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RMBCM_B09_01_YT Ads Breakdown with Conor Boyland

Hey, what's up, guys. It's Connor Boyland here, and this will be a breakdown of four different YouTube ads that are doing very well to my offers on cold traffic. And I'm going to break them down for you, tell you why they work, give you kind of some, you know, templates that you could follow and ways that you could model this for your own offers.

[00:00:23] And, yeah, I'll show you one of my ads so you can see how it's put together. They're very simple. They're just VSLs with my voiceover and a slideshow. I'm not a video producer. I'm not great on camera, something I'm working on, but, if your copy is good enough and your offer is good enough, plenty of people are having success, just doing slideshows with their voice.

[00:00:45] So I'm going to show you how I'm doing that. And I'm going to show you four different ways, four different, you know, types of ads and just kind of dive in and break them down for you. So. the niche here is men's dating advice. I am very PG 13 about it. that's definitely important in cold traffic.

[00:01:05] It's also just a personal choice, but for those of you that are familiar with men's dating, it can be very art or even X-rated. In fact, some people like to run traffic on adult websites. And so it's very graphic. That's not what you're going to be seeing here. You're going to be seeing very PG 13 and this has all been running on YouTube for the past eight to nine months, consistently at scale.

[00:01:30] the first offer I'm going to show you is called make girls chase you. That's been, that's probably brought in about 15,000 sales and close to, close to a million dollars in revenue right now. And, profitably on the front end with these ads on YouTube. So, if I bring in a million with the software, by the end of the year, I'll probably keep half of it.

[00:01:59] So I'm probably netting 500 K from this one offer. So let me show you the ads and how they work. this won't be like a, how to run traffic on YouTube, but I'm sure there's plenty of videos in the mastermind or whatever membership area you have. on what buttons do you actually push in YouTube to make these ads work?

[00:02:16] But this will just be a deep dive into the copy and the strategy. So, I'm going to give you guys a copy of this document by the way that I'm going through, so you can read it. And also, these are the two offers that we're, sending traffic to makegirlschaseyou.com and conversation crack, which is a more new offer, but also doing well.

[00:02:37] And, Yeah, that way you can see, the connection between the ad copy and the actual landing page that they're going to and how it does need to be congruent. It needs to match. The

message has to be, you know, it has to make sense. So, let's go into the first ad. this is a type of ad it's called blind curiosity.

[00:02:59] We're going to be teasing the crap out of the prospect. and I'm going to show you why this works. I first saw an ad from Chris Hidad, which I think is now been, become popular in the mastermind. People have been breaking it down. but he advertises in the women's dating niche and I saw something he was doing about a year ago on YouTube and thought, let me do my version of that.

[00:03:24] Let me model that and it's been very, very successful and I'll tell you why but the main idea is you want to figure out something that your audience is really insecure about. And every market has a handful of things also if you've been in, you know, familiar with your market, if you've done surveys or you've worked with them personally, there's always a certain number of questions that people ask in every market over and over again.

[00:03:51] And in the men's dating space, one of the questions that they ask over and over again, that they cannot get enough of. It's like crack, we call it, has started calling this a crack video they always want to know things to say to girls. What do I say when this happens? What do I say when that happens?

[00:04:08] How do I approach her? And what do I say first? What do I text her? You know, they like, and they really want it to be specific, like word for word. Tell me what to say. There's a lot of curiosity there and telling them, like something you should say or some, something that you shouldn't say. And if you can tie that in with their insecurity, their pain, it makes a really powerful.

[00:04:30] Curiosity feeling in the prospect. And you're going to use that curiosity to get them to click over to your VSL and start watching. So there's two versions of this. There's a long version and a short version. It's going to go through it real quick. So you can see like how it's put together. So you can do your version of it too, for whatever you're advertising.

[00:04:47] And by the way, these are all going straight to VSL. So the moment they click on the ad, they're going to go to my landing page. They're going to start watching my sales video immediately. There's no extra step in between. So, the first line, very important, on YouTube, we're running in-stream video ads.

[00:05:06] And what that means is, a person watching this is going to have five seconds where they have to watch the video before they're allowed to skip it. Now on YouTube, you don't actually have to pay until they've watched for at least 30 seconds. So most people don't watch your ad. They're going to skip it.

