

# UNLOCK YOUR PERFECT FACEBOOK AD TEMPLATE

PROVEN AD TEMPLATE TO  
DRIVE CONVERSIONS FOR  
BUSINESS GROWTH

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## QUESTION: WHAT IS A “PERFECT” FACEBOOK AD?

**Answer: The one that receives clicks with the best return on ad spend.**

There is a myth out there that says: *“Ads in Facebook are easy to create – just upload an image or two, add some text about your products and services, and let the system figure out the rest”.*

This could not be further from the truth.

Instead, learn how to create Facebook ads that attract the right clicks while also beginning a *relationship* with your audience.

We’re not going to cover an entire sales funnel framework in this short guide, but much like a theatre play where the scene opens with a dramatic opener (attention, intrigue), has a middle (story arch) and an end (call to action, close) – these concepts apply to Facebook ads as well.

The formula for successful Facebook ads opens the discussion to much more than a “cute” image and some text.

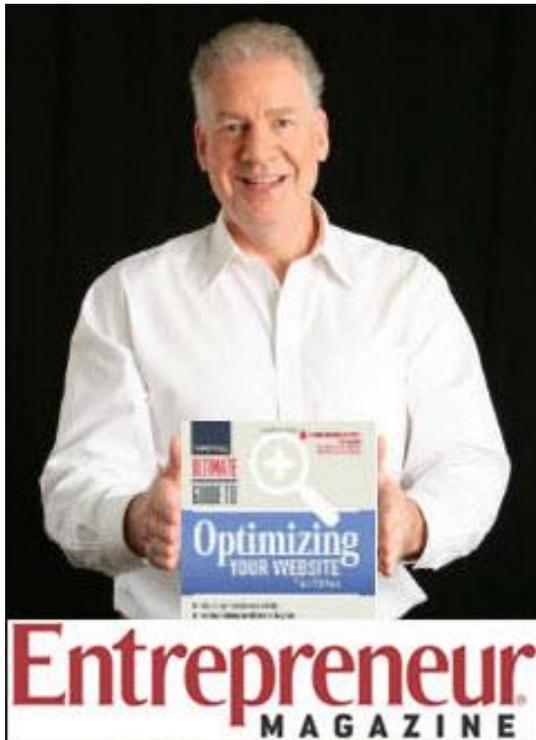
Since you have downloaded this quick guide to the optimal Facebook ad, it probably means you are still trying to figure this out.

So... I’m going to offer you the 3 steps to ads that attract not only clicks, but draw in the right customer or client.

This ad template is created in such a way that you can use it repeatedly and it works like magic every time.

Your visitors will love it too.

## WHO AM I?



**Hello! I'm Jon Rognerud.** I'm a best-selling author and online consultant providing leads, customers and business growth using paid and organic media.

I've been working in online marketing since 2007, when I started an agency focusing on SEO, website design, advertising and sales funnel development.

I've written 3 books on website optimization for Entrepreneur Press.

I love to solve complex online marketing problems for my clients.



