



@thetomhallett

# 50 High-Performance Statics

Revealing the secrets behind ads that **convert**

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# 1. Core Benefit



# All The Nutrients You Need. 1 Meal.

Over 200 million meals sold



From only \$3.76 per meal



# BURN STUBBORN FAT.

★★★★★  
**1,500+**  
5 STAR REVIEWS



👍 **30 Day Satisfaction Guarantee**

#1 HIGHEST RATED HAIR  
LOSS TREATMENTS

Spray  
goodbye  
to hair  
loss.





spacegoods

A CRASH-FREE WAY TO  
**POWER UP  
YOUR DAY**

sharper focus + all day energy + zen-like calm

tasty  
choco  
flavour!

**rainbow dust v1.0**  
all-in-one mushroom +  
adaptogen powder blend



less than  
**£1.30**  
per day

**shop now**



# Not too Cold, Not too Hot

Add luxury and balance  
with Luxe Sateen sheets.




**brooklinen**





vessi

**YOUR GO-TO SHOE  
FOR ANY ADVENTURE.**

Split your entire order into 4  
interest-free payments  sezzle

**hims**

CLINICALLY-PROVEN  
EARLY CLIMAX TREATMENTS

Finish last  
all year long.



Requires an online consultation with a healthcare provider who will determine if a treatment is appropriate.  
Restrictions apply. See website for full details and important safety information.



The look of a full skincare  
routine in a bottle

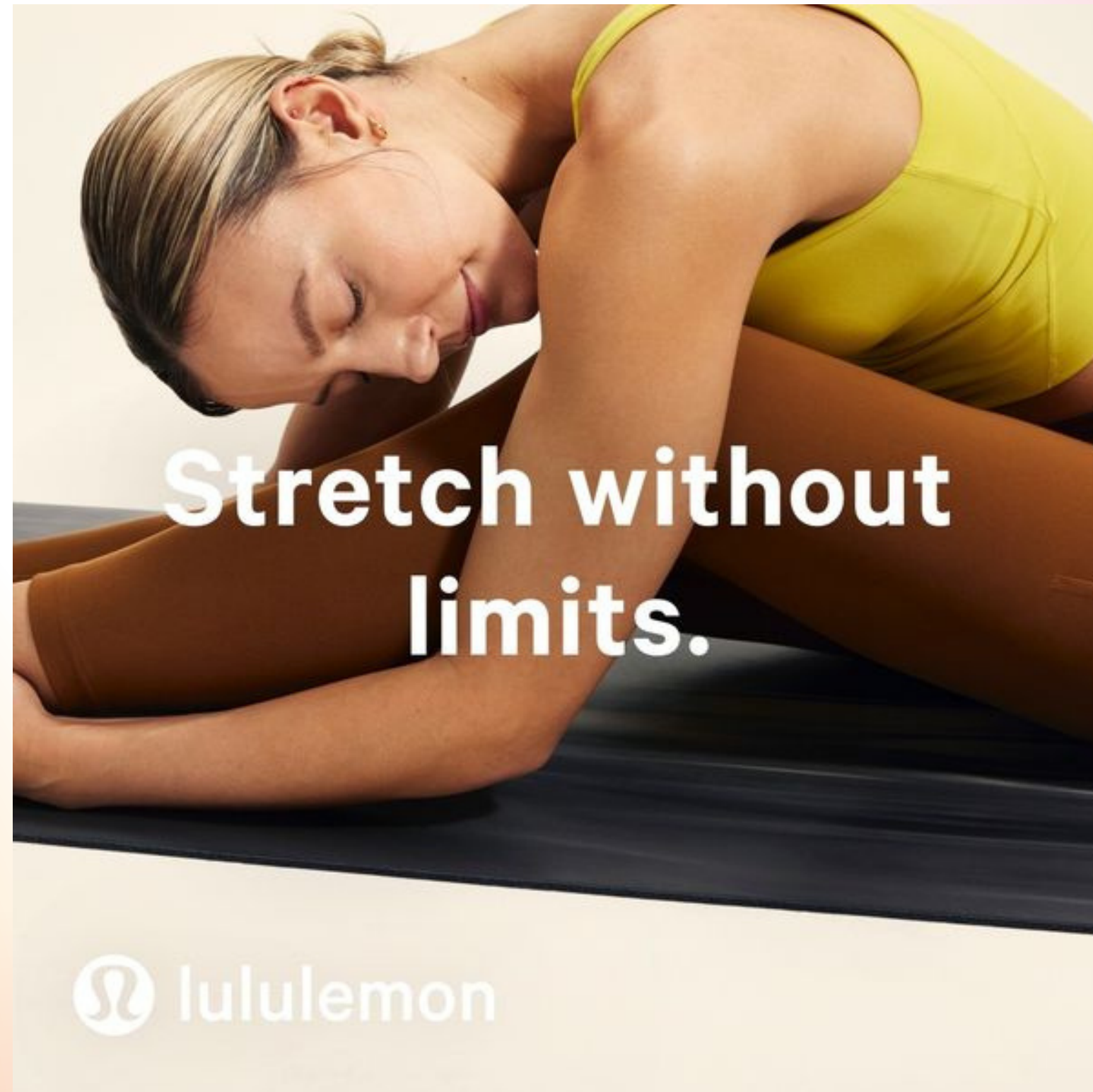


So Soft, We Dare  
You to Take Them Off.

