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## Facebook Ads Approval Guidelines

When it comes to the approval of an ad, the things that impact are:

Copy, headline, video, photo, landing page. Always check the ad policies! Here there is the link to the policies and to the form to use in order to appeal a disapproved ad:

<https://www.facebook.com/policies/ads>

<https://www.facebook.com/help/contact/1582364792025146/>

### Guidelines for Writing Facebook Ads That Get Approved

#### 1. STARTING POINT

First and foremost, before you spend a penny advertising, please review the Facebook Ad policies: <https://www.facebook.com/policies/ads>. This should be your starting point whenever you have questions about what is acceptable or not. Inside of our programs, we will provide with feedback that will help your ads err on the side of caution, but you should always do what you feel is best for your ads and adhere as strictly as possible to the official Facebook Policies. This is absolutely critical, so please do not skip this 10-20 minute read. Also click on “Learn More” under each section to see very specific and excellent examples.

A few sections to pay special attention to:

#### **PERSONAL ATTRIBUTES:**

[https://www.facebook.com/policies/ads/prohibited\\_content/personal\\_attributes](https://www.facebook.com/policies/ads/prohibited_content/personal_attributes)

Ads must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person’s race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.

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The words “you/your” can go against this policy (see email from Facebook below).

Just because you remove you/your doesn't keep you safe either. FB can detect a question that is still very direct at a particular type of person. Read through the examples under “Learn More” to see how questions/statements that are too marketing-ey/direct are going to get flagged. Example: “Single?” “Have diabetes?” “Feeling ready for change?” “Ready to drop the weight?” These are all going to possibly get in trouble. See Facebook's examples of what to do/not to do in order to be safe here.

### **MISLEADING OR FALSE CONTENT:**

[https://www.facebook.com/policies/ads/prohibited\\_content/misleading\\_or\\_false\\_content](https://www.facebook.com/policies/ads/prohibited_content/misleading_or_false_content)

Ads, landing pages, and business practices must not contain deceptive, false, or misleading content, including deceptive claims, offers, or methods.

THIS is the section that gives advertisers the most challenge. Please pay special attention to the examples in this section. You may need to rework your headlines slightly to be FB friendly.

This is all about claims. The best question to see if you're making a claim (which you don't want to do) is: “can everyone achieve this exact result?” If not, it's a claim. “Earn 10K/Month!” Is a claim. Not everyone can or will achieve that result. See the example below for claims, misleading, or shocking content.

By Facebook's own examples:

OKAY” “Learn to Lose Belly Fat.”

NOT OKAY: “3 Shocking Tips to Lose All Your Belly Fat”

OKAY: “Tips to lose weight”

NOT OKAY: "1 crazy tip to lose weight!"

OKAY: “Earn profits every 2 weeks”

NOT OKAY: “Earn 15% profits every 2 weeks”

### **IF YOU'RE IN A WELLNESS/HEALTH/WEIGHT/PERSONAL HEALTH NICHE:**

[https://www.facebook.com/policies/ads/prohibited\\_content/personal\\_health](https://www.facebook.com/policies/ads/prohibited_content/personal_health)

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Ads must not contain "before-and-after" images or images that contain unexpected or unlikely results. Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health related products. Ads for health, fitness or weight loss products must be targeted to people 18 years or older.

Please do not mention prescriptions, scripts, pills, tablets, or in any way replacing regular medical attention. If you do, you'll fall under FDA regulations. Are you able to clinically prove your results can replace those things? If not, please do not even hint at it. Additionally, if you do mention those things the FB machine will pick up on it and you'll fall under Restricted Content #5: "Online Pharmacies. Ads must not promote the sale of prescription pharmaceuticals. Ads for online and offline pharmacies are only permitted with prior written permission."

Pay EXTRA close attention to the misleading or false content section. Facebook will shut down your ads if what you say isn't true for everyone, EVEN if it relates to yourself or a client's results. AKA, "See how I lost 10 lbs" will get shut down because not everyone can or will lose 10 lbs with the information you give.

**IF YOU'RE IN A MONEY/FINANCIAL/CAREER/B2B NICHE:**

You'll want to pay EXTRA close attention to the misleading or false content section. Facebook will shut down your ads if what you say isn't true for everyone, EVEN if it relates to yourself or a client's results. AKA, "How I made \$25K last month" will get shut down because not everyone can or will earn \$25K. Best practice? Try to stay away from money talk (specifically, NUMBERS) entirely. Can you talk about supporting your family, making dreams come true, enrolling clients, increasing revenue, expanding your influence, increasing your abundance/prosperity, etc.

Words like "You/Your" in conjunction with anything money will be more sensitive on Facebook. Best to eliminate as much as possible. See note from FB directly below.

Facebook does NOT like online business, get paid to hardly work, get rid of your job, work from home, or certain MLM language. You're going to need to read through the policies to get a better sense of what they do/don't like on the platform, but please be careful that you're not overselling or sensationalizing your opportunity. Remember, if it doesn't apply to EVERYONE, it's a claim!

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### **IF YOU'RE IN A RELATIONSHIP NICHE (PARTICULARLY DATING):**

You'll want to pay EXTRA close attention to the personal attributes AND misleading or false content section.

Words like "You/Your" in conjunction with anything relationships will be more sensitive on Facebook. Best to eliminate as much as possible. See note from FB directly below.

Check out the policies around dating:

[https://www.facebook.com/policies/ads/restricted\\_content/dating](https://www.facebook.com/policies/ads/restricted_content/dating). Remember you have to get written permission to run dating-specific ads. This is meant for dating websites primarily, but if the FB machine picks up on "dating" type language in your ads, it's likely going to flag them as the dating ads that need permission. Better to position this around healthy relationships, etc.

