

10 High-Converting Ad Copy Frameworks

Speak Directly to Your Audience:

"We help [target audience] [achieve outcome]."

Example: "We help busy professionals stay fit without leaving home."

Focus on Outcomes and Remove Hassles:

"[Product/Service] that helps you [desirable result] without [common pain point]."

Example: "The CRM that boosts sales without the busywork."

Make It Sound Simple:

"The easiest way for [target audience] to [achieve result]."

Example: "The easiest way for parents to keep kids entertained during long car rides."

Present an Immediate Fix:

"[Action-oriented verb] your [pain point] with [solution]."

Example: "Fix your cluttered inbox with our smart email organization tool."

Show Your Work:

"[Number or stat]-backed way to [achieve outcome]."

Example: "A 50% faster way to win back lost customers."

Encourage Positive Change:

"Stop [undesirable behavior or result]. Start [positive outcome] with [solution]."

Example: "Stop wasting money on ads. Start generating more qualified leads with us."

Highlight the Transformation:

"Helping [target audience] go from [current state] to [desired state]."

Example: "Helping small businesses go from invisible online to local favorites."

Offer a Unique Edge:

"Your secret weapon for [key activity]."

Example: "Your secret weapon for achieving radiant skin."

Don't Stick to the Status Quo

"[Product/Service]: Because [provocative belief or pain point]."

Example: "Bold Brewing Company: Because your morning coffee shouldn't taste like burnt disappointment."

Offer a Long-Awaited Solution:

"Finally, a [product category] that [solves nagging problem]."

Example: "Finally, a marketing agency you can actually count on."