



CRAFT YOUR WINNING OFFER

ATTRACT NEW STUDENTS AND EXPAND YOUR REACH WITH IRRESISTIBLE OFFERS

Create your Offer

Define your special promotion, event, or class to make it clear, specific, and compelling. Use the prompts and tips below to refine your message.

1 WHAT OFFER ARE YOU DOING?

Example: Get new students!

Choose from our Top Offers

ChatGPT: "Help me craft 3 Facebook ads for my dance studio with (specific offer)."

1. Paid trial
2. Free trial
3. 7 day class pass
4. Free 7 day class pass

2 WHO IS IT FOR?

Child's Age

1. 3-4
2. 5-6
3. 7-8
4. 9-10

Dance Styles

1. Ballet
2. Tap
3. Jazz

ChatGPT: "Create 3 ideal customer avatars. My offer is for students ages [insert ages] for [insert dance style]."

3 CREATE A HEADLINE

Curiosity Invoking
Educational
Fear-Based
Trendy
Reward-Based
Urgency/Scarcity
Question-Based
Lifestyle
Problem/Solution
Emotional
Testimonial
Humorous
Value Proposition
Directive
Comparison
Statistics

Exclusive
Inspirational
Shock and Surprise
Seasonal

ChatGPT: "Using the info I gave you above, create 3 FB ad headlines that are (headline-tactic)."

4 CREATE COPY

Experiment with short or long copy.
Say what's remarkable or different.
Call out your target avatar.
Say why you are running a promotion.
Write at a 3rd-grade reading level.
Benefits - solve problem.
Urgency and Scarcity
Implied authority
Social proof/testimonial
Storytell
Use descriptive visual imagery

Pose a question
Change up tone and style
Go behind the scenes
Highlight a journey

ChatGPT: "3 versions of the FB ad copy that are (copy-tactic 1) and (copy-tactic 2)."

5 PERSUASIVE CALL-TO-ACTION COPY

Enrollment Focused: "Reserve your Place in Our Upcoming Classes!"

Free Offer: "Claim your Free Trial Class Now!"

Event Based: "Save your Spot for Our Open House Event!"

Personal Growth: "Build Confidence & Make Friends - Join a dance class!"

Explore Discover: "Find the Perfect Class for You - View our Offerings!"

Downloadable Content: "Get our Free Dance Readiness Checklist!"

ChatGPT: "Provide 3 example CTA's that drive immediate action for (offer)."

6 IMAGE OR VIDEO

High Contrast
Black and White
Banner
Overlay
1,2,3 or Group in Photo
Selfie
Meme
Different Styles
Different Ages
Behind the Scenes

Student Point-of-View
Instructor Point-of-View
Professional vs Not
Infographic or Graphic
Facility Tour
Horizontal vs Vertical
Solo Testimonial
Group Testimonial
Class in Action
Performance in Action

Subtitles or Not
GIFFY
Story Driven
Tone/Emotion
Challenge
Voice Over
Music
Sound Effects

7 BUTTON

- ☐ Learn More
- ☐ Sign Up
- ☐ Book Now
- ☐ Apply Now
- ☐ Get Offer
- ☐ Contact Us
- ☐ Message
- ☐ Shop Now
- ☐ Download
- ☐ Get Quote
- ☐ Subscribe
- ☐ Watch More
- ☐ Call Now
- ☐ Donate
- ☐ Now
- ☐ Play Game
- ☐ Sign In
- ☐ View Event
- ☐ Try It