## **2. WRITING ADS THAT GET APPROVED**

With Facebook, especially lately, we're seeing that they want ads to reflect less pain points and hit more from the positive angle.

In fact, here's your first and BIGGEST secret for FB ads that work like a CHARM.

Ready?

Match the newsfeed.

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You want positive stories and content that doesn't feel like a disruption to the newsfeed.

In other words, instead of "Hey vet tech! Have you always dreamed of leaving your exhausting and draining 9-5 job? Brand new webinar reveals the secrets to leaving your job in the dust and embarking on your pet-centered business.

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Change your life right away with your own business! Make more than you ever thought possible! Start today!"

If you read that in your newsfeed you would instantly know it's an ad.

FB WANTS TO AVOID THAT.

So let's reframe this ad to be a lot more FB friendly.

"Free training for vet techs: transform your skills with animals into an exciting side gig or even something bigger. Join our free training and learn the 3 essential steps to starting a successful and flexible pet-centered business (starting as soon as this weekend!). Register now!"

So take out the sensationalism, LIMIT your usage of "you" and "your", and nix the negativity as much as possible.

Remember, negativity is not gonna get through the approval process OR can be more expensive if it does OR the ads can get shut down later.

That means some of our traditional marketing methodology where we go deep into pain points ("Are you sick and tired of feeling low energy and even depressed?") will likely get rejected OR if it does get approved it will not likely get optimized and could be more expensive to run.

And that reminder one more time >> FB can approve an ad one day and reject it 2 or 3 weeks later!

Let's talk about "You" and "Your"

You can have a few "you/yours" but try to limit them. I'm including, at the end, of this a note from one of our higher level FB reps, who helps clarify this even further. In this case the note is on money, but the you/your applies to everything.

They'd rather have it feel like a story or quick bit of information that you're sharing instead of a call to action that calls somebody out. Think of it this way. Instead of, "Are you ready to amplify your career?" It's "In my work with my clients, I help them amplify their careers by XYZ."

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You can still position yourself as the expert AND draw in your potential clients by helping them see the possibilities in working with you without getting too far into the “you, you, you” or even too much your personal story (just enough to share the highlights, please!).

Also, remember sensitive topics.

"Are you tired of trying to lose weight" will get rejected and possibly get your account banned with too many attempts in that direction of the very sensitive topic of weight loss. For weight and health, you'll want to approach from a “fit, strong, healthy, full of energy” paradigm instead.

"Are you feeling overworked and underpaid? Feeling anxious and stressed to go to work every morning?" are also in the same category...it calls people out and asks if they identify with those negative parts of life and Facebook doesn't like that.

The ads that we're seeing be most successful can include a few pain points (but sparingly! And use your “negative” words like you might pepper your dinner...just a sprinkle here or there) and a few instances of ‘you’ (“What are you waiting for? Join us today!” is often okay), but are more positioned to inspire and perhaps tell a story.

The more you can approach it from I rather than You the better off you'll be with the ads.

**A quick example here that worked well (the original was positioned full of pain points and talked to You/Your)...**

"A few years ago I was working too hard and not seeing my family enough.

That's when I decided to start designing my life exactly how I had always dreamed of.

I started making all of my decisions around that dream and today life has never been better.

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Now I'm sharing what I've learned, and how I've created a spectacular career, doing exactly what I love.

It's the same process my clients swear by, too.

In my webinar, 5 Steps to Life + Career Design That Works, we'll cover how to choose which dreams will get "airtime" and how to prioritize life around those dreams starting immediately—without sacrificing the things that are most important to us all, like precious time with family and our health.

In fact, this process only adds to those priorities.

I'm sharing all of the practical steps I lead my clients through on establishing fast and effective goals, the secret to becoming immediately consistent, family-proofing your dreams all while actually creating more time to spend with your loved ones, and, most importantly, and how to make your daily agenda match up to what you want to accomplish starting as soon as tomorrow.

Join us today if you're also ready to begin stepping up and making empowering decisions and stop the cycle of wanting so much but always falling just short of making the necessary changes.

Register here >> [LINK]."

That's just a quick example of an approach you might try AS PART of your tests (feel free to also try ads that dive more deeply into pain points, etc., but balance it with at least one test that is story based and comes more from "I" than "You.")

### **3. FROM FACEBOOK ON AVOIDING 'MONEY', 'STEP-BY-STEP' and 'You/Your'**

The words "money, "step-by-steps," and even using the word "your/you" can go against the following policies:

[https://www.facebook.com/policies/ads/prohibited\\_content/personal\\_attributes](https://www.facebook.com/policies/ads/prohibited_content/personal_attributes)

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[https://www.facebook.com/policies/ads/prohibited\\_content/misleading\\_or\\_false\\_content](https://www.facebook.com/policies/ads/prohibited_content/misleading_or_false_content)

In regards to the example ad you provided, Facebook frowns upon ads or products that promise contents similar to the "follow these steps and everything will be true!" type of marketing because these types of ads aren't necessarily true to everyone. In addition, the words "your money" implies user attribution because you're pinpointing their financial status.

Going forward, it's best to substitute wordings such as " your money" to "finance" and "step by step" to "user-friendly process."

#### **4. ALL CAPS**

And one more little note. Just a friendly reminder that Facebook is clamping down on ALL CAPS lately when used too much in the ads, so please don't include them (or include them very sparingly) in your ads. You likely won't get approved or they can be more expensive.