

# FACEBOOK ADS

SWIPE FILE

# Hey! I'm Kimra Luna.



Since starting my business in May 2014, Facebook ads have been a crucial part of my marketing mix.

In the last almost three years I've invested close to \$150k on Facebook ads, taking my business from zero (read no subscribers, no Facebook groupies and no revenue) to a multi-million-dollar empire.

At the time of writing I currently have over 80,000 people on my email list, over 61.5k "likes" for my Facebook business page, and over 42k people in my Facebook group, The Freedom Hacker's Mastermind.

All that to say, you're in pretty safe hands.

I've created this swipe file because I'm tired of seeing business coaches and ads strategists screenshot other people's Facebook ads and hold them up as ideal examples of what you should be doing in your business.

Don't get me wrong, I'm guessing some of those ads probably did quite well (I know mine did!)

But a screenshot of a Facebook ad can only tell you so much.

If you really want to get the skinny on ads that convert, you need to see what goes on behind the scenes.

In this swipe file you'll find the copy, images, ad spends, and real-life conversion rates from a selection of my ads, alongside those from a handful of my biz friends.

We're keeping nothing secret.

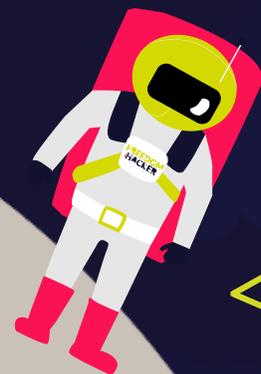
What are you waiting for? Dive right in.

xx **KIMRA**

**P.S. Remember that these are EXAMPLES for you to see what is working. They aren't something for you to "steal", which is actually plagiarizing. Please be mindful of that.**



CLICK BELOW TO WATCH THE VIDEO  
GUIDE TO THIS WORKBOOK



# AMANDA DALEY



**Amanda Jane Daley** Sponsored · Like Page

I see YOU, health coach. Drowning in to-do lists, fears, and uncertainty. Knowing in your heart that this passion is your life's purpose, yet still struggling for CONFIDENCE, CASH FLOW, and CLIENTS. You want to take your business from hobby to success, but how do you do that without burning yourself out? Well, I'm going to let you in on a little secret... See more

**Make 2017 Your Best Year Ever!**  
The health coach's guide to ditching the overwhelm and mapping out a year filled with \$5K MONTHS!

UPSWINGMASTERMIND.COM [Sign Up](#)



Timeline	December 11 - January 12
Total Spend	\$2,000
Reach	68,320 reached
Website Clicks	2,784 clicks
Total SignUps	2,212
Average Cost Per Signup	\$0.90

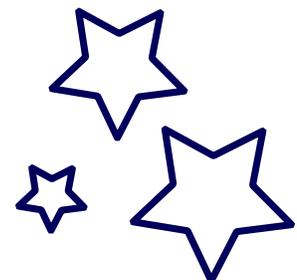
**Amanda Jane Daley** Sponsored · Like Page

What's the FIRST thing you need to build a THRIVING health coaching business?  
(A) A killer website  
(B) A popular blog  
(C) A large following on Facebook  
(D) A coaching package that actually SELLS... See more

