

50 Meta Ad Templates That Actually Convert

A swipe file of headline + body + CTA templates for Facebook & Instagram ads. Fill in the brackets, paste into Ads Manager, and ship.

Free from **AdCreator AI** — generate finished ads (copy + creative) at <https://adcreator-ai.com>.

How to use this file

Every template is three lines: **Headline**, **Primary text**, **CTA button**. That's the minimum Meta requires. The bracketed placeholders tell you exactly what to swap in.

Pick a template whose *structure* matches what you're selling. Don't overthink the wording — Meta's algorithm is rewarding the right audience match more than the turn of phrase. Ship 5 variants, let it pick the winner, kill the losers after 3 days.

1. The Specific Outcome

Headline: Get [specific outcome] in [timeframe] — without [common objection]

Primary text: Most people try to [common approach] and burn out by week two. [Your product] works because [mechanism]. Here's what happens: [step 1]. [step 2]. [step 3]. If it doesn't [outcome], you don't pay.

CTA: Learn More

2. The Industry Blind Spot

Headline: [Industry] has been doing [thing] wrong for years

Primary text: We looked at [N] [industry] businesses and found [surprising stat]. It turns out [counter-intuitive insight]. We built [product] to fix exactly that.

CTA: Sign Up

3. The Comparison

Headline: Why we switched from [competitor] to [category solution]

Primary text: [Competitor] is fine if [limitation]. But the moment we tried to [scaling need], we hit a wall. [Your product] gave us [specific benefit] in the first [timeframe]. Here's the side-by-side.

CTA: Learn More

4. The Credential Stack

Headline: Built by the team behind [recognizable project]

Primary text: [Team member] spent [N] years at [respected place] solving [related problem]. Now they've turned it into a tool anyone can use. Early access is open through [date].

CTA: Sign Up

5. The Before/After

Headline: From [pain state] to [target state] in [timeframe]

Primary text: [Name] was [pain state] — [specific detail]. After [N weeks] with [product], she's [target state]. "[real quote]." Your turn.

CTA: Shop Now

6. The Question Hook

Headline: Why do [audience] always [common frustration]?

Primary text: It's not laziness. It's not a tool problem. It's [actual root cause].
[Your product] is built around that insight — which is why it works when nothing else did.

CTA: Learn More

7. The Cost of Doing Nothing

Headline: What [current state] is actually costing you

Primary text: Most [audience] lose [\$ amount or hours] a month to [problem] without realizing it. Here's the math: [line 1]. [line 2]. [line 3].
[Product] cuts that to [target].

CTA: Get Offer

8. The Step-by-Step

Headline: The 3-step [outcome] method

Primary text: Step 1: [action]. Step 2: [action]. Step 3: [action]. That's it — no [common complication]. We built [product] so you can run all three in one place.

CTA: Sign Up

9. The Founder Story

Headline: I built this because I was tired of [problem]

Primary text: For [N years] I [pain experience]. None of the "solutions" actually [worked because X]. So I built [product] — [one-line definition]. It's now being used by [N] [audience].

CTA: Learn More

10. The Contrarian Take

Headline: Stop [common advice] . Do this instead.

Primary text: "Just [common advice] " is the worst advice in [industry] . It assumes [flawed premise] . What actually works: [contrarian method] . Here's why — and how [product] does it automatically.

CTA: Learn More

11. The Dataset

Headline: We analyzed [N] [things] . Here's what we found.

Primary text: [Surprising finding 1] . [Surprising finding 2] . [Surprising finding 3] . If you're [audience] , this changes what you should be focused on this quarter. [Product] is built around these findings.

CTA: Download

12. The Limited Access

Headline: Early access opens [date] for [N] spots

Primary text: [Product] isn't a general release yet — we're onboarding [N] [audience] through [date] to make sure it holds up at scale. If you're [criteria] , [specific benefit] . Apply by [date] .

CTA: Apply Now

13. The FOMO Stat

Headline: [N] % of [audience] are already doing this

Primary text: [Stat with source] . The ones still doing [old way] are losing ground every month. [Product] is how the [N] % are pulling ahead.

CTA: Learn More

14. The Objection Crusher

Headline: Yes, it works even if you've tried [previous solution]

Primary text: Here's the difference: [previous solution] assumes [flawed premise]. [Product] starts from [actual premise], which is why it works when [previous solution] didn't.

CTA: Learn More

15. The Free Tier

Headline: Free forever for [specific use case]

Primary text: [Product] has a paid tier — but if all you need is [free use case], you'll never pay. No credit card, no 14-day trial trap, no "free until you scale." Just free.

CTA: Sign Up

16. The Expert Endorsement

Headline: "[Short punchy quote]" — [credible name]

Primary text: [Name], [credential], has been [related work] for [N years]. Here's what they said about [product] after [specific test]: [longer quote]. We've added [product benefit] on top.

CTA: Learn More

17. The Speed Play

Headline: [Outcome] in the time it takes to [small activity]

Primary text: Most [audience] spend [long time] to [outcome]. [Product] does it in [short time]. How: [one-line mechanism]. Try it free.

