

# High-Performing Static Ad Copy Framework

## 1. Pain Point + Gone

Use the exact phrasing your audience uses.

Examples:

- Dull, patchy skin gone without harsh actives
- Thin, breaking hair gone without expensive treatments

## 2. No More [Pain Point]

Simple and mirrors what the user feels.

Examples:

- No more oily T-zone
- No more hair fall during brushing

## 3. From Pain Point to Dream Outcome

Add a believable timeline.

Examples:

- From thinning hair to fuller strands in 3 weeks
- From dull skin to fresh glow in 10 days

## 4. Pain Point?

Direct callout.

Examples:

- Tired of stubborn acne?
- Still dealing with uneven tone?

## 5. Final Objections Ad

Works for solution-aware audiences.

Example:

- Does not dry skin
- Clears active acne
- Controls new breakouts

## 6. Timeline Ads

Turns benefits into a progress path.

Example:

- Day 1: Oil control
- Week 1: Fewer breakouts
- Week 3: Clearer skin

## 7. Three Reasons Why

Listicle angle.

Examples:

- Three reasons to switch from harsh scrubs

- Three reasons to try the product
- Three reasons I stopped using an old method

#### 8. Testimonial

Pick one line that highlights the strongest benefit.

Example:

- Finally found something that calms my bumps

#### 9. Dream Outcome

Grounded aspiration.

Examples:

- Finally, baby hairs growing
- Finally, makeup that survives humidity

#### 10. Unexpected Cause

Reframe what they think the problem is.

Examples:

- It is not junk food. It is oil settling in pores
- It is not weak nails. It is dehydration