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## **YOUR FACEBOOK AD COPY – ORDER #XXXXX**

*Please note that the content in [red] is intended for internal use. We are suggesting you insert emojis in these locations as we have found emojis increase ad engagement. If you choose not to enter the emojis, be sure to remove all [red] text before running your ad.*

### **[LONG-FORM 75+ WORDS]**

**Headline (50 Characters / 10 Words):** Has Your Kid Been Mislabeled Because of Traditional Teaching Styles? Read THIS.

**Alt Headline (50 Characters / 10 Words):** Traditional Teaching Methods Not Working for Your Kid? Here’s the Solution.

#### **Ad Body Text (75+ Words):**

As a loving parent or a guardian, you want the absolute best for your kid – especially when it comes to their education. [pencil and paper emoji]

And while the school systems do their best to make sure “no child is left behind,” everyone learns differently.

Translation: Traditional teaching methods don’t work for every kid. [sad emoji]

Now knowing that, what if I told you there was a way you could uncover your child’s unique preferred learning style – Would you jump at the chance to find out what it is? [lightbulb emoji]



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YESSSS?!

Awesome, because that's exactly what you'll discover when you join Arete Academy for our upcoming webinar.

What's ABC ACADEMY?

ABC Academy is the place where you'll finally find out your kid's true learning style so you can confidently place them on a path of education that will catapult them into excellence. [raised hands emoji]

No more worrying about your child being mislabeled in class and missing out on valuable opportunities to learn and grow.

Not only will you better understand how you can help your child at school, but you'll also receive the tools and resources to enhance at-home learning opportunities. [stack of books emoji]

Don't leave your child's future in the hands of schools and teachers. It's time YOU discover the different factors that affect how kids learn and how to identify your child's unique learning style. [100 emoji]

Tap [Learn More] now to join us for this valuable webinar sure to help you propel your kid into excellence. We'll see you [insert webinar date]!



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**Newsfeed Link Description (not available for all ad types):** From kindergarten to high school, understanding your kid's individual learning style can shape their entire future. Join us for our upcoming webinar so, together, we can put your kid on a path to excellence.