

DONE FOR YOU

TRAFFIC / ADS TEMPLATES

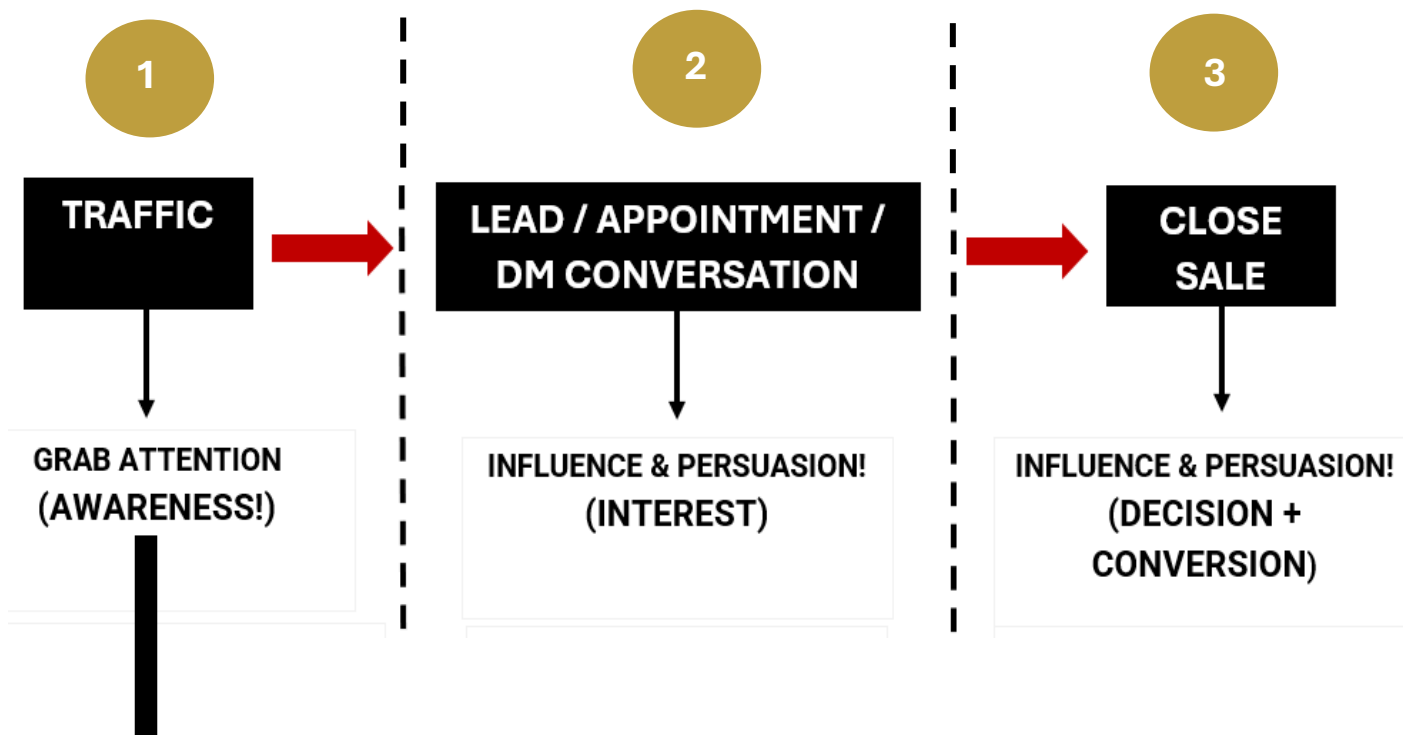


Hey, it's Sam Malsom, Founder & CEO of <https://www.onlinewealthsociety.com/>

Welcome to this **FREE MASTERY BONUS**.

Below is access to the ads templates I advise you to use when running your paid ad campaigns.

