

1. My Best Audiobook Ad

- a. <https://www.facebook.com/649263631941108/posts/1043514742515993>
- b. Simple to the point image, shows the 'book' which means they know exactly what they're clicking on
- c. Benefits copy which just explains everything they're going to discover when they purchase
- d. 740 purchases at \$19.09 per sale

2. My Best Case Study Ad

- a. <https://www.facebook.com/649263631941108/posts/966898146844320>
- b. Russell Brunson and I - Russell is a very well known figure in the marketing space which helps CTRs
- c. Mainly benefits copy again - exactly what they're going to learn
- d. \$3.16 Leads

3. My 2nd Best Audiobook Ad

- a. <https://www.facebook.com/649263631941108/posts/1104284036439063>
- b. Montage of Video Testimonials
- c. Prominent names in the space like Russell Brunson, Anik Singal, etc..
- d. \$17.41 a sale - Not as much volume as my first ad yet

4. My 2nd Best Case Study Ad

- a. <https://www.facebook.com/649263631941108/posts/398435744301433>
- b. Quick video of my Facebook Ad Spend
- c. Shows authority
- d. \$3.81 Leads