

● ADS & VSL · VOL. 01

The Ad & VSL Swipe File

The exact **ad hooks** that out-pull the rest, **3 plug-in ad templates** you can model in an hour, and a **fill-in VSL script** you can shoot today. Steal the structure. Drop in your niche. Run it.

Timeline hooks

Numbers hooks

Social-proof hooks

3 ad templates

The 7-part VSL skeleton

WHY YOUR ADS GET SCROLLED PAST

The hook does **90% of the work**. Most agencies write the wrong one.

You boosted the post, you spent the budget, and the leads still didn't come.

It's almost never the targeting. It's the first line. A prospect decides in about a second whether to keep reading or keep scrolling, and most agency ads open with the one thing that kills attention fastest: a pain statement. "Struggling to get clients?" feels right. It tests worse than the alternatives, every time.

THE DATA MOST AGENCIES IGNORE

In one large outbound study, **timeline hooks** replied at 10.01% versus 4.39% for problem and pain hooks. That is roughly **2.3x the replies** and **3.4x the meetings** from changing the first line alone. Same offer. Same list. Different opener.

A better hook beats a bigger budget. Every time.

This file gives you the openers that pull, the templates that frame them, and a VSL skeleton you fill in and shoot. Three rules govern all of it.

RULE 01**Lead with a number or a timeline**

A concrete figure and a timeframe out-pull a feeling. **"In 90 days" beats "grow your business."** Specific is believable.

RULE 02**Sell the outcome, never the mechanism**

Buyers want **booked consults, signed cases, closed jobs**. They do not want "we run ads" or "we build chatbots."

RULE 03**Attribute single wins honestly**

Say **"one company saw"**, not "you'll get." Real numbers framed straight build more trust than hype ever will.

RULE 04**One ad, one promise, one CTA**

Stacking offers splits attention and tanks response. **Make a single promise and ask for a single next step.**

SWIPE-READY OPENERS

Hooks that **out-pull** the rest

Steal the structure, swap in your niche and your number. The bracket is yours to fill.

TIMELINE HOOKS

10.01% reply vs 4.39% for pain hooks. The single strongest opener for cold traffic.

1

"How [med-spas] are booking [20+ consults a month] in the next 90 days without [buying lists or cold calling]."

Why it works: outcome plus timeframe plus the pain they expect to avoid. This is the Subby headline template in one line.

2

"In 30 days, here's what [roofers] who fix their speed-to-lead actually see on the calendar."

Why it works: a near-term window plus a curiosity gap. The reader has to keep watching to learn what they'd see.

NUMBERS HOOKS

Win with finance-minded buyers. A specific figure reads as proof, not a claim.

3

"It takes about 117 cold emails to book one meeting. Here's how a tight list cuts that to 23."

Why it works: a precise, odd number signals you've measured this. Round numbers feel made up. **117 feels real.**

4

"Two extra implant cases a month is \$72K to \$120K a year. Most [dental practices] leave it on the table."

Why it works: it does the buyer's math for them and anchors on money they are already losing, not money you might make them.

The bracket rule: every [bracket] is a slot for your niche, your number, or your timeframe. Never run a hook with the brackets still in it, and never use a number you can't defend on a sales call.

SWIPE-READY OPENERS

Proof hooks & the AI angle

For warmer traffic and AI-automation offers, where the buyer needs proof tied to real money.

SOCIAL-PROOF HOOKS

Borrow a named result. One quantified case beats a paragraph of adjectives.

5 "One [HVAC company] went from a dead calendar to [X booked installs] in [weeks]. Here's the exact setup."

Why it works: "one company" is honest attribution, and a before-and-after with a number is the most believable claim you can make.

6 "[Niche] owners keep telling us the same thing: 'I can sell for everyone but myself.' Here's the fix."

Why it works: it quotes the prospect's exact inner words back to them. If you know the pain this well, you must know the cure.

AI / SPEED HOOKS

For AAA offers. Lead with measurable business outcomes, never the tech.

7 "One company called every lead within 20 seconds and saw 220% more appointments and 40% fewer missed opportunities."

Why it works: speed-to-lead tied to two hard numbers, attributed to "one company." It sells the result, not the chatbot.

8 "20 to 30% of your inbound calls go unanswered. That's revenue walking out the door every single day."

Why it works: the missed-revenue frame. It points at a leak the owner already feels and quietly fears, then offers to plug it.

✗ DON'T OPEN LIKE THIS

"Struggling to get more clients?"

A pain question the reader has been numbed to. It scrolls past in half a second.

✓ OPEN LIKE THIS

"Here's the number of booked calls between you and \$40K/month."

Outcome plus number. The reader wants their figure.

MODELS YOU CAN STEAL

3 ad templates to **plug and run**

Each line is a slot. Fill every [bracket], keep the structure, and you have a tested skeleton.

1

THE TIMELINE PROMISE

Cold traffic • best for a soft ask

Lead generation to a calculator, scorecard, or call.

HOOK

How [niche] are getting [specific outcome] in [timeframe] without [the thing they hate].

AGITATE

If your calendar is empty next week and your last 40 DMs got two replies, the problem isn't effort. It's the system.

