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RMBCM_B09_02_YT Ads Breakdown with Conor Boyland

That I just showed you. I'll play it for you real quick. And I wanted to also show you one thing I've found that can get you more mileage from these video ads is. Adding a five-second intro clip. That's just like attention-grabbing videos of something relevant to your audience. So I saw V shred doing this a lot.

[00:00:22] I'm friends with one of their media buyers and, and I've seen their ads. And once they have a winning ad, they do hundreds of iterations of the same ad with the only thing different. It's like the first five seconds of a video intro. So if you've ever seen their ads, there's, they've got like. A meat grinder and then a piece of food and an egg, or like people working out.

[00:00:42] And it's just like rapid-fire images that grab your attention. And so I started adding that to the front of my ads and it's worked pretty well. but other than that, everything's the same as just a slideshow. So let me show you what it looks like real quick. This is what people are seeing on YouTube.

[00:00:58] Do you know there is one five-word question. You should never ask a woman. If you want her to sleep with you, become your girlfriend, or see you as anything more than just a friend. As men, it sounds totally innocent to us. So from then on, it's just a slide show. There's no more video, no more images. I'm not a video editor.

[00:01:15] It's not my skill. So the rest of this is just a slide show, the same script. I just read to you. but the first five seconds is like, Oh, a bunch of different gifs of like hot girls looking at guys with lust. You know, that's kinda what I looked for. So play around with that. It works pretty well. and obviously, this is unlisted when you run your ads.

[00:01:36] but it, you know, it's working pretty well. So up to 12 million views right now and views that I've paid for. so that's probably my top ad right now. And I just wanted to show you like what it looks like I'll even, paste it in here. If you want to see, in there for you guys, if you want to link to it so you can see it, You know, play around with that format, depending on what you're promoting, you know, you're going to have to tweak that a little bit.

[00:02:03] It's not going to work. You can't just copy it straight up. You'll have to tweak it, but, yeah, play around with that format of blind curiosity. It definitely works well. Cool. I'm going to show you some more types of ads that are working well for me and kind of dive into the copy and, yeah. Then give you some quick overall like strategy for like how to put together these ads and what to do with them.

[00:02:24] So. This one, I call just the painful lesson. we talked in the last ad about like pacing, their pain, really like re you know, giving them specific details that say, Hey, I know what you're

going through. I know how bad it sucks. And the more I talk about it specifically, the more you're probably feeling shitty about it right now.

[00:02:42] So let's do something about it. That's pacing their pain. So in this one, we're not just going to pace their pain. We're actually going to give them, a lesson or a reason for why they're having that pain. And if it's a good enough lesson, like if it really makes sense to them, if it's simple, if it's obvious, if it's like, it's like a light bulb for them, we're going to give them a little light bulb moment and we're going to tie it to why they should watch the VSL.

[00:03:06] So the point of the VSL here is, you want to make a girl chase you and instead of the other way around. And so one of the most painful things these guys are experiencing is they're chasing women. They're putting in a lot of effort trying to hang out with her, trying to do all this. You know, work to win, win a girl over, and the girls are pulling away and ghosting them and ignoring them.

[00:03:28] And it feels like shit. So I want to tell them why that's happening and kind of give them like, like the tone that I'm taking here is like the honest and loving older brother. That's going to tell you, like what you've never heard before. Like I'm going to, I'm going to tell you is the truth that no woman has ever told you before.

[00:03:45] And you're going to trust me. I want to be very trustworthy and like, I've got your back, dude. I promise I've got your back. I've been through this too. I'm your friend. We help you. and you know, I'm also gonna have a little fun with it. I've been doing that more in my ads and it seems to work well, at least for me, it's more interesting if I have a little bit fun.

[00:04:06] So, here we go enter again. I remember the first line is really important. You want to really put effort into making the first line. Something that you think will really grab them. You might think I'm a Dick for saying this, but she's not too busy to text you back. She just doesn't want to this right here, guys, when guys hear this so far, the ones that have responded in my customers have been like, damn, you really hit the nail on the head there.

[00:04:32] Like I had to pay attention when you said that because deep down they know it's true. This is one of those things. That's like. A true thing that they know, but no one's talking about and it's like, Oh man, you just hit me. You just slapped me in the face with some truth, bro. What do you get to say next? I want to listen to this guy.

