THE PRACTICAL PLAYBOOK FOR FREELANCERS

META MAGNET

EDITION 1.1

The Meta Ads Lead Generation Playbook

Attract Better Leads. Build Better Campaigns.
Create Repeatable Results.



POWERED BY THE 5P META ADS SYSTEM

POSITION → PACKAGE → PRESENT → PROCESS → PERFECT

- Step-by-Step Method
- Templates & Worksheets
- Swipe Files & Examples
- 30-Day Action Plan

BY ELFGENCY - YOUR GROWTH AGENCY

PRACTICAL IMPLEMENTATION SYSTEM & SWIPE FILE

Meta Ads Lead Generation Playbook for Digital Marketers, Freelancers and Business Owners

Learn it. Practice it. Get results.

Edition 1.0 · By Elfgency - Your Growth Agency

A step-by-step system that turns cold Meta traffic into qualified leads, with exercises, templates, swipe files and a 30-day action plan.

What's Inside

Five parts plus three bonuses. Each part ends with a checkpoint, so you leave with a finished asset, not just notes.

Part	You will be able to	You finish with
1. Positioning	Describe your service or product in your buyer's own words	One tested positioning sentence
2. Offer	Design a low-risk first step people say yes to	A primary offer and a backup
3. Creatives	Build ads that stop the scroll and match your funnel	6 ready creatives and 3 briefs
4. Action	Get replies without sounding salesy	A tested form and a follow-up sequence
5. Tracking	Read the numbers and decide what to do next	A testing log and a one-page protocol
Bonus 1	Write hooks faster	30 hooks for marketers
Bonus 2	Write offers faster	Offer templates for services and products
Bonus 3	Reply to leads in minutes	Reply and follow-up scripts

Who This Is For

This playbook is for you if you:

- Run or plan to run Meta (Facebook and Instagram) ads for your own business or for clients
- Are a freelancer or agency owner who wants more qualified enquiries, not just cheap leads
- Want a repeatable process you can write down and hand to a team
- Are willing to do the exercises, not only read

It is not for you if you:

- Want a guaranteed result without testing
- Plan to use fake scarcity, fake testimonials or misleading claims
- Need advanced media-buying topics such as complex catalogue setups or large-scale automation

> **A note on results.** The method here is a framework, not a promise. Outcomes depend on your offer, market, budget, creatives, sales follow-up and many things outside anyone's control. Numbers shown are examples or starting references, not guarantees.

How to Use This Playbook

Every part has the same three blocks, so you never just read, you also do and prove it:

- **LEARN:** the idea in plain language, with examples from the marketing world.
- **PRACTICE:** timed exercises you do on a real business (your own or a client's).
- **RESULT:** a checkpoint. What you must have produced, and how to know it is working. Do not move on until you pass it.

Who this is for: freelancers (media buyers, social media managers, funnel builders), agency owners, consultants and coaches, and business owners who run their own ads.

Examples run on two tracks. Pick the one that matches you, and borrow from the other:

- **Track A:** You sell marketing services. Your leads are business owners who need a marketer.
- **Track B:** You run ads for a product or service business (your own or a client's): a clinic, gym, coaching program, real estate, e-commerce, SaaS and so on.

Before You Start: How Meta Ads Actually Work

Google is search: people already typed what they want. Meta (Facebook and Instagram) is interruption: people are scrolling, not shopping. Your ad has about 2 seconds to make a stranger stop, recognise themselves, and care.

Every winning lead-generation ad does four jobs, in this order:

1. Stop the scroll (hook)
2. Mirror the person ("that's me, that's my problem")
3. Promise a specific outcome with a clear next step (offer)
4. Make acting easy (CTA and low friction)

The five parts follow that logic. Do them in order. Most marketers jump straight to creatives, then wonder why leads are cheap but useless.

Part 1: Position Your Service or Product as Exactly What They Want

LEARN

Core rule: people don't buy what you sell. They buy the outcome they already want. Positioning means describing your offer in their language, for their situation.

> **THE POSITIONING FORMULA**
>
> **I help [specific person] get [specific outcome] without [biggest frustration or fear], using [your method].**

Track A examples (selling marketing services)

- **Weak:** "We offer social media marketing."
- **Strong:** "We help dental clinic owners get booked consultations from Instagram, without paying for likes and followers that never walk in."
- **Weak:** "Freelance Meta ads expert."
- **Strong:** "I help coaches fill their webinar with qualified registrants, not people who only want freebies, using a 3-step ad and WhatsApp follow-up system."

