

# Webinar Ad Swipe File & Template

# The Key To Ads That Get Registrations For Your Webinar Your Way

## *Key Messaging Elements*

Your Ad Copy must cover three core elements:

1. This Is What I've Got
2. This Is What It Will Do For You
3. This Is What I Want You To Do Next

You can add emoticons, but keep the copy style very conversational and casual with lots of white space. INCLUDE A LANDING PAGE URL in the post section for Facebook but not for Instagram.


Answer These Questions:

1. What is an immediate result your target audience wants right now?
2. What is a problem your audience needs to solve? What do they really want to figure out?
3. What is the vehicle/opportunity/promise that holds the solution they want? HINT: It's what you'll be showing them how to get/do or be in your webinar.
4. What's the No. 1 big benefit/payoff/transformation your audience will get from your webinar?
5. When you guide them on the way when do they get the big benefit? You can either talk about the length of your webinar or the time it would take for them to get the result when you coach together. HINT: This should imply that it is FAST (as it can be without being insincere)
6. What is the ONE MAJOR obstacle/unpleasant reality/pain they want to avoid?



# Ad Swipe Examples

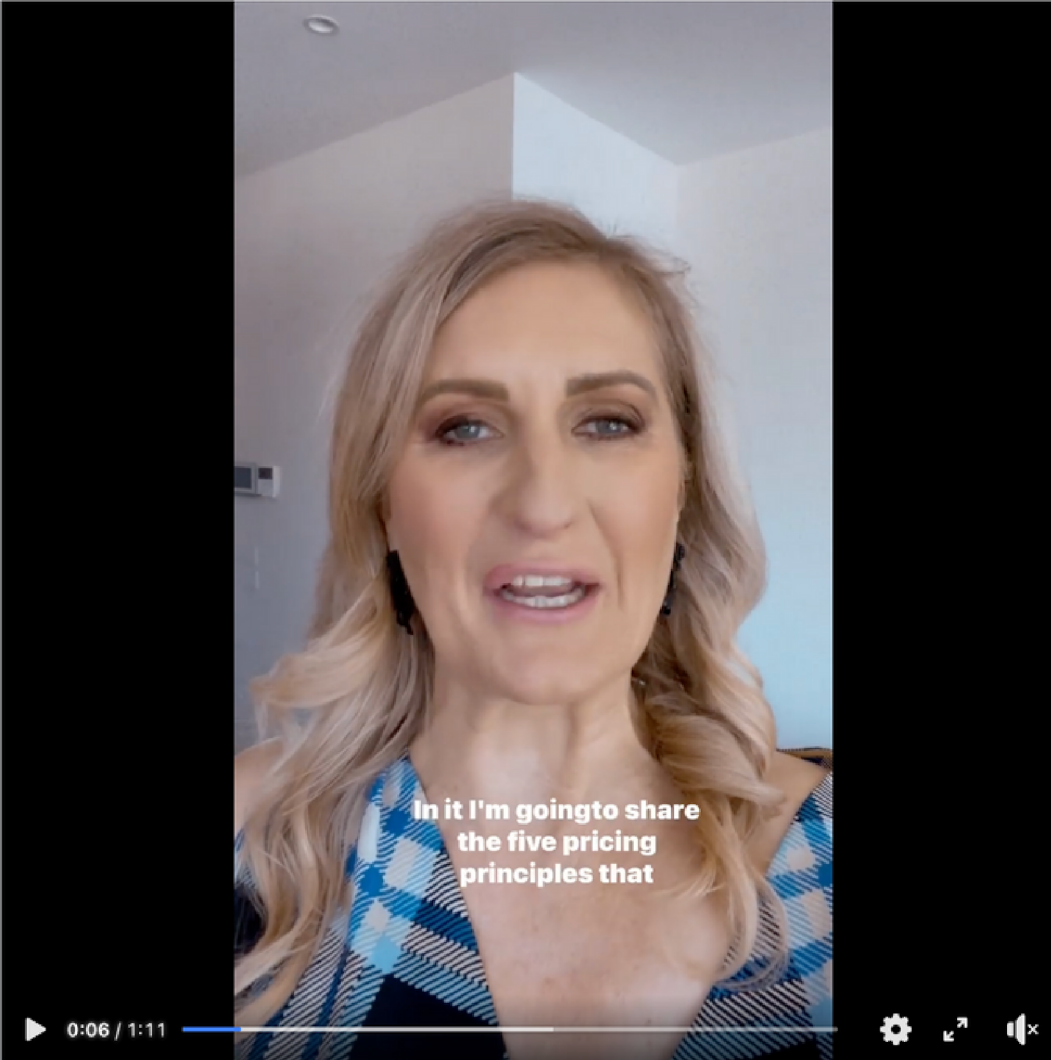
## Video Newsfeed Ad

 **Victoria Gibson**  
Sponsored (demo) · 🌐

*Add Emojis*

? What if the people you want to help most can't afford the price you choose?  
? And what if people expect you to give away your coaching for free?  
And perhaps you know you should be charging more, but what number should that even be?  
I hear this all the time from my clients, and that's why I wanted to take you through an advanced pricing training to help you decide what to charge (and feel good about it too).  
Whether you're a newly certified life coach or have been sharing your coaching for some time, you'll discover the proven price-points and packages that convert.  
So quit the drama, and click here to register free >>  
[www.go.victoriagibson.com/5pricingprinciples](http://www.go.victoriagibson.com/5pricingprinciples)

*Add Clickable Link*



0:06 / 1:11

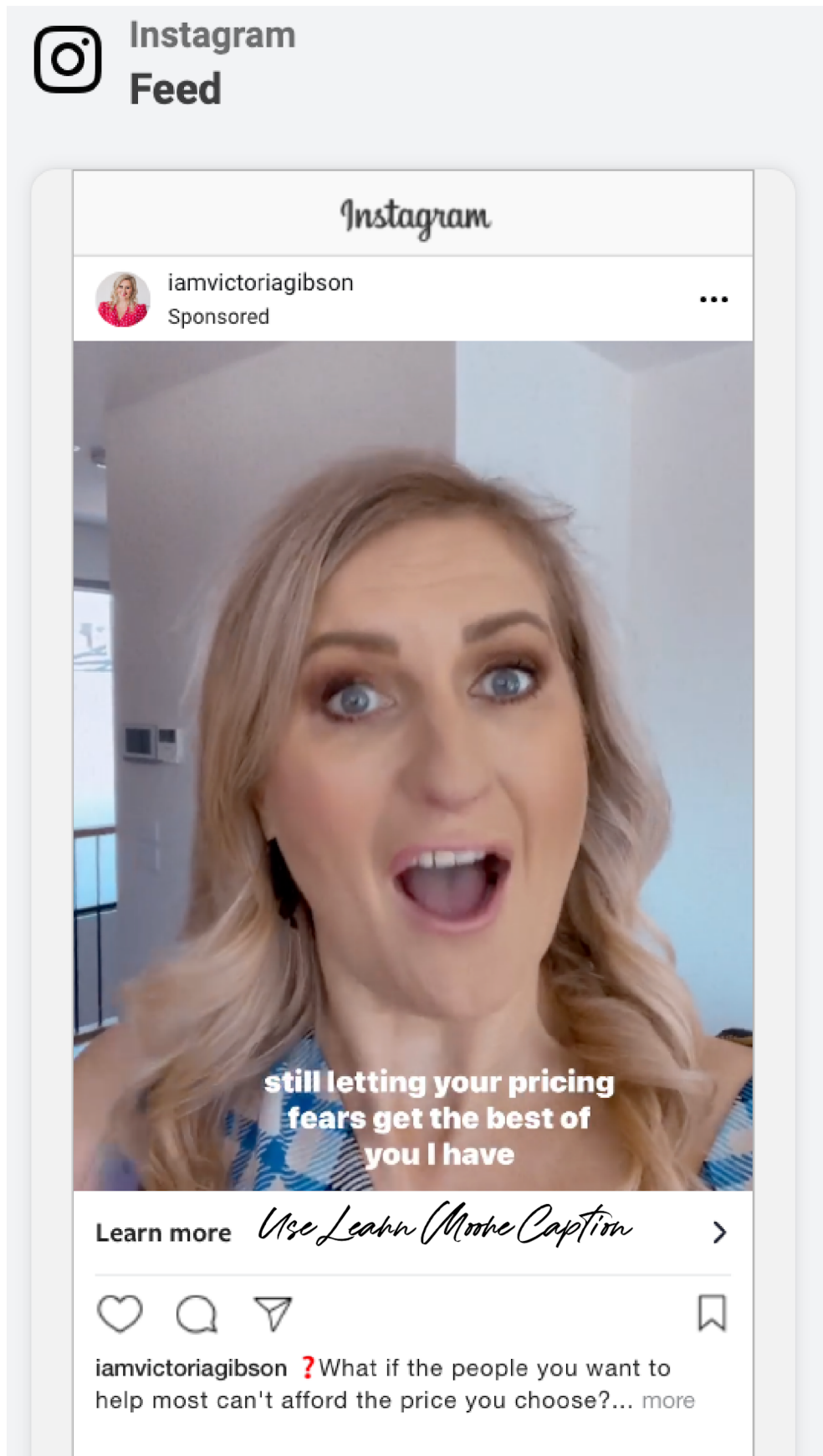
*Caption Videos  
to Watch  
Without Sound*

