**LONG-FORM FACEBOOK AD for financial education, spec**

**Background**

The ad aims at boosting women’s attendance at a free, live, stock-education seminar. The seminars introduce people to market basics and to the company, which provides training and advice about personal stock investment and trading. The key performance indicator is click throughs to register for a seminar.

The owner is targeting mid- to high-earning business and professional women, age 30 to 60. They’re much less likely to invest in or trade stocks than men of the same age and income.

Because Facebook favors ads that show readers in a positive light, my theme was research that shows the average woman has many of the traits that successful financiers and stock investors and traders have.

I also provided seven alternate above-the-fold openings for the ad to test and identify the strongest.

**What the ad would look like on Facebook, in a mobile view, with only the top few lines visible until someone clicks the “See More” link.**

Quick question – Who make better investors, men or

women?

New research makes it clear. It’s women. By a mile….

Shocked? Want to know WHY you’re so good?

I’m XXX XXXX, founder of the market-education company

XXXXXX. See More

Short video of attendees at client’s seminar.

Scared of the Market?

Get Confident at my FREE Stock Bootcamp, March 5, 6,7&8

Sign Up

**FULL TEXT of ad visible when you click “See More”**

Quick question – Who make better investors, men or women?

New research makes it clear. It’s women. By a mile….

Shocked? Want to know WHY you’re so good?

I’m XXX XXXX, founder of the market-education company XXXXXX.

And here’s your answer –

Women’s financial attitudes and habits make you a NATURAL market winner….

Because --

\*\*Women trade and invest based on information, not impulse.

\*\*Women make mostly small trades. You don’t bet the store on a single hunch.

\*\*You make financial plans and stick to them. And you always stay conscious of the risks.

EXACTLY the traits that the MOST SUCCESSFUL traders have!

The stats show it.

Recent studies by Wells Fargo Investment Institute, the UK’s Warwick Business School and Fidelity Investments show women consistently get higher returns on stock than men do.

Researchers who followed almost a million individual stock traders in Finland from 1995 to 2011 found female traders saw much bigger gains.

But research also reveals a problem. A big one.

A whopping majority of women say they have no confidence they CAN succeed in the market. And most never try.

So you’re leaving a TON of money on the table.

That’s one reason I host free stock-education bootcamps every year.

\*\*And this March my LIVE bootcamps are coming to your neighborhood, in XXXXXXX, XX.

\*\*Visit this link for exact dates, times and locations. And grab your free seat before they’re gone! https://www.XXXXX.com

In each two-hour session, I’ll teach the principles that propelled me from an employee working 70-hour weeks to a multimillionaire full-time investor and stock trader. With lifetime security and freedom to live the life I choose.

And I’ll show you how you can do it, too.

I must warn you, though. My system is NOT a “get rich quick” method that promises you can make a million dollars with no effort. I make NO promise that you will make ANY money. I don’t know you or your situation.

However, I CAN tell you that my system has worked for me and others.

And it repays commitment and effort…as well as women’s special strengths: patience, discipline, risk awareness, and willingness to learn and to stick to a plan.

Here’s some of what you’ll discover –

\*\*Why you CAN start trading with a small investment fund (And how to tell when you’re ready to invest more).

\*\*The exact percentage of your account you should risk on ANY trade (And why following this rule produces gains…while ignoring it guarantees trouble).

\*\*The exact amount you should aim to gain for each dollar you trade (And why taking this much profit – AND NO MORE – means you’ll virtually always come out ahead…even if half your trades are losers!).

\*\*Why you should NEVER trade based on news reports. And why you must use these information sources instead (They’re available free online!).

\*\*The 3 vital things you must learn from trading on a simulator BEFORE you trade in real life.

Are you ready?

Bootcamp seats are limited. So grab your free ticket at this link now: https://www.XXXX.com

See you there!

**ALTERNATE openings to test**

**Alternate opening 1:**

Most stock traders are guys. That's because stocks come naturally to men, right?

Not really. In fact, WOMEN have a natural aptitude for stock trading and are uniquely qualified to win big in the market. Here's why...

**Alternate opening 2:**

New studies show women who buy stocks outperform men’s market gains both short-term and long-term. Turns out women are naturals at finance.

Great news, right?

Maybe. But research also shows most women avoid the market….And it’s costing them – you – an average $1 million over a working lifetime…

**Alternate opening 3:**

Today a woman emailed me to ask if trading stocks could help build a strong financial future for herself and her family...even if they don't have a huge nest egg to invest right now.

I LOVE getting emails like that. Because women are naturals when it comes to navigating the stock market -- and more women are joining the market every day.

**Alternate opening 4:**

A 20-something woman I know recently got a surprise inheritance from an elderly relative she didn’t even know was wealthy.

Gonna put that into stocks? I asked. “No!” she said. “I’m scared of losing the money!”

Unfortunately, that fear itself could cost her $1 million or more in her lifetime….

**Alternate opening 5:**

Take this one-question finance quiz.

The answer could change your life.

Who is more naturally gifted at trading stocks -- men or women?

**Alternate opening 6:**

Remember “The Wolf of Wall Street”? …drunken yacht parties, Leo DiCaprio, bikini models?

If that’s your image of stock trading, and you’re sure that world isn’t for you, it’s time to rethink.

The stock market isn’t just a bro thing…and I’ll help you prove that.

**Alternate opening 7:**

No matter what Vogue’s editors say, a Chanel bag is not a great investment. (Sure looks good with that outfit, though!)

Getting comfortable with investing and trading stocks, however?

That can give you the future of security and freedom you want and deserve.