Ponto Performance Pant







 lululemon



## 2. Callout / Listicle





# Meet the Acne Cleanser

Powered by 2.5%  
benzoyl peroxide—  
gentle enough for  
daily use

Milky gel texture  
designed for all  
skin types

Hydrates and  
soothes with  
glycerin and  
allantoin



# MAKE THE MOST OUT OF YOUR MORNING

**40G**  
protein

**27**  
vitamins &  
minerals

**100%**  
plant-based

**400**  
calories



**JUST ADD 2 SCOOPS  
TO WATER AND SHAKE**



# PRESS RESET

with our **48HR JUICE & SOUP DETOX.**



Gut Health



Immunity



Energy



PRESS

## Blue Lavender Iced Latte



+ Boosts Immune System

♡ Soothes Inflammation

☾ Settles Restlessness



## LADIES LOVE A MAN IN A GREAT FITTING TEE



# Regrow more hair with Hims

- ✓ treatments effective for 9/10 men
- ✓ Trusted by over 1 million customers
- ✓ Discreet delivery

**hims**





**NEW!**

# Marshmallow Toner

## **AHA**

Exfoliates  
& brightens skin

## **BHA**

Unclogs pores and  
removes excess sebum

## **Niacinamide**

Improves skin metabolism &  
reduces the appearances  
of fine lines

## **Hyaluronic Acid**

Hydrates and  
plumps skin



Why We Love

## ULTRA RESTORE BODY BUTTER

Immediately 2X  
Skin's Moisture

Instantly  
Hydrates



Hyaluronic  
Acid

Lighter-Than-Air  
Whipped Texture



## WHAT GOES IN PLENNY SHAKE?



More protein  
than **three eggs**



More fibre  
than **two apples**



More iron than  
a cup of **spinach**



Probiotics for  
a **healthy gut**

**ONLY €1.35 PER MEAL**





# Trying to eat healthier this year?



**More protein**  
than 5 eggs



**More potassium**  
than a banana



**More omega-3**  
than two tins of sardines



**More vitamin C**  
than a small orange

**34 meals for  
\$2.50 per meal**







**FREE**  
**AIRTAG**  
CARBON CASE





AN ADULT VERSION OF  
WHAT YOU LOVED AS A KID

**14G**  
PROTEIN

**0G**  
SUGAR

**100% HAPPINESS GUARANTEED  
(OR YOUR MONEY BACK)**

Magic Spoon is not a low calorie food

See terms of use at [magicspoon.com](https://magicspoon.com)



SPECIAL OFFER

Say goodbye to your  
pill routine.

SUPPORTS

Gut Health

Immunity

Healthy Aging

Energy

Recovery

Hair & Nail Growth

Focus

Free 1-Year Supply of Vitamin D3+K2 & 5 Travel Packs\*

Exclusions apply.\*\*



# 3. Social Proof



“Seriously THE BEST protein bar  
I’ve ever had!! Tastes just like  
cookies & cream - delicious”

★★★★★ Rovie H. **yotpo.**

**MISFITS**

V

VEGAN

15G

PROTEIN

3G

SUGAR

GF

GLUTEN  
FREE







"Best shorts ever made.  
I basically live in them."

—Tyler H., Verified Customer





PRESS

"I really enjoyed this 48hr cleanse!  
I'd never done one before but

**I FOUND IT  
AMAZING!**

You get so many different juices  
to keep you fuelled throughout  
the day."

**FRAN**  
48HR DETOX  
CLEANSE CUSTOMER

Excellent



★ Trustpilot





★★★★★  
5000+ 5 STAR  
REVIEWS

**MELANIE M.**

★★★★★

**VERIFIED BUYER**

"So far I'm in love with all Obvi products have done for me. My energy level is so much better and my cravings are under control."

**SHANNON R.**

★★★★★

**VERIFIED BUYER**

"Love the burn it don't make me shakey it gives me just enough energy to get up and go."

