15-DAY
ONLINE BUSINESS BUILDER CHALLENGE

FB AD TEMPLATES

Ensure You Get Results & Stay Compliant!

BY **DAVID SHARPE**

YOU ARE
1 STORY AWAY...

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THE ART & SCIENCE OF STORYTELLING

Stories are the oldest human form of communication

They are universal and go across language and culture

From a young age, we are trained to recognize stories as a pattern just like shapes and colors.

STORIES ARE WHAT CONNECT US. THEY PROVIDE COMMON GROUND AND LET US UNDERSTAND THE WORLD.

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GOOD STORIES COMPEL PEOPLE TO CHANGE
THE WAY WE FEEL
THE WAY WE THINK
THE WAY WE ACT
THE WAY WE BEHAVE
Stories demand an emotional investment.
Stories pique and hold interest.
Stories bring energy to the message.
Stories cause us to take action.

FACTS TELL.
STORIES SELL.

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WE ARE ALL STORYTELLERS.
STORYSELLING IS A LEARNED ART.

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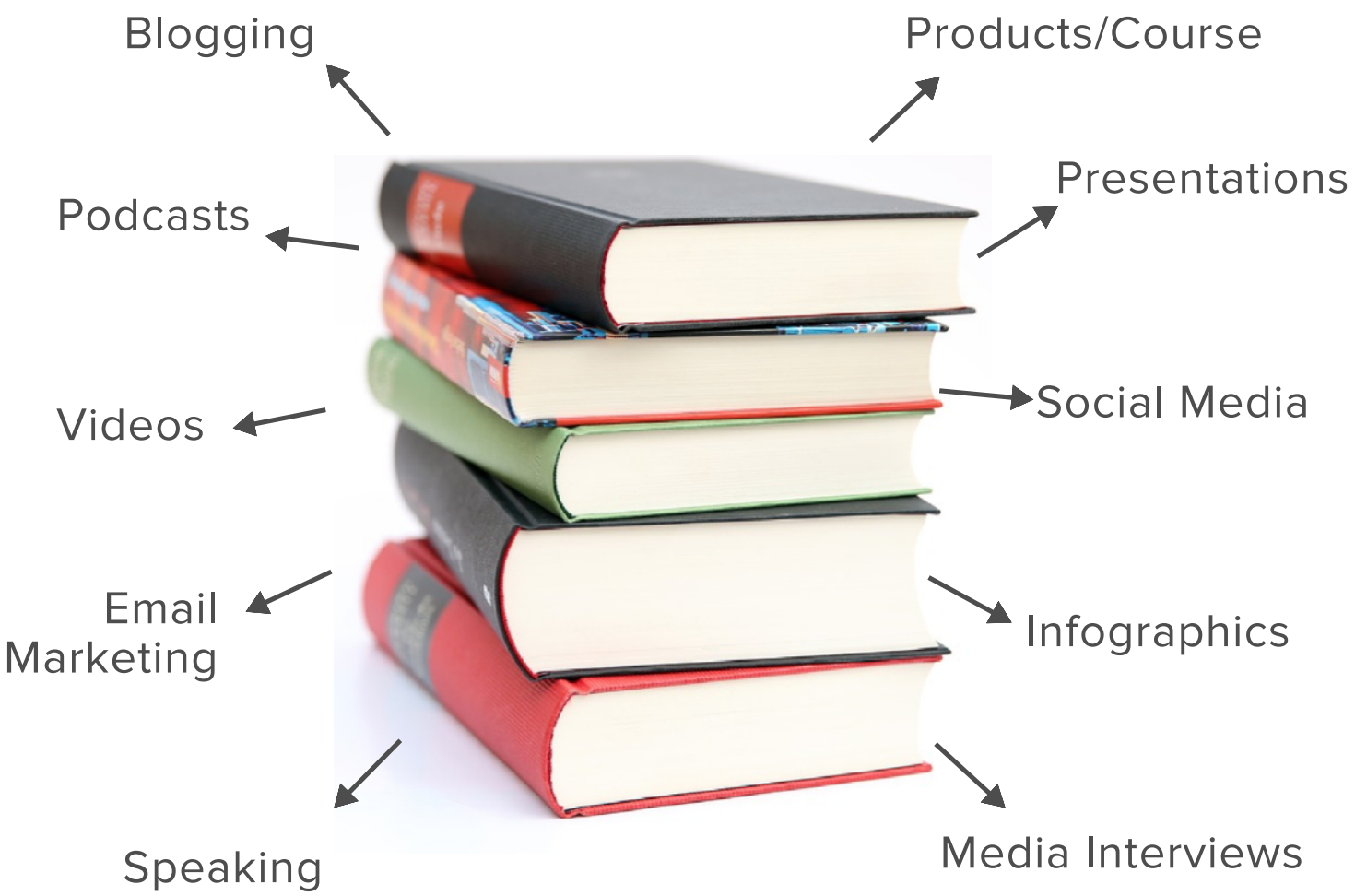
HOW TO USE YOUR STORIES

