

# ULTIMATE FACEBOOK ADS

## SWIPE FILE

FOR COACHES, COURSE CREATORS + SERVICE  
PROVIDERS WHO WANT BETTER CLIENTS



# Discover how the experts in your field are...

easily launching Facebook + Instagram ads that generate clients on autopilot.

If you're a **Coach, Course creator or Service-Based Business** - this plug-n-play swipe file is for you!

Learn the ad strategies that top influencers like Robert Kiyosaki, Amy Porterfield, Frank Kern and Lewis Howes are using today.

This is **what's working right now**:

1. Brand yourself
2. Video
3. Ad copy to prequalify your ideal client
4. Give value first
5. Don't use jargon - stay authentic + conversational
6. Social is about "interruption marketing" - test multiple creatives to grab attention.

THE AVERAGE PERSON SCROLLS THROUGH 300 FEET, OR ONE STATUE  
OF LIBERTY, OF MOBILE CONTENT EVERY DAY. LEARN HOW TO...

## #StopTheScroll

# [Main Desire] Without [Roadblock]



**Dani Johnson**

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- ✓How to stop living in constant fear of bills and take back your future
- ✓A way to systematically dismantle what's been keeping you broke
- ✓Get a plan to attack what's been keeping you stuck and live a life of freedom - even without making more!



FIRSTSTEPSTOWEALTH.COM

**Get Your Copy Of First Steps To Wealth Today!**

FREE Book! Just cover S&H.

[Learn More](#)



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# AGITATE, THEN SOLVE



**Melissa Pharr**

about 5 months ago



Online launches are failing left and right these days. 😞 #sadbuttrue.

But there's hope.

In the past 2 years, I've been able to launch 9 successful group programs and courses AND multiply my sales without even offering 1:1 coaching any longer.... [See More](#)



## Numbers to KNOW before you LAUNCH

Total clarity about the need to know numbers for a sold out launch. Get Instant Access Today!

[WWW.MELISSAPHARR.COM](http://WWW.MELISSAPHARR.COM)

👍 10

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# SPARK CURIOSITY



**Frank Kern**

about a week ago



**WAIT...WHAT HAPPENED!?**

✅ One entrepreneur grew her business by 1600% by doing this...👀

Another had a successful business but almost lost it all in 2008..... [See More](#)



## **[CASE STUDY] Grow Your Business On-Demand**

If you would like to accelerate the growth of your business beyond anything most could imagine, this i...

[SIMPLIFIEDGROWTH.COM](http://SIMPLIFIEDGROWTH.COM)

👍 57    💬 1    ➦ 5

# LEAD WITH A PAIN POINT



**Alex Charfen** ✓

about 2 months ago



✗ TO-DO LISTS, CALENDARS, AND DAILY PLANNERS DO NOT WORK FOR HIGH-LEVEL ENTREPRENEURS! ✗

(Have they worked for you?)

Of course not, because that's not how we think. Sure, a new time management system might stick for a week or even a month, but it's not going to last.... [See More](#)



Take your business (and life) to the next level with this simple product

Productivity training for the Entrepreneurial Personality Type (EPT) by Alex Charfen - Entrepreneur, B...

MOMENTUMWEBCLASS.COM

👍 38    💬 1    ➦ 3

# LEAD WITH A PAIN POINT



Marie Forleo

Sponsored · 🌐



Is your brain overflowing with half-formed ideas, but no concept on how to actually generate money from them? 🤔

If this has been holding you back, Start the Right Business can help.

This 8 lesson program shows you step-by-step, how to evaluate your ideas, eliminate confusion and get into action now.



**Start Your Dream Business Now - Risk Free**

Finally start a purposeful business you love.

[STARTTHERIGHTBUSINESS.COM](http://STARTTHERIGHTBUSINESS.COM)

[Learn More](#)



3 Comments 1 Share



Like Comment Share

# CALL OUT YOUR AUDIENCE



**Eben Pagan**

about 2 months ago



The most successful coaches, consultants, and entrepreneurs in the world know how to do one thing exceptionally well:

Attract a steady flow of clients to their business.

