

FACEBOOK POST TEMPLATES SWIPE FILE

Ready-to-Use Templates for CPA Marketing Success

INTRODUCTION

This swipe file contains proven Facebook post templates that you can quickly customize for any offer type. These templates are designed to generate engagement, start conversations, and create opportunities to share your offers via direct messages.

How to use this swipe file:

- Choose a template that matches your promotional strategy.
- Fill in the blanks with your specific offer details.
- Customize to sound natural and conversational.
- Post in relevant Facebook groups or on your profile.
- Engage with comments and send your offer link via DM to interested people.

Remember: The key to success is providing genuine value first, then introducing your offer only to those who express interest.

QUESTION POSTS

These sample posts pose questions to generate engagement and identify interested people.

<p>Basic Problem Question:</p> <p>"Has anyone found a good way to [solve common problems related to offer]? I'm feeling [overwhelmed/frustrated/confused] by all the [options/information/choices]!"</p> <p>Examples:</p> <ul style="list-style-type: none">• "Has anyone found a good way to compare Medicare supplement plans? I'm feeling overwhelmed by all the options!"• "Has anyone found a good way to check their credit score without hurting their rating? I'm confused by all the different services out there!"• "Has anyone found a good way to earn extra cash from home? I'm frustrated by all the scams out there!"	<p>Recommendation Request:</p> <p>"Can anyone recommend a [reliable/affordable/easy] way to [achieve benefit of your offer]? I've been trying to [solve the problem] for [time period] without much luck."</p> <p>Examples:</p> <ul style="list-style-type: none">• "Can anyone recommend an affordable way to get life insurance for seniors? I've been trying to find good coverage for my husband for months without much luck."• "Can anyone recommend a reliable way to find the best car insurance rates? I've been trying to lower my premium for ages without much success."
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<p>Experience Question:</p> <p>"Has anyone tried [general category of your offer]? I'm considering [taking action related to the offer] and wondering if it's worth it. What was your experience?"</p> <p>Examples:</p> <ul style="list-style-type: none">• "Has anyone tried one of those free home value estimators online? I'm considering selling next year and wondering if they're accurate. What was your experience?"• "Has anyone tried getting quotes from multiple health insurance companies? I'm considering switching plans and wondering if it's worth the time. What was your experience?"	<p>Advice Seeking:</p> <p>"Looking for advice on [topic related to offer]. I need to [solve problems] but don't know where to start. Any tips from those who've been through this?"</p> <p>Examples:</p> <ul style="list-style-type: none">• "Looking for advice on retirement planning. I need to make sure my savings will last but don't know where to start. Any tips from those who've been through this?"• "Looking for advice on consolidating debt. I need to get a better interest rate but don't know where to start. Any tips from those who've been through this?"
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PERSONAL DISCOVERY POSTS

These posts share a discovery or resource you've found, generating curiosity

Surprising Find

"Just discovered something that helped me [achieve benefits related to offer]! I had no idea it would be so [easy/quick/simple]. Has anyone else tried this? Happy to share details if interested."

Examples:

- "Just discovered something that helped me reduce my prescription costs by 70%! I had no idea it would be so easy. Has anyone else tried this? Happy to share details if interested."
- "Just discovered something that helped me boost my retirement savings! I had no idea it would be so simple. Has anyone else tried this? Happy to share details if interested."

Hidden Gem

"I think I found a hidden gem for [solving problems related to offer]. After struggling with [common issue], I stumbled across this [resource/tool/service] that made a huge difference. Message me if you want me to share it."

Examples:

- "I think I found a hidden gem for lowering utility bills. After struggling with outrageous electric costs, I stumbled across this comparison service that made a huge difference. Message me if you want me to share it."
- "I think I found a hidden gem for checking credit without impacting your score. After struggling with credit report errors, I stumbled across this free service that made a huge difference. Message me if you want me to share it."

Wish I Knew Sooner

"I wish I had known about this [resource/tool/service] sooner! Just saved [money/time/effort] on [activity related to offer]. Anyone else looking to [achieve the same benefit]? Happy to share what worked for me."

Examples:

- "Wish I had known about this Medicare comparison tool sooner! Just saved \$237 on my monthly premium. Anyone else looking to reduce their healthcare costs? Happy to share what worked for me."
- "Wish I had known about this car insurance comparison service sooner! Just saved \$540 on my annual premium. Anyone else looking to cut their insurance costs? Happy to share what worked for me."

Recent Success

"So happy I finally found a solution for [a common problem]! After [negative experience], I discovered this [resource/tool/service] that [positive result]. Such a relief! DM me if you want the link."

Examples:

- "So happy I finally found a solution for managing my retirement accounts! After years of confusion and high fees, I discovered this free planning tool that simplified everything. Such a relief! DM me if you want the link."
- "So happy I finally found a solution for getting affordable life insurance! After being rejected twice due to my age, I discovered this senior-focused service that found me great coverage. Such a relief! DM me if you want the link."

