

Offer Detox Checklist


21 Red Flags That Can Get Your Ad Rejected”

Purpose:

This checklist gives your users a simple, fast reference to scan their offer copy *before* running it through the GPT. It's a powerful diagnostic tool they can use independently and a valuable bonus to stack with the GPT.

The 21 Red Flags to Eliminate From Your Offer Copy:

1. Personal Attributes (e.g., “If you’re overweight...”)

 Never refer to the user’s appearance, health, identity, age, or income

2. Before/After Scenarios

✗ “Look how much I changed in 30 days!”
= Rejection bait

3. Guaranteed Results

✗ “Double your income guaranteed” is an auto-flag

4. Time-Stamped Promises

✗ “Lose 10 lbs in 2 weeks” — way too risky

5. Fear-Based Language

✗ “If you don’t do this, your business will fail!”

6. Shaming Language

✗ “You’re doing it all wrong!” can be interpreted as offensive

7. Overuse of “You” in Sensitive Contexts

✗ “You’re tired, broke, and overweight” =
⊘

8. Claims of Medical Results

✗ “Cures, heals, reverses” — even if you *believe* it

9. Financial Promises

✗ “Make \$10k/month with no experience”
— Meta hates this

10. Unrealistic Transformations

✗ “Go from zero to hero in 7 days” = nope

11. Highlighting a “Problem Persona”

✗ “Are you a broke single mom?” =
Disapproval risk

12. Guilt or Shame Hooks

✗ “If you really cared about your future,
you’d take action”

13. Health Conditions in Ad Text

✗ “If you have diabetes, this is for you” =
⊘ Personal attributes

14. Claims of Emotional Change

✗ “This product will make you feel confident” (tread lightly)

15. Fake Urgency / Scarcity

✗ “Only 2 left!” or “Midnight deadline!”
(unless it’s true)

16. Fake Testimonials or Stats

✗ “97% of clients succeeded” — unless backed by verifiable proof

17. Language That Pressures or Threatens

✗ “You’ll regret not clicking this”

18. Claims of “Passive Income”

✗ Major flag in finance/biz-op niches

19. Clickbait-Style Headlines

✗ “What happened next will shock you!” =
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20. Sexual or Body Image Language

✗ Even subtle references to appearance can be flagged

21. Anything That Sounds Like MLM / Pyramid Model

✗ “Bring 2 friends and earn commissions forever!”