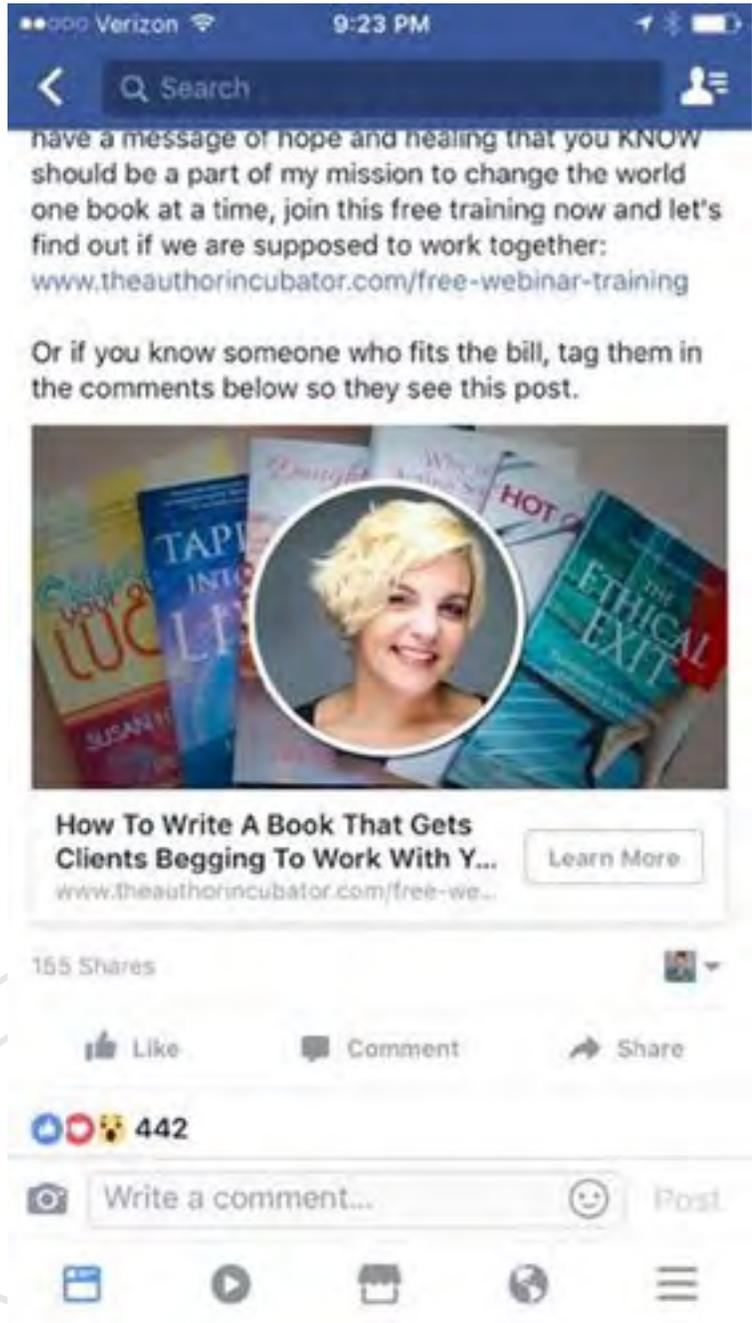
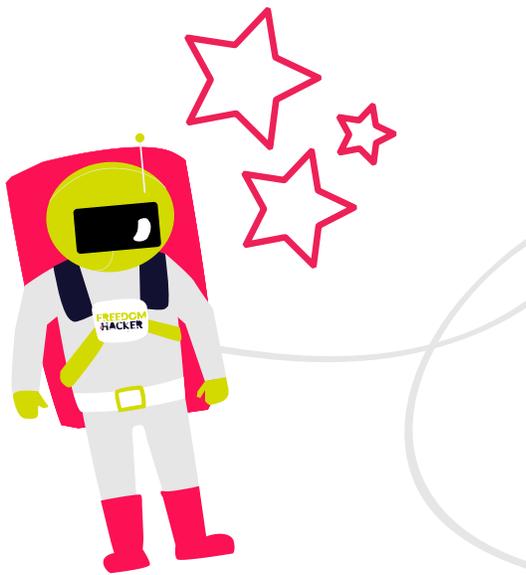
**How to Create Purposeful Packages**  
\*A week after a mentoring session with Amanda about my money issues and clearing those blocks, I found my first client. I was in shock at how easy it was. Since then I've signed up another 3 clients (this was double my initial goal!). I am now 10...

AMANDAJANEDALEY.LEADPAGES.CO [Sign Up](#)

Timeline	January 1- 11
Total Spend	\$3,600
Reach	120,800 reached
Website Clicks	2,071 clicks
Total SignUps	3,148 (950+ from the planner)
Average Cost Per Signup	\$2.67



# ANGELA LAURIA



Timeline	August 1st 2016 - March 31st 2017
Total Spend	\$20,750.92
Reach	415,873 reached
Website Clicks	7,593
Average Cost Per Signup	\$8.59
Total Revenue Generated	\$1.1m

# Angela Lauria's Ad Copy

## CALL FOR EXPERTS

I've published well over 200 bestsellers in a row since January 2014, 90% from first-time authors. Now I'm looking for the movement-makers who want to 2017 to be their breakout year.

