

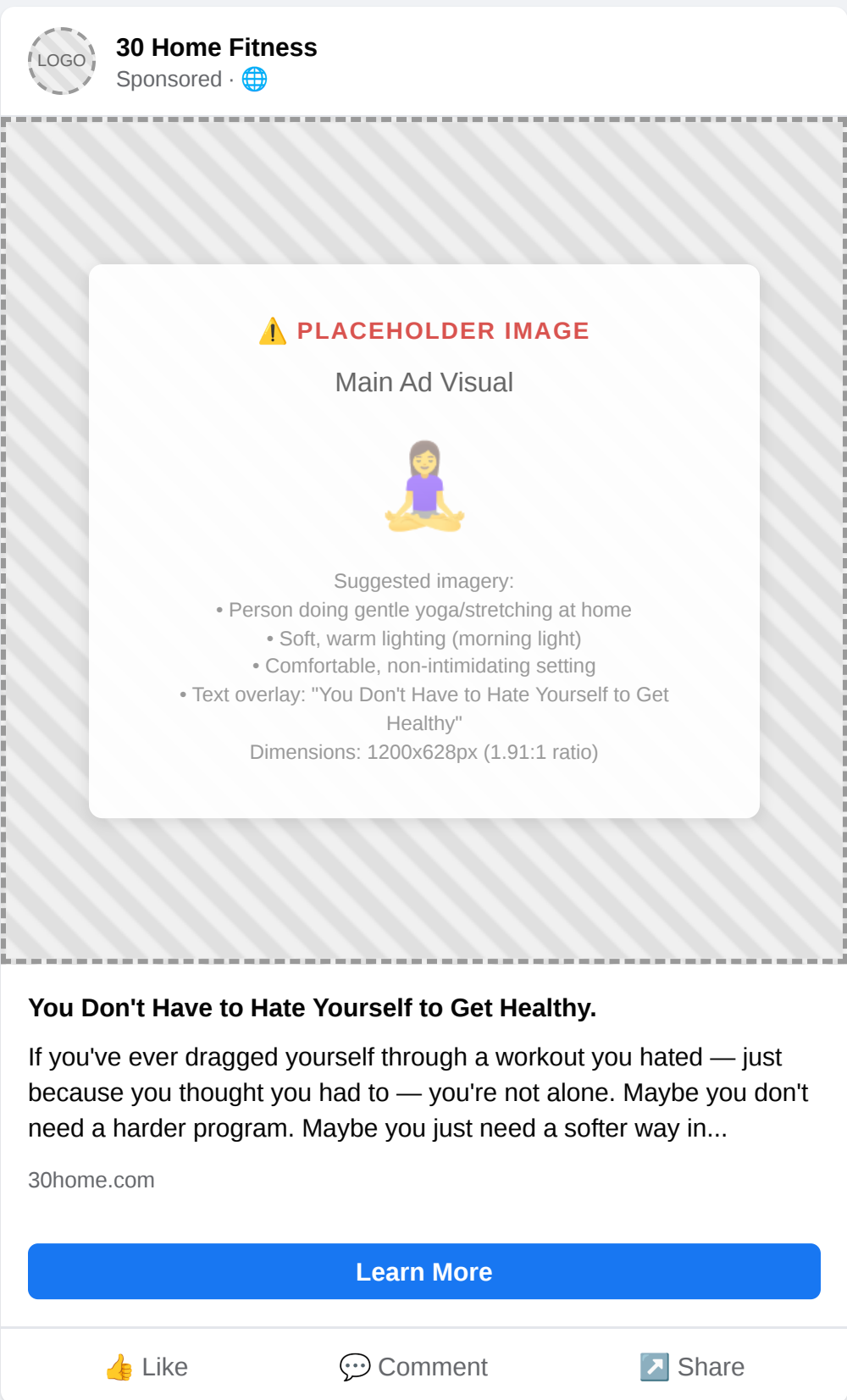
30 Home – Facebook Ad Copy Wireframe

⚠️ **PORTFOLIO DISCLAIMER:** This is speculative work created for portfolio demonstration purposes only. Not commissioned by or affiliated with any fitness program. All images shown are placeholders.