GOT STORIES?
MATCH THE STORY TO YOUR CHANNEL
AND BRING YOUR CONTENT TO LIFE



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FACEBOOK STORY HACKING

95% RESULTS:
FB MARKETING PAID AND FREE

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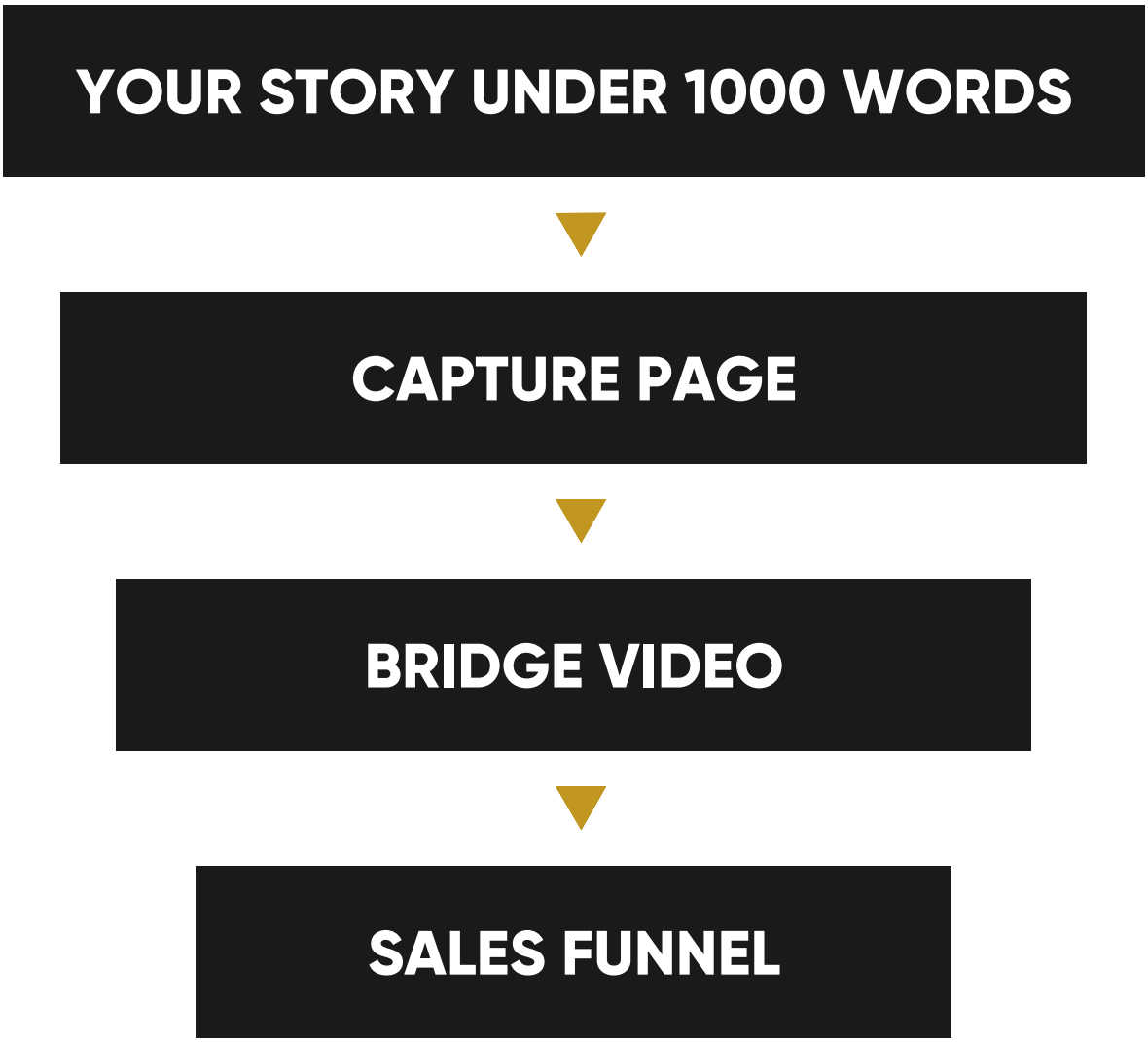
PAID MARKETING.
WHAT IS FACEBOOK STORY AD?



