

**"A must read for anyone who wants to 10x their return on Ads using words that connects to the human Psychology"**  
Andrew Green, Media United.

# CAMPAIN

**SNEAKY BUT ETHICAL TACTICS TO  
WRITE WINNING AD CAMPAIGNS THAT  
CONVERTS PROSPECTS INTO BUYERS.**



**DANIEL D. NEJO**

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# Introduction.

I want to thank and congratulate you for getting this guide. If you run any type of Ads, this is one of the best decisions you've made till date, by the end of this guide you will learn 3 unique Psychological hacks to writing Ads that captures attention, connects with prospects and converts prospects into buyers who are ready and willing to pay for what you have to offer.

Regardless of the business you are in, there is a constant need to put your products, services and offerings in front of the right people. The people who need, want and will find what you have to offer valuable.

As a business owner, entrepreneur or marketer, I want to believe that whatever you have to offer is not only great but genuinely adds value to your target audience and it will be a dream come true if only your prospects can see the usefulness and value of your product the way you do.

If you are a smart business person or marketer, you know that the fastest way to put your product in front of people who are willing and ready to buy is through paid ads such as Facebook Ads, Instagram Ads or Google AdWords.

If you put the product in front of the people who you think *will* be interested in your product, they should buy it right? Well, we all wish it was that simple.

Even though your audience and prospects will gain tremendous value from what you have to offer, they still need to be “persuaded” to see the value in your offering before they will consider checking it out and ultimately convert.

How can you persuade people to take action? Through **Words!** Or let's call it “**Copy That Connects**”.

You might be an Ad genius, know the Facebook Power Editor or Google AdWords dashboard like the back of your palm but if your copy sucks! Your Ad and message will not have any impact on the reader or audience and they will not take your desired action.

Therefore “Copy” is one of the most (if not the most) important aspect of running Ads and campaigns that wins!

Heck, you might have bad targeting but with super compelling copy, you will still be able to persuade someone who doesn't know he needed your offering into deciding to get it but if your targeting is right and your copy sucks / fails to connect with the reader or audience, you can expect close to ZERO results.

So, in this guide, you will be learning some **insider and closely guarded** tactics, words, phrases, sentences and structures to enable you write high quality, next level, audience-heart penetrating copy that connects to your audience / prospect's needs in a **psychological way**, positions your offerings (products or services) as the solution and places your business on a whole different level.

I will also go above and beyond by not only giving you this mind-blowing Ad copy writing secrets but also show you countless real-life examples.

In these examples, I will pick random paid Ads and then re-write them in a way that is short, concise, clean and compliments what you've learnt.

### **You will be wowed!**

Without a shred of doubt in my mind, I am very confident that this guide will become a guide you refer to ANY and EVERYTIME you are about to write Ads or copy in general.

You are about to learn some high-level stuffs. I am happy for you.

This guide is well detailed, it wasn't rushed, it is not watered-down, so this means that you should pay close attention and even take notes if you wish to and be sure to go over it again and again just to get a hold of some principles within it.

# Chapter 1.

## The “Big Picture” Problem.

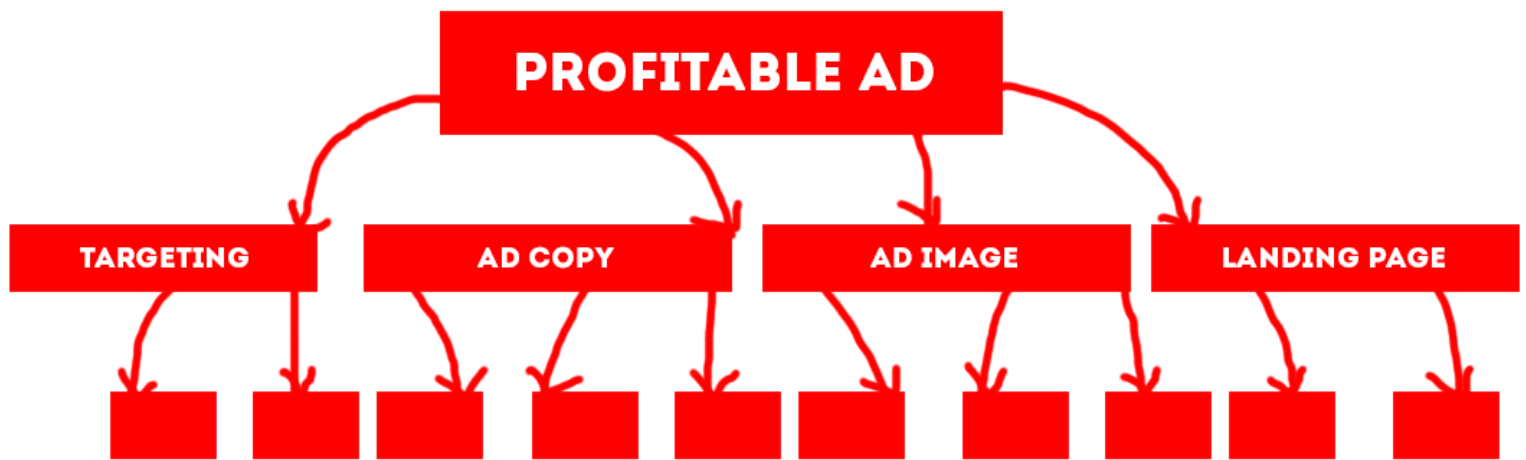
In order to write Ads that connects and turns prospects into buyers, it is very important to identify the **“Big Picture Problem”** your prospects and customers are facing and then position your product, offering or service as the solution to that “Big Picture Problem”.

It is very important for you to know and accept this before going into the preceding chapters of this book.

You can identify your prospect’s big picture problem by creating a customer avatar or through gathering some competitive intelligence on your ideal customer.

The reason why knowing your prospect’s big picture problem is important is because this is what helps lead to the sale and positions what you have to offer as unique and the ideal solution.

However, you do not want to aim to solve the “Big Picture Problem” with your Ad, you just want to identify it and then work your way down into a smaller section of the big picture problem so that you can address a much more specific part of the big problem that is big on prospect’s mind.



For example, in the diagram above, you would see that the Big Picture Problem is how to create **“Profitable Ads”**. That is very broad, and you would lose a lot of people by targeting such a broad problem.

There are so many sub-topics or parts that makes up a Profitable Ad campaign and this includes things like Targeting, Ad Copy, Ad Image/Video, Landing Page Creation and even more!

Ads that aims to solve the biggest problem and offer a big promise will be less productive and profitable than Ads that aim to solve parts of the problem within the big picture problem.

Another thing that will make the Ad not perform well is because you are attempting to take on too big of an issue and the problem is way “too big”, it lacks specificity and there is no hook angle to what is being offered.

I hope you understand what I mean.

This chapter is very important as it sets the foundation for the up-coming chapters where we will be going in-depth into actionable steps to writing and creating Ads that converts prospects into customers.

The three hacks or Ad constructs we will be using to tap into the minds of our prospects on a Psychological level are: (1) **Problem + Solution** Ad Construct (2) **Promise Set Up** Ad Construct and (3) **The Mythical / Secret** Ad Construct.

These Ad constructs will blow your mind away as you will see how using words that tap into the psychological minds of prospects can double or even triple your click-through rates, engagements and conversions.



# Chapter 2.

## Problem + Solution Ad Construct.

In this chapter, we will be talking about the **Problem + Solution** Ad construct.

The key concepts of this Ad construct and the things I need you to focus on and which I will be talking about are ***Definition of “Pain”, Highlighting a Problem that is Big on prospect's mind, and Offering a “Solution” that is unique to you (or your business).***

This is important to the entire process and ad construct because people will click-through and engage with a post (in this case an Ad), that resonates with them on a deeper level, identifies their pain and provides a remedy or solution to the already identified pain.

So, the underlining principle behind the **Problem + Solution** leading Ad construct is **calling out the audience, bringing their pain to the surface** and **providing a solution** that is ideally “Fast, Simple and Easy” and this solution, ideally should be your offering, product or service.

This ad construct starts a dialogue and takes your audience / customer down the path of your desired action.

The problem you call out and the solution you provide should aim to solve a specific problem and not promise to solve a lot of things. This is where people lose their audience by promising that their offering will solve A, B, C, D and E rather than focusing on one deep pain / problem faced by their audience or market and positioning their offering as the solution to that one problem.

### **The Problem + Solution Ad Construct.**

To achieve this Ad construct, we will be making use of two words from the English language that you and every other person uses almost daily.

These words when used together can convey a strong message, allow your prospect to feel like you know them and that your Ad was made only for them and also allow them know that your offering, product or service is the ideal solution to that pain or problem they currently have.

Can you guess what the words are? One of the word is a two (2) letter word and the other is a three (3) letter word... can you guess?

The words are **"IF"** and **"THEN"**.

If you remember those days in elementary school when we were taught basic algebra **IF this THEN that** formula, who knew we would be using ideas from maths class to write winning Ad copies today.

So, this is how it works in a nutshell: **IF** (...write out the pain/problem faced by audience)  
**THEN** (...your offering, product or service is the solution)

I will be showing you examples below and going into more depth into how to write Ads with the **If / Then** formula, so you can understand this Ad construct strategy properly but before I do, I want you to familiarize yourself with the sections of a Facebook Ad because I will be referring to those sections a lot in this chapter and the coming ones.

