

Writing Sales Content

The Hook that gets your prospects attention

First Get your prospect's attention by addressing their PAIN.

Then Offer a solution to their pain... a solution that is so powerful they are willing to give you their name and email address in exchange for your Offer.

You are sitting in the office...

It's been a busy week at work...

You've got an important meeting to prepare for...

A Marketing campaign to spearhead...

Tons of paperwork...

And your calendar is jam-packed with things to do...

How do you get it all done? Take Time for SELF CARE!

You work overtime, cancel your girls night out, and either skip a few meals or snacks - just to get through.

To keep up with all the stuff that needs to be done, we don't think twice about putting it on the back burner.

Sales Content is the HOOK you use to in your Facebook Ad to get the attention of potential prospects...

You need to address their pain, and make it clear that your Offer is the solution to their problems.

The sales hook for this content is How do you get it all done? How do you get it all done?

Sales content needs to feel like it will not take a lot of time to read - notice all the white space in this content.

Be sure to add several LINKED CTA's (call to action) thru-out the content.

No matter what you call it, self-care is crucial for our physical, emotional and mental well-being. Ready to learn [5 Must-Do's for Self Care](#)?

You should NOT neglect self-care and here's why:

- Self-care produces positive feelings and boosts your confidence and dignity.
- Self-care is necessary to remind yourself and others that you and your needs are important too.
- Self-care habits like taking breaks, setting boundaries, learning how to say NO, etc. ensures that you stay sharp, motivated and healthy.
- Smart self-care habits boosting your energy and confidence levels.
- Self-care is not just about your mental health. It's also about eating healthy, getting enough sleep, exercising regularly, etc.

So, are you ready to ~~START LIVING AGAIN?~~

Check out this FREE eBook by Kate May - [5 Must-Do's for Self Care](#)

In 5 Must-Do's for Self Care you will learn:

- How to take care of yourself
- 5 easy ways you can take a breath in your business and work life

Give your Prospect
reasons to NOT ignore
your Offer

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In 5 Must-Do's for Self Care you will learn:

- How to take care of yourself
- 5 easy ways you can take a breath in your business and work life

• Simple Daily Life Tweaks - Change the way you think and live...

• How to Say "NO!" - Without explaining yourself...

• How to identify Your Needs & Fulfill Them - 5 Simple examples.

Get immediate access here: Go to [5 Must-Do's for Self Care](#)

Be sure to to include a few bullet points as to what you prospect can learn from your Offer...

And add more links to your landing page.

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The Landing Page with the Contact form is the whole point of the FB Ad and Sales Content.

Keep that in mind that your Offer is the solution to your prospect's pain points, and remember to focus on the pain.

5 Must-Do's For Self-Care
Sign Up Here

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Get Instant Access to The Free Report

Here's what you will discover:

5 easy ways you can take a breath in your business.

Download Your Copy of
The **10 Page Ebook for Free**



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