Track B examples (running ads for a business)

- **Weak:** "Premium gym with modern equipment."
- **Strong:** "We help busy professionals lose their first 5 kg in 6 weeks with 3 short sessions a week, no crash diets."
- **Weak:** "Online accounting software."
- **Strong:** "We help freelancers stop chasing invoices: send, track and get paid reminders automatically."

Step 1: Collect their exact words. Your best copy is already written by your customers. Mine these:

- Reviews of you and your competitors
- Comments under competitor ads and posts
- DMs, WhatsApp chats, discovery-call notes and recorded sales calls
- Questions prospects ask before buying
- Meta Ad Library: ads that have run the longest usually work
- Facebook groups, Reddit and communities where your buyers complain

Sort the repeated phrases into four buckets:

Bucket	Question	Track A example	Track B example
Pain	What frustrates them now?	“My agency sends reports but I see no sales”	“I tried 3 gyms and quit in a month”
Desire	What do they picture when solved?	“Enquiries I can actually close”	“Fit into my old clothes by the wedding”
Fear	What stops them acting?	“Another marketer who disappears after payment”	“It will be another waste of money”
Trigger	What made them look today?	“Last month’s ads brought zero leads”	“Doctor told me to get active”

Step 2: Match the angle to their awareness level.

Level	They think	Your ad should
Unaware	“I don’t know I have a problem”	Show the problem through a story or surprising fact
Problem-aware	“I have this problem”	Name it sharply, hint at a solution
Solution-aware	“I know solutions exist”	Show why your approach is different
Product-aware	“I’m comparing options”	Proof, results, guarantees
Most aware	“Ready, who do I pick?”	Direct offer and a deadline

Rule of thumb: cold audiences get problem-aware and solution-aware angles. Save product-aware and most-aware messages for retargeting.

Step 3: One ad, one person, one problem, one promise. If you speak to everyone, nobody stops.

PRACTICE

- **Exercise 1.1: Language mining (60 minutes).** Collect at least 30 real phrases from the sources above. Paste them in a sheet and tag each one Pain, Desire, Fear or Trigger.
- **Exercise 1.2: Three positioning sentences (30 minutes).** Using the formula, write three versions for three different buyer types (for example: clinic owners, coaches, e-commerce founders). Underline the outcome and the fear in each.
- **Exercise 1.3: Awareness map (15 minutes).** For each buyer type, decide the main awareness level of your cold audience. Write one sentence on what that means for your hook.
- **Exercise 1.4: The 3-second test (15 minutes).** Show each sentence to 3 people in your target market. Ask: “Who is this for, and what do they get?” If they hesitate, rewrite.

RESULT

You pass this part when you have:

- 30 or more real customer phrases sorted into four buckets
- One positioning sentence chosen as your main angle
- Passed the 3-second test with at least 2 of 3 people
- Checklist: names a specific person, a specific outcome (not a feature), uses their words (not jargon), and says why you

Part 2: Build an Offer That Makes Them Say “Yes, This Is What I’m Searching For”

LEARN

Positioning gets attention. The offer gets the action. An offer is not a discount. It is a clear, low-risk next step that delivers a quick win.

> **THE OFFER FORMULA**
>
> **Specific result, for a specific person, in a specific time, with the biggest objection removed.**

Track A examples

- “Free 20-minute ad account teardown: we show you the 3 biggest leaks in your Meta spend. If we find nothing, you still keep the checklist.”
- “Get a custom lead-gen plan for your clinic in 48 hours, free for the first 5 clinics this month.”
- “₹499 strategy session, fully credited if you hire us.”

Track B examples

- “7-day trial pass plus a free body-composition check.”
- “Free 14-day trial. No card needed. Import your invoices in 5 minutes.”
- “Free quote in 24 hours. If it’s higher than your current supplier, we’ll tell you why or match it.”

What makes an offer irresistible

1. **Specific.** Numbers, timeframes and named deliverables beat vague promises.
2. **Relevant now.** It solves the trigger problem they have today.
3. **Low commitment.** The first step feels easy (a checklist, a quote, an audit, a call).
4. **Fast value.** They feel a win quickly.
5. **Risk removed.** A guarantee, a free first step, or “no obligation” backed by something real.
6. **Honest urgency.** A real limit: slots per week, a seasonal deadline, a bonus that truly ends. Never fake scarcity.

