Max Quality Leads

FREE CHEAT SHEET 01 / 07

HOME IMPROVEMENT FACEBOOK AD BLUEPRINT

Seven fill-in-the-blank ad templates for home improvement businesses, plus the simple method behind them so you can write your own.

INSIDE

- 7 ad copy templates with fill-in brackets
- The six-move ad writing method
- Headline formulas and button choices
- A 12-point pre-launch checklist

Most home improvement ads fail for one of three reasons: they speak to everyone, they offer nothing specific, or they make the reader work too hard. This sheet gives you seven fill-in templates and the method behind them, so you can write ads that bring in homeowners who are ready to talk.

01 HOW TO USE THESE TEMPLATES

1. Pick **one service, one area and one offer** per ad. 'Kitchens, bathrooms and loft conversions across the North West' is three ads, not one.
2. Replace everything in **[green brackets]** with your own details. Delete options that don't apply to you.
3. Only state what is true and provable: your real years trading, real guarantee, real accreditations. Homeowners check.
4. Pair each template with the creative suggested underneath it, then run two or three versions side by side and let the results pick the winner.

02 SEVEN FILL-IN AD TEMPLATES

TEMPLATE 1 · THE LOCAL CALL-OUT

[Town/area] homeowners: is your **[kitchen / bathroom / driveway / roof]** overdue an upgrade?

We're **[Business Name]**, a **[family-run / fully insured / accredited]** **[trade]** team working across **[Town]** and **[radius]** miles around it.

This month we're offering a free **[home survey / design visit / measure and quote]**, with no obligation and no hard sell.

What you get:

- A clear, written quote within **[timeframe]**
- A **[length]** workmanship guarantee
- One named contact from first visit to final clean-up

Tap **[Get Quote]** and choose a time that suits you.

Creative: a bright photo of a finished local job, or you standing outside it. Works well as your 'always on' ad.

TEMPLATE 2 · PROBLEM FIRST

[Draughty rooms? / Water pooling on the patio? / Cupboard doors that won't shut?]

That's usually a sign your **[windows / drainage / kitchen units]** are past their best, and it rarely fixes itself.

At **[Business Name]** we **[replace / repair / redesign]** **[product]** for homeowners in **[area]**, and we'll tell you honestly whether you need a full replacement or a simpler fix.

Book a free **[inspection / survey]** this **[week / month]** and get:

- A straight answer on what's wrong
- **[Good / better / best]** options with prices in writing
- **[Bonus, e.g. a free condensation check / gutter clear]**

Spaces are limited to **[number]** visits a week. Tap **[Book Now]** to grab one.

Creative: a close-up of the problem (rotten frame, cracked slab) next to the fixed result.

TEMPLATE 3 · HONEST LIMITED SLOTS

We have **[number]** installation slots left for **[month]** in **[area]**.

Our **[team / fitters]** are booked up until then, so if you'd like your new **[product]** in before **[Christmas / summer / the clocks change]**, now is the time to get your survey done.

Here's how it works:

1. Tap **[Get Quote]** and answer **[3]** quick questions
2. We call you within **[timeframe]** to arrange a visit
3. You get a fixed price, with no pressure to decide on the day

Once these slots are gone, the next availability is **[month]**.

Only use this when the slots are genuinely limited. Fake scarcity gets spotted and kills trust.

TEMPLATE 4 · THE JOB STORY

This **[room / garden / driveway]** in **[Town]** went from **[short 'before' description]** to **[short 'after' description]** in **[number]** days.

[Customer first name, with permission] wanted **[their goal, e.g. more space for the kids / a lower-maintenance garden]**. We **[what you did, in one or two plain sentences]**.

Planning something similar? We're booking free **[design visits / quotes]** in **[area]** for **[month]**.

Tap **[Learn More]** to see the full project and request yours.

Creative: a before/after carousel. Lead with the 'after' image, then the 'before'. Use real jobs only.

TEMPLATE 5 · MEET THE OWNER (VIDEO CAPTION)

Hi, I'm **[Name]**, and I run **[Business Name]**.

I've been **[fitting kitchens / laying driveways / roofing]** in **[area]** since **[year]**. When you get in touch, you'll deal with **[me / my team of number]**, not a call centre.

Three things we always do:

- **[Turn up when we say we will]**
- **[Protect your home with dust sheets and a full tidy each day]**
- **[Give you a fixed price before any work starts]**

If you're thinking about a **[project]** this year, tap **[Get Quote]** and I'll call you personally.

Creative: a 30-60 second phone video filmed on site or by the van. Natural light, no music needed, subtitles on.