**LISA P.**

★★★★★

**VERIFIED BUYER**

"Nails growing , hair looking healthier , losing inches and I'm sure lbs too , not hungry and get full quicker"



**30 DAY MONEY BACK GUARANTEE**



**FREE SHIPPING USA**






“The UK’s Best  
Refillable Deodorant”  
The  INDEPENDENT



 Rated Excellent

 Trustpilot

#1 HIGHEST RATED HAIR LOSS TREATMENTS

**hims**

**A spray a  
day is all  
you need  
to start  
regrowing  
your hair.**



★ Trustpilot



Trustpilot score 4.3 | 1000+

GET  
**40%**  
OFF TODAY





## 'It's my holy grail product': The \$30 Australian BB cream with over 1,000 five-star reviews





“You can now experience an infrared  
sauna at home... via a blanket.”

**InStyle**

“Brings the sauna to  
you at a fraction of  
the cost”

**Daily Mail**

“How to burn up to  
600 calories  
without moving”

**VOGUE**

“You always feel  
great after your  
session”

**THE TIMES**

“Who wouldn't want  
one of these sauna  
blankets?”





**Smells better  
than your 5-in-1.  
Guaranteed.**



**"Smells like magic  
and lasts forever.  
Best value for  
the money!"**

**-Mark R.**

## 4. US vs Them



**brooklinen**

**\$198 Bundles**

**14 Colorways**

**100,000**

**5-Star Reviews**

★★★★★

Other Guys

\$224 Bundles

3 Colorways

395

5-Star Reviews

★★★★★



**lomi**<sup>TM</sup>

**The pest-free solution to  
food waste in your home**



- |   |                                  |   |
|---|----------------------------------|---|
| ✓ | Won't attract pests or rodents   | ✗ |
| ✓ | Free of smells, leaks and messes | ✗ |
| ✓ | Looks great on your countertop   | ✗ |



## Which one is right for you?

### Retinol



Treats signs of aging

Can be found  
over-the-counter

Not FDA-approved to  
treat sun damage

### Future-Proof<sup>Rx</sup>

with Rx Tretinoin



Treats acne & signs of aging

Prescription-only

More powerful

FDA-approved to  
treat sun damage

\*When compared to retinol. Ingredients subject to consultation.

## OLD ME



Single-use plastic  
Not recyclable  
Not effective

## NEW ME



Refillable glass bottle  
Compostable  
Cleans teeth better

**Bite**



**Day 1**

**of Mushroom Coffee**



**VS**

**Day 30**

**of Mushroom Coffee**



**Reduced Anxiety**

**Lasting Energy**

**Clear Mind**

**Alertness**

**Healthy Gut**

**Brighter Skin**

**Laser Focus**

**Happy Mood**

**Better Sleep**

**BIG OLD  
WALLET.**

**RIDGE  
WALLET.**





# US THEM



14g

PROTEIN

2g

4g

NET CARBS

26g

0g

SUGAR

11g



GRAIN FREE



GLUTEN FREE



# CRAFTD

VS

SOLID GOLD



1/10 OF THE PRICE



EXPENSIVE



LIFETIME GUARANTEE



LIKELY TO GET STOLEN



NEVER FADES



CAN TARNISH



# 5. Offer / Discount



# Hair-Free Body In 5 Minutes

**CODE: BACK15**

**15%  
OFF**





VALENTINE'S DAY GIFT

Get a *free* Satin Eye  
Mask with your custom  
haircare routine





**Grow new hair or  
your money back**





alo

SINGLES DAY SALE

30% OFF  
SITEWIDE

HURRY - ENDS 11/11





 Sweaty Betty



**20% OFF OUR  
BESTSELLING  
POWER  
LEGGINGS**

WITH CODE POWER20

SHOP NOW





\$20 Off Your  
Starter Kit +  
Free Shipping





*Perfect Skin Kit*

**SAVE 20%**







TRUE CLASSIC

GET UP TO

50% OFF

LIMITED TIME OFFER





# obvi.

BLACK FRIDAY SALE

# 30% OFF

& UP TO 4 FREE GIFTS



**FREE!**

Moisturizing Face Mask  
Spend \$75



**FREE!**

Bamboo Hair Brush  
Spend \$100



**FREE!**

Blue Obvi Water Bottle  
Spend \$125



**FREE!**

Blue Obvi Frother  
Spend \$150



Use [afterpay](#) for 4 interest free payments



**THE ONLY PANT FOR BARTENDERS**



**STOP  
PAYING  
\$100 FOR  
PANTS!**

**FABLETICS**

**\$19 PANTS**

**NEW VIP OFFER**



# Book in a free strategy call

Don't worry.

This is not a sleazy sales call disguised as a strategy call.

I'm not a money twitter bro - I'm a **performance marketing consultant**.

I have spent 4+ years doing just 1 thing: helping brands **scale** with **paid ads**.

There are only a few slots available...

so if you can't book one - email me at **[tom@scalestrategy.co](mailto:tom@scalestrategy.co)**

**BOOK NOW**