



## Copy

**How to write the perfect text for  
your ads (without getting your  
account closed)**

# The different text elements

Your ad has three different text elements:

The text (above the photo or video)

The headline (underneath the photo or video)

The link description (underneath the headline)

**Text** →

**Headline** →

**Link description** →

**Social Media Magic by Sarah Lorenz**  
Written by Sarah Lorenz [?] · 2 July 2018 · 🌐

Do you want to reach even more people and turn your fans into coaching clients?

I guarantee you: If you ask these questions people on your Facebook page or in your Facebook group will start to interact! 😊

Simply click this link to download my free list of 100 awesome questions  
>> <http://bit.ly/awesome-questions>

GETSOMEMAGIC.LPAGES.CO

**For coaches: 100 awesome questions for your FB page**

Instead of posting on Facebook to the sound of crickets, learn how to ask the right questions and get the high-end clients you've been dreaming of.

Download

# Headline

In most cases a 5-word headline is perfect. Facebook's recommendation is 25 characters.

It should be clear and no-nonsense.

You can:

Use urgency

Answer questions

Describe your product

Especially make sure the headline is not cut off on mobile phones!



**Social Media Magic by Sarah Lorenz**

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Do you want me to go crazy with your Facebook Ads? 🤪🔥

<https://getsomemagic.com/fb-ads-course/>

Let me teach you everything I know about Facebook Ads. Every single technique, tip and hack (that I'm normally only... [More](#)



GETSOMEMAGIC.COM

**Join my crazy Facebook  
Ads course before Monday!**

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# Link description

For the link description Facebook's recommendation is 30 characters.

It should add some new information or at least say something in its own words and not repeat the very same sentence you've already mentioned in the main text.

Put the most important words at the beginning.



Social Media Magic by Sarah Lorenz

Written by Sarah Lorenz [?] · 28 June 2018 · 🌐

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[Learn More](#)

# Text

If your main goal is to get clicks on your ad, then shorter texts tend to perform better.

Ideally, your text is completely readable without clicking on “.. More”.

It should be readable on desktop and mobile devices.



**Social Media Magic by Sarah Lorenz**

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Are you tired of wasting money on FB ads that don't work? Do you have an exciting launch coming up? (I loooove launches! 😊)  
Use the code "spring20" to get 20% off my Facebook Ads services 🙌 <http://bit.ly/yeah-fb>  
Only until Sunday! 🎉 Let's hop on a quick call about this 📞



GETSOMEMAGIC.COM

**Get 20% off my Facebook  
Ads packages until...**

LEARN MORE

# Bitly

I highly recommend also including the link you're promoting in the actual text of your ad itself.

For this, you can use the free link shortener <http://bit.ly/>.

There you can even customize the URL, so that it looks something like this: <http://bit.ly/master-bot>

Important: The landingpage / website people land on has to be the same than the one they land on when they click on the actual ad!



Social Media Magic by Sarah Lorenz

Written by Sarah Lorenz [?] · 2 July 2018 · 🌐

Do you want to reach even more people and turn your fans into coaching clients?

I guarantee you: If you ask these questions people on your Facebook page or in your Facebook group will start to interact! 😊

Simply click this link to download my free list of 100 awesome questions

>> <http://bit.ly/awesome-questions>

100 awesome questions  
for your Facebook page



Then I've got you covered.  
I got a free list of



# Make your text look good

Triple-check for grammar mistakes!

Use emojis that fit your branding and message to make the text stand out and more interesting.

Don't use any fancy fonts as those might not work on some mobile devices and turn into weird empty squares.

Don't use extreme punctuation marks like this!!!!!!!!!!



**Social Media Magic by Sarah Lorenz**

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🔴 TODAY IS THE LAST DAY!! - Get all of my existing online courses FOR FREE on top 🔴  
Curious which topics I've got planned for my group program in the next months? <http://socialmediamagiccircle.com>

💜 Email funnel marketing

💜 Newsletter content and how to... [Continue reading](#)



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**Learn all my social media techniques**

Join my amazing group program befo...

[Learn More](#)

# Focus on the value

When promoting a freebie or offer you should always focus on the value it will bring the viewer. How exactly will it help them? What will be better once they have or booked it?

You can work with positive emotions here (“Have awesome memories”, “Save time”, “Focus on what you love” etc.)



