



Business On Autopilot
Offer-Target-Automate

WORDS TO AVOID ON YOUR ADS

Taking Charge Inc.®



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There's certain language that Facebook & Instagram don't allow in ads, landing pages, or sales pages (if you're directing ads there). You'll want to be extra cautious with this. Remember, even if ads DO get approved, they will be more expensive to run, and you can get shut down by Facebook WEEKS later. Best practice is just to avoid these trigger words altogether.

We teach this in depth inside my Business On Autopilot program, but here are some top words to avoid and pay special attention to...

Targeting words

- ✘ You
- ✘ Your

Personal attributes

- ✘ Men
- ✘ Women
- ✘ Race
- ✘ Age
- ✘ Religion (Christian, etc.)

Weight related / misleading claims

- ✘ Diet
- ✘ Weight
- ✘ Weight Loss
- ✘ Fat / Fat Loss
- ✘ Muffin Top

Substances

- ✘ CBD
- ✘ HCG
- ✘ Alcohol (“bubbly” “wine” etc.)

Money / Financial / Career

- ✘ Specific Numbers (...you make \$100K)
- ✘ Doubled
- ✘ Step-by-Step
- ✘ Grow
- ✘ Money
- ✘ Financial Freedom
- ✘ Fortune
- ✘ Wealth
- ✘ Work From Home
- ✘ Laptop Lifestyle
- ✘ Quit Your Job / Quit My Job, etc.

Relationship / Dating

- ✘ Dating (and related words)

Socially sensitive

- ✘ Master
- ✘ Blacklist
- ✘ Whitelist
- ✘ Man Hours

- ✘ Sanity
- ✘ Slave (... are you feeling like a slave to your business?)

Labelling

- ✘ Grandfathered
- ✘ Gender pronouns

Profanity

- ✘ Any Curses
- ✘ Fake Curses (#\$&@)

Hope that helps!

If you want to know...

- ★ How my clients generated over 220 new qualified leads 19 days
- ★ How in just 2 months my client made over \$10K from her ad
- ★ How I 6.5X my 30-day ad spend

Then, [Click Here](#) to schedule your non-salesy business call to discuss how you can best use Facebook Ads in your business.