

WWP

Business objective:

- Create successful facebook ads so my audience will click and end up in the LTO funnel

Who am i talking to:

1. Target market :

- Professionals (mid-level managers, executives, entrepreneurs) seeking leadership development and personal growth.
- Global but mainly in the USA and UK

2. Avatar

- Steve 38 years old manager at a mid-sized tech company, wakes up at 6 AM, his mind already racing with the day's agenda
- Steve struggles back-to-back meetings, each filled with the challenge of motivating a team that often seems disengaged. He's frustrated by a few toxic employees who resist change and the lack of support from higher-ups
- As the day ends, Steve heads home, reflecting on his continuous struggle to balance his emotional well-being with the demands of his role. He desires respect and trust from his team and higher-ups and secretly yearns to be a role model in his industry.
- Despite the challenges, Steve remains determined to find strategies and tools that can help him lead more effectively and achieve the harmonious, productive work environment he dreams of

3. Interests

- Leadership, business consulting, operational excellence, emotional intelligence, neuroscience-based leadership models.

1. Pain Points

- Difficulty in team management, stagnation in career growth, need for practical leadership tools, workplace conflicts, and challenges in achieving operational excellence, managing team meetings, tracking team performance, ensuring deadlines are met, tracking KPIs, difficult conversations

Avatar's Current State (Physically, Mentally, Emotionally):

1. Physically:

- Likely juggling multiple responsibilities in work and personal life, experiencing burnout or stress from leadership roles.
- "In many cases it's juggling long hours, golf tournaments, banquets, PR outreach activities, traveling, offsite meetings, etc." (busy)

- c. Tired
- 2.
- 3. **Mentally:**
 - a. Feeling overwhelmed by the challenges of leading teams effectively, navigating operational pressures, and seeking clarity.
 - b. "At times it feels lonely and have to develop coping mechanism and sometimes let the problem solve itself and not care about it all. To provide directions, you are under pressure to constantly learn, network and stay ahead. All of this gradually takes a toll on health and mental well being and so has been my life these days."
- 4. **Emotionally:**
 - a. Experiencing frustration due to lack of progress in leadership development, feeling unfulfilled, or unsure of how to lead with empathy.
 - b. Anger annoyed
- 5. **Short-Term Goals:**
 - a. Immediate solutions to improve leadership impact and team dynamics.
 - b. Improving team performance
 - c. Personal development - becoming better at communications resolving conflicts giving feedback etc
- 6. **Mid-Term Goals:**
 - a. Implement strategies for operational excellence, foster better communication within teams.
- 7. **Long-Term Goals:**
 - a. Achieve sustained professional success, become a recognized leader, and contribute positively to the community.

Avatar's Pain, Desires, Beliefs, and Trust:

- 1. **Pain:**
 - a. Struggling with leadership conflicts, inefficiency, or lack of alignment in teams. Not seeing tangible improvements in leadership despite effort.
- 2. **Desires:**
 - a. They want to feel empowered, see tangible progress in leadership, and build high-functioning teams. They desire recognition for their leadership abilities.
 - b. Be able to connect with their team
 - c. Have a culture of respect where everyone has a say
 - d. Trust at the workplace no need for micromanagement
- 3. **Beliefs:**
 - a. They believe leadership is key to business success but may doubt their ability to master it effectively.
- 4. **Trust:**
 - a. Trust builds slowly; they trust experts who combine science (like Dr. Sanaia's neuroscience-based approach) with real-world applications. They need assurance that the proposed solutions are credible and practical.

Vivid Dream State:

- Leading teams with ease, being seen as an empathetic and highly effective leader, making meaningful contributions to their organizations, and mentoring others using proven methods like CRAVE (Communication, Respect, Authenticity, Vulnerability, Empathy). Achieving both personal fulfillment and professional recognition.

Strength of Avatar's Desire for a Solution:

- **High:** They are eager for practical solutions that provide immediate, actionable insights. The cost will factor into decision-making, but if the perceived value outweighs the cost, they are willing to invest.

Roadblock solution Mechanisim

- Roadblock: struggling to lead their teams to success
- Solution get help sign up/ buy programs/guides
- Mechanism but X product

Trust in Dr. Sanaia and the Proposed Solution:

- Trust is moderate to high, particularly due to Dr. Sanaia's credentials (30+ years in leadership, certifications from John Maxwell and NeuroLeadership). His personalized approach to leadership (CRAVE Model) appeals to those looking for authenticity and empathy in leadership.

Avatar's Level of Awareness:

- **Solution-Aware:** They know they have leadership challenges and are seeking practical solutions but may not be fully aware of specific products like CRAVE Mastery or NeuroLeadership workshops offered by Dr. Sanaia.

Market Sophistication Level:

- **Market Tired of Claims:** The market has seen various leadership development programs, and the audience is skeptical of generic promises. They are looking for unique, science-backed methods (like Dr. Sanaia's CRAVE and neuroplasticity approaches) that offer real-world solutions.

Competitors and Market Insights:

- Competitors include leadership coaches, business consultants, and firms offering executive coaching or operational excellence training (e.g., leadership programs by John

Maxwell, Predictive Index). However, the combination of neuroscience and leadership in Dr. Sanaia's offerings is a differentiator, especially when targeting professionals tired of standard leadership models.

FIRST AD ANALYSIS

Analysing top player ads

Advertisement NO.1



Design Elements

Background

- **Color Scheme:** The dark background provides a professional and sleek look, making the text stand out. This choice fosters a sense of seriousness and credibility.
- **Image:** The figure in motion (presumably a mentor or a successful individual) evokes energy and dynamism. This visual reinforces the idea of active engagement and growth, which is central to mentoring.
- **Color Scheme:** The gradient background conveys professionalism and calmness, evoking a sense of stability and trust. The visual appeal can generate feelings of comfort, encouraging the reader to engage with the content.
- **Dynamic Image:** The energetic figure suggests progress and aspiration, inspiring readers to envision their own journey toward success. This connection can evoke feelings of motivation and a desire for self-improvement.