Choose the offer type by the lead quality you want. More friction means fewer leads but better leads.

Offer type	Volume	Quality	Best for
Free PDF or checklist	High	Low to medium	Building a list, low-ticket products
Free quote or estimate	Medium	Medium	Services with clear pricing
Free audit or strategy call	Low to medium	High	High-ticket services, agency and freelance work
Paid mini-offer (small price)	Low	Very high	Filtering serious buyers, time-wasters
Webinar or workshop	Medium	Medium to high	Coaching, education-heavy products

If your sales calls are full of junk leads, add friction (a qualifying question, a call, a token payment). If leads are too few, reduce it.

PRACTICE

- **Exercise 2.1: Offer drafts (30 minutes).** Write three offers for the same buyer: one low friction, one medium, one high. Each must include the result, the time and the removed risk.
- **Exercise 2.2: Deliverable test (20 minutes).** For your chosen offer, list exactly what the person receives and how long it takes you to produce. If it takes more than 30 to 60 minutes per lead, redesign it or you won't scale.
- **Exercise 2.3: The "Yes, this is it" test (30 minutes).** Read the offer to 3 people in your target market. Ask:
  - Do you know what you get?
  - Do you know what happens after you click?
  - Is the risk smaller than the reward?

  If any answer is no, rewrite before you spend a rupee on ads.

RESULT

You pass this part when you have:

- One primary offer and one backup offer, both written in one sentence
- A defined deliverable you can produce within your capacity
- A clear friction level (and the reason you chose it)
- Three "yes" answers to the test questions from real people

Part 3: Make Creatives That Drive Action and Fit Your Funnel

LEARN

A creative is not decoration. It is a sales message that must match where the person lands next.

Start with the goal, then pick the format.

Funnel goal	Best path	Creative should
Fast, high-volume leads	Instant form	Promise one clear benefit, keep the ask simple
High-quality leads	Landing page or booking page	Pre-sell with detail, proof and qualification
Warm conversations	Click to WhatsApp or Messenger	Invite a question, give a reason to message now
Calls and bookings	Calendar page	Stress the outcome of the call and time saved
Retargeting	Landing page or form	Proof, objection handling, deadline

Anatomy of an action-driving ad

Part	Job	Tip
Hook (first 1 to 3 seconds or headline)	Stop the scroll	Call out the person, the pain or a surprising result
Mirror	Make them feel understood	One line in their own words
Mechanism or proof	Make the promise believable	Result, number, testimonial, before and after, process
Offer	State exactly what they get	Specific and low-risk
CTA	Tell them the next step	One action only

Hook types, with examples for marketers

- **Call-out:** “Running Meta ads for your clinic? Read this before you spend another ₹10,000.”
- **Pain question:** “Getting leads that never pick up the phone?”
- **Surprising number:** “Most ad accounts waste about a fifth of spend on one avoidable setting.”
- **Result first:** “From 3 enquiries a week to 31, here’s the one change we made.”
- **Myth buster:** “You don’t need a bigger ad budget. You need a clearer offer.”
- **Story:** “A client called us on Friday, panicking: ₹60,000 spent, zero sales.”
- **Behind the scenes:** “Screen recording: how I audit an ad account in 12 minutes.”

Format guidance

- **Short video (15 to 30 seconds):** best for hooks, story and trust. Key message in the first 3 seconds, with captions.
- **Static image:** fastest to test. One bold headline, one visual, minimal text.
- **Carousel:** step-by-step, before and after, multiple proof points.
- **Testimonial or UGC style:** feels native and builds trust quickly.
- Use 4:5 for feed and 9:16 for Reels and Stories. Keep text away from the top and bottom edges.

Message match (don't skip this). The ad, the form or landing page, and the follow-up must say the same thing. If the ad promises a "free ad account teardown" and the page says "contact us", people leave. Repeat the headline, offer and visual style after the click.

Primary text structure

1. Hook line (same idea as the creative)
2. Two to three short lines: pain, then outcome
3. The offer in one sentence
4. A clear CTA ("Tap Learn More to book your free teardown")

How to test creatives

- Start with 3 angles × 2 formats (for example, 3 hooks, each as a video and a static).
- Change one variable at a time: hook, offer, format or CTA.
- Give each ad enough spend to produce real data before judging (see Part 5).
- Keep the winner, make 3 variations of it, retire the losers.

