

THE ART OF CREATING ADS



THAT SCALE

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Foreword

This book is designed to be a step-by-step process for creating ads that scale. You'll want to use it as an instruction guide for building scalable ads.

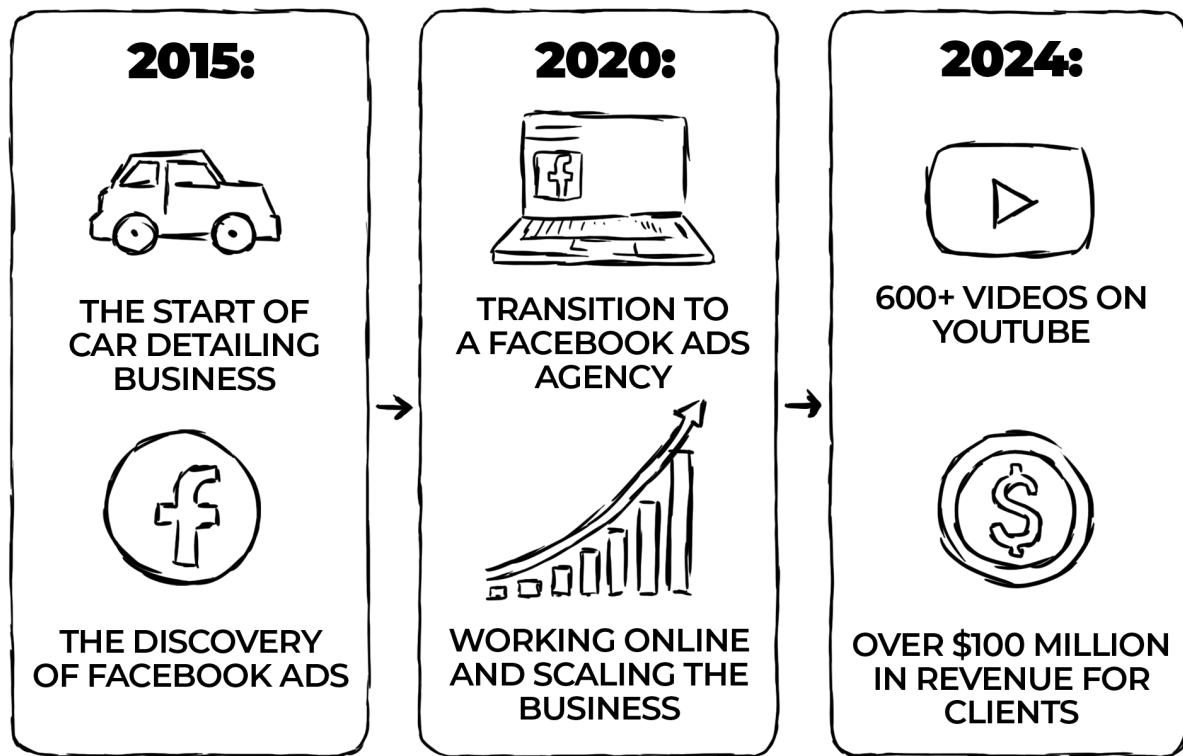
It all started in October 2015 when I decided to launch my first business in college. I kickstarted with a car detailing business, but I needed a way to get the word out to people. This is where Facebook Ads caught my attention for the first time: my ex-boss from a landscaping job told me how he used it to get customers.

As I navigated through the paid advertising system for online businesses, I became obsessed with the concept, and Facebook ads became my forte.

Initially, I was boosting posts for \$5-10 a day, and the posts I would create were pictures of cars we detailed. This quickly got some traction, and I managed a consistent flow of customers into the business. As the business kept growing I invested more into Facebook ads.

In 2020, when COVID shut down the world, I went all in on my skills and built a Facebook ads agency. This was a big transition for me from a physical, service-based business to a fully remote one. I could work from wherever and whenever I wanted. Most importantly, I could do what I loved, full-time.

Almost a decade later, I've generated over **\$100,000,000** in revenue for my clients at **Theriot Solutions**. Over the last four years, I've shared over **600+** videos documenting my journey with Facebook ads on my YouTube channel. These videos have accumulated a total of **2,000,0000+** views that have impacted people all over the world, helping them win with Facebook ads.



This eBook is dedicated to sharing the top pieces of information that made the biggest impact for me. I didn't discover a secret sauce or a new strategy. All I did was take the same marketing knowledge that has been passed around for the last 100+ years and use it to put together an easy-to-follow mechanism for our current marketing ecosystem.

As someone who is systems-driven, I needed to put together something comprehensive for my team and myself. After hundreds of iterations and years of development, this is the exact system we follow to scale our clients' paid advertising through effective ad creatives.

- Nick Theriot

Chapter 1 - Your Most Important Job

Everyone says that your job is to create ads that scale. But what exactly does that mean?

Well, your job as an advertiser is to understand people's desires and then use that information to connect people to your product.

It's like saying "You want to go here? Sure, all you have to do is follow x route and it's best to take x vehicle."

It's giving people a roadmap based on what they want and showing them how to get there.

The destination is what your product helps them achieve.

This is what creates ads that scale.

Ads scale when they resonate with millions of people that share a common desire, problem, fear, or goal.

Most ads do not resonate with millions of people, because the advertiser who wrote them never prioritized connecting with people first.

Your job as an advertiser is to become a master of people, then focus on amplifying a message that your audience wants to hear, so you can get them to buy your product.

Caution: Everything taught in this book can easily be used to manipulate people. As an advertiser you must take an oath to only use everything taught in here purely for good!

Before we can tap into these common desires of people, we first must understand how our product can be positioned in the marketplace.

Chapter 2 - Your Product vs. Your Market

The power of your advertising comes from ***your product***. Your goal is to leverage that power within your product before you start writing ads. It's important to have a superior product when entering the market. Below we'll go into what makes a superior product.

WHAT MAKES A SUPERIOR PRODUCT?

A superior product is desire-focused, cheaper, offers more benefits, solves more of the problem, etc.



Examples:

- Uber makes it easy for people to call a “taxi” and save time waiting outside.
- DoorDash makes it easy for people to order food and save time from cooking or picking it up.
- Rose Skin Co. saves people money & time from laser hair removal appointments and allows people to do it from the comfort of their homes with a handheld IPL device.

But what about products like fashion or jewelry?

Example A: Guys with muscular builds usually get larger pants that are too baggy on their legs. This creates dissatisfaction with the pants they buy since they can't find the right size. Tailored Athlete recognized this and made pants specifically for this group of people. This is an excellent example of how clothing solves a problem across the marketplace.

Example B: As an active guy who likes to wear gold jewelry, one of the biggest problems is sweating and the gold turning your skin green. CRAFTD London recognized this and built waterproof jewelry. Now, guys can wear this jewelry and do things they love without worrying about the gold turning their skin green.

But what if my jewelry, clothing, or product does not solve a problem? Or it's not superior? What do I do then?

This is where ***identity marketing*** comes into play.

IDENTITY MARKETING

When we don't have a superior product, we look at how we can niche down within a market. This creates a new demand by appealing to a sub-niche separated by a common interest in our market. Below are a couple of examples.

In 2014, a former Green Beret and CIA contractor wanted to combine his passions for coffee and firearms.

How did he do it?

He started a coffee company that focused all of its branding on the military.

