Winning Ad Swipe Playbook

How to model proven ads ethically with Go Beaver AI — plus 15 hook formulas that work in any niche.

Model, Never Copy

The ad libraries show you what the market already responds to. Your job is to borrow the STRUCTURE — the hook, the angle, the proof, the call to action — and rewrite every word in your own voice for your own offer. Copying an ad word-for-word is plagiarism, risks ad-account bans, and usually fails anyway because the voice does not match your brand.

The 4-Part Breakdown (use on every swipe)

- HOOK: what stops the scroll in the first 3 seconds or first line?
- ANGLE: what promise or pain point does the ad lead with?
- PROOF: testimonial, demo, number, or before/after — what makes it believable?
- CTA: exactly what action does it ask for, and how urgently?

15 Hook Formulas

- "Stop scrolling if you [pain point] — this changes it"
- "I wasted [time/money] on [old way] so you don't have to"
- "The [number]-second trick [audience] uses to [result]"
- "Nobody talks about this [niche] mistake…"
- "Before you buy another [product category], watch this"
- "What I wish I knew before my first [campaign/post/launch]"
- "3 signs your [ad/content] is costing you sales"
- "From [bad state] to [good state] in [timeframe] — here's how"
- "This free tool replaced my $[amount]/month software"
- "POV: you finally found an ad angle that works"
- "The exact template behind [result] — steal the structure"
- "Why [common advice] is wrong for [audience]"
- "I tested [thing] for 30 days. Here's the honest result"
- "Save this before your next [campaign]"
- "Watch me build [asset] from a winning ad in 60 seconds"

Your Weekly Routine

Swipe 5 ads on Monday. Break each one down with the 4-part method. Generate your versions on Tuesday, schedule the week's posts the same day, and spend the rest of the week on your offer — not on staring at a blank page.

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