



Sample Ads Working Right Now

In the spirit of keeping it simple, we're laying out some sample ads for some of the best local niches that you can use with your own twist. Unlike Google or Bing, Facebook allows for more character space with each ad. Starting off, here's what you need:

- A compelling and attention grabbing title that makes the prospect stop, read, and click on the message/ad
- A powerful description that compliments the headline and finishes the job.

Get creative with other niches while using these examples as a guide. Make the ads your own by putting your own spin on them.

1 Mortgage Brokers / Realtors

Whether Mortgage broker or real estate agent, both can market homes for sale in order to generate leads. And most mortgage brokers have already partnered with a realtor to share listings.

Headline:

“Can’t find the right home? Stop looking where everyone else is...”

Description:

You are searching in the wrong place. Be the first. Use our Proprietary database to be the first to view homes that just hit the market.

Note: *Since most home buyers need a mortgage these same home buyer leads can double as realtor and mortgage leads. The mortgage professional should have an agent that will be willing to provide good home listing to advertise in exchange for leads. They can both split the ad cost as well.*

2 Roofers

This one works like clockwork. Many homeowners don’t know that their insurance can cover an array compensation for damages to their roof including replacement! And... their insurance premium won’t go up in a lot of cases!

Headline:

[Hail Damage] Your neighborhood just got drenched...
... with a ruthless Hail Storm.

Description:

Did you know that your insurance company could entirely cover damage caused by hail?

And that, for this type of damage, it's quite possible that your premium will NOT go up...

We're in your neighborhood this week - get your free inspection before the damage spreads.

Note: While complete replacement may not be applicable in some cases, the prospect has nothing to lose when getting a quote!

3 Offline Consultants - Lead gen / marketing

Consultants who offer marketing services can use this simple ad to get results with creating leads and driving clicks/traffic to your client's website.

Headline:

It's not complicated - You Need Clients

Body:

If only there was a way to Cherry-Pick only the Ripe & Ready prospects who practically had pen-in-hand...

You know, the ones who were much closer to hiring you as their professional?

Well, there is.

With one little known, almost hidden, lead filtering method... on a platform that fits this industry like a glove...

...a system you can have up and running this week...

...to pin down a much more motivated audience and...

... just about Hand-Pick the most motivated clients in your city.

Follow this direct link to...

Note: For specific niches, fill in the industry name. Be specific to the industry you are serving and conversions will increase.

4 Insurance Agents (Life)

Many consultants don't know how great of a niche Life Insurance Agents can be. Yes, they're selling the hardest thing to sell because their customers will never see the benefit, but the good ones do well. And these

agent live off leads. They hate prospecting and would rather buy them from you!

Headline:

Government Approved Life Insurance Benefits for...
YOURCITY Residents

Description:

If you live within ____ miles of YOURCITY, you could qualify for special insurance rates connected to living benefit policies.

Imagine the weight lifted off when you know these expenses are covered for your family:

Funeral home service fee \$2100

Embalming \$700

Casket \$2500

Vault \$1500

Flowers...

Wreaths...

Plot...

Headstone...

And the list goes on...

Note: Facebook has limited certain industries on what is allowed to include in copy. So steer clear of any copy that assumes health challenges.

5 Legal Services

Here we will show a sample ad from a divorce lawyer. Keep in mind, the concept is the same and can be used with other law niches.

Headline:

Divorce done yourself?

Description:

Getting a divorce can be complication-free. T

This FREE REPORT will show you how to file for legal separation and carry through to finalize the divorce for under \$500.

Note: Although the ad seems to encourage not using an attorney, we know this is not the case. In fact, the typical attorney would say “NO WAY... I’m not doing it!” But you are different. You think “outside the box”. Using this method will generate much more activity and as a result many more leads for your client. Explain to your lawyer client that you will include a FREE Report within the Recorded info line. The report will reveal how to get this done at the courthouse for only \$50 but in the end it will inform the prospect about all the pitfalls for doing it this way. When the prospect calls, their phone number will be directed to your lawyer client. And if the prospect goes to the landing page url mentioned within the recording they will see another CTA directing them to fill out a form with more info. It works!

These are 5 top niches that you can capitalize on right away.

You'll find that the methods taught here not only fit perfectly, but the practitioners in these fields are very receptive to new ideas.

A piece of advise though: Approach them with confidence and they will have confidence in you. Approach them timidly and they won't give you the time of day.