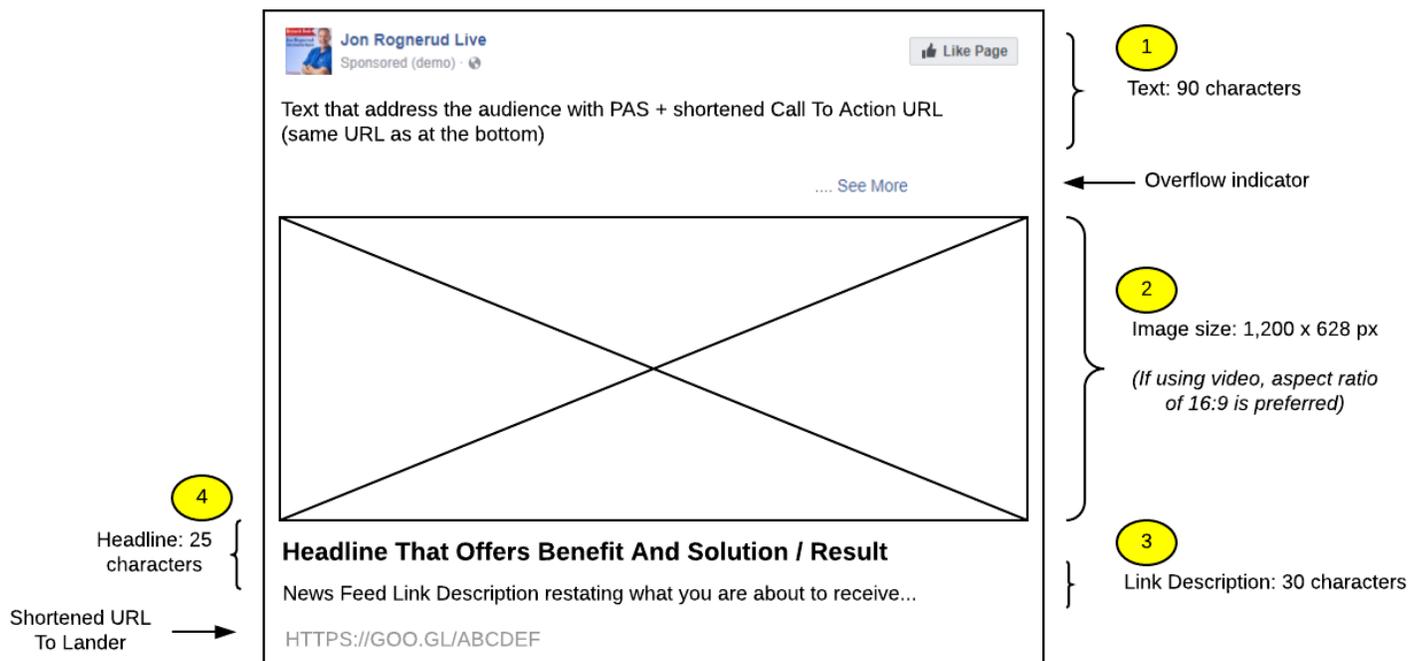
## Step 1

## UNDERSTAND THE AD LAYOUT AND AD STRUCTURE

I hope you'll use this quick guide to elevate your Facebook ads and get more customers for your business.

I find that most who come to me want to learn how to write a good ad that draws in clicks, engages and converts.

### BASIC ELEMENTS OF THE HIGH TRUST AD FORMAT IN FACEBOOK:



TIP 1: Always check output design for desktop, mobile and right side ads.

TIP 2: Always test, and start with images that have little text on them, or none at all.

Here you can see the essential elements highlighted in yellow and with details on size, character length and copy .... explained further below.

Understanding the structure and layout of the ad in Facebook is important.

*(Note: I'm not focusing on video or different ad types. Even though live-stream videos and pre-recorded videos are all the rage on Facebook these days, we're starting at the basic level).*

Implementing the copywriting principles like **PAS** or **AIDA\*** will make your ads stand out and attract the right clicks.

**But first – a warning:**

No shiny tool, latest fad, “trick” or flashy ad picture with red borders will make or break an ad. Everything has to be tested, which is something we do in marketing.

Sure, it may work for a short time (a day?), but is not sustainable.

What works and stands the test of time is to do your research and find a close to exact match of **message to market** (your ‘perfect’ customer).

Understanding your target customer contains the master key!

Walk a mile in their shoes (“*I know how you feel*”) using words and imagery as if you read his/her mind will make ads and words flow almost naturally.

Finally, the call to action (while asking for the click) provides the solution.

And, what you offer in your solution should be simple, usable (not difficult) and provide quick results.

Step 2

## PICK THE BEST COPYWRITER'S FORMULA

### 1) "AIDA"

**It is the best-known copywriting formula.**

American advertising pioneer Elmo Lewis developed the formula around 1900 for designing and writing adverts. (*Yeah, that's a long time ago!*)

The idea behind AIDA is that an advert has to:

- attract the **Attention** of its audience;
- create **Interest** and **Desire**;
- encourage people to take **Action** – e.g., request a brochure, download a guide, cheat-sheet, call in to get a discount, etc.

### 2) "PAS"

**It stands for Problem – Agitate – Solution ("solve")**

A quote from Dan Kennedy explains it best: *"When you understand that people are more likely to act to avoid pain than to get gain, you'll understand how powerful this formula is. It may be the most reliable sales formula ever invented."*

**It's simple...**

First you describe a problem, then you agitate by highlighting the emotions that go with the problem, and then you offer your solution.

**Which one to use?**

We use the PAS formula and approach most often in our Facebook advertising.

It works so well because the ad and copy calls out the audience, brings up a familiar problem, rubs salt in the wound, and offers the solution.

Plus, you are instantly seen as an authority when you solve that problem. Your customer magnet (what you offer) begins a relationship of *know, like and trust*.

The congruency of the ad + the landing page + the thank you page must be in place for the system to work completely.

Step 3

## PLAN OUT WHERE TO SEND THEM NEXT

Now that you have the right layout and copy for the ad (*steps 1 and 2*), you can point them to your landing page, where you should expect about a 40%-50% take rate.

The entire “*build a Facebook ad that attracts*” model begins with asking a question to the right audience and calling out their problem. Infuse a short example or case study, and how you solved it (a teaser for more to come).

Then present the benefit of clicking the ad (the complete solution).

Learning how to structure and use words that builds a connection in the copy is essential.

### **Pick up a copy of any of these:**

*Web Copy That Sells* by Maria Veloso

*The Ultimate Sales Letter* by Dan Kennedy

*Advertising Secrets of The Written Word* by Joe Sugarman

**WAIT! There's More...In The Next 24 Hours:**  
My free training class to show hyper-targeting  
and the *FB Ads Trifecta Framework™*.

# JUMP-START YOUR RESULTS!



You now have a guide that gets your FB Ads working and begin learning to attract the right traffic for more leads & sales.

However, this guide contains only one side to Facebook Ads.

A comprehensive Facebook advertising strategy must be put in place based on YOUR goals. Plus, you need the ability to scale so you can serve more.

That's why I'd like to help you maximize your results by using our *FB Ads Trifecta Framework™* and help you implement a blueprint that's proven.

**Click here for your free FB Ads leads strategy session:**

→ <https://jonrognerud.com/schedule>

*(Notice: This is a free call, and it's meant to help you... with no hidden sales pitch in disguise, weird selling shenanigans, bait & switch, etc.)*