I'm going to share **PROVEN FRAMEWORKS** with you to convert traffic, leads and sales by moving potential buyers through each of the 3 stages below. This free bonus is primarily focusing on stage #1 (**TRAFFIC**)



DONE FOR YOU

TRAFFIC / ADS TEMPLATES



The **ONLY** Goal of Your **PAID TRAFFIC** CAMPAIGN Is To **GRAB ATTENTION** So You Can Increase **AWARENESS** Around You, Your Company / Brand & The Value You Provide By Getting The **CLICK!**



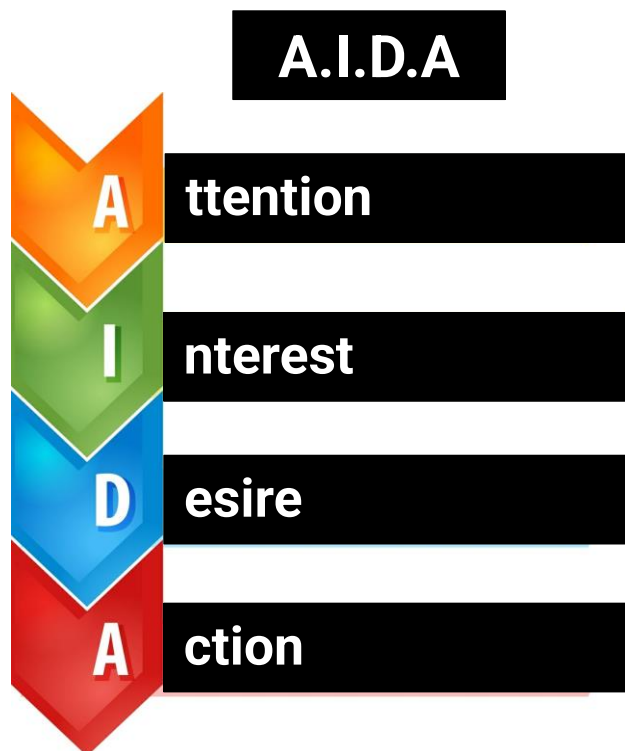
STAGE #1 - TRAFFIC (GRAB ATTENTION > AWARENESS!)

QUICK REMINDER:

You only need 1% of your traffic to flow through these 3 stages and BUY to become a millionaire!

The first framework in relation to the 3 stages is an **AD** that grabs **attention** and gets the traffic (*people*) to click and go over to your lead capture page or your appointment booking page.

The first framework is known as...



Like I mentioned... with this traffic framework your **ONLY GOAL** is to **get the CLICK** and nothing else.

The lead capture page will then convert a % of that traffic into a **LEAD** that goes onto your email autoresponder, so you can follow up.

Or if you are sending your traffic directly to book an **APPOINTMENT** with you via a V.S.L (*Video Sales Letter*), then that page is designed to get qualified appointments booked on your calendar directly from the ad.

(We will talk more about this in the funnels module = Module #8)

 Here's the **Million Dollar A.I.D.A Traffic / Ad Framework #1:**

ATTENTION = HEADLINE

ATTENTION [NICHE CLIENT AVATAR(S)]

Are You Sick & Tired of Struggling With... [3 X BIG PROBLEMS]

[BIG PROBLEM #1]

[BIG PROBLEM #2]

[BIG PROBLEM #3]

INTEREST

Imagine what life / business will be like when... [3X BIG BENEFITS + BIG EMOTIONAL BENEFIT]

[BIG BENEFIT #1]

[BIG BENEFIT #2]

[BIG BENEFIT #3]

[BIG EMOTIONAL BENEFIT]

DESIRE

After achieving [END-RESULT] *I felt* [STRONG POSITIVE EMOTIONS]

I've since gone on to help a bunch of students [ADD STUDENT OVERALL RESULTS]...

Here's...

[CLIENT TESTIMONIAL / RESULT #1]

[CLIENT TESTIMONIAL / RESULT #2]

[CLIENT TESTIMONIAL / RESULT #3]

You'll be able to see real proof of real people just like you, who have achieved some AMAZING RESULTS when you click the link below and go to the next page!

ACTION = CTA (CALL TO ACTION)

If you want to FAST TRACK your results WITHOUT struggle, failure and frustration!

I've created a FREE [LEAD MAGNET NAME e.g. Phone Consult, PDF, Book, Video, Case Study, Webinar etc] that walks you through the 5-steps ROAD-MAP so you can [BIG BENEFITS]

Click The Learn More Button Below Right Now & Get Instant Access For FREE!

