



THE 5-STEP AD COPY FRAMEWORK TO GENERATE SOCIAL MEDIA LEADS SO EASILY IT FEELS ILLEGAL

A SPECIAL RESOURCE FROM [DARRELL EVANS](#)
Shift Your Mind. Shift Your Results.

PREREQUISITES FOR SUCCESS

Before diving into the framework that will transform your lead generation efforts, let's ensure you're positioned for success. This framework works best when:

1. **You clearly understand your ideal buyer persona** - Including their pains, frustrations, desires, and the language they use to describe their problems. Without this foundation, your messaging will lack precision.
2. **You have intermediate experience writing ad copy for cold audiences** - While beginners can implement these principles, having some experience with copywriting fundamentals will accelerate your results.
3. **You've already achieved product-market fit** - This framework amplifies what's already working. You should have validated that your offer solves a real problem people are willing to pay for.

If you're missing any of these elements, consider addressing them first—then return to this framework to maximize your lead generation efforts.

THE FUNDAMENTAL TRUTH MOST ADVERTISERS MISS

Before diving into the framework that transforms your lead generation efforts, let's address the critical mistake that even 7 and 8-figure CEOs make:

They forget that social media ad auctions are built on behavior and engagement algorithms.

This isn't just about bidding strategy. It's about sending behavioral signals to the platform that teaches it exactly who your perfect prospect is.

The better your ad is at attracting the RIGHT person and pushing away the WRONG person, the smarter the algorithm gets.

Get this wrong, and you'll burn through your budget while wondering why your leads aren't converting.

THE 5-STEP FRAMEWORK THAT CHANGES EVERYTHING

STEP 1: THE CALLOUT

CALL OUT to your perfect prospect paired with their perfect problem.

This is non-negotiable. Your first line must speak directly to the exact person you want to reach.

- If you sell to 7-figure business owners, say it directly
- If you serve a specific neighborhood or community, name it
- If your product is for a particular demographic, call them out

WHY THIS WORKS: The right person stops scrolling. The wrong person keeps moving. The algorithm learns from this behavior and optimizes your audience with laser precision.

EXECUTION TIP: Place your callout in the first line of your ad copy or within the first 3 seconds of your video creative.

STEP 2: DESCRIBE THEIR REALITY

Articulate exactly how they FEEL about their problem.

This step requires you to understand your prospect at a deep level. You must describe their reality so accurately that they think: "This person is in my head."

WHY THIS WORKS: People care about themselves first. They don't care about your product until they know you understand their situation. When you mirror their internal dialogue, you create instant connection.

EXECUTION TIP: Use the exact language your prospects use when describing their challenges. Don't clean it up with industry jargon.

STEP 3: CHALLENGE THEM

Challenge your prospect to take action toward solving their problem.

After establishing that you understand who they are and what they're facing, you must create urgency by highlighting the risk of remaining in their current state.

WHY THIS WORKS: Most people know they have a problem but lack the motivation to change. Your job is to make staying put more uncomfortable than taking action.

EXECUTION TIP: Create contrast between their current painful reality and what's possible if they make a change. Make the status quo seem unbearable.

STEP 4: ELEVATE THEIR BELIEF

Paint a vivid picture of what's possible on the other side.

As one of my mentors says: "You're meeting your prospect in hell, and you've got to paint a picture of paradise."

This is where you transform their thinking from "This is my reality" to "There's a better way."

WHY THIS WORKS: People need to believe in the possibility of transformation before they'll invest time or money. You must build their confidence that a better state is achievable.

EXECUTION TIP: Use proof elements like testimonials, case studies, or concrete results to validate that others have made this journey successfully.

STEP 5: OFFER THE LOGICAL NEXT STEP

Provide a clear path to solving ONE part of their larger problem.

This is where most advertisers fail. They try to sell their entire solution immediately instead of offering the most logical next step: CLARITY.

WHY THIS WORKS: The gap between scrolling social media and purchasing your solution is too wide to cross in one leap. Instead, offer them a smaller commitment that provides immediate value while moving them toward your ultimate solution.

EXECUTION TIP: Your call-to-action should not be "Buy now" but rather "Get clarity" through a webinar, video, assessment, guide, or consultation that addresses one specific aspect of their challenge.

PUTTING IT ALL TOGETHER: THE PSYCHOLOGY OF CONVERSION

Lead generation becomes remarkably simple when you understand human psychology. The platforms may change, but how people make decisions remains consistent.

By implementing this 5-step framework, you create a path of least resistance for your perfect prospects to identify themselves, engage with your message, and take the first step toward solving their problems.

The result? A lead generation system so effective it might feel illegal – because while your competitors are fighting for attention, you're creating a magnetic pull for the exact people who need what you offer.