And the good news is, there is a very simple 3-step formula you can learn to attract clients consistently. ... [See More](#)



## The Ultimate "Client Getting Master Plan"

These are the mindsets, methods, and exercises I've used to grow more than 10 successful 7-figure ...

[HTTPS://GOO.GL/5BPB4H](https://goo.gl/5BPB4H)



11



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2



# CALL OUT YOUR AUDIENCE



**Sara Anna Powers**

about 3 months ago



Hey there, online entrepreneur! Did you know that COPY can make or break your offer? And that there's a proven STRUCTURE that SELLS? And that I'm giving it to you for FREE right here?! <https://annapowers.lpages.co/stellar-sales-page/>

I'm Sara Anna Powers, a Success Coach and Copywriter, and I've used the EXACT structure I'm giving away in my Stellar Sales Page Template to work with my copywriting clients on five- and six-figure online launches! Now it's yours for FREE! Can't wait for you to try it out!



**Create Sales Copy that Converts with this Plug and Play Template!**

I'm GIVING you my Stellar Sales Page Template for FREE!

[ANNAPOWERS.LPAGES.CO](https://annapowers.lpages.co)



2



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# ASK A "PRE-QUALIFYING" QUESTION



**The Boulder Psychic Rachel Claire**

about 2 weeks ago



Are you a spiritual woman, entrepreneur, teacher, healer, psychic, practitioner?

Are you growing your biz online + finding that it takes a wee-bit more than just "build it and they will come?"

Are you still posting all over social media, joining Facebook groups to get clients, attending meet-ups or networking events and working on your website?... [See More](#)



**5 Shifts to Being Booked Out in Your Spiritual Biz (Without over-worki**

5 Shifts to Fully Embracing Your Spiritual Gifts, Finally Being Booked Out in Your Biz + Earning the In...

ONLINEMEETINGNOW.COM

👍 25

💬 Comment

➦ 6

# ASK A "PRE-QUALIFYING" QUESTION



**Amy Porterfield** ✓

about 3 months ago



I'll be the first to admit that my first few webinars were a disaster 😞

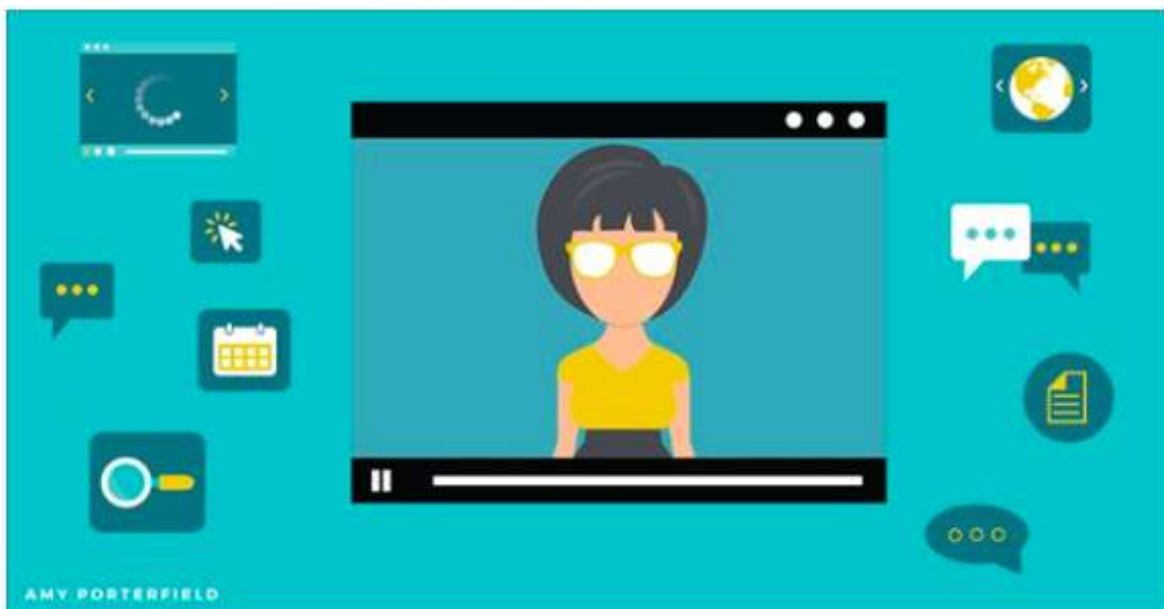
Stressful, overwhelming and lackluster in sales.

