

# SURPRISE BONUS:

## DFY FACEBOOK AD TEMPLATES FOR YOUR LEAD MAGNETS!



This month, your lead magnet is the **2025 90-Day Jumpstart Challenge!**

### For Your Ad Images, You Can:

1. Use the editable Canva images found in your “Social Media” tab for this month’s content. **The editable lead magnet images are at the BOTTOM of this Canva file):**  
[https://www.canva.com/design/DAGWW1z\\_Ssc/u9sR77vbpXvhMDDMTQ6a1A/view?utm\\_content=DAGWW1z\\_Ssc&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAGWW1z_Ssc/u9sR77vbpXvhMDDMTQ6a1A/view?utm_content=DAGWW1z_Ssc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)
2. We’ve also included custom images for you in your [Audience Building Folder](#). *(These have been created in [Media Modifier](#), so you will need to recreate these images if you make modifications to the cover.)*
3. Print your new cover and place it on a stack of plain white paper, take a selfie holding it up like a book (the blank paper adds thickness to resemble the full eBook without having to print it all).
4. Of course, if you prefer, you can use any other image you’d like! When creating your ad in Facebook ads manager you can use a free stock photo from Shutterstock.

### If you prefer video, You Can:

1. Use the ad copy as a video script and shoot it, selfie-style

2. If you want something more dynamic with music and stock footage that's easy to edit you can check out <https://promo.com> to make videos.

**Campaign Type:** Evergreen or Time Sensitive

**Recommended Local Targeting For Brick & Mortar Businesses:** Men/Women 25-55  
Within 3-10 Miles Of Your Gym Address

**Recommended Targeting For Online Businesses:** Target your usual ideal audience but aim for an audience size of 1,000,000 to 5,000,000

**Recommended Budgeting:** Daily Budget \$10-\$30/Day

**Recommended Placement:** Automatic Placement

**Recommended Headlines:**

- <sup>100</sup> **FREE 90-Day Jumpstart Challenge for [IDEAL CLIENT]**
- 🔥 **Kickstart 2025 with our FREE 90-Day Challenge for [IDEAL CLIENT]**
- **[IDEAL CLIENT]: Crush 2025 Goals in 90 Days** 👉

**Recommended Button: "Download"**

**Link Description:** Leave Blank (because it will likely convert better :-))

The image shows a Facebook advertisement for 'Your Awesome Gym'. The ad features a video thumbnail with a healthy meal (broccoli, bananas, yogurt) and a 'DINING OUT' guide. Red callout boxes point to specific parts of the ad: 'Ad Copy' points to the text above the video, 'Headline' points to the text below the video, and 'CTA Button' points to the 'Download' button.

**Ad Copy:**

Would you like to make smarter food choices when you go out to eat?  
when it comes to nutrition and your health, making your way through a restaurant menu is like walking through a minefield.  
which is why we created this guide to help you make the best choices no matter what cuisine you're eating.  
All you have to do is click below and tell us where to send you your free copy.  
Click below to download now, it's free for a limited time.

**Headline:**

**FREE Dining Out Guide For Springfield Residents**

**CTA Button:**

Download

### Sample Organic Lead Magnet Post OR Ad Copy 1:

Hey [your avatar - ex. “Women Over 40” or “Busy Parents”] 🙋

How many times have you started the year saying, “This is the year I’ll finally stick with it,” only to feel stuck before February?

You’re not alone—and it’s NOT your fault. Most plans ask for too much, too fast.

That’s why I created the **FREE 90-Day Jumpstart Challenge**—a step-by-step guide to help you [goal—ex. “build strength” or “finally feel confident again”].

Here’s how it works:

- ✓ Month 1: Create a simple, doable workout routine
- ✓ Month 2: Clean up your nutrition—without crash diets
- ✓ Month 3: Master sleep & stress for balance that lasts

By the end of 90 days, you’ll feel stronger, healthier, and more in control—all without the guilt or burnout.

🔥 Click [LEARN MORE] to grab your FREE guide and make 2025 the year it all finally sticks!

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### Sample Ad Copy 2:

Hey [Avatar - ex. “Busy Parents”]: You don’t have to give up your favorite foods or spend hours working out to [result - ex. “feel great in your body again”]!

The truth is, most plans fail because they ask for too much, too fast.

If your 2025 goals include [goal - ex. “getting stronger” “building healthier habits” “feeling more confident”], but life always seems to get in the way...

You’re going to want to grab my FREE 90-Day Jumpstart Challenge!

Even if you only have 10 minutes a day to spare... this challenge will help you:

- ✓ Build simple habits that actually fit your life
- ✓ Feel stronger and healthier—without the overwhelm

✓ Make steady progress you can feel proud of

✓ And finally stop starting over every January!

This step-by-step guide breaks it all down into doable, bite-sized actions for fitness, nutrition, and lifestyle—so you can actually enjoy the process.

Ready to make 2025 your breakthrough year?

🔥 Click [LEARN MORE] to grab your FREE guide and take the first step now!

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### Short Ad Copy 1:

🔥 To all the [avatar - ex. “women over 40”] who feel like they’ve tried EVERYTHING to [goal - ex. “lose weight” or “stay consistent”] and still end up back at square one...

This year can finally be different. 🙌

The FREE 90-Day Jumpstart Challenge is designed for real people with real lives—helping you build habits that actually last, without feeling like you’re failing again.

Click [DOWNLOAD] to grab your FREE 2025 guide and tracker, and let’s get started!

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### Short Ad Copy 2:

🔥 [Avatar - ex. “Women over 40”]: How many times have you said, “This year will be different”?

(Hint: most people!) That’s why I created the FREE 90-Day Jumpstart Challenge—to help you turn your goals into habits that actually last...

And I’ll walk you through every step you need to make it happen!

So if you’re ready to make 2025 the year it finally sticks...

Click [DOWNLOAD] to join today 🙌

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# GOLDEN CARROT POST

**\*\*\*This is a specific post designed to be an ORGANIC post on Facebook or as an Instagram story. (We do NOT recommend running this particular post as an ad).**

## **#1: GOLDEN CARROT POST / “WHO WANTS IT” Lead Magnet (giveaway post)**

Dangle that carrot! Everyone loves these posts :-) NOTE: Change up the wording to reflect your market & message, and use your fave FB background.

### **Golden Carrot Swipe:**

🔥 Just finished my FREE 90-Day Jumpstart Guide + Tracker to help you crush your 2025 goals! Comment 'Jumpstart' and I'll send it 🙌

Example:

