

# SURPRISE BONUS:

## DFY ORGANIC POSTS + AD TEMPLATES FOR YOUR LEAD MAGNETS!



This month, your lead magnet is the “**My 7-Day Meal Plan!**”

### 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/DAGvfIcuQeU/RJL9oZ9FT1XEntapdvel4g/view?utm\\_content=DAGvfIcuQeU&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAGvfIcuQeU/RJL9oZ9FT1XEntapdvel4g/view?utm_content=DAGvfIcuQeU&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:**

- 🛒 What a [TYPE OF COACH - ex. "Personal Trainer"] Eats in a Week
- 👉 Want to Eat Like a Coach? Grab My 7-Day Meal Plan
- 🤔 What I Eat in a Week: FREE 7-Day Meal Plan!

**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 is a video player with a still image of a meal (broccoli, bananas, a smoothie) and a 'DINING OUT' guide. Red boxes and lines point to specific parts of the ad:

- Ad Copy:** Points to the text area above the video, which includes a question 'Would you like to make smarter food choices when you go out to eat?' and a call to action to download a guide.
- Headline:** Points to the text 'FREE Dining Out Guide For Springfield Residents' below the video.
- CTA Button:** Points to the 'Download' button located to the right of the headline.

Other visible elements include the gym's profile picture, a 'Sponsored' label, a row of emojis, a URL 'TINYURL.COM', and social media interaction buttons (Like, Comment, Share) at the bottom.

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

Ever wonder what [TYPE OF COACH - ex. "Personal Trainer"] eats during a typical week?

I get asked this all the time, so I decided to pull back the curtain and share exactly what I eat...

So I created this **FREE 7-Day Meal Plan** to give you real-life ideas, keep things simple, and show you how I approach meals in a way that supports my routine.

Inside, you'll see:

- ✓ My go-to breakfasts, snacks, and meals
- ✓ The exact meals I eat to [more client goals - ex. "build muscle"]
- ✓ Real-life meal hacks that keep things easy (even on my busiest days!)

If you want fresh ideas and a simpler way to plan meals, this is for you.

👉 Click [DOWNLOAD] to grab your free copy now!

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### Long 2: Sample Organic Lead Magnet Post OR Ad Copy

People always ask, "What do YOU eat?"

So, I put it all in one place: a **FREE 7-Day Meal Plan** with the exact meals I eat throughout the week.

These are my REAL-LIFE meals. The ones I eat when my schedule is crazy. And the same ones that help me [client-specific results – ex. "stay full, keep my energy up, and stay consistent"].

You'll get:

- ✓ A full week of meal ideas based on what I eat in real life
- ✓ Quick and easy options for busy schedules
- ✓ Everyday ingredients with zero stress

It's great for anyone looking for [client goal – ex. "real-life nutrition without overthinking every bite"] or just some new ideas to mix things up.

👉 Click [DOWNLOAD] to grab your free copy!

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

🔥 FREE 7-Day Meal Plan 🔥

Ever wonder what a [TYPE OF COACH - ex. "Personal Trainer"] eats in a week?

Grab my personal plan — it's packed with real-life meals I use to [client-specific results – ex. "stay full, keep my energy up, and stay consistent"].

👉 Click [DOWNLOAD] for your free copy!

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### Short 2: Sample Organic Lead Magnet Post OR Ad Copy

Want to eat like a coach?

Download my exact 7-Day Meal Plan... the same one I use to [client-specific results – ex. "stay full, keep my energy up, and stay consistent"].

🔥 Real meals, real results 👉 Click [DOWNLOAD]!

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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 7-Day Meal Plan for [avatar - ex. "WOMEN OVER 40"] who want to [goal - ex: "lose fat w/out cutting carbs"] 🥰 Want it? Comment "PLAN" 👉

**Example:**

**Just finished my 7-Day Meal Plan  
for WOMEN OVER 40 who want  
to lose fat w/out cutting carbs 😍  
Want it? Comment "PLAN" 📌**