CTA: Sign Up

18. The Skeptic Frame

Headline: I didn't think [product category] could work. Then I tried this.

Primary text: The category has been oversold for years — I'd written it off. Then [specific event] made me try [product]. [Specific result] in [N days]. Still skeptical, but the numbers are real.

CTA: Learn More

19. The "Built For" Segment

Headline: Made for [specific audience], not [adjacent audience]

Primary text: [Product] isn't trying to be everything to everyone. If you're [specific audience], you'll recognize [specific pain] — that's what we fixed. If you're [adjacent audience], look elsewhere.

CTA: Learn More

20. The Case Study

Headline: How [company/name] went from [before] to [after]

Primary text: [Short backstory]. They tried [common approaches] and got [mediocre result]. Switching to [product] gave them [specific metric] in [timeframe]. Full case study below.

CTA: Learn More

21. The Question Reversal

Headline: Why is no one talking about [underrated thing]?

Primary text: Everyone's focused on [popular topic]. But [data point] says [underrated thing] is actually [the bigger lever]. [Product] is the first tool built around that insight.

CTA: Learn More

22. The "You Can Skip" Frame

Headline: Skip [tedious step] — go straight to [outcome]

Primary text: [Tedious step] has been the required first move in [workflow] for years. [Product] lets you skip it entirely by [mechanism]. Same outcome, [time saved] faster.

CTA: Learn More

23. The Small Win Offer

Headline: Try [small version] free. Takes [N minutes].

Primary text: You don't have to sign up for the whole thing. [Product] has a [small feature] that's free to use — takes [N minutes], and you'll know immediately whether the rest is worth your time.

CTA: Try Now

24. The Industry Shift

Headline: [Industry] is changing. Here's how to stay ahead.

Primary text: [Shift description] is about to make [old approach] obsolete. [Product] was built for what comes next — [new approach]. Get ahead of it, not caught by it.

CTA: Learn More

25. The Category Creator

Headline: The first real [category] built for [audience]

Primary text: Everything called "[category]" has been [critique]. [Product] is built from the ground up for [audience] — [specific benefit 1], [benefit 2], [benefit 3].

CTA: Learn More

26. The Social Proof Count

Headline: [N] [audience] switched to [product] this [timeframe]

Primary text: Not a launch announcement — just what happened. [N] [audience] moved to [product] in the last [timeframe]. The reason nearly all of them gave: [single most-cited reason]. Same problem? Same fix.

CTA: Learn More

27. The Peer Quote

Headline: " [Short verbatim quote from a real user] "

Primary text: That's [name], [role] at [company], after [timeframe] with [product]. They came in sceptical about [common doubt]. What changed their mind was [specific mechanism], not the pitch.

CTA: Learn More

28. The Quiet Scarcity

Headline: [N] [slots/seats] left at [price]

Primary text: [Product] is [price] for the first [N] [audience]. After that it goes to [higher price] — not a fake timer, just the point where [honest reason: support load, capacity, onboarding time]. [N] left as of today.

CTA: Sign Up

29. The Deadline That Is Real

Headline: [Rule/change] takes effect [date]. Here's what it means for [audience].

Primary text: On [date], [specific change] applies to every [audience]. Most of the work is [what it actually requires]. [Product] does that part in

[timeframe] instead of [old duration] . The date is not moving.

CTA: Learn More

30. The Transformation

Headline: From [painful current state] to [desired state] without [dreaded requirement]

Primary text: [Audience] assume getting to [desired state] means [dreaded requirement] . It doesn't. [Product] gets you there by [mechanism] — [timeframe] , no [dreaded requirement] , and you keep [thing they were afraid of losing] .

CTA: Learn More

31. The Curiosity Gap

Headline: The [number] - [unit] change that [surprising outcome]

Primary text: We tested [N] variations of [thing] across [context] . [N-1] made no measurable difference. The one that did was [category of change, not the change itself] — and it's the default in [product] . Here's what it was.

CTA: Learn More

32. The Pattern Interrupt

Headline: Don't buy [product category] yet.

Primary text: Most [audience] pick a [category] tool before knowing which [variable] they actually have. Get that wrong and any tool underperforms. Two minutes here tells you which you are — then buy something, ours or not.

CTA: Learn More

33. The Direct Response

Headline: [Product] — [what it does] for [price]

Primary text: No trial-to-paid trap, no sales call. [Product] does [primary job] for [price] [billing period]. [Second capability]. [Third capability]. Cancel from the account page in one click. That's the whole offer.

CTA: Sign Up

34. The Objection In The Headline

Headline: Yes, it works with [tool they already use]

Primary text: The first question we get is whether [product] fits alongside [incumbent tool]. It does — [how the integration works]. You keep [what they keep], and [product] handles [the part it handles].

CTA: Learn More

35. The Cost Comparison

Headline: [Alternative] costs [amount]. This costs [lower amount].