I want you to know what part of the Ad I mean when I say, **"Body Text"**, **Link Headline**", **"Link Description"** and **"CTA button"**.

**BODY TEXT**

**LINK HEADLINE**

**LINK DESCRIPTION**

**CTA BUTTON**

The image shows a Facebook advertisement for Outbrain, dated August 29. The ad features a profile picture of Outbrain and a cover image of a hand interacting with a tablet displaying various app icons. The text of the ad is as follows:

Outbrain Drives Results For: Lead Gen; E-commerce (subscriptions, drop-shipping); Search; App Downloads and more. Speak with the Outbrain team to learn more!

**Proven way to get more traffic & conversions**

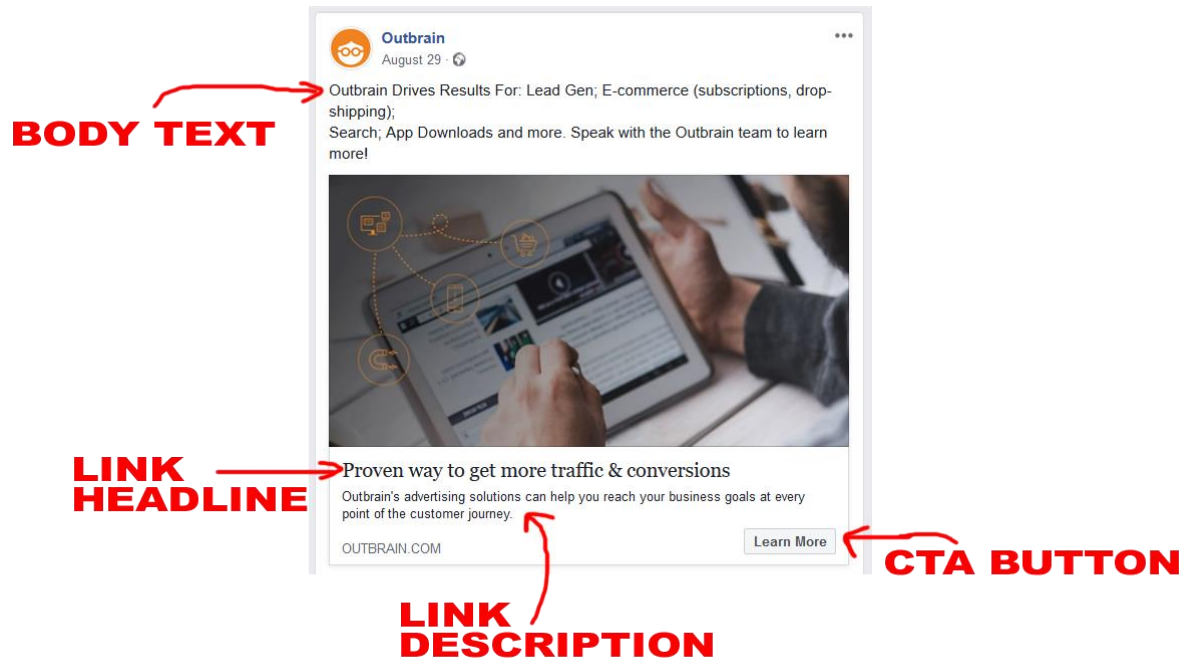
Outbrain's advertising solutions can help you reach your business goals at every point of the customer journey.

OUTBRAIN.COM

Learn More

Red arrows point from the labels to the corresponding parts of the ad: 'BODY TEXT' points to the main text, 'LINK HEADLINE' points to the headline, 'LINK DESCRIPTION' points to the description, and 'CTA BUTTON' points to the 'Learn More' button.

## Problem + Solution Ad Construct Creation.



Below I will be explaining what each section of the Facebook Ad should do or portray in order to properly construct the **Problem +Solution** Ad.

**Body Text** – *Calls out the problem and intensifies it. We will be making use of the IF/THEN structure for this part of the as its usually is best approach.*

**Link Headline** – *A question that speaks to the main problem and expands upon the solution. Making us of Conversational tone and numbers are very effective for this part of the Ad.*

**Link Description** – *This is your Call to Action (CTA). You want to use a direct command that sets expectations your audience or customers should look forward to and this section should incorporate an element of immediacy or urgency.*

## Steps to Writing Your “Problem + Solution” Ad

Below are the steps and thought process involved in writing a “**Problem + Solution**” Ad.

1. Identify the problem faced by your audience or customers and what your solution is.  
(the solution is ideally your offering or product and its unique to you)
2. Write a basic phrase that incorporates the If/Then construct that calls out the problem and solution. (You will then use the IF/THEN construct to tie the problem with the solution)
3. Ask a question that expands on the solution while calling out or addressing the main problem.
4. Write a command-based sentence that clearly states what they will receive and add an element of immediacy to it.
5. Go back to your If/Then phrase and start to build it up with **power words and phrases**.  
(Power words are trigger words, words that makes your Ad standout, penetrates into the hearts of the audience and pushes them to take your desired action)

Assign some sort of *magical element* to your solution. Sometimes it is advisable to give your solution a “Name”, something that intrigues the reader into wanting to know more. (e.g. “The Bushman Traffic Formula” instead of “How to 10x your traffic”)

6. Go back to your question and inject niche specific language into the question so it can resonate deeper with your audience. Sometimes it is advisable to use numbers within your copy.
7. Go back to your command-based Call to Action (CTA) and add power phrasing to it.  
Really play up the immediacy if possible.

## Ad Examples & Template to Follow

So, in these real-life examples, I will be showing you Ads from different businesses (*both startups and million-dollar brands*).

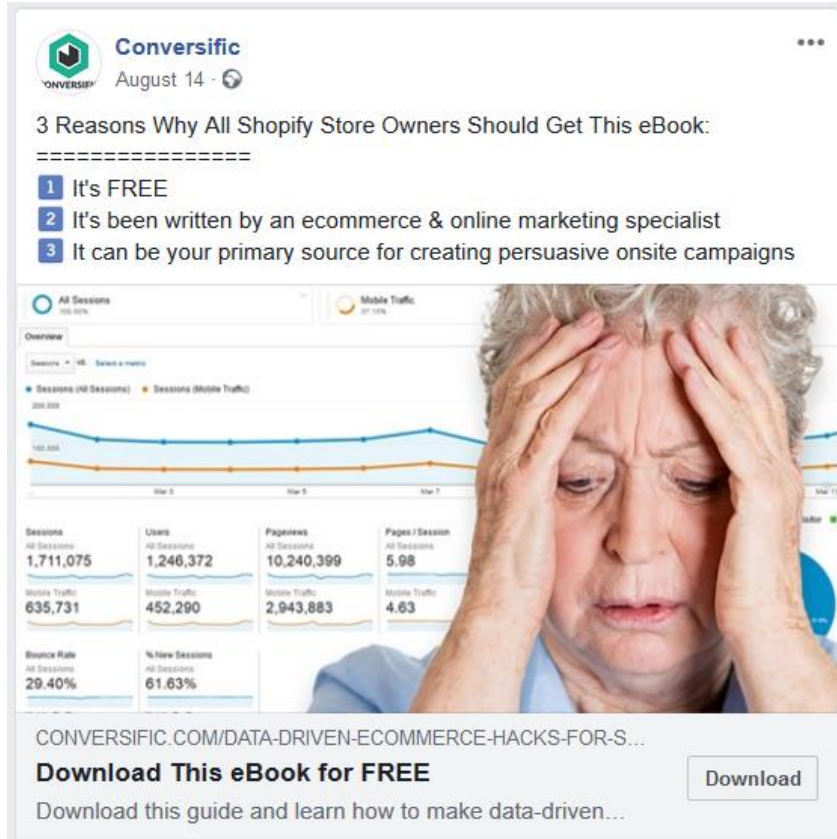
In their Ads, you will be able to see their current Ad **Body Text**, **Link Headline** and **Link Description**.

Then, I will re-write their Ads using the **“Problem + Solution”** Ad construct I introduced you to which will take their Ad to a whole different level and connect with their targeted audience in a much more deeper level.

## Example 1. Ad from a brand called “Conversific”

This Ad is from a brand called “Conversific”, they are offering an eBook download targeted at Shopify Store owners. According to what I have gathered, their eBook will help boost store sales and revenue.

**PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**

A Facebook advertisement for Conversific. The ad features the Conversific logo and a date of August 14. The headline reads "3 Reasons Why All Shopify Store Owners Should Get This eBook:". Below the headline are three numbered points: 1. It's FREE, 2. It's been written by an ecommerce & online marketing specialist, and 3. It can be your primary source for creating persuasive onsite campaigns. The main image shows a woman with her hands on her head, looking distressed, overlaid on a background of a Google Analytics dashboard. The dashboard displays various metrics: All Sessions (185,504%), Mobile Traffic (37,104%), Sessions (All Sessions) (1,711,075), Users (All Sessions) (1,246,372), Pages (All Sessions) (10,240,399), Pages / Session (All Sessions) (5.98), Mobile Traffic (635,731), Mobile Traffic (452,290), Mobile Traffic (2,943,883), Mobile Traffic (4.63), Bounce Rate (All Sessions) (29.40%), and % New Sessions (All Sessions) (61.63%). At the bottom, there is a link to "CONVERSIFIC.COM/DATA-DRIVEN-ECOMMERCE-HACKS-FOR-S..." and a button labeled "Download This eBook for FREE". Below the button is a text link "Download this guide and learn how to make data-driven..." and a "Download" button.