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WHY STORY AD?

- Everyone has a story. Unique, no competition.
- 92% of consumers want brands to make ads that feel like a story.
- More brands moving towards content marketing.

HYPNOTIC STORYTELLING & SELLING STRUCTURE

Intro: Your 1st sentence should have a KEYWORD that relates to the audience that you are targeting.

- Create some empathy that talks specifically to them. (your challenges, your life wasn't always like this).
- Tell them a reason why they should listen to you (You achieved result they want to have, you have an opportunity for them, etc)

Talk about their problems and how you can solve them in short. You talk about them in your own experience. Create empathy by talking about your struggles.

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HYPNOTIC STORYTELLING & SELLING STRUCTURE

- You talk about them in your own experience. Create empathy by talking about your struggles. (“I want to share with you how I got to where I am today.”) Share personal story that “relates to that niche audience”.
- Talk about your dreams and passions you had. Talk about your failed attempts in life because if you are perfect nobody relates.
- Talk about your transformation - personal, mindset. (People don’t care about achievement, people care about transformation)

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HYPNOTIC STORYTELLING & SELLING STRUCTURE

Start "pre framing" them for what it is you want to offer them.

- "One day I was browsing social media and I found this community of people…",
  "I found this system that changed my life"
  "I took 15 days Business Builder Challenge.."
- When you started you had no experience or limited experience. (If it is true)
- How your life changed - give advice to help them with their life (pre-frame to what you are offering:

This is my success formula:
Believe - Take action- Use Proven System)

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HYPNOTIC STORYTELLING & SELLING STRUCTURE

WHY YOU?

Why are you different? Why do you care? (“I want to pay it forward and share the same opportunity that changed my life and I am confident it will help them too”, “I want to help others to be free, live their dreams, etc”)

CALL TO ACTION

“If you want to learn more about “this opportunity”, “this system” visit “YourLinkHere.com” (insert the link to your capture page), leave a comment or send me a message”

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If you told us 2 years ago that we would quit our 9-5 jobs to live our dreams, TRAVEL anytime we want, and HELP others do the same we would call you CRAZY because we couldn't imagine that it was truly possible.

The kind of changes we experienced in the past 2 years had been nothing but a WISH for us. Now it has become our REALITY.

We are just a couple with BIG dreams, some call us "Free Spirit Duo" Michael and Polina who always live life to the fullest....
Continue Reading

682,992 people reached

View Results

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WOW! After 5 years of pain, struggle and frustration I finally cracked the code to sponsoring people effortlessly into my Network Marketing business.

I just sponsored my 160th person in my company and I did it without physically "showing the plan", by never chasing a single friend or family member to look at my opportunity(hang in with me and I will tell you how I did that)...

