




## Examples 3A-C: Story in FB Ads with Various CTA's

### Example 3A: Longer Story FB Ad with "Buy" CTA

Section	Notes
<p>Headline:</p> <p>📉 “When March hit, I Lost Over \$500K In In-person Bookings...” 📈</p>	<p>Be sure to create a curiosity-based subject line. This will support potential readers in opening the email. This one teases the story and activates brain chemistry with a dramatic crisis statement that is a cliffhanger. Also, note the ellipses, this also creates another pull into email content.</p>
<p>Subheadline:</p> <p>Learn how you can effectively translate in-person programs and services to virtual without wasting lots of time and money in the process</p>	<p>Here's a version of the promise</p>
<p>😱 I was living every COACH/TRAINER'S nightmare...</p> <p>After FOUR DECADES of building a thriving coaching and consulting practice...</p> <p>After writing 3 best-selling books on transformational leadership in business and in personal life...</p>	<p>Notice here that I've adapted the story structure to make a pain statement (further activating neurochemicals).</p> <p>Then do a flashback to my step 1 establishing the previous current reality by describing my partner's successful business prior to Covid.</p> <p>The story structure is versatile.</p> <p>Also notice the short sentences. This is to make the reading of the FB Ad easier in the mobile format.</p>

<p>After speaking at international conferences and business universities throughout the world...</p> <p>And all my hard work having paid off...</p>	
<p>March came...</p> <p>And with it, the shelter-at-home restrictions.</p> <p>And the “I’m sorry to tell you this...” calls...</p> <p>Cancellation after cancellation...</p> <p> In just a few weeks, I lost over \$500,000 in booked business...</p> <p>I didn't have clients...</p> <p>I didn't have revenue...</p> <p>And I had very few prospects.</p>	<p>Here are Steps 2-4 (Problems) with the problems escalating.</p> <p>Notice the emotionally-charged language that continues to activate neurochemicals and reader engagement.</p>
<p>I knew if my team and I were to survive these unprecedented times...</p> <p>We HAD TO GO VIRTUAL.</p> <p>And while the answer seemed obvious...</p> <p>The path to getting there was far less clear.</p> <p>I coached and led deep transformation...</p> <p>Team building...</p> <p>Interpersonal communication and skills...</p> <p>My trainings HAD to be in-person...</p>	<p>Here’s Step 5 (Decision).</p> <p>Again, I’m using the structure but adapting it to fit the needs of the story and conversion.</p> <p>So in this case, I’m adding even more tension and drama to make the story more compelling.</p> <p>I’ve also foreshadowed the readers’ (who are coaches and workshop leaders) objections that virtual programs aren’t conducive for deep training in interpersonal dynamics.</p> <p>Ending on a question is an internal open loop that</p>

<p>Or did they?</p>	<p>motivates the reader to continue.</p>
<p>Out of sheer desperation I got to work. My team and I spent hundreds of hours... Experimenting... Reaching out to experts in the digital and virtual arena. Taking feedback and quickly adjusting our approach with our participants... <b>AND IT STARTED WORKING!</b> We developed approaches and processes to enhance engagement and connection. We discovered methods for creating real and lasting transformation that were counterintuitive.</p>	<p>Here are Steps 6-8 (Changes) Because this is a selling / conversion story (rather than an inspiration / teaching story), I share the methodology on a high level.</p>
<p>The result? Our virtual programs got <b>EVEN BETTER RESULTS</b> than my previous in-person workshops and trainings!!! Participants reported they went deeper... Connected more... Felt more change... Than they had with the in-person trainings! My mind was blown!</p>	<p>Step 9 (Wins) &amp; 10 (Insight)  Once again, I've adapted the structure by stating the insight ("Our virtual programs got <b>EVEN BETTER RESULTS</b> than my previous in-person workshops and trainings!!!) as part of the result.  Notice the specificity of the wins. These wins both demonstrate the efficacy of the methodology and (indirectly) address the reader's objections about the lack of effectiveness with virtual programs.  If this were in a webinar, I would be showing graphics and</p>

