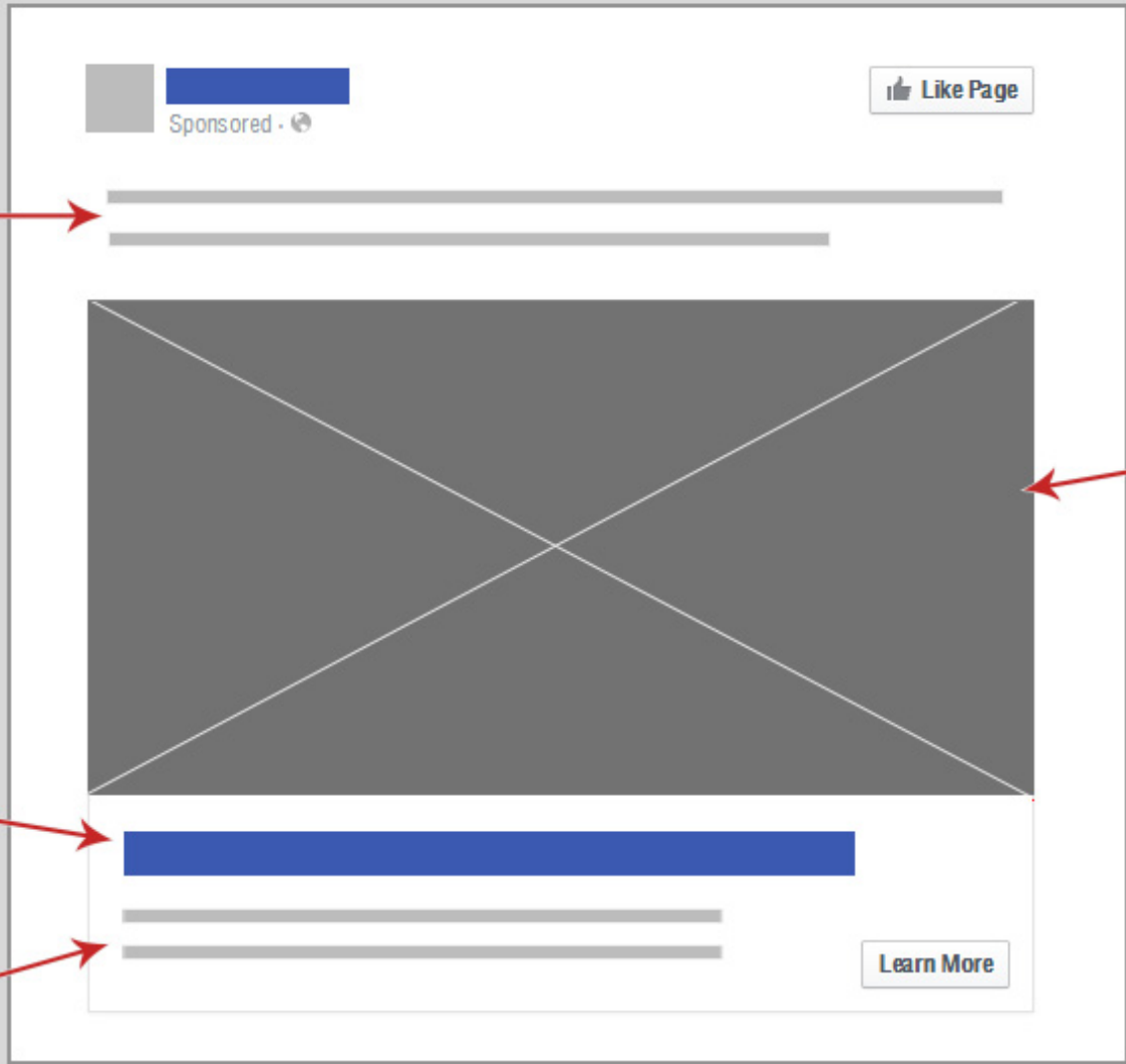


Hit a pain point for your market and then give a solution. Questions are good. Would You Like to X without Y Overcome Objections (refer to headline formulas)

Tell Them What They're Getting Keep it Short, Simple and To The Point

Reiterate the pain point, the solution the offer and make a strong call to action



Use an image that grabs attention but also is congruent with your ad copy (don't make the image look spammy with lots of arrows & colorful borders)