All my authors are now being offered publishing deals by a major New York publisher and appearing in book stores across the country, so I'm already getting a ton of applicants. ([www.theauthorincubator.com/free-webinar-training](http://www.theauthorincubator.com/free-webinar-training))

But in order to make the difference I want to make in the world, I need to make sure my catalog is well rounded. So for my Q1 2017 books I'm going to pay special attention to applicants with these areas of expertise:

### \*\*\*Self-Help\*\*\*

- Productivity Hacks
- Meditation / Mindfulness
- Mindset/ Thought Work
- Recovering from breakup
- Toxic Mother / Toxic Father

### \*\*\*Health, Fitness & Dieting\*\*\*

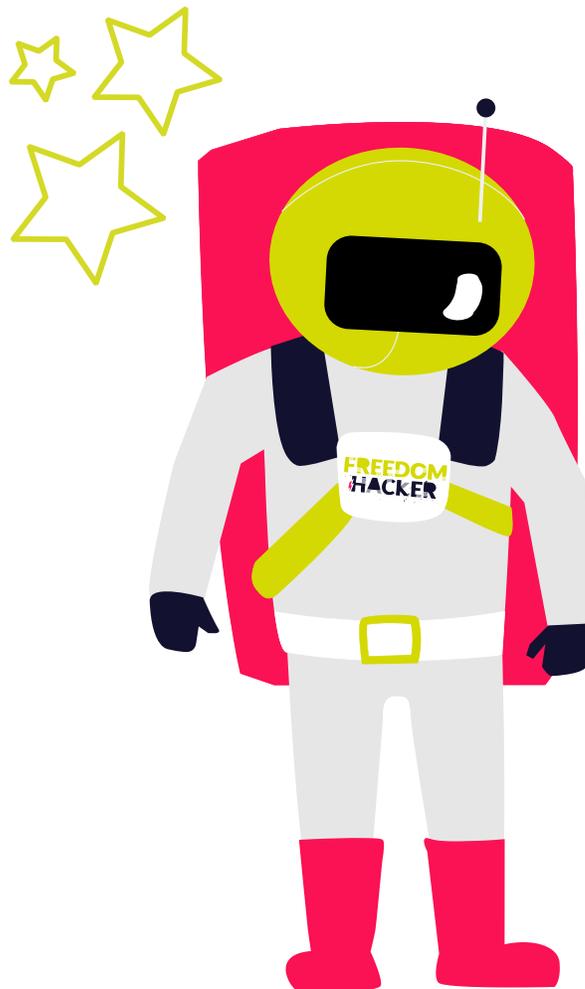
- Addiction
- Fertility/Infertility
- Autoimmune Diseases
- Inflammation
- Sexual Health

### \*\*\*Religion & Spirituality\*\*\*

- Spiritual Healing
- Medicine Journeys
- Native American Spiritual Practices
- Chakras
- Sacred Rituals

### \*\*\*Business & Money\*\*\*

- Social Media Marketing
- Understanding Algorithms
- Creative Financing
- Feminine Sales and Marketing



\*\*\*Politics & Social Issues\*\*\*

Drug War  
Adoption  
Feminism  
Child Abuse  
Freedom of religion



My program is for people who truly have a servant's heart and will do what it takes to make a difference in the lives of thousands of people.

My program is NOT for people who are trying to fulfill an ego-based dream of being published (if that's you, I don't care if you're the #1 expert in your field I will not work with you).

I created The Author Incubator because I'm here to change the world, one book at a time.

When I take you from idea to a finished manuscript, and when you're published on 1,800 ebook platforms, and appearing in book stores across the USA, we'll have a big opportunity to use your book to touch as many lives as we can.

Your book can be the beginning of your journey, or it can get you from from a handful of clients for a few thousand dollars per month to touching thousands of lives and receiving tens of thousands of dollars per month to fund your movement.

To make the biggest impact we'll write and structure your book so it creates a platform for you, such as:

- A roster full of coaching clients,
- Social media followings or email lists of 20,000 or more, or
- Paid media or speaking tours

And you're going to use this result to make the difference you were born to make.

