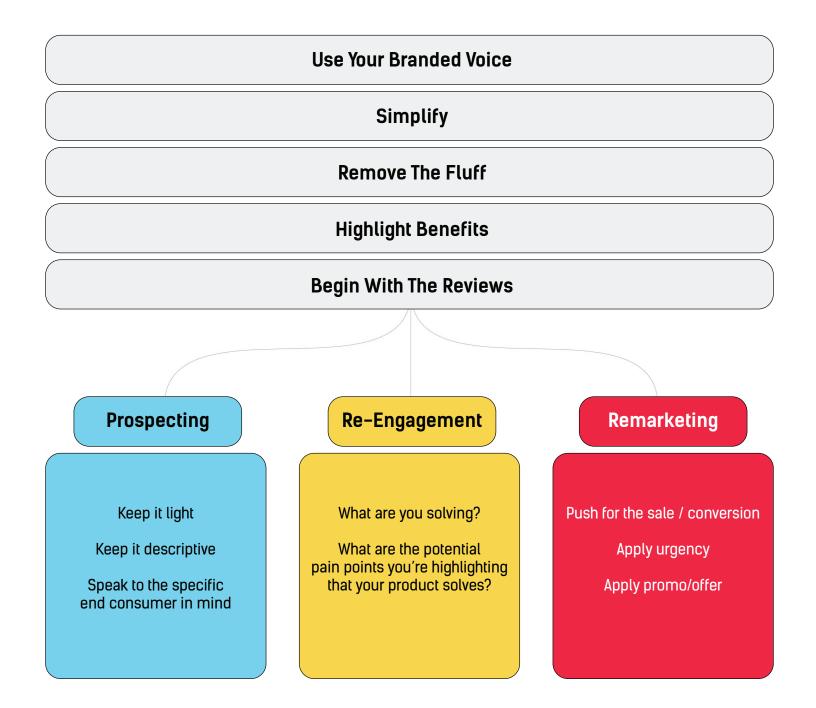


Follow this framework when writing your **Ad Copy**:





Keep these components in mind when structuring your **Ad Creative**:

(Note: They don't have to go in this exact order. Mix and match!)

Hook

Problem Setup / Pain Points

Present Solution

Highlight Features

Benefits

Social Proof / Reviews / Validation

Objection Handling

Demonstrations

Call to Action

AD CREATIVE "BRICKS"

B-Roll / Transitions

Branded Elements