[00:05:24] They're trying to watch something else on YouTube. You're interrupting them. And so they're going to click that skip button immediately. So you really only have five seconds to really

hook them or not. but keep in mind, you actually have the first 30 seconds to grab them and get them to want to click.

[00:05:39] And that's what YouTube counts as a video view. And so you're not paying for all those five second people that skipped the ad. So just just know that that's how it works. but anyways, the first line is still very important because that's what makes them decide. Do I want to watch this or do I want to ignore it?

[00:05:55] You know, people are in the habit of ignoring YouTube ads. So the first line has got to really grab them and be like, Hey, you shouldn't ignore this one. And so that's why we want curiosity and insecurity like, Oh shit. If I skip this, what the fuck am I missing? Oh, so do you know. The innocent F-word that turns a girl on and makes her want to sleep with you.

[00:06:16] so, specificity, it's just one word. it's innocent. That's really important in the men's dating space because one of their objections is I don't want to be creepy. I don't want to be weird. So we want to assure them this is safe. This is innocent. We use that word a lot. It works really well. And also F-word.

[00:06:36] What do you think of when you think of F-word? there's a lot of curiosity there, and as you'll see, we're just going to use that and tease them relentlessly. And, you're never going to tell them what the F word is until they go to the VSL or really even until they buy the product. So the strategy here is to tease them over and over again and not reveal the answer until they click you're.

[00:06:58] You're promising them that they'll get an answer if they click, that's why it works. So. Do you know, the innocent F-word that turns a girl on and makes her want to sleep with you? No, it's not that vulgar F-word you might be thinking about as men. It sounds totally innocent to us, but when you slip it into a conversation with any girl you want, you're going to at least triple the chances of her chasing you, by the way.

[00:07:19] this is for an offer called make girls chase you. And the main promise is this is going to make her chase you. So we're kind of layering in the promise and the benefits here. She'll be three times as likely to start hitting on you out of nowhere, three times as likely to ask for your number and three times as likely to make the first move on you and even sleep with you that same night.

[00:07:36] So, do you know what this innocent F-word is? We're just teasing the shit out of them here. This is what I saw Chris Adad doing so well. And I was like, man, I've got to do my version of that because I can see why that works. Just like it, it's almost like a playful little, like, you don't know what it is.

[00:07:52] You better click to find out. but it works because they're so insecure. I'll give you a hint, hot girls. Usually say this F-word to mess with a guy and waste his time. Huge insecurity. And they do it all the time. I might actually change that and say they do it to you all the time. In

fact, if a girl ever says this F word to you, it's usually the first sign she's about to pull away or even ghost you paying an insecurity.

[00:08:20] Even if you thought she was interested at first. Has a girl ever done that to you before and now. So, so now we're going to dive into their pain. This is called pacing, their pain. this is what they're experiencing. It's very painful. It makes them insecure. And so now I'm really like sinking that hook in and saying like all that stuff that you hate, that's happening to you, it's happening to you because you don't know that this innocent F-word is, and you really need to know.

[00:08:44] She acted like she was interested that she pulled away and stopped talking to you. Then you must know how frustrating and defeating it feels to get jerked around like that. Was it something you did something, you said something you should have said, but didn't, and I'm sure you'd love to know what you're doing wrong.

[00:08:58] This is like what they're experiencing, but you can never find out what you're doing wrong because she never gets back to you. Maybe you've tried asking women more questions and taking the lead or working on your game and trying to improve your confidence. These are the things that they're trying, that are failing.

[00:09:11] They're not working only to go through the same old cycle of getting your hopes up, then pulling your hair out in frustration. When she sends you one word texts. Loses interest and disappears by the way. It's important when you're pacing, someone's pain to be specific, it's it? This is more powerful saying, don't it?

[00:09:29] Doesn't it suck when she sends you one word texts and then disappears after you've got your hopes up. And after you've tried these things, that's more specific than saying, doesn't it suck to get rejected? You know, like you really want to take these things and unpack them into specific details. That's why they really resonate with the audience.

