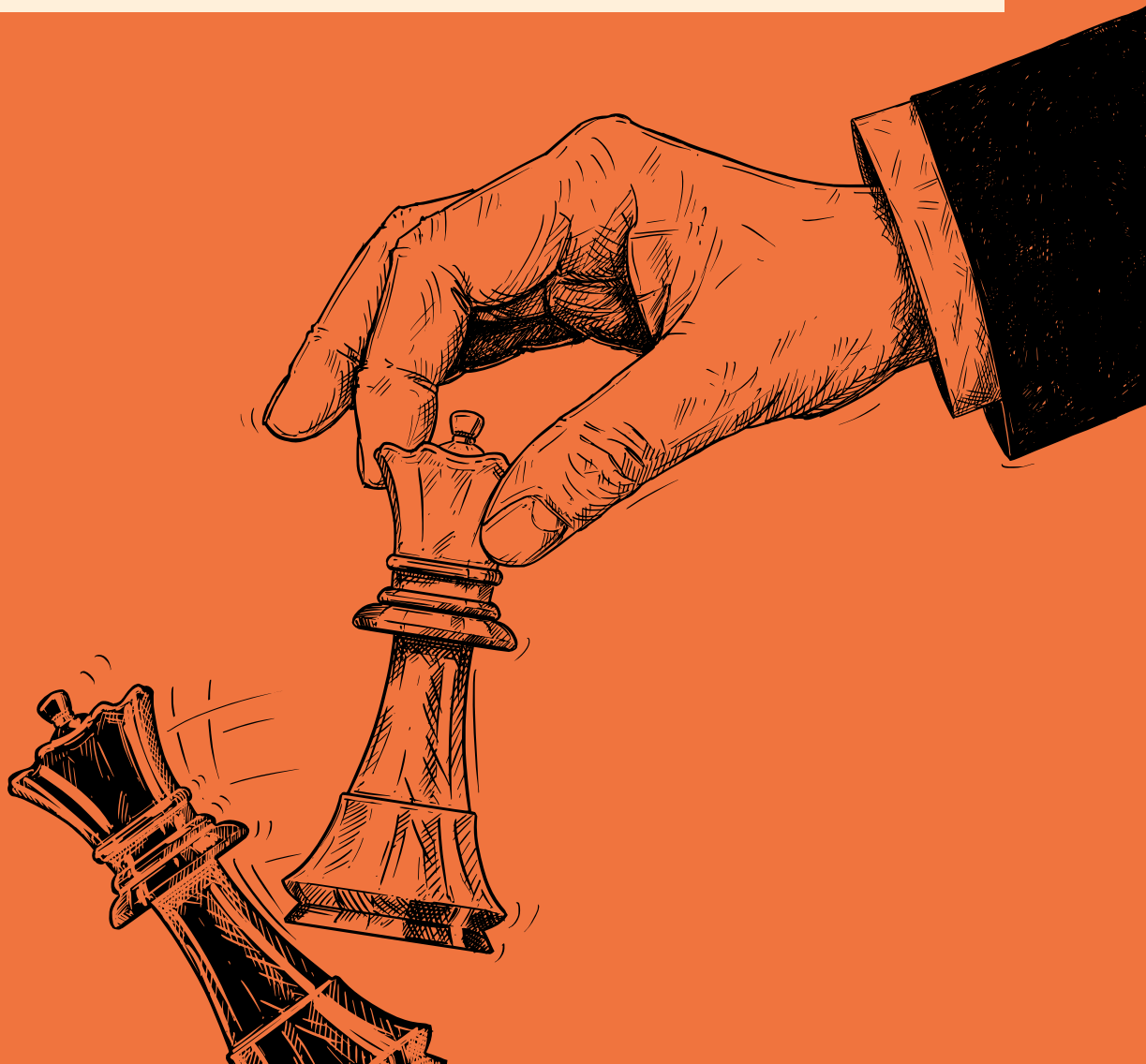




HOW TO GET A THOUSAND LEADS

BY: PAPER CUT COLLECTIVE



LIST OF CONTENTS

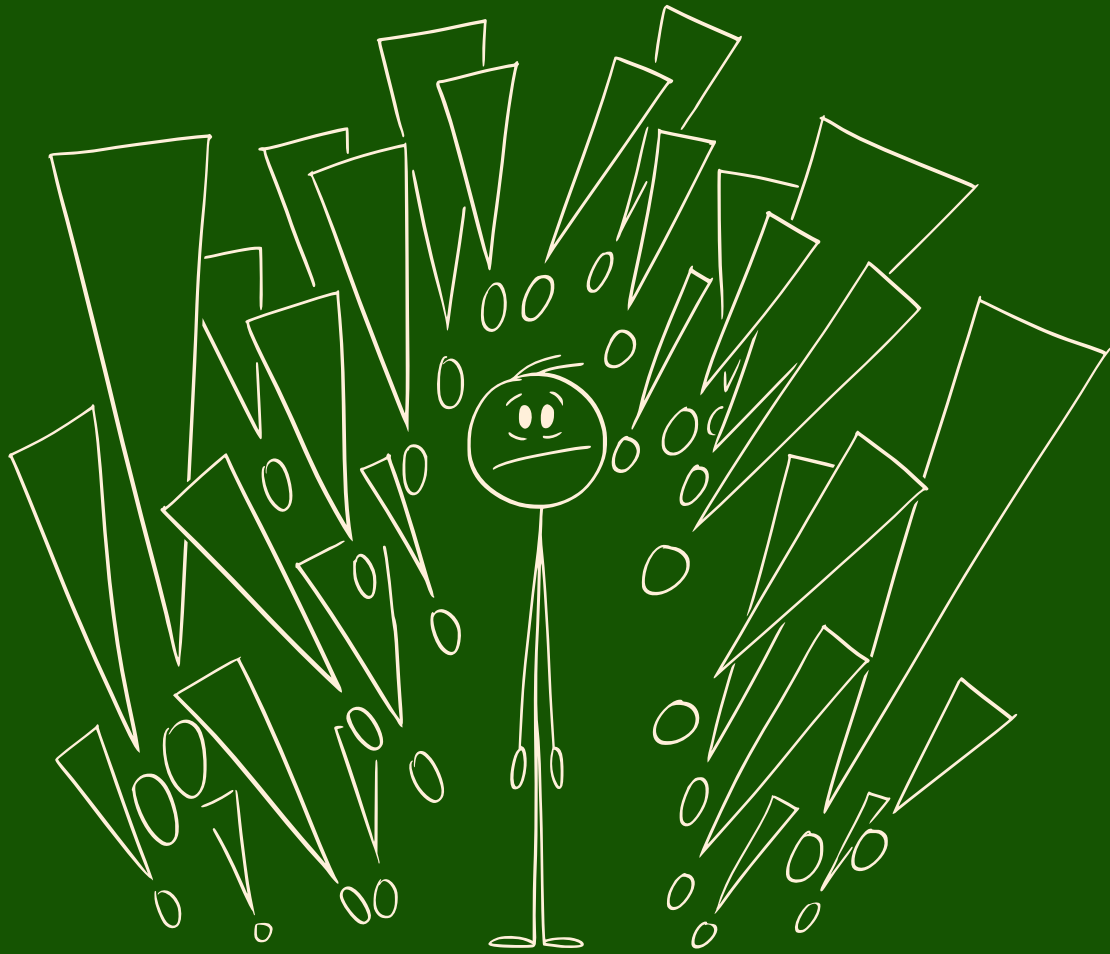
00. Introduction

01. Why You Are Getting It Wrong

02. How to Get 1,000 Leads from Facebook

03. The Most Common Facebook Marketing Mistakes

04. Content + Paid Ads Synergy



HEY THERE



MESSAGE

If you're reading this, chances are you run a service-based business and have either dabbled in Facebook Ads or are wondering if they're worth your time (and money). Maybe you've tried running ads before, but they flopped. Maybe you've heard horror stories of people burning thousands with zero results. Or maybe, you're just tired of getting "advice" from gurus who make everything sound complicated.

