

Swipe File of Ad Angles

Eight buyer truths, turned into angles you can adapt.

How to use. These are starting angles, not finished ads. Fill the brackets with your client, keep every claim true and specific, and test the hook first.

TRUST, NOT FEATURES

Trusted by [number] [audience].

e.g. Trusted by 2,300 Pune businesses.

A CLEAR OFFER

[Specific outcome] in [timeframe].

e.g. First qualified leads in 14 days.

LOSS AVERSION

Stop losing [thing] to [problem].

e.g. Stop losing 30% of your budget to wasted clicks.

THE HOOK

Open with the reader's exact problem.

e.g. Google Ads eating your budget?

SOCIAL PROOF

[Specific result], for [named client type].

e.g. 2.6x more admission enquiries in six months.

SIMPLICITY

One offer, one action.

e.g. Get your free account audit.

SPECIFIC BEATS GRAND

Swap adjectives for numbers.

e.g. Cut cost per lead by about 20%.

EASY, WITH A REASON

[Easy action] today, [honest reason].

e.g. Book a free audit this week, before the next update.

Specific beats vague. A truer sentence beats a cleverer one.