If you are an expert in one of these areas, or if you have a message of hope and healing that you KNOW should be a part of my mission to change the world one book at a time, join this free training now and let's find out if we are supposed to work together: [www.theauthorincubator.com/free-webinar-training](http://www.theauthorincubator.com/free-webinar-training)

Or if you know someone who fits the bill, tag them in the comments below so they see this post."

# LISA FABREGA



**Lisa Fabrega**  
Sponsored (demo)

I'll never forget how badly I blew my first sales conversation. I had just been laid off from my job, had opened up my own business and desperately needed the money to pay my rent.

I had FINALLY gotten someone to agree to sit down and talk with me about my offerings. I prepared for hours, going over all the questions I had been taught I "should" ask. Questions that would "close the sale"....  
[Continue Reading](#)

**FREE Workshop "3 Steps to Triple Your Sales in 30 Days (Without Selling Your Soul)"**

I want to show you what most Entrepreneurs spend many years of failed effort to discover—about how to REALLY get sales without having to resort to slimy tactics.

Timeline	July 16 - September 3
Total Spend	\$2,704.41
Total Reach	186,877 reached
Total Website Clicks	3,013
Total Leads	1,385
Average Cost Per Lead	\$1.95



## Lisa Fabrega's Ad Copy

I'll never forget how badly I blew my first sales conversation.

I had just been laid off from my job, had opened up my own business and desperately needed the money to pay my rent.

I had FINALLY gotten someone to agree to sit down and talk with me about my offerings. I prepared for hours, going over all the questions I had been taught I "should" ask. Questions that would "close the sale".

But when potential clients sat across from me, enthusiastic to talk with me, I totally froze.

Ugh. I felt so WEIRD doing this. I wanted to hide.

First, it felt like I was in some sort of beggar position having to ask for money.

Second, I felt paranoid that she was going to think I was like one of those sleazy salesmen that lure you into a conversation just to take your money.

And lastly, I was terrified of how she would react at the end of the conversation when I told her how much the investment in my services was.

But even though I could automatically feel myself shrinking under the weight of these paranoid thoughts, even though I felt suddenly like I was a burden and taking this person's precious time, I pushed ahead like I had been taught to do and used all the "tactics" that I had been taught by all the books and programs I had bought to teach me about sales.

To my horror, I watched as the potential client in front of me grew more and more uncomfortable.

I watched her shrink under the weight of the manipulative questions full of fear tactics that I had been taught to use to "close the sale", and by the end of the conversation, I was so embarrassed to ask for money, that I "blanked" and forgot to give her the prices to work with me.

But it didn't matter, because it was so clear by the end of the conversation that not only was she a "no" but I felt like she wanted to get as far away from me as possible.

I remember I watched her walk out of the coffee shop where we met, I walked into the bathroom, shut the door and cried my eyes out.

That had felt just AWFUL.

I had gotten into this business to truly serve people and help change the world, and all the things I had been taught about how to “close the sale” felt totally out of alignment with how I believed in behaving in the world.

The questions I was asking didn’t feel like me at all. And I wondered “is this really what you have to do to make money?”

Well I refused to believe that.

Because I had always believed that serving people and having integrity always won out in the end over money-chasing and pushy sales tactics. I believed in people over profit—and that the equation actually would earn you MORE money in the long run.

There HAD to be a way to turn the sales conversation into a powerful transformational tool, that not only shows how amazing you are at what you do, but that leaves the potential client feeling INSPIRED into a whole-hearted YES, because they feel so deeply served by that sales session.

So I set out on a quest to find that “way” of doing a sales conversation.

I studied all of the best methods out there and began to add in my own methods that were more heart-centered and in alignment with truly helping people.

And soon enough, I began closing over 75% of my sales conversations. I was attracting AMAZING clients into my business that I LOVED.

My business revenue TRIPLED in a matter of just a few months and in the next year and half, my business hit six figures, and then it hit multiple six figures.

Business owners from all around the world began to come to me to learn WHAT it was that I was doing and I began to teach them my new sales method, and then THEY started seeing INCREDIBLE results in their revenue.

In fact, using my modern, soul centered sales methods, my clients pulled in a combined total of over \$3 million dollars in revenue last year in soul-aligned businesses without having to use any sleazy, out of integrity sales tactics.