I'm Nigel, the managing partner for PaperCutCollective over the past few years we have an average managing in AdSpend a Year. helping businesses like Gyms, Aesthetic Clinics, Personal Trainers, Real Estate Agents, almost any kind of service-based businesses streamline their marketing systems into something that works, **no gimmicks, no tricks, just good old simple yet effective strategies.**

SIMPLE BEATS COMPLICATED

DO FACEBOOK ADS WORK?

Here's the truth: Facebook Ads do work. But most businesses either overcomplicate things, get stuck in analysis paralysis, or don't know where to start. I've seen ads that are too generic, targeting all over the place, or business owners relying purely on "Boost Post" (please, for the love of conversions, stop doing that). And if you're in a Service-based business like a clinic, dentist, gym, Personal trainer, etc. you might face even more challenges.

Things like>>

- Strict advertising rules (Applicable for medical industries) that make it harder to promote your services.
- People who hesitate to book appointments because they aren't sure if they need your service.
- High competition from other competitors that seem to be running ads non-stop.
- Clients who price-shop instead of choosing your practice based on expertise and trust.
- Not enough leads to sustain your business
- Meta Ads not working after spending loads of money on them

BEAT IT

But here's something I've learned after working with multiple businesses: simple beats complicated every time. The best results don't come from trying to outsmart the algorithm or testing 20 different strategies at once. They come from doing the right things consistently and at VOLUME.

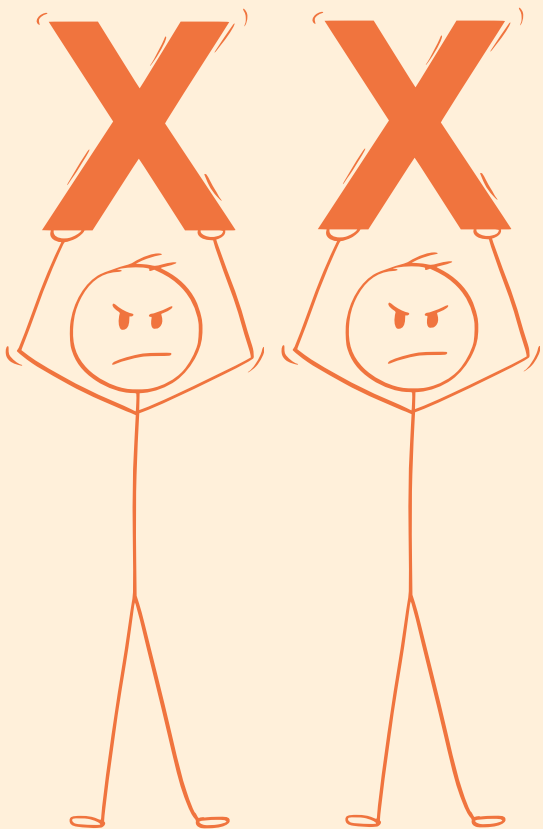
Heck, it's even the same strategy we use for ourselves.

I'm writing this because I genuinely believe that Facebook marketing doesn't have to be a headache. You don't need a huge budget, a marketing degree, or some secret hack. What you do need is a simple, structured approach that makes sense for service businesses.

So, if you're ready to cut through the noise, get practical advice, and finally make Facebook Ads work for your business, you're in the right place. Let's dive in.



CHAPTER 01 WHY YOU ARE GETTING IT WRONG.



It's a process that even
the most traditional
thinkers can adopt.

RIGHT STRA- TEGY

Let's talk about why so many businesses get Facebook Ads wrong. It's not because they don't want to succeed or don't have a great service to offer, it's often because they're not approaching their ads with the right strategy. But hey we're gonna start this off by addressing some of the common pitfalls business owners make and why you might be struggling

YOU DON'T KNOW WHAT YOU'RE DOING

This might sound harsh, but the reality is many business owners just dive into Facebook Ads without understanding the platform or the strategy behind it. They think that launching an ad is enough, but without a clear plan, the ads just don't convert.

But here's the thing: after reading this book, you'll know exactly what to do. You'll understand the basics of Facebook Ads, why they work, and how to set them up for success. You'll go from feeling lost to confident in your strategy. It's all about learning the ropes, and once you do, the results will follow.

YOU UNDERESTIMATE TESTING NEEDS

A huge mistake I see is not testing enough. Many businesses assume they can just throw up one ad and hope it works. The truth is, without testing different images, copy, audiences, and formats, you'll never know what works best for your specific business.

Just go to www.facebook.com/ads/library and check out how many ads the big boys in your industry are testing at once. If META ads didn't work do you think they would still be pouring so much money into them?

Many successful campaigns take time and experimentation. This means testing your headlines, trying different visuals, running split tests for targeting, and analyzing the results.

Eg. you're running an awareness campaign that funnels people to your website. If Ad 1 has a click-through rate of 2% while Ad 2 has a click-through rate of 1% obviously logic tells you to switch Ad 2 off, that's it. It's not rocket science.

YOUR EXPECTATIONS ARE MISALIGNED WITH REALITY

A lot of business owners go into Facebook Ads with unrealistic expectations. They think they can launch one campaign and get instant leads or sales. But the truth is, that results often don't come overnight, and it can take time to build momentum. If you're expecting immediate, huge returns, you'll probably be disappointed.

Note: Most campaigns take about 3 weeks to optimize, give or take a week



BLINDLY USING THE 'BOOST POST' BUTTON

If you hate money then the "Boost Post" button is just for you. I get it, it's tempting. It's easy, and fast, and it seems like a no-brainer.

Boosting posts doesn't allow you to:

- Choose custom audiences based on interests, behaviors, or demographics.
- Use detailed targeting to reach the people who are most likely to take action.
- Optimize for specific outcomes like leads, website visits, or sales.

Instead of hitting "Boost Post," take the time to set up a proper campaign in Facebook Ads Manager. This gives you access to a lot more tools and control to tailor your ads to your goals. You'll be able to track results more effectively and see exactly how your ads are performing.



TAKE AWAY

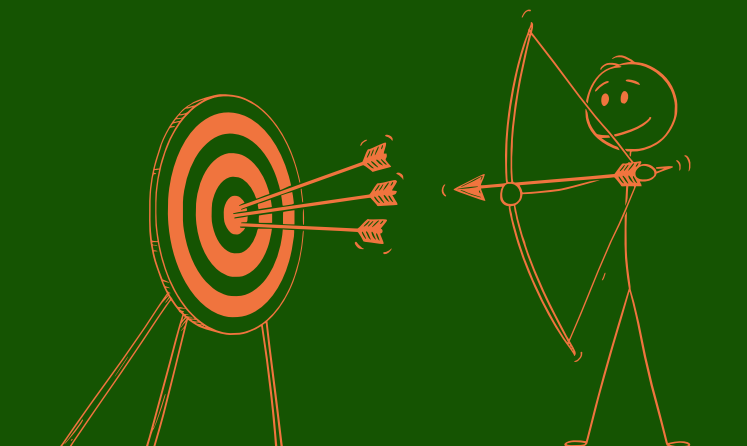
There are clear reasons why Facebook Ads often don't work out for businesses. Whether it's a lack of understanding, not testing enough, misaligned expectations, or relying on the "Boost Post" button, these issues can all lead to disappointing results. But the good news is, you don't have to make these mistakes.