However, over time I've perfected my webinar strategy and today webinars are my **BIGGEST** profit generator inside my business.

The secret to wildly profitable webinars is to create your webinar as a whole system that includes Pre, Live and Automated phases. Once I made this realization, my webinars became **INSTANTLY** profitable.

To help you put a webinar strategy in action, I invite you to join me in a special **FREE** masterclass: "How To Create And Deliver Your First Wildly Profitable Webinar".

Join me and I'll show you my exact webinar plan!



**Are You Using Webinars To Grow Your Business?**

[FREE Training] Join Amy Porterfield and learn how to run webinars that will grow your business

AMYPORTERFIELD.COM



# LOOK “NATIVE”



**Frank Kern**

about a month ago



Remember when you first started your business?

Why did you start it?

If you're like me, the answer was FREEDOM ... [See More](#)



## Would You Like Personal Help From Frank Kern?

What if I told you that generating your next few million can be done by actually doing less? Click here...

[FRANKKERN.KARTRA.COM](http://FRANKKERN.KARTRA.COM)

👍 10    💬 1    ➦ 1



# SCARCITY + URGENCY



**Michael Hyatt** ✓

about 4 months ago



Join me for a FREE live masterclass with Amy Porterfield! If you want to create an online course that works in big ways, then this live masterclass is the most important thing you'll do this month!

Amy has been offering profitable online courses for years, and has perfected her method through costly trial and error. Between the two of us, we've created hundreds of online courses and know the mistakes and pitfalls you should watch out for. At the same time, we've been able to learn the tricks needed to make it profitable right out of the gate. Why reinvent the wheel? We want to help you get a leg up... for FREE! There are only limited spots for this live masterclass though, so be sure to reserve yours today.

## FREE LIVE MASTERCLASS: With MICHAEL HYATT & AMY PORTERFIELD



### [FREE] Live Masterclass: How to Confidently Create A Profitable O...

I've partnered with industry leader Amy Porterfield to bring you this FREE live master class on confid...


Amy has been offering profitable online courses for years, and has perfected her method through cos...

[AMYPORTERFIELD.COM](http://AMYPORTERFIELD.COM)


👍 73    💬 1    ➦ 1

# AUTHENTIC CLIENT TESTIMONIALS

Singtel 22:26 100%




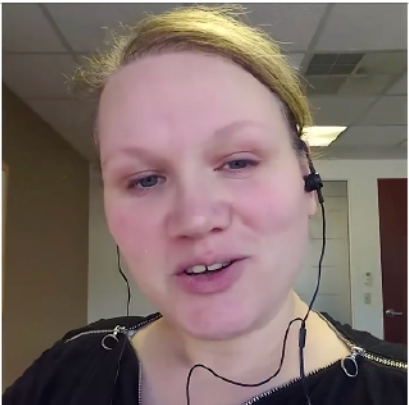
**Julie Christine Stoian Live**

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\*\*\*Doors Closing Soon\*\*\*



Take a listen to what The Digital Gangsta students are saying...

"Julie solved problems for me I didn't even know I had. In a few weeks through really easily digestible tasks I w... [Continue Reading](#)





**[Doors Closing] "Everything I need is right there for me."...**


[Learn More](#)


 3


6 Comments 549 Views


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# BE CONVERSATIONAL – USE EMOJIS



**Frank Kern**

about 3 weeks ago



Is It really possible to sell high-ticket consulting services ...even if NOBODY'S ever heard of you? 🤔

I asked myself that same question when I tried consulting as a full-time career in 2012.

So I ran 🏃 a little experiment using some "old school" persuasion techniques --- many of which have been 'lost to the ages' --- but ones that I was positive would still work today.....

[See More](#)



## How To Sell 💰 High-Ticket 💰 Consulting

If you'd like to get consulting, coaching, or professional services clients that can afford you, this will b...