Writing/Numbers

- **Font Contrast:** The bold, white font against the dark background enhances readability and draws the viewer's attention to the key message.
- **Text Hierarchy:** The varying sizes of "THE DEFINITIVE GUIDE" and "MENTORING" create a hierarchy that emphasizes the primary focus while maintaining clarity.
- **Font Contrast:** The clear distinction between the text and background enhances readability, allowing the audience to absorb the message effortlessly. The bold font evokes confidence, emphasizing the importance of the message.
- **Text Hierarchy:** The structure creates a visual pathway for the reader, guiding them through the message and facilitating a natural flow of understanding. This leads to increased clarity and focus, which can reduce anxiety about complex topics.

Simplicity

- **Minimalist Design:** The ad employs a minimalist approach with limited text and imagery. This avoids overwhelming the viewer and keeps the focus on the core message about mentoring.
- **Minimalist Design:** The lack of clutter encourages calmness, preventing overwhelm. This simplicity fosters an inviting atmosphere where readers feel comfortable exploring the concept of mentoring.

Images

- **Single Powerful Image:** The choice of a single image rather than multiple distractions allows the viewer to concentrate on the message. It also visually supports the concept of movement and growth, resonating with the theme of mentorship.

Headline

"THE DEFINITIVE GUIDE TO MENTORING"

- **Attention-Grabbing:** The use of the word "definitive" implies that this guide is comprehensive and authoritative, positioning it as a go-to resource for mentoring.
- **Clarity:** The headline is straightforward, clearly stating the purpose of the content. It establishes the topic without ambiguity, making it easy for the reader to understand what to expect.
- **Authority and Trust:** The use of "definitive" instills confidence in the reader, suggesting that this is the ultimate resource. This creates a sense of reliability and assurance that they are accessing valuable information.
- **Curiosity and Anticipation:** Readers may feel intrigued by the promise of comprehensive guidance, prompting them to want to learn more about what the guide entails.

Subheadline

- **Not explicitly present:** The ad lacks a direct subheadline, which could have further elaborated on the benefits of mentoring or the contents of the guide. Including a subheadline could enhance the message by connecting emotionally with the reader's needs.
- **Absence of Subheadline:** While the lack of a subheadline might leave some emotional gaps, it also adds a degree of mystery. Readers are encouraged to explore further to understand the benefits of mentoring without a direct explanation.

Primary Text Analysis

"There's a simple truth that will catalyze your success as a business owner: Seek out the insight and influence of a credible mentor."

- **Empowerment and Encouragement:** The phrase "simple truth" is reassuring, suggesting that the solution to their struggles is straightforward. It empowers readers by presenting mentoring as an accessible avenue to success.
- **Hope and Inspiration:** The idea of seeking insight from a mentor instills a sense of hope. Readers may feel inspired to take proactive steps toward their goals, reinforcing their belief in their ability to succeed.

"Research studies have proven mentoring as a predictor of success..."

- **Validation and Security:** Citing research studies appeals to readers' logical side and validates their desire for mentorship. This reinforces a sense of security in pursuing mentoring as a viable path to achievement.

"In short, mentoring becomes a catalyst where tremendous change occurs."

- **Excitement and Anticipation:** The word "catalyst" evokes images of transformation and significant growth, instilling excitement about the possibilities that mentoring can bring to their lives.

"So, who needs mentoring?"

- **Engagement and Reflection:** This rhetorical question prompts readers to introspectively consider their own circumstances, making them feel personally involved in the narrative. It fosters a sense of community by implying that many people can benefit from mentorship.

"Download my free guide (link in bio) to..."

- **Urgency and Accessibility:** The straightforward call to action emphasizes the guide's free nature, creating a sense of urgency and encouraging immediate action. This accessibility can elicit feelings of gratitude, as readers perceive they are gaining something valuable without cost.

Checklist of Benefits:

- **Clarity and Relief:** The specific benefits outlined offer clarity on what readers can expect, alleviating any fears or hesitations about the mentoring process. This approach can evoke feelings of relief and excitement about the potential for personal growth.

Conclusion

The ad effectively taps into a range of emotions, including trust, curiosity, empowerment, hope, and excitement. By crafting a message that resonates with readers on multiple levels, it encourages them to engage with the content and take actionable steps toward their professional development through mentorship. Each element—from design to language—works synergistically to foster an emotional connection that drives the reader's desire to pursue the guide and, ultimately, a mentoring relationship.

There's a simple truth that will catalyze your success as a business owner:

Seek out the insight and influence of a credible mentor.

Research studies have proven mentoring as a predictor of success . . .

. . . both the external measures such as earnings, status and recognition, but also the inner game of career satisfaction, perceived success and attitude to their professional future.

In short, mentoring becomes a catalyst where tremendous change occurs.

The mentoring relationship helps someone learn by doing - getting actively involved in developing their skills, knowledge or experience with support, something they couldn't necessarily have done alone.

So, who needs mentoring?

Apparently, "everyone who makes it has a mentor." (Collins & Scott 1979)

Want to 'make it'?

Get a mentor.

But, where do you start? What does a mentoring relationship look like?

How do you find a credible mentor? And how do you decide what you want from a mentoring relationship?

