The Million Dollar Facebook Ad Template

10 Secret Psychological Triggers That Drive Clicks, Conversions, & Sales!
Hi, I’m Justin Lofton...

If you’ve ever been frustrated with Facebook ads like I have, then this short guide will change your life forever. It will DRAMATICALLY improve your results with Facebook ads.

Over the past 5+ years, I've spent MILLIONS of dollars on Facebook ads across all types of industries and markets, both domestically, here in the United States, and abroad.

The Million Dollar Facebook Ad Template that I'm sharing with you here has generated tens of millions dollars in revenue for my clients and my own businesses. Here is just one of my many ad accounts.

Through rigorous testing I've discovered 10 secret psychological triggers that drive clicks, conversions, and sales from Facebook ads.

Before I Break It Down for You...

Look, the reality is that most of your Facebook traffic, clicks, and sales will come from mobile users. That's just where most of the ad inventory is and where you're going to see most of the action from your Facebook advertising efforts. That's why I'm showing you what to do as it relates to mobile ads.
PSYCHOLOGICAL SECRET #1 – PROFILE PICTURE PROFITS

Create a simple meme/icon profile image that uses a bright colored background with your meme being white or another heavily contrasted color.

This type of image taps into the subconscious mind that remembers the tens of thousands of times it’s seen stop signs, yield signs, and other attention getting images; stopping them in their tracks as they scroll through their news feed on Facebook and Instagram.

Also, the meme image sticks in their mind so that future ad impressions they see seem more relevant.

A few great examples: 

*PRO TIP* - Use colors that GRAB attention in society. Bright red, yellow, etc. I'm a big fan of using the red color code #cc0000 for my various Facebook profile pictures background color.
PSYCHOLOGICAL SECRET #2 – RELEVANCY RICHES

Build IMMEDIATE relevancy and rapport with your target audience using your Facebook page name.

People like to click on, engage with, and buy from pages that are consistent with who they are.

We all love our own brands and business names but people don't care about you or your business. They care about themselves. So use a Facebook page name that is relevant to your target audience. When running ads to a cold audience I rarely use my brand's Facebook page.

A few great examples: FB Ad Fanatics, <Town> Homeowners Group, Crazy about Comic Books

*PRO TIP* - I use community Facebook pages to improve relevancy and position offers as a 3rd party referral so it resonates with the audience and helps them say to themselves "This looks like it's relevant to my life."
PSYCHOLOGICAL SECRET #3 – ATTENTION ALCHEMY

Use emojis and "CAPS" to GRAB the viewer’s attention.

Emojis in ads are consistent with what users see when scrolling past organic posts from friends and family so leverage them to get attention.

Start your ad copy with a warning sign emoji.⚠️

Call out the specific audience in CAPS. Use all caps on words within your copy to create emphasis.

⚠️ MARKETERS:

Make your call to action POP with CAPS (and quotes).

Click “Learn More” to Get Your FREE Report Now

*PRO TIP* - If you use community Facebook pages that are specifically audience relevant you can skip the audience call-out giving you more room (characters) to build interest and desire.
PSYCHOLOGICAL SECRET #4 – QUESTION QUALIFIER

Ask a question that your target audience will say "YES" to in their mind. When we say “YES” subconsciously or verbally we tend to say “YES” over and over again.

⚠️ HOMEOWNERS: Tired of Your Old Windows?

Focus more on the fear/pain/problem rather than the benefits of your offer when creating your question.

Pain motivates humans to take action much more than the potential for future benefits.

Your qualifying question should also build interest in what you are going to say next.

*PRO TIP* - Review book covers, back pages, and reviews, both positive and negative, within your niche on Amazon.com to get a deeper understanding of the pain/problem in your market.

SECRET #4
PSYCHOLOGICAL SECRET #5 – DESIRE EQUALS DOLLARS

After you’ve gotten their attention with your profile picture, page name, audience call out and qualifying question, it’s time to build more interest and desire for your offer.

This is where you want to tell them what value you can give them with your offer.

“These 5 NEW Simple Life Hacks Will DRASTICALLY Improve Your Daily Productivity…”

“In This NEW Cheat Sheet, I’ll Show You EXACTLY How We Generated 3,654 leads in 72 Hours WITHOUT Landing Pages…”

*PRO TIP* - Whether you are offering a report, a webinar, or even an in-person consultation/visit people love hacks, secrets, insider tips, strategies, templates, free, new, and gifts. So use them!
PSYCHOLOGICAL SECRET #6 – ACTIONABLE INCOME

Now that you’ve gotten their attention, and built interest and desire at their deepest emotional level they are salivating to take you up on your offer...

So DON’T leave them hanging! Tell them EXACTLY what to do.

Too many marketers think the call to action is obvious. People want to be led and if you aren’t telling them what to do then they’ll lose desire and focus and keep scrolling.