Primary text: [Alternative approach] runs about [amount] once you count [hidden cost 1] and [hidden cost 2]. [Product] is [lower amount] [billing period] and covers [scope]. Here's the line-by-line so you can check it.

CTA: Learn More

36. The Time Audit

Headline: [N] hours a [period] on [task]. Here's where they go.

Primary text: We timed [task] across [N] [audience]. [Biggest chunk] took [X]%. [Second chunk] took [Y]%. [Product] removes the first one entirely and shortens the second. Rough saving: [N] hours a [period].

CTA: Learn More

37. The Specific Failure

Headline: What [bad outcome] actually costs

Primary text: [Bad outcome] rarely announces itself — it shows up as [symptom 1] and [symptom 2], months later. [Product] catches it at [the early point], which is the only time the fix is cheap.

CTA: Learn More

38. The "Built By" Credibility

Headline: Built by [role], because [tool category] didn't exist

Primary text: I'm [name], a working [role]. I built [product] because [specific problem] was eating [time period] of my week and every existing tool solved [adjacent problem] instead. It does the thing I actually needed.

CTA: Learn More

39. The Free Audit

Headline: Free [audit type]. No account, no email.

Primary text: Paste [input] and get [output] against [standard/benchmark], with [citation/reference] for each item. It costs nothing and needs no signup. If the list is short, you're fine and we'll say so.

CTA: Try Now

40. The Honest Limitation

Headline: [Product] is not for [audience it does not fit]

Primary text: If you [condition], [product] is the wrong tool and [alternative] is better. It's built specifically for [audience] who need [specific job]. If that's you, the fit is very good; if not, we'd rather say so now.

CTA: Learn More

41. The Migration Path

Headline: Moving off [incumbent] takes [short timeframe]

Primary text: The reason [audience] stay on [incumbent] is the migration, not the product. [Product] imports [data type] directly — [timeframe], nothing retyped, and [incumbent] stays live until you're satisfied.

CTA: Learn More

42. The Seasonal Hook

Headline: Before [season/event], check [specific thing]

Primary text: [Season/event] is when [problem] surfaces for [audience] — [reason it clusters then]. The check takes [short duration]. [Product] runs it and tells you what to fix while there's still time.

CTA: Learn More

43. The Numbers On The Table

Headline: [Metric]: [our number] vs [benchmark number]

Primary text: Measured across [sample], not modelled: [our number] against a [benchmark number] baseline. Method and sample size are on the page — check them before believing the figure, including ours.

CTA: Learn More

44. The One-Feature Ad

Headline: [Single feature], done properly

Primary text: Ignore the rest of the feature list for a second. [Single feature] alone: [what it does], [how long it takes], [what it replaces]. Most [audience] tell us that's the part they use daily.

CTA: Learn More

45. The Question To The Wrong Crowd

Headline: [Audience] : is [assumption] still true for you?

Primary text: [Assumption] held when [old context] . For [audience] dealing with [new context] , it stops holding — [why] . [Product] is built on the newer assumption. Worth two minutes if that describes your setup.

CTA: Learn More

46. The Teardown

Headline: We rebuilt [common artefact] and it got [outcome]

Primary text: Took [common artefact] , changed [specific element] and nothing else, ran both for [timeframe] . Result: [outcome] , [sample size] . The change is the default in [product] — and it's simple enough to copy without us.

CTA: Learn More

47. The Low-Commitment Ask

Headline: Don't sign up. Just look at [artefact] .

Primary text: No account, no email, no demo call. [Artefact] is public at [where] — [what it shows] . If it's useful, [product] does the same thing on your own [input] . If not, you've lost [short duration] .

CTA: Learn More

48. The Two-Option Close

Headline: [Option A] or [Option B] ?

Primary text: Most [audience] pick one of two paths for [problem] : [option A] with [tradeoff A] , or [option B] with [tradeoff B] . [Product] is [which one it is] — deliberately. Here's why that trade is the right one for [audience] .

CTA: Learn More

49. The Post-Purchase Frame

Headline: What happens in the first [timeframe] after you start

Primary text: Day one: [concrete step]. Day [n]: [concrete step]. By [timeframe]: [concrete outcome]. No onboarding call, no implementation project. If it isn't doing [outcome] by then, cancel in one click.

CTA: Sign Up

50. The Plain Statement

Headline: [Product] does [one job]. [Price].

Primary text: That's it. [One job], for [audience], at [price]. No bundle, no tiers to decode, no annual lock-in. If [one job] is a problem you have this week, this is the shortest path to it being handled.

CTA: Sign Up

Want ads built **for** you, not templates?

Templates save hours. But if you're running 10+ ads across 3+ products, templates still leave you writing copy manually and generating creative elsewhere.

AdCreator AI generates the full ad — headline, body, CTA, **and** creative — from a brief description of your product. Upload your own product photos if you have them, or let the AI generate.

→ **Start free at <https://adcreator-ai.com>**

White-label agency plan available at \$299/mo for agencies running campaigns for multiple clients.

0xpi · adcreator-ai.com

Free to keep, free to share. Print this page to save it as a PDF.