## “Problem + Solution” Construct Re-write

**Body Text:** *If You’ve Hit the Absolute Dead-end in Sales for Your Shopify Store Then This Under the Radar Method to Boost Store Revenue is For You.*

[INSERT IMAGE]

**Link Headline:** *Leverage These 10 Hacks to Boost Shopify Store Revenue?*

**Link Description:** *Click here to download the 10 hacks that you can start using immediately to boost your Shopify store revenue.*

**Explaining the Body Text:** Remember that the structure for creating a “Problem + Solution” Ad is to call out the problem the reader / audience is facing and then provide a solution, to achieve that construct, we are using the powerful words “**IF**” and “**THEN**”.

So, the first part of the body text is “***If You’ve Hit the Absolute Dead-end in Sales for Your Shopify Store***”, what I did there is to callout the problem the audience is facing.

To then provide a solution, I used the sentence “***Then This Under the Radar Method to Boost Store Revenue is For You.***”, what this does is to provide a solution (what we have to offer) as the antidote to the problem we brought to light.

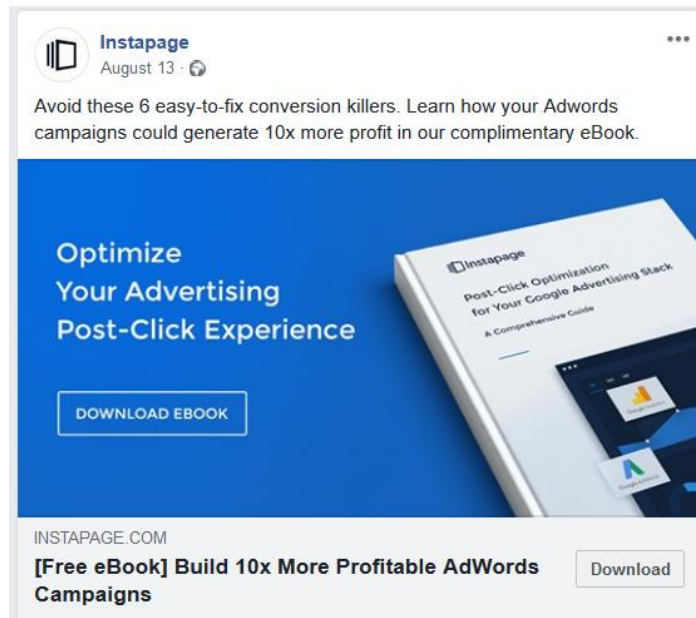
**Explaining the Link Headline:** What I did there by saying “***Leverage These 10 Hacks to Boost Shopify Store Revenue?***” is to ask a question that expands on the solution we are offering while also addressing the main problem faced by the reader / audience.

**Explaining the Link Description:** What I did in this section of the Ad is to create a command based call to action that expands on the benefits and problems faced by prospects.

## *Example 2. Ad from a brand called “Leadpages”*

*This Ad is from a brand called “Instapage”, they are offering an eBook download targeted at AdWords Advertisers. According to what I have gathered, their free eBook will help create a 10x return from AdWords Campaigns.*

***PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.***



### **“Problem Solution” Construct Re-write**

**Body Text:** *If You Are Overwhelmed with Trying to Create Profitable AdWords Campaigns Then This Insider System To 10x Your Conversions Is for You.*

[INSERT IMAGE]

**Link Headline:** *10x Your AdWords Campaign Conversions?*

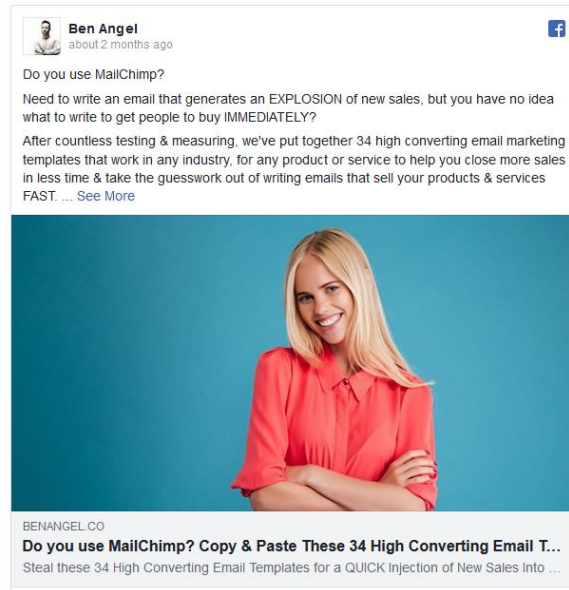
**Link Description:** *Click here to gain immediate access to our proven method to build 10x more profitable AdWords Campaigns. These tactics can be put to use today.*



### *Example 3. Ad from a brand called “Ben Angel”*

*This Ad is from a Guru called “Ben Angel”, his offer is the purchase and download of some email templates that will help businesses generate sales. His Ad is targeted specifically at Mailchimp users.*

**PLEASE PAY ATTENTION TO HIS CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**



### **“Problem + Solution” Construct Re-write**

**Body Text:** *If Your Mailchimp Email Campaigns Are Not Bringing In New Sales, These 34 High Converting Email Templates That Are Proven To Generate Explosive Sales Is For You.*

[INSERT IMAGE]

**Link Headline:** *Stop Losing Money with 34 High Converting Email Templates?*

**Link Description:** *Click here to get your 34 High Converting Email Templates that you can plug, tweak and send today to turn your list into a hungry buying list.*

#### **Example 4. Ad from a brand called “Source Wave SEO”**

*This Ad is from brand called “Source Wave SEO”, they are offering an eBook for SEO specialists, this eBook will help SEO specialist generate top-notch clients and customers.*

**PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**



#### **“Problem + Solution” Construct Re-write**

**Body Text:** *If you’ve hit an absolute dead end in your SEO consulting, This Under the Radar SEO Ad Profit Method Is for You.*

[INSERT IMAGE]

**Link Headline:** *Attract Clients Who Are Happy to Pay Your Fees?*

**Link Description:** *Click here for immediate access to our proven method to attract clients that are eager to work with you and pay your fees. Close a deal today.*

## Chapter Summary.

In this chapter, we learned how to write compelling Ad copies that connects to prospects by using the **“Problem + Solution”** construct by learning how to identify the pain and problems of the audience, calling out their pain, offering a solution which is ideally our product or service and giving them a command-based Call To Action to make them take desired actions.

In the next chapter, we will be covering how to write Ads using the **“Promise Set Up”** Ad construct.

# Chapter 2.

## Construct 2: Promise Set Up.

In the last chapter, we covered using the “Problem + Solution” Ad construct to create ads to call out our audience’s pains, problems and then positioning our offerings as the solution.

Now that you know that, we can move on and focus on Construct 2: **“Promise Set up”**.

The underlining principle behind this Ad construct and what you need to focus on which we will be discussing are: ***Calling Out the Audience, Delivering A Promise, Attaching a Benefit and Re-enforcing Audience Call-Out.***

This is important to the entire process as you will be going deep into the rabbit hole of getting into the minds and hearts of your customer to make them take your desired actions.

With this ad copy structure, we are going to be ***calling out the audience*** and ***promising them something*** that will allow ***them to benefit***.

How this is done in a nutshell is to take their problem and reverse it. I will explain what I mean by this in the next paragraph.

To achieve this Ad construct, we will be doing four (4) things in our copy; **Calling out the audience, Delivering A Promise, Attaching a Benefit** and **Re-enforcing Audience Call-Out.**

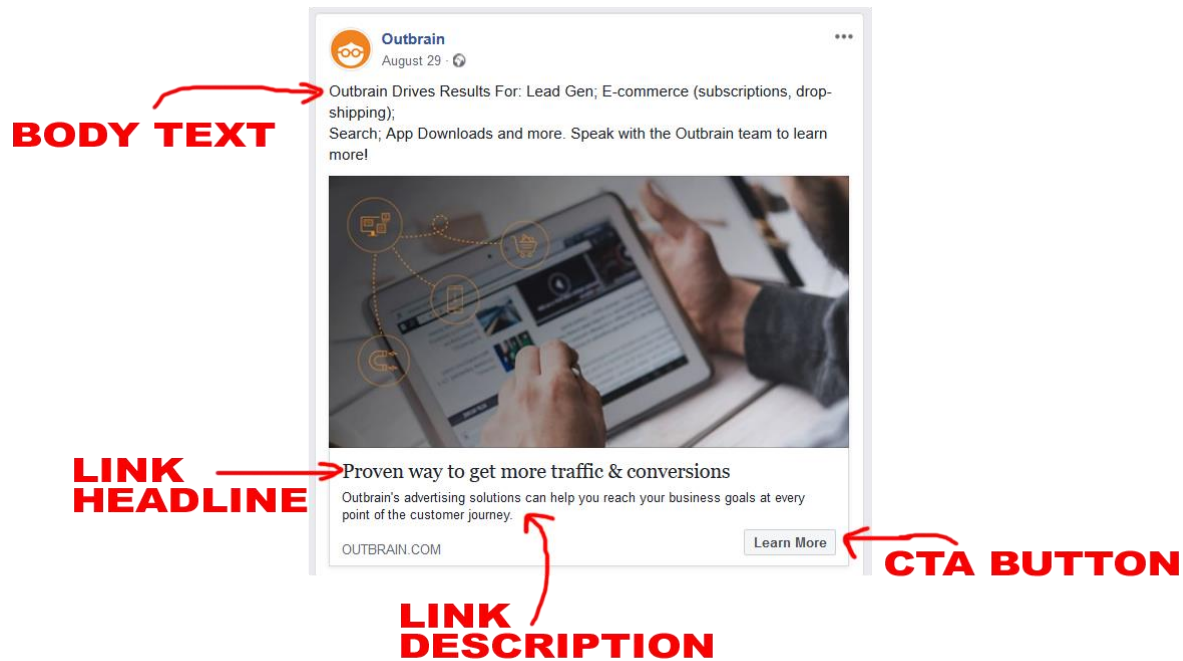
This is how the basic Ad structure will look like:

The template is as follows:

***{Audience Callout} ... {What They Will Get a.k.a Promise} ... {Benefit of The Offering}***

In the examples section, you will understand what this template structure means and how to plug it all together. It will make absolute sense then.