- Product design:
 - Camo green on coffee bags with American flags
 - Product names had a military-style theme like "Freedom Roast" and "Liberty Roast."
- Ad Visuals
 - Showcased videos that referenced military scenarios
 - Themed with patriotic people

This attracted communities of pro-military people to use his product over the current coffee brands they were using. Why? His coffee represented their identity and their values . Almost a decade later, his company was valued at **over 1 billion dollars**. The company is **Black Rifle Coffee**, and his name is **Evan Hafer**.

Evan did not have a "***superior product***" when it came down to quality. But, he had a superior brand identity as zero other coffee brands focused on the military. Finding communities of people with similar interests is a great way to position your brand over other brands that do not resonate with them.

In 2012, a 19-year-old from the UK started a fitness brand. People wore names like Under Armour or Nike at the time, but these brands did not represent gym culture. They were generalized sports brands focusing on various sports rather than a single one.

Ben Francis started the first gym-wear brand, and it quickly took off. Gymshark is now worth **1.45 billion dollars**. He surpassed Nike and UnderArmour when it came to gym clothing, as he was focused on one community. There are thousands of gym wear brands, with some notable ones focusing on sub-communities within the gym niche. These include Alphalete, Inaka, ASRV, BuffBunny, and YoungLA.

Within my inner circle program, I leveraged identity marketing to increase its value.. There are a lot of coaching programs on the market place similar to mine, so I focused on Shopify store owners.

Others: “**Facebook Ads Inner Circle**”

Mine: “**Facebook Ads Inner Circle For Shopify Store Owners Doing At Least \$10k per month**”

This focus on one specific type of identity, allows me to charge more and separate myself from the competition..

YOUR MARKET

Now that you understand the need for a superior product and different ways to position it, you need to be able to perform competitor research to determine what exactly grabs people's attention and then incorporate that into your ad.

There are two types of competitors you need to look at:

- **Direct** ➔ people selling the same product as you
- **Indirect** ➔ people satisfying the same desire as you but with different products

We'll go back to Rose Skin Co., as they're a great example of this.

Direct competitors for them are other people selling at-home laser hair removal devices.

Indirect competitors are people selling other ways to get hair-free skin.

Examples:

- Shaving
- Laser hair removal appointments with a professional
- Waxing at home or with a professional
- Nair

These are other ways to satisfy that desire for hair-free skin, and it will also be a decision whether people buy from Rose Skin Co and their solution of a laser at-home hair removal device.

A superior product not only beats competitors, but it also beats indirect competitors.

Rose Skin Co. excels at proving superiority over their competitors by addressing all the issues women have with other solutions in the marketplace.

Issues with current solutions in the marketplace:

- **Shaving:** razor burn, how long it takes each week, how much money they spend on razors over time, and how difficult it can be to shave in certain positions inside the shower.
- **Laser hair removal appointments with a professional:** exposing oneself to a random stranger, the time it takes to drive to an appointment, trying to schedule an appointment around a busy routine, and the costs per appointment.
- **Waxing with a professional:** not everyone waxes in a gentle manner, time consuming trying to schedule an appointment around a busy routine, and the costs per appointment.

Now let's look back at their device and what to say:

- It only takes 30 mins a week
- Use from the comfort of your own home
- Pain-free
- Zero ingrown hairs

These benefits mainly focus on what people hate about other solutions in the marketplace.

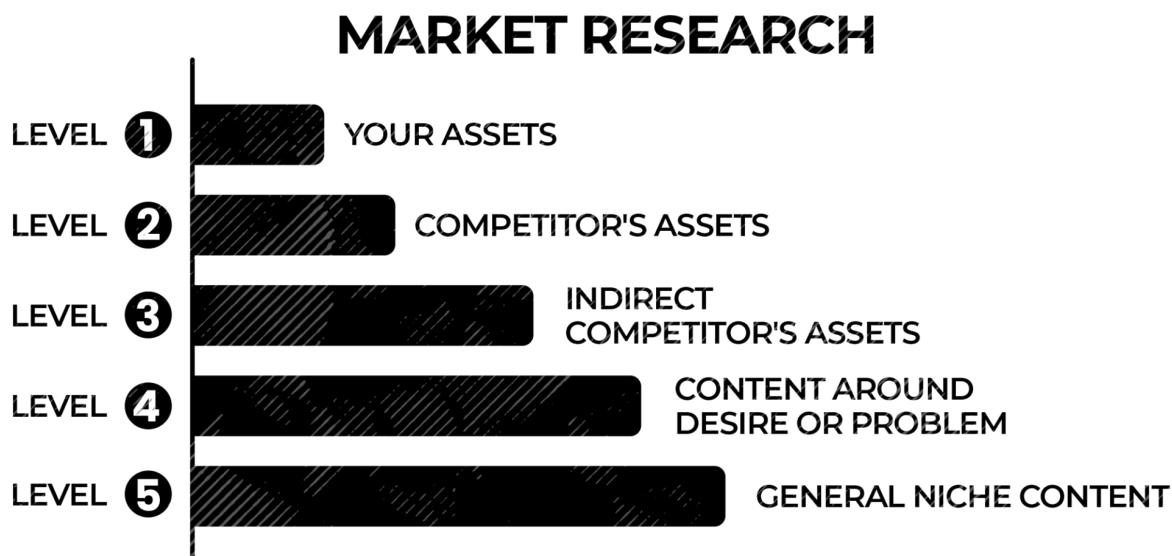
This is what creates our perception of a superior product.

Chapter 3 - Market Research

The biggest misconception about advertising is that it requires creativity. This is false. GREAT ADS are made on a foundation of solid research. When done right, research creates the building blocks you need to make good ads. 90% of great advertising is put together like a lego set. Market research is where you get your bricks.

You cannot understand someone until you've walked a mile in their shoes. The better you understand someone, the better you'll know exactly what to say in your ads to get them to buy.

Most people do a single market research the wrong way and think "that's all that's needed. When really market research should happen ***all the time*** and should be tweaked according to your objectives each time. For the first time, though, you'll be looking at answering the following questions.



I break down market research into five different levels.

- **Level 1: Your assets**
- **Level 2: Competitor's assets**
- **Level 3: Indirect competitor's assets**
- **Level 4: Content around x desire or problem**
- **Level 5: General niche content**

The goal of market research is to understand the following questions:

- **What does my market want?**
 - A girlfriend or boyfriend? More Money? To feel loved? A getaway? Confidence creating ads?
- **What does my market struggle with?**
 - Knee pain when they wake up in the morning? Jittery and full of anxiety after they drink their coffee in the morning? Feeling resented by a partner?
- **Who are my different buyer personas?**
 - New mom's who struggle with postpartum anxiety? Girls who want a fun girls night activity? Homeowners who want to lower their electric bill?
- **What products have my market already tried to get what they want?**
 - Someone new to Facebook ads might have tried different strategies to get results. What were those strategies tested?
- **What hooks/headlines have worked for competitors?**
- **What visuals have worked for competitors?**

From my experience, these few questions can put you miles ahead.



HOW TO PERFORM MARKET RESEARCH

My favorite way to do market research is to sit back with a cigar or glass of whiskey, grab a pen or paper, and dive into things. You have one goal: understanding your market. You're not trying to write anything, or come up with any ad ideas. You just want to sit back, relax, and consume.

Remember the questions above that we're looking to answer.

