

# SURPRISE BONUS:

## DFY FACEBOOK AD TEMPLATES FOR YOUR LEAD MAGNETS!



This month, your lead magnet is “**11 Easy Ways to Get 25+ Grams of Protein, FAST!**”

### 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/DAGY5MsaG7s/PmuBo\\_C1cIEb2myNCfCeRA/view?utm\\_content=DAGY5MsaG7s&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAGY5MsaG7s/PmuBo_C1cIEb2myNCfCeRA/view?utm_content=DAGY5MsaG7s&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 Protein Cheat Sheet for [IDEAL CLIENT]**
- 🔥 **11 Easy Ways to Get 25+ Grams of Protein for [IDEAL CLIENT]!**
- 🔍 **[IDEAL CLIENT]: 11 Delicious Ways to Get More Protein**

**Recommended Button:** "Download"

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

**Ad Copy**

**Headline**

**CTA Button**

Your Awesome Gym  
Sponsored · 🌐

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*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.

TINYURL.COM

**FREE Dining Out Guide For Springfield Residents**

Click below to download now, it's free for a limited time.

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Like Comment Share

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

Think Two Eggs Are Enough Protein for Breakfast? 🔍

Spoiler: They're not!

Most [Avatar - ex. "Busy Moms"] think they're starting the day strong with a couple of eggs... but with only about 12 grams of protein, that's not enough to keep you full, fueled, or on track with your [ultimate goal - ex. "weight loss"] goals.

That's why I created my FREE "11 Easy Ways to Get 25+ Grams of Protein, Fast" cheat sheet!

Inside, you'll find:

- ✓ Breakfast ideas that actually hit your goals
- ✓ Quick, easy recipes that work for busy mornings
- ✓ Snacks and meals packed with nutrients to keep you energized

If you keep falling short on your protein goals—or if you're tired of feeling hungry by noon, this cheat sheet is for you!

🔥 Click [DOWNLOAD] to grab your FREE guide today and start your day with the protein your body needs!

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

Hey [Avatar - ex. "Busy Moms"]: Are you getting enough protein?

Most aren't—and it's not because they're not trying. It's because most meals are:

- ✗ Time-consuming
- ✗ Repetitive
- ✗ Or just plain boring

That's why I created my FREE "11 Easy Ways to Get 25+ Grams of Protein, Fast" cheat sheet:

- ✓ Meals that are packed with protein AND flavor
- ✓ Quick ideas you can make in minutes
- ✓ Snacks so satisfying, you won't be hungry 30 minutes later

Because protein doesn't have to be complicated—or bland.

🔥 Grab your FREE cheat sheet today and let's make getting enough protein the easiest part of your day!

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

✗ Struggling to get enough protein in your meals?

My FREE "11 Easy Ways to Get 25+ Grams of Protein, Fast" cheat sheet is packed with delicious options to help you [goal—ex. "feel energized all day" or "build lean muscle"].

Click [DOWNLOAD] and I'll send it to you 🔍

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

🔥 [Avatar - ex. "Women over 40"]: Two eggs = 12 grams of protein. Not enough for breakfast!

My FREE cheat sheet gives you 11 ways to hit 25+ grams with easy, delicious meals.

Click [DOWNLOAD] and I'll send it to you 📌

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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 cheat sheet with 11 Easy Ways to Get 25+ Grams of Protein, FAST! Comment "Protein" to grab it! 📌

Example:

 **Just finished my FREE cheat sheet with 11 Easy Ways to Get 25+ Grams of Protein, FAST! Comment "Protein" to grab it! **