“Why should I buy”

Here’s the framework:

1) Who is this for?

We lead off the ad to clearly explain who the product is for.  This is to qualify our clicks immediately with the ad.

One of my favorite ways to start this is with a question that simply asks if the person is my ideal customer…

Ex:  Are you having xyz problem?

2) How does it work?

Here’s where you explain the features of your product/service and how each one specifically solves some pain your ideal customer has or gives some advantage to their life they wouldn’t have otherwise.

3) What do I get out of it?

After you’ve explained those features, I like to get clear on the benefits the customer will get.  Now some of you are asking: “Isn’t that what you’re doing in #2?”…

Here’s how these benefits are different.

In this section, you want to foreshadow the type of person the ideal customer will become when they have the product/service working for them…

This is a level deeper than explaining the immediate benefits of the features…

We’re wrapping what Eugene Schwartz calls “Identification” into the copy to further intensify the desires people already have in them that lead to buying…

4) When does it start?

Now you want to describe to the ideal customer all the details they’re wondering about.

Things like: when does it start? Do I need any previous experience?

I usually just list the answers to the top 5 FAQs here.

5) Why should I join now?

At this point, we need to fight off objections.

The #1 being procrastination…

I like to make it really clear why they need to do something today and NOT put it off thinking they will get back to it.

6) Scarcity/urgency

If you can ethically add these elements, you should.

Urgency can be added by putting a time limit on the offer.

7) CTA

Lastly, we give a strong call to action for the next step to take to buy.

There you go, a 7-part proven ad copy framework you can use to create and scale your ads!