

FREE SWIPE FILE · CHAPTER 9

AD CREATIVE SWIPE FILE

12 winning ad creative formats with annotations on what makes each one work. Reproduce the structure. Swap in your avatar. Pulled from formats LASSO has scaled past \$25 CPL.

UGC TESTIMONIAL VIDEO

01

VIDEO · 30 SEC

"I joined to lose 20 lbs.
I stayed for this."

Member talking direct to camera in workout clothes,
gym in background

WHY THIS WORKS

- **Real person, not actor.** Member's face, not your logo
- **Hook is the surprise.** "Stayed for this" creates pattern interrupt
- **Vertical 9:16.** Built for Reels and Stories first
- **No music.** Voice-only feels intimate, not produced
- **Caption overlay.** 80% of people watch with sound off

BEFORE / AFTER STATIC

02

STATIC · SQUARE

FROM **CRYING IN HER
CAR** TO COACHING
NEW MEMBERS.

Side-by-side photos of member, story headline
above

WHY THIS WORKS

- **Story-driven, not body-driven.** The hook isn't her abs
- **Specific moment.** "Crying in her car" reads true
- **Transformation framed in identity.** "Coaching new members" = belonging
- **Clean white background.** Stands out in dark, busy feeds
- **One image, one message.** No clutter

COACH POV VIDEO

03

VIDEO · 45 SEC

"The 3 things I tell
every new member
on day one."

Coach talking to camera, gym empty in background,
walking and gesturing

WHY THIS WORKS

- **List format.** Brain wants to count to three
- **Coach as expert.** Authority without being arrogant
- **Implicit invite.** The viewer is the "new member"
- **Empty gym.** Feels intimate, not performative
- **Walks and gestures.** Movement holds attention longer

CAROUSEL · 5 SLIDES

5 SIGNS YOUR GYM IS WRONG FOR YOU

Slide 1: hook. Slides 2-4: signs. Slide 5: CTA. Bold type, minimal copy each slide.

WHY THIS WORKS

- **List = curiosity.** People swipe to see all five
- **Permission to leave.** "Wrong for you" reframes you as a helper
- **One idea per slide.** Slow, deliberate read
- **CTA on slide 5.** By then they've invested 30 seconds
- **Beats algorithm.** Swipes count as engagement

FORMATS 05 — 08

GROUP CLASS B-ROLL · STATIC

05

STATIC · 1:1

**WE'RE FULL.
SO WE OPENED 3
MORE TIME SLOTS.**

Wide-angle of a class mid-workout, smiling, real people

WHY THIS WORKS

- **Scarcity proof.** "We're full" reads true, not manufactured
- **Social proof.** Full class = others trusted this
- **Specific action.** "3 more slots" creates urgency
- **Real people, no influencer.** Reads honest

OWNER STORY VIDEO

06

VIDEO · 60 SEC

**"I built this gym
because
no one built one for
me."**

Owner direct-to-camera, sincere tone, gym lit warm in background

WHY THIS WORKS

- **Origin story = trust.** Why beats what every time
- **Vulnerability.** "No one built one for me" creates rapport
- **One person, one shot.** No production gloss
- **Warm lighting.** Reads inviting, not intimidating

SPECIFIC RESULT POST

07

STATIC · 1:1

**SARAH LOST 23 LBS.
HER BLOOD
PRESSURE
DROPPED 20 POINTS.**

Photo of Sarah, big numbers in red, doctor's note image small below

WHY THIS WORKS

- **Two stats, not one.** Body change + health change
- **Specific name.** "Sarah" not "a member"
- **External verification.** Doctor's note image = proof
- **Health framing.** Doesn't read as vanity

VIDEO · 60 SEC

"5 AM. 3 KIDS. **FULL GYM SESSION.** HERE'S HOW."

Fast cuts: alarm clock, coffee, gym, kids waking up.
Voiceover from member.

WHY THIS WORKS

- **Vicarious.** Viewer imagines their own version
- **Aspirational + relatable.** Hard but doable
- **Fast cuts.** Algorithm rewards retention
- **Member voice.** Not your script

FORMATS 09 — 12

REVIEW SCREENSHOT POST

09

STATIC · 1:1



*"I cried during my first class. Now
I'm the one welcoming new
members in."*

Real Google review screenshot, member name +
stars visible, brand frame around it

WHY THIS WORKS

- **Third-party voice.** Reads as proof, not promotion
- **Specific moment.** "Cried during my first class" is true
- **Transformation arc.** From crying to welcoming
- **Verifiable.** They can search the review themselves

MYTH-BUSTING SHORT

10

VIDEO · 20 SEC

**"YOU DON'T NEED
MORE
MOTIVATION.
YOU NEED A
SCHEDULE."**

Coach talking to camera fast. Single line. Cut to gym
shot. Done.

WHY THIS WORKS

- **Counter-intuitive hook.** "Not motivation" creates pattern break
- **One line, one truth.** Easy to remember, easy to share
- **Under 20 seconds.** Algorithm favors completed views
- **No production gloss.** Reads as advice, not ad

FOUNDER LETTER STATIC

11

STATIC · 4:5

**"A LETTER TO THE MOM WHO
HAS BEEN TELLING HERSELF
SHE'LL START MONDAY."**

Cream background, handwritten-style headline,
signed by owner at bottom

WHY THIS WORKS

- **Direct address.** "To the mom who" pulls one person in
- **Specific behavior.** "Start Monday" is universally felt
- **Letter format.** Reads as personal, not promotional
- **Cream background.** Stands out in dark, busy feeds

VIDEO · 15 SEC

OTHER GYMS:
50 PEOPLE PER
CLASS.
US: 12.

Split screen: chaotic crowded gym on left, calm small group on right. No voiceover.

WHY THIS WORKS

- **Visual contrast.** Brain processes it in 1 second
- **Specific numbers.** "50 vs 12" is concrete, not "small vs large"
- **No voiceover needed.** Works with sound off
- **Implicit promise.** Better attention without saying it

How to run a creative test: Pick 4 of these formats. Build one ad in each style. Run all four for \$20/day each for 5 days. Whichever has the lowest CPL wins. Scale that one. Kill the others. Repeat every 30 days. Sherman's rule: **"Standing out in marketing is overrated. Being understood by your exact buyer is everything."**