[00:04:48] That's kind of the idea here. I don't know how well that would work for every market. You've got to take the right tone with the people you're talking to, but in the men's dating space or just men in general, what a lot of these guys are lacking is a positive male role model in their life. They didn't get this kind of guidance from their father or an older brother or friend.

[00:05:08] And they respond really well. Like what they're looking for is like a, a confident guy who knows what he's doing to kind of take him. Put I'm putting my arm around their shoulder

and being like, dude, I got you. I'll take care of you. I know what to do. they really like that. So it's important that you know what that's like for your market, what are they really looking for?

[00:05:25] And what tone do you want to take when you talk to them? she's not too busy to text you back. She just doesn't want to, she doesn't want to, because you're too obvious. You're too easy and that makes you boring. These guys are so afraid that they're boring and they are, and they need to hear it. This is like slapping them in the face and be like, wake up.

[00:05:43] Let's talk truth here. I'm being honest with you. And they love that. They really respond to that. But give me 30 seconds and I'll tell you how to flip that around and get her texting you back with interest, asking when she can see you and even showing up at your place later for little Netflix and chill.

[00:06:00] Little HBO and a go a little Amazon prime and sexy time, little YouTube, and lube is just me having fun. I thought that was funny. I think I also was watching this TV show called Letterkenny, which is just really clever and hilarious, and I love it. And I think they had a scene there where they were just riffing on like Netflix and chill, HBO and a go.

[00:06:18] And I was like, that's funny. I'm just going to put that at my ad. No idea if that helps conversions or not, but it was funny for me. And sometimes that matters, you know, that little extra bit of like this guy. Having fun. He's playing around, you know, people trust that, you know, I wanna, I don't want to sound too much like a salesman here.

[00:06:36] I want to sound like a guy who's just having fun talking to them like a real person. So look, I need to tell you you're not an idiot. Okay. I bet she seemed really into you at first. Right. But then she started pulling away out of nowhere. Didn't she and her responses started taking longer and her tech started getting shorter and I can't wait to see you turned into, sorry.

[00:06:54] I'm so busy right now. This is pacing, their pain. Okay. Listen, if she really wanted you, she wouldn't be busy. She would have make the time for you when a girl wants. You you'll know, but when she doesn't want you, you won't know, you'll be confused. You'll think that maybe she's just real busy this week or she lost her phone or she didn't see your last text, but you and I both know she saw your last text.

[00:07:16] She just didn't care enough to respond. So these guys, this isn't anything new to them, deep down. They know this is true. And maybe they've been lying to themselves, but they know this is true. So that when I say it out loud, they're like, Oh fuck. He's right. Goddammit. He's right now. They want to listen to me the first time this happens, you might think, Oh, well, dating is a numbers game, right?

[00:07:36] Better luck with the next girl. But then you meet the next girl. And the same thing happens again and again, and it doesn't take a rocket scientist to realize the problem is you. And look, I'm not saying that to hurt your feelings. I'm saying it because I want to help you because no one ever helped me. I had to learn the truth the hard way.

[00:07:51] And it sucked. So first let me just say that. I see you. I feel you, the struggle is real and allow me to be the first one to finally tell you the truth, the truth that no girl will ever have the heart to tell you. Okay. So this right here, anytime you attack, like directly attack the prospect and you're like the problem's you it's your fault, which I don't always do.

[00:08:13] And it's not always good. but you. As soon as you do that, you want to immediately soften the blow and be like, dude, but it's, it's not your fault. No one ever told you this. It's okay. You didn't know this. It's not your fault for not knowing this I'm going to help you. when I first learned how to do sales trained by this really talented phone salesman named Jim Miller, he used to run all the sales for Tony Robbins company.

[00:08:37] And he was just as amazing with his words, like phone salesman. And, he told me this, this technique, he's like, man, anytime you attack them directly, he called it slay and rescue. You want to slay the behavior and rescue the person. So you want to say, look. You as a person, you're fine. I'm going to help you.

[00:08:55] You're okay. It's not your fault for being like a shitty person. It's just, this one behavior is doing that. Nobody ever told you differently, you know? So you want to put it all on their behavior and the fact that they don't know what you're about to tell them, but it's not because they're a bad person.