As I am sitting here writing this right now I can't help, but feel overwhelming feeling of gratitude...
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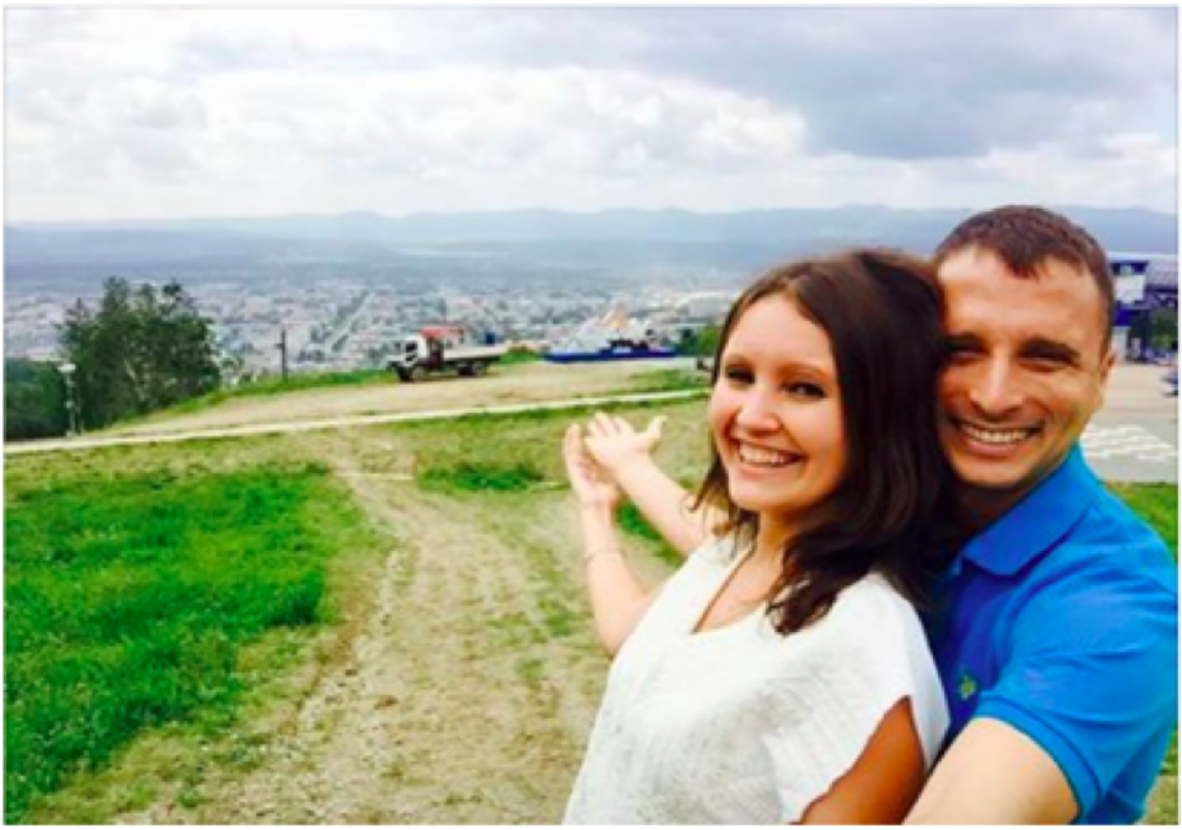

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DON'T HAVE RESULTS YET?