Million Dollar Story Ad Framework #2:

- 1) **Grab ATTENTION.** (You can do this by asking a QUESTION or PATTERN INTERRUPT)
- 2) **Provide a BIG BENEFIT!**
- 3) **Tell an interesting STORY** (Make them feel the emotional pains & desires)
- 4) **Provide a strong CTA (CALL TO ACTION!)**

ATTENTION

>

BIG BENEFIT

>

STORY

>

CTA

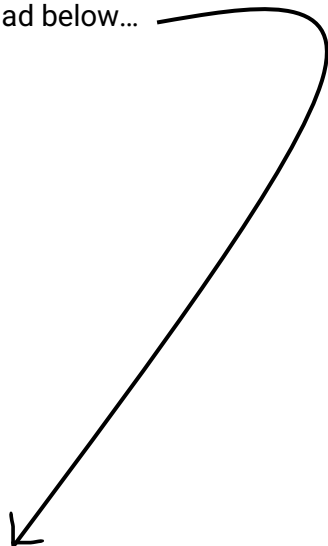
As you can see in the ad screenshot below by Robert Kyiosaki. He starts by using the word FREE which is one of the most powerful copywriting words that grabs attention.

Everybody loves getting something valuable for free. Remember, when giving away a free lead magnet it should be something your core client avatar would be willing to pay money for!

He then states the benefit of getting his book by saying "5 Steps To Starting An Online Business". Notice he is using a number? Specific numbers are really powerful to use in your copywriting.

After that he goes into a short story to relate to his audience and then he finishes with a call to action and a link.

See the ad below...



7-Figure Short Form Ad Break Down Example #1

The image shows a Facebook advertisement for Robert Kiyosaki's free book. The ad is annotated with three callouts on the right side: 'PROVIDE A BIG BENEFIT' pointing to the headline 'FREE Book - 5 Steps To Starting an Online Business'; 'QUICK STORY' pointing to the text 'When I started my FIRST business decades ago, I had to invest \$100,000 minimum. Becoming an Entrepreneur was hard and risky back then. Well, not anymore! Today, we have the Internet!'; and 'CTA (CALL TO ACTION)' pointing to the link 'FREE Book: http://meadia.co/uwqtkYv... See More'. Below the ad, there is another callout 'CTA (CALL TO ACTION)' pointing to the 'Download' button.

PROVIDE A BIG BENEFIT

QUICK STORY

CTA (CALL TO ACTION)

CTA (CALL TO ACTION)

7-Figure Long Form Ad Break Down Example #2

- 1) **Grab ATTENTION.** (You can do this by asking a *QUESTION* or *PATTERN INTERRUPT*)
- 2) **Provide a BIG BENEFIT!**
- 3) **Tell an interesting STORY** (Make them feel the emotional pains & desires)
- 4) **Provide Value & Share Features + Benefits**
- 5) **Provide a strong CTA (CALL TO ACTION!)**

ATTENTION

>

BIG BENEFIT

>


STORY

>

VALUE

>

CTA


Frank Kern
 Sponsored - 🌐

Having a prospect tell you "I can't afford it" is the worst, isn't it? 🙄😞
 Wouldn't it be great if you ONLY talked to prospects that could actually pay you? 💰💰💰
 It's totally doable.

The "trick" is in two 🙌 things:

1. Create a system for attracting prospects with money. (This is usually a quick fix with what you're saying in your marketing).
2. Create a "filter" that keeps broke prospects from actually getting to you.

If you'd like know how to do this (and automate most of it), you need my book - "How To Get Consulting Clients Fast ...Even If Nobody's Ever Heard Of You"


I wrote it because I went from going door to door for business ...to creating a seven-figure consulting practice ...WITHOUT ever "chasing" prospects, cold calling, or any of that stuff we all hate.

Here are some things you'll learn when you read it:

- ➡ Five ways to get prospects eager to buy... Page 53
- ➡ Can you really get clients in the next 14 days?... Page 48
- ➡ How to get in front of prospects who can afford you... Page 45
- ➡ The NEW approach to generating leads and subscribers... Page 50
- ➡ This 7-Step approach to get your prospects to come to you... Page 52
- ➡ How traditional internet marketing can actually send you to the poorhouse... Page 27
- ➡ The 1 service you should offer before anything else... Page 13

This book is only 68 pages 📖 but it is PACKED with valuable content on every single page.

This is a limited time offer, so get your copy now, here:
<https://www.frankkernmarketing.com/consulting-clients/>



QUESTION TO GRAB ATTENTION

PROVIDE A BIG BENEFIT

STORY

VALUE & FEATURES

CTA (CALL TO ACTION)

🔑 7-Figure Story Ad Framework

PART 1 - The Authority Based Character Backstory = High Emotional Drama!