## “Promise Set Up” Ad Construct Creation.



Below I will be explaining what each section of the Facebook Ad should do or portray in order to properly construct the **Problem +Solution** Ad.

**Body Text** – *Direct audience callout tied into a promise that is anchored in a benefit.*

**Link Headline** – *A question that calls out the audience on a deeper level by phrasing it in a matter that only **qualified prospects** would say yes to.*

**Link Description** – *This is our CTA. You want to use command that sets expectations and incorporates an element of immediacy.*

## Steps to Writing Your “Promise Set Up” Ad

1. Identify the audience and the promise
2. Write a basic phrase that incorporates the audience, the promise and the benefit.
3. Ask a question that only people really interested in the subject matter would say yes to.
4. Write a command-based sentence that clearly states what they will receive and add an element of immediacy to it.
5. Go back to your promise phrase and start to build it up with power words and phrases. Assign some sort of magical element to your solution. Name the solution.
6. Go back to your question and inject niche specific language into the question. Add an element of "right now" if possible.

## Ad Examples & Template to Follow

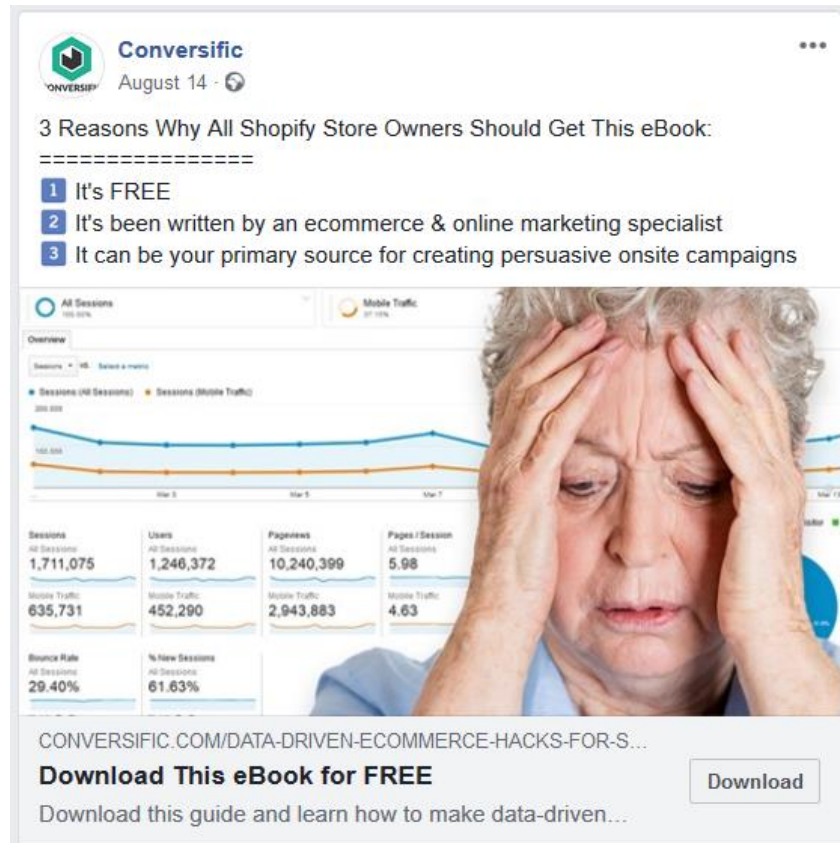
So, in these real-life examples, I will be showing you Ads from different businesses (*both startups and million-dollar brands*).

I will write out their Ad copy's **Body Text**, **Link Headline** and **Link Description**. Then, I will re-write the Ads using the **“Promise Set Up”** Ad construct I introduced you to which will take their ad to a whole different level and connects with their targeted audience.

## Example 1. Ad from a brand called “Conversific”

This Ad is from a brand called “Conversific”, they are offering an eBook download targeted at Shopify Store owners. According to what I have gathered, their eBook will help boost store sales and revenue.

**PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**



The image shows a Facebook advertisement for Conversific. At the top is the Conversific logo and the date August 14. The headline reads "3 Reasons Why All Shopify Store Owners Should Get This eBook:". Below this is a list of three reasons: 1. It's FREE, 2. It's been written by an ecommerce & online marketing specialist, and 3. It can be your primary source for creating persuasive onsite campaigns. The main visual is a composite image of a Google Analytics dashboard on the left and a woman holding her head in her hands on the right, suggesting frustration. The dashboard shows various metrics: Sessions (1,711,075), Users (1,246,372), Pageviews (10,240,399), Pages / Session (5.98), Mobile Traffic (635,731), Mobile Users (452,290), Mobile Pageviews (2,943,883), Mobile Pages / Session (4.63), Bounce Rate (29.40%), and % New Sessions (61.63%). At the bottom, there is a link to "CONVERSIFIC.COM/DATA-DRIVEN-E-COMMERCE-HACKS-FOR-S...", a "Download This eBook for FREE" button, and a "Download" button.

### “Promise Set Up” Construct Re-write

**Body Text:** *Behind the Scenes Tactics for Shopify Store Owners: 10 Hacks That No Guru Talks About When It Comes to Boosting Shopify Stores Revenue.*

[INSERT IMAGE]

**Link Headline:** *Do You Want To 10x Your Shopify Store’s Revenue?*

**Link Description:** *Click here to download the 10 hacks that you can start using immediately to boost your Shopify store revenue.*

**Explaining the Body Text:** The Ad copy goes straight for the kill by calling out the audience saying “***Behind the Scenes Tactics for Shopify Store Owners***”, what this does is to show that this is not just any ad for anyone, it’s an Ad targeted to Shopify store owners and then we give them a promise straight way by saying “***10 Hacks to Boost Your Shopify Store's Revenue.***”, that is the promise of the Ad, that is what they will get. There’s no biting around the bush here, we called the audience and we gave them a promise.

**Explaining the Link Headline:** What we did with the question “***Do You Want To 10x Your Shopify Store’s Revenue?***”, is to ask a question that only people qualified and interested in the subject matter will say Yes to. We want to eliminate people who are not actual owners of a Shopify store!

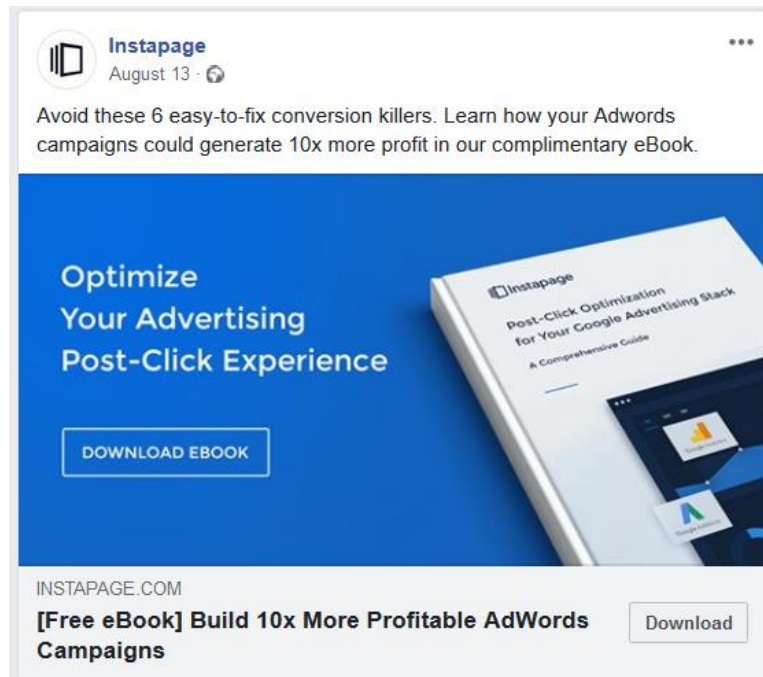
**Explaining the Link Description:** The call to action is straight to the point, by saying “***Click here to download the 10 hacks that you can start using immediately to boost your Shopify store revenue.***”, we created a command-based sentence that clearly states what they will receive and we then created some type of immediacy by saying they will be able to **start using it immediately**.