PRACTICE

- **Exercise 3.1: Hook sprint (20 minutes).** Write 10 hooks, at least one of each type above, using phrases from your Part 1 sheet.
- **Exercise 3.2: Pick and build (2 to 3 hours).** Choose your best 3 hooks. Produce each as one static and one short video (a simple talking-head phone video is enough). That's 6 creatives.
- **Exercise 3.3: Message-match check (15 minutes).** Put the ad, the form or page, and the thank-you message side by side. Do the headline, offer and promise match word for word?
- **Exercise 3.4:** Fill the creative brief (template at the end of this playbook) for each angle.

RESULT

You pass this part when you have:

- 6 ready creatives (3 angles × 2 formats) with primary text
- A matching form or landing page for each offer
- A completed brief for every angle
- After launch, a first read on attention: hook rate (3-second views divided by impressions). Many marketers use roughly 25 to 30 percent as a starting reference, but calibrate to your niche and your own past accounts

Part 4: Get Immediate Action Without Sounding Salesy

LEARN

People feel "sold to" when an ad is about you, vague or pushy. They feel "helped" when it is about them, specific and easy.

Salesy	Helpful
"Best digital marketing agency! Call now!"	"If your ads get clicks but no enquiries, here's the likely reason."
"Limited time! Huge discount!"	"We take 4 new clients a month. 2 slots left for December."
"Contact us today"	"Tell us your niche and budget and we'll send a free ad plan in 24 hours."
Hype and big claims	One real result, with context
Features list	The outcome and what happens next

Seven ways to drive action naturally

1. **Lead with value.** Teach one useful thing in the ad, so the CTA is the next logical step.
2. **Talk like a person.** Write as if messaging one customer. No agency jargon ("synergy", "360° solutions").
3. **Spell out the next step.** "Answer 3 questions. We'll WhatsApp you within an hour." Uncertainty kills action.
4. **Give a real reason to act now.** Limited slots, a seasonal window, a price that rises. If there's no real reason, skip urgency.
5. **Lower the effort.** Fewer form fields, pre-filled details, one-tap WhatsApp.
6. **Show proof, not claims.** Dashboard screenshots (with client permission), short testimonials, numbers, real photos.
7. **Use a soft, specific CTA.** "See how it works", "Get my plan", "Check availability" beat "Buy now".

Make the form do some selling

- 3 to 5 fields at most.
- Add one qualifying question (monthly ad budget, timeline, business stage) to filter casual clickers.
- Write a thank-you message that says what happens next and when.

Speed to lead: where most leads are lost. A lead is warmest in the first few minutes.

- Reply within 5 to 15 minutes during working hours.
- First message: greet by name, mention the exact offer they asked for, ask one easy question.
- Follow up on a schedule (for example day 0, day 2, day 4, day 7) with something useful each time, not “any update?”.

> **SAMPLE FIRST MESSAGE**
>
> **Hi [Name], this is [Your Name] from [Company]. You asked for the [offer]. Happy to help. To make it accurate, could you tell me [one question]?**

Avoid: fake countdowns, ALL CAPS, guarantees you can’t keep, and any wording that implies you know personal things about the viewer (Meta’s policies restrict ads that assume personal attributes, so write for the situation, not the individual).

PRACTICE

- **Exercise 4.1: Un-salesy rewrite (20 minutes).** Take your three most “salesy” lines from past ads or your own bio and rewrite each using the helpful column as a model.
- **Exercise 4.2: Build the form (30 minutes).** Create an instant form or landing page with 3 to 5 fields, one qualifying question and a thank-you message with a time promise.
- **Exercise 4.3: Follow-up sequence (45 minutes).** Write your day 0, 2, 4 and 7 messages. Each must add value (a tip, a case study, a short video), not just chase.
- **Exercise 4.4: Speed drill (10 minutes).** Submit your own form from a second phone. Time how long until you respond. Your target is under 15 minutes.