<p>Fast forward to today, the phone is ringing off the hook.</p> <p>The previous clients who wanted to wait are now asking me how quickly we can meet with their teams.</p> <p>And new clients are coming forward...</p>	<p>other data that backed up my statements of results.</p>
<p>Licia and I have outlined this system in our book, “Virtual Event Mastery Method: The Proven Approach for Designing and Delivering Online Workshops and Trainings that Deliver Breakthrough Results!”</p> <p>Get your copy for just \$5.90 here  <a href="https://www.vemastery.com/1-vemm-book">https://www.vemastery.com/1-vemm-book</a></p> <p>Here’s just a fraction of what you’ll learn:</p> <ul style="list-style-type: none"> <li>➔ Discover the #1 Secret to offering truly transformational virtual events (page 43)</li> <li>➔ The huge mistake nearly every designer makes when trying to translate their in-person offerings to virtual programs and what we did differently to create real results (page 25)</li> <li>➔ The surprising strengths of the virtual environment and how you can use them to create greater engagement (page 32)</li> </ul>	<p>Steps 11 (Bridge) and 12 (CTA)</p> <p>Because the CTA is actually to buy (rather than to learn more or register), this ad has multiple Steps 11 and 12.</p> <p>Keep in mind that the low price point permits me to do all the heavy lifting in one ad. If this were a higher price point, I would not attempt to go directly to the buying CTA. Rather, I would have them click the link to learn more, which would go to a sales page, or click the link to register for a webinar.</p> <p>To support the sale, I’ve included VERY specific details about what they’ll learn if they buy the book. Every bullet is written to be highly attractive.</p> <p>I’ve also included another “promise” statement at the end, as well as a money back guarantee in order to make the buying decision as risk-free as possible.</p> <p>Keep in mind that stories are used as part of the buying or “action” stage. Typically, they are used in conjunction with other selling techniques.</p> <p>The advantage is that stories are natural motivators for action so when they are coupled with other selling</p>

- Discover the Most Common Myths about virtual design that results in run-of-the-mill, stay-in-the-box online trainings (page 27)
- Pro tips for promoting real depth and intimacy in a virtual environment (page 98)
- The truth about learning objectives and why using them is working against you (page 46)
- Why you DON'T need another license or degree to help your clients get life-changing results (page 63)
- The critical formula to unlocking massive growth and transformation for your participants (handy graphic included) (page 44)
- How to create even greater connection than an in-person training (We did all the trial and error for you) (page 52)
- What you MUST accomplish within the first 15 minutes of your virtual event to set up yourself (and your participants) for real success (page 94)
- When and how to create a safe and supportive virtual environment (Hint: It's NOT when your event begins) (page 69)
- The true definition of "transformation", why it's the single most impactful design skill you can learn, and what it will do for your trainings and services (page 43)
- Our 3 best tips for moving people into action (page 106)

techniques, they can really support better results.

This ad was one of my top converting FB ads for my book.



- How to run successful virtual events, even if the thought of tech makes you break out in a sweat (page 82)
- The 7 critical outcomes you need to include in your online offerings (page 51)
- Why the "old school" approach of content design is a fast track to participant disengagement (page 102)
- Easy-to-use, free apps that instantly boost your engagement (page 88)
- The secret behind crafting a online program that provides real and lasting transformation (page 71)

...and so much more

We're 100% sure you'll love it.

In fact, if you don't love the book, let us know.

We'll refund your \$5.90 AND we'll let you keep the book, no questions asked!

So the worst case scenario is that you get a free book.

The best case is completely transforming your business and enjoying the freedom, finances, and fulfillment that comes when you're effectively serving ANYONE ANYWHERE in the world who are in need of your unique skills, expertise and talent.

If that sounds good to you, go here and get the book:

<https://www.vemastery.com/1-vemm-book>



Example 3B: Shorter FB Ad using story with “Register” CTA

Section	Notes
<p>Headline:</p> <p>📊 “When March hit, I Lost Over \$500K In In-person Bookings...” 📊</p>	<p>Be sure to create a curiosity-based subject line. This will support potential readers in opening the email. This one teases the story and activates brain chemistry with a dramatic crisis statement that is a cliffhanger. Also, note the ellipses, this also creates another pull into email content.</p>
<p>Subheadline:</p> <p>Learn how to Design and Deliver Virtual Workshops That Guarantee Breakthrough Results - Our Proven Approach Revealed!</p>	<p>Here’s a version of the promise</p>
<p>😬 After FOUR DECADES of building a thriving coaching and consulting practice, I was living every coach/trainer’s nightmare.</p>	<p>Here’s Step 1 (Establish &amp; Foreshadow) in a shorter form.</p>
<p>When the pandemic hit came the shelter-at-home restrictions. And the “I’m sorry to tell you this...” calls. Cancellation after cancellation. In just a few weeks, I lost over \$500,000 in booked business. I was devastated.</p>	<p>Here are Steps 2-4 (Problems) with the problems escalating. Notice the emotionally-charged language that continues to activate neurochemicals and reader engagement.  Also notice the short sentences. This is to make the reading of the FB Ad easier in the mobile format.</p>