## *Example 2. Ad from a brand called “Instapage”*

*This Ad is from a brand called “Instapage”, they are offering an eBook download targeted at AdWords Advertisers. According to what I have gathered, their free eBook will help create a 10x return from AdWords Campaigns.*

***PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.***



### **“Promise Set Up” Construct Re-write**

**Body Text:** *Exclusive Campaign Guide for AdWords Advertisers Only: 6 Easy-To-Implement Conversion Boosters That Generates 10x ROI.*

[INSERT IMAGE]

**Link Headline:** *Do You Want To 10x Your AdWords Profits?*

**Link Description:** *Click here to download your 6 easy-to-implement tested and proven conversion boosters. Plug & Play so you can start seeing 10x ROI from your AdWords campaigns.*

**Explaining the Body Text:** Following the idea of calling out the audience, I made use of the wording *“Exclusive Campaign Guide for AdWords Advertisers Only”*, what I did here is clear and straight forward, I called the audience out so they know this is *strictly* for people who advertise on AdWords.

Then I went ahead to give them the promise of the Ad – a.k.a what they will get by saying *“6 Easy-To-Implement Conversion Boosters That Generates 10x ROI.”*, this is the whole point of a promise Ad, we tell them instantly what they will get after calling them out.

**Explaining the Link Headline:** By now you should already be familiar with what I did here by saying *“Do You Want To 10x Your AdWords Profits?”*, I basically just asked a question to re-enforce the benefit my offering has and to ask a question that only people that are qualified and interested in the subject matter will say Yes to.

**Explaining the Link Description:** So, when I said *“Click here to download your 6 easy-to-implement tested and proven conversion boosters. Plug & Play so you can start seeing 10x ROI from your Adword campaigns.”* What I did was to give the reader a command-based call to action to get the benefit I had already stressed out in the beginning of the Ad. I then went further to create some type of immediacy that lets them know that they can start making use of it today to 10x their results.

### ***Example 3. Ad from a brand called “Ben Angel”***

*This Ad is from a Guru called “Ben Angel”, his offer is the purchase and download of some email templates that will help businesses generate sales. His Ad is targeted specifically at Mailchimp users.*

***PLEASE PAY ATTENTION TO HIS CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.***



### **“Promise Set Up” Construct Re-write**

**Body Text:** *Insider Scoop for Mailchimp Email Marketers: 34 High Converting Email Templates That Generates Explosion of New Sales Every time.*

[INSERT IMAGE]

**Link Headline:** *Are You Ready to Generate 6-7 Figures from Your Email Campaigns?*

**Link Description:** *Click here to download these 34 high converting email templates from marketing expert Ben Angel. You'll get access to tactics and templates that you can use right away.*

#### ***Example 4. Ad from a brand called “Source Wave SEO”***

*This Ad is from brand called “Source Wave SEO”, they are offering an eBook for SEO specialists, this eBook will help SEO specialist generate top-notch clients and customers.*

***PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.***



#### **“Promise Set Up” Construct Re-write**

**Body Text:** *Unbelievable Colour by Number Templates for SEO Consultants: The SEO Ad Profitable Method That Attracts High Quality Clients That You Can Apply Today.*

[INSERT IMAGE]

**Link Headline:** *Do You Want to Only Attract Clients That Are More Than Happy to Pay You?*

**Link Description:** *Click here to download this tested and proven method to attract the right clients the first time.*

## Chapter Summary.

In this chapter, we learned how to write compelling and winning Ads using the “Promise Set Up” Ad construct by learning how to call out our audience and offer them a promise backed with benefit and then we go into giving them a strong Call to Action.

In the next chapter, we will be covering how to write compelling Ad copies using “**Mythical / Secret**” approach

# Chapter 3.

## Construct 3. “The Mythical / Secret Ad Construct”

In the last chapter, we covered the “Promise Set Up” Ad construct, this was a very important chapter because we touched on how to go deeper into calling out your audience, delivering the promise in your offering and amplifying the benefits your offering will bring about to your audience in order to connect with them much deeper than any other type of Ad construct.

Now that you know that, we can start to focus on the **“Mythical / Secret Ad Construct”**.

This Ad structure / construct is one of the hardest to write but it will get easier with time. It’s an attention grabber, it cuts through the noise and when people see it, they will feel like they have never seen anything like it.

When you get a hand of this Ad construct; you will be able to create Ad copies that are:

- **Creative.**
- **Cuts through the normal.**
- **Commands Attention.**
- **Creates an “Aura”**

It is a simple technique, but it has rules that must be followed. If you learn, follow and make use of these rules consistently, you will see the amazing power this Ad copy style will give your campaigns and results.

Would you like to know what this technique is and the underlining principle behind?

It is the **“Secret”** — starting and creating Ads that starts off by teasing your audience or prospect with a **secret**.

The Mythical / Secret Ad construct teases your audience by making your offering look and sound like it is a **secret** that very few people know about, this Ad copy structure penetrates deep into them because of human beings’ mindset of always wanting to unveil secrets.

Legendary copywriter Bill Bonner has this to say about the power of the “secret”:

***The Secret Lead really connects to a deep instinct in people to feel that there are secrets to things; that the things that you know and are obvious to everybody don't give you any edge.***

*This is very true right?*

What everybody knows is what everybody knows and once you know what everybody knows, you're just like everybody else. If you want to get an edge, you need to know something that everybody doesn't know, and those things tend to be **secrets**.

You look at people who are very rich, for example, and you say, "What's his secret?" Or, you look at somebody who is 60-years-old with beautiful skin and perfect body and perfect hair and you say, "Oh, what's her secret?"

**We feel there must be secrets to these things because they're not obvious. So, part of us wants to know.**

We don't believe these things are random. We don't believe the world works in a random way; it's not just by accident that people get that way. We believe there must be a secret.

So, if you reveal the secret, you already have a lot of people who want to listen to you and this is the underlining principle behind the Mythical / Secret Ad construct. You will be learning more about how to write Ads like this and the template to follow.

**The purpose of a Secret Ad Copy is the same as any copy: to get the reader to keep reading until the prime benefits and Unique Selling Proposition of the product are fully presented.**

**There are two ways to create a "Secret" Ad copy / headline.**

- The first is to find a secret already in your offering, service or product.
- The second way is to take one of the benefits of your product or service and neologize it into a "secret" — that is, to take something familiar, rename it and reposition it so it seems like something new and a secret.

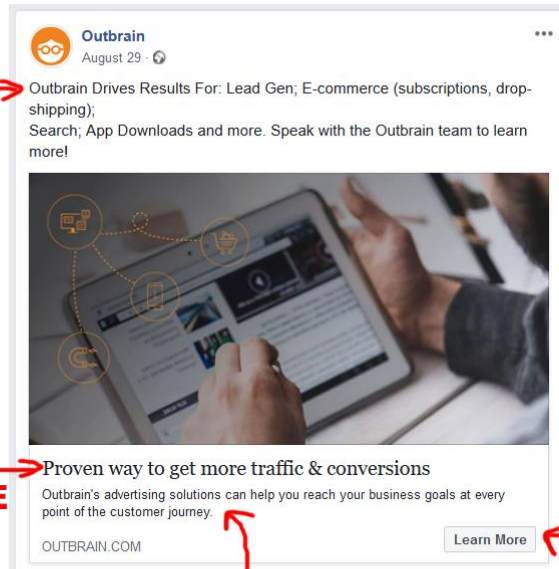
## Mythical / Secret Ad Construct Creation

**BODY TEXT**

**LINK HEADLINE**

**LINK DESCRIPTION**

**CTA BUTTON**



Below I will be explaining what each section of the Facebook Ad should do or portray in order to properly construct the **Problem +Solution** Ad.

**Body Text** – The entire secret / mythical construct

**Link Headline** – A question that reinforces a desired benefit

**Link Description** – This is our CTA. You want to use a direct command that sets expectations and incorporates an element of immediacy.



## Steps to Writing Your “Mythical / Secret” Ad Constrict.

- Identify your product / service’s secret. Write it in plain English first.
- Add mythology to it ... a backstory ... a reason this is unique and why it is never before seen.
- Ask a question that reinforces the desired benefit(s) your targeted audience will get from your offering.
- Write a command-based sentence that kind of states what they will receive and add an *element of immediacy* to it.