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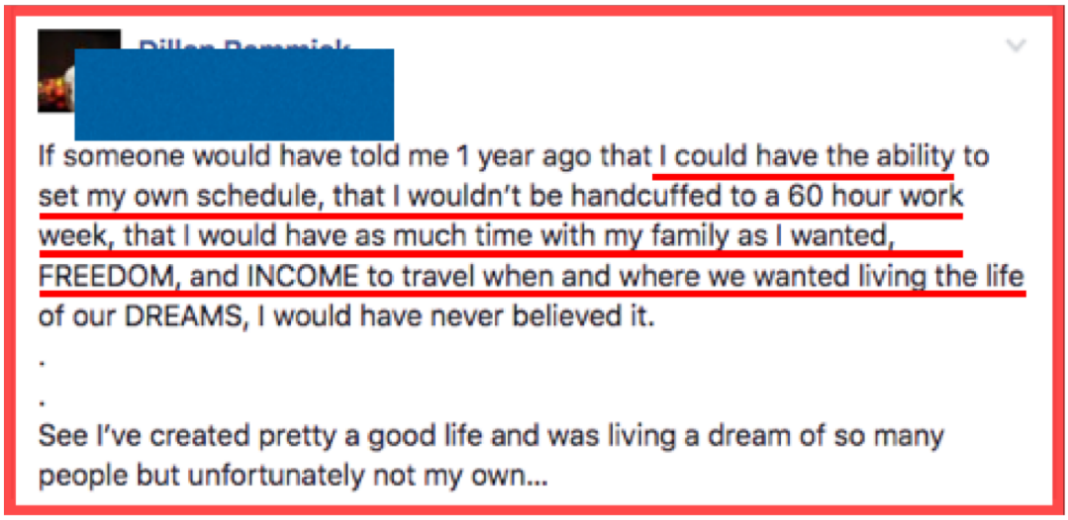