Once you know what to do, how to test, and how to set realistic expectations, your campaigns will start to perform better.

Now that you understand why businesses often get Facebook Ads wrong, it's time to dive into how you can do it the right way in the next chapter. Let's get your ads on track and set you up for success!

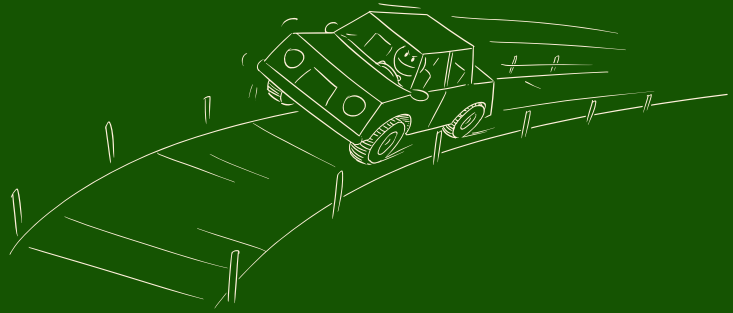


CHAPTER 02 HOW TO GET 1,000 LEADS FROM FACEBOOK



It's a process that even
the most traditional
thinkers can adopt.

THOUSAND LEADS



HOW?

Now let's get into the good stuff. This is the same guidebook we use for ourselves and other service-based businesses, if you can follow this religiously I can personally guarantee you that you will attract high-quality leads that turn into paying customers.

BASICS

In Facebook Ads Manager, your ad structure is organized into three levels: Campaign, Ad Set, and Ad. Here's a simple breakdown:

1. Campaign - This is the top level where you define your overall goal. Are you trying to get leads, drive traffic, or increase sales? Your campaign objective (like Lead Generation, Traffic, or Conversions) sets the foundation for everything below it.

2. Ad Set - This is where you decide who sees your ads. You'll define your audience (demographics, interests, behaviors), budget, schedule, and ad placements (Facebook, Instagram, Messenger, etc.).

3. Ad - This is the actual creative people see. It includes the image, video, text, headline, and call-to-action button. Multiple ads can exist within one ad set, allowing you to test different creatives to see what works best.

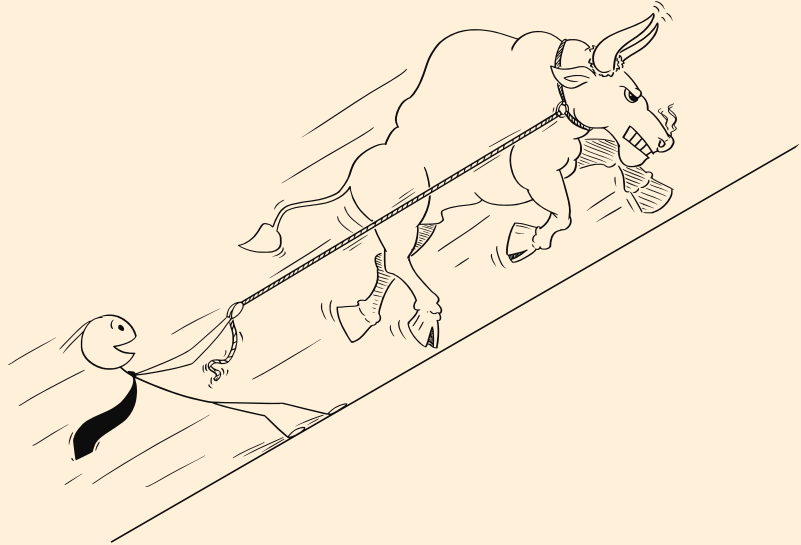
Think of it like this:

- **Campaign = The goal (e.g., "Get more leads")**
- **Ad Set = The audience (e.g., "Target young professionals in Singapore")**
- **Ad = The visuals (e.g., "A video ad showcasing your service")**



STEP BY STEP GUIDE

SETTING UP FACEBOOK AD CAMPAIGN



STEP 1: CHOOSE YOUR CAMPAIGN OBJECTIVE

1. Go to Meta Ads Manager.
2. Click the Create button.
3. Choose an objective based on your goal:
 - a. Leads (if you want to collect sign-ups)
 - b. Traffic (if you want to send users to a website)
 - c. Engagement (if you want more likes, comments, or messages)

STEP 3: CONFIGURE YOUR AD SET

1. Choose where you want leads to go (Instant Forms, Website, Messenger, etc.).
2. Set your budget & schedule:
 - a. Choose a daily budget (e.g., \$10/day) or a lifetime budget.
 - b. Set a start and end date if needed.
3. Define your audience:
 - a. Choose location, age, gender, and detailed targeting (interests, behaviors).
 - b. Use Custom Audiences (e.g., past website visitors) or Lookalike Audiences.
4. Select Placements:
 - a. Advantage+ Placements (recommended) lets Facebook place your ad where it performs best.
 - b. Manual Placements allow you to choose specific placements (Feed, Stories, Reels, etc.).

STEP 2: SET UP YOUR CAMPAIGN DETAILS

1. Name your campaign.
2. Toggle Advantage Campaign Budget on or off:
 - a. If ON, Facebook will distribute your budget across ad sets automatically.
 - b. If OFF, you can control spending at the ad set level.
3. Click Next to move to the Ad Set.

STEP 4: CREATE YOUR AD

1. Choose the ad format:
 - a. Single Image
 - b. Video
 - c. Carousel (multiple images/videos)
2. Upload your creative:
 - a. Add high-quality images or videos.
3. Write your ad copy:
 - a. Engaging primary text
 - b. A strong headline (eg. "Free Trial" "Free Consultation" "15 Years of Experience")
 - c. Clear call-to-action (e.g., "Sign Up", "Learn More")

Obviously there isn't much to say about the creative as it really depends on your own abilities, but when it comes to ad copy, we've seen so many terrible copy that just throw money out the window.

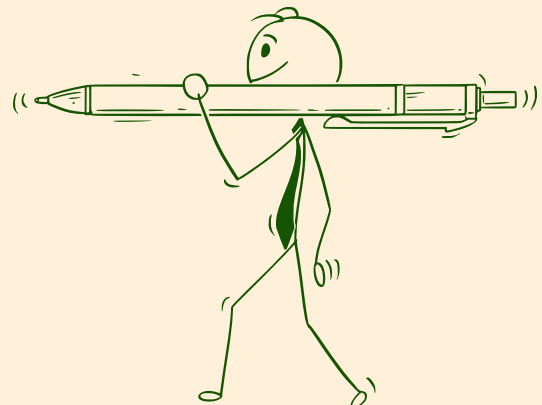
SAVE THE HEADACHE



Save yourself the headache, copy the sample and adjust it to suit your own business. You're welcome, if this doesn't work i'll personally run your ads for free

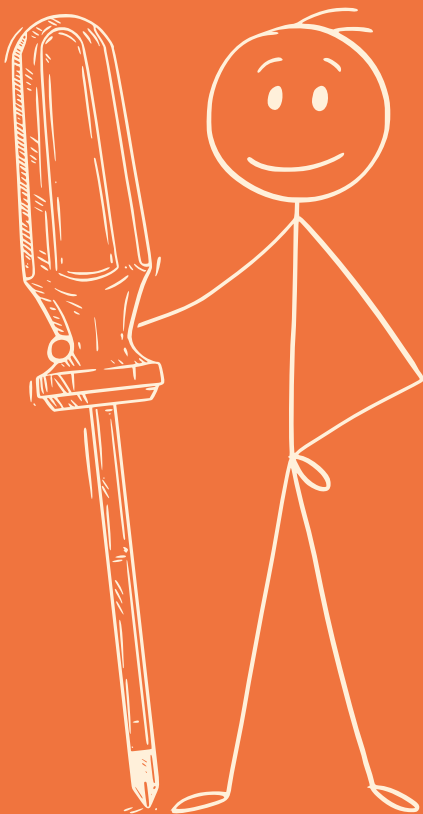
Attention (Client Avatar)!

