



THE

SOCIAL ADS

ADVANTAGE

FILL IN THE BLANK POWER STATEMENTS

NOTE: All of these statements are meant to be adjusted or even simply used to spur ideas or inspiration. They are examples of statements that use a specific angle to drive home your desired point in an influential way. You will see lots of crossover throughout these categories. You should adjust them as necessary, change “they” to “I”, present tense to past tense, first person to third person, or any other adjustments you see fit. Know that these are just starting points and you should always make adjustments or craft your own statements so you can find your writing style and voice.

Anytime you see **[Brackets]** it’s a scenario in which you may choose one of the types of people or words in that bracket.

Anytime you see **(parenthesis)** you’ll likely be inserting something from your avatar worksheet like a pain, problem, desire, objection etc..

AWESOME WITHOUT THE STUCK

Exhibit big benefit that is in line with the desires of your ideal customer without the pains or problems they're facing. Variations of this approach are great for writing your hook or making a big promise.



*Example 1:
Third party example*

I watched [person x person who has authority/ person who shares common objection or pain as your prospect] (insert result) in as little as (insert time frame) and they DIDN'T have to (insert pain point)...

Or (insert pain point)...



FUTURE PACING

At some point in our story we often want to pivot from telling our story or a third party story to getting our prospect/reader to see themselves as the ones experiencing the benefit or results that our product, service or opportunity. We want to paint them into a descriptive "future" experience. If possible paint a picture that feels very specific to.



*Example:
Imagine statement*

I mean imagine for a moment that [just a month from now/next year/other future time frame] you're (insert activity or experience very specific to your avatar) and instead of (typical experience/pain/problem)

You (NEW pleasure or benefit desire met)

The best part is...

You [weren't even/it happened without/you never had to/etc.] (pain/objection)



CREATING AGREEMENT

It's very helpful to get your reader feeling as if you have things in common and then getting them in a state of agreement. You can do this by asking simple "Yes" questions that almost assume they should agree. It also helps be affirmative/absolute in your language, imply common sense, and/or use logical analogies or metaphors to drive the point home.



*Example(s) 1:
Asking yes questions...*

Makes sense right?

Ever feel that way?

You want to know too don't you?



*Example 2:
Using affirmative/absolute language and
implying common sense*

Thankfully we both know...that no one in their right mind would ever try (X), or even (X) and expect (X)...

Example 3:
Using logic, metaphors, or analogies

When you really think about it countless people trying to achieve ([insert benefit/desire/result](#)) by ([insert same old activity that your prospect is likely participating in](#)) is as crazy as living on pizza and cheeseburgers everyday and expecting to lose weight...

It just doesn't work...

That's why ([insert big secret/product/service/etc.](#)) has people so excited



MOVING THEM FORWARD

We always want to give people a reason to keep reading, and eventually take the next step. A great way to do this is by using open loops, which are like unanswered questions, or verbal cliffhangers. When we combine that with a clear command of what the reader must do to get the answer or receive the promise made it is a powerful way to keep the reader engaged and moving forward.

Example 1:

After a future pacing/imagine statement



Imagine for a moment that this time next year you log into Facebook and instead of celebrating other peoples ([insert GIANT specific, year later worthy result](#)) it's YOU who's being celebrated by all you peers

When you [\[read this story to the end/stick with me/click the link/comment below\]](#) I'll show you exactly how to make it happen!...

Example 2:

After getting them in agreement

Do you want to know how?

Good because [\[in just a minute/when you stick with me/ in a moment\]](#) I'm going to break it all down...



PROOF/TESTIMONIALS

We always want to drive home proof by sharing our experience/results or that of others. Whenever possible explain the person getting the result as having the same problem or objection that your ideal customer has.



Example 1:

Using creating belief and awesome without the suck

When [person x told me/ I first heard] that people [who/with] (insert common objection), (insert common objection), (insert common objection),

Were achieving (insert benefit/desire/result)...I had a tough time believing it...

Then I [met/saw/heard about] (person who is just like your prospect) ...who achieved (insert result) without even (insert problem/objection/pain point)...

And (person who is just like your prospect)...who achieved (insert result) without even (insert problem/objection/pain point)...

It was undeniable...THIS WAS DIFFERENT!



Example 2:

Using your experience/results with relatable 3rd party proof

Sure I've (insert benefit/desire/result) in (insert time frame)...
But that's not what [has me/has so many people/should get you] so excited ...

It's the fact that (people just like your prospect who their share pains and objections) are [getting/achieving/experiencing], (insert benefits/desires/results) [so quickly/with so little effort/almost immediately]



POSTURE/TAKEAWAY

Once of the best ways to qualify your reader's interest and even handle their skepticism or objections is to posture up and almost dare them not to move forward or take action. Taking away your offer and making sure people know you have the goods and don't need them is very effective.

Example 1:

Who it isn't for (the person it's not for should exhibit qualities or behaviors your ideal customer would never admit to having or doing, like being lazy, unrealistic, delusional. Hence making it for them)

Listen if you're the type of person who (insert undesirable quality or behavior)...

Then STOP right here, this won't be a fit...

However...if you're.... (insert desirable, respectable qualities)

And you want (insert with awesome without the suck)

Example 2:

No Big Deal! Imply that the Awesome Train is leaving the station with or without them, and it's no big deal if they don't take action.

Listen, if you still think (insert objection or skepticism) it's totally cool...I get it...

I felt the exact same way....

Here's what I know for sure...

There's only [x spots/so many people I can help/so much time in our teams schedule] and it's going to [fill up/get used up/run out] either way....

OBJECTION HANDLING

This part is SO BIG and it isn't even remotely limited to the examples here so you'll have to think outside the box. We want to really join the conversation going on inside our prospects head and quiet that voice that is telling them they can't achieve results BECAUSE OF X, or the voice that's being skeptical about the validity of what you're telling them or what they can expect. "I don't have the time, resource, experience" etc. etc.. OR "I've tried this before, this is just like, or just another XYZ" etc. etc. Help them challenge their own assumptions.

Example 1:

I know what you're thinking... (the I'm different objection) Often their objection is just the thing they think makes them different from the person or people experiencing results. They don't have the time, resource, experience etc. etc.. Here we help them challenge their own assumptions



[I know what you're probably thinking/You're probably thinking (insert your first name)]

Surely [I/person with results/whoever or whatever we're referencing experiencing results] [already had/must have], (insert objection that your prospecting thinks makes them different)....

Or (insert objection that your prospecting thinks makes them different)

....

Or must have at the very least (insert objection that your prospecting thinks makes them different)....

I thought the same thing, which is why I was so surprised when I found out that it wasn't the case at all....



Example 2:

Points of commonality. You can handle objections by making those things points your prospect has in common with you, the subject of the story, or the people in proof/testimonials. In week 2 I discuss "Flagging" which is letting someone know this is for them by calling out "who they are" or "what they're problem is". This is a great time to flag.



I mean when a [Mom of 2/burnt out corporate executive/struggling home business owner etc. etc.] with (insert common objections/assumed limitations) can somehow achieve (insert benefit/desire/result)

I dug deeper, only to discover they were not alone...

I heard one story after the next of people who....

(insert common objection/assumed limitation)

(insert common objection/assumed limitation)

And (insert common objection/assumed limitation)

That were quickly and easily getting (insert benefit/desire/result)