TEMPLATE 6 · SEASONAL DEADLINE

Get your **[garden / roof / heating / windows]** sorted before **[winter / summer / the school holidays]**.

Book your free **[survey]** by **[date]** and we'll include **[bonus, e.g. free LED lighting / a free gutter clean / an upgraded handle set]** worth £**[value]** with any **[service]** booked this **[season]**.

Serving **[Town]**, **[Town]** and **[Town]**. **[Accreditation, e.g. TrustMark / FENSA / Gas Safe]** registered.

Tap **[Get Quote]** before **[date]**.

Bonus beats discount: a physical extra feels valuable and protects your margins.

TEMPLATE 7 · PRICE GUIDE (QUALIFIES HARD)

How much does a **[new kitchen / composite fence / resin driveway]** cost in **[area]**?

Most of our **[service]** projects come in between £**[low]** and £**[high]**, depending on **[size, materials, access]**.

We publish our ranges because we'd rather you knew upfront. If that fits your budget, tap **[Get Quote]** for a free, fixed price for your home.

Fewer leads, better leads. Great when you're getting enquiries that aren't ready to spend.

03 HOW TO WRITE YOUR OWN AD IN SIX MOVES

Every template above follows the same order. Use it as a checklist when you write from scratch.

Move	What it does	Example line
1. Call out	Names who it's for and where they are	**[Town]** homeowners planning a new bathroom…
2. Pain or desire	Shows you understand their situation	Tired of a cramped, dated bathroom?
3. Offer	One clear thing they get for acting	Free design visit and 3D plan this month

Move	What it does	Example line
4. Proof	Gives them a reason to believe you	[Number] five-star Google reviews / [accreditation]
5. Reasons	Three short benefits, scannable	Fixed price / tidy team / [length] guarantee
6. Action	Tells them exactly what to do next	Tap Get Quote and pick a time

RULES THAT MAKE THE SIX MOVES WORK

Write like you talk

Read the ad out loud. If it sounds like a brochure, rewrite it. Short sentences, plain words, 'you' more than 'we'.

First line does the heavy lifting

Only the first one or two lines show before 'See more'. Put the area and the hook there.

Be specific

'Kitchens from £[x] fitted in [x] days' beats 'quality kitchens at great prices' every time.

One call to action

Don't ask them to call, message, visit your site and follow your page. Pick one.

04 HEADLINE AND BUTTON BANK

Headline formulas (the bold line under the image)

- Free [Survey] for [Town] Homeowners
- [Service] from £[price], Fitted in [X] Days
- Only [Number] [Month] Slots Left in [Area]
- See What We Did in [Town]
- Get a Fixed Price, No Pushy Sales

Which button to use

- **Get Quote**: best default for lead forms
- **Book Now**: when you link straight to a calendar
- **Learn More**: softer, for job stories and video
- **Send WhatsApp Message**: when you can reply fast, all day
- Test the button only after the copy and creative are working

05 PRE-LAUNCH CHECKLIST

- [ ] One service, one area, one offer
- [ ] Area named in the first line
- [ ] Every [bracket] replaced, no leftovers
- [ ] Claims are true and you can prove them
- [ ] Real photos or video, no stock images
- [ ] Subtitles on any video
- [ ] Lead form asks 2-4 qualifying questions
- [ ] Postcode question filters out-of-area leads
- [ ] Instant reply set up for every new lead
- [ ] Someone is ready to call within minutes
- [ ] Two or three ad versions to compare
- [ ] Budget set for at least 7-10 days before judging

AVOID

Editing ads every day, boosting random posts instead of running proper lead campaigns, and judging an ad on clicks rather than booked appointments.

Max Quality Leads

WE SPEAK LESS. WE WORK MORE.

WANT EXCLUSIVE LEADS?

We write, run and optimise Meta and Google ads for home improvement businesses, then follow up every lead so you only speak to homeowners worth your time.

EXCLUSIVE

Your leads are yours. Never shared, never resold.

QUALIFIED

Screened before you pick up the phone.

CUSTOM OFFER

Built around your trade, area and margins.

Book a free strategy call

cal.com/utsav-daga/30-minute-strategy-call

Message us on WhatsApp

wa.me/919510371305

HOW WE WORK

- **Free consultation** to map your offer, area and targets.
- **Pay per lead: £3–£4** plus ad spend.
- **Meta ads setup: £400/month.**
- Meta ads, Google ads, GoHighLevel follow-up, WhatsApp/SMS/email and Google Business Profile management.