RESULT

You pass this part when you have:

- Ad copy that scores “helpful” on every line of the table above
- A tested form with a qualifier and a clear thank-you
- A written 4-message follow-up sequence
- A response time you can really keep (and a plan for after-hours leads)

Part 5: Track Everything and Build Your Own Protocol

LEARN

Copying someone else's ad can get you started. Your own tested protocol makes results repeatable. A protocol is a written set of rules: what you test, what you measure, and what to do when the numbers say X.

Set up tracking first

- Install the Meta Pixel and set up Conversions API (or your platform's integration) so Meta receives reliable conversion data.
- Define the event you optimise for: a lead, a qualified lead, or a booking.
- Use UTM parameters on every link so you know which ad, audience and creative produced each lead.
- Keep a CRM or sheet where every lead has a source, a stage and an outcome.

The metrics that matter, in order

Level	Metric	What it tells you
Attention	CPM, hook rate	Is the creative stopping people?
Interest	Link CTR, CPC	Are the message and offer attractive?
Conversion	Form or page conversion rate, CPL	Is the page or form working?
Quality	Lead-to-qualified rate, cost per qualified lead	Are the leads the right ones?
Business	Cost per sale or booking, ROAS	Is it profitable?

Golden rule: don't judge by CPL alone. A cheap lead that never buys is expensive. Track down to cost per qualified lead and cost per customer.

Track lead stage and quality

New > Contacted > Qualified > Meeting booked > Proposal > Won or Lost

Add a quality tag (hot, warm, cold). After a few weeks, see which ads and audiences produce leads that reach the later stages and move budget there. If you serve clients, share this same view with them: it's the fastest way to prove your value and keep retainers.

Decision rules (set your own numbers)

Situation	Likely problem	Action
Low CTR, high CPM	Weak hook or wrong audience	New hooks and creatives
Good CTR, low form conversion	Message mismatch or page friction	Fix the page, shorten the form
Good CPL, poor lead quality	Offer too easy or too broad	Add a qualifier, raise friction
Good lead quality, high CPL	Audience or creative fatigue	Refresh creatives, widen audience
Good leads, not closing	Follow-up problem	Improve speed to lead and scripts
A winner appears	Opportunity	Scale gradually (about 20 percent budget steps) and duplicate with variations

Your weekly rhythm

- **Daily (5 minutes):** check spend, delivery and lead flow. Reply to new leads fast.
- **Weekly (45 minutes):** review metrics, pause losers, launch new tests, update the log.
- **Monthly (1 hour):** review quality and sales outcomes, shift budget, document what you learned.

PRACTICE

- **Exercise 5.1: Tracking audit (45 minutes).** Verify Pixel and Conversions API events fire correctly, UTMs are on every link, and a test lead appears in your CRM with its source.
- **Exercise 5.2: Build the testing log (20 minutes).** Create a sheet with the columns in the template below. Enter your first three planned tests with a hypothesis each (for example: “A myth-buster hook will beat a call-out hook on CTR”).
- **Exercise 5.3: Write your decision rules (30 minutes).** For your own account, fill the decision table with real numbers (for example, pause any ad with spend above 2× your target CPL and no leads).
- **Exercise 5.4:** Draft your protocol using the 7 steps below.

RESULT

You pass this part when you have:

- Verified tracking from ad click to CRM
- A testing log with at least 3 completed tests (after launch) and a learning written for each
- Decision rules with your real numbers
- A one-page protocol you can hand to a team member or client
- After 8 to 10 tests, a visible pattern in which hooks, offers and audiences win in your market. That pattern is your competitive advantage

Your First 30 Days: Learn, Practice, Result

Week	LEARN	PRACTICE	RESULT
1: Foundation	Parts 1, 2 and the tracking setup in Part 5	Language mining, positioning sentence, offer, form or page, Pixel, Conversions API, UTMs, lead tracker	Positioning, offer and tracking ready
2: Launch	Part 3 and Part 4	Produce 3 angles × 2 formats, launch with a modest steady budget, reply to every lead fast	Live campaign and first leads handled in under 15 minutes
3: Learn from data	Decision table in Part 5	Pause weak ads, make variations of the best, adjust qualifying questions	First 3 test learnings logged
4: Systemise	Scaling and retargeting	Scale the winner gradually, add a retargeting campaign with proof and a deadline, write your protocol	Written protocol and a repeatable weekly routine

