

# FACEBOOK ADS FOR SELLING STICK GOLF

## 100 PUSHUP LINK:

<https://rumble.com/v4ktjoc-copy-aikido-review-fb-ads-flipping-golf-sticks.html>

## What Objective do I want to achieve in this project?

I would like to sell flip this used golf stick (helping an acquaintance) and got a cut from it

## What Part of their online presence/funnel is needed to achieve this business objective?

As of now they just sell it from mouth to mouth thats how I heard it as well. They dont seem to do any online sellings. So I will sell via Facebook Marketplace

## Four Winning Questions

# 1 - Who am I writing to? Who is my avatar?

Ahmad 28 years old

## AVATAR



Ahmad

28 YO

## BACKGROUND and Mini Life History

Ahmad is a Corporate Slave. Millennial. He works in an urban city office. His salary is above Indonesia's average about Rp. 9,000,000. He uses Instagram and Tiktok. Ahmad has friends that have a hobby of golf driving, some even actually plays on the course. Ahmad has an acquaintance or boss that partakes in a golf tournament. He wants to play golf or just drive because of the people surrounding him but he's still too lazy to get the equipment because of how expensive it is. He sometimes plays golf (driving) but borrowing his friend's sticks. He researched before the price of a new set of golf sticks but he dislikes how expensive it is.

## Day in the life

He would travel to the office by motorcycle or by train. He has a corporate slave type of work but relaxed. Maybe some days he got WFH. He often opens his Instagram to doom scroll and see his friend's Insta Stories. And also he would open Facebook to casually scroll.

## 2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? etc

Market Awareness: Level 4.

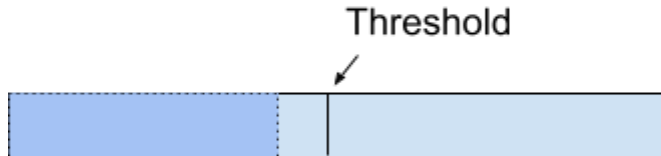
Market Sophistication: **Stage 5**. I will enhance the Niche Element (For example these stick is suited for beginners)

Will they buy/Act? (Pardon me for the inconsistent location of the Threshold Line)

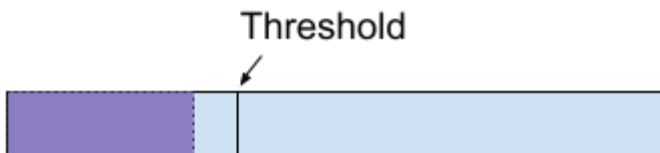
### Value Bar



### Belief Bar



### Legitimacy Bar



These are my rough estimates of the will they buy/act gauge bars.  
My reasonings:

**Value Bar:**

Ahmad actually would like to casually play golf, not seeing himself really going to be a serious player, not even a pro. He is affected by his friends playing it, he knows by seeing his friend's insta stories and overheard his boss got a tournament somewhere

#### Belief Bar:

Ahmad doesn't really care about the features of the sticks itself. He only wants his own sticks

#### Legitimacy Bar:

At first he would feel skeptical, but since I am a real person in Facebook not using fake display pictures or anything he feels fine, he also can just ask me in Messenger for further questions. He doesn't lose anything. If he wants to meet, I would ask him to meet at the Driving Course so it strengthens my legitimacy.

Physically: They are scrolling passively in Instagram and Facebook. They are somewhat actively looking for a full golf stick. They did look around and have saved some items in the wishlist.

Current State	Roadblock	Dream State
Seeing his friends play golf on the weekends while donning their own set of golf sticks made him want to play as well with his own set of sticks. He heard in his office that his big bosses also play golf and have participated in tournaments. He worries one day he will be asked to join but he doesn't have a stick and no skill	Doesnt have sets of golf sticks	Plays Golf (Driving) Casually. Can don his set of golf clubs and also his mediocre swings by posting it in instagram posts/stories. He also would like to show off by uploading pics that his friends with that play golfs as well. He feels like he is a rich man