[00:09:09] That's important to slay the behavior, rescue the person. That's what I'm doing here. And I also want them to trust me. I want again, putting my arm around them to be like, dude, I'm your friend. I got you. Trust me. The struggle is real. I feel you I've been there too. I have you want, and then we're going to move into telling them the truth that they that's been hidden from them.

[00:09:28] The girls won't tell them, you want to know the real reason she pulled away and stopped talking to you. It's got nothing to do with your height, your looks or your confidence. These are with things that they think it is. They think that they're not tall enough or they're not handsome enough or not confident enough.

[00:09:43] And that's why girls don't like them. So I'm kind of saying it's not what you think it is. She pulled away because you were too easy. You're not a challenge. You're too much of a sure thing. And that's just not sexy. Sure. She might think you were a real nice guy and maybe she wants to be your friend, but she's not sexually attracted to you.

[00:10:01] Right. This is huge insecurity in my market that this is happening to them all the time. They hate it. It makes them feel like a piece of shit. Like they're not mad enough and it's just painful. And so I'm saying, look, you're going through this pain. Aren't you. And maybe you think you need to try harder to win her over, to make your intentions clear, to get her attention, to make her laugh, try to get her attracted to you or demonstrate your value.

[00:10:25] This is what they're trying to do, that isn't working. Look, if you're doing any of those things, stop chasing her. Like that is actually the worst thing that you can do. You're just making yourself even easier and even more of a sure thing. Here's the truth. And I know this might sound odd the first time you hear it, but you know, that girl you've been thinking about, she doesn't actually want you to chase her.

[00:10:45] She wants to be the one chasing you. So this is the main promise of my VSL. I elaborate on it in the VSL. but it's, it's just kind of the reverse of what they're experiencing. Now. They're chasing women and women are running away from them. I'm saying, dude, she should be chasing you. And you probably don't know how to make that happen, which is why you need to watch my VSL.

[00:11:06] But first before I just say click here, I really got to, you got to build it up. You've got to sell them on the dream. So now we're going to start selling the dream, the opposite of their pain. She wants to be the one chasing you. She wants to daydream about you at work and think about you nonstop and texts you late at night to make sure you're thinking about her, to asking if she can see you soon, ignoring every other guy in her DMS, shooting his shot, making it painfully obvious she wants you.

[00:11:29] And she's all yours. When you like to know what it feels like to have a girl chasing you like that. Don't you wish you would stop what she's doing and text you back right away, because you are her number one priority. Once you tired of fucking losing, this is just like giving them the dream and then just like resonating with them.

[00:11:49] Honestly, person to person. Do don't you fucking tired of getting rejected? Are you tired of that? Shit? Let me help you. Okay. If you're saying yes to any of that, then I want you to pause YouTube for a moment and go watch the video training for men only at the link you see on your screen right now. So now we're going to go more into the same formula as the last ad, just edifying myself as an expert, telling them what they're going to learn in this free video training.

[00:12:14] Also I added this, which I think is good in some copy. I promise this is not a rehash of anything you've heard before. It's not about being a good listener or using corny lines. And it's definitely not about becoming some kind of super seductive PUA or a douchey jerk who treats women like crap. It's not any of those things that can be really effective sometimes if, you're, you're worried that you might have some real objections, promise them that it's not what they've heard before and then show them that, you know what they've heard before.

[00:12:42] You're about to discover the real psychology of sexual attraction that no one's ever told you before and how to use it in normal everyday conversation to have that girl. You've been thinking about, start to think about you now. We're just teasing them on why they should watch the VSL, all this awesome stuff.

[00:12:58] you'll notice these teasers came from my last ad. The five word question. The truth about texting the innocent. F-word right. These are just teasers that I'm reusing here. When you're ready to get started, just click the link you see on your screen right now to watch a short video. Now I added this lately to my ads.

[00:13:15] I didn't do this before I started adding it because I was getting guys complaining or hating on me or being negative. And so I added this part. That's, I'm qualifying the person, qualifying the prospect. Who's about to watch this and kind of painting them as. You, this is not for the certain, this is only for a certain type of person and you definitely want to be that kind of person.

