



# AD FRAMEWORK

## A STEP BY STEP GUIDE





## HOOK:

**HOOK 1:**

**HOOK 2:**

**HOOK 3:**

### HOOK IDEAS:

**Statistics:** Did you know that over “x%” of people admitted they wished they had more “y”? Or Did you know that over “x%” of people admitted they are struggling with “Y”?

**Curiosity Question:** Have You Ever Heard of “**Insert Secret Process/Formula**” that helps you with “X” Solution? Today I want to share it with you so you can understand how it works....

**Story Starter:** I was speaking to a group of “**Insert Target audience**” and I was Shocked when one of the girls admitted “**Insert secret pain point of target audience.**”

**Target Audience Attention Grabber:** : [Attn: Insert Target Audience] Did you know that there is a different way to “**Get X result**” other than “**Insert commonly known solutions your audience has already tried?**”

**Social Proof:** Want to know how I was able to “**Insert greatest accomplishment that proves you are successful to your audience?**” without having to “**insert the drain they don’t want to have to do to get the result?**”

**The “If/then, Challenger”:** If you can’t “**Insert “x action”**” to get “**y result**”, then I challenge you to read the rest of this post....

**The FOMO Hook: (Fear of Missing Out):** : If you’ve been wanting to learn how to “X” to get “y” & have “z” then you won’t want to miss “**name of event**”.

**Borrow Credibility Hook:** : What does “**Influencer “x ”, Influencer “y” and Influencer “z”**” all have in common? They All do “**Insert Activity that Gets “x” Result.**”  
**How does this Actually work?**



**Authority Hook:** After studying “x” topic for “x” amount of years, and having worked with “Name of Influencer 1”, “Name of Influencer 2” and “Name of Influencer 3”, I’ve been able to understand the truth behind how “x topic really works” and I want to share it with you...

**The Pain Hook:** Want to know the #1 “Insert pain point” I see most “insert target audience” has when it comes to Getting “x result?”

**The Call Out Hook:** You didn’t Become a “Insert Target” so that you could settle with “x circumstance”...did you?

**Core Value Hook:** Want to know how “x vehicle” has helped me become a better mom and wife?

**Transparent Price Hook:** [\$Amount] “X Name of Roadmap/Download/Course ...

**Transparent Offer Hook:** Free 4-part series reveals how to you can get “x” result without having to do “y” ever again

## STORY

### Ideas:

After working with “x target audience for the last “y amount of years”... I’ve discovered “Y”a-ha” moment That’s why I’m holding this one-time training I don’t know I’ll ever share again.

### HERE’S WHAT YOU’LL LEARN ON THIS

- Clear Solution A
  - Clear Solution B
  - Clear Solution C
  - Clear Solution D
- ....Plus I’ll even reveal **Clear Solution E!**

I used to think to myself:  
“Will I ever have “a result”  
“How long will I have to Continue to Struggle with “b”?  
“When will “c circumstance ever change?”





Not to mention I held in these emotions and I never shared them and it kept me from **“X result.”**

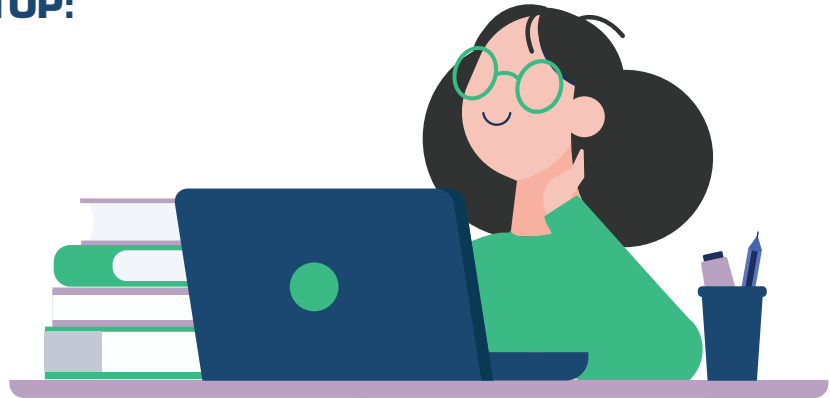
I don't want you to have to go through what I had to go through and that's why I put together a free training that reveals:

### WHAT IF YOU COULD STOP:

- Insert Common Problem A
- Insert Common Problem B
- Insert Common Problem C

### AND START..

- Solution A
- Solution B
- Solution C



But **“Insert Your Name”**, I've already tried to **“Insert attempted solution”** and it didn't work! How will this be different?”

That's why I created this Free training that gives you...



Gift 1



Gift 2



Gift 3

Plus I'll Even give you **“y”**!

My super power is helping **“target audience”** get **“x”** result.

Here's what you didn't know...

Every month I spent time trying to **“insert effort attempted to get result”**

On top of that, I even **“insert effort attempted to get result”**

...And I even tried to **“insert effort attempted to get result”**



But the worst part is that I was still **STUCK!** Can you relate...

The Good News is that I've finally been able to go from Stuck to Unstoppable by mastering the "**x process**" that I want to share with you in my free training.

### INSIDE YOU'LL GET ACCESS TO:

- Clear Solution A
- Clear Solution B
- Clear Solution C
- Clear Solution D

Plus I'll even reveal **Clear Solution E!**



### OFFER:

If this resonates with you, I'd like to help...

I've packaged everything I've learned over the last "**X amount of year**" and put it into my exclusive "**Name of Program**" program for only "**Price**"

But you must take action now, as the price will return to full retail (\$) soon.

All you have to do is click "**Learn more**", and watch the short video I created to help you take your "**X**" to the next level. I can't wait to see you on the inside!

Get "**X**"% off today only

[Link to page]

### Want in?

Well, I've put together "**X**" training with some of the most powerful "**Y**" Secrets that you can use to get "**Z Result**" fast.

The days of you struggling with "**X**" are long gone, and today a new door of opportunity open.



But you must act fast as this training will be coming down very soon!  
Click **“Learn more”** and watch the short video I created to help you take your **“X”** to the next level. I can’t wait to see you on the inside!

[Link to page]

## GOOD NEWS IS...

My **“X”** training walks you step-by-step on how to get **“X Result”**. It also includes my **[Bonus #1]**, **[Bonus #2]**, and most importantly, the **[Bonus #3]**.

No Hype...No Fluff...Just Pure Value!

But I can’t promise that this training will still be available after today, so get it now while you still can!

Click **“learn more”** and watch the short video I created to help you take your **“X”** to the next level. I can’t wait to see you on the inside!

[Link to page]

### AD INSTRUCTIONS WHEN FILMING:

- Film Landscape
- Good Audio
- 1080p(HD) Quality minimum
- 2-minute in length  
(Use on Instagram & Facebook)

