

Facebook Ad Copy | 30 Home – 30-Day Fitness Reset (Speculative Work)

Objective

Create emotionally resonant Facebook ad copy targeting individuals with above-average BMI who have attempted fitness programs in the past and felt punished rather than supported. The goal is to reframe fitness as an act of **self-love**, not self-hate.

Audience

Individuals who have struggled with weight loss, felt discouraged by discipline-based fitness programs, and are open to trying a gentler, self-respecting approach.

Headline

You Don't Have to Hate Yourself to Get Healthy.

Body Copy

[Opening / Problem Awareness]

If you've ever dragged yourself through a workout you hated — just because you thought you had to — you're not alone.

You've tried the 30-day challenges. You've stuck with the routines. You've used guilt like fuel. And even when you kept showing up... it still sucked.

That doesn't mean you're lazy. Or broken.

It just means you've been taught the wrong way to care for yourself.

[Insight / Reframe]

We always say we hate working out. But maybe it's not the workout.

Maybe we hate how we feel walking into them — already beating ourselves up, rushing through

it, doing it out of punishment.

And if that's what we bring in, of course it feels miserable.

Maybe we don't need a harder program.

Maybe we just need a softer way in.

[Solution / Introduction of Offer]

That's why I created **30 Home**.

It's a 30-day reset — not to become someone else, but to come back to yourself.

No shame. No forcing. No guilt-driven grind.

Just gentle, doable movement — grounded in one belief:

You don't have to fix yourself to feel good.

You can lose weight *and* treat yourself with love.

One day at a time. One kind choice at a time.

[Closing / Emotional Shift]

You've worked hard.

Now try home.