PART 2 - Your Deep Desires + End-Result!

PART 3 - The Problems / Struggles You Faced On Your Journey!

PART 4 - The Big Light Bulb Moment > The New Way To Get The End-Result!

PART 5 - The Action Plan – Introduce Your Insanely Valuable Lead Magnet

PART 6 – Dive Into The PAIN + The Number #1 BIG PROBLEM That Stopped You From Achieving The End Result! Introduce The U.M/M! (*Unique Mechanism / Method*) (Think Faster, Easier & Better etc!)

PART 7 – Show How The Story Character Achieved The End Result – Stack The Offer BENEFITS!

PART 8 - The New Self Identity Transformation! (*What did it allow you to do? Example: More FREEDOM + Become a Better Person That Helps Others!*)

Finish with strong CTA – Call To Action.

Fast Track Paid Ads Copywriting Framework (*SIMPLIFIED*)

If you ever get stuck writing ads. Always come back to this simple framework...

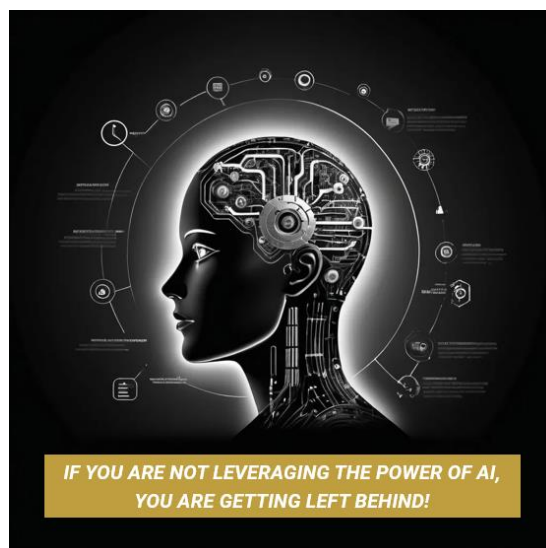
- 1) **HEADLINE** – This needs to grab attention and generate intrigue / curiosity while sharing a BIG BENEFIT & / or targeting a BIG PROBLEM! (*Think how it relates to the BMI = BIG MARKETING IDEA!*)
- 2) **BODY COPY** – Must engage, intrigue and create curiosity and desire (*Get them to read the rest of your copy via a story & / or intellectually interesting value & insights + bullet points that provide benefits to support the BMI*)
- 3) **CTA (Call To Action)** - Command an action and tell your prospects exactly what you want them to do!

(e.g. *Click the learn more button now so you can [BIG BENEFIT]...*)

(e.g. *Click here now to book your free call*)

(e.g. *Enter your email address right now to get the free gift / [LEAD MAGNET NAME!]*)

Facebook/Instagram AI Ad Copy Prompt



"Imagine you are the best copywriter on the planet for [ADD YOUR SPECIFIC NICHE].

