

# **SUPER EMAIL MARKETING TEMPLATES**

**BONUS:  
Facebook  
Ad Copy**



**Edmund Loh**

## **Killer Fb Ads Copywriting Templates**

High converting and high engaging Facebook Ads Copywriting You Can Swipe To Create Your Very Own Successful Fb Ad Campaigns.

You're about to access some of the highest converting Facebook ad ever run on Facebook, be it by brand or individual. These ads have been proven to generate 6 – 7 Figure or more in sales.

A successful ad has several criteria to it which you can easily master with practice. Here are 3 pointers you have to be aware of when you're creating your Facebook Ad Creative and Copywriting.

### **1. Know your audience**

In today's world, there's a lot of noise everywhere you see, be it offline or online. There are ads everywhere that wants our attention desperately. According to a study, a normal human being who works in the big city will see on average 80,000 ads on his commute to work and while surfing the internet on his mobile devices.

But the thing is, we rarely pay attention to all those ads, we only pay attention to the one we care about.

Say for example you are the type of person who love cosmetic products and along your commute to work you saw several ads on iPhone, iPad or other type of gadgets. Chances are you won't even pay attention to those ads.

But if an ad about a newly launched cosmetic product shows up, then you can't help but pay attention to those ads.

Same thing is true for people who love tech and gadgets. They would pay immediate attention to those gadgets ad and ignore the rest.

This applies in Facebook ad as well. That's because the same human behavior applies here: Attention.

In today's world, human attention is one of the scarcest commodity ever and everyone is fighting for it.

Being able to grab the attention of your audience is key to making your ad stand out and getting them to act on your advertisement.

So understanding your audience mindset is key to a successful Facebook ads campaign. Especially understanding their needs and problems. When you understand your audience or target market, you'll be able to engage with them effectively, and even write ads in language that they can relate and understand.

## **2. Your ad must have ONE very specific objective**

If you want people to act on your ad to download something, be clear on that.

If you want them to buy something, be clear on that.

And when you know what is the objective of your ads, then it will be easy for you to write your copy.

And when you write your copy, make sure you write in a way that serve on that one objective.

Never ever have more than one objective on your ad like reading a post and asking them to buy something.

**One ad, one objective, serving one type of audience.**

If you follow this rule, you can never go wrong in your Facebook ads.

## **3. Your copywriting doesn't necessary have to be long or short.**

People today value truth and authenticity more than anything else. So if you're able to speak in front of camera and do a video ad, then that would be an added advantage over writing a long Facebook ad copywriting.

Say for example you want to sell a blender, would it be more convincing if you write a long post of how it works, or you just record the blender in act while narrating it?

Of course the video would win.

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And if you chose to run a video ad, then you only need to come out with a short and catchy copywriting.

But of course, there is no one size fits all. A lot of successful marketers out there still use long post to get people to buy their stuff or get them to download their free stuff.

There are many other tips and rules when it comes to advertising on Facebook, which you can easily find by searching it online. But if you just follow the 3 pointers above, then you're in good hand.

## **Content Overview**

In this eBook, you'll find more examples on how to run and write long fb post and why they are written such a way. Below are the overview:

1. Easy way to spy on active Facebook ad Campaign
2. Ad #1 – Free Book Offer (Story-based, localized)
3. Ad #2 – Free Book (taking advantage of culture and recent events)
4. Ad #3 – Seminar Ad Variation 1 (Event based)
5. Ad #4 – Seminar Ad Variation 2 (Problem-based)
6. Ad #5 – Seminar Ad Variation 3- Interesting Story angle
7. Ad #6 – Facebook copy for ecommerce (The Honest Company)
8. Ad #7 – Facebook ad copy for blog (Thrive Theme)
9. Conclusion

# 1. Easy way to spy on active Facebook ad Campaign

Marketers used to use sophisticated software to spy on competitors active ads but recently Facebook rolled out a new features to make ads more transparent, which means that anyone can literally see every ad that is running by any individual or brands.

So that levels the playing field.

If you're familiar with Facebook advertising, then you'd know about this feature already. But assuming that you don't know it yet, here's how you do it. And when you found a really nice fb ad that makes you want to buy, then you already found a winning ad.