[00:13:35] So if you want these secrets to work, you're going to have to let go of some toxic beliefs that may have held you back in the past. Like you have to be a heartless jerk to get the girl. You have to be over six feet tall. You need to have money. You have to ignore her, manipulate her or mess with her head.

[00:13:49] Women are superficial and play games. Nice guys. Always finish last. Everything I don't understand is a scam. That last one was just like me kind of slapping the people who say, Oh, this is a scam. I don't like it. but I'm just saying, look, all of those things are toxic limiting beliefs that hold guys back.

[00:14:06] And if you want to be a hater wine that life's not fair and keep getting ignored by the women you want while other guys are out there getting late, falling in love and living their best life. And I don't want you watching this video. This is not for negative Nancys, haters, whiners, or complainers. This is only for positive minded guys who love women love themselves and are willing to open their minds and try something new.

[00:14:28] That's something that every guy would like to see himself as. And so I'm kind of saying like, look, you don't want to be one of these losers. You want to be a winner. Here's what that looks like by the way, that specific tone and style. I think that works really well. If you're talking to men, if you're a guy talking to other guys that might not go over so well in other markets, it might be too aggressive.

[00:14:47] So keep in mind that I'm talking to guys who want a strong male influence to tell them what to do. That's why I'm taking this tone. And then I'm also going to add some testimonials, which are repeated from my VSL to just let them know other people are watching this too. And here's what happened for them.

[00:15:06] So, this is only for this type of guy guys like Chris, who said this testimonial or Brian who had this happen, or Matt who said this, right? These are testimonials pulled directly from my VSL. And then the last call to action is, Hey, what do these guys know that you don't click the link on your screen to find out?

[00:15:22] Okay. So that's just one more method of influencing them to click testimonials. other guys are having these awesome results and you don't want to miss out on that. So click. so anyways, that's the format for, what was I calling this one? The painful lesson, right. it's a lot longer and it really works because you're tapping into like something honest that they know is true, but they've never had someone tell them this directly and it's going to make them trust you and want to find out what you have to say.

[00:15:52] So whatever you can do for that in your market, it's just got to follow those guidelines and, Make sure you're taking the proper tone. I would not speak this way to other markets. It's definitely like a guy speaking to other guys. This is how they want to be talked to. So keep that in mind. All right.

[00:16:10] I'm going to give you one more ad here. I'm calling this one funny, but true. It's actually similar to that, the last ad. but I'm adding a little bit more humor in the beginning and being very specific. and this is actually for a different product. It's not for the mate girls chase, you offer it's for something called conversation crack.

[00:16:27] It's a newer offer. I put a link in this document for you, so you can see the VSL, but it's about how to use dating apps like Tinder and Bumble and hinge to get girls to want to hang out with you. so it's more specific. so I want to talk about dating apps and talk about what's frustrating. And in my research, I saw somebody say this.

[00:16:48] This kind of line, like, instead of just saying like this first line is very specific and also kind of, extreme it's like over the top and funny. but it's true. It's, it's what they're complaining about. So I saw a guy in a F in, I think one of my surveys that I serve at my list with complaining about this specific thing and this specificity is what makes it so funny.

[00:17:12] So instead of just saying, Hey, are you tired of girls, rejecting you on Tinder? Yeah. Okay. That's true. But if you make a specific image that is kind of outlandish, but also true. This is something guys have experienced. Like they could, even, if they haven't directly experienced this, they probably can see like, Oh yeah, that's fucking true.

[00:17:30] God dammit. so are you tired of short single moms with cosmetology degrees and nothing to offer asking you how tall you are on Tinder? Like there's so much going on here and I want to show you it's all from research. I didn't just make this up. Cause I thought it was funny. guys, biggest insecurities about dating apps are the games rigged in favor of women.

[00:17:54] girls can be like very average looking and have nothing to offer and still get tons of attention. Whereas a guy, unless you're super, super handsome and tall and great looking girls are going to ignore you. And there's kind of an imbalance of power. That's what they complained about. It doesn't matter if that's true or not.

[00:18:12] It matters that that's what they think is true. And that's what they're complaining about a lot. So I'm starting right off the bat with making a joke about what they complain about. So I

want to make it clear, like that's where this came from. I didn't just make it up. also how asking you how tall you are.

