



ADS THAT WORK

Ads That Work

The 4Ps Promise



The Problem

"This is what we're talking about"

Customer Context

- The Target Market?
- Core Job (smaller, core job-to-be-done)?
- Contextual Job (bigger, larger job-to-be-done)?

Problem

- Where does the job go wrong from their perspective?
- What's the real problem?
- Specifically? What step? What part of the process isn't ideal and leads to bad outcomes?

Objections to the problem // JTBD

- What are the big obstacles to doing the job right?
- What objections, beliefs and stories do they have about this job because of this problem?

Notes

The Pain

"This is how much your life sucks right now"

Define the primary pains

- What are the primary pains the person experiences when the job goes wrong?
- What frustrates them when it happens?
- What do they fear will go wrong?
- What else about the process makes them feel bad?

Contrast pains against gains

- What do they want instead?
- What are their aspirations?
- What do they secretly hope for?
- What's the bigger goal they're moving towards?

Deeper impact of the problem

- How does this problem hold them back and affect their ability to progress?
- How does it affect their relationships? Work, family, personal?
- What other negative ways does the problem impact their reality?

Notes

The Possibility

"This is what life could be like"

What is POSSIBLE if they solve this problem? What are the tangible outcomes?

- Time, money, effort saved or gained?
- What "tangible numbers" get affected?
- # of new leads generated?
- # of new points scored?
- Hours of work eliminated?
- Close rate on sales calls go up?
- # of music tracks released / month?
- # of pieces of content produced/day?
- \$ of expenses saved?

What are your key claims and promises?

- What does success look like?
- What does the After Picture look like?
- What areas of life have improved?
- List out your big case studies, success examples, top wins
- NOTE: Turn up to 11 and make big claims... you can turn back to reasonable levels later

What criteria are necessary to achieve these possibilities?

- What does the person have to have in place to succeed?
- Who will NOT succeed? What segments of the market is this NOT possible for?

Notes

The Process

"This is how we get you there"

The Proprietary Process

- What is the model/framework/process you've developed to solve this problem?
- Default to "3 keys to success"

The New Hope Story

- Why have they failed before?
- Why does your process succeed where others have failed?
- Why is this possible now, when it wasn't before?
- How do you tackle the problem from a different angle?

Origin Story

- How did you discover/develop this process?

Proof

- What proof do you have that this process works?
- What 3 case studies can you share?

Notes

The Ads That Work Framework

1. Customer context call out
2. Outcome contrast
3. Problem definition
4. Real problem reveal
5. Paint the Possibility
6. Introduce The Process
7. Package The Process
8. Deliver Proof
9. Clear CTA

"As a [TARGET MARKET], when you are trying to [COMPLETE LARGER, CONTEXTUAL JOB] you need to [COMPLETE SMALL CORE JTBD]...

... but when you try to [COMPLETE CORE JTBD] it doesn't go the way you want.

You want [POSITIVE OUTCOMES]... But you get [NEGATIVE OUTCOMES]

And the reason for that is because... [PROBLEM FROM THEIR PERSPECTIVE].

What you don't realize is [THE REAL PROBLEM FROM YOUR PERSPECTIVE]

If you solve this problem you will experience:

-[BULLETS W/ DETAILS OF POSSIBILITY]

Notes

Ads That Work

That's why I [ORIGIN STORY] to solve the problem and developed [PROCESS] to get you [POSSIBILITY]

You can get this [PROCESS] in [DELIVERABLE]

Here's what you get:

- [TEASER BULLETS]

Here is [PROOF] – and here is why this is better/faster/easier.

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The Ad Splurge

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"As a _____ when you are
trying to _____ you need to

... but when you try to _____
it doesn't go the way you want.

You want _____

But you get _____

And the reason for that is because

What you don't realize is _____



Once you solve this real problem, it's possible to

1) -----

2) -----

3) -----

That's why I -----

And developed -----

to get you -----

You can get this -----

in -----

Here's what you get:

- Bullets

The proof this works is -----

- and here is why this is better/faster/easier.

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