RESULTS SHARING POSTS

<p>Specific Results:</p> <p>"Just [achieved specific result] using [general category of your offer]! Took me about [short time period] and saved me money/time/effort]. Has anyone else tried something similar?"</p> <p>Examples:</p> <ul style="list-style-type: none">• "Just saved \$320 on my car insurance using a quote comparison service! It took me about 7 minutes and saved me hours of calling different companies. Has anyone else tried something similar?"• "Just fixed 2 errors on my credit report using a free credit monitoring service! Took me about 15 minutes and saved me from paying high interest rates. Has anyone else tried something similar?"	<p>Before and After:</p> <p>"Amazing what a difference [time period] can make! [Time period] ago I was struggling with [problem related to offer]. Now, after trying [general solution], I'm [positive outcome]. So grateful I found this!"</p> <p>Examples:</p> <ul style="list-style-type: none">• "Amazing what a difference 2 weeks can make! Two weeks ago I was struggling with out-of-control prescription costs. Now, after trying a discount program, I'm saving over \$200 monthly on my medications. So grateful I found this!"• "Amazing what a difference 3 days can make! Three days ago I was struggling with retirement anxiety. Now, after trying a free planning tool, I'm confident my savings will last. So grateful I found this!"
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<p>Milestone Achievement:</p> <p>"Just hit a personal milestone! Finally [achieved goal related to offer] after [struggle/difficulty]. The key was finding [general solution/approach]. Happy to share what worked if anyone's interested!"</p> <p>Examples:</p> <ul style="list-style-type: none"> • "Just hit a personal milestone! Finally got my retirement savings on track after years of confusion. The key was finding a free retirement calculator that actually made sense. Happy to share what worked if anyone's interested!" • "Just hit a personal milestone! Finally got my credit score above 750 after struggling for years. The key was finding a legitimate credit monitoring service. Happy to share what worked if anyone's interested!" 	<p>Quick Win:</p> <p>"Quick win to share! Just spent [short time] to [complete action related to offer] and [positive result]. Sometimes the simplest things make the biggest difference! Does anyone else need help with this?"</p> <p>Examples:</p> <ul style="list-style-type: none"> • "Quick win to share! Just spent 5 minutes comparing Medicare supplements and saved \$137 monthly. Sometimes the simplest things make the biggest difference! Does anyone else need help with this?" • "Quick win to share! I just spent 3 minutes entering several legitimate sweepstakes and won a \$25 gift card on my first day. Sometimes the simplest things make the biggest difference! Does anyone else need help with this?"
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HELPER/RESOURCE SHARING POSTS

These posts position you as a helpful resource provider

Resource Offer:

"Over the past [time period], I've collected some great resources for [solving problems related to offer]. If anyone needs help with [specific challenge], let me know and I'm happy to share what I've found!"

Examples:

- "Over the past year, I've collected some great resources for reducing healthcare costs. If anyone needs help with finding affordable Medicare supplements, let me know and I'm happy to share what I've found!"
- "Over the past few months, I've collected some great resources for improving credit scores. If anyone needs help with checking their score without hurting it, let me know and I'm happy to share what I've found!"

Common Problem Solution:

"I notice a lot of people in this group asking about [common problems related to offer]. I found a great [resource/tool/service] that helped me with this exact issue. If you're dealing with this too, message me and I'll share it!"

Examples:

- "I notice a lot of people in this group asking about rising health insurance costs. I found a great comparison tool that helped me with this exact issue. If you're dealing with this too, message me and I'll share it!"
- "I notice a lot of people in this group asking about saving for retirement. I found a great calculator that helped me with this exact issue. If you're dealing with this too, message me and I'll share it!"

Helpful List

"For anyone struggling with [problem related to offer], here are 3 tips that helped me:

1. [Basic tip anyone can implement]
2. [Another general tip]
3. [Third general tip]

I also found a [resource/tool/service] that made a huge difference. Message me if you want details!"

Examples:

"For anyone struggling with high prescription costs, here are 3 tips that helped me:

1. Always ask about generic alternatives
2. Check if your doctor has samples
3. Look into manufacturer assistance programs

I also found a prescription discount service that made a huge difference. Message me if you want details!"

Cautionary Guide

"Warning to everyone about [common mistake/scam related to offer area]! I almost fell for this but luckily found a legitimate [resource/tool/service] instead. Be careful about [red flags to watch for]. Happy to share the safe option I found if anyone's interested."

Examples:

- "Warning to everyone about Medicare supplement scams! I almost fell for this but luckily found a legitimate comparison service instead. Be careful about anyone asking for your Medicare number over the phone. Happy to share the safe option I found if anyone's interested."