Download my free guide (link in bio) to:

- ✓ get clarity on what you want from mentoring,**
- ✓ learn how to establish and develop a relationship, and**
- ✓ discover the tools, resources and framework to find the right mentor for you.**

SECOND AD ANALYSIS

Analysing top player ads

TEXT

Do you want to learn how to build a \$5 Million Business With \$100 or less? 💰

- Do you want to learn how to [insert desire] with [something small that achieves big outcome]
- This sentence grabs their attention by connecting with the one desire they all want
- This is also an opportunity so it catches their attention
- Also this sparks curiosity as they can get their dream outcome but don't know how
- This also increases the value of the product by decreasing the perceived cost
- Opportunity to learn something they've always wanted amplifies desire

I'm about to do a FREE Workshop that I want to invite you to! 👉

- I'm about to do a [insert free thing] that I want to invite you to
- 'I'm about to do' creates a slight sense of urgency making them want to act fast to join the workshop
- 'FREE' completely destroys the perceived cost increasing the value of the product
- 'I want to invite you to' develops a personal connection with the reader and making them feel noticed and heard

Tens of thousands of people have gone through it already and seen success in their life and business...

- [insert social proof] have gone through it already and seen [insert dreamstate/ desired outcome]
- Social proof to boost trust and make person be perceived as a natural leader
- Amplifies desire to buy/opt-in as this will get them closer to their dream outcome

You are only 1 click away from achieving massive success 🚀

- You are 1 click away from [insert desired outcome/dreamstate]
- 'Only 1 click' creates a sense of urgency making them want to act fast also the perceived effort is destroyed as all they have to do is click a button making it easy for them to take action

Get Access To This FREE Training By Clicking Learn More!

- Get access to [insert product name] by clicking [insert cta]

IMAGE



COPY

1. First section
 - a. Name of a well known person immediately makes the viewer want to read on as this could be a potential opportunity or threat
2. Second section
 - a. '10X' tease the value they are going to get will be in larger amounts immediately catching the reader's attention encouraging them to opt in
 - b. promising massive results
 - c. **"\$997 crossed out"**: This is a powerful psychological trigger. It shows what the workshop was worth and signals the user that they're getting something highly valuable at no cost. The specific pricing of \$997, just shy of \$1,000, implies that this is a high-ticket offering, increasing the perceived value
 - d. The word 'FREE' catches the viewer attention straight away as there is no cost or sacrifice to get something they which will help them get closer to their goals
 - e. 'Limited time only' creates a sense of urgency and perhaps scarcity
 - f. 'FREE TRAINING' implies they will get professional guidance which is increase the value of this product

DESIGN

1. Background
 - a. Fanited dollar bills which implies the idea of wealth and financial success which the audience desires linking back to the workshop which will help them get there
2. Colour contrast

- a. The colour of the text is completely different from the background make it stand out and ensuring it is of the first things they see
 - b. 'FREE' is a completely different colour from everything else and in the biggest size with a light glowing just below. Ensuring this is the first the viewer sees
- 3. **FOMO (Fear of Missing Out):** The entire ad plays into FOMO. By emphasizing the high original price and the limited-time offer, users may feel compelled to act quickly before the free opportunity is gone

THIRD AD ANALYSIS

Analysing top player ads

Text:

New FREE Book From Robin Sharma Reveals Principles + Proven Tactics Of Billionaires And Great Leaders.

- New [insert product] from [insert person name] reveals principles + proven tactic [insert authority words]
- Giving the reader an opportunity and creating curiosity for something they desire that will help them get closer to something they desire

In this highly inspirational yet enormously tactical manifesto for personal mastery and professional greatness, leadership icon Robin Sharma will walk you through:

- In this highly inspirational yet enormously tactical [insert words linked to guide etc] for your [insert something they care about/desire] [insert name] will walk you through
- Again opening the loop of an opportunity + curiosity they will only get the answers if they read on

- How billionaires and industry titans achieve domain dominance

1. [insert something they desire]

- A practical technique to upgrade your creativity and productivity to genius-level

1. [insert something they desire]

- 50 rules to lead the field + make your mark

1. [insert something they desire]

- “The 7000 Ferraris Philosophy” and how to use it swiftly to grow your prosperity

2. [insert something they desire]

- The #1 habit superproducers run daily and how the pros get more done in a week than the majority achieves in a month

3. [insert something they desire]

- Powerful tactics to beat distraction and build the deep focus, peak energy and inner strength to get world-class ambitions done

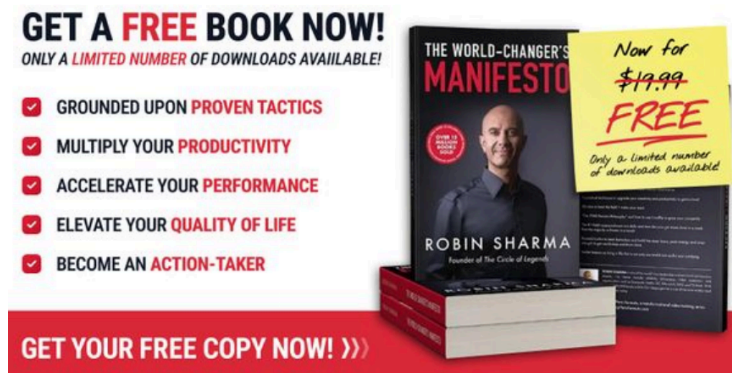
4. [insert something they desire]

 **Insider lessons on living a life that is not only successful but soulful and satisfying**

5. [insert something they desire]

SNAP UP YOUR FREE COPY OF THE WORLD-CHANGER'S MANIFESTO here

1. Basic CTA



1. Headline
 - a. Get a free [insert product type] now!
 - b. Urgency
 - c. No cost boosting value + they don't need to sacrifice anything
2. Subheadline
 - a. Only a limited number of downloads available
 - b. Scarcity play to increase buyers
3. Body
 - a. Fascinations teasing contents of of book + get desires
4. CTA
5. Basic CTA

