



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM RUN YOUR OWN META ADS

The Creative & Copy Brief

A 3-concept creative grid, a 30-second script skeleton, headline templates, and a compliance checklist.

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The Creative & Copy Brief

Creative is the highest-leverage variable in modern Meta ads — and the place beginners freeze. This brief turns “make ads” into filling in boxes: three concepts, one script, copy templates, and a compliance pass. Bring your Campaign Planner; every box here draws on it.

01 The 3-concept creative plan *launch several, let the auction vote, keep none precious*

Three genuinely different concepts — not the same idea in three outfits. Pick each angle from your message map hooks, then choose the lightest format that carries it.

ANGLE MENU

The trigger moment

The cost of waiting

The myth-buster

The plain offer

The question they'd actually ask

FORMAT MENU

Talk-to-camera phone video (30s)

Simple carousel (3–5 cards)

Clean static image + copy

	CONCEPT / ANGLE	HOOK — THE FIRST LINE	FORMAT
WORKED EXAMPLE	The plain offer — lead with the checklist itself. <i>(Meridian Estate Law, a fictional teaching firm.)</i>	“Seven documents protect a family if something happens to a parent. Most families have one or two.”	Talk-to-camera video — the attorney, at a desk, one take.
Concept 1			
Concept 2			
Concept 3			

Imperfect and human outperforms polished and corporate. You are not making a commercial; you are making a useful stranger stop scrolling.

02 The 30-second talk-to-camera script *hook · problem · offer · ask*

Four beats, thirty seconds, one take on your phone. Write it out, read it twice, then put the paper down and say it like you'd say it to a client. The right column shows the whole skeleton filled in for Meridian Estate Law — a fictional teaching firm; copy the shape, not the sentences.

YOUR SCRIPT

HOOK

0–5 sec

Name the situation or the offer — never the viewer. No “are you...?” openers.

PROBLEM

5–15 sec

What happens when this goes unhandled — plain facts, no fear theater.

OFFER

15–25 sec

The free thing, what's in it, what it costs to consume (minutes, not money).

ASK

25–30 sec

One action. The same ask as your Planner, box 04.

WORKED EXAMPLE — MERIDIAN ESTATE LAW (FICTIONAL)

HOOK

0–5 sec

“Seven documents protect a family if something happens to a parent. Most families have one or two.”

PROBLEM

5–15 sec

“When there's no plan, state law decides — who manages the money, who cares for the kids, how long it all takes. Families usually find this out at the worst possible time.”

OFFER

15–25 sec

“So we wrote The Family Estate Checklist — the seven documents, what each one does, and the order to get them done. It's free, and it takes about ten minutes to read.”

ASK

25–30 sec

“Tap the link to get the checklist. If you'd rather talk it through, the download comes with a link to book a free 20-minute planning call.”

FILMING NOTES — ALL YOU NEED

- Phone at eye level, propped — not handheld selfie-arm.
- Quiet room, no music bed. Your voice is the production value.
- Three takes maximum. Pick the warmest, not the smoothest.
- Face a window; daylight beats any lamp you own.
- Captions on — most people watch muted.
- First 2 seconds are the ad — start mid-thought, no “hi, I'm...”

03 Primary-text & headline templates, by angle *fill the [slots] from your Planner — portrait, offer, proof, ask*

One idea per ad. Hook first. Plain language — if you wouldn't say it across a desk, don't type it. Every Meridian line below is illustrative copy for a fictional teaching firm.

The trigger moment*meets them in the week the problem became real***PRIMARY TEXT**

Most people start thinking about [your topic] right after [the trigger event]. That's also when it feels hardest to know where to start. [The free asset] lays out [the first steps] — free, and it takes about [X minutes].

HEADLINE

[The free asset] — free download

MERIDIAN "Most people start thinking about a will right after they've watched another family go without one. The Family Estate Checklist lays out the 7 documents and the order to get them done — free, about 10 minutes."