MECHANISM

We use [named system] to put [outcome] on your calendar, done with you.

PROOF

One [niche] went from [before] to [after] in [timeframe].

SOFT CTA

Want the number for your business? Comment [word] or tap below.



WHY THIS WINS

Interest-based soft CTAs beat hard meeting requests on the first touch, roughly **68% positive replies versus 41%**. Ask for curiosity, not a calendar slot.

2

THE MONEY-MATH AD

Finance-minded buyers • high-ticket niches

Roofing, dental, legal, med-spa. Anywhere one deal is worth thousands.

NUMBER HOOK

One [closed deal] is worth [\$ value]. Most [niche] miss [#] a month.

THE GAP

That's [\$ per year] walking out the door while you wait for referrals.

REFRAME

A [\$ retainer] retainer to capture even two of those is a rounding error, not a cost.

RISK REVERSAL

And we put **\$10,000** on the line. You get the result or you get paid.

CTA

See your exact number. Apply below.



WHY THIS WINS

It anchors on the **cost of inaction before the price**. When a buyer sees the money they're already losing, your fee reads as the cheap option.

MODELS YOU CAN STEAL

The pattern-interrupt ad

For a saturated feed where everyone says the same thing. Say the opposite first.

3

THE CONTRARIAN OPEN

Saturated markets · skeptical buyers

When "more leads" ads have gone blind. Break the pattern, then deliver.

INTERRUPT

Stop sending more cold outreach. Volume isn't your problem.

REAL CAUSE

[Irrelevant] outreach is. A tight list of **[#]** beats a blast to **[#]** every time.

MECHANISM

We build the list, the offer, and the multichannel cadence with you, then book the calls.

PROOF

Multichannel sequences drive roughly **287%** more responses than a single channel.

CTA

Want to see what a tight system books in 30 days? Apply below.

**WHY THIS WINS**

A contrarian line stops the scroll because it contradicts what the reader expects. **It earns the next sentence**, which is all a hook has to do.

BEFORE YOU RUN ANY OF THESE

An ad is one part of a system, not a magic bullet. The lift comes from a **tight list, a real offer, and clean deliverability**, with the ad pointing at one clear next step. A great hook on a broken funnel still loses.

The 7-second test: read only your first line out loud. If a stranger wouldn't stop scrolling for it, the rest of the ad never gets seen. Rewrite the hook until it passes, then build everything else.

YOUR VIDEO SALES LETTER

The 7-part VSL you can shoot today

Same structure that closes high-ticket on cold traffic. Fill each part, hit record, ship it.

A VSL is just your ad logic stretched into a short video. The order is fixed because it mirrors how a buyer actually decides: grab me, name my pain, show me the way out, prove it, make the offer, kill the risk, tell me what to do. Open with a **data or outcome hook in the first 30 seconds** and you start ahead. A data-packed opener has been shown to lift watch-through by roughly 28%.

30s

To land the hook before anyone
clicks away

60-120s

Total length for cold, top-of-
funnel traffic

2-5m

Total length for warm, high-intent
traffic

HOW TO USE THE NEXT PAGE

Each of the 7 parts has a prompt and a blank line. Write your answer in plain words first, the way you'd say it to one person across a table. **If it sells as plain text, the camera only makes it stronger.** Don't polish the video before the words work.

Steal the skeleton. Fill in your truth.

One promise per VSL. Like the ads, a video that pitches three things converts worse than one that drives a single outcome to a single CTA. Pick the one result your best client cares about most and build the whole video around it.

THE FILL-IN SCRIPT

Write your **VSL** in 7 lines

1

Hook

FIRST 30 SEC

Open on a number or outcome. "One [niche] saw [result] in [timeframe]." No intro, no logo, no "hey guys."

2

Problem

AGITATE

Name their exact, observable pain. "Empty calendar, 40 DMs, two replies, both no." Make them feel seen.

3

Mechanism

THE HOW

Name your system and what it does. "[Named system] books [outcome], done with you." One sentence.

4

Proof

MAKE IT REAL

A named, quantified before-and-after. "One [niche] went from [before] to [after]." Attribute honestly.

5

Offer

THE STACK

What they get, who it's for, the round price. "For [niche] under [\$]/mo who want [outcome]."

6

Guarantee

KILL THE RISK

Reverse it word for word. "We put \$10,000 on the line. You get the result or you get paid."

7

CTA

WHAT & WHY NOW

One action plus a real reason. "Apply below. We onboard only a handful of [niche] a month."

• YOUR NEXT MOVE

You've got the swipe file. Want us to run it with you?

The hooks, templates, and VSL skeleton are the easy part. The hard part is the list, the offer, the deliverability, and the calls that turn it all into signed clients. That's what we build, **done with you**, backed by the \$10,000 guarantee: **you get the result or you get paid.**

Cost to acquire a client is up roughly 60% in five years and close times keep getting longer. Every month you sit on swipe copy without a system behind it, the number gets bigger. We onboard only a handful of agencies a month so we can actually deliver.

\$10K
GTD

We put \$10K on the line. **You get the result or you get paid.**

Apply to AgencyGod →

Free 30-min strategy call · limited spots this month

agencygod.com