

Research – Identify Target Audience

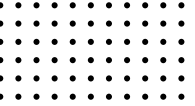
Who is my target audience?

Prompt:

Give me 10 target audience ideas for my ads selling [your product, service or offer]

Prompt:

Give me a list of 20 keywords related to interests in [specific category]



Research – Target Audience

1

Prompt:

Give me 5 problems [product/service] can solve for my target audience [specify target audience]?

2

Prompt:

Give me 5 desires that [product/service] can fulfill or support for my audience [specify your target audience]

3

Prompt:

Give me 5 fears and challenges of my audience [specify target audience] that I can appeal to in [product/service] ad

Research – Target Audience

4

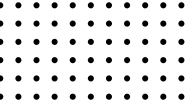
Prompt:

Give me 5 core beliefs and values of my target audience [specify target audience] that align with [product/service]

5

Prompt:

Give me 5 doubts, myths or misconceptions my target audience might have about [product/service] and how they can be addressed



Research – Product/Service Offer

1

Prompt:

Give me 10 selling angles for [product/service]

2

Prompt:

Give me 10 points I can use to make [product/service] stand out from competitors

3

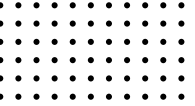
Prompt:

Give me 10 emotionally—driven reasons for my target audience to buy [product/service]

4

Prompt:

Give me 10 logically—driven reasons for my target audience to buying [product/service]



Research – Product/Service Keywords

Prompt:

Give me a list of 20 evocative, sensory and impactful words associated with [product/service]

Facebook/Google Ads

1

Prompt:

Write 5 headlines under 10 words for Google/Facebook ad selling [product/service] using the words you generated earlier and focusing on target audience's [choose a specific problem/desire/belief/doubt]. Add emoji.

E.g., Write 5 headlines under 10 words for Facebook ad selling my product using the words you generated earlier and focusing on older adult's desire to maintain an active lifestyle

OR

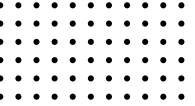
1

Prompt:

Write 5 headlines under 10 words for Google/Facebook ad selling [product/service] using the words you generated earlier and focusing on product's [choose specific product offer]

E.g., Write 5 headlines under 10 words for Facebook ad selling my product using the words you generated earlier and focusing on how product supports aging muscles and maintains bone health

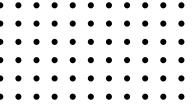
Facebook/Google Ads



2

Prompt:

Now write 5 captions for the following headline using various proven ad copywriting formulas



Video Ads

Prompt:

Make a 100-word script for “selfie-style” video ad from the following headline/caption. It must start with an attention-grabbing hook (without intro) and finish with a call to action [specific action e.g., “try it now”, “DM for a free booklet”]. It should be written in conversational tone and in first person as a [“business owner”, “specialist”].

Start with a longer script so you can choose the best sentences