Make sure you save those ads. It will be very useful when you're launching something similar in the future. Or you can use some of the words and sentences to your own copywriting.

Without further a due, let me show you how you find those ads and save them.

## **Go to any Facebook page that is relevant to your niche.**

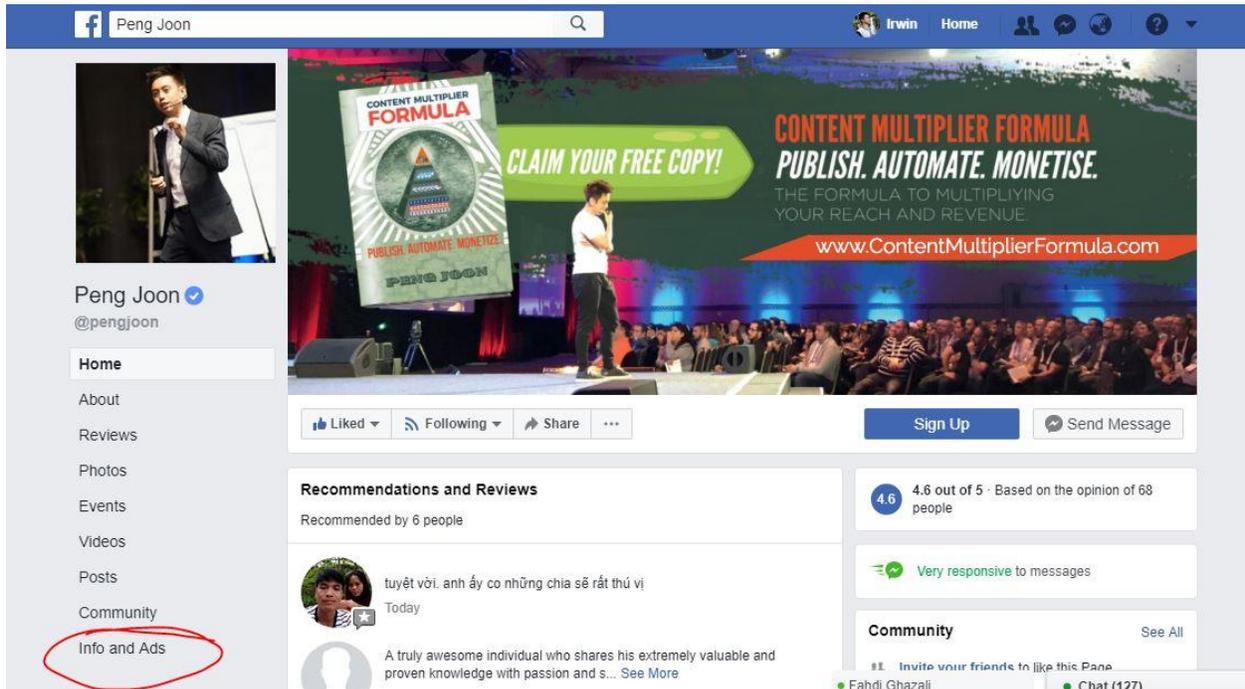
In this example, we'll focus on coaches and internet marketers.

Let's try to see what ads are being run by a Malaysian marketer named Peng Joon.

