



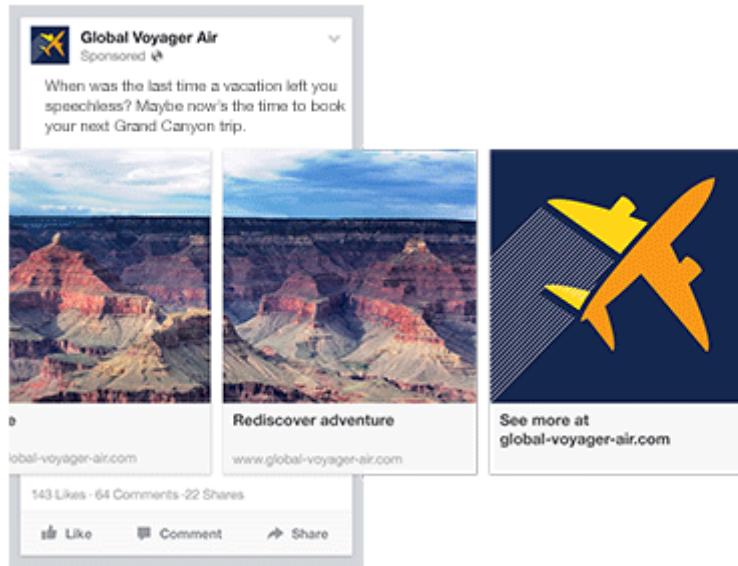
NEILPATEL

# Creating Your First Ad

How To Go **From Zero To 200,000** Followers On Facebook

## Creating Your First Facebook Ad

Choose the layout of your ad and what content to put in it. If you choose multiple images in one ad, you will get a carousel that looks like this example:



The images will slide through the ad, giving you more space to advertise. You can also use video in your ads.

Videos, carousels, and all of these other ad types have their place. For example, carousel ads are great for showcasing various blog posts so, hopefully, one will appeal to almost everyone you're targeting.

But simplicity is key when you're first starting. You don't want to get too fancy, too early, and bogged down in all of the details.

Only when you've been doing this awhile, with a few profitable campaigns up-and-running, should you come back to these other ad types.

So let's start with a single image ad first.

Stay with a single image and then choose 'Select Images.'

You can then choose to upload your own picture or browse free stock images. Always use your own pictures.

But, take a look at the right sidebar. Facebook has some guidelines as to the types of images you can use and those you can't.

The screenshot shows the Facebook Ad creation interface. At the top, there's a 'Back' button and a 'SELECT IMAGES' button. Below that, a section titled 'Select images to create one or multiple ads' with the sub-instruction 'You can create up to 6 ads at once by uploading multiple images. Learn more' is visible. There are two buttons: 'Browse Library' and 'Free Stock Images'. To the right of these buttons is a large red arrow pointing towards a red-bordered box containing 'Recommended Image Specs'. The box lists the following:
 

- Recommended image size: 1200 x 628 pixels
- Image ratio: 1.91 : 1
- Your image may not include **more than 20% text**.

 In the center of the interface, the text 'Play by the rules!' is displayed in a large, stylized font.

Facebook used to have a '20%' rule. Basically, their system wouldn't allow any ad that had over 20% covered with text.

They've started relaxing that requirement a little bit. So you may not get automatically disapproved like before, but they still recommend sticking with 20% or less text in ads.

Generally speaking, the less text, the better on Facebook ads.

Instead, use wordless images that show examples of what people are going to get. Or ones that convey some emotion that you want people to have (for example, scared, triumphant, etc.)

It's hard to guess how much 20% is, too. So, fortunately, there's a free tool that you can use to find that out.

The screenshot shows the 'Social Contests Grid Image Checker Tool: Facebook 20% Text Rule'. The interface has a blue header bar with the title. On the left, a sidebar displays the results of the analysis: '8 squares selected containing text' and '32% of your image contains text'. A red box highlights the warning 'Oh no! Your image exceeds Facebook's 20% or less text rule'. Below this, a larger red box contains the text 'Damn it! To make it quick & easy, we'll tell you whether your image will pass Facebook's text to image ratio requirements (20% or less text). More details on the guidelines can be [downloaded here](#)'. An arrow points from this text area to the red box above. On the right, there are two main sections: 'Step 1) Upload an image from your computer (1 MB max size)' with a file upload input field, and 'Step 2) Select all the squares that contain text' which shows a grid overlay on a photo of a woman in a white dress. The grid highlights several text-containing squares, and a red box highlights one specific square containing the word 'Win'.

## Facebook Ad Headline

Make sure that your headline grabs your reader's attention. How do you do that?

The trick is to tap into the underlying primal motivations that move people. Physically, emotionally, and literally. The ones that get people to sit up and take notice. To stop what they're doing and pay attention.

You already know most of these feelings by name:

- Greed
- Joy
- Fear
- Sorrow
- Guilt

These are the waves of emotion we go through constantly. And the best headlines zero-in on them.

## Facebook Ad Description

Try to get two things into this: a call-to-action and some social proof.

**News Feed Link Description [under 'Show Advanced Options']:** Provide a clear call-to-action for your readers that will be to their benefit.

## CTA Button

There huge lists of CTAs you can add to each ad. For example, Download, Book Now, Get Directions, and so forth.

## Example

**Headline:** Free Webinar Today

**Description:** The 3-step process I've used to build 4 multi-million dollar businesses.

**Display Link Description:** Get the inside scoop on how I run the show, so you can take your business to the next level fast.

## Create Two More Ads for A/B Testing

The only way to still create a profitable ad campaign is to test a few different options and see which one works.

Now let's take the same ad you just created, but give it a few minor tweaks to run a split test. The ads will mostly be the same, so there's not even a ton of work involved. You can get a split test up-and-running within minutes after reading this next part.

Go to your Ad Manager main table, then click on the box of the ad or campaign you want to duplicate, and look for the "duplicate" button next to "edit."

Then select "New Split Test Category" and select the number of copies. We'll do two so we can try a few versions.

Click "Duplicate," and you'll be taken to a new ad screen. As you make changes, be careful. You should actually just change 1 thing. The only way for you to determine what works and what doesn't, is by changing one single element, from ad to ad.

Why?

Imagine that you change both the copy and the image for the second ad. Then, you change these two things again and create a third ad. How will you know what made ad B better than ad A and, eventually, ad C better than B? Was it the new image? The updated headline? The CTA, maybe?