- 1.(Offer)Eg.(Free trial/xxx Special/15 Years of experience)
- 2.Pain Point #1
- 3.Pain Point #2
- 4.Pain Point #3
- 5.Interesting thing about your process #1
- 6.Interesting thing about your process #2
- 7.Interesting thing about your process #3
- 8.(Social Proof) We have helped XXX people just like you achieve XXX within XXX
- 9.(CTA) Again, press "Learn More" to book your appointment now
- 10.Review and Publish: Double-check everything. Click Publish to launch your campaign.



CHAPTER 03 TROUBLE SHOOTING.

**THE MOST COMMON
FACEBOOK MARKETING
MISTAKES.**



It's a process that even
the most traditional
thinkers can adopt.

Now that you've run your ads for a couple of weeks and you realize something is off, your cost per lead is just too damn high or maybe you're just not getting enough leads. So here are some common mistakes we've seen over the years, make sure you're not making them



TARGETING THE WRONG AUDIENCE

One of the biggest mistakes I see business owners make with Facebook Ads is not knowing who they're trying to reach. Targeting can make or break your ad campaign, and if you get it wrong, you'll end up wasting money on clicks that never turn into customers.

There are two main ways businesses mess this up:

GOING TOO BROAD

Some businesses think that the more people who see my ad, the better! But casting a wide net doesn't always lead to better results. If you're a physiotherapy clinic and you target "everyone in Singapore," you'll be showing your ad to thousands of people who don't need your services.

GOING TOO NARROW

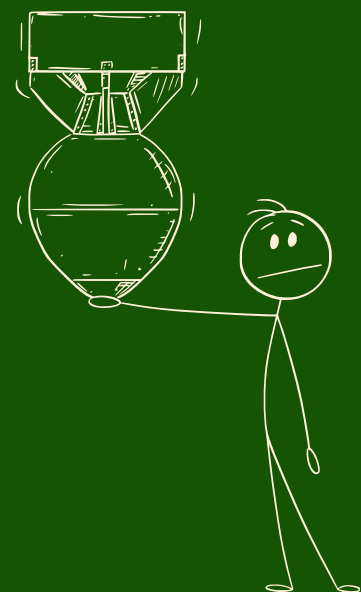
On the flip side, some business owners get too specific with their targeting. While this may sound smart, it can work against you. Facebook needs enough data to optimize your ads, and if your audience is too small, your ads won't be shown to enough people to perform well.

HOW TO FIX IT

The key is to strike a balance. Instead of just guessing, use Meta's audience tools to refine your targeting based on real data. Here's a better approach:

- Start broad but relevant – For example, if you're running a dental clinic, instead of targeting just "People with toothaches," you might start with "People aged 25-55 within 5km of my clinic."
- Use Lookalike Audiences – If you already have a list of past patients or leads, Facebook can find similar people who are likely to convert.
- Leverage Retargeting – If someone visited your website or interacted with your ad but didn't book an appointment, show them a follow-up ad to remind them.

On Average your audience size needs to be at least 1,600,000 and above for any kind of campaign to run properly.



WEAK AD CREATIVES

At the end of the day your customers don't see who you target or what kind of settings you have at the back end, they see your creatives (Videos/Images), etc. You could have the best targeting in the world, but if your ad creative is weak, it won't matter people will just scroll past it.

Many businesses make the mistake of either:

- Using bland, generic images (like stock photos that don't feel authentic).
- Writing copy that's vague or uninspiring (e.g., "We offer great dental services! Book now!" doesn't give people a compelling reason to act).
- Failing to include a clear Call-to-Action (CTA) (so people don't know what to do next).

WHAT MAKES AN EFFECTIVE AD CREATIVE?

Scroll-Stopping Visuals

People process images way faster than text. If your ad doesn't catch attention within 1-2 seconds, it's lost in the feed. Here's what works:

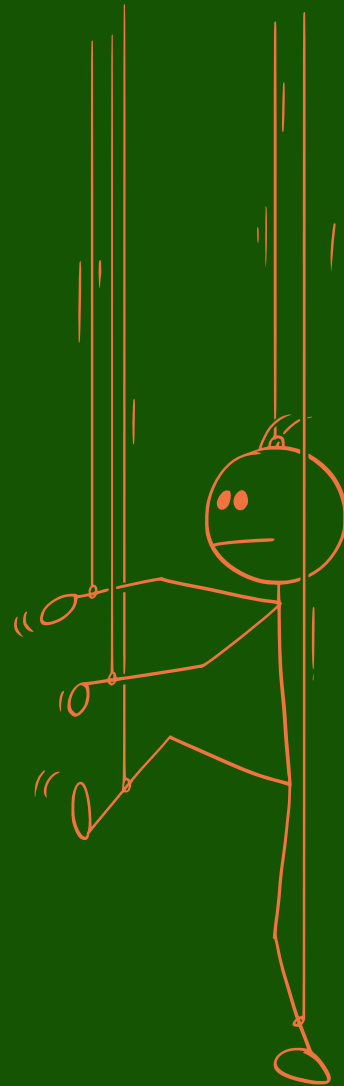
Real photos/videos – If you're a physiotherapist, show a patient getting treatment (with permission, of course). Authenticity builds trust. Of course, this can get tricky especially if you're in the medical industry where your creatives are heavily regulated

Bold, high-contrast colors – Facebook is filled with muted colors. Using bright colors or contrasting elements helps your ad pop. Fun fact, we've tested over 100 ad creatives and brightly lit creatives perform on average 25% better than dark ones.

Compelling Copy That Speaks to Your Audience

Your text needs to feel personal and focus on the reader's pain points.

If you're ever confused just remember that your headline should just contain your offer



Instead of "We provide expert dental services. Book an appointment today."

Try:

"Toothache ruining your day? Get pain relief within 30 minutes at [Your Clinic Name]. No long waiting times. Book now!"

This works because it:

- Identifies a problem (toothache).
- Offers a solution (fast pain relief).
- Addresses a common frustration (long waiting times).

A Clear and Direct Call-to-Action (CTA)

Your CTA tells the person exactly what to do next. Examples:

- "Book Your Free Consultation" (for service-based businesses).
- "Schedule an Appointment Now" (for medical businesses).

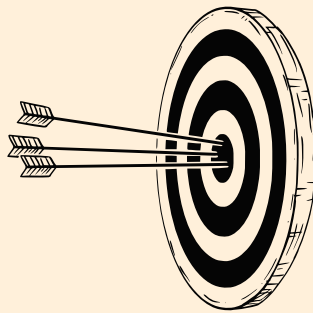
Your CTA should match your offer and reduce hesitation. If people don't know what happens next, they won't take action.

IGNORING RETARGETING

START RETARGETING TODAY

If you're not retargeting, you're letting warm leads go cold. Start today, and watch your conversion rates skyrocket!

Just so you know, more than 50% of the clients we onboard do not have a pixel installed which just blows my mind. Installing a pixel allows META to access your website data and their behaviours, giving your targeting that extra boost, **most of our clients see an extra 25% increase in performance just by installing a pixel**



Quick Fix: Start Retargeting Today

Step 1: Install the Meta Pixel on your website (if you haven't already)

Step 2: Create a custom audience of website visitors, engaged users, or past leads.

