

THE AD SWIPE KIT

Find the long-running ads, borrow the format, and use the hook in your posts, ads and cold emails

Your competitors already paid to find out which ads work. Meta shows those ads to anyone, for free, in the Ad Library. This kit walks you through finding the long-running ads, pulling out the hook, and rewriting it for your own offer. Copy the **FORMAT**, never the words. Swap the **[BRACKETS]** and make it sound like you.

THE 5 STEPS

- Step 1: Open the Facebook Ad Library at facebook.com/ads/library. It is free and you do not need an account. Pick your country and choose "All ads".
- Step 2: Type your competitor's page name in the search box and pick their page from the list. Every ad they are running right now shows up.
- Step 3: Look at "Started running on" at the top of each ad card. My rule of thumb: an ad still active after 60 days is probably paying for itself (Meta does not publish results, so this is a guess, not a fact).
- Step 4: Write down the first line of each long-running ad. That first line is the hook, and it is the part doing the work.
- Step 5: Rewrite the hook in your own words, for your own offer, and use it in your posts, your ads and your cold emails.

THE SWIPE SHEET (PRINT THIS, FILL IT IN)

Competitor page	Started running on	Days active	Their first line (the hook)
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20 HOOK FORMULAS (THE FIRST LINE)

#	Formula	Fill-in-the-blank hook
1	The question	Ready to [result they want] without [thing they hate]?
2	The callout	[Type of customer]: this is for you.
3	The number	[Number] [things] that [result], in [time].
4	The mistake	Most [type of customer] get [thing] wrong. Here is the fix.
5	The before/after	From [bad state] to [good state] in [time].
6	The cost	[Problem] is costing you [amount] a month.
7	The secret	The [thing] nobody tells [type of customer].
8	The proof	[Number] [customers] already [did result].
9	The stop	Stop [doing the wrong thing]. Do this instead.
10	The how-to	How to [result] in [time] with [tool or method].

#	Formula	Fill-in-the-blank hook
11	The myth	You do not need [expensive thing] to [result].
12	The warning	Do not [common action] until you read this.
13	The simple	The simplest way to [result].
14	The free	Free [thing] for [type of customer].
15	The deadline	[Offer] ends [day].
16	The comparison	[Old way] vs [new way]. One of them is wasting your money.
17	The checklist	The [number]-point checklist every [type of customer] needs.
18	The story	I [did thing] for [customer]. Here is what happened.
19	The one thing	One change that [result] for [type of customer].
20	The guarantee-free promise	If you [do thing], you will [reasonable result]. No tricks.

THE REWRITE WORKSHEET

THEIRS

The hook you found

Their first line:

What it promises:

Who it talks to:

YOURS

The same format, your offer

Your version 1:

Your version 2:

Your version 3:

Pick the one a stranger would understand in three seconds.

Why it works: Same structure, same promise type, your words and your customer. That is borrowing a format, not copying an ad.

THE COLD EMAIL THAT USES THE HOOK

TEMPLATE

Hook as the subject line, one ask

Subject: [Your rewritten hook, under 8 words]

Hi [First name],

[Your rewritten hook as the first sentence.] I help [type of business] [what you do, in plain words]. I noticed [one specific thing about them]. Would it be worth a quick chat this week?

[YOUR NAME]

[YOUR BUSINESS] | [YOUR POSTAL ADDRESS]

Not interested? Reply STOP or click here to unsubscribe: [UNSUBSCRIBE LINK]

Why it works: The hook already proved it gets attention in an ad. Email readers are the same people.

COLD EMAIL RULES (CAN-SPAM CHECKLIST)

- Use your real name and a real, working reply address. Do not write a misleading subject line.
- Include your valid postal address and a clear way to opt out, and honor opt-outs within ten business days.
- Borrow formats and ideas. Never copy an ad's exact words, images or brand name. Trademarks and copyright still apply.

A FAIR NOTE

Educational only. Not affiliated with Meta or any advertiser shown as an example. A long run time is a hint, not proof, that an ad works. Results depend on your offer, your list and your follow-up. This is not legal advice.

Got the hook? Now you need people to send it to.

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com