[00:18:27] This is like something guys complain about a lot girls on Tinder, like right off the bat. How tall are you? And if you're not over six foot tall, they just won't talk to you. And it's kind of cruel. It's kind of superficial and it hurts their feelings and they're insecure about not being tall enough. And what makes it even worse is that a lot of the girls doing that to them are not even like the most attractive girl.

[00:18:47] They're like really average, you know, short girls who really don't have any to be saying that to them. It kind of rejecting them and it's just painful and like unfair. They really feel like this isn't fair. Fuck this. It's not fair. If you have anything like that in your market where they're like this isn't fair.

[00:19:05] There's so much frustration and pain there. And if you could tap into it, they will pay attention. So that's where this came from and I'm just exaggerating, you know, short, single mom with a cosmetology degree and nothing to offer. And five kids wanting a guy who makes a hundred grand a year, who's six foot three, and buys her everything like exaggerated version of what they're complaining about.

[00:19:29] and right off the bat, they're going to be like, fuck, that's funny, but true, funny, but true. Right. That's what I'm doing here. So anyways, it's a great first line. They like it a lot. Yeah, then you're going to want to listen to this very carefully in case you haven't realized it yet, dating apps, aren't fair for guys.

[00:19:48] This is what they think. I want to tap right into what they think and elaborate on it and then move forward and give them a solution. Dating apps. Aren't fair for guys. You know it, I know it every chubby girl with a bad attitude asking you how tall you are, knows it. And if you're not six foot two and a 10 out of 10, and it looks department, you're going to need something different to get hot girls on dating apps.

[00:20:09] And the difference is this. So right away, I'm just offering them a solution. And I'm trying to get them to click, to find out more, if, if you want it to, you can make this longer and spend a lot more time diving into their pain. I just thought this right here is more than enough to resonate with the pain that I want.

[00:20:27] Now let's get the click. Let's get them moving into this VSL. So that's a judgment call on my part, but it is possible that you could spend a lot longer digging into this pain if you want it to. cool. The difference is this. You need to shift a girl's focus from the way you look to the way you make her feel and use your words to get her turned on by you, which is something 99% of guys have no clue how to do crap.

[00:20:51] this is like the main idea of my VSL. This is like the, the key lesson that they're learning and then the promise that they're gonna receive. I repeated often in the VSL, right from

the beginning. So. I'm just using that as a, a quick light bulb moment to be like, Oh, there's a solution that you haven't thought of.

[00:21:09] Click here to find out what it is. Recently. I invented a handful of innocent messages that do the trick, and I made a short video explaining what they are and how to use them. If you want to learn more, click the link you see on your screen to watch the video now. So right away, we're doing a call to action pretty soon into this ad.

[00:21:26] We're probably like 25 seconds in, this is working really well because. I've tapped into this funny, but true thing where they're immediately going to be like, yeah, he's right. I trust you. And remember what I said earlier, this market really loves word for word things to say. And so I'm promising them the crack that then that I know they want, Hey dude, you want to know some easy math, innocent messages that you could just send to a girl and get what you want.

[00:21:52] watch this video and I'll tell you what they are. So again, teasing, curiosity, all that stuff. And you'll find out how a few simple messages sent in the right order at the right time can give you an unfair advantage on apps like Tinder, Bumble, and hinge maker. Completely forget about other guys and get her practically addicted to you.

[00:22:10] So there's just the promise of what you'll find out in this VSL. You'll also discover how to, and then this is more specific things that I know they want, that they will discover in the VSL or really by buying my product. So teasing, bullet points on why to, why you should click to watch this VSL.

[00:22:27] You'll also discover how to triple your matches by doing this, making ones. So really good bullet points like fascinations teasers. They're going to be good if they sound easy and juicy and like real specific, easy to do, not difficult like men don't you want to spend like five minutes of your time right now to find out these amazing things that are super easy.

[00:22:49] Like, I'm trying to make this sound really easy, not a lot of work. So how to triple your matches on dating apps by making one small tweak to your first photo, you can do it at home on your iPhone in less than five minutes. I mean, if you're an insecure guy who wants to get more girls on dating apps, you're going to really want to know what that is.