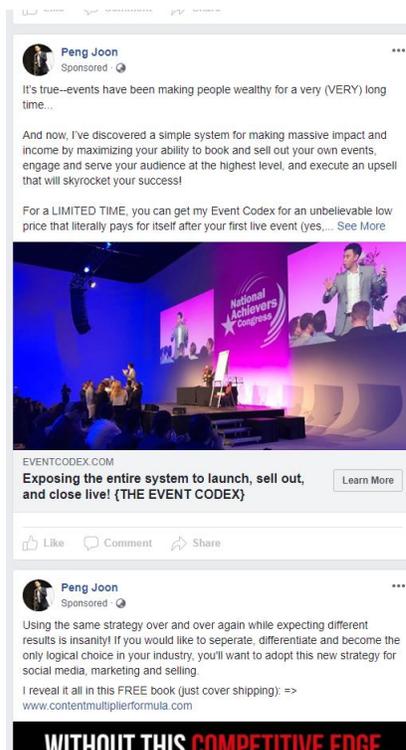


The screenshot shows a Facebook profile for Peng Joon (@pengjoon). The profile picture is a man in a suit. The cover photo is a large advertisement for 'Content Multiplier Formula' featuring a man on a stage and a large green banner that says 'CLAIM YOUR FREE COPY!'. The ad text includes 'CONTENT MULTIPLIER FORMULA', 'PUBLISH. AUTOMATE. MONETISE.', and 'THE FORMULA TO MULTIPLYING YOUR REACH AND REVENUE'. Below the ad, there are buttons for 'Liked', 'Following', 'Share', and 'Sign Up'. The page also shows a 'Recommendations and Reviews' section with a 4.6 rating and a 'Community' section with a 'Chat (127)' button.

This is what you see when you head to his page or any Facebook pages. Notice the tab on the left side. At the very bottom, there's a tab called Info and Ads.



Click that and you can immediately see all his active ads.



And you can do this pretty much with every Facebook page on Facebook.

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## Ad #1: Free Book Offer (Story-based, localized)

HL 1. [FREE BOOK] How To Earn In US Dollars And Spend In Ringgits In 4 Steps

HL 2. [FREE GUIDE] Malaysians: Learn How to Make 5 Figures USD Monthly Online

News Feed Link Description:

If you want to know how I've built my business online, get my Blueprint where I break down exactly how I did it.

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Ad Copy Text:

4 Simple Step Process That Made Me 5 Figures USD Online

After I learned the 4-step process and implemented in my Online Business, everything changed - and faster than I could have possibly imagined.

Many years ago I was earning an office boy's salary of RM800 per month. I came from a broken family, tried various 'schemes' and failed, and nothing seemed to work.

Then I stumbled upon the idea of starting an Internet Business.

Mind you, this was year 2005 - at a time when making money online didn't capture public imagination. YET.

It took some getting used to, but I went on to generate millions of dollars purely through the Internet.

The cool part? My business is virtual in nature, meaning I didn't have to create or keep inventory of any physical product.

That also meant my overheads were low and I could run my business from home or wherever I take my laptop to.

Being able to earn USD is a big deal for Malaysian which is the target audience. State the biggest benefit upfront to capture your audience's attention.

Give a short description for your headline. In this case, the "How" is immediately answered by "a tried and tested blueprint" this increases your credibility and ignites people's curiosity to click and find out more

Remember the golden rule of selling: Feature tells, story sells. Tell the before and after side of your story. People love a story of you becoming a hero from zero.

While I was already happy with the financial freedom it brought, as an added perk I went on to become a bestselling author and got featured in The Star.

It's all thanks to this tried and tested 4-step process I learned to make a killing online...

Do you want to know what they are?

I reveal it ALL in my newest book "How To Use The Internet To Build A RM60K Per Month Income"

And I'm giving it away FREE.

Get Your PDF Copy Here:  
<http://edmundloh.net/freebook/>

Whether you're looking to earn an extra income or replace your full-time job or simply make MORE...

This is for you.

From a Malaysian to another.

To Your Marketing Success,

Edmund Loh

Be clear on the step process. You want to paint a picture in your audience's head that achieving success is possible if they just follow the steps.

People relate better with people whom they are familiar with, or can relate with. In this case, a Malaysian to another.

**Note:** Running an ad to a free offer that you have. Eg : free book, report, pdf is a great way to establish trust and credibility among your new audience. The most important thing that you have to take note is to always send them to a landing page/squeeze page so you can collect their name and details. Once you have their details, you can easily build relationship with them through your email series.

## Ad #2 – Free Book (taking advantage of culture and recent events)

HEADLINE. [FREE BOOK] Crush Your New Year Resolution By Making 5 Figures A Month...In US Dollar.

News Feed Link Description

Stop carrying forward your goals. It's time you finally crush them for good with this easy blueprint to making 5 Figures USD Monthly Online.

