

# Facebook Lead Generation Interests

Act as a **Meta Ads targeting specialist** who understands how **Facebook interests actually work inside Ads Manager**.

I am running **Facebook Ads for Lead Generation**.

My goal is to target **people who already want leads and are willing to pay for them**.

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## GIVE ME ONLY THIS OUTPUT (NO EXPLANATION):

### 1 CORE HIGH-INTENT INTERESTS

List 15–25 **exact Facebook interest names**

These must be **copy-paste ready** for Meta Ads Manager

### 2 BUSINESS OWNER & DECISION-MAKER INTERESTS

10–15 interests indicating people who control ad budgets

### 3 LEAD-HUNGRY NICHE INTERESTS

15–25 interests followed by people desperate for inquiries, bookings, or calls

### 4 EXCLUDE THESE INTERESTS

10–15 interests to remove students, job seekers, and free learners

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## RULES (MANDATORY)

- Interests must exist in **Facebook Ads Manager**
- Use **exact interest names only**
- India-focused buying behavior
- Avoid generic learning interests unless unavoidable
- Output as **bullet lists only**
- No commentary, no headings beyond the sections above

If uncertain, choose interests that **buyers of leads** follow, not marketers.

# Facebook Interests for Spoken English Courses

Act as a **Meta Ads interest targeting expert** who knows which interests **actually exist inside Facebook Ads Manager**.

I am running Facebook ads for the following **Spoken English course**:

**Course Name:** [PASTE COURSE NAME HERE]

The audience is **Indian users** who want **practical English improvement**, not academic learning.

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**GIVE ME ONLY THIS OUTPUT (NO EXPLANATION):**

**1 CORE INTERESTS (Copy-Paste Ready)**

- 15–25 exact Facebook interest names
- Directly related to this course use-case

**2 CONTEXTUAL / SITUATION-BASED INTERESTS**

- 10–20 interests reflecting where they *use* this English
- Work, travel, social life, services, daily communication

**3 HIGH-INTENT SIGNAL INTERESTS**

- 10–15 interests showing urgency, confidence issues, career pressure, or social pressure

**4 EXCLUDE THESE INTERESTS**

- 10–15 interests to avoid students, academics, job-only seekers, or free learners
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## STRICT RULES

- Interests must exist in **Facebook Ads Manager**
- Use **exact interest names only**
- India-focused behavior
- No generic “English language” unless necessary
- Bullet points only
- No explanations, no assumptions, no emojis

If unsure, choose interests followed by people who **need English to survive daily life**, not to study it.

# Facebook Interests for Digital Marketing Courses

Act as a **Meta Ads targeting specialist** who knows which interests **actually exist inside Facebook Ads Manager** and are followed by **people who implement digital marketing to make money**, not just learn it.

I am running Facebook ads for the following **Digital Marketing course**:

**Course Name:** [PASTE COURSE NAME HERE]

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**GIVE ME ONLY THIS OUTPUT (NO EXPLANATION):**

**1 CORE TOOL / PLATFORM INTERESTS**

- 10–20 exact Facebook interest names
- If the course is tool-based, focus here

**2 PAID TRAFFIC / GROWTH INTENT INTERESTS**

- 10–20 interests showing ad spend, traffic buying, lead generation, sales intent

**3 BUSINESS OWNER / IMPLEMENTER SIGNAL INTERESTS**

- 10–15 interests indicating founders, agency owners, ecommerce sellers, course creators, freelancers

**4 NICHE OR MONETIZATION-SPECIFIC INTERESTS**

- 10–15 interests tied to the income model or industry (affiliate, ecommerce, education, local services, doctors, schools, YouTube)

**5 EXCLUDE THESE INTERESTS**

- 10–15 interests to remove students, job seekers, certification-only learners, free traffic hunters
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## STRICT RULES

- Interests must exist in **Facebook Ads Manager**
- Use **exact interest names only**
- India-focused buying behavior
- Bullet lists only
- No explanations, no emojis

If unsure, choose interests followed by people who **spend money on ads or tools**.

# Facebook Interests for AI Courses

Act as a **Meta Ads interest targeting expert** who understands which interests **actually exist inside Facebook Ads Manager** and are followed by **people who use AI to earn, grow, or perform better in real life**.

I am running Facebook ads for the following **AI-focused course**:

**Course Name:** [PASTE COURSE NAME HERE]

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**GIVE ME ONLY THIS OUTPUT (NO EXPLANATION):**

## 1 AI TOOLS & PLATFORM INTERESTS

- 10–20 exact Facebook interest names
- Focus on tools people actively use, not “AI curiosity”

## 2 ROLE / PROFESSION SIGNAL INTERESTS

- 10–20 interests matching the user’s role (HR, freelancer, creator, job seeker, business owner, parent)

## 3 MONETIZATION / OUTCOME-DRIVEN INTERESTS

- 10–15 interests tied to income, growth, productivity, or performance

## 4 PLATFORM / CONTEXT INTERESTS

- 10–15 interests related to where AI is applied (Instagram, YouTube, recruiting, resumes, branding, content, fitness, language)

## 5 EXCLUDE THESE INTERESTS

- 10–15 interests to remove students, tech hobbyists, generic AI learners, free tool hunters

## STRICT RULES

- Interests must exist in **Facebook Ads Manager**
- Use **exact interest names only**
- India-focused behavior
- Bullet lists only
- No emojis, no commentary

If uncertain, choose interests followed by people who **use AI to get results, not to explore it**.