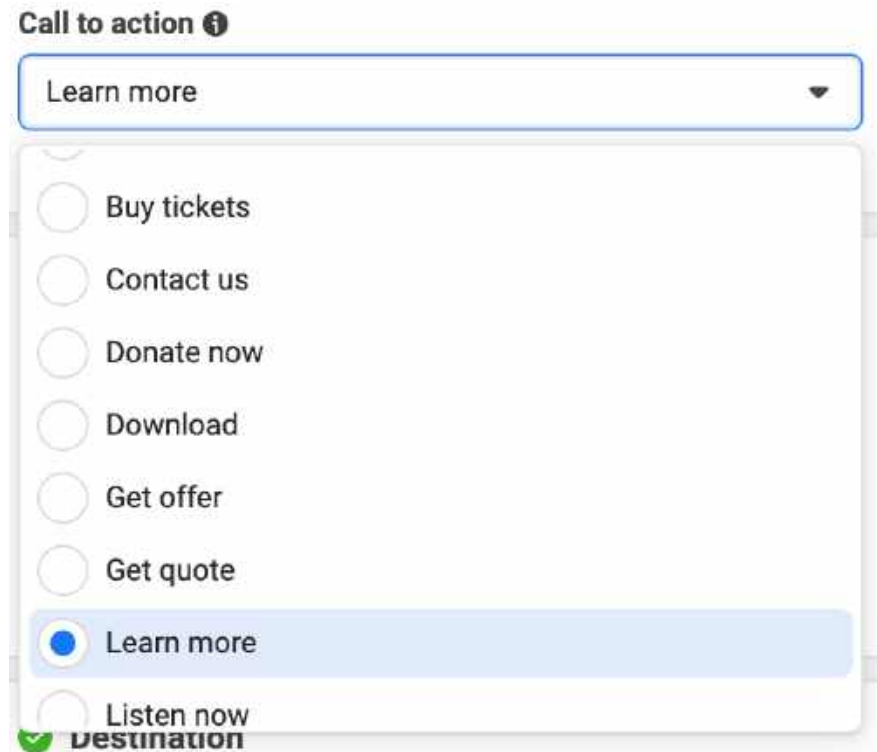
The Headline

- **Address the negative**
 - Stop losing sales!
 - Fix your ad mistakes!
 - Quit dieting that doesn't work!
- **The Power of 3-word phrases**
(Proverbs 22:20)
 - Will make you
 - This is why
 - Can we guess
- *"This Free Guide Will Make You a Better Husband."*



The Description and CTA

- Just below the headline, 30 characters or less.
- Chosen from a dropdown (Download, Install, Learn More, Shop, etc.)



30-Second Ads (9:16 ratio)