Step 3: Run ads specifically for them with a strong reminder or incentive.

HERE'S THE PROBLEM:

Here's the problem:

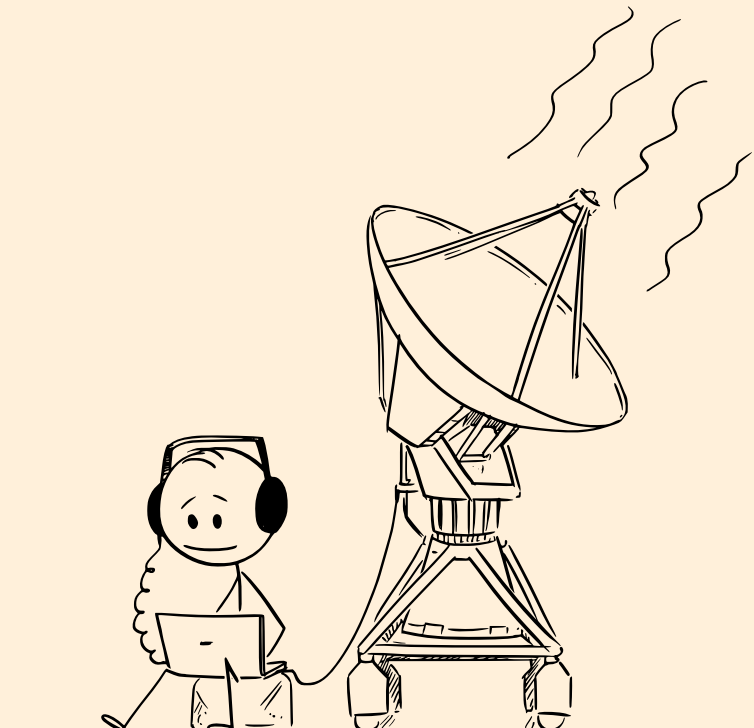
Most people don't convert the first time they see an ad. Studies show that it can take 5 to 7 touchpoints before someone takes action. If you're only running ads to new audiences and not following up with retargeting, you're leaving a ton of potential customers on the table.

WHY RETARGETING IS ESSENTIAL

Running a dental clinic? A potential patient clicks your ad, and browses your site, but doesn't book an appointment.

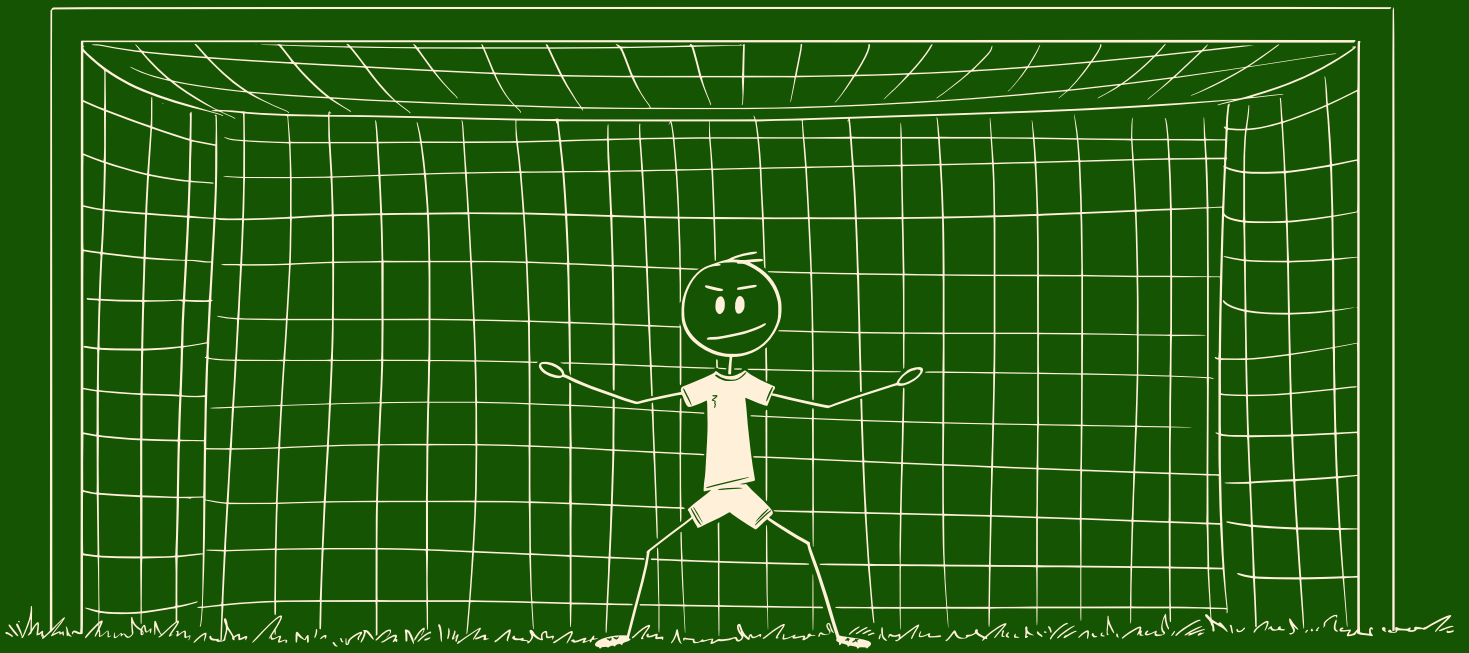
Without retargeting: They forget you and may book elsewhere (with your competitor).

With retargeting: You stay top-of-mind showing a testimonial, a discount, or a booking reminder bringing them back to convert.



SETTING UP

EFFECTIVE RETARGETING STRATEGY



ENGAGEMENT RETARGETING

You can also retarget people who interacted with your Facebook or Instagram page, watched a video, or liked a post.

Example:

If someone watched 50% of your video ad, show them another ad with a special offer or more information

LEAD FORM RETARGETING

If someone started filling out a lead form (but didn't submit it), you can show them an ad that reminds them to complete it.

Example:

“Forgot to book your free consultation? Spots are limited lock in your appointment today!”

WEBSITE RETARGETING

This is where you show ads to people who visited your website but didn't take action.

Example:

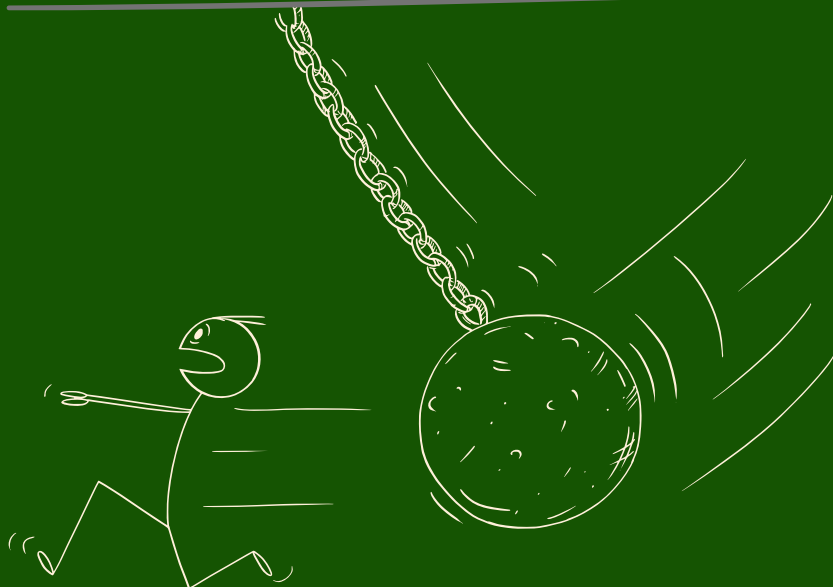
- If someone visited your booking page but didn't schedule an appointment, retarget them with an ad saying:
- "Still thinking about getting a whiter smile? Our slots for this month are almost full! Book your session now."

