AI with Harry

FREE GUIDE

Rewrite Your Ads From What's Already Winning



Version 1.0 · Written November 2026
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Rewrite Your Ads From What's Already Winning

Five copy-paste prompts that turn your competitors' winning ad patterns into new ads in your own voice, without copying a word.

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Before you start

These prompts work best after you've found your competitors' longest-running ads (see the free **ADS** guide: search the Meta Ad Library, note the "Started running on" date, and have Claude rank them). You need:

- A short list of **patterns** from those ads, for example "question hook about a painful symptom", "price shown up front", "free 15-minute call".
- Two or three things **you've written** (a post, an email, your About page) so Claude can match your voice.
- The **facts you can prove**: number of reviews, years in business, qualifications. Nothing else goes in the ads.

> **Things change fast.** Claude's interface changes often. If something looks different, look for "new chat", "upload" or "Projects". The prompts themselves work in any recent version of Claude.

The golden rule

Borrow the **pattern**, never the **words**. "Start with a question about a symptom" is a pattern anyone can use. A competitor's actual question, slogan, image or customer quote is theirs. Don't paste a competitor's ad into Claude and say "rewrite this". You'll get something too close to theirs.

Prompt 1 — Set your voice and limits

Paste this once at the start of a chat (or save it in a Claude Project).

```
Context for this chat:
- My business: [WHAT YOU DO, WHERE]
- My customer: [WHO, THEIR MAIN PROBLEM, WHAT WORRIES THEM]
- My offer: [OFFER + PRICE]
- Proof I can back up: [ONLY TRUE FACTS]
- Words and claims I won't use: [E.G. "best", "guaranteed", "transform"]

Samples of my writing:
[PASTE 2–3 SAMPLES]

Describe my voice in 5 bullet points. Don't write any ads yet.
```

Good output: five bullets that sound like a fair description of you.

Prompt 2 — Write ads from patterns

```
Here are the winning patterns from my competitor research:
[PASTE PATTERNS, E.G. "1. Fear-reducer hook  2. Price shown up front  3. Free consult CTA"]

Write [5] Facebook/Instagram ads for my business, each built on ONE of these patterns.
Rules: my voice; only the proof I gave you; no guarantees; nothing that echoes a specific competitor's wording.

For each ad: pattern used, primary text (under 125 words), headline (under 40 characters), CTA button, and a one-sentence image or video idea I can make with a phone.
```

Good output: five labeled ads that sound like you, with simple creative ideas.

Prompt 3 — Six different hooks for one ad

The hook (first line or first 3 seconds) usually matters most, so test hooks first.

```
Keep the offer, body text and CTA of ad #[NUMBER] exactly the same.
Write 6 new opening lines, each using a DIFFERENT approach: question, short story, price-first, fear reducer, call-out ("If you're a..."), surprising fact.
Label each. Under 15 words each. No exaggeration.
```

Good output: six genuinely different openings, not six versions of the same sentence.

Then test small

Pick 2–4 ads that differ in **one thing only** (usually the hook). Run them on a budget you're comfortable losing while you learn, for 5–7 days, without editing. Keep the one with the lowest cost per result and test the next variable. No ad is guaranteed to work; testing is how you find out cheaply.

Never paste passwords or ad account logins into Claude, and check Meta's Advertising Standards or Google Ads policies for your category before you publish.

Want the full kit?

Competitor Ad Intelligence System ($15) has the complete workflow:

- A step-by-step guide to finding long-running ads in the Meta Ad Library and Google Ads Transparency Center
- An **ad swipe tracker** CSV with a days-running formula
- 18 prompts, including the pattern report, gap finder, Google search ad writer, results reader and monthly refresh
- A worked example for a dental practice, from research to test
- A **small-budget ad test plan** with decision rules and a results log

Everything in one place: the All-Access Pass ($39, lifetime updates).

Every kit comes with the **10-hour guarantee**: set it up as the guide says and save 10 hours a week, or get your money back. Stuck on setup? You get a free 1-on-1 call.

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