

FREE PDF • BFCM 2026 EDITION

25 free Black Friday ad prompts

Five prompts for each of the five hooks that sell digital products in November: curiosity, pain, proof, urgency and before/after. Meta and TikTok versions.

ChatGPT • Claude • Gemini

Meta + TikTok

Free for client work

How to use these prompts

1. Pick one hook type below. Don't test all five at once; start with the one that fits your product.
2. Paste the prompt into ChatGPT, Claude or Gemini. Replace {product}, {audience}, {niche}, {problem}, {price} and {offer} with your own words first.
3. Ask for 3 versions, keep the best line, and cut every sentence that sounds like an ad.
4. Run 2-3 creatives per hook. After 3 days, keep the one with the best cost per click and write 3 more in the same style.
5. Keep [TESTIMONIAL], [RESULT] and [DATE] in brackets until you have a real one. Never invent reviews or numbers.

BFCM 2026 dates (US)

Now → Nov 10	Batch creatives, test hooks while CPMs are low
Nov 10-20	Warm-up: list building, teasers, early-bird
Thu Nov 26	Thanksgiving
Fri Nov 27	Black Friday
Mon Nov 30	Cyber Monday
Dec 1-20	Gift and Christmas stretch (digital gifts need no shipping)

Curiosity hooks

01

META

Write a Meta primary text for {product} that opens with a question {audience} can't ignore the week before Black Friday (Nov 27, 2026). Curious, not hype. Soft CTA. Under 125 characters above the fold.

02

TIKTOK

Craft a TikTok 15s script that teases "what sellers who hit their Nov numbers batched before Nov 10." Product: {product}. Hook in first 2 seconds. On-screen text cues.

03

META / HEADLINES

Generate 3 curiosity-gap headlines for an IG ad selling {product} to {audience}. Each under 12 words. No % off. Frame around "before Nov 27 CPMs climb."

04

TIKTOK

Write a TikTok VO that starts "Wait—before you scroll past..." then drops one surprising fact about digital-product CPMs in late November. Pivot to {product}.

05

ANY PLATFORM

Write 5 pattern-interrupt first lines for ads selling {product} — each must stop a thumb in a BFCM feed. No "game-changer."

Pain hooks

06

META

Meta ad that names the exact frustration {audience} feels rewriting hooks on Nov 26. Position {product} as the fix. Empathetic, short sentences.

07

TIKTOK

TikTok open: "Tired of a blank CapCut timeline the night before Black Friday?" Lead into {product}. 15–20s.

08

HEADLINES

5 pain headlines for {product}, each under 40 characters. Overwhelm, blank-page, "I'll do it Thanksgiving night."

09

META

Meta primary: "If you're still writing ads from scratch every Black Friday..." Sell {product}. Under 125 chars fold.

10

CAROUSEL

Carousel: Card 1 pain → 2–3 consequences of launching weak creative into peak CPMs → 4–5 {product} + CTA.

Social proof hooks

11

META

Testimonial-style Meta ad for {product}. Use persona placeholders [NAME], [NICHE], [RESULT]. Instruct model: do not invent fake ROAS — keep brackets for the buyer to fill.

12

TIKTOK / UGC

TikTok UGC script: creator shows {product} on screen, narrates how it saved the week of Nov 17–23. No fabricated screenshots.

13

ANY PLATFORM

3 variants opening "Sellers in {niche} are batching this before Nov 20..." for {product}. Soft sell.

14

ANY PLATFORM

Mini case structure: Situation (pre-BFCM scramble) → Action ({product}) → Result ([RESULT]). Ethical placeholders only.

15

ANY PLATFORM

Wrap [TESTIMONIAL] placeholder quote around a CTA for {product}. Label it as insert-your-real-quote.

Urgency hooks

16

META

Ethical urgency Meta ad for {product}: BFCM pricing ends when Black Friday week ends (anchor date Nov 27, 2026 / Cyber Monday Nov 30). No fake "3 left."

17

TIKTOK

TikTok 15s countdown-style for {product}. On-screen timer cues toward Nov 27. CTA: grab before price resets.

18

HEADLINES

5 urgency headlines referencing real 2026 moments: week before Thanksgiving, Nov 26 night, Black Friday morning, Cyber Monday, post-Cyber reset.

19

ANY PLATFORM

Flash-sale template for {product} with {offer} and {end_time} placeholders. Compliance: real end only.

20

ANY PLATFORM

Tie {product} to rising late-November CPMs. Act-now CTA. One specific date max.

Before / after hooks

21

META

Meta Before → After for a creator who adopts {product} by Nov 10 vs scrambling Nov 26. Sensory, specific.

22

TIKTOK

TikTok split-screen 20s: left = chaotic ad writing Nov 26; right = calm with {product} on Nov 12.

23

ANY PLATFORM

Transformation story: Monday Nov 17 blank page → Friday Nov 21 five live variants with {product}.

24

CAROUSEL

Carousel: cards 1–2 Before, 3–4 After, 5 CTA for {product}.

25

ANY PLATFORM

Lifestyle before/after: stressed Nov 26 creator → prepared Nov 20 launcher. Product: {product}.

WANT THE OTHER 55?

The BFCM Ad Prompt Vault

80 prompts (16 per hook type), 20 filled-in examples, 40 hooks you can film today, a tracking sheet (CSV) and a commercial-use licence. \$29.

Or get it in the Holiday Money Stack (\$79): the Vault + Holiday Content OS (30-day calendar, captions, 30 graphics) + 80 Christmas SVGs + BFCM email templates.

Code BFCM20 takes 20% off every kit until Dec 1.

getforgekits.com/kits/bfcm-ad-prompt-v