What need to happen in the add

What need to happen in the add

1. I need to catch their attention:
 - a. talk about a desire or pain mention something they care about
2. I need them to pause:
 - a. Use bright colours
 - b. Large headline
2. Consume content
 - a. Tease a solution that will help them get their dream outcome and they will only find out what this solution is by clicking the add
3. Click the CTA
 - a. Make sure there curiosity and desire levels are high by teasing something they care about

What two methods am i going to use to generate a successful ad

Andrews method

What is Andrews method:

1. Test 10 different pains/desires wait until each one get 500 impressions then use the best performing one to create a headline
2. Then from the best performing pain/desire create 10 headlines with images wait until each one get 500 impressions then choose best performing one
3. Then do the same thing with the body text

Arnos method

What is Arnos method:

What needs to happen in the image

There are 3 different methods we can follow:

Method 1:

Headline:

- Portray as comprehensive and authoritative

- Position as go to resource
- Straight forward/ easy to understand of what to expect
- Authority and trust
- Sense of reliability and reassurance
- curiosity and anticipation

Subheadline:

- does not include a direct subheadline
- Perhaps leaves some emotional gaps(this isn't necessarily a good thing), but it may add a degree of mystery

Background

- Simplistic design
 - professionalism and calmness
 - progress and aspiration
 - motivation and a desire for self-improvement.
-
- Make sure headline stands out from background
 - Big sized text
 - Single image so the reader can focus on the message
 - Prevent overwhelm encourage calmness

Market awareness:

- They are aware of the problem
- They are aware of the solution
- They are not aware of my product

So I am in a level 3 market. I now need to call out the known solution then offer my product as the best form of solution.

How:

The product is at a discounted affordable price

Easy to use

Ready made templates to follow and implement straight away to the problems leaders face

The products includes bonuses
They get neuroleadership insights
15 day money back guarantee

Market sophistication:

Level 4/5

Stage 4 - Market Saturation of Mechanisms

Many leadership coaching programs already position themselves with unique frameworks or mechanisms, often blending psychology, neuroscience, or proprietary leadership models. At this level, customers have seen various methods and frameworks (like “NeuroLeadership,” “Empathy-Driven Leadership,” or “Transformational Leadership”) and are likely familiar with numerous ways to enhance leadership skills. In this stage, the differentiator tends to be how a method uniquely approaches a problem rather than introducing a completely unheard-of approach.

Stage 5 - Market is Tired of Everything

The leadership coaching space is crowded, and many potential customers may be jaded by big claims that fail to deliver. They’re looking for simplicity, practicality, and something that resonates on a personal level. They want solutions that feel accessible, actionable, and genuinely impactful without excessive hype. This stage is characterized by skepticism towards new frameworks unless they seem truly credible and relevant to their unique challenges.

Given these insights, your strategy might benefit from:

1. **A Unique Mechanism or Framework:** Reinforce the C.R.A.V.E. framework as a clear, practical, and distinct solution. Ensure it’s positioned not just as another model but as a proven, science-backed approach that genuinely addresses specific pain points in leadership.
2. **Empathy and Real Stories:** Lean into stories or case studies that resonate emotionally. Potential clients at this stage want relatability and proof over grandiose promises. Testimonials that convey authenticity and practical impact will work well.
3. **Practical and Tangible Benefits:** Emphasize concrete results and specific tools rather than abstract improvements. Highlight the exact templates, exercises, or communication methods they’ll gain.

MASTERING AWARENESS & SOPHISTICATION LEVELS

Market awareness levels in depth:

- **Problem Aware:** Your audience already knows they have leadership challenges (like communication issues, team respect, or conflict resolution). This means you don't need to educate them on the existence of these problems. Instead, you need to highlight and empathize with these specific pain points so they feel understood and "seen."
- **Solution Aware:** They're familiar with general solutions available in the market (such as leadership courses, coaching programs, and frameworks like "NeuroLeadership"). However, they're likely frustrated or skeptical about existing options because many have failed to deliver practical, actionable results.

How this helps: Knowing they're both problem-aware and solution-aware, you can skip the "awareness" stage content that simply explains what leadership problems are. Instead, you should **focus on positioning your solution as the practical, action-oriented alternative** they've been looking for.

2. Positioning Your Unique Mechanism

- Since your audience is familiar with a variety of leadership frameworks, they've likely seen grand promises with buzzwords but may feel burnt out on concepts that sound good but don't deliver.
- The level of sophistication in this market means that **your unique mechanism (like the C.R.A.V.E. framework)** needs to stand out by clearly articulating *how it's different* and more effective.

How this helps: Knowing they're aware of solutions but skeptical, your messaging should show why your method is uniquely reliable. Rather than claiming it's "revolutionary" (which they may distrust), emphasize **practical benefits, real-world application, and results** with clear, relatable language. This matches their skepticism and preference for tangible outcomes.

3. Building Trust in a Saturated Market

- Since they're aware of many options and feel skeptical due to past disappointments, trust-building is essential. They're likely tired of high-level theories and grandiose promises.
- Focusing on **empathy and relatability** and using real stories or case studies can demonstrate that you understand their struggles and have genuinely helped others like them.

How this helps: You're not trying to introduce your audience to a new concept; you're **positioning your offer as a trustworthy solution within a saturated market**. By aligning your content to their frustrations, you can address their skepticism directly, which will make your message more credible.