- **What does my market want?**
- **What does my market struggle with?**
- **Who are my different buyer personas?**
- **What products have my market already tried to get what they want?**
- **What hooks/headlines have worked for competitors?**
- **What visuals have worked for competitors?**



LEVEL 1: YOUR ASSETS

This will only apply to brands that have been running ads for some time and have had some success. If you're in the process of launching, skip this stage. This is the first step of understanding how your customers are talking about your brand and use that in to create ads that scale.

Winning ads:

- What hook did we use to grab their attention?
- Who are we appealing to?
- What are we promising to people who watch or view this ad?

Comments on winning ads:

- What are people saying?

- Specific use cases?
- Reasons they want to buy?
- Problems they've struggled with?
- Reasons they won't buy?
- If they tagged a friend, did they say why they needed it?

Instagram tagged posts:

- What are people saying in their content?
- How are people talking?
- What slang/language they're using?
- Where are they creating this content?
- Is there any specific filming/editing style?
- How old are they? What's their gender? Where does it look like they live?

Reviews on the website:

- What are people saying good about your product?
- What are people saying bad about your product?
- Who are people buying this product for?
- Who are these people?
- What did people struggle with before buying your product?
- What goals did your product help them hit?

Note: *Make sure to look at 1, 2, 3, 4, and 5-star reviews to get a good mix.*

Support inbox:

- What questions are people commonly asking?
- What complaints are people commonly saying?

PRO TIP: *While researching, put a * by things you write down and see again.*

Example: People comment about how a product helps them make money. We'll write down "makes people money," and every time we see it again, we'll put a * by it. "Makes people money *****," showing that this has popped up 5x. We'll do this for all things we write down and see again.

LEVEL 2: YOUR DIRECT COMPETITORS

Again, these are your direct competitors. These are people who are selling the same product as you. An easy way to find your direct competitors is to search your type of product on Google, Amazon, or YouTube.

Facebook Ads Library:

- What ads have been running the longest?
- What hooks did they use in these ads?
- What type of people are they showing in these ads?
- Where are these ads filmed?
- What are the key things they're showing that people want?
- What are the key problems that they're showing that their product solves?
- Where are they sending traffic, landing page, product page, advertorial, or home page?
- What type of ads? Photo or video? Professional or user-generated content?
- What key visuals do they consistently show?
- Who is the target persona they're going after?

Website Reviews

- What are people saying good about their product?
- What are people saying bad about their product?
- Who are people buying this product for?
- Who are these people?
- What did people struggle with before buying their product?
- What goals did their product help them hit?

Note: Make sure to look at 1, 2, 3, 4, and 5-star reviews to get a good mix.

PRO TIP: If you cannot find reviews on competitor websites, look for the same products on Amazon and look at reviews there.

LEVEL 3: YOUR INDIRECT COMPETITORS

These people are solving/fulfilling the same problem/desire as you but with a different product. To illustrate this point let's say you have a coaching offer on how to make money online. You would research indirect competitors by looking at top ranked Google listings and Youtube videos on the topic to see what "other" solutions are in the market. We get a lot of good ad inspiration from understanding how indirect competitors are selling to the same desire or problem.

Facebook Ads Library:

- What ads have been running the longest?
- What hooks did they use in these ads?
- What type of people are they showing in these ads?
- Where are these ads filmed?
- What are the key things they're showing that people want?
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Website Reviews

- What are people saying good about their product?
- What are people saying bad about their product?
- Who are people buying this product for?
- Who are these people?
- What did people struggle with before buying their product?
- What goals did their product help them hit?

LEVEL 4: CONTENT AROUND DESIRE OR PROBLEM

When it comes to market research, I like to pretend I have the main problem our product solves or the main desire of our market, and I start searching online for content. I like to put myself into my buyer's shoes as I search the internet for the solution. My favorite places to do this are YouTube, TikTok, Quora, Reddit, and Google. This allows me to better understand how people talk about the desire or problem, and how people are being sold to with this desire or problem.

If I had a product about "how to make money online"

I would search:

"How to make money online"

"How to start an online business."

"How can I make money from the comfort of my own home?"

My goal is to understand these things:

- What are the standard solutions for the problem or desire I searched for?
- What type of people are inside these videos?
- What type of hooks are these videos using to grab my attention? Titles? Thumbnails? (if you're on TikTok / YouTube)
- What do the comments say? (some of the best gold can be found here)

LEVEL 5: GENERAL NICHE CONTENT

General niche content is extremely helpful for two main reasons.

Firstly, you get a better understanding of the type of content that works well in your niche. This allows you to create better ads that don't seem very salesy since they replicate certain trends. This also helps when you feel like you've exhausted all ideas.

Secondly, it also allows you to better understand the benefit people want from your product/service. What is the benefit of someone making more money? Is it to travel more? Is it to buy a lambo?

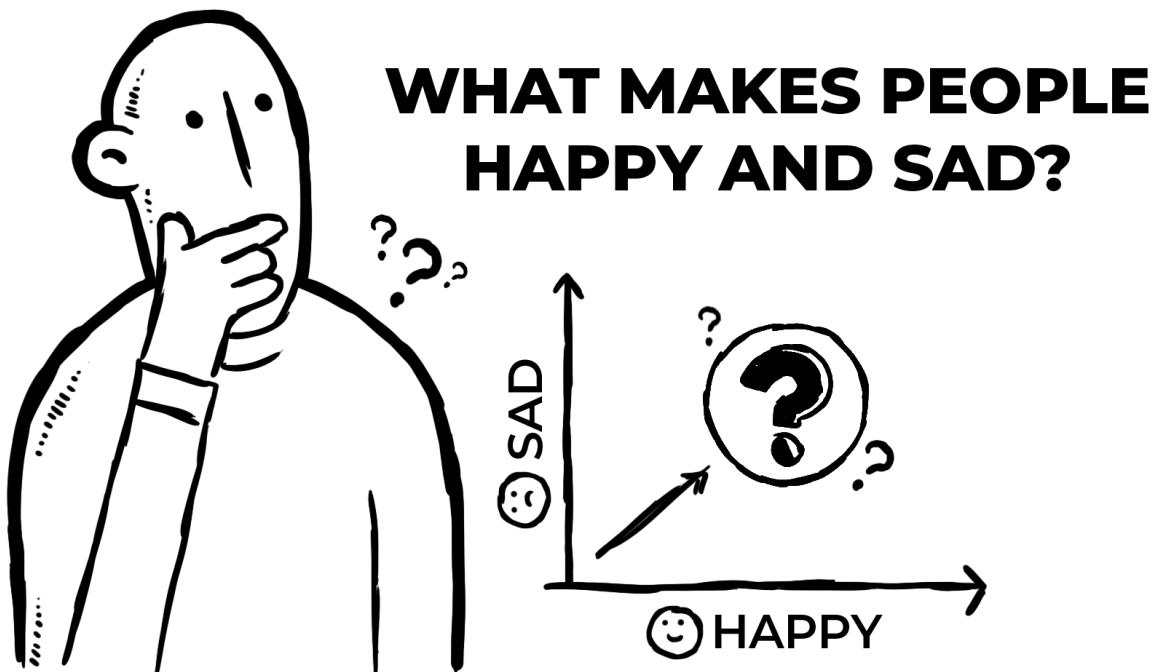
When researching, I'm not looking specifically at a problem or desire but more general niches.