Click “Learn More” Now to Get Your FREE Report!

Click “Get Quote” Now for Your FREE Estimate!

*PRO TIP* - Make sure that you keep your audience call out, qualifying question, offer, and call to action as short as possible so that it fits within the space available above “See more”. You can preview your ad on your mobile phone before making it live to make sure it does.
PSYCHOLOGICAL SECRET #7 – VIDEO VELOCITY & MONEY-GETTING METAPHORS

Video content gets great engagement on Facebook which in turn decreases your cost per thousand impressions (CPMs) so use video as often as possible.

You can simply use Facebook’s “Slideshow” option to upload images and Facebook will create the video for you. I’ve had great success with these!

Keep your videos short (20 secs - 2 mins) and basically just put your ad copy in video format. Talking head or voice over slides. State the pain/problem, your offer and the call to action. **DON’T over think it!**

If using images, use metaphoric images. “Google it” if you are not sure what that is. I like to add about 40% contrast to images so they POP more! **Here are a few examples:**

*PRO TIP* - For both images and videos I use a 1:1 ratio (1200x1200 or 800x800) so that my ads look more native and are taller. None of your friends are posting 1200x628 images and videos so why should you run your ads that way? That makes it too easy for FB users to subconsciously “see” your ad and keep scrolling.
PSYCHOLOGICAL SECRET #8 – HEADLINE HOOKS

The “Headline” in a Facebook ad is oddly enough not on top like a traditional headline is in most cases.

But it still serves a similar purpose if you use it correctly. Ultimately it gets the Facebook users attention, and generates interest.

It works psychologically in 2 ways. One it helps to GRAB attention as people are scrolling through their news feed and secondly it reinforces your offer once they’ve stopped for a moment to consume your ad creative and copy.

For it to look good on a mobile device you HAVE to keep it short and sweet so choose your words wisely. You usually can only fit 3 words in. I ALWAYS put it in all CAPS if I can.

Examples: PRODUCTIVITY HACK, FREE BASEMENT INSPECTION, MILLION DOLLAR TEMPLATE

*PRO TIP* - I’ve also had success restating the question that I ask in the ad copy section as well. The key is that it looks clean and doesn’t wrap on a mobile phone where most of your ad impressions will be.
Humans are generally followers, so they need to be led. Your Call to Action button does just that!

With that said, humans typically don’t want to feel like they are fully committing to anything as they take the first step down your sales funnel.

That’s why when most people walk into a store and are asked by a sales person or employee if they need help with anything they say “no, thank you. I’m just looking around.”

In MOST cases, they know exactly what they are looking for but don’t want the sales person to know that.

I get the best results from the “Learn More” call to action button because unlike other buttons such as “Download Now”, “Get Quote”, and “Shop Now” it doesn’t emotional or mentally commit them to anything at that first step.

*PRO TIP* - If your offer is HIGHLY effective then I recommend testing the other button options to see if they will outperform the “Learn More” button. In some cases, I have seen more specific buttons perform better than “Learn More” but it’s a rare occasion.
PSYCHOLOGICAL SECRET #10 – SOCIAL PROOF PROFITS

If you follow each of the 9 secrets I’ve laid out for you so far, then your ads WILL generate lots of engagement and social proof via Comments, Likes/Reactions, and Shares.

This form of social proof is absolute GOLD! This keeps your ads working for you for a VERY long time.

It’s like pulling into a parking lot with two restaurants, one is full and one is empty. Nine times out of ten, humans will follow the path of others to the full restaurant.

Here is an example of social proof on a slideshow video ad that has generated MILLIONS of dollars for my business and it still works every day after running it for MORE than a full year straight!

On top of that, the more engagement I get the less Facebook charges me for ad inventory.

*PRO TIP - Once you have an ad that’s working for you and starting to generate social proof, use the “View post permalink with comments” or “Share Ad” feature to get the ad ID from the URL so you can run the ad as a promoted post and continue to leverage the social proof when using new ad sets.
I CHALLENGE YOU TO TAKE ACTION!

Don’t just read this and put it on a shelf! Put these 10 secret psychological triggers to work for you RIGHT NOW!

I challenge you to take action today! When you get the Facebook advertising machine working for you, then you WILL see your business success grow like never before. I see it every day for both my clients and my own businesses and I want that for you too.

ADDITIONAL RESOURCES

**FAST Bootcamp** – A Step-by-Step Facebook Ads Training for Beginners

**Inner Circle** - Facebook Advertising Success Coaching Program

**Fresh Agency** - Done for You Facebook Advertising Services

**Facebook Ad Alchemy** - Advanced Facebook Advertising Training

**SyncSumo** - #1 Facebook Lead Ads & Custom Audience Syncing Platform

Facebook Ad Success