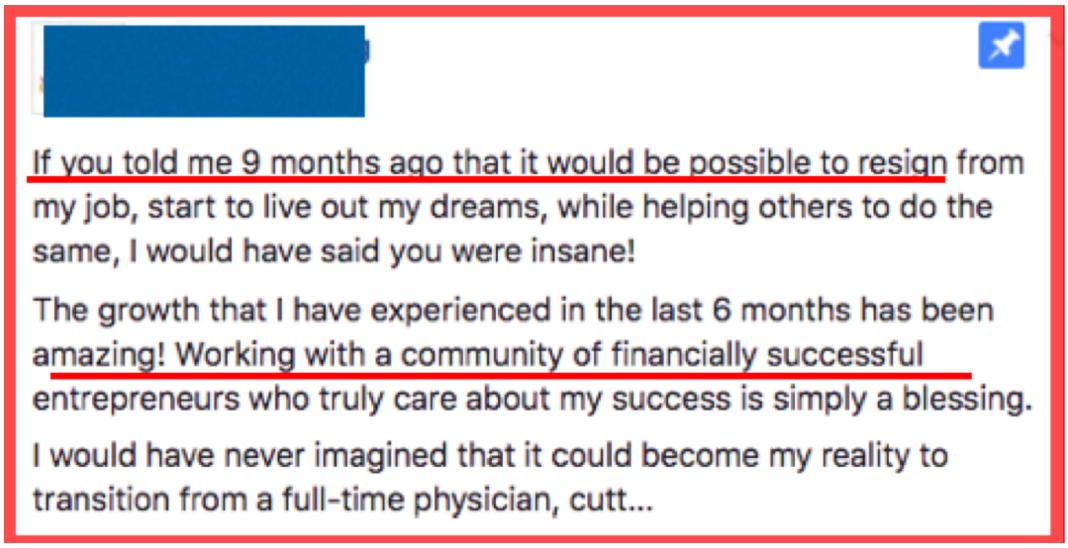

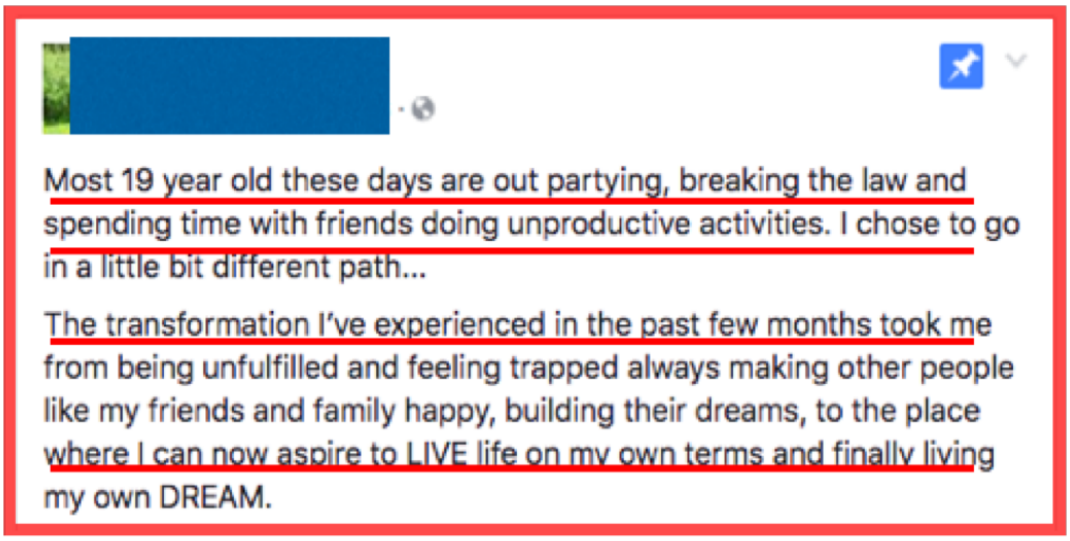

"The transformation I've experienced..."

"I could have the ability", "it would be possible", "I would have an opportunity"...

FACEBOOK STORY AD TIPS:

- **Emotion** is how you bond with your audience. (Pain)
- Great story is under **1000 words**
  (Can be longer if it's really emotional and engaging)
- Use **custom capture pages** to stand out and for the FB compliance (ClickFunnels)
- **No money flashing or income guarantee.**
- **Don't mention the name of the company,** keep them curious to click the link and find out
- **Don't explain** any technical details or facts.
- If you don't have financial success yet, talk about **personal transformation,** positive influence in your life, mindset shift, belief.

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100,500

DIGITAL WORDS

ARE CONSUMED BY THE AVERAGE US CITIZEN

EVERY DAY

BETWEEN EMAILS AND SOCIAL MEDIA

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P.S. If you are not ready to take action, this is not for you.

679,154 people reached

Boost Post

Like Comment Share

Power-Duo Express, Jean Louis, Karl Stefano, Marina Guerrero and 1,442 others like this.

Chronological

360 shares 375 comments

James Williams Flick me the info!! ive travelled for years but have always found work were i go to carry on traveling which in ways limits what i do. And takes away time . Cheers

Unlike · Reply · Message · 1 · September 23 at 4:05pm

Power-Duo Express Rhys send us a message on here and we will gladly respond. FB fanpages don't allow us to msg you first

Like · Reply · Commented on by Polina Klyukach [?] · September 23 at 7:52pm

Allene Davis Oh my goodness this entire message is my soul. I crave freedom I'm so restless. I tell myself everyday I will travel the world I just don't know how to get there. Please more in for If you have time. blessed be!

Unlike · Reply · Message · 2 · September 23 at 4:51pm

View 2 more replies

Power-Duo Express We love connecting with like minded people

Like · Reply · 2 · Commented on by Polina Klyukach [?] · September 23 at 8:40pm

Chantelle Louise Lee Siana Seaman I thought this was you at a glance xx

Unlike · Reply · Message · 1 · September 23 at 7:01pm

Power-Duo Express

Like · Reply · Commented on by Polina Klyukach [?] · September 23 at 8:40pm

Elly Bach Cody Sorrells

Unlike · Reply · Message · 1 · September 23 at 10:49pm

Power-Duo Express

Like · Reply · Commented on by Polina Klyukach [?] · September 28 at 8:20pm

Paulina Rg Daniel Burrola sounds like us

Unlike · Reply · Message · 2 · September 24 at 4:48am

Charlia Simpson

Mark as done

All that you said and what he said designated with me on so many levels

It brought tears to my eyes

And trust me no only stories have really brought tears to my eyes and ignited passion

It was all so relatable

Your story is my story without the earnings and businesses

So thank you

Is it ok to stay intouch over the next 15 days

Once again thank you for being transparent

Absolutely!! You can stay in touch in fact I encourage you do!!

I love your energy and excitement...I can relate same feeling I had when I first got introduced to this amazing industry which changed my life!!

