

# 5 DO'S + DON'TS OF FACEBOOK AD COPY

## Do's

**DO** read the Facebook Ad Policies relating to your niche and abide by them.

**DO** clearly define your offer. Let the user know exactly what to expect, using both features and benefits of the offer.

**DO** make sure your landing page follows the policies in the same way your ad copy does. Facebook looks at both!

## Don'ts

**DON'T** call out personal attributes of your audience such as "do you hate your job?" or "want to find other singles in your area?" Change your wording so it isn't directed at the user personally.

**DON'T** make unrealistic promises, such as "let me show you how to make 6 figure months in 30 days!" Use personal examples or testimonials to show results and be up front about the work it takes.