It used to be that just a few years ago you could use these tactics on people and they worked. But the world is different now—people don’t want to be put into a fearful place, they don’t want to make decisions out of scarcity and manipulation. They want to be inspired and they want TRUTH.

And there is a way to have an effortless, authentic sales conversation that inspires the easy, whole-hearted yes in your potential client.

I'm going to teach you this new paradigm of selling on my free webinar,

### 3 Steps to Triple Your Sales in 30 Days (Without Selling Your Soul)

[Click here to register for free.](#)

You'll learn:

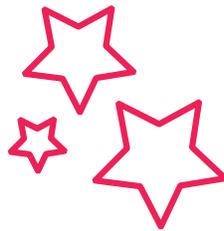
- How to INSPIRE an immediate “YES” from your ideal client, so that you can stop dreading the “sales conversation” and actually start looking forward to it.
- The step-by-step question formula that I personally use to close 75% or more of the potential clients I speak with, each time, with nothing more than a fun, soul-connected chat.
- How to show your potential client why YOU are the perfect person for them without ever feeling like you have to “beg”, “look desperate” or “prove yourself”.
- How 95% of everything you've been taught about “selling” and growing your business is outdated material that is not working anymore and what IS working in the new paradigm, so you can adjust and grow your business in a soul-centered way that feels right to you.
- How I bust through my own resistance & fears and turn my conversations into soul-aligned income, all by being ME and serving THEM.
- And so much more...

Come join me to explore the NEW paradigm of selling, so that you can get paid well for your great work, without ever feeling “not good” after a sales session again.

[Click here to register for free.](#)

Can't wait to see you there!

xo,  
Lisa Fabrega  
[www.lisafabrega.com](http://www.lisafabrega.com)



# JENNY FENIG



**Jenny Fenig**

Written by Tara Zirker (?) · June 22, 2016 · 🌐

As a new coach, the KEY to you doing the work you came here to do is your ability to convert prospects into clients. This is absolutely critical and the reason why so many coaches struggle unnecessarily!

It is my mission to help the next generation of coaches make an impact AND a great living.

Ready to discover your calling and help your tribe?

Come to my free training and learn...

- How to leverage social media for the goldmine it is (instead of the timesuck that it is for you right now).
- A simple approach for growing your list (even if you don't have a list or website right now).
- What you MUST make time for in order to grow your coaching business.
- Your sole focus as a new coach with your marketing efforts.
- How to close more sales (it comes down to 3 words).

Sign up here: [www.jennyfenig.com/clients](http://www.jennyfenig.com/clients)

P.S. Know anyone who would be interested in this training? Share it with them!

**Jenny Fenig**  
Sponsored · 🌐

👍 Like Page

Calling All Gutsy, Spiritual Entrepreneurs ... The 5-Day Tribe Building Challenge is here!

This FREE Challenge includes:  
1. [Daily Email Lessons + Writing Prompts] Everyday I'll land in your inbox to give you a valuable tribe-building lesson + a writing prompt so you can grow your tribe now... [See More](#)

**Grow Your Audience, Business + Confidence**

Everyday I'll land in your inbox to give you a valuable tribe-building lesson + a writing prompt so you can grow your tribe now (= be in the running for prizes).

[JENNYFENIG.COM](http://JENNYFENIG.COM)

162 Reactions · 25 Comments · 84 Shares



Timeline	September 26 - October 3
Total Spend	\$4,000.00
Total Reach	127,725 reached
Total Conversions (Leads)	1,025
Average Cost Per Conversion (Lead)	\$3.90
Landing Page Conversion Rate	64%



## Jenny Fenig's Ad Copy

Are you a coach trading hours for dollars and barely getting by? Or perhaps you're a new coach figuring out how to get your first clients? (Or maybe you're not a coach yet, but are intrigued by the idea.)

Let me tell you: coaching is an amazing career!

Once you discover and commit to this path, you won't want to do anything else and your clients will be forever grateful that THIS is what you chose. My mission is to help new + aspiring coaches become successful in this field. It is possible, with the right tools and mindset, to change your life by changing the lives of your tribe. But you've got to take these three things to heart right now:

#1: You've got to invest in learning how to truly become a skilled coach. Faking it until you make it simply won't fly. I see so many people stepping into the coaching arena without understanding how to facilitate the coach/client relationship (who is responsible for what, for example) ... and things get messy and complicated really fast.

