ForgeKits

FREE DOWNLOAD · BFCM 2026

10 Black Friday ad prompts *that sound like you.*

For creators and small online sellers. Five hook types, one Meta and one TikTok version of each, plus ten hooks you can film today.

BEFORE YOU START

How to use this in 10 minutes

01

Open ChatGPT, Claude or Gemini in a new chat.

02

Paste a prompt. Swap the highlighted variables for your product and buyer.

03

Ask for three versions. Keep the best one, edit it in your own words, ship it.

THE DATES THAT MATTER

BFCM 2026 calendar

Mon Nov 9 – Fri Nov 20	Write and test ads. New ads need a few days to settle before prices climb.
Thu Nov 26	US Thanksgiving. Ads should already be live.
Fri Nov 27	Black Friday
Sat Nov 28	Small Business Saturday (US)
Mon Nov 30	Cyber Monday. Most sales end at midnight.
Tue Dec 1 – Sun Dec 20	Gift season. Shift to gift guides and last-order dates.

Variables: `{product}` what you sell · `{audience}` who buys it, in plain words · `[DATE]` your real sale end date · `[RESULT]` a placeholder you only fill with a real customer result.

PROMPTS 01 – 05

Curiosity, pain and proof

01 CURIOSITY · META FEED

Write Meta ad primary text for `{product}` that opens with one question `{audience}` can't scroll past in Black Friday week. Keep the first two lines under 125 characters. Soft call to action. No hype words.

02 CURIOSITY · TIKTOK · 15S

Write a 15-second TikTok script that opens with "Wait, before you scroll past this." Tease one habit of sellers who finished their Black Friday ads early, then introduce `{product}`. Add on-screen text cues.

03 PAIN · META FEED

Write a Meta ad that names the exact frustration of writing ads from a blank page the week of Black Friday (Nov 27, 2026). Short sentences. Position `{product}` as the fix for `{audience}`.

04 PAIN · TIKTOK · 20S

Write a 20-second TikTok script that opens with "Blank CapCut timeline the night before launch?" Show the problem in two lines, then `{product}`. End with one clear next step.

05 PROOF · META FEED

Write a testimonial-style Meta ad from the point of view of a realistic `{audience}` customer using `{product}`. Use [RESULT] placeholders. Do not invent numbers.

PROMPTS 06 – 10

Proof, urgency and before / after

06

PROOF · UGC SCRIPT

Write a 30-second UGC script: "I didn't think a prompt pack would help until…" A creator reviews `{product}` honestly, including one thing they didn't expect.

07

URGENCY · META FEED

Write a Meta ad for Black Friday pricing on `{product}` that ends on `[DATE]`. Real deadline only. State the price, the end date and what's included. No fake countdowns.

08

URGENCY · TIKTOK · 15S

Write a 15-second TikTok that opens with "If you're watching this after `[DATE]`, the Black Friday price is gone." Then explain `{product}` in one sentence and show it.

09

BEFORE / AFTER · META FEED

Write a Meta ad with a clear before and after for `{audience}`: before `{product}`, Black Friday prep looks like ___; after, it looks like ___. Specific, believable details only.

10

BEFORE / AFTER · TIKTOK · SPLIT SCREEN

Write a 20-second split-screen TikTok script: left side, chaotic last-minute ad writing; right side, the same creator calmly shipping five ads with `{product}`. Include a caption and three hashtags.

BONUS

10 hooks you can film today

Say it in the first two seconds. Put it on screen as text too. Vertical video, Reels or TikTok.

01 Most people write their Black Friday ads on Nov 26.

02 Stop writing ads from scratch every November.

03 Your CPMs aren't the problem. Your creative is.

04 Blank CapCut timeline the night before Black Friday?

05 The sellers who aren't scrambling already batched.

06 Bad ad copy doesn't cost a post. It costs your November.

07 Before: 11 tabs open. After: five ads before lunch.

08 Last Black Friday was panic. This one has a plan.

09 Black Friday pricing ends when Cyber Monday does.

10 Digital products need more than one product shot.

WHAT'S NEXT

Want the other 70 prompts?

These ten come from the **BFCM Ad Prompt Vault**. The full kit has 80 prompts across every hook type, 20 filled-in examples so you can see what good looks like, and 40 one-line hooks.

BFCM Ad Prompt Vault · $29

- 80 prompts for Meta and TikTok, sorted by hook
- 20 filled examples
- 40 one-line hooks for Reels and TikTok
- A 21-page PDF, a test tracker and a CSV of every prompt
- Commercial use for your own and client ads

See the Vault

Need posts as well as ads? The **Holiday Money Stack** bundles the Vault with a Nov 10 – Dec 20 content calendar, 80 Christmas SVG designs and a 10-email BFCM sequence for $79.

Free to use: use these prompts and hooks in your own ads and client work. Please don't repost or sell this PDF.
Questions? Send a DM to @forgekits.studio on Instagram.

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