Effective Ads Basic Guide

🎯 1. Attention-Grabbing Creative

The creative is the first thing people see in your ad—usually an image or video. It must instantly catch attention and communicate your message.

- Key Traits:

  - Visually Appealing: High-quality, uncluttered, and brand-aligned.
  - Clear Communication: Tells a story or reinforces your message at a glance.
  - Relevant: Connects to your audience's values or pain points.
  - Inclusive & Diverse: Reflects a range of backgrounds and experiences.
  - Mobile-Optimized: Looks great on all devices, especially phones.

- Examples:

  - A bright, smiling person using your product.
  - A before-and-after image showing transformation (e.g., messy vs. organized room).
  - An image with a single, bold focal point (like a product close-up).

- Prompts:

  - Does this image make someone stop scrolling?
  - Can my audience "get it" in one second?
  - Does this creative reflect the diversity of my customers?
  - Is it clear and attractive on a small screen?

✍️ 2. Ad Copy

Ad copy is the text that informs and persuades your audience to take action.

- Key Traits:

    - Concise & Benefit-Driven: Short, clear, and focused on what the audience gains.

    - Emotional or Social Proof: Uses feelings or testimonials to build trust.

    - Personalized: Speaks directly to the audience's needs.

    - Addresses Objections: Answers common doubts.

    - Tested & Refined: Improved through A/B testing.

- Examples:

    - Overwhelmed by clutter? Discover how minimalism can transform your home.

    - Join 10,000+ happy customers who sleep better every night.

    - Worried about cost? Try it risk-free for 30 days!

- Prompts:

    - What's the #1 benefit for my audience?

    - Can I add a customer quote or review?

    - Does my copy answer "What's in it for me?"

    - Have I tried different versions to see what works best?

☞ 3. Call to Action (CTA)

A CTA tells your audience exactly what to do next—like "Buy Now" or "Download Free Guide."

- Key Traits:

  - Clarity: Direct and specific (e.g., "Get Your Free eBook").

  - Urgency: Gives a reason to act now (e.g., "Today Only!").

  - Stands Out: Visually prominent and easy to find.

  - Value Proposition: Shows what the user gets.

  - Consistency: Matches the landing page offer.

- Examples:

  - Shop Now and Save 20%

  - Download Your Free Checklist

  - Book Your Spot—Limited Seats!

- Prompts:

  - Is my CTA clear and action-oriented?

  - Does it create urgency or exclusivity?

  - Is it easy to spot on the ad?

  - Does the landing page deliver what the CTA promises?

🕵️ 4. Audience Targeting

Targeting ensures your ad reaches the right people—those most likely to care and act.

- Key Traits:

  - Well-Defined Segments: Know your ideal customer (age, interests, location, etc.).
  - Personalized Messaging: Tailor creative and copy for each group.
  - Data-Driven: Use platform tools (like Facebook's lookalike audiences).
  - Continuous Testing: Refine based on analytics and results.

- Examples:

  - Showing a kids' toy ad to parents in your city.
  - Using different images for men and women if your product appeals to both.
  - Retargeting people who visited your website but didn't buy.

- Prompts:

  - Who is my ideal customer for this ad?
  - Am I using all available targeting tools?
  - Is my message tailored to each audience segment?
  - What can I test to improve targeting?

🔬 5. Testing, Analytics & Accessibility

Testing and analytics help you improve your ads over time. Accessibility ensures everyone can engage with your ad.

- Key Traits:

  - A/B Testing: Try different images, copy, CTAs, and targeting.
  - Analytics: Track what works and what doesn't.
  - Accessibility: Use alt text, readable fonts, and good color contrast.

- Examples:

  - Running two versions of an ad to see which gets more clicks.
  - Using Facebook Insights or Google Analytics to track results.
  - Adding alt text to images for visually impaired users.

- Prompts:

  - What can I test and measure for improvement?
  - Are my ads accessible to everyone?
  - Am I following all platform guidelines?

Quick Reference Table

Pillar	What to Check	Useful Prompts
🎯 Creative	Eye-catching, brand-aligned, mobile-friendly, inclusive	Does this image grab attention and reflect my audience?
✍️ Ad Copy	Concise, benefit-driven, emotional, tested	What's the main benefit? Can I add social proof?
👉 CTA	Clear, urgent, value-focused, visually prominent, consistent	Is my CTA specific, urgent, and does it match the landing page?
👨‍💼 Audience Targeting	Well-defined, targeted, personalized	Who is my ideal audience and am I reaching them?
🧪 Testing & Accessibility	A/B tested, analytics-driven, accessible	What can I test and measure for improvement? Is my ad accessible to everyone?

About The Author: Clifford Woods – Business Profile

Clifford Woods is a veteran business coach with over 40 years of experience, dedicated to transforming

the landscape of small business ownership across the United States. As the founder of Skin In The Game

Coaches, Clifford delivers performance-based coaching that empowers owner-operators to organize

their businesses, gain financial stability, and achieve predictable growth. His clients typically generate

between $250,000 and $20 million annually and span all industries.

Through Skin In The Game Coaches, Clifford emphasizes the foundational elements of business success: cash flow mastery, organizational clarity, and leadership development. His coaching model is grounded in analytics, structure, and real-world performance metrics. His philosophy centers on eliminating the disorganization and uncertainty that quietly undermine most small businesses.

Skin In The Game Coaches offers a powerful suite of tools and services tailored to independent business owners, including:
• A free 100-question Business Analysis identifying critical operational gaps
• A 30-minute one-on-one strategy session designed to diagnose and provide immediate value
• A growing library of over 20 eBooks focused on sales, marketing, cash flow, team productivity, and time management
• Performance-based pricing that aligns success with outcomes, not just time

Clifford leverages multiple digital platforms to engage his audience. These include:
• A professionally designed website: skininthegamecoaches.com
• A YouTube channel offering strategic insights: youtube.com/@CliffWoodsBizCoach
• A LinkedIn Newsletter covering urgent business topics and offering actionable strategies
• An evergreen webinar and free eBook library as lead magnets
• A custom-built AI assistant: CoachCliff AI, offering real-time business coaching powered by Clifford's own methodologies: https://app.coachvox.ai/share/CliffordWoods

His client acquisition strategy is built on automation-first principles using tools like Zapier, Go High Level, and email marketing to funnel qualified leads into webinars, eBook downloads, and strategy sessions. See all services offered here: https://outflow.skininthegamecoaches.com/skins

Skin In The Game Coaches stands out by offering clarity and structure in an environment where most small business owners are overwhelmed and flying blind. With a sharp focus on reducing small business

failure rates, Clifford Woods continues to be a powerful force in reshaping how entrepreneurs succeed — through systems, insight, and having real skin in the game.