Twitter Thread by ■ Shanta - The Facebook Ads Wiz



■ Shanta - The Facebook Ads Wiz
@shanta_adhi

How to create an irresistible offer.

That would be DUMB to say no to.

FOR AGENCIES

///SHORT THREAD

1) WHAT'S YOUR SERVICE

What are you selling?

And what is the end goal for the end user?

How close can you get to achieving that?

Quantify it

For example:

Let's say I run Facebook ads for carpet cleaners.

End goal for my client is more customers.

Since I cannot control their sales process, the closest I can get is getting them leads.

With $500 in ad spend, I can get 100-150 leads for my carpet cleaning clients.

2) GUARANTEES

The fastest way to get clients is having a guarantee.

Ironically, you cannot guarantee results with marketing.

BUT, you can predict.

I can guarantee my carpet cleaners 50 leads a month without losing sleep at night.

^^
(I actually landed clients with that btw)

Have a strong guarantee.

It works.

However, you may not always meet the guarantee.

That's okay, dont sweat it.

What would you rather have:

Landing 10 clients w/ the guarantee and not delivering for 3.

OR

Landing 2 clients with no guarantee.

You pick.

3) RISK REVERSAL

You want to reduce risk as much as possible.

Because you want to make it EASY for someone to say "Yes"

So let your clients know what happens if you dont deliver.

Your options:
>> money-back
>> money-back + $1k
>> next month free
>> work free til you deliver

The crazier the better.

Seriously.

But dont fuck yourself up by offering something you cant deliver.

For carpet cleaners, I can do:

50 leads guaranteed or your money back (not including ad spend)

3) UNIQUE SYSTEM

People love new shit.

That's why people buy the new iPhone even tho it's the same shit as the last one.

So position your system as something new to the market (even if its not)

Give it a name.

I used to call mine:

THE GONE VIRTUAL CAMPAIGN

4) BONUSES

Over deliver with your offer.

Have shit that has nothing to do with your system but it can help your client.

And position it as a "Free" bonus.

I used to do a Google Business Page setup or revamping their FB page as the bonus.

The sky is the limit.

If you liked this shit and want threads like this once a week, give your boi a follow.

❤ Like and retweet the first tweet.

Let's fucking kill it in 2021.

Want to join my email list?

I'll send you the exact email script I used to land my first client in 3 days.

Plus some SOPs and a tracking sheet.

■■

https://t.co/UYG331Idjp