

SURPRISE BONUS:

DFY ORGANIC POSTS + AD TEMPLATES FOR YOUR LEAD MAGNETS!



This month, your lead magnet is the “**5-Day Stress Reset!**”

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/DAGyreNsLRE/QvIwmztmna9Mrrj2HHTbGw/view?utm_content=DAGyreNsLRE&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:

- Overwhelmed? Try This 5-Day Stress Reset 🧘‍♀️
- FREE 5-Day Stress Reset for [Avatar – ex. “Busy Women Over 40”] 👉
- 👉 Stressed But Too Busy to Slow Down? Try This.

Recommended Button: “Download”

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

The image shows a Facebook ad for 'Your Awesome Gym'. The ad features a video thumbnail of healthy food (broccoli, bananas, a smoothie) and a 'DINING OUT' guide. Red boxes with labels 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:

Your Awesome Gym
Sponsored

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:

TINYURL.COM
FREE Dining Out Guide For Springfield Residents

CTA Button:

Download

Powered by GetVid.com
This video doesn't have any download links

Like Comment Share

Long 1: Sample Organic Lead Magnet Post OR Ad Copy

Ever feel like you're holding it all together by a thread?

If you're a [AVATAR – ex. “busy mom”], chances are you're juggling [things avatar juggles daily - ex. “work, family, big goals”]...

But somehow, you're supposed to stay calm, eat clean, get sleep, and function like a normal human? 😊

If stress has become your baseline, you're probably maxed out.

That's why I created the **5-Day Stress Reset**. (free right now)

In just a few minutes a day, this plan will help you:

- ✓ Lower stress without needing a vacation
- ✓ Sleep better, think clearer, and feel more like you again
- ✓ Build a little breathing room into your already full life

These are the exact tools I use with our clients to help them [GOAL – ex. “calm their nervous system, reset their energy, and stop living in survival mode”].

Want a copy?

👉 Click [DOWNLOAD] and I'll send it straight to your inbox.

Long 2: Sample Organic Lead Magnet Post OR Ad Copy

You weren't meant to run on fumes...

Or feel exhausted all the time...

But somewhere along the way, feeling stressed out all the time became our normal.

It's time to change that! And it starts with my **FREE 5-Day Stress Reset**.

This simple guide will help you:

- ✓ Breathe deeper (literally)
- ✓ Sleep better
- ✓ Rebuild your mental margin

Each day, you'll focus on one small-but-mighty habit that fits into your real life (not someone else's).

💡 These are the same tools I use with [Avatar - ex. “burnt-out professionals”] to help them feel better fast.

Want to try it?

👉 Click [DOWNLOAD] and I’ll send it over!

Short 1: Sample Organic Lead Magnet Post OR Ad Copy

Juggling [AVATAR LIFE – ex. “kids, work, deadlines, and that one friend who always ‘needs a minute’”]?

This reset helps you finally exhale with 5 stress-soothing habits made for real life.

👉 Click [DOWNLOAD] and it’s yours (free)

Short 2: Sample Organic Lead Magnet Post OR Ad Copy

🔥 FREE 5-Day Stress Reset 🔥

If your shoulders live up by your ears and your brain won’t shut off...

I’ve got you. 5 habits. 5 days. Real results.

👉 Click [DOWNLOAD] and I’ll send it over for free.

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:

Coffee won't fix your stress... but **this** will. ☕ Comment "RESET" and I'll send you my FREE 5-Day Reset.

Example:

Coffee won't fix your stress... but
this will. ☕ Comment "RESET"
and I'll send you my FREE 5-Day
Reset.