

Beast Power Challenge – Paid Ad Copy

(Spec Campaign by Orbin Walcott)

This text-only ad copy was written for social and search channels as part of a larger multi-platform campaign. Each ad is designed to test different messaging angles: motivation, inclusivity, and transformation.

Ad #1:

Hook: Ready to look & feel your best?

Build Desire: Let us help you with the Beast Power Challenge – a 4-week training program designed to motivate you to build muscle and burn fat with a community of like-minded individuals. 🦸

Proof/Emotional Payoff: You don't have to be a beast to start – just ready to move.

CTA: Don't wait – [sign up today!]

Ad #2:

Hook: It's the workout program everyone's talking about!

Build Desire: We know you want to lose weight, but all those other gyms make training look boring. Join our Beast Power Challenge and in just 4 weeks we'll help you build muscle, burn fat, and boost your confidence so high you'll have everyone jealous come the holidays. 😎

Proof: “*The Beast Power Challenge community motivates me to show up for myself every day.*”
– Amy N.

CTA: Be the next success story and [join the challenge today.]

Ad #3:

Hook: Just be your (strongest) self.

Build Desire: With our Beast Power Challenge, come as you are and in just 4 weeks, you'll be leaving as a stronger version of yourself. Train and have fun with a community that's dedicated to getting fit and empowering each other to show up for themselves. 🔥

Emotional Payoff: “*Taking the Beast Power Challenge has shown me I can not only overcome my obstacles but also look my best while doing it.*” – Nick B.

CTA: [Start your transformation now.]

Beast Power Challenge Google Ads

Motivational:

Headline 1: First day. First reps.

Headline 2: Future you will thank you.

Description: Join the Beast Power Challenge and be your strongest self – fast! 💪

CTA: [Sign up today]

Practical:

Headline 1: Get fit in 4 weeks this Fall.

Headline 2: Train smarter and have fun.

Description: Stronger, fitter, happier – join the challenge! 🦁🔥

CTA: [Join now]

Urgent:

Headline 1: Time is running out – sign up! ⌚

Headline 2: Last chance – sign up today!

Description: Don't get left behind. Build muscle in 4 weeks with Beast Power!

CTA: [Start training]