[00:09:47] Listen, if any of that sounds familiar to you and you want to learn why that actually happens, what this innocent effort is and how you can use it to flip the script and get girls chasing you for a change. This is the promise of the VSL they're about to watch. Then I want you to pause YouTube for a minute and go watch the special presentation for men only at the link you see on your screen right now.

[00:10:07] So this is our first call to action. We're about 40 seconds, 45 seconds into the ad. And, the link is always on the screen, by the way, whenever you're running YouTube ads, there's no timer. The link is always there. They can click it at any moment, but we're assuming that they're watching the ad and I'm telling them to go click this link.

[00:10:25] I'm also saying special presentation for men only. Not video sales letter, you know, or sales pitch, right? This is a special presentation. It's a tutorial. It's something you're going to

learn from. That's going to help you. And you know, if you watch my VSL, you'll learn some stuff, there's value in it. but I'm not saying go buy my product.

[00:10:44] I'm never mentioning the product. I'm just saying, go watch this video. It's going to help you. So that's important. we're not revealing any product. We're just getting them to click to the page, to start watching the VSL with a intense amount of curiosity on their mind. and of course I'm missing at the link you see on your screen right now, some people will tell you to tell them, Hey, click the top, right from mobile and the bottom left for desktop.

[00:11:08] I don't know if that's still a thing or not. YouTube is constantly switching it up. but Hey, this is good enough. The link you see on your screen, they're seeing some link they're used to clicking stuff. They can figure it out. This works fine. now the next part of this ad, I'm going to introduce myself and give some credibility.

[00:11:24] So they're like, Oh, who is this person I'm about to learn from in this video, in the dating niche. This is my pen name, Andrew Ryan. I don't go by Connor Boyland. That's my real name. Andrew Ryan's the pen name and dating. so I want to introduce them. So they're like, Oh, who am I about to watch a video from who are you?

[00:11:41] Remember? This is cold traffic. They have no idea who you are. so I'm an Amazon selling author, a body language expert, dating consultant over 1 million men around the world. That's about how many people have watched my stuff on YouTube. And when you watch this special video, I'm just gonna, from this point on, I'm just going to keep teasing them about why they should watch the video and adding more reasons to watch more benefits.

[00:12:05] They know that I'm asking them to click away and go watch something. So now I'm just going to keep selling them on why they should watch the video. And it really helps to do this. It's not enough to say click and you got to really keep telling them, what benefit are you going to get from watching this video?

[00:12:18] I'm not selling the product, I'm selling them on why they should watch the video that sells my product. So. When you watch this special video, after you find out what this innocent F-word is, remember, that's what we're teasing them about. You'll discover a simple, scientific secret that can turn a woman on and make her chase you and even obsess over you.

[00:12:37] While thinking it's 100% her idea. This is the main promise of the VSL. That's what they're going to learn. This is actually my mechanism, the simple scientific secret that's the mechanism that we will reveal when they watch the video. Now, we're going to say why that's going to help them. So instead of fizzling out and losing, or after a few messages or a few days now she's texting you nonstop and asking you if you're free for a date tonight where she can come over and watch a movie in bed with you.

[00:13:02] Like I said, this is very PG 13. If we were going to R rated, this would be much more aggressive, but we're not doing that. And instead of boring logical conversations that go

nowhere, but the friend zone, now she's hitting on you touching you and making it painfully obvious. She wants you. In fact, when you follow my instructions to the letter, many girls will even make a move on you first.

[00:13:22] This is really intriguing. No guy has really experienced what that feels like. There's no one watching this video and it's very, it's very desirable. A few, we've got some social proof here as well. A few guys have already told me the first five minutes of this video was the most eye-opening and refreshing thing they've seen all year.

[00:13:40] So now we're also saying, Hey, other guys, just like you are watching this video. And even in the first five minutes, it's very valuable. That's a great way to get someone to watch a VSL is to tell them within the first few minutes, it's already going to be really worth your time. We just want to, that's what I'm doing here.

