Why Facebook Ads Don’t Bring Jobs

THE BIG IDEA

Leads from Facebook and Instagram ads (Meta) arrive cold, so they don’t act like referrals. Before you blame the ads, check the phone screening and who appears in the ad.

Part 1: What’s really going on

Cold leads are not referral leads.

01 **Cold leads are not referral leads.**
Referrals show up already sold. Ad leads were interrupted while scrolling.

02 **Expect a low close rate.**
At a high-ticket price, expect to close about 1 in 20 to 1 in 50 leads. Plan your budget around that.

03 **“Bad leads” often means no sales process.**
The owner called his leads low quality, but nothing on the phone sorted them.

04 **Know your numbers first.**
If cost per lead is $50 and 1 in 100 buys, that is $5,000 per sale. The owner had spent $30,000 and didn’t know his cost per lead.

05 **Match the fix to the break.**
Deposits fix no-shows. His show rate was fine. Find the broken step first.

Part 2: How to fix it

Screen on the first call. Show the right person.

01 **Screen leads before they get an appointment.**
Don’t book free visits for people who can’t buy.

02 **Ask about budget up front.**
Say the price range out loud: “This is a four-figure-plus investment. Is that a shock?”

03 **Ask how badly they need it.**
Have them pick 1 to 10, then ask why it isn’t a 10. They end up arguing for the sale themselves.

04 **Ask about timing and who decides.**
Now or in the next few days is real. “Someday” is a tire-kicker.

05 **Put your ideal customer in the ad.**
Meta shows ads to people who look like the person on screen. Cast your buyer, with a clear trade cue like a uniform.

> “Meta will find people that look like the avatar that’s in the ad.”
>
> MoreMozi

DO THIS WEEK

- ☐ Pull 30 days of ad spend and count leads, appointments and sales. Write down cost per lead and per sale.
- ☐ Add budget, need (1 to 10), timing and decision-maker questions to the call before booking.
- ☐ Look at your newest ad. Does it show your ideal customer and make clear what you do?

Ask weekly: Which step loses the most leads, and what is the fix for that step?

Source: *MoreMozi*, “The Real Reason Your Meta Ads Aren’t Converting”