

# Self-trainer FB ads:

Product: I am promoting a Tennis "self trainer". So basically it's this little thing that has a string and a tennis ball attached to it. You can take it with you everywhere so you can practice tennis without a court or PT. It's very nice. Think about the string with a football at the end you had as a kid. It's like that, but for tennis, and it's connected to a base platform.

1. "Who am I talking to?"
  - a. Norwegian Tennis players
  - b. 18- 50
2. Where are they now?
  - a. They want to become better at tennis and are not as good as they wish.
  - b. One of their core values is that practice makes perfect.
    - i. They believe in practicing.
  - c. They want to become the best tennis player on their team and feel the glory that will bring.
  - d. Level 3 - Problem aware
    - i. They know that they need to practice more
  - e. Sophistication level 3 - we're introducing a new mechanism
3. Where do I want them to go?
  - a. Read through ad
  - b. Click CTA with the intent to buy
4. What must they feel and experience in order to get there?
  - a. Catch attention
    - i. Bold color - **Creatives are not done yet - for now they'll just be different statements of desire**
    - ii. Calling out their problem/desire
    - iii. Amplify desire
    - iv. CTA

Desire test variant (translated) - Reason why this is so vague is because one of the desires is completely different than the rest. One of the statements that I'll test is "I want my kid to be the best tennis player on his team". All of the other ones are "I want to become..." After the Desire test I will make it more specific and probably use some of the body variants below.

Practice makes perfect, but tennis has always been very difficult to practice before.

Keyword: BEFORE

We have found a solution that allows anyone to practice their strokes and technique:

- Anytime

- Anywhere
- Regardless of the weather
- And WITHOUT being reliant on a training partner or court

As a tennis player, this will be the best investment you will ever make.

Check it out by clicking the button below 🖱️

## Variant 1

Do you want to become the best tennis player on your team?

This tiny, lightweight Tennis Self-trainer will allow you to return from this summer break as the best player on your team.

How? By enabling you to practice your strokes and technique, WITHOUT the need for a court or training partner.

From now on you'll be able to practice every second of the day, if you desire.

And best of all? You can bring it ANYWHERE!

**Become the best tennis player on your team**

## Variant 2

Become the best tennis player on your team WITHOUT the need for a training partner or even a court.

This tiny, little-known Tennis Self-trainer will allow you to return from this summer break as the best player on your team...

And no one will know how you "suddenly" became so good.

**Become the best tennis player on your team**

## Variant 3

How to return as the best tennis player on your team 🙌

We all know that “practice makes perfect”,

But since most of us don’t have a tennis court in our backyard or a PT who can join us whenever we’d like, the “practice part” becomes quite hard...

As tennis players ourselves, we’ve found a solution that allows you to practice your tennis skills

- Anywhere
- Anytime
- Regardless of the weather
- And WITHOUT being reliant on a training partner,

If you want to become good, then this tennis tool is the best investment you’ll ever make.

**Become the best tennis player on your team**

**Hook variants:** “Ahh, bare jeg ikke hadde vært avhengig av bane og treningspartner for å øve”

1. Hvordan øve på tennis UTEN bane eller treningspartner
2. Kom tilbake som den beste spilleren på laget - Øv på tennis UTEN bane eller treningspartner
3. Slipp å være avhengig av bane eller treningspartner for øve på slagene dine.
4. Hvordan du kan øve på slagene og teknikken UANSETT hvor du er i sommer (ingen bane, ingen partner)