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Ad Text:

If you haven't achieved much this year, that's okay because I'm going to show you how to make 2018 DIFFERENT...

...By teaching you how to make 5 Figures a month, in USD.

Yes, In US Dollars.

Yes, 5 Figures A Month.

I know you may find that hard to believe, but I assure you, it's very real and achievable, because I've done it, here on Malaysia soil.

(and it's definitely not MLM, trust me, I'm an introvert.)

In fact, I barely deal with any real person in my journey of making my first million dollars back in 2005.

Internet was a rare commodity too.

My best hopes of succeeding by then was investing in a 56k modem, which gave me an incredibly slow access to the internet.

But it was all I needed.

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This email is send at the end of year 2017. A time where the general population will start reviewing their years especially their new year resolution. Take advantage of this behavior and show they how they can create a better life in the new year.

The general population has this struggle of achieving their goals. But if you tell them your offer can solve that problem, it will definitely grab their attention.

Again, use a strong "before and after" side of your story.

I succeeded, and I made my first breakthrough making \$97 dollar selling e-books.

Fast forward today, I run a 7-Figures Per Year Online Business with my own team in Malaysia, and selling our products and services on a global scale.

What I'm doing today is exactly what you're going to learn in this book that I've written for you.

<http://edmundloh.net/freebook>

Now, I only ask you a favor.

Don't take this book for granted.

Treat it as if you've paid rm50 on this book.

In fact, that's how much I paid for the book that enabled my first major breakthrough years back and it has been my best companion ever.

With it, I have been crushing every major milestone, from making 4 Figures, to 5 Figures, to 6 Figures, and to date, approaching 8 Figures milestone.

Guess what, I follow the exact same process.

And the best part?

Even when I was earning 7 Figures, I was still a one-man show.

Through it all, I simply just rinse and repeat the whole process to achieve the level that I am today.

In fact, the foundation of all my process can be easily broken down into 4-step process which I've written in this book.

So if you aren't crushing your goals or living the life that you deserve, then I can assure you that running an online business these days is the best and fastest way you can achieve your goals.

One thing I know for sure is that the decision you make today is the one thing that's going to change your life for good.

If you decide today that you're going to learn the tips and tricks to make 5 Figures online, wouldn't next year be a little bit better?

In fact, let me ask you this

Put a link or CTA in between your story. It increases your click through rate.

Show them the possibilities of being able to know your strategy.

Show them that even earning a bit extra can improve their life drastically.

Would your quality of life improve even if you were to make an extra 1000 or 2000 US Dollar per month next year?

You know the answer to that.

If you say yes, then allow yourself the opportunity to learn my amazing process that has literally change my life forever.

So grab the book today and learn the simple 4-step process to create your very own profitable internet business.

Get it here => <http://edmundloh.net/freebook>

Add another CTA after another story or revelation.

Again, as I've said, you can make US dollar from your home, just sitting and face your laptop all day.

Or you can do it from anywhere you want, as long as you have access to the internet.

Oh, did I not mention it's free too?

When I bought the book that taught me all these back in 2005, forking rm50 for it was really hard because that money could have been my meal for a week!

I had to fast for almost a week in order to make up for that sacrifice.

It was worth it.

But I don't want you to go through all that struggle.

I've made it easy for you.

Simply click to download it, and you will learn what it takes to earn 5 Figures in one afternoon.

Stop carrying forward your goals.

Stop doing the same thing over and over again that didn't produce much results in your life.

I want you to start crushing your goals like you've never done it before.

I assure you, with this book, crushing your new year resolution has never been easier.

So grab your copy today and make 2018 your best year ever.

Get it here => <http://edmundloh.net/freebook>

## Ad #3 –Seminar Ad Variation 1 (Event - based)

HEADLINE. FREE: 2.5 Hour Continuity Income Secrets Seminar

News Feed Link Description

4 Simple Steps we used to create a 7 figure Internet Business selling products we don't have to keep stock, take inventory or do customer support.

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So it's coming to end of the first Quarter!

How have you been doing in your Online Business?

- Not made any money yet
- Making only some sales
- Doing good! I want more!

Whichever level you're at right now, there's always room for improvement and abundance.