Social Media Magic by Sarah Lorenz

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If there's one thing that separates successful coaches from the rest – it's their email list. Because, let's face it, we've all heard the saying “The money is in the list”, right? ❤️

Well, that old nugget of marketing gold is only half true. You see, the coaches who jus... [Continue reading](#)



*How to add high-quality people to your email list*



Do you know that you need an email list for your business? 🔊

[GETSOMEMAGIC.LPAGES.CO](https://GETSOMEMAGIC.LPAGES.CO)

**FREE CHECKLIST for COACHES:** How to build your email list the right way

[Learn More](#)

# Feel - felt - found technique

If you want to try longer texts the “feel - felt - found” technique has worked well for me and my clients.

## Feel:

“Do you feel you’re only talking to yourself on your Facebook page?”

## Felt:

“I felt the same. No one was interacting.”

## Found:

“Then I found when I asked these great questions, people started interacting like crazy.”



Social Media Magic by Sarah Lorenz

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Are you a COACH struggling to get PAYING CLIENTS?

I used to be broke making \$0 in my coaching business for 1 whole year while side-hustling many hours in my day job watching the people outside enjoying the sun. It was horrible, I felt like a prisoner.

... Continue reading



GETSOMEMAGIC.COM


100 awesome questions for your FB page {for free!}

Download

# Use your targeting


The best thing about Facebook Ads is their super detailed targeting. So you don't want to use the same ad text for every audience.

Make your text specific for the audience you're targeting.



**Social Media Magic by Sarah Lorenz**  
Written by Sarah Lorenz · 25 January 2018 ·

The new Facebook algorithm change not only affects Facebook pages but also your private profile and Facebook groups! 🤖 Get the recording of my free training on what that means 🙌 <http://bit.ly/omg-fb>



They did it again! They changed the whole freaking Facebook algorithm again! And by

GETSOMEMAGIC.LPAGES.CO

**Attention coaches ❌ Did you know the new FB algorithm change also affects your private profile?**

Facebook is changing its algorithm again, saying this is "a massive change". And it is! Do you want to know how you can still be visible and get clients?

Learn More

# More tips

Use numbers:

Our brains are wired to like numbers. They build trust.

Exclude an audience:

“Accounting software for Non-Accountants”

Add social proof:

Use testimonials and texts from happy customers

Use action verbs:

“Start your free trial today”, “Read on your phone”



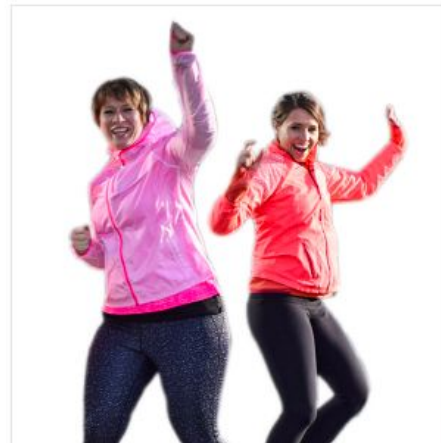
**Social Media Magic by Sarah Lorenz**

Written by Sarah Lorenz [?] · 18 December 2018 · 🌐



Are you tired of wasting money on FB ads that don't work? Do you have an exciting launch coming up? Do you want to get new and more clients? Then you gotta learn how to run Facebook Ads! Check out my 4-months course below 🙌 We start on Monday!

<https://getsomemagic.com/fb-ads-course/>



**Sarah made it so easy for us to reach our target group**

Carina & Mandy, Sports coaches

[Learn More](#)



**Sarah gave me a great overview of my Facebook Ads options**

Vera, Lifecoach

# What NOT to say

There are some guidelines Facebook has and if you don't follow them, your ads can get disapproved or in the worst case your ad account can get closed.

Think of Facebook as a café where people hang out to have a good time. Now imagine a man walking into that café and starting to talk to the customers “Are you looking for a way to get rid of your acne?”. “Are you afraid you'll never have kids?”, “I know how frustrating it is to hide that stubborn fat...”

As the café owner would you throw that person out? Hopefully!

Facebook wants every user to have a good time. Facebook needs everyone to feel good and to spend as much time as possible on the platform.

So make sure your ads leave the viewers with a positive feeling.