#2: You've absolutely got to implement a simple process to ensure your prospects are well qualified to hire you (stop giving away your time to people who will never buy).

#3: You must, and I mean MUST, stop trading time for \$\$\$. I just spoke with a new student of mine recently who is so awesome but she's offering one-off sessions and charging way too little. Don't get me wrong, 1:1 work is incredibly valuable, but it has to be intelligently packaged (and priced!) to attract high-vibration clients who are committed to getting the best results.

That's why I'm delivering an ALL NEW, FREE webinar on "How to Package Your Magic to Get the Best Results for Your Coaching Clients + Say Goodbye to the Hours for Dollars Trap." IT's literally going to be epic, and I'm going to share what I typically only share with my clients on this mission-critical issue.

Are you in? Grab your free spot here >> [www.jennyfenig.com/coachwebinar](http://www.jennyfenig.com/coachwebinar)

xoxo  
Jenny

P.S. - And because I love giving tremendous value to my tribe, when you attend the webinar live, I'll hook you up with a fantastic free resource you'll adore. See you there!"

# SELENA SOO



Selena Soo

March 2 at 5:51pm · 🌐

Why do some people come out of nowhere + skyrocket to the top of their industry... while others struggle for years & years?

It's not necessarily because they're the best at what they do...

The secret? They know how to spread their message and get in front of larger and larger audiences.

I'm talking about: publicity.

But how do you GET publicity if you're not sure what to pitch to the media?

Let me give you an entire year's worth of ideas -- so you can land those high-profile opportunities!

In this FREE Calendar, you'll get...

-- 52 weeks of unique story ideas (remember, all you need is ONE good story idea to get on the Today Show or be in Entrepreneur magazine)

-- A calendar of 100+ "special" dates throughout the year (the media LOVES stories that are timely and relevant...I'll show you how to give them exactly what they want)

-- Insider tips on pitching (so your email doesn't get lost, and the media says "yes!" to you)

Grab your FREE 2017 "Publicity Insider" Calendar here:

<http://bit.ly/2mjv7JY>

Timeline	March 3 - 14, 2017
Total Spend	\$715
Total Reach (paid)	12,762 reached
Website Clicks	387 clicks
Total SignUps	316
Average Cost Per Signup	\$2.26



# Selena Soo's Registration Page

## *Catapult Your Visibility (and Business):*

179 Story Ideas, Dates and Hooks for Publicity that Attracts Your Ideal Clients & Customers

DOWNLOAD 



Have you noticed how certain individuals have skyrocketed in their careers, gotten great press, and become the darlings of their industries?

They're admired, respected, and highly sought after.

**People are so thrilled to have an opportunity to work with them -- they never question their prices.**

**Others line up to pay big money, just to get a small piece of them in their online programs.**

They seem to be part of an **elite club** that no one else knows how to get into. Until now...

### ***Want to know the fastest way to become known (and respected) by lots of people?***

**It's getting the publicity that creates industry buzz -- and gets your ideal customers and clients talking about you.**

Now you're probably wondering...*"How do I get those kinds of opportunities? What would I even say?"*

**Let me reveal to you the EXACT stories the media (and your customers) want to hear -- and WHEN to pitch them.**



In my FREE 2017 "Publicity Insider" Calendar, you'll get...

- **52 weeks of unique story ideas** (remember, all you need is ONE good story idea to get on the *Today Show* or be in *Entrepreneur* magazine)
- A calendar of **100+ "special" dates** throughout the year (the media **LOVES** stories that are timely and relevant...I'll show you how to give them exactly what they want)
- **Insider tips on pitching** (so your email doesn't get lost, and the media says "yes!" to you)

# REBECCA TRACEY



**The Uncaged Life**  
Sponsored · 🌐

👍 Like Page

The right pricing can help make sure your clients value what you do enough to put in the time and effort to get the results they came to you for. When you charge more, people give a crap and actually want to try harder. When your clients get GREAT results it makes you look better, so you can charge more in the future. Boom.

