

adschallenge

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DAY 5

AD COPY SECRETS & BECOMING ADAPTIVE

We've covered so much during the Ads Challenge and have identified 3 factors that need to be aligned to have successful ads:

Audience

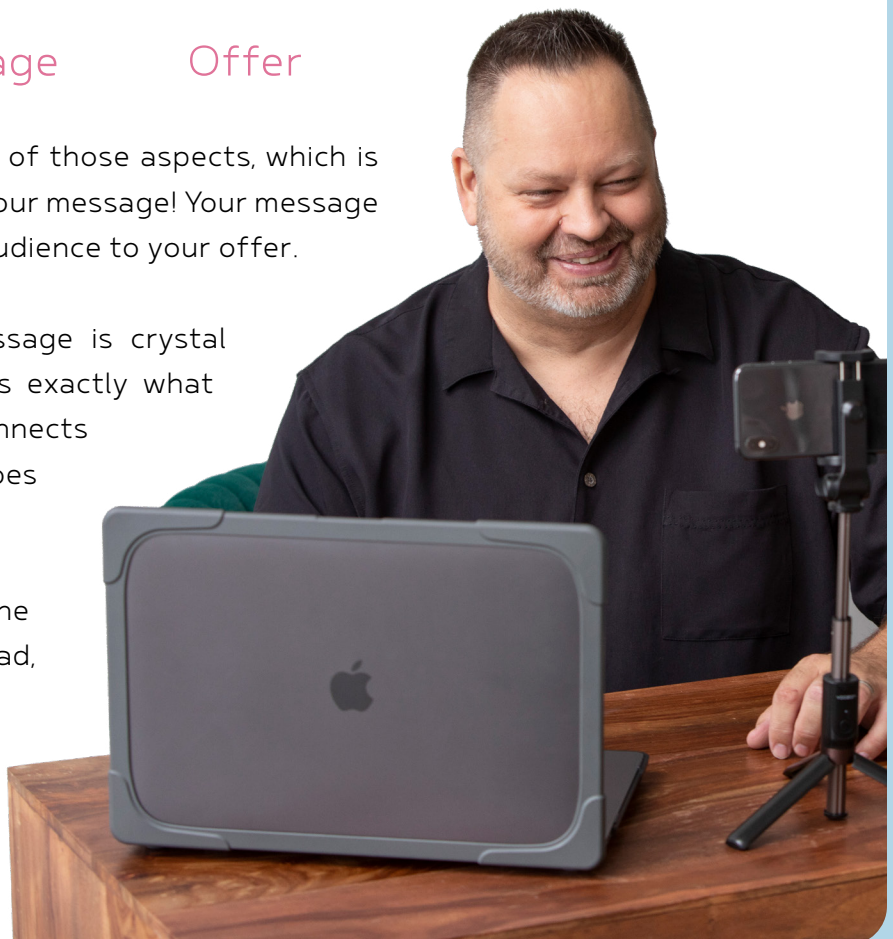
Message

Offer

Now it's time to focus on one of those aspects, which is vitally important for your ad, your message! Your message is the bridge that leads your audience to your offer.

It's important that your message is crystal clear so your audience knows exactly what you're talking about and connects with you. A confused mind does not buy.

We're going to take a look at the different components of your ad, so you can zone in on your message with your ad copy!



Headline

The purpose of your headline is to grab attention and get your audience curious to read more. A big mistake I see is people making their headlines very literal, very wordy, and not leading the reader to want to read more. A great headline hits a hot button!

One tip that professional copywriters do is write their body copy first and then go back and write their headline. They'll do this because they have more clarity about the entire message and can create an engaging headline that creates curiosity and speaks into the entire message.

A great headline also speaks into the pain points your offer solves or the transformation you're promising. These are great aspects to incorporate into your headline.





Brainstorm different headlines for an ad for one of your offers. Think of how you can speak into the pain points you help with or the transformation you promise.

Remember, you can come back to this section to create attention grabbing headlines after you write your ad body copy (which is coming up in the next section!)





Body

Your ad body copy is the majority of your message so taking some time with this section is vitally important.

Remember, when it comes to your audience and how they consume information, there are readers and skimmers. Readers will read all of the ad copy that you write, while skimmers will look at bits and pieces. When writing your ad copy, be mindful of these different types of people, so your body copy is interesting and catches the eyes of both types of readers. You'll want to include important details and can use elements like bold text or emojis to make parts of your body copy stand out.

Use this section to start writing your draft of your body copy for your ad. Keep readers and skimmers in mind as you create your copy and try using different elements like bold text and emojis.

You'll also want your body copy to be conversational and stay away from techy or complicated words. Write to your audience just like how you would speak to a friend or colleague about your offer, so it's easy for them to understand.

What are some ways you can make your body copy more conversational? Look at the ad copy draft you just wrote and add more conversational elements to it.

Storytelling is also another way to write your body copy. This method allows you to explain your offer in the form of a story, which allows your audience to connect even deeper with you. Remember, facts tell, stories sell!



What are some ways you can incorporate storytelling into your body copy? Look at the ad copy draft you just wrote and add more storytelling elements to it.

Research and data are other elements that you can bring into your body copy. For those that are detail oriented, they'll appreciate the extra data and this also will help with your social proof.



What are some ways you can incorporate research and data into your body copy? Look at the ad copy draft you just wrote and add more research and data elements to it.

One more element to keep in mind is spelling and grammar. Make sure you check that before creating your ad! And keep in mind, you may format your body copy so that it flows in shorter segments so it's easier for your audience to read. Remember to also read your body copy out loud to make sure it's easy to understand and flows well.



Call to Action

The Call to Action (CTA) guides your audience to take the next step, so they are one step closer to working with you. A CTA could be to buy your offer, but it also could be steps before, like signing up for your opt-in or commenting on your post. Your CTA needs to be direct and clear so your audience knows exactly what to do. Don't assume your audience knows the next step, be clear and specific with your CTA.

What are some clear Call to Actions for your ad? Be specific and clear on what step you want your audience to take.



Visual Element

For ads you have the option of photos and visual elements and I recommend that you test both. You'll get a better understanding after you test these, which ones resonate more with your audience.

When it comes to the visual element of your ads, keep in mind this is interruption marketing. Your visual element needs to interrupt your audience, since they were not intentionally looking for you or your ad. It needs to catch and hold the attention of your audience. Just be sure that the visual element is relevant to your ad copy, so it doesn't confuse your audience.

What kinds of visual elements could you test with your ad copy? What eye catching photos or videos could you use?



Testing

There is no such thing as the perfect ad, which is why you must test it to see what's working and what needs improvement. When testing your ad, look at one aspect at a time, so you can narrow down what needs to be adjusted.

You may also need to test the same ad and change one element at a time. For example, you may have 2 of the exact same ad, but each one has a different headline. Or you may have 3 of the exact same ad, but with 3 drastically different images. Your audience will let you know which one resonates best with them, and the results may be surprising!

You'll continue to test your ads until you get to a place where it's optimized to perform, and when you get there that is where the magic begins!

We've had an incredible week inside of Ads Challenge and this is only the first step! By now you've gained a better understanding of what is possible for paid ads and how to convert strangers into raving fan clients.

I would like to invite you to continue the journey inside of Adaptive, where we have a full course with videos, templates, and resources, plus a supportive team to help you every step of the way. Adaptive will help you with your marketing and sales to get you results easier and faster and you don't have to do this alone.

You have the ability to amplify your message and get it to the right people, so you can make a bigger impact in your business and in the world. We're here to help!

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