Templates

Creative Brief

- **Audience:** who exactly
- **Awareness level:** unaware, problem, solution, product or most aware
- **Core pain and desire (their words):**
- **Offer:**
- **Hook (3 options):**
- **Proof to show:**
- **CTA and destination:**
- **Format and length:**
- **Success metric:** CPL, qualified lead or booking

Testing Log Columns

Date	Hypothesis	What changed	Spend	Leads	CPL	Qualified leads	Result	Learning and next step

Your Protocol in 7 Steps

1. **Target:** who you serve and the problem you solve (Part 1)
2. **Offer:** your current best offer and the next one to test (Part 2)
3. **Creative system:** angles, formats and how many new creatives per week (Part 3)
4. **Lead handling:** response time, scripts, follow-up schedule (Part 4)
5. **Tracking:** events, UTMs, CRM stages
6. **Decision rules:** when to pause, test, scale
7. **Review cadence:** daily, weekly, monthly checks

Put it in one document and update it after every learning.

Bonus 1: Hook Swipe File for Marketers

Replace the brackets with your niche, your numbers and your buyer's own words. Never use a number you cannot back up.

Call-outs

1. [Niche] owners: read this before you spend another [amount] on Meta ads.
2. Running ads for [niche]? Here's the first thing I check in every account.
3. Freelancers in [city or country]: this is why your Meta leads don't reply.
4. Coaches who want booked calls, not just likes, watch this.
5. If you sell [product], your ad has 2 seconds. Here's how to use them.

Pain questions

1. Getting leads that never pick up the phone?
2. Spending on ads but can't tell which one brings customers?
3. Tired of agencies that send reports but no sales?
4. Do your enquiries ask for the price and then disappear?
5. Is your ad account stuck on the same cost per lead for weeks?

Surprising facts or numbers (use your own real data)

1. One setting caused [X percent] of the wasted spend in [number] accounts I audited.
2. Our cost per qualified lead dropped after we changed one question on the form.
3. Most of the leads we got last month came from one of our [number] creatives.
4. The cheapest lead is rarely the cheapest customer.

Result first

1. [Before] to [after] in [time]: the one change we made.
2. How [client type] went from [problem] to [result] without [fear].
3. Case study: what we tested for [niche] and what actually worked.

Myth busters

1. You don’t need a bigger ad budget. You need a clearer offer.
2. More leads is not the goal. More qualified leads is.
3. Boosting a post is not running an ad campaign.
4. A pretty creative is not the same as a creative that converts.

Stories

1. A client called me on Friday: [amount] spent, zero sales. Here’s what we found.
2. I almost quit running ads for [niche] until I changed this.
3. My worst ad ever taught me more than my best one.

Behind the scenes and teaching

1. Screen recording: how I audit an ad account in [number] minutes.
2. 3 questions I ask before building any lead-gen campaign.
3. The exact first message I send to a new lead.
4. My weekly 45-minute ad review, step by step.
5. How I write a creative brief before I touch the editor.
6. The testing log I use to stop guessing.

Bonus 2: Offer Templates

Fill every bracket with something specific. Keep the first step small and the result clear.

For marketers who sell services (Track A)

Offer	Template
Free audit	Free [20-minute] ad account teardown: we show you the [3] biggest leaks in your Meta spend. No pitch, you keep the checklist.
Free plan	A custom lead-gen plan for your [niche] business in [48 hours], free for the first [5] businesses this month.
Paid mini-offer	[Amount] strategy session, fully credited if you hire us within [7 days].
Done-for-you test	We build and run [2] test campaigns for [amount] ad spend. You see the data, then decide.
Workshop	Live [60-minute] workshop: build your first [niche] lead-gen ad with us, then ask your questions.

For marketers running ads for a business (Track B)

Offer	Template
Free trial	[7 or 14]-day free trial with [named benefit]. No card needed.
Free quote	Free quote in [24 hours]. If it is higher than your current supplier, we will tell you why.
Consultation	Free [15-minute] call to check if [service] is right for you. If not, you still get a [checklist].
Lead magnet	Free [guide or calculator]: find out [specific result] in [time].
Limited slots	We take [number] new [customers or clients] a month. [Number] slots left for [month]. Use only if true.

Check before you publish: does it name the result, the time, the next step and the removed risk? If any of these is missing, rewrite it.

Bonus 3: Lead Reply and Follow-Up Scripts

Send the first message within 5 to 15 minutes. Keep each message short, plain and useful. Adjust the wording to your own voice.

