

- I am writing to a social media scrolling guy who is trying to make a change in his life. He wants to learn new things. He wants to improve his business but doesn't know where to start and wants to talk to an expert.
- They are now in a state of want. They want to improve their lives, businesses, and skills.
- I want them to book a free consultation with one of the company's member
- They must experience emotions of desire to learn more, improve their skills, live a better life, and take advice from experts.

The ad was created for a course-based company. They are selling digital courses, and they are offering a free consultation with an expert from their team. I am basically creating a lead funnel.

The Ad:

Want To Learn More About Business, But Don't Know Where To Start?

Discover your business's untapped areas and areas to improve. Book a **FREE** consultation with an expert from our team.

Insurance, Finance, Management, Investments and more—tuned just for you.

★ Let's build your success together. Secure your **FREE** consultation today! ★