

How to write
Facebook ads
that sell books and
grow your mailing
list

What's the point of ad copy?

NOT TO

- Explain the plot of your book
- Fill up the space
- Copy other people's ads

BUT TO

- Hook readers
- Get them to take action

Hooking Potential Readers

- Start with your elevator pitch
- Explain the book in 15 words or less

A Word About Image Design

- 20% text
- Use images evocative of your novel's tone, mood, atmosphere
- Overlay your novel cover

Why are headlines so important?

- 80% of people stop reading after the first line
- Facebook ads have three places for headlines

Write an Attention-Getting Headline

- Use the three most compelling aspects of your book
- Draw from
 - Fiction elements (plot, setting, character, conflict, symbol, POV, theme)
 - Specifics of your book: A bra-knife wielding social outcast

Romance Headline

- Headline: Describe him, describe her, describe them
- A down-on-his-luck guy and a girl having trouble coping with life
- Example: He's broken. She's a train wreck. Passion is their only salvation.

Horror Headline

- The big hook is a psychopathic killer
- Headline: Just describe the bad guy!
- Example: He kills for sport...

Thriller Headline

- A satellite radio host needs to find out who's trying to destroy her before all her secrets are revealed and/or she and her 3-year-old son are murdered
- Headline: Describe the villain, describe the weapon, describe the hero
- Example: A murderous Internet troll. Ruinous secrets. A DJ must unmask him before he kills her son.

Practice Makes Perfect

- Practice on the books you read and shows/movies you watch
- Write at least a dozen possibilities for your books
- Show it to friends/fellow authors and edit to improve

Three Ad Copywriting Formulas

- The Review Snippet
- The Cliffhanger
- The Selling Paragraph

Book Reviews

- Tl;dr means “Too Long; Didn’t Read”
- When you quote an entire review, you run into tl;dr
- If you use a review, then you need to pick one sentence or line

How do I pick a quote?

- Look through your most helpful five-star reviews
- Find a part that emphasizes the hook
- Cut it down or paraphrase as necessary

The Review Snippet Ad

Headline, review snippet, call to action

- Headline: How far will a vicious Internet troll go to exact revenge?
- Review snippet: Get the book one reader called “totally gripping from page one.”
- Call to action: Click **BUY NOW** to purchase USA Today bestselling author LS Hawker’s **BODY AND BONE** for just \$1.99: (link)

The Cliffhanger

- While the hook makes an impact...
- A high stakes sentence reels them in
- Turn your plot's main conflict into a hypothetical or question
- She'll have to draw on her tech genius to save her country.
- There's something strange going on in the tiny town of Miranda, Kansas...
- Will they stop the AI in time, or will the US as they've always known it be lost forever?

The Cliffhanger Ad

Headline, cliffhanger, call to action

- Headline: Great minds can change the world...or leave it in ruins.
- Cliffhanger: Will they stop the AI in time, or will the US as they've always know it be lost forever?
- Call to action: Click BUY NOW to purchase USA Today bestselling author LS Hawker's END OF THE ROAD for just \$.99 for a limited time: (link)

What is The Selling Paragraph?

- It tells readers what a book is and why they'll like it
- In book descriptions, it goes after the synopsis and before the call to action
- Research by BookBub proves best conversion

The Selling Paragraph

- First sentence: What is your book?
- “A bra-knife wielding social outcast is on the run for her future and from the nightmares of her past in this female-powered thriller.”
- Second sentence: If you like this, then you’ll love this.
- “If you like non-stop twists, badass heroines, and pulse-pounding suspense, then you’ll love LS Hawker’s stunning debut.”

Modesty is Overrated

- Use adjectives readers would use
- Mine your customer reviews for strong adjectives
- You're not bragging, you're selling

The Selling Paragraph Ad

Headline, selling paragraph, call to action

- Headline: They said she was armed. They said she was dangerous. They were right.
- Selling paragraph: A bra-knife wielding social outcast is on the run for her future and from the nightmares of her past. If you like non-stop twists, badass heroines, and pulse-pounding suspense, then you'll love LS Hawker's stunning debut.
- Call to action: Click Shop Now to purchase for just \$1.99:
(link)

How to Optimize Your Copy

- Read it aloud
- Cut until it fits on mobile preview
- Triple check for typos and correct links

Mailing list ad

Social proof, offer, call to action

- **Headline:** Look inside the twisted head of a bestselling suspense novelist.
- **Social proof:** USA Today bestselling author LS Hawker's suspense novels have been translated into eight languages, and her debut was nominated for a Thriller award.
- **Offer:** Now, for a limited time, you can get access to the author's notes (super-secret info) on all three of her novels **FOR FREE.**
- **Call to action:** Hit download for your **FREE pdf.**

Cutting Your Copy

- Less than 275 characters (approx. 50 words)
- Say the same thing in fewer words
- Change sentence structure and turn phrases into one or two words
- Short, punchy, four-word sentences
- Remember tl;dr

Triple Check for Typos/Links

- Ask your editor to look it over
- Click through to your link
- Take your time