[FRANKKERNMARKETING.COM](http://FRANKKERNMARKETING.COM)

👍 262    💬 12    ➦ 16

# USE CTA LINK IN YOUR COPY

**Scott Oldford**  
Sponsored · ⚙️

Want a plan to unleash The Nuclear Effect inside of your business?  
Where you see an explosion of growth in your revenue, audience, and relationships...all at the same time?  
Spend a day in my home in Venice, California planning the exact steps required to grow to the next level.  
I've helped dozens of Entrepreneurs scale multi-million dollar businesses and now I want to help you plan exactly how to make all the pieces come together.  
This is for Entrepreneurs who are truly ready to scale and are generating at least \$50,000/month in their existing business.  
I'm only going to do this a few times...  
And each event is limited to only 8 Entrepreneurs.  
Don't miss your chance...  
#ThatsNotFalseScarcity

Click the link below to apply for one of just 8 spots.  
<https://thereactor.scottoldford.com/>



[THEREACTOR.SCOTTOLDFORD.COM](https://thereactor.scottoldford.com)  
**Ready for The Reactor?**  
"The Reactor" Can Only Grow Your Business If You...  
[Apply Now](#)



# BE FUNNY

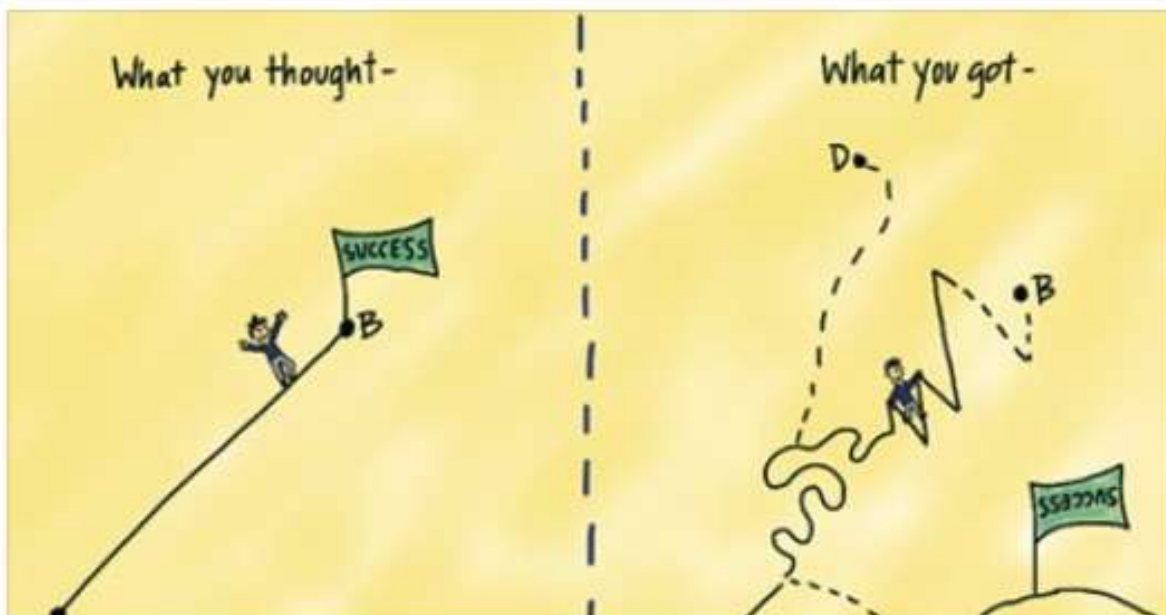


**Peng Joon**

Sponsored · 🌐



- 1) Wake up inspired 💡
- 2) Watch videos from Grant, Gary and the other G's 📺
- 3) The G's ain't rolling in 💰
- 4) You remind yourself it's all about the hustlin and the grindin 🔥
- 5) There's no clients so you offer free "strategy sessions" to potential clients hoping to close them 📞... See More



## Life Of an Entrepreneur 😂

Discover How to Dominate Every Presentation, Win Over Your Audience and Have Them Beg You to Take Their Money...