[00:23:07] My top 10 opening messages that get the most replies, even if she wrote nothing in her bio. And you've got nothing to go on. So. Again, they really like opening messages there. Part of my product is just line after line after line. Here's this here's a shit ton of lines. You're going to love it. so I know that they'll want that.

[00:23:23] I'm promising them, all that stuff. three simple repeatable steps that get her in the mood to send you nudes. That's just like really sexually exciting, you know, intriguing and the innocent seven word texts that almost always leads to sex. So there's another ad where that's the main hook. That's really aggressive.

[00:23:45] that's as sexual as I will get, by the way, it's still a PG 13, but like very sexual, and seven word texts, innocent, seven word texts. They're dying to know what that is. It's it. If you tell them something specific, it's not like how to get a girl to want to sleep with you with texts. It's like an innocent seven word texts.

[00:24:05] so all you gotta do is click the link on your screen and you'll get all this stuff. but I have to warn you this isn't for negative Nancys. So this is me qualifying them again and saying like, don't be a jerk, you know? be like these guys and then more testimonials from the VSL of guys who watch this, what they're getting same as the last ad that I showed you, just different offer.

[00:24:25] and then click the link, go watch this video. So that one works because I'm starting off with something that's just like laugh out loud. Like Holy shit. That's so true. And then moving into why you should watch this VSL and all this stuff. You're going to get so faster more to the point. But if you can find something funny, but true that you don't need to spend a whole lot of time selling it, like they're already going to get it.

[00:24:48] Cool. So the fourth ad is actually the full VSL. So one thing you can do on YouTube, if you have a VSL that's converting, Put the actual VSL as your YouTube ad. I didn't do this at first. And then I saw other people doing it and I tried it. My VSL is 45 minutes long. I was like, man, no, one's going to sit on YouTube and watch an ad for 45 minutes.

[00:25:09] I was wrong. They definitely will, if it's good. so when you do that, you just take your actual VSL file, put it on YouTube, make it an ad and send you traffic from that directly to your order page. so, you know, they don't need to go to my landing page. To, you know, watch this video. They can watch it right on YouTube without ever leaving.

[00:25:31] And if they click, they're, they're going to go right to the order page and buy the product. I thought that would lower conversion rates because the button is always there. So they could be clicking to the order page after two minutes of the VSL, when I haven't really sold them yet, but a lot of people sit on YouTube and just watch this.

[00:25:49] Just the way they would on my normal landing page. And they do buy, and the conversion rates have been virtually the same as using these shorter ads and then sending to the landing page. The one downside is that I'm bypassing my VSL landing page, which has an opt-in on it. And a lot of people opt in, even if they don't buy.

[00:26:04] And so sending directly to the order page, I can't collect emails from people who don't buy. I'm only getting the customers, whereas sending to my landing page, I'll show you real quick. I get, you know, a thousand leads a day just off this landing page. Because people are clicking it and putting their email and name in right here and doing this doesn't turn the VSL off.

[00:26:24] So I'm able to collect a lot of emails and grow my list really fast. And a lot of those people will buy like five days later, whereas sending directly to the order page, they're just going

to go here. Hold on. I think it's order review. Yeah. They're going to go right here. I don't collect emails here.

[00:26:42] They're just going to go there and then check out and. I either get them as a customer or I don't, but I'm missing that. Opt-in so that's the one downside of running the full VSL, but still it works, it scales. so try that if you have a good VSL, that's converting, run it as your actual YouTube ad. So, okay guys, I've been talking for awhile.

[00:27:03] hopefully this makes sense to you. Definitely go with, if you had to choose one type of ad blind curiosity for the win, always, and find how many different versions of that. Could you try, you know, how many different angles can you take with the blind curiosity, teasing them about why they should click what they're going to find out on the other side of the click, how it's going to solve their insecurity and pain and make their life better.

[00:27:28] the more that you can test on that, you're going to find some winners and, yeah, if you're doing cold traffic straight to a VSL, Man that one by far has scaled the farthest and done the best for me. So if you had to choose one play around with that blind curiosity template and, yeah, guys, I hope this makes sense.

[00:27:47] I hope that I haven't rambled too much. I hope I've gone deep enough to explain why this stuff works and, yeah, take this, use it and make a ton of money on YouTube. And scale your offer and have as much access as possible. I wish you guys the best. Thank you for watching this. And, I will see you around.