

## Ad Hook Templates for Agency Owners

These templates are designed to be easily adaptable for various niches and offers, leveraging common pain points and effective hook strategies. Fill in the bracketed [ ] sections with your specific details.

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Template 1: Direct Pain Point Call-Out

**Headline Idea:** Stop [Pain Point]!

**Hook:**

"[Target Audience], are you tired of [Specific Pain Point related to their business/agency]?"

Are you constantly [Another related pain point/struggle]?

We know the feeling. [Your Agency/Offer Name] helps [Target Audience] overcome [Pain Point] by [Briefly mention your unique mechanism/solution]."

**Example (from Medspa):**

"Medspas, STOP using Groupon to bring you cheap clients and start getting clients that ACTUALLY commit to treatment plans."

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Template 2: Question-Based Pain Point

**Headline Idea:** [Question about a common struggle]?

**Hook:**

"[Target Audience]... Question: [Direct question about a major pain point they face]?"

Better yet... [Follow-up question amplifying the pain point]?"

If you couldn't answer that precisely – in a split second... then the reality is... you don't know. We help [Target Audience] master [Solution] so you always know [Desired Outcome]."

**Example (adapted from Charlie Morgan):**

"Coach, Consultant, Agency Owner... Question: Where is your next client coming from? Better yet... Where are your next 10 clients coming from?"

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Template 3: Bold Statement / Myth Busting

**Headline Idea:** [Bold Statement/Myth] is Dead. Do This Instead.

**Hook:**

"[Common Industry Belief/Strategy] is dead. [Another common belief] is dead. [Third common belief] is dead. Let us show you how to [Your Solution] instead."

**Example (from Medspa):**

"Facebook ads are dead, Groupon is dead, SEO is dead: let us do this instead."

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Template 4: Urgency/Warning

**Headline Idea:** DO NOT [Action] UNTIL YOU SEE THIS...

**Hook:**

"DO NOT [Negative Action related to their business] UNTIL YOU SEE THIS... [Briefly explain why they should wait/listen to you, hinting at a better alternative]."

**Example (from Medspa):**

"DO NOT HIRE ANOTHER MARKETING AGENCY UNTIL YOU SEE THIS..."

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Template 5: Outcome-Focused with Timeframe

**Headline Idea:** How to [Desired Outcome] in [Timeframe].

**Hook:**

"If you're a [Target Audience] wanting to hit consistent [Desired Financial Outcome] here's a quick rundown of how we can help you [Achieve Outcome] by [Your Unique Method]."

**Example (from Medspa):**

"If you're an aesthetic clinic doing over 10k/month I need you to listen to this..."

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Template 6: Addressing Frustration/Stagnation

**Headline Idea:** Is Your [Asset/Effort] Just Collecting Dust?

**Hook:**

"Is your [Specific Asset/Investment, e.g., 'body sculpting machine', 'marketing efforts'] just collecting dust in the back room? Are you [Feeling of frustration/underutilization]? We help [Target Audience] activate their [Asset] to [Achieve Desired Result]."

**Example (from Medspa):**

"Is your body sculpting or facial aesthetics machine collecting dust in the back room?"

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Template 7: The

Template 7: The "What If" Scenario

**Headline Idea:** What if [Desired Outcome] was Possible?

**Hook:**

"What if I told you there was a new way to [Achieve Desired Outcome] without [Common Negative Experience]? We make [Complex Process] simple & easy, so you can finally [Benefit]."

**Example (adapted from previous ad copy):**

"What if I told you there was a new, way to generate financially qualified kitchen remodeling projects without relying on shared leads?"

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Template 8: Direct Challenge / Call to Action

**Headline Idea:** [Target Audience], I Want You To [Action] Because...

**Hook:**

"[Target Audience], I want you to [Strong Action, e.g., FIRE your marketing agency] because [Reason related to a pain point or your superior solution]."

**Example (from Medspa):**

"Medspas I want you to FIRE your marketing agency because..."

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Template 9: The

Template 9: The "Unsexy Secret" Reveal

**Headline Idea:** Wanna Know The Unsexy Secret to [Desired Outcome]?

**Hook:**

"[Target Audience], wanna know the unsexy secret to [Achieving a significant, often overlooked, outcome]? It's not [Common Misconception 1] or [Common Misconception 2]. It's [Your Unique, Less Obvious Solution]."

**Example (adapted from provided ad copy):**

"Marketing Agency Owners, wanna know the unsexy secret to scaling an agency to \$100k/mo+ and beyond? Building a constraint detection engine..."

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Template 10: The

Template 10: The "If You [Current Situation], Then [Desired Outcome]"

**Headline Idea:** If You're [Current Situation], You Need This.

**Hook:**

"If you're a [Target Audience] who is [Current Situation/Struggle, e.g., 'stuck at \$X/month', 'overwhelmed by client acquisition'], then you need to hear this. We help [Target Audience] go from [Current Situation] to [Desired Outcome] by [Briefly mention your solution]."

**Example (adapted from various insights):**

"If you're an agency owner stuck at \$10-50k/month, constantly battling client churn, then you need our proven systems to scale predictably."

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These templates provide a framework for crafting compelling ad hooks. Remember to always test different variations to see what resonates best with your specific audience.