Examples:

- Gym content
- Car content
- Clothing content

I aim to understand general trends in these niches so that I can latch on to my product.

Two important aspects I like to understand here are what makes people *happy and sad*.



For example:

If I go to the entrepreneur niche, I can quickly see people talking about buying nice things and spending money on luxurious experiences. These are rewarding things that make people happy.

If I go to the gym niche, I can quickly see people talk about being sad due to not hitting new PRs

Again, the key here is to pay attention to general trends in the market.

If I wanted to make an ad that was selling an info product with a business opportunity, I could use a hook like "***buying my first Rolex at 27.***" I know buying a Rolex is a big achievement in the entrepreneur niche and then I could go on about how I was able to afford one due to the skill set my course can provide.

BREAKING DOWN YOUR MARKET RESEARCH

You should have a ton of notes if you've done everything thoroughly.

Now, it's time to start breaking down things.



WHO IS MY TARGET AUDIENCE?

I like to start asking myself questions like:

- Who is my target audience?
- What is their problem?
- What is their desire, want, or goal
- What have they tried to accomplish x thing before?
- How old are they?
- Who are they?
- What do they look like?

For a pre-workout brand that sells pre-workouts without the jitters, your answer might be:

"Emily is 22 years old and just started lifting weights in the gym. She aspires to be lean and toned this summer for vacation. She's been hitting the gym for a few weeks but is tired from her end-of-the-day weight training sessions. Her friend offered her pre-workout, and she loved its energy but hated how jittery she felt."

The next thing I like to do is write down a few headlines/hooks and visuals next to the customer persona I found while researching.

“Pre-workout without the jitters”

“Girl flexing in front of the mirror in the gym after a workout.”

“For the girlies who want a revenge body this summer.”

Some products we advertise have one persona, and some have dozens. There is nothing wrong with having one or dozens; it just comes down to what was seen during research.

HOW MARKET RESEARCH SAVED A CLIENT AND SCALED THEM TO MILLION DOLLAR MONTHS

On April 1st, 2023, we signed a client who was stuck at \$150,000 per month in revenue. For the first 45 days working with us, performance was terrible. We had tested nearly 60 creatives with zero success. The client, almost two months in, was nowhere near paying us another monthly fee to continue running their ads.

Desperate for a win, we resorted to our research and kept pushing new ideas.. One particular idea was two girls tagging each other in the ad's comment..

One of the girls said, “Girls night soon?”

This made us think of positioning this product as a fun activity for girls night.

We wrote the hook, “This is for my girlies who need a girl’s night soon!”

We launched the ad, and it was an immediate hit! We nearly doubled revenue for 6 months straight and peaked at **\$2,500,000** in revenue for December of 2023.

The client’s 12-month goal with us was to make a **\$100,000** profit in a single month.

We helped him do that in less than 6 months and for 4 months straight. Not to mention one of the 4 months, we helped him make a **\$300,000** profit month.

MARKET RESEARCH ROUTINE

I love to do market research at the end or beginning of the day. Both have their own unique pros and cons.

Morning time: You're just getting into the office and starting with market research, allows you to start to prime your brain with the right thought patterns before writing.

Night time: You can sit back with a nice drink or cigar and relax while consuming.

These are my two most productive times for market research. I like to do it at the very least, five times a week, and 30 minutes a session.

A CONSISTENT RESEARCH ROUTINE



CLOSING THOUGHTS ON RESEARCH

What is the difference between an intermediate marketer and an advanced marketer? The level of understanding you have of your ideal customer. The deeper you understand them, the better ads you can make. The biggest mistake you can make with research is to do it inconsistently. It should be a daily thing, at least 15-30 minutes a day. This will give you all the power you need to create ads that convert and never run out of ideas.

As mentioned before, research will begin by filling out the questions that I have provided above. After filling those out, we're not trying to refill them out everytime we research again. This is where research will become more goal-based. Each time you do a research session, you will aim to understand something more specific about your customer.

For example, you learned your customer has failed with Facebook Ads. We want to use this failure as an angle for a new ad. But for us to do this, we need to better understand why they failed and what they did to fail. So, we will set out to have a research session specifically around learning more about the reasons behind failure.

I've had research sessions that have filled my time with simply reading sales letters or watching video sales letters from competitors. Some sessions have even been me making a purchase from a competitor and documenting every step of it so that we can understand the whole funnel better.

Some sessions have been just looking at trending content to understand any new ad styles that are coming up. This way we can replicate those to make our ads more camouflaged, and look less like an ad.

Market research is all about understanding your customers, their pain points, their desires and the buyer's journey. This way you can leverage the information at hand to build better ads, improve sales pages and create better products.

Chapter 4 - Positioning

Once you have researched, it's time to understand how we want to position our product in the marketplace. This is extremely important as this will affect how people perceive our product, which will in turn make our ads scalable.

The first thing I like to ask myself is what my market desires. Desire is rooted deep into your customer's emotions and their wants.

Example of desires:

- "I want a girlfriend."
- "I want to get lean for the summer."
- "I want more money."
- "I want a pre-workout without jitters."
- "I want a larger screen on my phone."

This is the life force of your market. Desire is the fuel for the engine that drives your customers to take action; without it, you'll get nowhere. You should have a good idea of this desire based on what you've seen from research.

You cannot create desire, but you can call out desire and channel it onto your product.

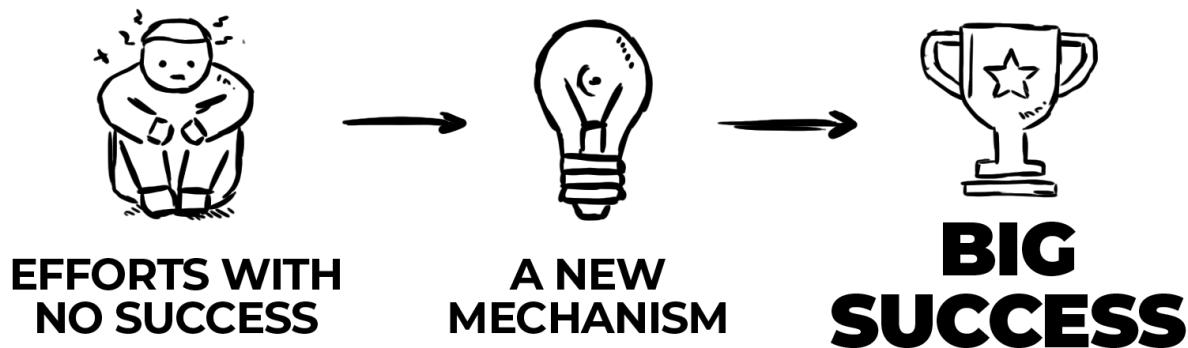
I'll look through my notes from my research session and see what the most common wants are within my market.

Once I understand this desire, I'll ask myself, how many solutions have they tried to satisfy it? Again, this should come from your research. Understanding this is important, as it will drastically change what we must say in an ad.

If someone fails to satisfy a desire, they start to lose hope. The desire is still there, but we must instill new hope again. We often see this in romantic relationships. How often has someone hurt us and said we'll never date again? Then, shortly after, we find someone else and say, "Oh, but they're different." We get excited and hopeful again of satisfying that desire for a romantic partner.

MECHANISMS

Let's take an example, if someone has tried many things to satisfy a desire of making money, we cannot just tell them to, "make more money." We must introduce a new mechanism to get the same desire. A mechanism is simply a vehicle.