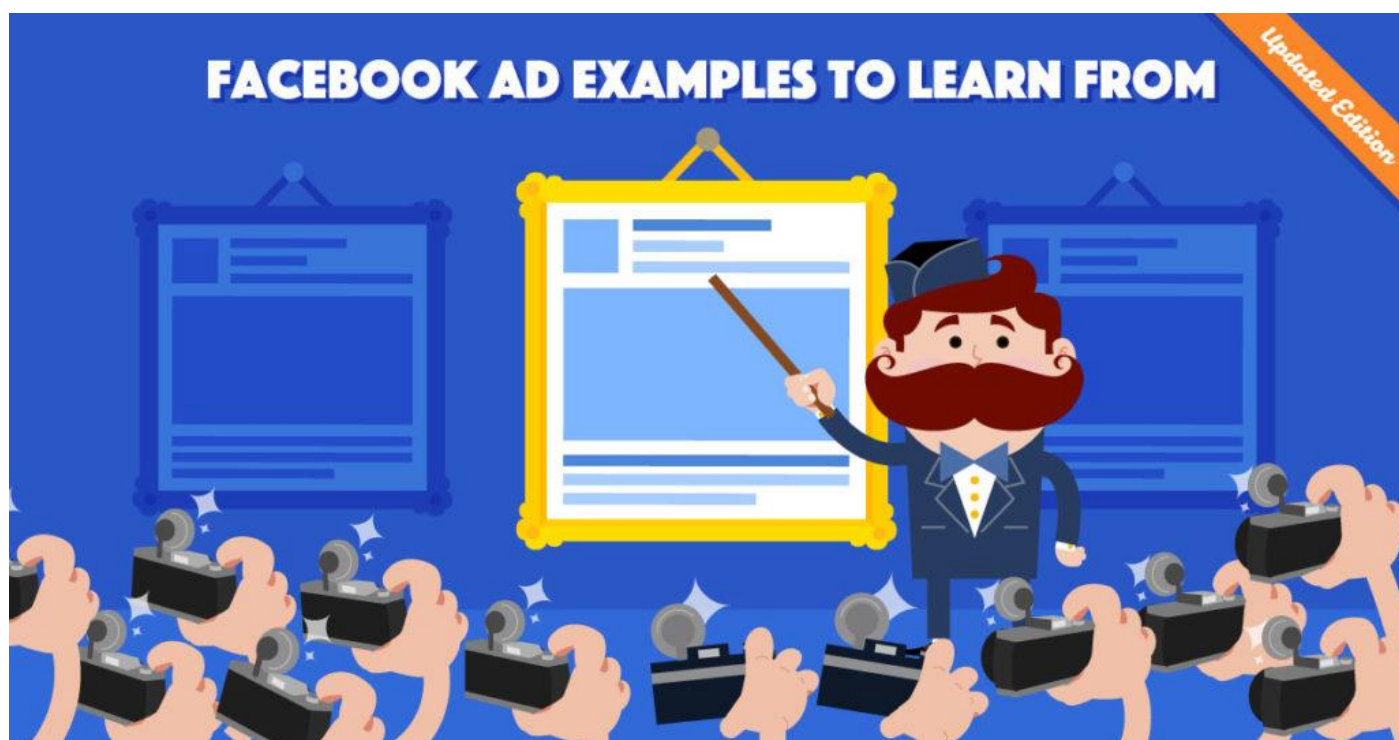
Write a short but high-converting Facebook / Instagram ad for [LEAD MAGNET NAME].

Focus on a bold hook headline, key big benefits, a quick story, social proof, and a strong call to action. Make it so compelling that the reader continues to read the ad and causes them to want to click the call-to-action button."

[ADD ANY RELEVANT INFORMATION ABOUT YOUR FREE LEAD MAGNET OFFER HERE - THE MORE DETAIL THE BETTER]

After AI has written the ad for you... edit + personalise and try to make it better by applying the knowledge inside this free bonus + the COPYWRITING module #7... and PAID TRAFFIC module #10 of the Client Acquisition Accelerator curriculum.

🔑 High Converting 6 & 7-Figure Ad Examples For You To Model



Click the link below to see some of the **highest converting Facebook Ads** you can get ideas from in a range of different industries and niches. You'll get access to...

- ✓ Facebook Photo Ads examples
- ✓ Facebook Video Ads examples
- ✓ Facebook Carousel Ads examples
- ✓ Facebook Slideshow Ads examples

- ✓ Facebook Lead Ads examples
- ✓ Facebook Offer Ads examples
- ✓ Facebook Messenger Ads examples

Are You Ready To Unleash Your Creativity And Boost Your Facebook Ads RESULTS?

If you ever get stuck writing ads go to this link and model what works. 😊

<https://adespresso.com/ads-examples/>

AWESOME! 😊

Hope you got value from this **FAST-TRACK FREE BONUS.**

Take action on the DONE FOR YOU 'Paid Traffic Ads Templates' and I guarantee you'll improve your ad clicks, leads and sales for your coaching, consulting, course, service or high-ticket info business.

Talk soon,

Appreciate ya!

Sam Malsom

Founder & CEO: [Online Wealth Society. Com](https://www.onlinewealthsociety.com)

\$3.4M+ In Client Results!

Former UEFA Europa League Pro Footballer!

Consulted With a 9-Figure FORBES Entrepreneur Worth £102M!

Author: Digital 7-Figure Blueprint!

Creator of the 1:1 'GET CLIENTS' Coaching Program (DONE FOR YOU)

On A Mission To Help My Clients Hit \$100M In Sales!