[CLICK TO LEARN MORE](#)

**COACH** Co.


# Video Ad To On-Demand Webinar

*Video Instagram Feed Ad*





# Simple Lead Ad To Webinar & Workbook: Register Direct On Facebook Or Insta Form With Pre-Filled Details

 Victoria Gibson  
Sponsored · 🌐

There are 6 steps to success when it comes to creating and launching your offer as a highly-paid Life Coach...

Many life coaches overlook these critical steps because they love the art of coaching (and are less comfortable with marketing).


But the problem is that when you focus on coaching alone - you risk remaining a best-kept secret.

Whether you're a newly certified life coach, or have been sharing your coaching for some time, I want to share with you how these steps can dramatically increase the number of clients you get (and the people that you help).

Kiss goodbye to free coaching and endless networking and say hello to certainty around what you offer, what to charge and who to target to get clients you LOVE 🍷



I'm sharing the 6 steps to 6-figure success as a Life Coach in my brand new free workbook and masterclass.

Claim your spot here (there's no charge) 🙌  
<https://go.victoriagibson.com/6>

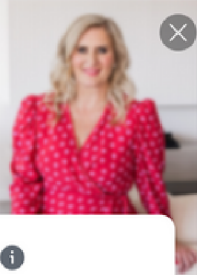


FORM ON FACEBOOK  
**FREE WORKBOOK: 6-Figure Success As A Life Coach** [LEARN MORE](#)

*Call It A Free Workbook  
Instead Of A Webinar*

Attract your dream clients.  
Get them transformational results.  
And earn more as a Life Coach.



**Contact information** ⓘ

Submit your best email to access the FREE 6-Steps Masterclass & Workbook For Life Coaches

Email  
Enter your answer.

Full name  
Enter your answer.

[Next](#)

*No Landing Page Needed*

# Free Mini-Course Ad

**Victoria Gibson**  
Sponsored (demo) · 🌐

It's such a common first mistake that even the MOST high-potential life coaches make... We have SO much enthusiasm for the skill of life coaching...and then we give up all our momentum by working for free or undercharging to get "experience".