# What NOT to say

Some things are completely forbidden to promote or show / speak about:

Tobacco

Drugs

Unsafe supplements (Facebook determines what is safe and what isn't)

Weapons

Adult products

Surveillance equipment

Short-term loans

Nudity

Bad words

# What NOT to say

Personal attributes:

In your ad text you can NOT link one of these things to the viewer:

race

origin

religion

age (! you can't write anything like "Are you over 40 years old and...")

disabilities

medical conditions

financial status

Basically you can't imply you know anything about the user you're targeting (even though you do of course!)

# What NOT to say

Personal attributes:

Avoid the word “you” and “others” here.

Instead of “meet other Christians”, use “meet Christians”.

Instead of “for men like you”, use “for men”.

Instead of “helps you treat your diabetes”, use “helps treat diabetes”.

Or: “I’m looking for 5 mums in Cyprus who want to slim down.”

# What NOT to say

Personal health:

You can NOT use:

before-after images or texts

anything that could create a negative self-perception like “Tired of being overweight?”

Instead: “Feel great by starting your day with a healthy meal”

# What NOT to say

Income opportunities:

For ad texts that promote the possibility to earn income, you must be very specific:

- Fully describe the associated product and business model.
- Avoid mentioning numbers and currencies in the ad text.
- You can't promote multi-level-marketing income opportunities in an ad.

# What NOT to say

Promises:

Never make any generic promises in your ad text like “Get 3 new clients within one month”.

While this might be totally realistic for some people, it simply won't happen for every single person.

Instead use: “Get 3 new clients, even if you're just starting” to leave it generic and achievable for everyone.

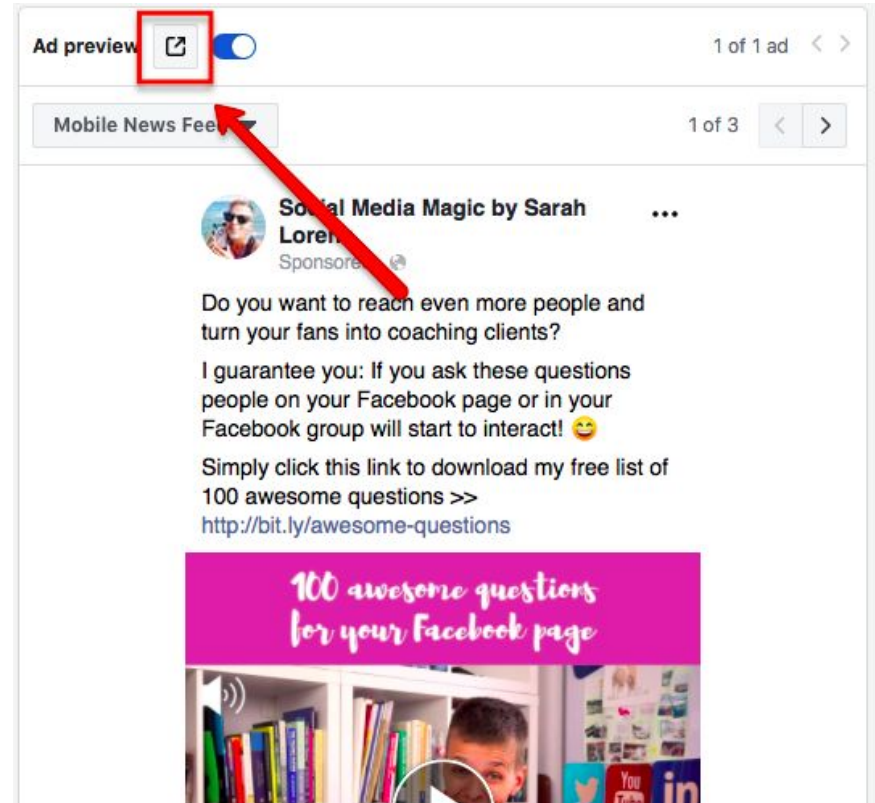
# What NOT to say

Obviously, what's prohibited to say changes from time to time so make sure to check with Facebook's policy:

<https://www.facebook.com/policies/ads/>

# Check the design

Once everything is done make sure to check how your ad looks on all chosen placements.





# HOMework

Write at least one ad text, one headline  
and one link description.

By now you should be able to set up  
a whole ad with it. Do it! ;)



# HOMework

It's time to get that first ad running.  
Check that you've set up the campaign and ad set  
correctly....then go for it  
so we can talk about your results soon.

# Now it's your turn

You can do this! Have fun! ●