For example, if I wanted to travel from the East to the West Coast in the USA, there are three different mechanisms I could choose:

1. Bike
2. Car
3. Plane

Each mechanism will have different pros and cons.

Example:

1. Bike
 - a. Cheapest
 - b. Longest travel time (70 days)
 - c. Most Dangerous
2. Car
 - a. Mid price range
 - b. Mid-travel time (45 hours)
 - c. Boring
3. Plane
 - a. Most expensive
 - b. Fastest travel time (6 hours)
 - c. Safest but anxiety inducing

The mechanism needed to position my product will depend on what my customer cares about. A car would be a better choice if they want a relaxing cross-country road trip. If they want a quick trip for a week of vacation, taking a plane is suitable. If they have a fear of flying they'll likely still drive, even if it takes more time. Understanding the impact of negative beliefs on product success is crucial. We've faced products with severe negative beliefs attached to them, and the struggle to overcome them was real. This had a profound impact on the potential results for our client.

Your mechanism is your product that gets people from one side of the country to the other. But in your case, it's from where they're now to where they desire to be. It's important to understand again what products/solutions people have tried to satisfy that desire before you pitch your product.

WHAT PEOPLE HAVE TRIED BEFORE YOURS?

If someone has already tried and failed with a product like yours, we must introduce a better product to the marketplace based on what people want.

Apple does this every year with the iPhone. They only focus on screen size, battery life, and camera quality. Why? That is all people desire.

Studying Apple's advertising strategies, particularly how they highlight the improvements in each new iPhone, can provide valuable insights for our own marketing efforts. Their approach, which leverages the existing user base to avoid costly educational campaigns, is a lesson in efficiency.

It's important to understand these things, as they will dictate the structure of our ad and what we will say in it.

WHEN YOUR PRODUCT IS NOT BETTER

As discussed before with the Black Rifle Coffee case study, when you don't have a superior product, doubling down on identity marketing is the better option.

Your ideal goal here is to examine the niches that make up your market. These are people's character traits.

If we look at the iPhone again, for example:

- Gamers
- Vloggers
- Business owners
- Influencers
- Athletes

These are all niches of people who use this product, and we could position it specifically to one of these. When everyone is selling the same phone, and I'm a professional boxer looking for a phone, I will go with the one that resembles what I love to do. We're showcasing examples of this product with what I love to do.

INTRODUCING A NEW MECHANISM INTO THE MARKETPLACE

Let's say you're a genius and develop a new product or service. Zero people are selling this same product or service, but you have other ways to satisfy the desire/problem you're going after. Congrats, you get the opportunity to introduce a new way to get what people want.

I will use the Facebook Ads niche for this example since most people reading this document have experience with it.

There are many different ways to scale Facebook ads in the marketplace. In 2023, when I set out to build my first course, I needed a new way to run Facebook ads that made me unique. Approaching the market as "here's how to scale Facebook Ads" wouldn't separate me from anyone else.

So, I came up with the following: "How I use emotion-baiting to spend \$1,000 per day profitably with Facebook ads."

This allowed me to introduce a "new way" to get what people wanted, which was unique.. No one else was pushing this concept of "emotion-baiting." Somebody did not make it up.; the concept is unique to our agency and is summed up by everything that is taught in this book.

This "new way" made people feel like they were missing out and made them curious about it. Again, these people have tried everything with little success, so something they've never heard of makes them very curious. This gets us cheaper clicks, more engaging ads, and a better cost per purchase.

We helped a client scale from **\$150,000** to **\$2,000,000** per month in revenue, by taking a product that already is known but being the first person to position it for a particular desire.

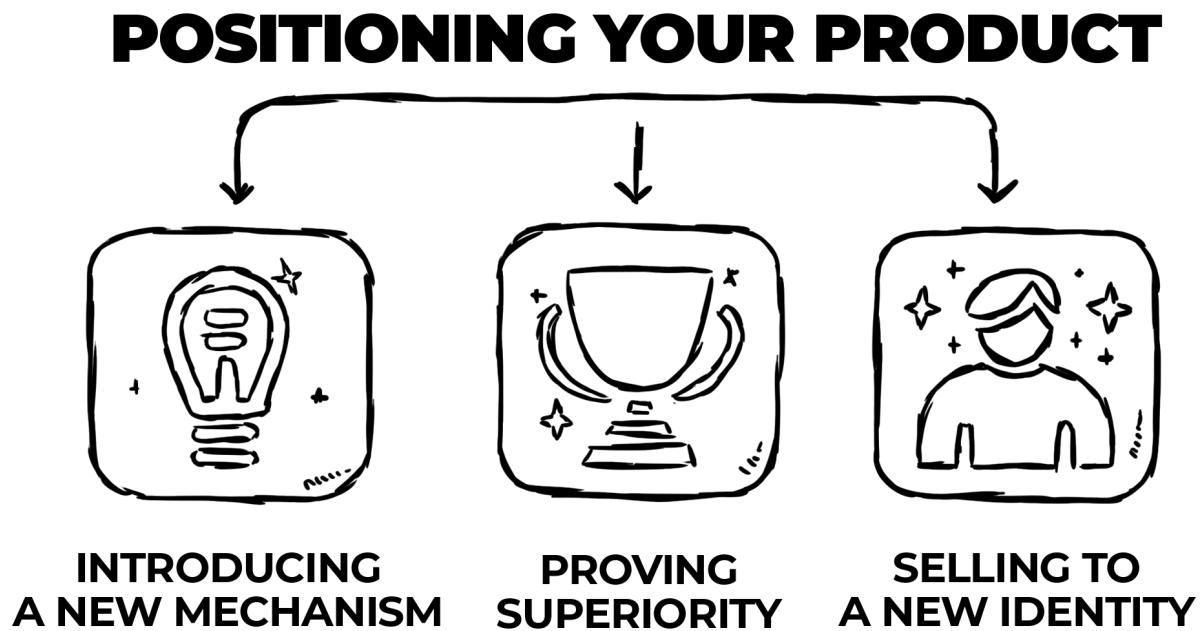
The product was painted by numbers and we looked at different desires we could position this product around in the market. We found the girl's night angle, and no one was pushing this product for that desire. The desire being a fun night with the girls. Lots of card and board games were pushing this, but no one was pushing paint by numbers as a fun girls night activity.

This allowed us to introduce a new solution for a fun girls night. The results? The brand was quickly able to scale past **\$150,000+** per month and focus on a more urgent desire vs. here's a cool paint by numbers kit.

So, long story short, sometimes introducing a new mechanism is just taking a desire in the marketplace that has never seen this product being used to solve it beforehand. Then, if it's accepted, it can perform well in the market.. Again, the product needs to be accepted as a viable solution to satisfy that desire. That is where testing comes into play!

DECIDING THE POSITIONING OF YOUR PRODUCT

Once you've reviewed the content above, you should have some ideas about positioning your product in the marketplace.



This will require us to create 1 of 3 types of ads.

1. Introducing a new mechanism into the market (*Emotion-baiting*)
2. Proving the superiority of our product in the market (*Every iPhone launch*)
3. Selling to a new identity (*Black Rifle Coffee Company*)

This is important to understand as this will dictate the next part of our process: hook creation.