FRAMEWORK IN ACTION: REAL-WORLD EXAMPLES

Let's see how this framework comes to life with three different businesses. Study these examples to understand how the principles adapt to different industries while maintaining the same powerful psychological structure.

EXAMPLE 1: ESTATE PLANNING ATTORNEY

STEP 1: THE CALLOUT *"Attention: Professional couples in [CITY] with children and a home who haven't updated their estate plan in the last 3 years..."*

STEP 2: DESCRIBE THEIR REALITY *"You've worked hard to build your life—successful careers, a beautiful home, and children you adore—but you're uneasy knowing that without proper planning, everything you've built could be tied up in court, taxed heavily, or worse, decisions about your children could be left to the state."*

STEP 3: CHALLENGE THEM *"Most families assume they have time to get their affairs in order, but the reality is that 67% of Americans with minor children have outdated or non-existent estate plans—leaving their family's future to chance rather than choice."*

STEP 4: ELEVATE THEIR BELIEF *"Imagine the peace of mind that comes from knowing your children will always be cared for by the people you choose, your assets will transfer efficiently to your loved ones, and your healthcare wishes will be honored—all with a straightforward process that takes less time than planning your family vacation."*

STEP 5: OFFER THE LOGICAL NEXT STEP *"Download our 'Family Protection Checklist' – a comprehensive guide that reveals the 5 critical documents every professional family needs and the costly mistakes to avoid when creating them."*

COMPLETE AD:

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Download our 'Family Protection Checklist' – a comprehensive guide that reveals the 5 critical documents every professional family needs and the costly mistakes to avoid when creating them.

Click below to secure your family's future today.

EXAMPLE 2: DIGITAL MARKETING AGENCY (7-FIGURE CEOs)

STEP 1: THE CALLOUT *"For 7-figure CEOs who know their digital marketing should be driving more revenue..."*

STEP 2: DESCRIBE THEIR REALITY *"You've invested in your marketing team and tech stack, but when you look at the numbers, the ROI isn't matching your investment. You're tired of hearing about impressions and engagement when what you really need is qualified leads and sales."*

STEP 3: CHALLENGE THEM *"While you're trying to figure out why your marketing isn't converting, your competitors are capturing market share and your growth trajectory is flattening. Every month of misaligned marketing costs you hundreds of thousands in lost revenue opportunity."*

STEP 4: ELEVATE THEIR BELIEF *"Imagine having a proven framework that transforms your digital marketing from a cost center to a predictable revenue engine. Our clients typically see a 3X increase in qualified leads within 90 days without increasing their marketing budget—just by re-architecting their approach."*

STEP 5: OFFER THE LOGICAL NEXT STEP *"Book a 'Revenue Growth Audit' where we'll analyze your current digital strategy and identify the specific hinges that could swing big doors in your business. You'll walk away with clarity on exactly what's broken and what to fix first."*

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Limited spots available this month – click below to secure yours.

EXAMPLE 3: BUSINESS COACHING FOR CEOs

STEP 1: THE CALLOUT *"Attention: CEOs of companies between \$3-10M who feel stuck at their current revenue plateau..."*

STEP 2: DESCRIBE THEIR REALITY *"You've built your business through grit and determination, but now growth has stalled. Your team looks to you for answers you don't have, you're working longer hours than ever, and despite your best efforts, profitability isn't improving."*

STEP 3: CHALLENGE THEM *"This plateau isn't just a temporary setback—it's a critical inflection point. Without a structural change in how you operate, your business will remain capped at its current size while your personal freedom continues to shrink."*

STEP 4: ELEVATE THEIR BELIEF *"There's a proven path to breaking through revenue ceilings without sacrificing your health or family life. Our systematic approach has helped over 300 CEOs double their revenue while working 20 fewer hours per week by implementing the right systems, team structure, and leadership practices."*

STEP 5: OFFER THE LOGICAL NEXT STEP *"Join our free masterclass: 'The 3 Shifts That Break the \$10M Ceiling' where you'll discover the exact framework our clients use to transform their companies from stressful plateaus into scalable, profitable enterprises."*

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Register now – spaces limited to 100 attendees.

READY TO IMPLEMENT THIS FRAMEWORK?

If you'd like support implementing this framework in your business:

1. [Join our Inner Circle Community](#), where we teach these methodologies in depth and provide ongoing support.
2. [Work with our agency](#) directly if you're running a 7-8-figure company and need strategic guidance.



About Darrell Evans

Darrell Evans, founder of MindShift Digital, MindShift Inner Circle, and Host of The MindShift Podcast, helps businesses transform their digital marketing from unpredictable to systematic by combining AI-powered strategies with proven frameworks.

Since 2011, he and his teams have helped clients generate over \$300M in revenue, but what excites them is seeing the transformation when business owners finally get the predictable results they've been looking for.