4. Content Type and Tone

- Since your audience doesn't need basic education on leadership issues and solutions, you don't need top-of-the-funnel awareness content like "Why Good Leadership Matters." Instead, they'll respond to mid-funnel and bottom-of-the-funnel content that shows them exactly how your solution can solve their challenges effectively.
- Your tone should be relatable and results-oriented, addressing their doubts about whether typical solutions can actually make a difference.

How this helps: This insight directs your content strategy to **focus on proof, practical tips, and clear differentiators**—types of content that move solution-aware audiences from consideration to decision.

5. Ad Messaging and Audience Segmentation

- Knowing they're solution-aware and ready for something practical means you can test ads that focus on the immediate, practical benefits of your solution.
- Skip any language that sounds overly "salesy" or exaggerated. Instead, use testimonials, specific pain-point solutions, and calls to action that emphasize tangible results.

How this helps: Craft ads and content that specifically speak to their **desire for practicality, transparency, and trustworthy, results-driven solutions**—elements that resonate with an audience that's tired of overblown claims.

In Summary:

Understanding their awareness level helps you:

- **Skip basic educational content** and focus on addressing skepticism with practical benefits.
- **Position your solution** as a reliable, results-oriented alternative in a crowded market.
- **Avoid high-level theory** or exaggerated claims, instead emphasizing empathy, real-world applicability, and clear outcomes.
- **Choose the right content formats and tones**, catering to a solution-aware audience with a need for proof and practical value.

Current Level: Problem and Solution Aware

- **What This Means:** Your target audience understands the challenges they face in leadership (e.g., conflict resolution, communication issues, building a respectful team

environment). They also know there are many available solutions, but they haven't yet connected C.R.A.V.E. as the trusted solution that can genuinely address these challenges in a practical way.

- **Best Strategy:**
 - **Reinforce the Pain Points and How C.R.A.V.E. Solves Them:** Address the struggles your audience faces directly and position C.R.A.V.E. as the toolkit specifically designed to make leadership smoother and more effective.
 - **Emphasize Practical Outcomes:** Highlight how C.R.A.V.E. doesn't just provide "knowledge" but equips them with actionable tools they can implement immediately.
 - **Avoid Overwhelming with Theory:** Since they are looking for something practical and skeptical of fluff, steer clear of abstract language. Stick to practical results.
-

Market sophistication level in depth:

Current Level: Stage 4 - Market Tires of Your Mechanism, Approaching Stage 5 - Market is Tired of Everything

- **What This Means:** Your audience has been exposed to various frameworks and mechanisms in leadership coaching, especially ones that blend popular approaches like neuroscience, empathy, and authenticity. They are likely familiar with claims about unique systems or methodologies for leadership transformation and are becoming skeptical of new "revolutionary" mechanisms unless they see practical value and proof of effectiveness.
- **Best Strategy:**
 - **Focus on Practicality and Usability:** Position C.R.A.V.E. as a straightforward, accessible, and **proven** solution, without overemphasizing it as "the next big thing."
 - **Use Simple, Concrete Benefits:** Highlight exactly what they'll get (e.g., templates, exercises, conflict resolution tactics) and how it can be applied to solve their real, everyday leadership challenges.
 - **Social Proof and Testimonials:** Real stories or outcomes from leaders who have used C.R.A.V.E. effectively can build credibility. If available, share case studies that show tangible improvements.

What are their buying triggers?

Conflicts
Unclear communication
Lack of respect
challenges in leading with authenticity and empathy
Realising current solutions aren't working
Growing pressure to meet goals and achieve results
Witnessing team morale and engagement drop
Encountering or Anticipating a Major Change
Frustration with Lack of Personal Fulfillment in Their Leadership Role
Seeking Validation and Credibility Among Peers
Reading Success Stories or Case Studies of Leaders They Admire

Where is my avatar right now on their journey?

Right now they are stuck. Stuck trying to solve conflicts, meet deadlines and communicate with clarity. They know they have a problem and what the solution is, however they are very skeptical to invest their money as they have been burned before from 'revolutionary' solutions that didn't work.

They are tired annoyed frustrated and are getting a bit desperate to find a legitimate solution

Despite all of this they are ready to advance forward and become better leaders

tired of traditional, overly theoretical leadership resources that don't deliver practical results

crossroads of skepticism and readiness

If I was the buyer, what would I want to see and feel when I see this ad?

I would want to see testimonials proof that what is being sold is the real deal and isn't just another 'big name' program

I would want to know that what I am getting is practical and ready to put into action and guarantees realistic results

I'd stay away from anything theory and anything that promises revolutionary results

This has the practical and actionable methods i've been searching for

Now based off all of that write 10 new hook i can test on my ad:

- 1) Easy to follow C.R.A.V.E leadership guide with templates + exercises + practical communication strategies & more all below \$30
- 2) Frustrated with all theory leadership guides? Get the C.R.A.V.E templates + exercises + communication strategies & more without spending a fortune
- 3) Forget 100% theory leadership guides! Grab the C.R.A.V.E templates + exercises + communication strategies & more for only £27
- 4) Annoyed by constant conflicts? Get the C.R.A.V.E communication strategies + templates + exercises & more
- 5) Annoyed by constant conflicts? Get the C.R.A.V.E communication strategies + templates + exercises & more to lead a successful team
- 6) Want your team to succeed? Discover how C.R.A.V.E templates + exercises + empathetic strategies can create a culture of respect
- 7) Want to equip your team with the tools for success? Grab the C.R.A.V.E templates + communication strategies + exercise

awareness guides

Avatar's Level of Awareness

- **Solution-Aware:** The audience is aware of the need for actionable strategies and is looking for a guide to help with specific leadership challenges, such as team motivation, conflict resolution, or strategic planning. They expect clear, concise directions and aren't here to be sold on the *idea* of leadership—they already know they need tools to improve.