[PLATFORMCLOSING.COM](http://PLATFORMCLOSING.COM)

👍👎❤️ 10K

297 Comments 1K Shares



# USE SPECIFIC NUMBERS



**Foxley**

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## WEB DESIGNER? PUT YOUR MARKETING ON AUTOPILOT!

This FREE Webinar reveals the EXACT process you can use to put your marketing on autopilot for your web design business! This webinar, which, outlines the step-by-step process to set up an EXPLOSIVE sales funnel, won't be available for long (its content is just too valuable). So watch it now while it's still available.



## [FREE TRAINING VIDEO] How To Get More Leads... While You Sleep!

Join us in this free webinar as Bianca pulls back the curtains and steps you...

[MEMBERS.FOXLEY.COM](http://MEMBERS.FOXLEY.COM)

Watch More

# WEBINAR AD - SOLVE 1 THING



**Eben Pagan**

about 6 months ago



Do you procrastinate? 🤔

You're not alone...

Whether it's social media, checking your phone, Netflix, or watching cat vids... most people can't hold their focus for more than a few moments. ... [See More](#)



## This 1 Weird Secret Can DOUBLE Your Productivity

Discover the productivity formula that can end procrastination forever and quickly DOUBLE your prod...

[WAKEUPPRODUCTIVE.COM](http://WAKEUPPRODUCTIVE.COM)



27



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4

# BRAND YOUR UNIQUE SYSTEM


Mike Barnes, Marina Mara and 9 others like Lewis Howes.

 **Lewis Howes** Sponsored ·  Like Page

Looking for a breakthrough in your business?

Webinars are consistently the highest converting marketing tool to generate sales! Sound good?

Get my proven 7-step Webinar Selling Sequence Model and learn how I went from sleeping on my sister's couch to running a 7 figure business.



The graphic features a large red arrow pointing downwards on the left side, containing the text "FREE WEBINAR TODAY!" in white, bold, uppercase letters. To the right of the arrow is a photograph of a man (Lewis Howes) standing in front of a dark background with many small, warm-toned lights. Above the man's head, three red arrows point downwards towards the text below.




**Master the Secret Weapon for Growing Your Business...  
Hosting Webinars!**

Receive a free bonus when you register!

LEWIS HOWES | FREE ONLINE TRAINING

[Sign Up](#)

1.2k Likes · 41 Comments · 215 Shares

 Like  Comment  Share · Hootlet



# BE YOURSELF!



**Denise Duffield-Thomas** ✓

about 3 months ago



This is my friend Selena and me in NYC.

Like me, she's an introvert 7-figure business women. Unlike me, Selena is a PR Guru and Rockstar!

(She's modest too and would say she's a publicity and marketing strategist)

Selena has been endorsed by people like Marie Forleo, Danielle LaPorte, Derek Halpern, and Lewis Howes..... [See More](#)



## [PDF Download] Ultimate Publicity Guide - List Of 100 Media Outlets

Learn how to get major publicity and media contacts from my friend and PR guru Selena Soo (even i...

IMPACTINGMILLIONS.COM

👍 203    💬 10    ➦ 18

# PERSONHOOD



**Selena Soo**

about 6 months ago



---BREAKING THE GLASS CEILING---

At the very beginning of my business, I spent over \$1,000 to attend a conference.

At the time, it felt like an enormous amount of money to spend on an event.... [See More](#)

## My Story...



## How A Shy 35-Year Old Introvert Built A \$1.6 Million Per Year Business

Want relationships with the VIPs + Influencers who can help you land dream clients, boost your income...

SELENASOO.COM

👍 16    💬 Comment    ➦ 2

# TELL YOUR STORY



**Grace Lever**

about 2 weeks ago



I was living every Entrepreneurs nightmare...

I'd left the corporate world and dived in feet first to grow my very own coaching business...

At first it was exciting.... [See More](#)



**They Laughed When I Left My Job, But When I Made Millions...**

Click here to grab my book today>>>

[REGISTER.THEDOERSWAY.NET](http://REGISTER.THEDOERSWAY.NET)



2




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# 15-SEC VIDEO: INSTAGRAM STORY

 **Jasmine Star**  
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... ⌵



EVENTS.GENNDI.COM [Learn More](#)

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# BUILD TRUST WITH VALUE FIRST



**Derek Halpern** ✓

about 5 months ago



Ever get offered \$500 for a \$5000 job? It's annoying, right?