WHY RETARGETING WORKS SO WELL

It keeps you top-of-mind people are busy. A little reminder can be the push they need to take action.

It's cheaper than targeting cold audiences – Retargeting usually has lower ad costs because you're showing ads to people who already know you.

It increases conversions – People who are already interested are more likely to book than someone seeing you for the first time.



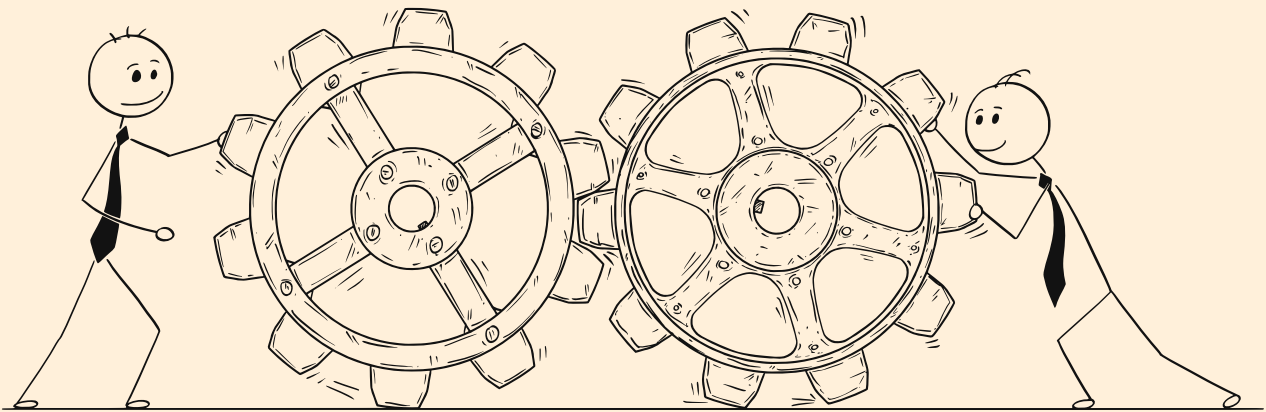
Note: While Re-targeting may be a very strong tool, do remember that your audience size needs to be substantial before you try this. If poorly executed retargeting strategies can potentially blow up your budget, so you have to know what you're doing

CHAPTER 04 CONTENT AND PAID ADS HARMONY



It's a process that even
the most traditional
businesses can adopt.

THE SYNERGY



FALLING SHORT

As a Content Marketing Agency, we have the luxury to execute this strategy as much as we want but unlike us, you most probably don't have a videographer or dedicated resources to churn out content. And this is where 90% of businesses fall short, and the reason why most businesses find it difficult to do marketing. Why? Because it's hard to execute and it takes a long time to see results, but if you can do so I would highly recommend you do. If you don't, you'll be stuck in this constant chase for leads, helping Mark Zuckerberg buy his 4th Mega Yacht

Don't get me wrong, running ads work. And as long as your ads are profitable you should continue to do so. But running ads is what is considered a short-term marketing initiative.

- You pay money to run ads
- You get leads
- You profit

So what happens when you stop running ads? Or perhaps when the market takes a nosedive and there aren't that many new clients? Or perhaps a new competitor enters the market? You get the point

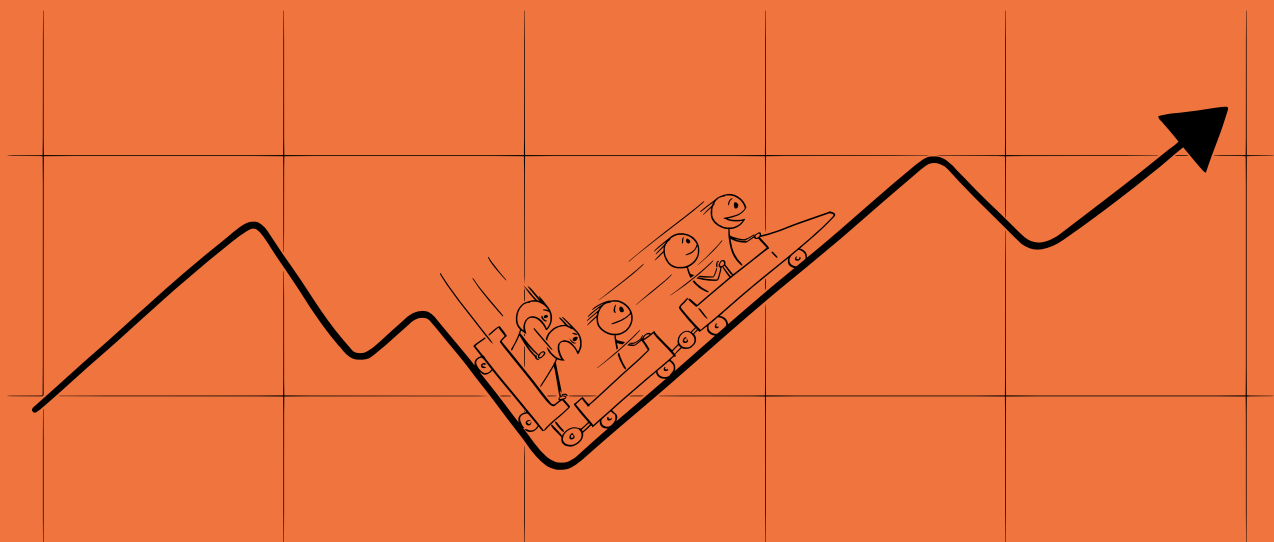
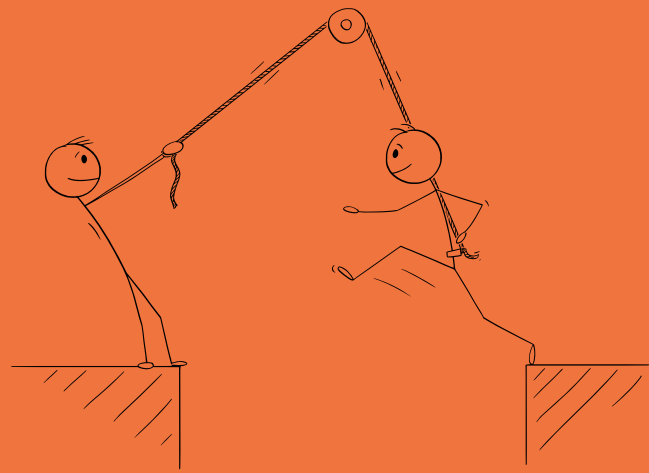
While paid ads are excellent for grabbing attention and driving traffic, they often lack the depth needed to build trust, educate your audience, or nurture long-term relationships.

Together, content and ads create a powerful synergy that boosts ad performance and drives better results. Here's why they work so well together and how they complement each other:

WHY CONTENT IS IMPORTANT WHEN RUNNING ADS

BUILDS TRUST AND CREDIBILITY

Advertisements often come across as purely transactional in nature, focusing solely on driving sales, whereas thoughtfully developed content plays a crucial role in building and reinforcing a brand's authority over time. When users click on a carefully designed advertisement and are directed to meticulously crafted social media pages brimming with valuable insights, they are far more likely to perceive your brand as trustworthy, credible, and authoritative, rather than merely a business aggressively pushing products or services for profit.