To that end, I continue sharing what I know as someone who's been marketing online for years (since 2005)

So here's what's going to happen...

My co-trainer, Kenneth Yee, is conducting a 2.5 hour Continuity Income Secrets seminar on April 3rd, Tuesday - 7:30 PM - 10:00 PM.

Get The Details Here

<http://continuityincomeprogram.com/seminar/>

Kenneth has been with me for the last 2 years and has helped not only brought in stellar results, he has proved time and again to be passionate about what he does.

He will be showing behind the scenes on what we do to make money online...

This email is send at the end of year 2017. A time where the general population will start reviewing their years especially their new year resolution. Take advantage of this behavior and show they how they can create a better life in the new year.

The general population has this struggle of achieving their goals. But if you tell them your offer can solve that problem, it will definitely grab their attention.

State the problems that your audiences face.

Share details of the event, along with some results.

If you can include some testimonials from previous participants, then that would be a major boost.

The same methods our students and Clients use too.

And the cool part?

The seminar admission is FREE. You only need to make time for it.

Spots to the seminar room is limited.

RSVP Here

<http://continuityincomeprogram.com/seminar/>

This makes your audience believe that they can do it too.

Always have a CTA at the end to increase your click through rate.

## Ad #4 –Seminar Ad Variation 2 (Problem-Based)

### AD HEADLINE:

FREE: 2.5 Hour Continuity Income Secrets Seminar

### AD DESCRIPTION:

4 Simple Steps we used to create a 7 figure Internet Business selling products we don't have to keep stock, take inventory or do customer support.

### FB POST BODY:

On April 3rd, Tuesday - 7:30PM - 10:00PM we are conducting a FREE 2.5 LIVE Internet Business Seminar in Kuala Lumpur!

Get The Full Details Here:

<http://continuityincomeprogram.com/seminar/>

My team and I have been running a highly profitable business online to the tune of 7 figures.

"What's the secret?" If I were to sum everything up, it would be these 4 simple, actionable steps.

Don't worry if you think 7 figures is kinda far away right now; it seemed unreachable to me when I started out.

However I followed the same system that made me a humble 4 figures per month before I scaled it up to what it is today.

Good News: our Clients and Students have followed the same strategy to create success for themselves.

Better News: we are doing this live training FREE OF CHARGE.

Spots to the seminar room is limited so you need to act FAST by RSVP'ing your spot.

Click on the link below:

<http://continuityincomeprogram.com/seminar/>

To Your Marketing Success,

Get straight to the point with the event details.

Increase your event credibility with testimony or success story.

Don't forget to add CTA.

By mentioning that you have a team, it shows that you have a stable business and knows what you are really doing.

## Ad #5 –Seminar Ad Variation 3 (Interesting Story Angle)

### AD HEADLINE:

FREE: 2.5 Hour Continuity Income Secrets Seminar

### AD DESCRIPTION:

4 Simple Steps we used to create a 7 figure Internet Business selling products we don't have to keep stock, take inventory or do customer support.

### FB POST BODY:

Not long ago I received this T-Shirt from JVZoo, one of the fastest growing digital marketplaces online.

[[T-SHIRT \$500K PIC]]

This was sent in to recognize one of my accounts that had made more than \$500,000 (or close to RM2,000,000) in sales.

If I combined the few accounts I have with them, it would have been more than double but here's the thing...

My team and I didn't get here by accident.

And it's certainly not through winning a lottery.

Which makes that the good news.

Making money online is a PROCESS.

If you follow the process, the outcome becomes predictable.

And if you think this is overwhelming, don't worry - it's the same system I use when I was making \$5,000 to \$10,000 per month...

It's still the same system I use to make double, triple, quadruple that and more...

So here's what's going to happen...

My co-trainer, Kenneth Yee, is conducting a 2.5 hour Continuity Income Secrets seminar on April 3rd, Tuesday - 7:30 PM - 10:00 PM

Start with an interesting story, usually a form of achievement that you have achieved.

Tell the the fact of money making and how simple and straightforward it is to make money online or using your strategy or system

Don't forget to add event details.