DEPOSITIONING

Sometimes, we want to deposition ourselves from an image we've built around our product. In 2020, I started pushing content on my YouTube channel around Facebook Ads, explicitly focusing on different ways to run ads. This positioned me as an expert in the "media buying" world. Now, at the time, that was no problem at all. However, as platforms updated and new media buying methods became accessible for everyone, I needed to position myself differently inside the ad space.

This was due to one main reason: staying ahead of the competition. If I were preaching the same as everyone else, I would've just become another person echoing the same message. This pushed me to look back at the longer-term trend at play. At this given time, more and more people were starting to wake up to the importance of building better ads.

The problem I noticed in the market was that there were no systems to follow to build better ads. This allowed me to capture a new market where I could position myself as an expert. I started focusing on the systems we use to build Facebook Ads that convert (the same things you're learning in this document), and this quickly started to catch traction. I was able to create a private mentorship group that quickly grew to 100+ members (paying me up to \$1,000 per month each) that all focused on this + I was able to double my prices for my agency (\$5,000 pr/mo to \$10,000 per month). It easily made me over seven figures in 2023.

Sometimes, you're positioned in the market around a certain mechanism; sometimes, that mechanism is on the end of that trend. You'll need to introduce a new mechanism that positions you differently to recapture attention.

REPOSITIONING SUCCESS

We scaled a wall art brand from zero to **\$30,000 per month** in revenue but ultimately hit a wall that we felt we could not scale past. **\$30,000 per month** seems to be great for some people but this is a poverty level for us. We needed a way to scale to **\$100,000+ months** fast.

Taking a step back, we realized our positioning around "hey this will make your wall look great" lacked a lot of urgency to buy now. We needed a new way to position this product in the marketplace that will help us scale to the levels we needed.

We found the desire of gifting to a loved one through research. So we created the hook "when was the last time you surprised your sweetheart?" and shot brand new content to go with it. This hook created a lot more desire and urgency to purchase this product, it also changed our ideal customer. This quickly took off for this brand and allowed us to scale to not just **\$100,000 per month** but over **\$300,000 per month** in revenue for the client!

Chapter 5 - The Power Of Hooks

The hook's job is to stop your ideal customer from scrolling past your ad. It is the most powerful control lever you have when building an ad. You can have an amazing hook, a shitty ad and still do good results. But you'll do terrible if you have a bad hook with an amazing ad. Advertising is more competitive than ever, and people who write bad hooks cannot compete. When creating an ad, I use 80% of my time to write a killer hook so that it can really engage my potential customers when they first look at the ad.

The hook is the first thing people see on the creative. This is the visual and text, but the text creates the visual, so we always start with the text.

A great hook has three elements:

1. Calls out your ideal audience
2. Implies a benefit
3. Drive curiosity

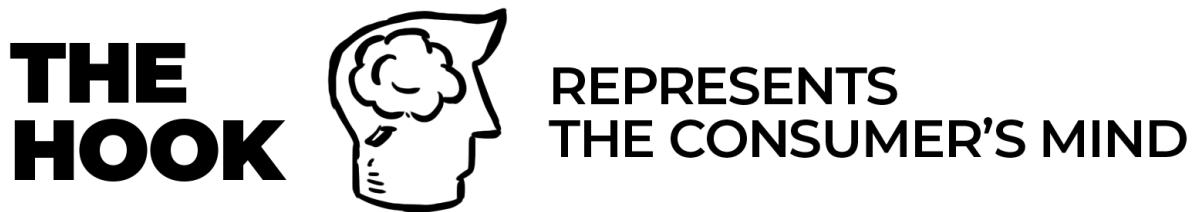


Here are two hook examples that have spent hundreds of thousands:

1. *Little-known secret about Medicare that could cost you thousands*
 - a. Calls out people who are on Medicare (ideal audience)
 - b. Implies a benefit: If I miss this, I could waste thousands of dollars for no apparent reason
 - c. Intrigues curiosity: What is the secret?
2. *This is for my girlies who need a girl's night soon*
 - a. Calls out people who want a girl's night soon (ideal audience)
 - b. Implies a benefit: girl's night (perceived as a fun experience)
 - c. Intrigue curiosity: I am a girl and need a girl's night soon. What is this?

A hook grabs customers' attention based on the conversation people are having in their head. The rest of the ad takes them through the journey of showing them what your product can do for them.. This is why research is so important, and the goal is to understand better what is going on inside the minds of our customers so we can write things that appeal to those thoughts. When we appeal to those thoughts and arouse curiosity, we get a strong percentage of people who will stop to watch or read your ad. Your hook's only goal is to get people to stop.

Looking at the two hooks above, we can see these thoughts play an effect. In the medicare example, we first call out people on Medicare. Simply calling out people on Medicare is not enough. We must give them a reason to pay attention. This is where we leverage "little-known secrets that could cost you thousands." Losing money is a pain everyone feels, and we naturally aim to avoid pain. This is strong enough to get people to pay attention.



WRITING YOUR HOOK

When it's time to start putting pen to paper and writing your hook, the process is quite simple.. However, without correct guidelines the quality of your hook can vary.

First three things to write down:

- What is my customer's desire?
- How many products has someone tried before mine?
- Who is my customer?

Your hook needs to appeal to these 3 AND have these three elements:

- Appeal to an ideal audience
- Imply a benefit
- Intrigue curiosity

Let's look at actually applying all of these things together.

- My customer's desire is consistent results with Facebook Ads
- They've tried various ways to run Facebook Ads with little success
- My customer is a Shopify store owner spending at least \$100 pr/day on Facebook ads

Due to them having tried multiple different Facebook Ad strategies, we have three choices for positioning (as we discussed in previous chapters)

- It has the exact mechanism but better (take an existing strategy they're already using and make it better)
- New mechanism (introduce a new strategy to the marketplace)
- Call out an identity (focus on how this is Facebook ads specific for Shopify)

Let's look at writing a couple of hook drafts for this:

- Same mechanism: *Facebook ads that convert* (implies we're going after people who are using creative testing for consistent results, and we're just showing them better creatives)
- New mechanism: *How to use emotion baiting to get consistent results* (introducing a new strategy / a new way for consistent results they have not heard of before)
- Call out an identity: *Facebook Ads For Shopify Store Owners* (focuses on separating us from all other agency owners by only focusing on Shopify)

Writing the draft hook is not meant to be perfect. We will write new versions in the next chapters, but the goal is to get something that meets the first set of criteria. Now, we will move on to the second criteria.

1. Hook: *Facebook ads that convert*
 - a. How can we imply a benefit?
 - i. It does imply a benefit for people who are looking for ads that convert
 - b. How can we call out our ideal audience?
 - i. This is already specific to people who run Facebook ads and want ads that convert.
 - c. How can we make this more curious? Couple examples below:
 - i. In 60 seconds, I'll show you how you can get Facebook Ads That Convert
 - ii. Here's how you can get Facebook Ads That Convert
 - iii. 3 Ways To Get More Facebook Ads That Convert
 - iv. The easiest way to get Facebook Ads That Convert
 - v. This will get you more Facebook Ads That Convert

Now we have a hook that:

1. Calls out our ideal audience
2. Speaks to our identity
3. Speaks to products that have tried before ours
4. Implies a benefit
5. Intrigues curiosity
6. Speaks a desire

These are key for having hooks that stop our ideal customers and get them to watch or read the rest of the ad.