- "Warning to everyone about credit repair scams! I almost fell for this but luckily found a legitimate credit monitoring service instead. Be careful about anyone asking for payment upfront with big promises. Happy to share the safe option I found if anyone's interested."

DM FOLLOW-UP TEMPLATES

Send these messages when someone expresses interest in your posts

Health-Related Offer Template

"Hi [Name], as promised, here's the [health resource] I mentioned: [YOUR AFFILIATE LINK]. It takes about [X minutes] to [complete process] and shows you [main benefit]. I was able to [personal result] using this, which really helped me. There's no obligation at all - it's completely free to [check/compare/review]. Let me know if you have any questions about it! Hope this helps!"

Financial Offer Template

"Hello [Name]! Here's the [financial resource] I mentioned earlier: [YOUR AFFILIATE LINK] It only takes about [X minutes] to use, and it helped me [specific benefit like "save \$XXX" or "increase my score by XX points"]. The process is really straightforward - you just need to [brief explanation of process]. Best part is it's free and doesn't affect your [credit/finances/etc.] to check. Many people in our group have found it helpful. Let me know if you have any questions!"

Sweepstakes/Freebie Template

"Hey [Name]! As promised, here's the [sweepstakes/freebie] I mentioned: [YOUR AFFILIATE LINK] It's completely free to enter, takes less than a minute, and they're giving away [prize details]. I entered last [week/month] and actually won [what you won], so it's definitely legitimate! No purchase necessary and they don't spam you with tons of emails. Good luck if you decide to try it! Let me know if you win something! "

Service Comparison Template

"Hi [Name], here's the [service] comparison tool I mentioned: [YOUR AFFILIATE LINK] It lets you compare [service type] from multiple providers in one place, saving you the hassle of contacting each company separately. I used it to compare [X number] of options in about [time frame] and found [positive result]. It's free to use with no obligation

to sign up for anything. They just show you all your options side by side so you can make the best choice. Hope this helps with your search!"

COMMENT RESPONSE TEMPLATES

Use these to respond to people who comment on your posts

1. For Direct Interest Comments

When someone comments "I'm interested" or "Send me the link":

"Hi [Name]! I'll send you the details via DM right now! "

2. For Questions About the Resource

When someone asks "What is it?" or "How does it work?":

"It's a [brief description] that helps with [main benefit]. I found it really helpful for [specific use]. I'll DM you the link so you can check it out!"

3. For Skeptical Comments

When someone seems interested but cautious:

"I completely understand being careful online! I was hesitant too at first. It's actually [brief explanation of legitimacy]. I'll send you the link via DM with more details so you can decide if it's right for you."

4. For Sharing Personal Experiences

When someone shares their similar problem:

"Sorry to hear you're dealing with that too! It can be so frustrating. The resource I found really helped me with exactly that issue. I'll send you the details via DM - hope it helps you as well!"

5. For Thank You Comments

When someone thanks you for sharing:

"You're very welcome! I'm just happy to share something that helped me. I'll DM you the link. Let me know if you have any questions about it!"

PROFILE POST TEMPLATES

For posting on your personal timeline to attract inquiries

Life Improvement

"One of the best decisions I made this [week/month/year] was finally [taking action related to offer]. After [negative situation], I found a [resource/tool/service] that helped me [positive result]. Such a weight off my shoulders! If anyone else is struggling with [common problem], I'm happy to share what worked for me. Just DM me!"

Surprising Discovery

"I'm not usually one to share this kind of thing, but I have to tell everyone about what I just discovered! After [common struggle], I found this [resource/tool/service] that [main benefit]. I was shocked at how [easy/fast/effective] it was! Message me if you want details - happy to help anyone dealing with this too."

Public Service Announcement

"PSA FOR MY FRIENDS: If you're [experiencing common problem], please don't wait like I did to find a solution. I wasted [time/money/energy] before discovering this [resource/tool/service] that [main benefit]. It's [free/affordable/easy] and makes such a difference. DM me if you want the link - happy to share!"

Quick Tip

"QUICK TIP I wish someone had told me earlier: Before you [common action related to offer], take 5 minutes to [action step involving your offer]. I just [positive result] by doing this! Saved me [money/time/hassle]. Drop a comment or DM if you want me to share the resource I used!"

FINAL TIPS

Customize templates

Customize these templates to sound like your natural voice.

Vary your approach

Don't use the same template repeatedly in the same group.

Test different types

Test different types to see which generate the most engagement for your offers.

Be responsive

Be responsive to all comments to maximize conversion opportunities.

Track results

Keep track of results to focus on what works best for you.

Provide value first

Always provide genuine value first before promoting offers.

Build relationships

Build relationships, not just conversions, for long-term success. Remember: The best results come from being helpful, authentic, and focused on solving real problems for real people.

Happy promoting!

