25 ad hook formulas for February

The first line of a Meta ad, or the first headline of a Google ad, decides whether anyone reads the rest. Here are 25 that work for Australian service businesses, each with a filled example.

> **How to use this.** Read the list, mark the five that sound like something you'd actually say to a customer, then go to page 3 and write your February hooks. Swap the trade, suburb and number for yours. Every claim must be true (see the law note on page 3).

#	Formula	Filled example
Problem-first		
1	[Problem]? [What happens if you leave it].	Dripping tap? That's about 20,000 litres a year on your water bill. Mandurah plumber, same-week fix.
2	Still [doing the annoying thing]?	Still doing your BAS the night before it's due? We lodge it for you. Fixed fee, Joondalup accountants.
3	[Symptom] usually means [cause]. Here's the fix.	Power tripping when the kettle goes on usually means an overloaded circuit. Licensed electrician, Geelong, $0 call-out with repair.
4	If [situation], read this before [action].	If your back goes every time you lift the kids, read this before you book another massage. Physio, Ipswich.
Proof		
5	[Number] [customers/jobs] in [area] since [year].	1,200 ovens cleaned across the Sunshine Coast since 2019. Yours next?
6	Rated [X] stars from [N] Google reviews.	Rated 4.9 stars from 212 Google reviews. Fremantle's most reviewed dentist (check for yourself, link below).
7	"[Short real customer quote]" [first name, suburb]	"Turned up on time, left the yard cleaner than they found it." Sarah, Rockingham. Landscaping quotes this week.
8	What [N] [customer type] told us about [topic].	What 40 Hobart first-home buyers told us about their bank's pre-approval. Mortgage broker, no fee to you.
Specific offer		
9	[Service] from $[real price]. [What's included].	Split system install from $1,650 including the unit, licensed and warrantied. Townsville.
10	[Outcome] in [timeframe] or [guarantee].	Bond clean done in one day or we come back free. Canberra end-of-lease cleaners.
11	Book by [date], get [bonus].	Book your 2026 tax return by 28 February and the first BAS of 2027 is on us.
12	[N] spots left for [period].	Six garden makeover slots left for March. Northern Beaches only.

#	Formula	Filled example
Local		
13	[Suburb]'s [service], [proof of local].	Subiaco's physio, 200 metres from the train station, open until 7pm.
14	We've been [doing X] in [area] since [year].	We've been fixing hot water systems in the Hills since 2008. Kalamunda to Mundaring, same day.
15	Looking for a [service] near [landmark]?	Looking for a cafe near Bondi Junction station that does a proper breakfast before 7am? We open at 6.
16	[Area] [customer type]: [specific thing you do for them].	Darwin NDIS participants: we do in-home support with the same worker every visit, not a roster of strangers.
Question		
17	When did you last [check/do X]?	When did you last have your smoke alarms tested? Landlords in most states must, on a set schedule. Electrician, Bunbury.
18	How much is [problem] costing you a [period]?	How much is chasing invoices costing you a month? We set up Xero so it chases for you.
19	Paying [competitor type] prices for [basic service]?	Paying city prices for a house clean in Ballarat? Local team, $45 an hour, police checked.
Objection-killer		
20	No [thing they hate]. Just [what they get].	No lock-in contract. Just a landscaper who turns up every fortnight. Gold Coast.
21	Yes, we [thing they assume you don't].	Yes, we bulk bill children's check-ups under the Child Dental Benefits Schedule. Ask us if your kids are eligible.
22	Worried about [fear]? Here's what we do about it.	Worried about surprise costs? Our electricians quote before they start, and the quote is the bill.
Seasonal: February and March 2027		
23	[Season event] is coming. [Prep service] now, not in [month].	Autumn leaves are coming. Get the gutters cleared in March, not after the first storm. Adelaide Hills.
24	Back to [school/work]: [service that fits].	Back to school: kids' sports physio appointments after 3.30pm, five days a week. Parramatta.
25	[Deadline]: [what you do before it].	31 March is the FBT year end. Book your fringe benefits review before then, not after. Perth accountants.

WHICH ONES TO PICK

Proof and Specific offer hooks (5 to 12) usually win for Google, where the person is already searching. Problem-first and Question hooks (1 to 4, 17 to 19) usually win on Meta, where you have to interrupt a scroll. Run one of each and let the numbers decide.

Write your February ads now

Pick three formulas. Write three hooks for each. Nine hooks is enough for one Meta campaign (three ad sets) or one Google ad group (three headlines per hook is plenty to start).

FORMULA # ____ : THREE HOOKS

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Length limits (count before you upload)

Placement	Limit	What it means for your hook
Meta primary text (Facebook and Instagram feed)	First 125 characters shown	Longer text is cut off behind "See more". Your hook, including the suburb, must land inside 125 characters.
Meta headline	About 40 characters	Shown under the image. Put the offer or price here, not the hook again.
Google responsive search ad headline	30 characters each, up to 15	Google mixes and matches them, so each headline must make sense alone. "Perth Plumber, Same Day" is 23.
Google responsive search ad description	90 characters each, up to 4	Room for one proof point and one call to action: "4.9 stars from 212 reviews. Call before 2pm for a same-day visit." (65)

Australian Consumer Law, in plain terms. Every claim in an ad must be true and you must be able to back it up if the ACCC or a competitor asks. No "best", "number one" or "cheapest" unless you can prove it with something more than your own opinion. "From $X" must be a real price a normal customer can actually pay for the service as described, not a bait figure with the real job costing double. Reviews quoted must be real and unedited. Guarantees must be ones you honour. If in doubt, say what you do and let the review count speak.

Want us to write and run them?

A Google or Meta experiment campaign is $1,000 + GST a month, usually three months. Start in February and the $550 ads audit is free.

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