The cost of waiting*what the default does while nobody decides***PRIMARY TEXT**

Putting off [the task] doesn't pause anything — [what happens by default] happens instead. [The free asset] shows [what to put in place], in plain language, before it's decided for you.

HEADLINE

[The task], without the overwhelm

MERIDIAN "Putting off an estate plan doesn't pause anything — without one, state law decides who manages what. The Family Estate Checklist covers the 7 documents that put your family's decisions back in your hands."

The myth-buster*correct the belief that keeps them stuck***PRIMARY TEXT**

"[Common belief]" sounds sensible. It's usually wrong — [the plain-language reason]. [The free asset] covers what actually applies to [the audience], and what to do first.

HEADLINE

What [audience] gets wrong about [topic]

MERIDIAN "'Estate plans are for wealthy people' sounds sensible. It's usually wrong — the 7 core documents matter most for ordinary families with kids and a house. The free checklist explains each one."

The plain offer*the asset, stated simply — often the quiet winner***PRIMARY TEXT**

[The free asset]: [what it contains], [what it helps you decide]. Free, from [your firm] — [one honest proof point].

HEADLINE

Get [the free asset]

MERIDIAN "The Family Estate Checklist: the 7 documents every parent should have, what each does, and where to start. Free, from a two-attorney estate firm in Columbus."

The question they'd actually ask*open with the words they'd type or say***PRIMARY TEXT**

"[The verbatim question clients ask]" — it's the question we hear most. [The free asset] answers it, plus [what else it covers]. No appointment needed to read it.

HEADLINE

[The question] — answered

MERIDIAN "'Do we need a trust, or is a will enough?' — it's the question we hear most. The Family Estate Checklist answers it, plus the six other documents that round out a plan."

04 The compliance pass — every ad, before launch *pass/fail, no partial credit*

Run every ad — copy, creative, and the landing page it points to — down this list. Ten passes = stage it. One fail = fix it first. This is the list Meta's review enforces by pattern-matching software with no appetite for nuance.

CHECK	PASS	FAIL
1 · No personal-attribute phrasing. The ad talks about the offer, never asserts or implies the viewer's situation. Risky: "Behind on your estate plan?" → Compliant: "The 7 documents every parent should have."	☐	☐
2 · No guarantees or outcome promises. No "guaranteed," no revenue or results claims you can't substantiate. Sell the offer and your capability, not a predicted outcome.	☐	☐
3 · No fake urgency. Countdowns, "3 spots left," or deadlines appear only if they are literally true.	☐	☐
4 · Special ad categories checked. Housing, employment, credit, social/political — if any applies, the category is declared. Misdeclaring risks the account.	☐	☐
5 · Every claim is checkable. Years in practice, credentials, named stories — true, and used with permission. No "#1" anything.	☐	☐
6 · The landing page keeps the ad's exact promise. Same offer, same language — the page is reviewed too, and broken scent kills campaigns anyway.	☐	☐
7 · No imagery implying the viewer's condition. No before/after, no sensational or distress imagery, nothing that diagnoses the person seeing it.	☐	☐
8 · Your profession's advertising rules pass too. Bar rules, clinical advertising rules — they apply on top of Meta's. Check yours; this course doesn't cover them.	☐	☐
9 · Plain language. A stranger understands the offer in one read, out loud, first try. No jargon, no cleverness that needs decoding.	☐	☐
10 · One ask, matching the campaign's one job. A single CTA, identical in spirit to Planner box 01. Not two. Not three.	☐	☐

If an ad is rejected anyway: honest advertisers get flagged too. Read the cited policy, edit the ad properly, appeal if you believe it's wrong — and never resubmit the identical ad. Account health is a business asset; protect it like one.



EVOLVV STRATEGIES

THE NEXT STEP

You've got the playbook. Want it running by next month?

Campaign planned, launch checked, calendar set. A free strategy session pressure-tests the plan before the budget goes live.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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