And don't get me wrong...the intention is good

- 👉 We want to prove to our first set of clients (and ourselves) that we can get great results.
- 👉 We want to feel in integrity when we finally go to charge
- 👉 We want to take some of the pressure off ourselves when we enter the ring. (And if we're being honest, we might think that working for free or cheap in a 1:1 setting will be easier or less scary.)

But this will backfire. Here's why...

Clients you offer your services to for free or for too little are the LEAST likely to get BIG results (even if you're the best life coach on the planet).

It's not that these people are wrong or bad. It's just human nature.

When you don't have very much skin in the game, it's easy to quit, resist or let themselves off the hook when it comes to doing the work.

So even if:

- ★ You're the best life coach on the planet.
- ★ They really need your help.
- ★ They seem motivated to start.

It's a bad idea.

Often, they start no-showing for your 1:1 calls or constantly reschedule.

Making excuses for why they haven't followed through and done any of the work you asked.

Challenging you on small things. Not because there's something to challenge, but because it's easier than admitting that they aren't following through.

It's incredibly unmotivating and draining.

After a while, you trick yourself into thinking that this is a reflection of your coaching skills (it's not, but it's easy to think so)

The good news is that there is a simple solution. And I'm outlining it in my free marketing course for life coaches.

In it, you'll learn:

1. The Perfect Offer To Start With As A Life Coach
2. How To Attract Life Coaching Clients Pre-Sold & Ready To Work With You
3. The Traffic Secrets Of Top Life Coaches, and
4. How To Multiply Your Impact As A Life Coach.

It will help you avoid the common mistake many new life coaches make.

It's all free and it's all yours when you click below to watch: <https://victoriagibson.com/course>

*List 3 Outcomes They'll Get From Your Webinar Or Workshop*



VICTORIAGIBSON.COM  
Free Marketing Course For Life Coaches  
Watch more  
What should you charge as a life coach? Use this pricing guide to help you.

*Use A Selfie - These Generally Convert Better*

CLICK TO LEARN MORE

**COACH Co.**



# The Key To Ads That Get Registrations For Your Webinar Your Way

## Different Creative For Different Placements

There are so many more executions now that you can place on Facebook and Instagram alone (think Videos, Reels, Stories and Newsfeed ads to name a few).

Then you head to Instagram and it is less about headlines and just plain body copy without links.

You can also choose to edit each image and add Text Overlays or even turn images into Video Slideshows - get creative!

The most important thing to do is TEST, TEST, TEST! But you only need to spend \$15-\$20 testing an ad set to know whether it will work, so watch and act fast to protect your testing budget.



*Use Canva To Create Text Images If You Don't Want To Use Photos Of You - These Convert Really Well*

# Time To Create Your Money-Making Message?

## It's Your Online Calling Card To Attract More Coaching Clients & Grow Your Business Your Way!



I've made it my mission to guide as many women as I can to harness their potential and step into a new level of possibility and profit as a well-paid thought leader who shifts minds and hearts with their message.

I don't believe you need to wait for more experience, understand the ins and outs of complex marketing funnels, or be a social media superstar...

It's all there ready and waiting for you -- and I want you to learn and embrace webinars to become your own one-woman economy and create success on your own terms.

Since starting my online coaching career back in 2011, I have helped hundreds of women create high-earning webinars with soul and purpose that reflect their passions and their expertise to showcase their offers and call in amazing clients.

I've been a chosen expert by Amy Porterfield & Mari Smith and I've also helped over 100 women to create and market offers to hit huge revenue goals from \$5k a month to \$25k a month, to a million and more...

Part-intuitive and part strategist I've taken my corporate management experience, coupled it with my love for marketing and brought it together with my Aussie expressions to help you get clear on your value and how to share it online.

I'm also a Certified Life Coach and I'm ready to help more people across the globe get access to the life-changing power of life coaching.

*Victoria x*