PROVIDES VALUE TO YOUR AUDIENCE

Content allows you to address your audience's pain points, and answer their questions. This creates a positive experience and makes users more likely to engage with your brand in the future

SUPPORTS THE BUYER'S JOURNEY

Not everyone who clicks on your ad is ready to buy. Content helps nurture leads by guiding them through the buyer's journey from awareness to consideration to decision.

CASE STUDIES

BUSINESS A

No Content Strategy (Relies Only on Paid Ads)

Business Type: Online fitness coaching program

Platform: None

Content strategy: none

Ad Strategy:

- Runs Facebook and Instagram ads with catchy headlines like “Get Fit in 30 Days! Sign Up Now!”
- Ads link directly to a sales page with a “Buy Now” button.
- no social media posts, no videos

Customer Experience:

1. A user sees the ad and clicks out of curiosity.
2. They land on your Instagram page with bold claims like “Lose 20 Pounds in a Month!” but no evidence or educational content to back it up.
3. The user feels skeptical because there’s no proof of results, no testimonials, and no trust-building content.
4. They leave the page without signing up.

The outcome for Business A:

- Low conversion rates because the ad feels transactional and lacks trust-building elements.
- High cost-per-acquisition (CPA) since the ads aren’t supported by content that nurtures leads.
- Poor customer retention because there’s no ongoing engagement or value provided after the sale.

BUSINESS B

Strong Content Strategy (Combines Paid Ads with Content)

Business Type: Online fitness coaching program

Platform: Instagram/Facebook

Content Strategy:

Regularly posts engaging content on their Instagram profile, including:

- Reels with quick workout tips.
- Carousel posts showcasing client success stories

Ad Strategy:

- Runs Facebook and Instagram ads with catchy headlines like “Get Fit in 30 Days! Sign Up Now!”
- Ads link directly to a sales page with a “Buy Now” button.
- Uses retargeting ads to re-engage users who have interacted with their profile or content but haven’t signed up yet.

Customer Experience:

1. Discovery Through Ads
2. A user scrolling through Instagram sees Business B’s ad: “3 Simple Tips to Stay Consistent with Fitness Watch Now!” The ad features a short, engaging Reel.
3. Engaging with Organic Content
4. After watching the Reel, the user visits Business B’s profile. They see:
 - A bio link to a free guide: “The Ultimate Guide to Building Healthy Habits.”
 - Highlights with workout tips, client testimonials, and FAQs.
 - Recent posts with motivational content and educational Reels.

The user feels inspired and clicks the link in the bio to Sign up

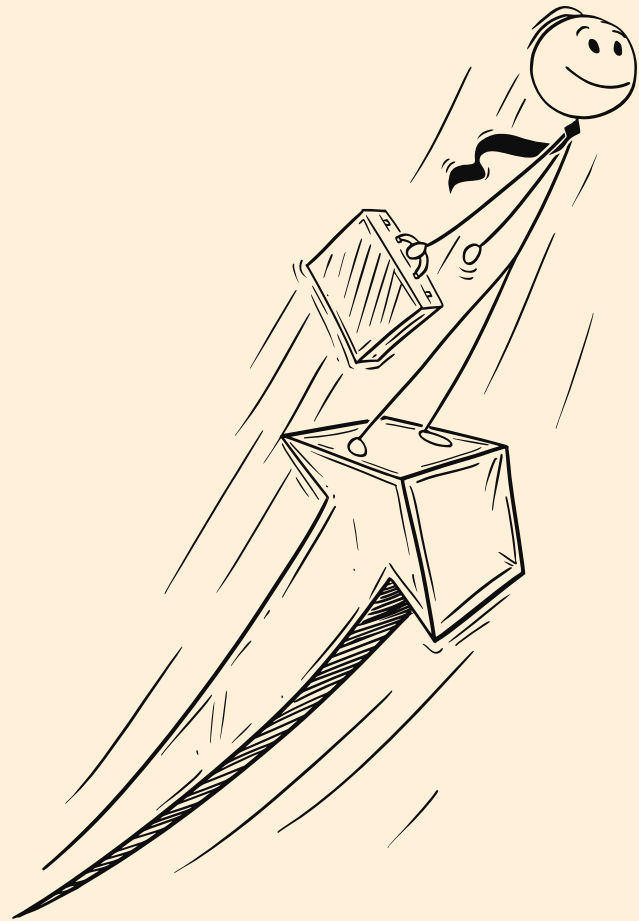
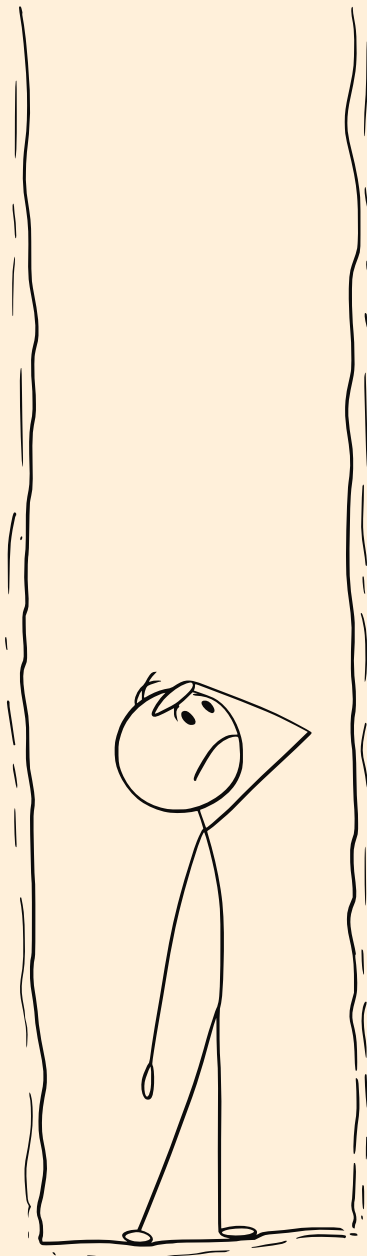
Conversion

The user, now familiar with and trusting the brand, signs up for the 30-Day Fitness Challenge.

OUTCOMES

BUSINESS A

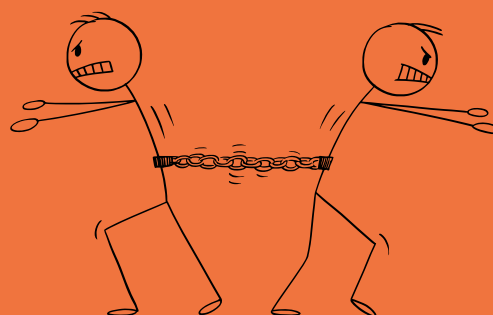
1. Low conversion rates because the ad feels transactional and lacks trust-building elements.
2. High cost-per-acquisition (CPA) since the ads aren't supported by content that nurtures leads.
3. Poor customer retention because there's no ongoing engagement or value provided after the sale.