Market Sophistication Level

- **Market Tired of Claims:** This audience has likely encountered other leadership materials that promised quick transformations or broad theories without real help. They're done with fluffy promises and want a guide that delivers on practical, credible value.
-

What They're Looking for in Leadership Guides

1. **Step-by-Step Instructions and Frameworks:**
 - They expect easy-to-follow steps that guide them through real-life scenarios. From checklists to frameworks, they value formats that provide clear, actionable steps they can replicate.
 - **Evidence:** According to *LinkedIn Learning*, guides with structured steps, such as "The Leadership Challenge Workbook," are highly valued for breaking down processes and offering specific actions readers can immediately use.
2. **Focused, Topic-Specific Content:**
 - Unlike books, readers want guides that address one area deeply rather than covering broad themes. For example, a guide focused on "Improving Team Communication" is more attractive than a generic "Leadership 101."
 - **Evidence:** *Goodreads* data shows that readers rate niche guides higher, with practical, specific topics like "Radical Candor" often outperforming generalist titles.
3. **Compact, Readable Format:**
 - They seek guides that respect their time. They want compact, digestible formats like bullet points, infographics, and concise summaries that get to the core of each lesson.
 - **Evidence:** *Amazon Reviews* show that short, visually appealing guides with charts, graphs, and summaries rank highly in customer satisfaction.
4. **Real-World Applications and Examples:**
 - Readers are drawn to guides with real-world case studies, scenarios, or role-playing exercises that reflect the situations they encounter in their leadership roles. This makes it easier to visualize the application of the guide's lessons.

- **Evidence:** A *McKinsey & Company* study found that over 75% of leadership professionals find practical scenarios and case examples critical in assessing the value of a guide.
 - 5. **Adaptable, Flexible Techniques:**
 - They want tools they can adapt to different contexts or teams. Guides that acknowledge the diversity of leadership situations and provide adaptable techniques stand out.
 - **Evidence:** *Forbes Coaches Council* research shows that over 80% of managers prefer guides that allow for customization to different team dynamics and project types.
-

What They're Avoiding in Leadership Guides

1. **Overly Simplistic "One-Size-Fits-All" Approaches:**
 - They're wary of guides that try to distill complex leadership skills into generic formulas. If the advice seems too simple or universal, it feels inapplicable to their unique team dynamics.
 - **Evidence:** According to *American Management Association*, executives report dissatisfaction with guides that offer too-simplified methods, favoring those that respect the complexity of real leadership situations.
2. **Dense, Theory-Heavy Content:**
 - They avoid guides that are packed with theory or philosophical discussions on leadership. They want quick, usable advice and are put off by excessive detail or academic concepts.
 - **Evidence:** *LinkedIn Learning* reports show that busy professionals rank guides with "high utility and low theory" as the most effective for day-to-day use.
3. **Lack of Visual Aids and Interactive Elements:**
 - A guide that's pure text is less appealing. This audience expects visual aids like charts, graphics, and checklists that break down content visually, making it easier to reference quickly.
 - **Evidence:** *HubSpot* found that guides incorporating visual elements and summaries improve retention and usability, especially when compared to text-heavy materials.
4. **Motivational Filler or Inspirational Phrasing:**
 - They avoid guides that use too much "feel-good" language or generic motivational advice. Leadership guides should be clear, precise, and avoid vague statements like "believe in yourself" without supporting actions.
 - **Evidence:** *Goodreads* reviews indicate lower ratings for guides with too much motivational filler, with readers preferring clear guidance over empty inspiration.
5. **Unclear Goals or Lacking Immediate Takeaways:**

- Readers get frustrated by guides that aren't direct or fail to offer clear takeaways for each section. If it's not immediately clear how to apply the content, they're unlikely to trust the guide's value.
 - **Evidence:** Surveys from *Training Industry Inc.* show that over 70% of professionals abandon guides lacking concise, actionable summaries or clear applications for each section.
-

Summary

Leadership guide readers are seeking straightforward, actionable steps that they can apply immediately. They're turned off by overly simplified advice, heavy theory, and motivational fluff. In a market crowded with quick-fix promises, the winning guides are those that offer real-world examples, visual aids, niche-specific insights, and a clear, structured format. These readers want a guide that helps them *do* leadership, not just *think* about it.

FB AD 2ND TEST PHASE

**I WANT TO EQUIP
MY TEAM MEMBERS
WITH THE TOOLS
THEY NEED FOR
SUCCESS.**

This is the desire that got the most clicks at 500 impressions out of the 10 tests

Next phase testing 10 hooks images:

- 1) **Don't wait until 2025** to transform your leadership skills. START now without spending ~~\$1000s~~
- 2) **This easy & quick guide to become a better leader** so you can then equip your team with the tools they need to succeed. PLUS it's below \$100
- 3) **Templates + exercises + neuroleadership insights** you can grab now without it costing an arm and leg (less than \$50)
- 4) **5 PROVEN templates + neuroleadership insights** you need to become a better leader and equip you team with right tools for success (all below \$79)
- 5) **Why wait until 2025!** 5 templates + 7 exercises to become a better leader don't delay your team's success! (under \$71)
- 6) **No more** theory leadership lessons! Transform you leadership skills with Communication TEMPLATES + EXERCISES + NEUROLEADERSHIP INSIGHTS (below \$50)