## Ad Examples & Template to Follow

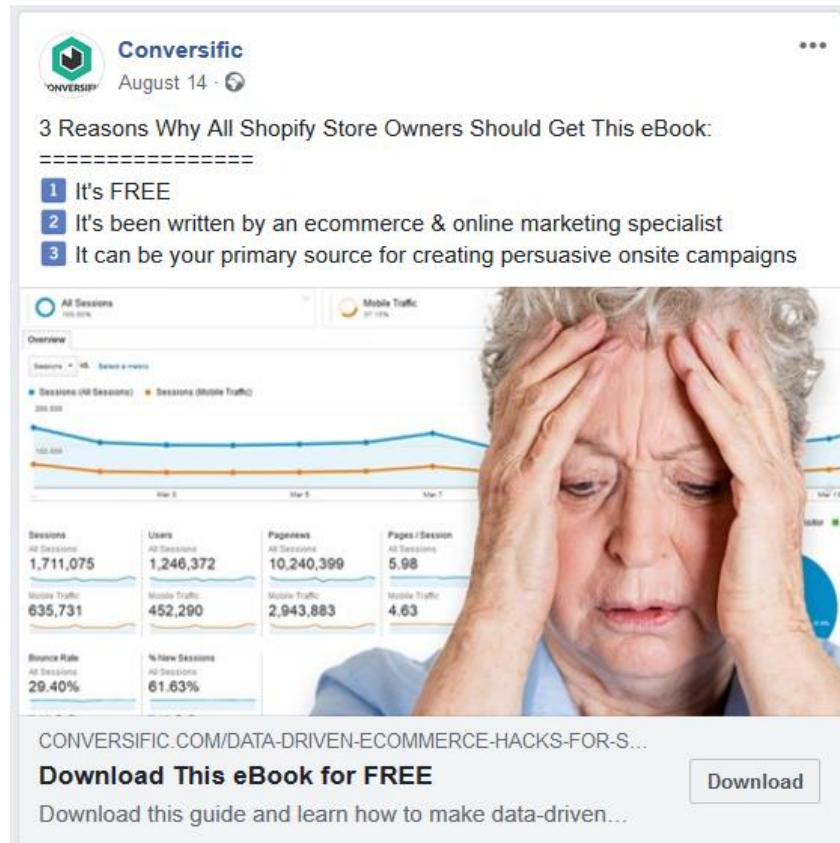
So, in these real-life examples, I will be showing you Ads from different businesses (*both startups and million-dollar brands*).

I will write out their Ad copy’s **Body Text**, **Link Headline** and **Link Description**. Then, I will re-write the Ads using the “**Mythical/Secret**” Ad construct I introduced you to which will take their ad to a whole different level and connects with their targeted audience.

## Example 1 from a brand name “Conversific”

This Ad is from a brand called “Conversific”, they are offering an eBook download targeted at Shopify Store owners. According to what I have gathered, their eBook will help boost store sales and revenue.

**PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**



The image shows a Facebook advertisement for Conversific. The ad features the Conversific logo, the date August 14, and a headline: "3 Reasons Why All Shopify Store Owners Should Get This eBook:". Below the headline are three numbered points: 1. It's FREE, 2. It's been written by an ecommerce & online marketing specialist, and 3. It can be your primary source for creating persuasive onsite campaigns. The ad also includes a screenshot of a Google Analytics dashboard showing various metrics like Sessions, Users, Pageviews, and Pages / Session. A woman is shown holding her head in her hands, suggesting frustration or stress. At the bottom, there is a link to the eBook and a "Download" button.

**Conversific**  
August 14 · 🌐

3 Reasons Why All Shopify Store Owners Should Get This eBook:  
=====

- 1 It's FREE
- 2 It's been written by an ecommerce & online marketing specialist
- 3 It can be your primary source for creating persuasive onsite campaigns

Overview

Sessions (All Sessions) Sessions (Mobile Traffic)

Sessions: All Sessions 1,711,075 Mobile Traffic 635,731

Users: All Sessions 1,246,372 Mobile Traffic 452,290

Pageviews: All Sessions 10,240,399 Mobile Traffic 2,943,883

Pages / Session: All Sessions 5.98 Mobile Traffic 4.63

Bounce Rate: All Sessions 29.40%

% New Sessions: All Sessions 61.63%

CONVERSIFIC.COM/DATA-DRIVEN-E-COMMERCE-HACKS-FOR-S...

**Download This eBook for FREE**

Download this guide and learn how to make data-driven...

Download

### Mythical / Secret Ad Construct Re-write

**Body Text:** *Previously Barred from Public Eyes, these “10 Store Conversion Levers” Have Driven Countless Sales and Conversions – Is Yours Next?*

[INSERT IMAGE]

**Link Headline:** *Will Your Shopify Store Hit Record Sales This Year?*

**Link Description:** *Click here to get access to the 10 conversion levers from e-commerce marketing expert Daniel Nejo. You'll get actionable data-driven tactics you can use to drive more sales right now.*

**Explaining The Body Text:** So, from the re-write of the Ad above, you will notice we started the body text with “***Previously Barred from Public Eyes***”, what that part does is to catch the attention of the reader and make them **intrigued** by making it sound like a secret, if something was kept from the public, it must have been very valuable, it must be a secret...then, the human mind starts to unconsciously think about how to “uncover that secret”.

The secret Ad construct should always start with some type of mythical sentence to spark the interest and curiosity of the reader.

Notice how different the copy I re-wrote is so much different from the one the company wrote? They were talking too much about themselves and the product rather than what the reader / audience has to benefit from their offering.

Another aspect of the body text is ***These “10 Store Conversion Levers” Have Driven Countless Sales and Conversions***” – this right here is social proof at its best. After conveying that what we have to offer is unique and somewhat of a secret, we also went ahead to point out that it has helped countless other people – thereby raising the thirst of the user for what we have to offer.

I ended the body text with a question: ***Is Yours Next?*** this is strategic – it’s a YES question, the people we are targeting with that Ad wants more sales and revenue for their Shopify store, so they will answer yes to that unconsciously. The earlier we can get them saying YES to what we have to offer, the better click-throughs and conversions we will have.

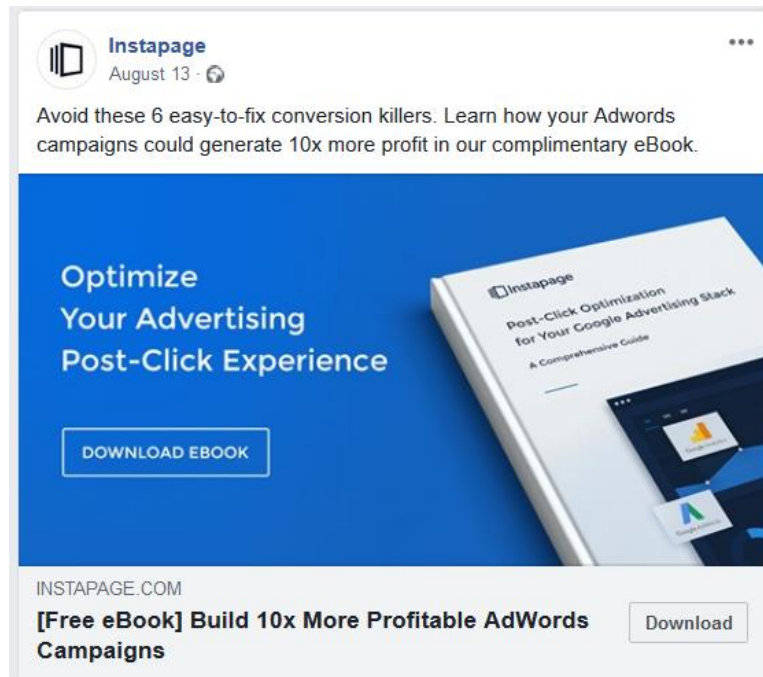
**Explaining the Link Headline:** The idea with the sentence used “***Will Your Shopify Store Hit Record Sales This Year?***” is a big benefit-based question. Again, what we are trying to do is to get them to keep saying “yes” unconsciously.

**Explaining the Link Description:** At this stage, we are giving them an action to do, this is our call to action that finally summarises the benefits and also goes ahead to tell them that they will be able to implement what they learn right-now!

## *Example 2 from a brand name “Instapage”*

*This Ad is from a brand called “Instapage”, they are offering an eBook download targeted at AdWords Advertisers. According to what I have gathered, their free eBook will help create a 10x return from AdWords Campaigns.*

**PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**



### **“Mythical / Secret” Ad Construct Re-write**

**Body Text:** *A Completely Unheard-of Method Once Reserved for Only Enterprise Marketing Agencies Allows You to Generate 10X More Profit From Your AdWords Campaigns.*

[INSERT IMAGE]

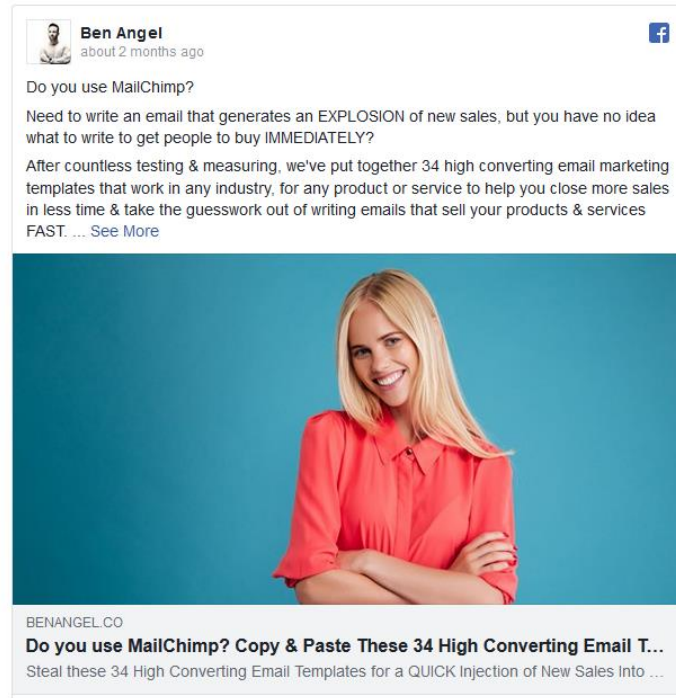
**Link Headline:** *Will 2018 Be Your Business’s Record Year?*

