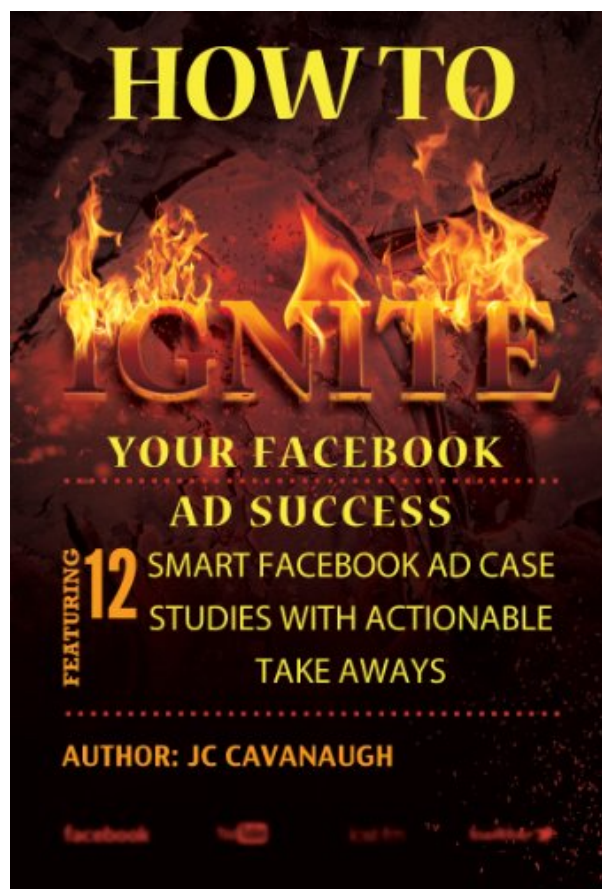


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Are your Facebook ads getting you the traffic and conversions you expect? Do you think they could use a bit of spicing up to turn them from good ads to spectacular ads that excite and engage your potential customers?

The difference between an ad with a click-through rate (CTR) of 0.5% and one of 2.5% is five-fold. Simply changing your headline or image alone can yield such increases in click-through rates, resulting in dramatically increased engagement.

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- Actionable tips that you can implement today.
- Links for more information where you want to dive in deeper.
- Real examples by real companies that create amazing ads.
- Copywriting tips and hacks you can use to convey your message in a more powerful and engaging way.
- Copywriting and photo selection tips and tricks that will ignite your Facebook ads.

Who This Book is For:

- Entrepreneurs who have created one or more Facebook ads.
- Businesses with small- to medium-size advertising budgets.
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Who This Book is Not For:

- Those who have no idea how to create a Facebook ad.
- Business owners who do not understand who their customer is.

- Those who expect a step-by-step, hand-holding guide to creating a Facebook ad.
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