- 7) Equip your team with the tools for success **starting with you!** (under \$40)
- 8) Equip Your Team with Tools for Lasting Success, starting with you! **SAY HELLO TO** communication templates + exercises + milestones + neuroleadership insights
- 9) Forget Overhyped Leadership Models – Get Real, Science-Backed Tools to Equip Your Team for Success (BELOW \$50)
- 10) Tired of Leadership Buzzwords? Discover a Straightforward Guide That Delivers Results You Can See.
- 11) No Gimmicks, Just Results – Transform Your Leadership with Ready-to-Use Tools & Real-World Insights
- 12) Why Complicate Leadership? Get Proven, Science-Backed Tools to Empower Your Team with Ease!
- 13) The Leadership Shortcut You've Been Waiting For – Real Templates, Real Results (No More Theory)!
- 14) Finally, a Leadership Guide That's All Action, No Fluff – Equip you team with the tools they need for success (under \$40)
- 15) Don't let your team fall behind! Start leading with clarity without spending ~~\$1000s~~ on leadership programs
- 16) Get real results in real time with practical lessons without so called leadership gurus! (equip your team with the tools for success– below \$50)

17) Want your team to succeed? Start here and now NO BS + NO so called leadership gurus + it definitely doesn't cost ~~\$1000s~~

18) Tired of reading the same generic leadership articles? If you want to actually lead your team to success do this NOW!

19) Annoyed by the same Gurus promising revolutionsing leadership programs? Check this quick start guide out (it doesn't cost ~~\$1000s~~)

20) Get ahead of 99% of leader for less than \$40 and equip yourself with the tools you need for your team's success

I suggest you go for something like:

"The 5 Core Principles Every Company Craves In Their Team Leaders"

"Why Every Reputable Company Should Introduce Their Team Leader To C.R.A.V.E."

"The Neuroscience Intelligence Checklist Every Reputable Leader Follows To The Core"

The one C.R.A.V.E guide forward thinking companies should introduce their team leader's to if you want success.

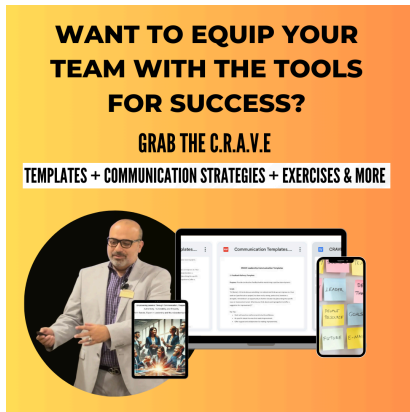
The 5 core principles companies are willing to pay \$1000s for their team leaders success but y

What every reputable leader doubles down on when a creating and en

FB AD 3RD FINAL TEST

10 'Primary text' testing

Here is the winning image + hook:



Now it's time to test 10 primary texts

Where are they right now: right now they are looking for a practical solution that will bring them results quite quickly. They are sick and tired of seeing big claims that don't work and are all theory.

So i need to catch their attention by showing them how this guide isn't all theory and contains actual practical tools that will help them solve their problems quicker and easier

1) Text one

Do you want a leadership guide that has real-life practical tools?

With templates & exercises to follow.

Without having to read a bunch of words and figure out solutions on your own.

I've made an affordable leadership guide that will reduce team conflicts by 40%

And

Increase team performance by 25%

So if you're tired of dealing with regular conflicts and annoyed with your team's performance.

This action packed guide will help you steer your team in the right direction .

You're only one click away from putting an end to team conflicts.

2) Text 2

Are you tired of wasting hours, reading leadership books and articles?

With the same old repetitive references and un-creative metaphors.

C.R.A.V.E provides you with real-life action templates & exercises.

You'll be able to take action as soon as tomorrow with tested scripts that cover:

✅ conflict resolution

✅ One-on-One Feedback

✅ Weekly Team Briefing

✅ Open Feedback

And more.

You're only one click away from getting your team back on track.

3) Text 3

👉 **THIS IS YOUR MOMENT TAKE A DIFFERENT ROUTE!**

🚀 **PREPARE TO GRAB PRACTICAL LEADERSHIP TOOLS SO YOU CAN GET AHEAD IN 2025!**

Say goodbye to guides filled with fluff and theory!

Make this time of year ALL about unlocking your leadership potential, maximizing your impact, and paving the path for your team's success.

As soon as tomorrow you can be the leader that...

Strides through conflicts, diffuses tension and has team members shaking hands with smiles on their faces.

What if you had the tools to make this possible?

You'd launch with incredible momentum (and a remarkable advantage), right?

Well, that's what the **C.R.A.V.E. Framework** is here to do for you.

Don't wait for the new year to start making significant changes, waiting won't deliver results.

Get started today! Grab your guide now .

Get hold of the templates + exercises that will help you solve conflicts, give one-on-one feedback, open feedback loops and more

Seize this chance to navigate the rest of 2024 and 2025 with clarity and purpose!



Access is limited—**don't miss your opportunity!**

 **Click here for INSTANT ACCESS!**

4) Text 4

We transform theory into actionable practice.

So you don't have to spend hours reading and then worrying about how to have difficult conversations.

You get templates + exercises + milestones to track progress & even a few more bonuses.

Without spending hundreds or feeling isolated in the process

Taken from real life relatable scenarios I've created scripts you can follow to help you with the most common leadership obstacles.

You'll be able to stroll through difficult conversations, give one-on-one feedback, conduct team assessments and more.

All below \$30

You're only one click away from up-grading your leadership rank.

5) Text 5

If you're looking for a way to **transform your leadership impact** without **feeling overwhelmed by ineffective communication and team conflicts**, this is for you...

This **CRAVE Leadership Quick Start Guide** reveals the strategies I've used to achieve a **highly engaged and high-performing team** without the usual hassles of **generic leadership training and complicated theories**.

What We Avoid:

We don't **rely on outdated leadership models**...

We don't **overwhelm you with abstract concepts**...