> FIRST MESSAGE (WHATSAPP OR DM)
>
> **Hi [Name], this is [Your Name] from [Brand]. You asked for the [offer]. Happy to help. To make it accurate, could you tell me [one easy question]?**

Qualifying question options

- What is your monthly ad budget right now?
- Which product or service do you want more enquiries for?
- Are you running ads yourself, or is someone handling them?
- When would you like to start?

Follow-up sequence

When	Goal	Message
Day 0 (same day)	Start the conversation	“Hi [Name], I sent over [offer details]. Did it reach you? Happy to answer any question.”
Day 2	Add value	“Quick tip for [niche]: [one useful, specific tip]. If you want, I can check this on your account.”
Day 4	Show proof	“Here’s what we did for [similar client type] and what changed: [short case or screenshot, with permission].”

When	Goal	Message
Day 7	Close the loop politely	“Should I keep your slot open for this week, or is now not the right time? Either answer is fine.”

Rules for every message

- Use their name and the exact offer they requested.
- Ask one question at a time.
- Give something useful each time, not just “any update?”.
- Stop after the last message if they have not replied, and move them to a nurture list.
- Get permission before sending proof that shows a client’s data.

Frequently Asked Questions

How much budget do I need to start? Enough to get meaningful data from each creative, which depends on your market and your cost per lead. Start modest and steady, then raise it as winners appear. Set your own minimum from your target cost per lead before you launch.

Should I use instant forms or a landing page? Instant forms give more leads with less effort. Landing pages give fewer but usually better leads. Choose by the lead quality you need (Part 2 and Part 3), and add a qualifying question either way.

My leads are cheap but never buy. What do I change? Raise friction: add a qualifying question, ask for a call, or use a small paid first step. Then check your follow-up speed (Part 4). Judge by cost per qualified lead, not cost per lead.

How long before I know if an ad works? Give each ad enough spend and time to produce real data before you judge it. Avoid changing several things at once. Record every test in your log (Part 5).

Do I need the Pixel and Conversions API? Yes. Reliable conversion data helps Meta find better people for your ads and lets you see which ad produced which lead.

I serve clients. Can I use this with them? Yes. Use the testing log and lead-stage view as your reporting. Do not promise specific results to clients.

What if I have no testimonials yet? Use process proof: a short screen recording, a before and after of one account (with permission), or a free audit as your first offer. Never invent testimonials.

Can I resell or share this playbook? See the licence and terms of use at the end of the document.

Glossary

Term	Meaning
CPM	Cost per 1,000 impressions: what it costs to be seen
CTR (link)	Percentage of people who saw the ad and clicked the link
CPC	Cost per link click
CPL	Cost per lead
Cost per qualified lead	Ad spend divided by leads that meet your qualifying rules
Hook rate	3-second video views divided by impressions: how well the opening stops people
ROAS	Revenue generated for every unit of ad spend
Pixel	A code snippet that reports visitor actions on your site to Meta
Conversions API	A server-side connection that sends conversion data to Meta more reliably
UTM parameters	Tags added to links so you can see which ad, audience or creative produced a lead
Instant form	A Meta form that opens inside Facebook or Instagram without leaving the app
Retargeting	Showing ads to people who already visited, engaged or enquired
Message match	The ad, page and follow-up saying the same thing
Creative fatigue	Results dropping because people have seen the same ad too often

Compliance Reminder

Always follow Meta's advertising policies and the rules of your industry. Avoid misleading claims, result guarantees you can't back up, and anything that implies you know the viewer's personal characteristics. If you run ads for clients, never promise specific numbers. Policies change, so check Meta's current ad policies before launching.

About the Author

Elfgency - Your Growth Agency

Licence and Terms of Use

© 2026 Elfgency Growth Lab Pvt Ltd. All rights reserved.

This playbook is licensed to one buyer for personal or single-business use. You may use the methods, templates and scripts in your own business and with your own clients. You may not resell, share, redistribute, republish or upload this document, in whole or in part, or present it as your own work.

Disclaimer. This playbook is for education only. It is not legal, financial or tax advice. Results vary and are not guaranteed. Meta's platform, policies and features change, so check Meta's current advertising policies before you launch. Meta, Facebook and Instagram are trademarks of Meta Platforms, Inc. This product is not affiliated with or endorsed by Meta.