BUT – you also don't want to be one of those a-holes who jumps right out of the gates charging premium prices. If you have NO experience and aren't even s... See More

**Free Guide: How To Price Your Services**  
Stop spinning in circles, and finally nail down your perfect prices. Get my free guide on pricing here:  
[THEUNCAGEDLIFE.COM/FREE-GUIDE](http://THEUNCAGEDLIFE.COM/FREE-GUIDE)

Timeline	March 11 - 22
Total Spend	\$225.21
Total Reach	12,330 reached
Website Clicks	1,700
Total Signups	182
Average Cost Per Signup	\$1.24



## Becca Tracey's Ad Copy

The right pricing can help make sure your clients value what you do enough to put in the time and effort to get the results they came to you for.

When you charge more, people give a crap and actually want to try harder.

When your clients get GREAT results it makes you look better, so you can charge more in the future. Boom.

BUT – you also don't want to be one of those a-holes who jumps right out of the gates charging premium prices.

If you have NO experience and aren't even sure you can deliver the goods, you're going to screw over your clients and yourself and potentially ruin your business forever.

So then, how do you find that balance between too cheap and too expensive?

How do you decide on prices that feel good for you AND for your clients?

How to you settle on numbers that portray your value, without you looking desperate, but also without inflating things to ridiculous amounts because someone told you to “charge what you're worth”?

Click below to grab my 100% free guide and learn how to price your services so they feel good for you, your clients, and your bank account.”



# ELIZABETH PURVIS



Timeline	4MT LIFETIME
Total Spend	\$3,758.62
Leads	2,105
Cost Per Lead	\$1.79
Conversion Rate	48%
Webinar Registration	1,085
Conversion Rate	53%
Sales	53
Total Revenue	\$37,099.00
ROI	934%

Timeline	December 12 - April 2
Total Spend	\$4,881.14
Total Reach	106,564 reached
Post Shares	162
Website Clicks	5,064
Total Leads	2,364
Cost Per Lead	\$2.06
Total Sales	53
Total Revenue	\$37,810.00

**Elizabeth Purvis**  
Written by AdEspresso [?] · January 26 · 🌐

What if you could manifest all of your most powerful desires on command with ease?  
Download my new checklist today, and start creating miracles in your life.

*Four Manifesting Tools*  
TO MANIFEST ON COMMAND AND CREATE MIRACLES EVERYDAY

**[Checklist] The Only 4 Manifesting Tools You'll Need**  
Download your checklist today, and receive a bonus video showing you how to use these tools to melt away your blocks, so nothing can get in the way of your desires.

ELIZABETHPURVIS.COM [Download](#)

61,247 people reached

Love Comment Share

👍👍👍 297 Chronological

104 shares 2 Comments

Joyce Tingley Thank you 💜  
Unlike · Reply · Message · 1 · February 19 at 4:48pm



**Elizabeth Purvis**  
January 26 · 🌐

What if you could manifest all of your most powerful desires on command with ease?  
Download my new checklist today, and start creating miracles in your life.

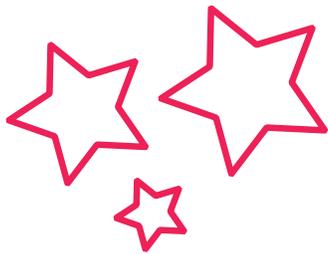
*Four Manifesting Tools*  
TO MANIFEST ON COMMAND AND CREATE MIRACLES EVERYDAY

**[Checklist] The Only 4 Manifesting Tools You'll Need**  
Download your checklist today, and receive a bonus video showing you how to use these tools to melt away your blocks, so nothing can get in the way of your desires.

ELIZABETHPURVIS.COM [Download](#)

Like Comment Share

# KIMRA LUNA



Kimra Luna

Sponsored · \*

Like Page

Are you ready to Get Visible?

Join the Brand Visibility Challenge to learn how to get YOUR BUSINESS out there... by engaging in FB groups, live streaming, being a guest on podcasts, blogging and more!



## Brand Visibility Challenge

Take the Brand Visibility 5 Day Challenge with Kimra Luna!