We don't **leave you without practical tools**...

We don't **ignore the emotional aspects of leadership**...

We don't **allow room for ambiguity in your learning**...

Our Approach:

➡ We **provide straightforward, actionable strategies**...

➡ We **focus on real-world application**...

➡ We **support you with personalized feedback and resources...**

Our clients typically see results like **a 40% increase in team engagement scores**, thanks to our **CRAVE framework**.

Ready to **become the leader your team needs** instead of **feeling stuck and overwhelmed?**

Click 'Learn More' and the guide is your.

Plus, you're backed by our **15-day money-back guarantee**.

You'll love the **CRAVE Leadership Quick Start guide**, or we'll return your money and let you keep **the bonus resources**.

Text 6)

A QUICK START LEADERSHIP PRACTICAL GUIDE

How many times have you purchased a product thinking it will help develop your leadership skills only to realise it DOESN'T.

We both know why most leadership guides don't work.

Because they're filled with theory and fluff.

Don't get me wrong, theory is good but too much it complicates everything.

Which is why the C.R.A.V.E Quickstart Guide balances it all out.

With only some theory and the rest scattered with practical strategies + templates you can start using tomorrow.

So what are you waiting for?

Equip your team with the tools they need for success?

You're one click away!

7) I want to be extremely honest with you.

Leadership guides filled theory do work.

They only work if they have the practical strategies + templates to go with it.

So if you're frustrated and looking for something different.

Then the C.R.A.V.E guide will help you resolve conflicts so it doesn't feel like your team is against each other.

And let's now forget how you'll earn your teams respect.

So 2025 can be the year your team succeeds.

Get 99% ahead of other leaders in 2025 by taking action now

8) Ever wish leadership came with a manual?

C.R.A.V.E. isn't just a guide—it's your toolkit for real-world leadership.

Imagine navigating team dynamics with ease and gaining respect without sacrificing authenticity.

With templates for handling feedback, resolving conflicts, and fostering team trust, C.R.A.V.E. equips you to lead with clarity.

Grab your guide today and step into the leader your team needs!

9) You can't build a team that thrives on trust, respect, and open communication with the same old leadership theory lessons.

Yet, that's exactly what many leaders try to do—relying on outdated approaches to solve modern team challenges.

The truth is, the skills that got you here aren't the same skills that will take your leadership to the next level.

You've already worked hard to build a team. But leading effectively now isn't about working harder or sticking to traditional methods...

It's about adopting tools and strategies that resonate with today's teams—tools that make real, immediate impact.

And there's a proven way to get those tools so you can lead with confidence and authenticity.

Introducing the C.R.A.V.E. Leadership Quick Start Guide, crafted to help leaders like you navigate the complexities of modern leadership with ease.

With C.R.A.V.E., you'll get:

✨ Practical templates: Ready-to-use scripts for conflict resolution, feedback, and team check-ins that make communication smoother.

🚀 Action-oriented exercises: Step-by-step activities that promote trust, empathy, and respect within your team.

🤝 Real-world strategies: Tactics based on neuroscience and real-world application, not just theory or fluff.

💡 A roadmap for growth: Clear steps to measure your progress and continuously improve your leadership approach.

You can lead a team that's engaged, aligned, and committed to success—because you have the tools to make it happen.

If you're ready to move beyond outdated leadership tactics and embrace a practical, results-driven approach, the C.R.A.V.E. Guide is for you.

Take the first step toward becoming the leader your team truly needs.

You're only one click away

10) Frustrated with leadership guides that are all theory and no action?

The C.R.A.V.E. Leadership Quick Start Guide was built for leaders like you—leaders who are tired of fluff and ready for real, practical tools.

If you've been struggling with team conflicts, communication barriers, or building genuine trust, this guide offers immediate solutions.

With step-by-step templates and exercises, you'll gain tools you can use right away—no guesswork, no extra effort.

Just actionable strategies for handling feedback, resolving conflicts, and fostering a team culture rooted in respect and empathy.

It's time to move past outdated theories and start leading with impact.

[Click here to get the C.R.A.V.E. Guide and start seeing real results with your team.](#)

WINNING AD



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CUSTOMER LANGUAGE

Customer language

Pains:

- One of the qualities of a leader is to inspire. I feel like I am lacking in that department
- Our team is feeling hopeless
- There is so much outside of my control
- I feel like I am letting down my staff
- We all have separate, unconnected objectives
- I'm frustrated because I'm her boss
- I feel like this situation is completely out of control
- I find it difficult to have difficult
- Whenever I have a hard conversation scheduled, it gives me intense dread
- No matter how much you help or try to change, there are people just not worth leading
- just want engaged, functioning team members
- I was so overwhelmed with work and couldn't find any firm ground to start to make things better
- Lately I'm dealing with managers who has no idea how to manage, no emphatic behavior, just a disaster
- You can't prepare for layoffs, it's almost like preparing for death.
- He often don't listen and understand what we go through to keep the team running
- presentation anxiety and all it's shaky knees, heart palpitations and trembling voice
- I just took up a leadership position and definitely one of my long time shortcomings has always been public speaking
- My weakness is management of communication
- t's not the job that's hard, but working on watching people, delegating tasks, managing and identifying situations and seeing where I can fill in and support where needed is something I need to improve
- Part of it also stems from not communicating enough

Desires :

- I want to cultivate an atmosphere that encourages innovation and collaboration
- I just want engaged, functioning team members
- I want the ability to my team feel heard and respected
- I want to have a great and motivated group of people executing a valuable mission
- I want to make sure my team members have the tools and the guidance they need to be the best they can be in what they are doing
- I wish there was a guide on how good leaders can rejuvenate their batteries
-