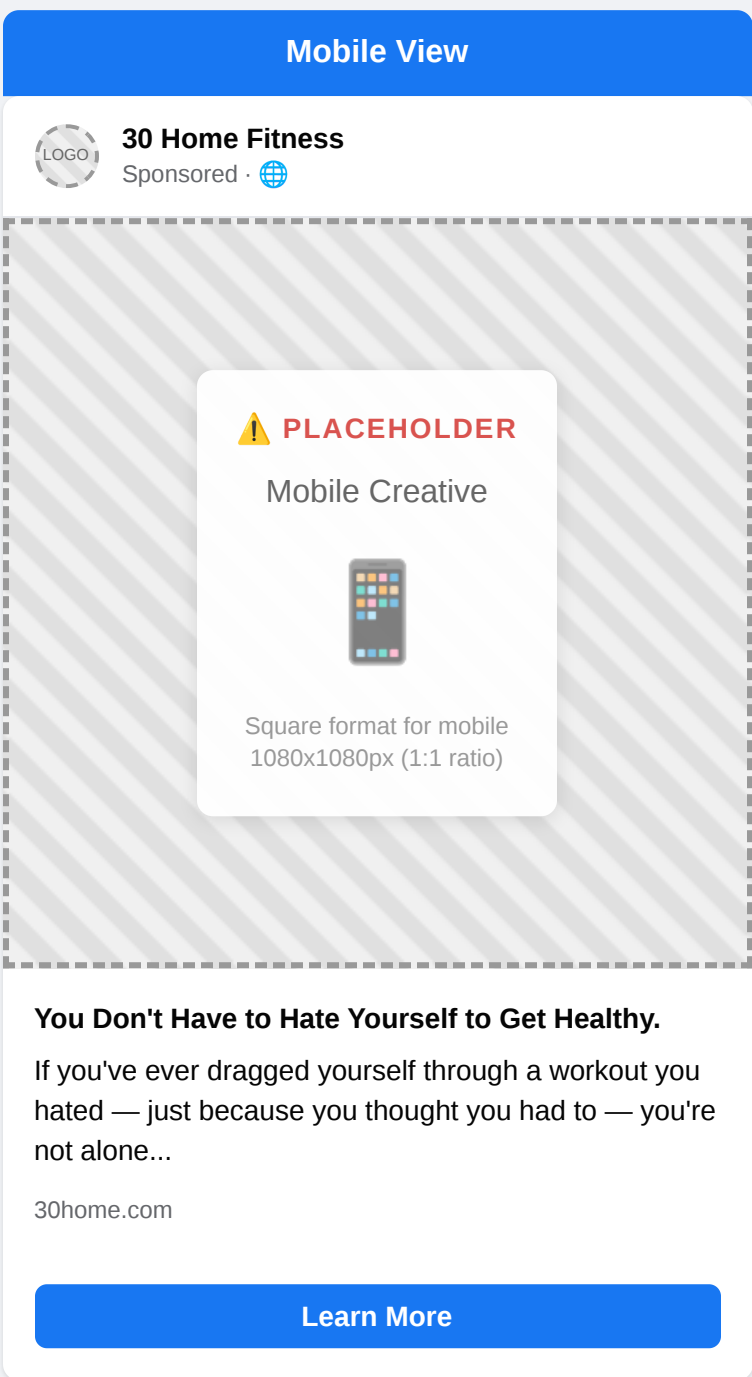
Objective: Create emotionally resonant Facebook ad targeting individuals who have felt punished rather than supported by fitness programs.

Audience: People who have struggled with weight loss and are open to a gentler, self-respecting approach.

Desktop Feed Ad Preview



Mobile Feed Ad Preview



Full Copy & Creative Variations

Primary Ad Copy (Full Version)

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.

CTA BUTTON

Learn More

Creative Direction & Image Suggestions

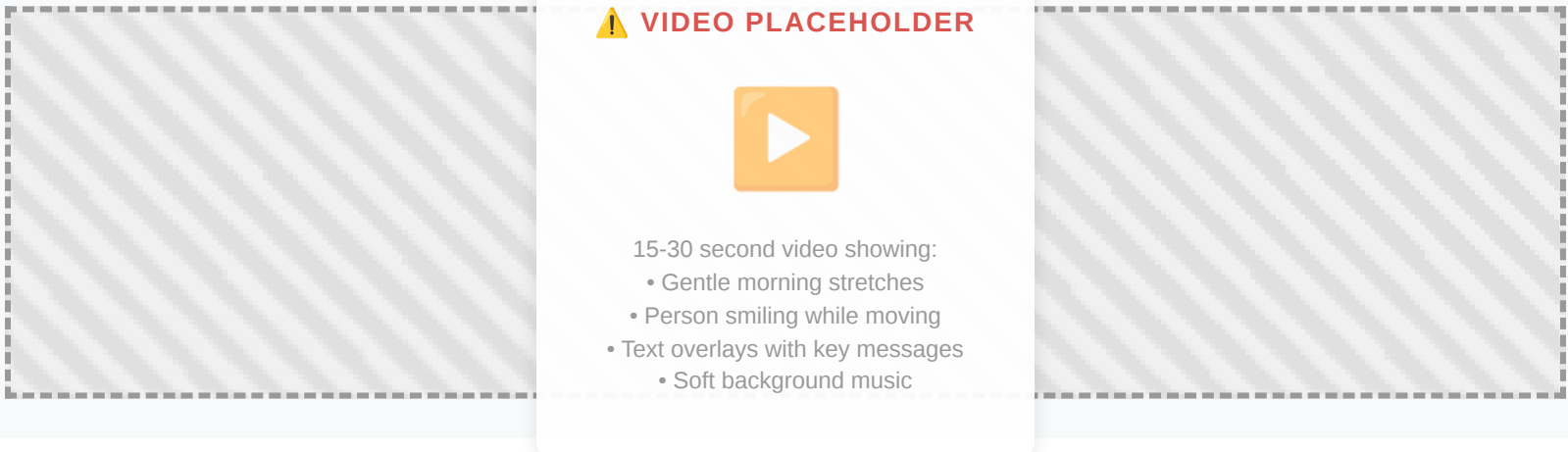
VISUAL STYLE

- Soft, warm color palette (pastels, earth tones)
- Natural lighting, preferably morning or golden hour
- Home environment - cozy, achievable, non-intimidating
- Real bodies, diverse representation
- Avoid gym equipment, mirrors, or "before/after" imagery

CAROUSEL OPTIONS (IF USING MULTIPLE IMAGES)



VIDEO OPTION



A/B Test Headline Variations

- Primary: "You Don't Have to Hate Yourself to Get Healthy."
- Variation A: "What If Exercise Felt Like Self-Care, Not Punishment?"
- Variation B: "30 Days to Love How Movement Feels Again"
- Variation C: "Finally, Fitness Without the Guilt"

Suggested Targeting Parameters

DEMOGRAPHICS

- Age: 28-55
- Gender: All (slight female skew expected)
- Location: English-speaking countries

INTERESTS

- Yoga, Pilates, Home workouts
- Body positivity, Self-care
- Mental health awareness
- Gentle fitness, Low-impact exercise

BEHAVIORS

- Engaged with fitness content but not gym members
- Previous purchasers of online fitness programs
- Interest in wellness and mindfulness