KIMRALUNA.COM

Sign Up

149 Likes 4 Comments 17 Shares

	Registrations	Total Reach	Price per Registration	Total Spend
Brand Visibility 1	590	64,562	\$1.84	\$1,086.51
Brand Visibility 2	445	40,222	\$2.44	\$1,083.84
Brand Visibility 3	378	25,094	\$2.87	\$1,083.67
Brand Visibility 4	406	61,767	\$2.66	\$1,080.58
Brand Visibility 5	1,061	40,578	\$1.02	\$1,080.28
Brand Visibility 6	403	51,961	\$2.68	\$1,079.03



# Kimra Luna's Registration Page

## Brand Visibility 5 Day Challenge with Kimra Luna

Challenge Starts

Monday, February 1, 2016

TAKE THE CHALLENGE

Registration Closes In:



Days



Hours



Minutes



Seconds



**Kimra Luna**

Personal Branding & Business Strategist

Join the Brand Visibility Challenge to learn how to get YOUR BUSINESS out there... by engaging in FB groups, live streaming, being a guest on podcasts, blogging and more!

### CHALLENGE STARTS FEBRUARY 1ST!

Sign up below to join me for this fun and easy-to-implement Brand Visibility Challenge!

xx Kimra

TAKE THE CHALLENGE!

**CLICK HERE**

to watch an overview of the templates

## Challenge Launch Promotion Template



### Great Headline

Must make people feel - "yes, that's me right now!"



### My 5 Day Challenge is the solution because...

#1

#2

#3

} Benefits (Bullet points on benefits of joining the webinar)



### Link to join the challenge



### Date + Time

Details for when the challenge starts



### Tag your friends

The more the merrier, let's get results together!

Your snazzy graphic or video  
goes here!

\*Headline\*  
- Subtitle

**SIGN UP**



# Book Discovery Call Template

 **Establish the Problem**  
How are you the solution?

 **Benefits**

#1 }  
#2 } What will they get out of the free discovery call?  
#3 }

 **Book Your Discovery Call Here**  
Link to your calendar.

 **Short Testimonial From Past Clients**

 **Book Your Discovery Call Here**  
Link to your calendar.

Your snazzy graphic or video  
goes here!

\*Headline\*  
- Subtitle

**BOOK NOW**



# E-Book Download Template



## Engaging Questions

Must make people feel - "yes, that's me right now!"



## Introduce Yourself

I help \_\_\_\_\_ people do \_\_\_\_\_ & \_\_\_\_\_  
and I created this e-book to help you

#1  
#2  
#3

} Bullet points of what they will be able to do



## Download for Free Here

Download Link

Your snazzy graphic or video  
goes here!

\*Headline\*  
- Subtitle

**BOOK NOW**



# Door Closing Template

 The Doors to (PROGRAM) are closing tonights at (TIME)

 Why they need to join:

#1 }  
#2 } Benefits (Bullet points on benefits of joining the program)  
#3 }

 Short testimonial from past clients

 More Benefits

#1 }  
#2 } Hit pain points. Are you \_\_\_\_\_?  
#3 }

 Link to Join the Program



\*Headline\*  
- Subtitle

**SIGN UP**



# Webinar Promotion Template



## Engaging Questions

Must make people feel - "yes, that's me right now!"



## Here's the solution sentence.

#1  
#2  
#3

} Benefits (Bullet points on benefits of joining the webinar)



## Link to join the webinar



## Date + Time

Details for when the webinar takes place

Your snazzy graphic or video  
goes here!

\*Headline\*  
- Subtitle

**SIGN UP**





**Hey!**

I hope you got a lot of cool takeaways from this swipe file.

If you got value from this swipe file, I'd love for you to >>let the **Twitterverse**<< know all about it.

And if you're keen to put Facebook ads to work in your business, check out my video masterclass:

# AD, SET, GO



**Ad, Set, Go!** is a step-by-step, watch-over-my-shoulder Facebook ads video masterclass for anyone with a product, program or service to sell.

In this highly actionable, video masterclass I'll reveal everything you need to know to:

-  Use Facebook ads to grow your community in order to decrease the cost of leads later down the line.
-  Promote your freebies, webinars and offers with targeted Facebook ads.
-  Master the Facebook Power Editor so you can confidently place your own ads.
-  Determine where your ideal clients are hanging out and which audiences to target with your campaigns for the best conversion.
-  Design scroll-stopping graphics for your ads at low or no cost using Canva and PicMonkey.

>> **Learn More Now** <<

