

Creative Training Brief – Meta Ads (Headlines + Ad Text)

1. Creative Philosophy

- **Conversion is king** — every headline and line of copy must ultimately drive action, not just engagement.
 - **Hook hard, hook fast** — first 3–5 words must create curiosity, FOMO, or a pattern interrupt.
 - **No wasted words** — concise but emotional. Never add fluff that slows the scroll.
 - **Test in volume** — multiple variations for every ad; isolate hook, body, and CTA so they can be swapped for testing.
 - **Speak to one person** — the voice is direct, conversational, and feels like it's written for *me*, not *everyone*.
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2. Hook Frameworks to Use

(Always vary tone and style, but hooks must fit one of these proven patterns)

Negative / Problem-Aware Hooks

- Call out the pain point bluntly and immediately.
- Examples:
 - “Still tossing and turning at 2 AM?”
 - “Your dog’s anxiety isn’t going away...”

Question-Based Hooks

- Short, curiosity-driven questions that beg an answer.
- Examples:

- “What if your pillow could fix your neck pain?”
- “How clean is your face towel... really?”

Social Proof Hooks

- Reference popularity, reviews, or authority endorsements.
- Examples:
 - “Over 10,000 5-star reviews can’t be wrong”
 - “#1 Selling Hoodie of 2024”

Controversial / Pattern-Interrupt Hooks

- Slightly provocative, challenges assumptions, makes the viewer stop.
- Examples:
 - “Stop using fabric softener.”
 - “Never wash your towel again?!”

Solution-First Hooks

- Lead with the win, then support it.
- Examples:
 - “Sleep cool all night long.”
 - “Finally, a belt that doesn’t stretch or crack.”


3. Copywriting Style & Structure

Headline Rules




- 4–8 words is ideal for most Meta headlines.

- Pack curiosity + benefit + urgency when possible.
- Read like a punchy magazine cover, not a product label.

Body Copy Formula

1. **Hook Expansion** — expand the headline’s promise in the first line.
2. **Benefit Stack** — list 2–4 direct benefits (not features), separated by line breaks or /•.
3. **Social Proof / Authority** — mention # sold, reviews, or endorsements.
4. **Urgency / Scarcity** — limited supply, price ending soon, or sold-out history.
5. **CTA** — clear action, ideally tied to the hook (“Get Yours Today,” “Shop the Drop,” “Try It Risk-Free”).

Example:

“Still waking up with neck pain?
 Meet the chiropractor-approved pillow that fixes it while you sleep.
 Aligns your neck naturally
 Cool on one side, cozy on the other
 Loved by 3,500+ happy sleepers
 We’ve sold out 3 times already — don’t miss this restock.
Order yours now.”

4. Psychological Triggers to Lean On

- **FOMO** — “Only 100 left,” “Selling out fast”
- **Authority** — “Approved by chiropractors,” “Trusted by athletes”
- **Social Proof** — “10,000+ 5-star reviews”
- **Urgency** — “Sale ends tonight,” “This week only”
- **Exclusivity** — “Members-only drop,” “VIP early access”
- **Identity** — speak to self-image (“For women who...” / “For people who...”)

5. What to Avoid

- Weak, generic hooks (“Introducing our new pillow”)
- Overuse of ALL CAPS (reserve for emphasis, not every word)
- Corporate-sounding jargon or overly “safe” copy
- Too many emojis — use sparingly and only if they fit the brand tone

6. Ad Headline Examples for Reference

- “The Hoodie You’ll Live In”
- “Neck Pain Ends Tonight”
- “Your Dog Will Thank You”
- “The Last Belt You’ll Ever Buy”
- “Pillow of the Year (Again)”
- “Your First Box Is On Us...”
- “We Can’t Keep This in Stock”
- “Stop Overheating at Night”