<p>I didn't have clients, I didn't have revenue, and I had very few prospects.</p>	
<p>I knew if my team and I were to survive these unprecedented times... We HAD TO GO VIRTUAL. But with my background in in-person trainings, it wasn't an easy path to navigate.</p>	<p>Here's Step 5 (Decision).  Again, I'm using the structure but adapting it to fit the needs of the story and conversion.  So in this case, I'm adding more tension and drama to make the story (and ad) more compelling.</p>
<p>Out of sheer desperation I got to work. My team and I spent hundreds of hours... Experimenting... Reaching out to experts in the virtual space. With their help, we developed new approaches and processes to enhance engagement and connection,</p>	<p>Here are Steps 6-8 (Changes)</p>
<p>resulting in virtual programs that produced EVEN BETTER results than our in-person workshops and trainings!!! The feedback was astounding with</p>	<p>Step 9 (Wins) &amp; 10 (Insight)  Once again, I've adapted the structure by stating the insight (" EVEN BETTER RESULTS than our in-person workshops and trainings!!") as part of the result.</p>








<p>Participants reporting a deeper level of connection and real and lasting transformation.</p>	
<p>We'll be sharing our entire system in our upcoming FREE 5-day video training.</p> <p>In it, you'll discover our exact method for launching successful transformational trainings that change lives, fulfill your calling, and 3x workshop revenue.</p> <p>Registration is open — and free — for a limited time.</p> <p>Click here to join: [link]</p>	<p>Steps 11 (Bridge) and 12 (CTA)</p> <p>Notice the very powerful promise. This 3-part promise is based upon the audience's known goals and aspirations.</p> <p>Because this is a free training, the decision to register is risk-free, so I include a simple CTA to register which takes them to a simple registration page.</p>



Example 3C: Shortest FB Ad using story with “Learn More” CTA

(Note: This shortest story structure is great for other uses beyond ads—whenever you need a very short but effective story that activates brain chemistry.

Section	Notes
<p>Headline:</p> <p>How I Moved from  Near Bankruptcy to Best \$YEAR\$ Ever  through Virtual Events...</p>	<p>Be sure to create a curiosity-based subject line. This will support potential readers in opening the email. This one teases the story and activates brain chemistry with a dramatic crisis statement that is a cliffhanger. Also, note the ellipses, this also creates another pull into email content.</p>
<p>Subheadline:</p> <p>Learn how to Design and Deliver Virtual Workshops That Guarantee Breakthrough Results - Our Proven Approach Revealed!</p>	<p>Here’s a version of the promise</p>
<p>After FOUR DECADES of success, everything fell apart when the pandemic hit.</p>	<p>Here’s Step 1 (Establish &amp; Foreshadow). Super brief.</p>
<p>Within weeks, I lost over \$500,000 in booked business. </p>	<p>Here are Steps 2-4 (Problems) with single dramatic problem.</p>
<p>But instead of giving up, I knew we had to pivot to virtual programs to survive.</p>	<p>Here’s Step 5 (Decision). Single sentence.</p>
<p>It wasn't easy, but we experimented, adjusted, and discovered new ways to enhance engagement and connection.</p>	<p>Here are Steps 6-8 (Changes) abbreviated into a single sentence.</p>



<p>The results? Even better than in-person workshops!</p> <p>Fast forward to today, and we're receiving more calls than ever before.</p>	<p>Step 9 (Wins) &amp; 10 (Insight)</p>
<p>If I can do this, so can you!</p> <p>I'll be sharing my entire system in my upcoming 5-day video training.</p> <p>In it, you'll discover my exact method for launching successful transformational trainings that change lives, fulfill your calling, and 3x workshop revenue.</p> <p>Click here to learn more: [link]</p>	<p>Steps 11 (Bridge) and 12 (CTA)</p> <p>Notice the very powerful promise. This 3-part promise is based upon the audience's known goals and aspirations.</p> <p>Because this is a paid training, I've included a link to learn more that takes them to a sales page.</p>