I have good news: I just put together what I call "The Ultimate Guide to Getting Paid What You're Worth."

It's 100% free. No email optin required. Check it out.



## How to Get Paid What You're Worth

I share 7 insanely practical tips for getting paid what you're worth in this blog post.

[HTTPS://SOCIALTRIGGERS.COM/ULTIMATE-GUIDE-PAID-WOR...](https://socialtriggers.com/ultimate-guide-paid-wor...)

👍 15    💬 5    ➦ 2

# BUILD AUTHORITY WITH CLIENT REVIEWS



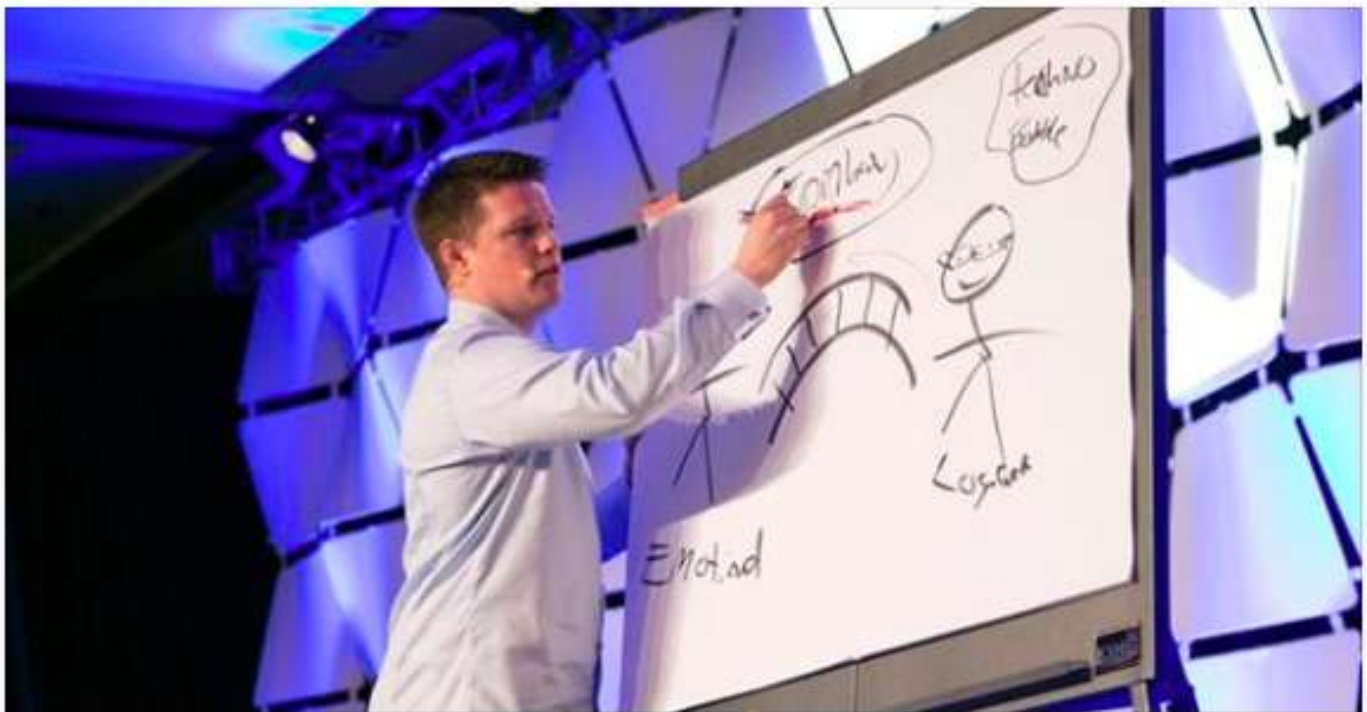
**Russell Brunson** ✓

about a week ago



"I am BLOWN-AWAY by how simple the steps are!