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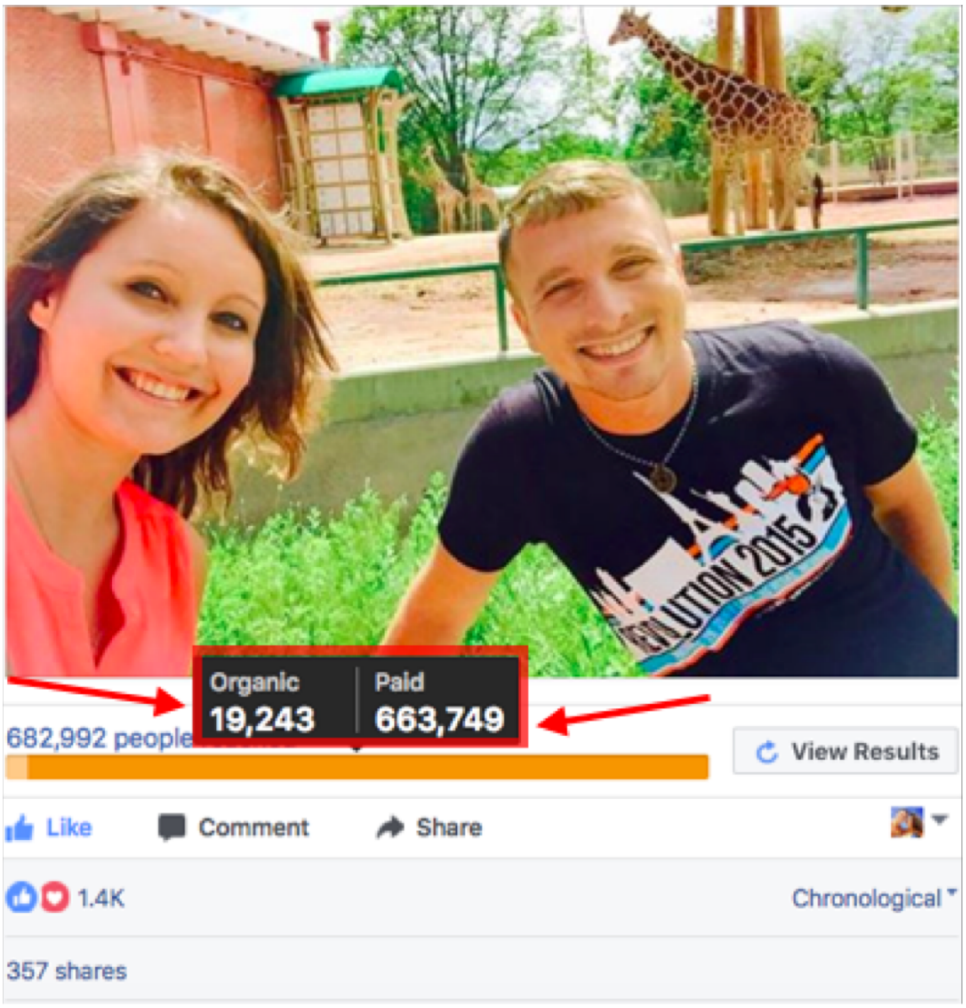

PAID:
663,749 PEOPLE

ORGANIC:
19,243 PEOPLE – SEE VALUE, DON'T FEEL SOLD – SHARING WITH THE FRIENDS.

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TYPES OF PHOTOS TO USE FOR YOUR FB STORY AD:

- **Lifestyle** - you doing fun things, traveling, adventures.
- **Selfies** - close ups, smiling.
- **Weird,** catchy pics.
- **Family,** kids.
- **Outdoors is the best.**

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Like Comment Share

Melanie Dargie, Chad Keiser and 1.1K others Chronological

90 Shares

View all 1,936 comments

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As I am sitting here writing this right now I can't help, but feel overwhelming feeling of gratitude...
Continue Reading

442,860 people reached

Boost Post

Love Comment Share

1.9K

Chronological

208 shares

View previous comments

2 of 281

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STORY CREATES TRUST AND LOYALTY

TWO THINGS YOU CANNOT BUY, BUT HAVE EVERYTHING TO DO WITH THE LIVELIHOOD OF YOUR BRAND AND YOUR ROI

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