THE CREATIVE PROCESS FOR WRITING HOOKS

When you write a hook, it will never be perfect on the first try. That is why our initial goal is to understand the process behind writing a good hook and then repeating it over and over again. I'll write three pages of hooks, then discard the first two. The last page will contain some of the better hooks we can focus on using.

If you have never written hooks before, expect your first 100 hooks to be bad. However, through consistent practice, you will keep getting better.

HOOK FORMULAS

There are hooks everywhere online that you can use for inspiration to write better hooks.

These sources include:

- YouTube video titles
- Tik Toks
- Instagram reels
- Article headlines on Quora
- Articles headlines on news publication sites: Fox, CNN, Yahoo, etc...

The goal is to find hooks that instantly grab our attention and have performed well. We can then use them as a foundation to write better for our products.

Example:

Hook: *Little Known Secret About Medicare That Could Cost You Thousands*

We could write:

"Little-known secret about Facebook ads that could help you 3x your ROI"

"Little-known secret about coffee that is limiting your productivity at work."

"Little-known secret about pre-workout that is limiting your gains in the gym."

The more research you start to do, the more hooks you can add to an internal swipe file that you can use repeatedly.

A swipe file is a document that you add hooks to over time. This will also help you in the future for writing new hooks, as you'll have more to turn to for inspiration.

MY FAVORITE HOOK PATTERNS

These are a couple of my favorite hook patterns. As shown in the last lesson, you can add these to your swipe file and replicate them.

1. Measure the size of the claim
 - a. *Make an extra \$10,000 A Month w/ Facebook Ads*
2. Measure the speed of the claim
 - a. *How To Double Your Facebook Ads Budget Overnight!*
3. Use an authority
 - a. *I Spent 10 Million Dollars On Facebook Ads... Here's The #1 Way To Scale Facebook Ads*
4. Before and After
 - a. *Before Emotion Baiting, I was stuck at 1x ROAS...Now I regularly do 3x ROAS*
5. Compare the claim to its rival
 - a. *Emotion Baiting Scales Facebook Ads 3x Faster Than Traditional Scaling Methods*
6. Remove limitations from the claim
 - a. *How To Win With Facebook Ads Even If You Have No Experience*
7. State the claim as a question
 - a. *Who Else Wants To Scale Facebook Ads With No Hard Work?*
8. Offer information in the claim
 - a. *How To Scale Facebook Ads In 2024*
9. Stress the newness of the claim
 - a. *NEW Facebook Ads Strategy Doubles Budget Overnight*
10. Stress the exclusiveness of the claim
 - a. *The Only Facebook Ads Strategy That Actually Gets Results*
11. Challenge your prospect's beliefs
 - a. *I Thought Facebook Ads Was A Scam Until I Saw This*

12. Call out a solution or product they're currently using
 - a. *Don't spend another dollar on Facebook Ads until you watch this*
13. Call out the person directly
 - a. To the person who has tried every Facebook ad strategy with no success

LAST NOTES ON HOOKS

The hook is where everything begins so take your time with this process. The hook is the foundation of your ad, it is like the concrete poured before the house structure is built. A weak foundation can cause the whole house to collapse, same is the case with your ad. A weak hook will cause your ad to collapse.

As trends change throughout the year, so do hooks!

Examples include:

1. Gifting: "Give your sweetheart a unique gift this Valentine's Day."
2. Seasons: "Get Hair Free Skin This Summer With Lumi."

"\$900,000 in less than 21 days"

I was running ads for a metal sign brand back in 2021. We launched a new product: a metal infinity sign with two names inside. Men and women would order it and personalize it with their names.

We captured the Valentine's Day audience with the hook, "*Give your sweetheart a unique gift this Valentine's Day.*" This hook allowed us to quickly gain traction less than 30 days before Valentine's Day, peaking at \$70,000+ days. This hook worked amazingly until seven days before Valentine's Day. Sales dropped from \$70,000+ to \$1,000 a day. Was it a Facebook Ad issue? No, not at all. Desire across the market changed, as shipping would not get the product in time before the big day.

"450,000 pr/mo to \$0"

We signed on a client generating a good amount of revenue per month; the brand had only been in business for two months and was already at almost \$500,000 per month in revenue. The only thing we overlooked was one critical thing. This was a hoodie brand selling only in the USA market in March. Not even 30 days later, people were planning to buy summer clothing. With no summer clothing in stock for this brand and a load of hoodies, they quickly came crashing down as the seasons changed.

Chapter #6 - The Rest Of The Ad

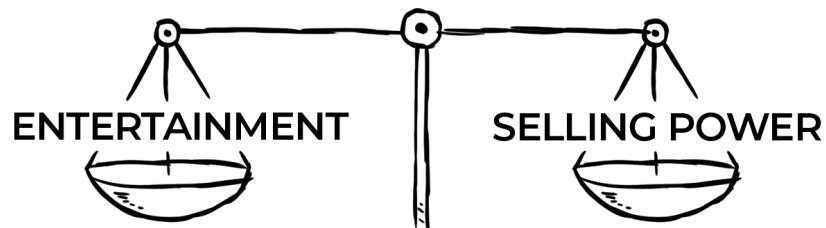
Once you have your prospects' attention, your goal is to introduce your product and build belief that it can satisfy their desires or prove that it can solve their problems. We're not trying to educate people on the product but rather get them on the edge of their seats saying, "**I NEED THAT.**" We do this by showing people visuals of what they desire and how your product can provide it.

You must understand this one thing before writing the rest of the ad.

When do people scroll the most? When they're out in public, bored waiting in line for their food, when they are on lunch break or when they're home after a long day at work and curl up on the couch. When they're full of anxiety and need an escape, people go to social media to escape reality.

Understanding people's current mental state is important so we create ads that they will not swipe past. All ads need to have **a balance of entertainment as well as selling power.**

BALANCE IN ADS



You're the scriptwriter of their future and you want to showcase all the futures your product can help them achieve.

MEDIA TYPES

The first step in writing the rest of the ad is understanding the media type. Most of our spending is on Facebook Ads, which offer two main media types: photo and video. A photo will generally be much shorter in terms of writing out the rest of the ad vs. a video, requiring a longer script for everything that goes into it.

SHOULD YOU DO A PHOTO OR VIDEO?

It depends on what needs to be shown to build belief in the customer. One of the main goals of your ad is to provide undeniable belief that your product is what they need.

Imagine if you were a construction worker working long hours outside building houses. Now you're looking for a phone case for your new iPhone. You know you're up and down ladders, throwing around heavy equipment, and walking around job sites all day. Due to your job, you need a phone case that can protect your phone from slipping out of your pocket or heavy objects falling on it..

Now, I want you to imagine seeing two ads for “The World’s toughest phone case.”

Example Ad 1: Photo of the phone case with a big, bold text on the side of it saying “The world’s toughest phone case.”

Example Ad 2: A 10-second video of the phone case falling from a 100-foot building and someone picking it up, showing the phone working perfectly fine. It ends with “The world’s toughest phone case.”

Which ad would our prospect likely choose?

If you choose Ad No. 2, you’re correct. But why? This ad creates belief in the customer that it’s what they need. We don’t just say it; we show it. People believe what they see, not what they hear. This is one of the most powerful things I’ve learned when creating ads that scale.

IDEA SOURCES FOR WRITING THE REST OF THE AD

Three idea sources exist for writing the rest of the ad.