**Link Description:** *Click here for immediate access to the once private AdWords 10X Profit Method that you can put to use right away.*

### *Example 3 from a brand name “Ben Angel”*

*This Ad is from a Guru called “Ben Angel”, his offer is the purchase and download of some email templates that will help businesses generate sales. His Ad is targeted specifically at Mailchimp users.*

**PLEASE PAY ATTENTION TO HIS CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.**



### **“Mythical / Secret” Ad Construct Re-write**

**Body Text:** *Unusual BANE Mailchimp Email System Crushes Email Marketing Sales Records Every Time - Want Your List to Buy Anytime You Send an Email Campaign?*

[INSERT IMAGE]

**Link Headline:** *Do You Want to Send Emails That Drives Sales?*

**Link Description:** *Click here to gain access to these unusual high converting Mailchimp email templates you can make use of right away for any industry.*

**Explaining the Body Text:** You would notice that the way I wrote my Ad copy makes the Ad much shorter than the original one. I also gave the whole system a name, I called it “**BANE Mailchimp Email System**”, the idea behind naming is to create a mythical / secret theme where the reader is asking themselves, what is the **BANE Mailchimp Email System**?

I also started the copy with the word “Unusual”, this is also a power word to raise curiosity and create a secret theme for your Ad copies. Instead of just calling it a 34 email templates, we gave it a name that raises curiosity.

I went ahead to say “**Crushes Email Marketing Sales Records Every Time**”, this right here is creating social proof – what I tried to convey was that the templates (system) drives explosive sales (just like the original Ad claimed) but in a much different way than using the word EXPLOSIVE and asking the reader if they want people to buy “IMMEDIATELY”

I ended the body text intro with a question “**Want Your List to Buy Anytime You Send an Email Campaign?**”, by now, you should know what I did there. I asked a YES question, a question that I know the answer will most likely be yes!

**Explaining the Link Headline:** By saying “**Do You Want to Send Emails That Drives Sales?**”, I re-enforced the question asked above in the body text thereby creating a much deeper “Yes” series.

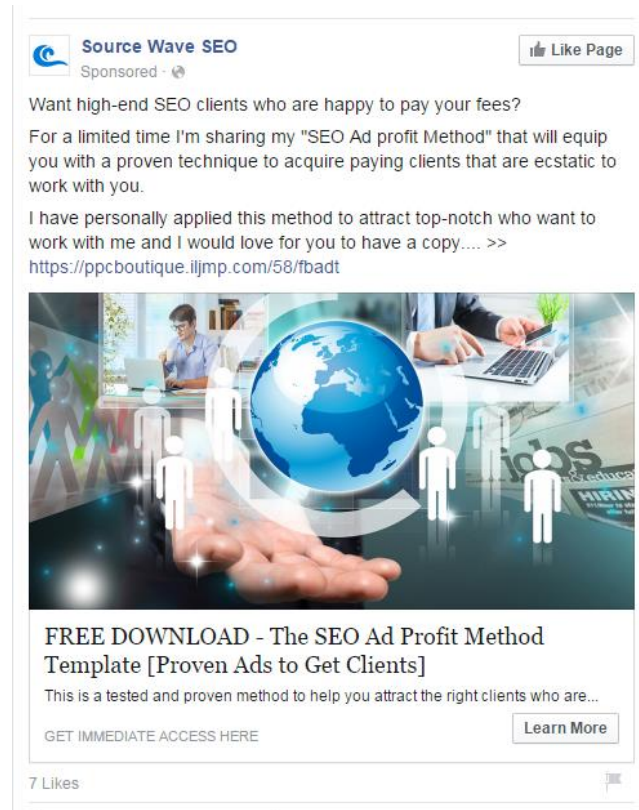
**Explaining the Link Description:** This last part is self-explanatory. I gave them a call to action and created a very short summary again of what they are getting whilst also adding some type of immediacy to it saying that they can make use of it “right away” and that it can be used for “any industry”.

Of course, claims like that should only be made if it is true that they can make use of it right away and it is applicable to numerous industries.

### ***Example 4. Ad from a brand called “Source Wave SEO”***

*This Ad is from brand called “Source Wave SEO”, they are offering an eBook for SEO specialists, this eBook will help SEO specialist generate top-notch clients and customers.*

***PLEASE PAY ATTENTION TO THEIR CURRENT AD COPY AND THE RE-WRITE I CAME UP WITH.***



### **“Mythical / Secret” Ad Construct Re-write**

**Body Text:** *A Completely Unheard-of Method Once Reserved for Only Enterprise SEO Agencies Allows You to Attract High Paying SEO Clients That Are Ecstatic to Work With You.*

[INSERT IMAGE]

**Link Headline:** *Will 2018 Be Your SEO Firm's Record Year?*

**Link Description:** *Click here for immediate access to the once private SEO Ad Profit Method that you can put to use right away.*

## Chapter Summary.

In this chapter, we learned how to write Ads that have a **“Mythical / Secret”** feel to them. Ads that jumps out and tries to grab the audience/reader’s attention by creating some type of uniqueness and secret appeal to them by learning how to use some key phrases and power words.

This Ad type deserves a second read and third read because it’s a different type of Ad copy style, be sure to go over it again. It is very interesting.



## Wrap Up.

You've been on quite the journey in the last few pages of this book.

We covered how to write Ads using the **“Problem + Solution”** construct. Then we went through how to write Ads using the **“Promise Set Up”** construct. From there we covered how to write Ads using the **“Mythical / Secret”** Ad construct, and then listed 100s of **Power words and Phrases** that you can tap sprinkle into your copy to make them “jump out”.

By now you should have a very detailed knowledge of how to write Ads and Ad copies that connects with your prospects, call out their pains and problems, call the audience out and finally deliver a solution that is unique to you, this solution is ideally your product, service or offerings.

The only thing left to now is take action on what you just picked up. With everything I included inside (and all the shortcuts), you should be able to start today and have create Ad copies that 10x your return on ad spend within the next month.

I've armed you with everything you need but I can't do the work for you. The rest is up to you.

One more thing, I want to hear your success story.

Write me at [danielnejo@thepresidentialhustle.com](mailto:danielnejo@thepresidentialhustle.com) and tell me your success story after using the information from this guide or click on the social media names below to follow me:

[Instagram](#) | [LinkedIn](#) | [Facebook](#)

Also, be sure to read my blog [www.ThePresidentialHustle.com](http://www.ThePresidentialHustle.com) regularly for some new, fresh and leading content around business, tech, entrepreneurship and lifestyle. I can't wait to hear from you.



  
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## Power Words and Power Phrases

The below words and phrases should be referred to anytime you want to write an Ad copy and you need words that are both powerful and attention grabbers.

### Power Phrases

1. an absolutely weird tip
2. one very unique way
3. one strange but effective technique
4. one very compelling tip
5. the single most critical thing
6. a killer way
7. a simple, mind-blowing technique
8. a miracle formula for
9. the number-one reason why
10. a powerful, proven technique
11. a racy, provocative tip
12. the secret way
13. a shocking, age-old way
14. an effective, simple way
15. a very special and unique trick
16. one startling secret about
17. the hidden step-by-step formula for
18. one unusual, dirty trick
19. a remarkable way to
20. a fast and easy way to
21. the most amazing trick for
22. the quick but genius trick for
23. a mysterious discovery
24. a sneaky but ethical way
25. the most surprisingly simple thing
26. a better way to
27. the new breakthrough discovery in
28. an extraordinary discovery for
29. the absolute worst way to
30. an award winning system for
31. a simple way to instantly
32. a little-known way to
33. a completely unheard of trick for
34. a simple, never before revealed way
35. the “magic pill solution” for
36. a “magic bullet tip”

### Power Words: Adverbs

1. absolutely

2. automatically
3. completely
4. easily
5. immediately
6. instantly
7. just arrived
8. lavishly
9. quickly
10. simply
11. suddenly
12. timely

**Power Words: Adjectives**

1. alluring
2. amazing
3. approved
4. arrogant
5. astonishing
6. attractive
7. authentic
8. banned
9. beautiful
10. better
11. big
12. blissful
13. bright
14. burned
15. clear-cut
16. colossal
17. comfortable
18. compelling
19. competitive
20. confidential
21. controversial
22. crammed
23. critical
24. crucial
25. cruel
26. daring
27. dazzling
28. definite
29. delightful
30. delivered
31. direct
32. easy
33. emerging
34. endorsed
35. enormous
36. excellent
37. exciting

38. exclusive
39. exposed
40. famous
41. fascinating
42. floundering
43. full
44. genuine
45. gigantic
46. guaranteed
47. helpful
48. helpless
49. huge
50. important
51. improved
52. informative
53. innovative
54. instructive
55. interesting
56. liberal
57. limited
58. mammoth
59. mind-blowing
60. monumental
61. mouth-watering
62. new
63. only
64. outstanding
65. paralyzed
66. personalized
67. pointless
68. popular
69. powerful
70. practical
71. profitable
72. promising
73. proven
74. provocative
75. quick
76. rare
77. reduced
78. refundable
79. reliable
80. remarkable
81. revealing
82. revisited
83. revolutionary
84. scarce
85. secret
86. secure
87. seductive