[00:13:54] It's like, dude, I promise this is worth your time. You really want to do this. Click the link on your screen to watch it now and see if it can help you too. You'll also hear, and then these are more teasers, right? My outrageous, true story about dating in 2020, it reveals why girls play games, lose interest and stop texting back a foolproof test that lets you know, if a girl is attracted to you or she's planning on putting you in the friend zone, I built a whole ad out of this, by the way, this is another great curiosity thing.

[00:14:21] And a little known trick. It turns a woman on it makes her chase you. And all you have to do is click the link you see on your screen to watch the video now, before life gets in the way. And the next thing you know, you're talking to a cute girl. You really don't want to blow it. And you're wishing you could find this video again, click the link on your screen to watch it now.

[00:14:37] So. From the moment I do the first call to action, everything after that is just teasing them and giving them different reasons why they should watch it, why I have credibility and they should listen to me while other guys are watching it too. All the interesting, really exciting, intriguing things.

[00:14:52] They're going to learn from it. The fact that they'll learn it in the first five minutes, so it's not going to waste too much of their time. I'm just really teasing them into like why this is so valuable and why they need to go watch it. So, that's the long version of blind curiosity. I'll show you the short version.

[00:15:07] It's just less, less buildup. We get to the point a lot faster. This is another curiosity thing. It's actually the lead of my VSL right now. So it's working very well. And instead of an innocent F-word that makes a girl chase you, which is a positive thing. We're going to go negative here and make them insecure.

[00:15:24] Do you know there's one, five word question. You should never ask a woman if he wanted to sleep with you, become your girlfriend or see you as anything more than just a friend.

It's actually also the first line of my VSL. I ran this ad for a while. It ha it racked up a lot of views. It did very well for me.

[00:15:41] And so I ended up wound up learning from that and taking this ad and making it the lead of my VSL and that increased conversions quite significantly. So that's another good thing you can do with your ads when you notice something's working, put it in your VSL. so same template as the last time. Hey, as a man, it sounds innocent to us, but when a woman hears this five word question, escape your lips, she can't help it feel disappointed, even repulsed.

[00:16:06] Even if she really liked you before you asked it, if a girl has ever ignored your text or told you let's just be friends when it seemed like she was into you before you may have asked her this five word question without even realizing it. So there's a lot of pain there. There's a lot of insecurity.

[00:16:20] They have definitely experienced this many times. This is very common, painful experience. And I'm tying that to the fact that they don't know this five word question. There's so much curiosity there and so much insecurity. The guy get guys emailing me, even after they bought the product to be like, Hey, what's the five word question, even though I tell them what it is and the product, but they're like, I need to know what it is.

[00:16:43] I can't find it, you know? So instead of teasing them more, I just get to the point here. So if you're, if you don't know what it is, and you'll want to know, pause YouTube and go watch the special presentation after this, everything's the same. You can cut and paste it. You know, like it's the exact same thing.

[00:16:59] Why you should watch the video, what the benefits are, same exact thing. I'm just getting to the point faster. Sometimes that works. I definitely think it's worth testing. We'll go longer and really dive into their pain a little bit more and really get them into it. Or do you want to get to the point faster and get the click?

[00:17:15] Both of those things are worth testing. Both of them work there's really, no one is better than the other. Try them both and see which one works for you. but again, blind curiosity. this will work really well for information products. I could see it working for supplements as well. Like I just saw a VSL the other day for a testosterone supplement and the angle was like five foods that increase testosterone.

[00:17:37] So there's a lot of curiosity there. Oh, what are the five foods? Where do I get them? You know, can I go put them on my shopping list? So you could take something like that and tease them about it. Internet there's five foods that increase your testosterone so that you feel like this, and you don't have these pain.

[00:17:50] And if you want to know what they are, go click this thing, you know, so play around with it. Find ways to introduce curiosity in your ad, right from the beginning. And, the reason this

curiosity works, the reason they really want to know the answer is because it's directly tied to their deepest.

[00:18:06] Insecurity and pain. That's really important for you to know you. Can't just be like, Hey, here's a quiz. Do you want to know the answer to this thing? The reason that makes them wanna know the answer is because it, it will relieve their pain. If they know it that's important. cool. So that is the first version.

[00:18:24] Actually. Let me show you the ad real quick. So you can see this. actually, I don't know if I'm recording.