I am so excited - I've been up for two days building my first 3 funnels, and I cannot wait to make more and see them in action!" - magicmikecoffee



**Get Russell Brunson's TOP 22 Sales Funnels Inside His FREE 'Funnel Cookbook'**

Get Your Free Copy of the Funnel Hacker's Cookbook Now...

[FUNNELHACKERSCOOKBOOK.COM](http://FUNNELHACKERSCOOKBOOK.COM)



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# LEAD WITH FREE VALUE



**Teachable**

about 7 months ago



Trying to launch your online course or business but not sure where to start?

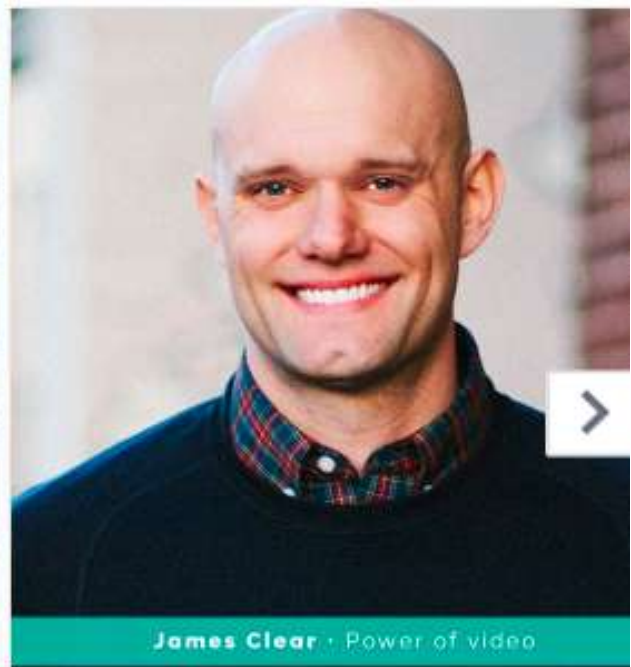
Here's your chance to get FREE training from 27 world leading course creation experts who have cracked the code on the vital things every online business needs.

You get to learn from incredible entrepreneurs like Pat Flynn, Kimra Luna, James Clear, Regina Anaejionu, Carrie Green, Daniel Dippiazza, Nathan Chan, and lots more. And best of all, it's completely free 🙌.... [See More](#)



Learn how to outline, organize, and execute a memorable course with...  
Regina Anaejionu (@byreginatv)

[Sign Up](#)



Learn how to create winning habits and increase your productivity with...  
James Clear (@james\_clear)

[Sign Up](#)

👍 Like

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# COLORS THAT POP



**Russ Ruffino - Clients on Demand**

about 3 months ago



## HOW WE SCALED TO \$9 MILLION PER YEAR WITH ONE WEBINAR

The biggest question we get asked is how we grew our coaching business to \$9M/year, despite the fact that we don't do very much. I mean...

\* We don't really blog.

\* We don't do launches.... [See More](#)



## BRAND NEW Blueprint Reveals How One Webinar Built our \$9 Million

If you want to know how we built our 7-figure business, check out this free blueprint where we break ...

[CLIENTSONDEMAND.COM](http://CLIENTSONDEMAND.COM)



1



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# CARTOON - ANIMATION STYLE



**Margaret M Lynch**

about 2 weeks ago



You've heard about life, health and business coaching, but do you know what transformational coaching is? 

Transformational coaching is the best way for you to profoundly change people's lives as a coach—while earning a great income.

My first 50 years are behind me now and my mission is to spend the rest of my life transferring all of my knowledge and skills that I've spent thousands of hours learning, developing and using. I want to help people like you who feel that callin... [See More](#)



Learn more about Transformational Coaching

 20  1  3

# What's Next?



## ACCELERATE YOUR RESULTS

This swipe file is a tool that can help you get massive results in your business. I'll show you exactly how to use it correctly, step-by-step, to its' full potential to amplify your results.

Click below to save your spot at **my upcoming live masterclass** - learn how to turn clicks into clients and generate leads on demand.

👉 Save Your Spot 👉

**[Yes! I'm In!](#)**

READY TO ACCELERATE YOUR  
SUCCESS WITH ADS? **[CLICK HERE](#)**