JH MEDIA, LLC

TRAFFIC • CONVERSION • OPTIMIZATION

$1,000/day Ad Template

Start off with a question that identifies your market so you flag your ideal prospect out

Tell your story, who you are & what do you do.

Share your story, a story that is similar to what most of your prospects in the market are going through

Get even more specific, share a real world situation that is very similar to what your ideal customer is going through - which you experienced previously

Proof that your solution not only helped you, but others as well

Talk about their biggest/main frustration to draw your prospect in even further

Build up credibility from external sources to justify the reason why they should listen to you/work with you

This has to be a real story, and not a fake one. When selling information, share the story of the Face of the company.

In Ecom, share the story of why you put the product together.

Transition to how you've solved your problem, and started helping others...

Neil Patel
21 July 2016 · 🌐

Are you an entrepreneur who sells your products or services online?

If so, are you frustrated, overwhelmed and overloaded with all the so-called "surefire" ways to get traffic to your website...

And convert that traffic into PAYING customers?

Hi my name is Neil Patel and I help companies generate more revenue through digital marketing.

Entrepreneur Magazine said I was the number 1 marketer in the world...

...and they also said I created one of the 100 most brilliant companies.

I started my first website at the age of 16 on a hope and a prayer...

I took all the money I had earned from working my tail off at Knott's Berry Farm when I wasn't going to school...

And I paid a marketing firm to help me get traffic to my website...

Thinking I was going to make it big overnight...

After all, they made these HUGE promises to me...

Plus, the were the experts - they should be able to deliver me results...

Well, the fact of the matter was...

This marketing firm provided no results and I quickly learned that I wasn't alone...

Sound familiar?

Out of my frustration and the fact that I was now flat broke...

I decided I HAD to learn online marketing...

However, I couldn't just learn EVERYTHING!

I really needed to focus my time and attention on just ONE THING...

Since I didn't have a dime to my name, it made the decision easy for me...

My attention HAD to be on figuring out how to drive FREE traffic to my website and get that traffic to become customers...

And I needed to do it fast!

So I read all the books and blogs I could get my hands on...

Then I got to testing.

A lot of the things I tried failed...

However, I just kept going and going and going...

I HATE losing!!!!!!

Eventually, I started getting traffic to my first little website...

And people were buying my products 🙂

That's when I knew I was on to something!

I kept making connections with other website owners - they all wanted to know what I was doing to be so successful...

I told them my story of how I got ripped off by that marketing firm I initially hired...

Many of them relayed to me their same frustrations...

So I decided to start a marketing agency to help others do what I was doing for myself...

My first client was a power supply manufacturer and I helped them generate $25 million in sales...

Annotations (red, left side):

Answering the objection - If you make so much money, why are you selling this to to me? And also drawing affinity with the small business owner - who's the ideal customer that we want to attract

More credibility

Your marketing hook

When selling information, build the FACE of your company as the authority. Using an image of the person on the stage works best with little or no text.

Use your link description to build curiosity and spruce up the offering a little more…

Annotations (blue, right side):

More credibility to stand out an

More credibility

Transition to the solution

Details about your hook and offer

Put your strongest marketing hook as the link headline

Your display link section. FB used to allow random text to be used here, but now disapproves ads with text in the display link section. We recommend using your Top Level domain in this section.