**3 - What actions do I want them to take at the end of my copy? Where do I want them to go?**

### Value Bar



### Belief Bar



### Legitimacy Bar



Current State	Solution	Product	Dream State
Seeing his friends play golf on the weekends while donning their own set of golf sticks made him want to play as well with his own set of sticks. He heard in his office that his big bosses also play golf and have participated in tournaments. He worries one day he will be asked to join but he doesn't have a stick and no skill	<ul style="list-style-type: none"><li>• Rent Golf Sticks</li><li>• Buy Cheap Ones</li><li>• Borrow from a friend</li></ul>	Cheap Used Set of Golf Sticks for sell	Plays Golf (Driving) Casually. Can don his set of golf clubs and also his mediocre swings by posting it in instagram posts/stories. He also would like to show off by uploading pics that his friends with that play golfs as well. He feels like he is a rich man

They check out my facebook ads (Seeing the Headline and Pictures) and click it and look at the pics in full and read the description, and send me a dm and ask to meet.

## **4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take?**

What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

### Specific Questions

- How will I grab their attention?
  - Using FB Ads. My Headline and the Cropped Pic (FB crop the full pic when they show the ads) will be shown
- How will I increase Specific Levels?
  - Value Bar
    - The brand itself is Taylormade. One of the most prestigious brand in the Golf Industry. Hence I will sporadically spread the Taylormade brand in the copy. (Identity play)
    - I also somehow will connect this with the fact that pro players use these brand (Identity play)
    - That it is suitable for beginners
    - The fact that they will have full sets of sticks (including the bag) so if they are ready they can hop on to an actual Golf Course
  - Belief Bar
    - Will Spread the Taylormade Brand sporadically in the copy
    - Its expensive but the price itself is not as expensive as a brand new sets of golf sticks
  - Legitimacy Bar
    - I will show different angles of the pictures
    - They can of course message me in Messenger and i will explain that meetups are done at the golf course so it is safe.
- How can I lower Specific Threshold
  - Value Bar
    - I will write in the copy that i'm open for Negotiation

### Outline

After looking around the top players that actually sells used Golf Equipment, I found that:

- Brands are usually typed in Caps Lock
- Simple description, Line by line
- Its not lengthy
- Their pictures shows their sticks are shiny while mine doesnt
- Almost always use the

**The FB Ad NEXT PAGE**

# TaylorMade Full-Set Golf Stick Cheap (BAG INCLUDED) [ENGLISH VER.]





Are You Ready to hop on the Golf Course 🏌️ ?

Introducing:

Full Set of TaylorMade 320 Series ✅

What's in the bag?

- Driver, Wood 3, Wood 5
- Iron S, P, 9, 8, 7, 6, 5, 4, 3
- Putter Stick

BONUS: Bag included!

The 320 Series features a large and cavity-back design to allow forgiveness on off center strikes while still offering a decent distance and accuracy. Which makes them a beginner-friendly set of sticks.

It is used by the pros for a reason ✨

And where else can you get a full set of sticks like this from TaylorMade?

Please don't hesitate to dm's for more questions, or to see the equipment.

Open For Negotiation

First Come First Serve

## Personal Analysis

I would like to try to incorporate more of sensory languages but from the format of copy I saw from top players they just don't use it. Should I have used it? How can I incorporate it in the copy?

I also felt that the copy itself is short but that's how most top players type in the description. I'm hesitant about it.

Could it be there are other top players that used different style of description? I checked a lot and it's always short, concise and just keep explaining the feature of product

## REVISION 1

### English Version

Full Set of TaylorMade 320 Series 

What's in the bag?

- Driver, Wood 3, Wood 5
- Iron S, P, 9, 8, 7, 6, 5, 4, 3
- Putter Stick

BONUS: Bag included!

The 320 Series features a large and cavity-back design to allow forgiveness on less accurate strikes while still offering a decent distance and accuracy. Which makes them a beginner-friendly set of sticks.


Please don't hesitate to dm's for more questions, or to see the equipment.

Open For Negotiation

First Come First Serve

Indonesian Version

# TaylorMade Full-Set Golf Stick Murah (BAG INCLUDED)

Siap ikut Driving sama temen  ?


Full Set TaylorMade 320 Series 

Apa aja isinya?

- Driver, Wood 3, Wood 5
- Iron S, P, 9, 8, 7, 6, 5, 4, 3
- Putter Stick

BONUS: udah sama Bag-nya!

Series 320 ini punya Club Head yang besar untuk memadai swing yang kurang akurat, yang menjadikan Stik ini ramah untuk pemula.

Untuk liat barangnya atau mau tanya2 mohon dm saya 

Monggo Nego~