Get The Details Here

<http://continuityincomeprogram.com/seminar/>

Kenneth will be showing behind the scenes on what we do to make money online selling products you don't have to keep inventory or stock of.

Sometimes you don't even have to own it.

And you can do it from your laptop.

No office required. No employees necessary.

The seminar admission is FREE - but spots to the seminar room is limited.

RSVP Here

<http://continuityincomeprogram.com/seminar/>

Add CTA in between your ad post.

People will be eager to come if you show them the behind the scene of how you make money online

## Ad #6 – Facebook copy for ecommerce (The honest company)



The Honest Company

Sponsored · · ·

New diaper print alert! 🍂 Introducing our limited-edition fall diaper prints, made in collaboration with our favorite designer/stylists (and moms!). Enjoy an extra \$20 off your first month's Diapers & Wipes Bundle! Cancel online anytime! Learn more → <http://bit.ly/2uYHtMY>



Use words like Limited edition as a sign of scarcity.

Being part of a collaboration increases the exclusivity of your product.

Immediately have an incentive to buy. Usually for products, a discount or money off offer works best.

Text must not exceed 20% of the image ad.

Use this tool to check:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

**Note:** While running an image ad for your product is good, you should always go for video ad in every ads. Various study has proven that video ad converts better than image ad. And if you do a video ad, you can easily inject human emotion into your ad, which is the important ingredient to getting people to buy your products or services.

## Ad #6 – Facebook copy for ecommerce (The honest company)



The Honest Company

Sponsored · · ·

New diaper print alert! 🍂 Introducing our limited-edition fall diaper prints, made in collaboration with our favorite designer/stylists (and moms!). Enjoy an extra \$20 off your first month's Diapers & Wipes Bundle! Cancel online anytime! Learn more → <http://bit.ly/2uYHtMY>



Use words like Limited edition as a sign of scarcity.

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Text must not exceed 20% of the image ad.

Use this tool to check:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

**Note:** While running an image ad for your product is good, you should always go for video ad in every ads. Various study has proven that video ad converts better than image ad. And if you do a video ad, you can easily inject human emotion into your ad, which is the important ingredient to getting people to buy your products or services.

## Ad #7 – Facebook ad copy for blog post (Thrive Theme)

**Thrive Themes**  
April 7 · 🌐

Great homepages don't happen by accident.

This well researched and thorough article compares and contrasts 6 top online entrepreneur's homepages by using the wayback machine to show before and after screenshots so you can see how their homepages evolved over time.

If you're trying to create a homepage yourself you'll enjoy the serious research of this post (<http://bit.ly/personal-branding-homepages>) and how clearly it's presented...

You'll also enjoy the "ideal" homepage created from all data from these mammoths in personal branding...

What Do the Homepages of the Most Successful Personal Brands on the Web Have in Common?

THRIVETHEMES.COM

**Great Homepages Don't Happen by Accident**

See the evolution of the most successful personal brand blogs. In the end...

👍❤️😮 710      39 Comments 112 Shares

👍 Like      💬 Comment      ➦ Share

The first sentence will immediately capture your attention if you're an entrepreneur who struggles with establishing yourself online, especially the story and dynamic of your website.

Thrive theme talks about website because their software can solve that problem.

Including picture of top influencer in your image is a huge boost. This works best if you just launched your product and don't have much testimonials to give.

**Note:** This is one of Thrive Theme top converting Facebook ad. They run an ad to a blog post which contains Facebook pixel. This will help improve their Facebook algorithm so Facebook can find more of the similar audience as potential customer. Also by doing this, people at Thrive theme are able to retarget people who have read the blog post as these people shows an interest. Eventually they will run some promotion to the interested audience and close them.

You can also use the same strategy for your products or services.

## **Conclusion**

As you can see, not all ads are equal. You cannot apply the same strategy for every offer that you have. And to always be on the competitive edge, you must always run A/B Test on your ads to find the winning ads.

However, you can always increase the odds and percentage of your ad succeeding by studying other people or brands. Study their copywriting and image or video and create a similar one and test those ads.

That's one of the best ways to master Facebook ads and avoid tons of unnecessary mistakes.