88. selected
89. sensational
90. serious
91. sexy
92. shocked
93. shocking
94. simple
95. simplistic
96. simplified
97. sizable
98. sizzling
99. special
100. startling
101. strange
102. strong
103. stunning
104. sturdy
105. successful
106. superior
107. surefire
108. surging
109. surprising
110. terrific
111. tested
112. thrilled
113. tired
114. tremendous
115. ultimate
116. unparalleled
117. unconditional
118. unique
119. unlimited
120. unreal
121. unsurpassed
122. unusual
123. urgent
124. useful
125. valuable
126. value-added
127. vibrant
128. vital
129. vivid
130. wanted
131. weird
132. winning
133. wonderful

**Power Words: Nouns**

1. advice
2. agony

3. avalanche
4. bonanza
5. boost
6. bottom line
7. breakthrough
8. challenge
9. choice
10. compromise
11. conspiracy
12. cure
13. destiny
14. download
15. edge
16. energy
17. expert
18. flush
19. focus
20. fortune
21. fundamentals
22. growth
23. high tech
24. imagination
25. increase
26. insider
27. killer
28. know-how
29. last chance
30. last minute
31. lifetime
32. love
33. luxury
34. magic
35. mainstream
36. miracle
37. number-one
38. obsession
39. opportunities
40. payback
41. perfection
42. perks
43. perspective
44. portfolio
45. preference
46. quality
47. reward
48. secrets
49. security
50. skill
51. special offer
52. spotlight

53. step-by-step
54. surprise
55. survival
56. taboo
57. technology
58. the truth about
59. value
60. wealth
61. willpower
62. worth

**Power Words: Verbs**

1. accomplish
2. achieve
3. alert
4. avenge
5. boost
6. compare
7. cure
8. discover
9. download
10. empower
11. energize
12. exploit
13. flush
14. focus
15. hate
16. hurry
17. increase
18. introducing
19. keep
20. launching
21. love
22. overcome
23. prefer
24. rave
25. reclaim
26. reveals
27. reward
28. seize
29. show
30. slash
31. snowball
32. soar
33. solve
34. stop
35. surprise
36. surrender
37. swindle
38. turn the tables
39. uncover



40. understand
41. undo
42. unleash
43. unlock
44. value
45. vow
46. want
47. unleash
48. unlock
49. value
50. vow
51. want

**Power Words: Superlatives**

1. greatest
2. highest
3. largest
4. latest
5. lowest

**Power Words: Action Words**

1. act now
2. how-to
3. now
4. take action
5. seize
6. yes

## **“Emotional State” Power Words & Phrases:**

**Curiosity (when you want them to be gripped by an unshakable desire to click and read more):**

- Secret
- Confidential
- Controversial
- Underground
- What no one tells you
- Have you heard
- Cover-up
- Forbidden
- Banned
- Behind the Scenes
- Secret agenda
- Secret plot
- Insider
- Off-the record
- Blacklisted
- Censored
- Concealed
- Confessions
- Unbelievable
- Covert
- No one talks about
- Hidden
- underground
- Insider’s Scoop
- Intel

**Emotional State: Urgency (If you want them to take action right now):**

- Magical
- Instantly
- Missing Out
- Left behind
- Magnificent
- Miracle
- Most Important
- Profitable
- Proven
- Quick
- Remarkable
- Results
- Revolutionary
- Safe
- Save
- Sensational
- Should
- Startling

- Strongly agree/ recommend
- Strongly suggest
- Superb
- Superior
- Tremendous
- Truly
- Trustworthy
- Urge
- Worthwhile
- Deadline
- Limited
- Seize
- bargain
- Discount
- Explode
- Extra
- Fortune
- Freebie
- Jackpot
- Reduced
- Instant Savings
- Skyrocket
- **Immediately**
- **Imminently**

**Emotional State: Confusion and Helplessness (Especially useful when questioning Status Quo, making them realize what they are missing out or “us vs them” style content)**

- doubtful
- uncertain
- indecisive
- perplexed
- embarrassed
- hesitant
- disillusioned
- distrustful
- misgiving
- unsure
- tense
- stressed
- uncomfortable
- dishonest
- disdainful
- manipulative
- judgmental
- argumentative
- authoritative
- condescending
- distracted
- disoriented
- off-kilter
- frenzied
- blushing
- awkward

- incapable
- paralyzed
- fatigued
- inferior
- vulnerable
- distressed
- pathetic
- distraught
- doomed
- overwhelmed
- incompetent
- incapacitated
- trapped
- squirming
- jittery
- woozy
- twitching
- compulsive
- uncaring
- uninterested
- unresponsive
- terrified
- suspicious
- anxious
- alarmed
- panicked
- threatened
- cowardly
- insecure
- Deceived
- Helplessness
- Disempowered

**Emotional State: Anger (This is a high physiological arousal emotional state that can help drive a number of actions such as getting support for a cause or sharing content because of the sheer outrage felt)**

- Ordeal
- Outrageousness
- Provoke
- Repulsive
- Scandal
- Severe
- Shameful
- Shocking
- Terrible
- Tragic
- Unreliable
- Unstable
- Wicked
- Aggravate
- Agony
- Appalled
- Atrocious
- Corrupting

- Damaging
- Deplorable
- Disadvantages
- Disastrous
- Disgusted
- Dreadful
- Eliminate
- Harmful
- Harsh
- Inconsiderate
- enraged
- offensive
- aggressive
- frustrated
- controlling
- resentful
- malicious
- infuriated
- critical
- violent
- vindictive
- sadistic
- spiteful
- furious
- agitated
- antagonistic
- repulsed
- quarrelsome
- venomous
- rebellious
- exasperated
- impatient
- contrary
- condemning
- seething
- scornful
- sarcastic
- poisonous
- jealous
- ticked off
- revengeful
- retaliating
- reprimanding
- powerless
- despicable
- self-hating
- desperate
- alienated
- pessimistic
- dejected
- vilified
- unjustified
- violated

**Emotional State: Safe and Satisfied (Great for Sales Pages when you want people to feel secure in their choice)**

- Accurate
- instantly
- Advantage
- Always
- A cut above
- Bargain
- Certain
- Certainly
- Confident
- Convenient
- Definitely
- Delighted
- Easy
- Ecstatic
- Effective
- Emphasize
- Extremely
- Freedom
- Guaranteed
- Highly effective/ likely
- Introducing
- First ever
- Investment
- conscientious
- approving
- honored
- privileged
- adaptable
- relaxed
- Astonishing
- Astounded
- assured
- fulfilled
- genuine
- authentic
- self-sufficient
- reliable
- sure
- secure
- stable
- honest
- truthful
- supportive
- excellent
- responsible
- solid
- trusting
- supported
- Absolutely
- Bargain
- clarity
- transparency

- humility

**Emotional State: Happy and Alive (Health based products or services):**

- blissful
- joyous
- delighted
- overjoyed
- gleeful
- thankful
- festive
- ecstatic
- satisfied
- cheerful
- sunny
- elated
- jubilant
- jovial
- fun-loving
- lighthearted
- glorious
- innocent
- child-like
- gratified
- euphoric
- on top of the world
- playful
- courageous
- energetic
- liberated
- optimistic
- frisky
- animated
- spirited
- thrilled
- wonderful
- funny
- intelligent
- exhilarated
- spunky
- youthful
- vigorous
- tickled
- creative
- constructive
- helpful
- resourceful
- at ease
- comfortable
- pleased
- encouraged
- surprised
- content

- serene
- bright
- blessed
- Vibrant
- Bountiful
- Glowing

**Emotional State: Inspired (as part of content that is meant to inspire and make them feel like they are capable and in charge)**

- motivated
- eager
- keen
- earnest
- inspired
- enthusiastic
- bold
- brave
- daring
- hopeful
- upbeat
- assured
- clear
- balanced
- fine
- okay
- grateful
- carefree
- adequate
- fulfilled
- genuine
- authentic
- forgiving
- sincere
- uplifted
- unburdened
- confident
- self-sufficient
- reliable
- sure
- unique
- dynamic
- tenacious
- cooperative
- productive
- exuberant
- in the zone
- responsive
- conscientious
- approving
- honored
- privileged
- adaptable
- Empowered



- Focused
- Capable

**Emotional State: Relaxed and Peaceful (Products or services that offer mental peace and relaxation):**

- calm
- at ease
- comfortable
- content
- quiet
- certain
- relaxed
- serene
- bright
- blessed
- balanced
- grateful
- carefree
- fulfilled
- genuine
- authentic
- forgiving
- sincere
- uplifted
- unburdened
- confident
- self-sufficient
- glowing
- radiant
- beaming
- reflective
- smiling
- grounded
- unhurried
- open-minded
- efficient
- non-controlling
- unassuming
- trusting
- supported
- fluid
- light
- spontaneous
- aware
- healthy
- meditative
- still
- rested
- waiting
- laughing
- graceful
- natural
- steady
- centered

- placid
- Clear
- Stoic
- Aligned