



ETHICALLY STEAL YOUR COMPETITORS ADS

Don't be a dick

***Don't copy people (that's being a dick)
BUT don't make things harder for yourself than they need to be.... Use this technique to shorten the learning curve and gain insights around what's working to talk to your customer***

How To

Facebook

First hunt through the Facebook Ad Library - here you can search your competition to see what they are running, you can also filter by location. In general the longer the ad has been running, the more successful it is! Now use their copy as a base for your own ads!

Google

- 1. Go to Google**
- 2. Search for exactly what your customer would search to find you**
- 3. Check out your competitors ads**
- 4. Take note who is using landing pages**

Funnel Hacking

Funnel hacking is the process of finding your competitors sales or landing pages and dissecting how they are talking to their customer. We recommend covering the following questions:

How do they present the problem?
How do they present the solution/product to the customer?
How do they and in what order do they handle objections?
What are their Call To Actions (CTA)?

Invention is 10-20x more expensive than iteration. Borrow & iterate!
Model what works and tailor it to your business with your own messaging.