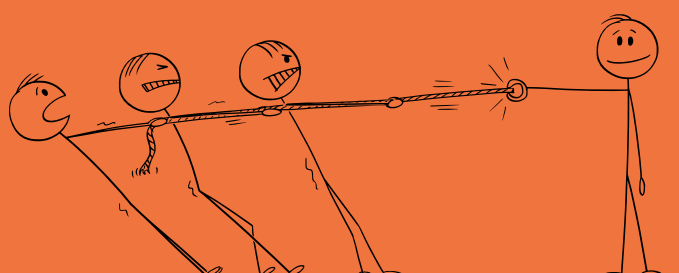
BUSINESS B

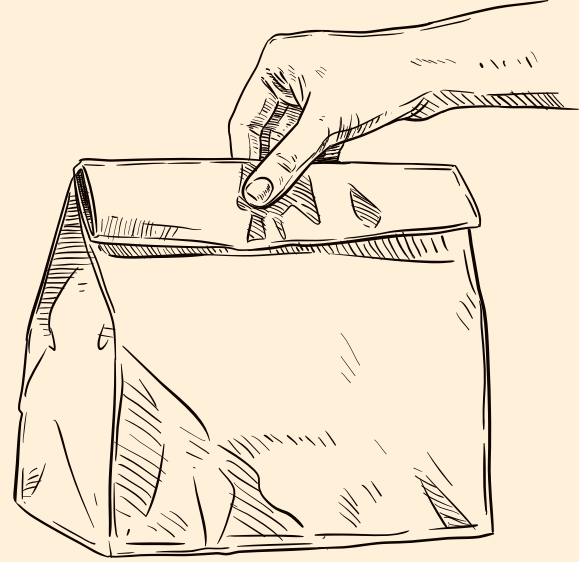
1. Higher Engagement: The combination of organic content and ads keeps users interacting with the brand.
2. Increased Trust: Regular posts, Stories, and Reels build credibility and make the brand feel relatable.
3. Better Ad Performance: Ads leading to valuable content (e.g., Reels, free guides) improve click-through rates (CTR) and lower cost-per-click (CPC).
4. More Conversions: Retargeting ads and nurturing content guide users through the buyer's journey, resulting in higher sign-ups.
5. Strong Community: Interactive Stories and regular posts foster a loyal following, increasing customer retention.

KEY DIFFERENCES IN OUTCOME



Aspect	Business A (No Content)	Business B (With Content)
Ad Performance	Low CTR, high bounce rates	High CTR, lower bounce rates
Trust Building	Minimal trust; feels transactional	Strong trust; seen as relatable and credible
Engagement	No interaction with followers	High engagement through Stories, Reels, and posts
Lead Nurturing	No nurturing; relies on one-time sales	Effective nurturing through content and retargeting
Customer Retention	Poor retention; no ongoing engagement	High retention; builds a loyal community
Cost Efficiency	High CPA; low ROI	Lower CPA; higher ROI





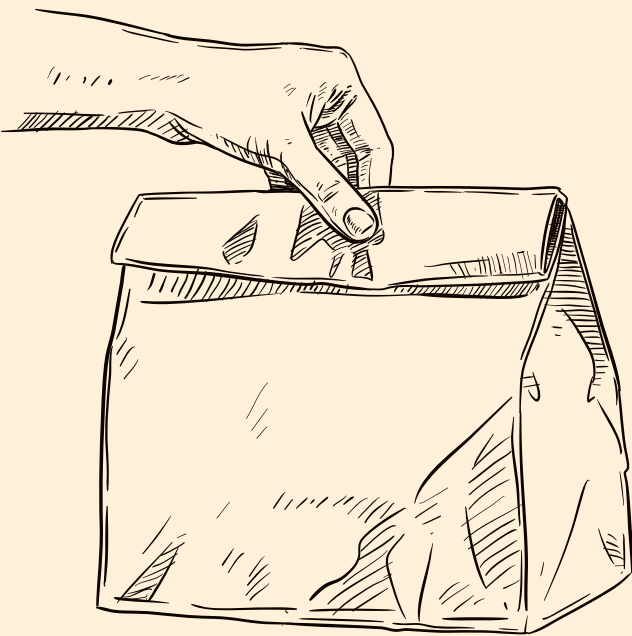
KEY TAKEAWAY

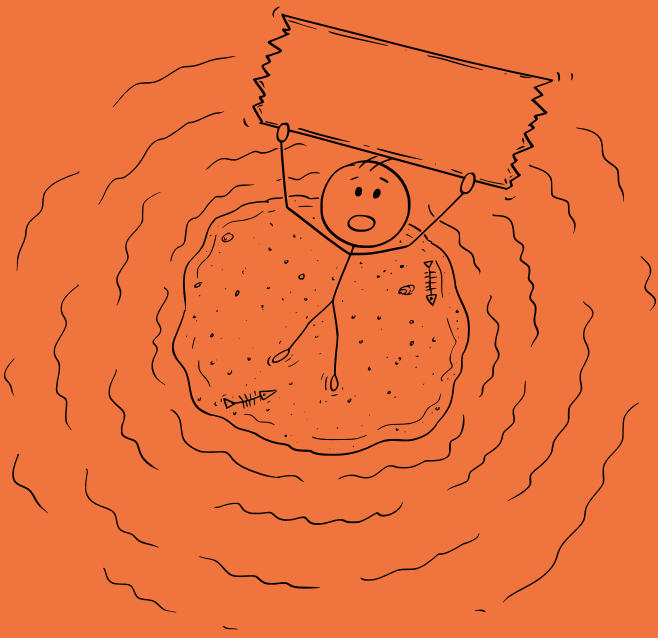


Business B succeeds because it uses Instagram's & Facebook features to:

- Build trust and credibility through organic content (Reels, Stories, posts).
- Engage with followers in a personal and interactive way.
- Nurture leads with valuable content (free guides, tutorials).
- Retarget users effectively with ads that feel personalized and relevant.

In contrast, Business A struggles because it relies solely on ads, which feel impersonal and lack the depth needed to convert skeptical users. By combining content with paid ads on Instagram, Business B creates a seamless, value-driven experience that boosts ad performance and drives long-term success.



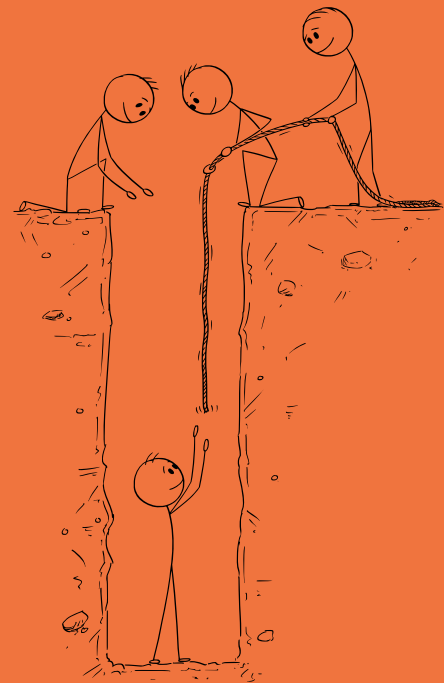


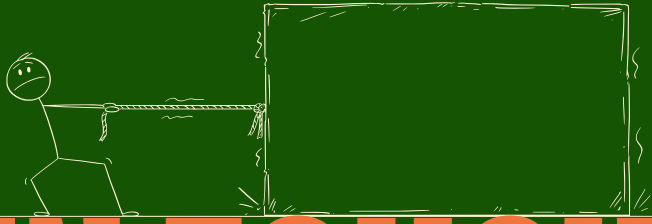
NOTE:

If you have successfully implemented all of the above, congratulations on mastering the basics.

I hope this eBook has provided you with all the information, strategies, and insights you need to take your business to the next level. Every tip, tactic, and example shared here is the result of years of testing, refining, and implementing these methods, not just for our clients, but for our own business as well. These are the same strategies we use to generate leads, build trust, and drive consistent growth.

If you're ready to put these strategies into action and start seeing real results, reach out and hopefully we just might be able to help you.





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