Swipe file: This is a collection of ads you’ve saved from various niches that resonate with you. You can recreate these ads, adapting them to fit your niche.

Competitors: This is a collection of ads from competitors that you admire. Your goal is to take these ads, add your unique twist, and make them even better than the originals.

New Stuff: These are completely original ideas that come to you as you write the ad.

Chapter 7 - Creating A Photo Ad

Grab your hook and then ask yourself:

"How can I visually articulate this?"

Let's say our hook is: *"Here's how you can get Facebook Ads That Convert."*

What are the different ways we can visually articulate this? The implied benefit of the hook. In this example, the implied benefit is "Facebook ads that convert." The next thing I would like to look at is what that benefit looks like from the consumer's perspective. What does that benefit look like when they get it? How will they receive that benefit?

In that example, "Facebook ads that convert," they would see this benefit in a couple of different ways:

1. Inside the Facebook ads platform, they would see that new ads get significant spending at a good cost per purchase.
2. They would see an overall reported return on ad spend attributed to that channel increase.
3. They would see overall store revenue increase.

Now, if we look at these three examples, all of them are technically correct to showcase as benefits. But some are more specific to our ideal customer than others. We want to be more specific to our ideal customer, as this will increase the quality of the audience who stop to view the ad.

There are four commonly used types of photo ads we use:

1. Picture of the benefit
2. Picture of the problem
3. Picture of the product
4. Picture of the product in action



Picture of the benefit: I want to showcase the desire someone will achieve with my product. Let's say, for example, it's the desire for money; I'll showcase a handful of cash.

Picture of the problem: I want to showcase the problem someone is currently experiencing. We've seen this work well with a client in the nail fungus niche. A photo of a nail with fungus on it resonated with other people who had that problem.

Picture of the product: We see this with the iPhone each year. This will work well for those showing a better mechanism, not a new one. We want to showcase a picture of the improved product.

Picture of the product in action: This one is tougher but can be done with creative thinking. We see this commonly with vacuum cleaner ads. They'll take a pic of the product in action and then use graphic animations on the photo to help sell the experience with the photo.

These types of photo ads can have a mix of production methods:

1. Professional photographer inside the studio
2. Graphically designed images
3. Photos taken with iPhone
4. AI created images

And I have seen all three be used in many cases from:

1. Split screen with two images
2. Split screen with one image and flat background on the other side with text on it
3. Image with the hook on it
4. Image with the hook on it + 3 benefits called out

WRITING THE SCRIPT OF THE PHOTO AD

Most photo ads consist of a hook above the image and, about 50% of the time, call out three benefits of the product on the image.

It's not nearly as complex as the video, which we will get into next! Video is the same as photo but done multiple times for a single creative. A video can have anywhere from one to dozens of different scenes. Each scene is created the same way as a photo ad, so you're just creating multiple photo ads in one script. Get good at scripting out photo ads before moving to video, and you'll do much better.

Chapter 8 - Creating A Video Ad

As mentioned, video is the same as a photo, but you're doing the same process multiple times for a single video. The video also requires more of a script with which people can speak to the camera.

The biggest challenge that writers face for video scripts is focus. Your goal is to focus on one problem or desire and one ideal customer. Then, showcase numerous examples of your product getting them what they want.

Repetition is your most powerful tool. By consistently showcasing how your product delivering what your customer wants, you effectively hypnotize them into buying.

Types of videos:

1. B-Roll w/music + captions
2. B-Roll video w/voice over + captions
3. Actor talking to the camera
4. Actor talking to the camera w/b-roll

B-Roll is video that is used as a filler video. No one is speaking to the camera, and it's used to help provide context to the story. Example: You can have someone film a video telling the camera everything they did that day. Then, you can film them doing all those actions to help provide context. That footage is called B-Roll. The final video will cut back and forth between him talking to the camera and his actions that day.

B-Roll with music + captions: We'll show a variety of clips with music + captions. I recently did this in an ad, where I used the hook: "POV: You finally started getting consistent results with Facebook ads thanks to emotion baiting." I put this one caption on the screen and then put a variety of short video clips that showed someone's desired state or benefit they want.

B-Roll video with voice over + captions: Same as the above, but we'll add a voiceover vs. having music.

Actor talking to the camera: Having someone tell a story about the product.

Actor talking to the camera w/b-roll: This is the same as the above, but we're adding some b-roll to keep users interested. This one is more polished than the original.

Which one should you use?

Each one will have its own use case. For clothing brands, we'll typically do a lot of b-roll w/music, as we just need to show off the uniqueness of our clothes and establish a lifestyle (which is done through the actor we choose and the environment we shoot at). B-roll video with voice-over and captions works well when you have a lot of content on file, and you can stitch it together to make a new video, when you have no new content to work with. The actor talking to the camera works well for storytelling, especially for emotional products.

VISUALS THAT GO INTO A VIDEO

The same visual rule is applied to video as we did for photos.

1. Picture of the benefit
2. Picture of the problem
3. Picture of the product
4. Picture of the product in action



Every scene inside the video will be one of these 4. We'll go over how this is decided and script it out next.

SCRIPTING OUT THE VIDEO

Start with your hook, then decide what type of video you want to do. The type of video you do will dictate what needs to go into the script.

Again, there are four types of videos to choose from:

1. B-Roll with music + captions
2. B-Roll video with voice over + captions
3. Actor talking to the camera
4. Actor talking to the camera w/b-roll

For this example, I will choose the most common one: an actor talking to the camera with a B-roll.

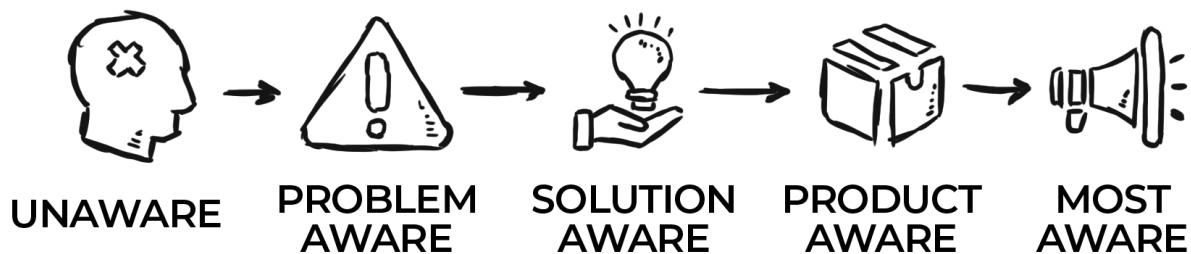
Before we start writing our script, I want you to understand the stages of writing a script.

1. Draft → Just get words on paper.
2. Reinforce Desire → Making it hard for people not to click
3. Add More Descriptive Words → Spice up the script to make it more appealing.
4. Cut the fat → Where am I bored?
5. Flow → Read the script aloud and ensure it flows like a conversation.
6. Visually Articulate → We want to add visuals to each line we write.

FLOW OF THE VIDEO SCRIPT

These are the five different flows of a video script I might follow depending on my market research which will dictate which one I use.

THE 5 STAGES OF CUSTOMER AWARENESS



Symptom → Problem → Solution → Product → Offer

This is the most complex script you can write and is not our usual, but it has its place when we're opening up unaware markets.

1. I'll start off by calling out a symptom someone is experiencing. Let's say, for example it's "high energy bills"
2. I'll then move onto the problem: AC running all day uses a lot of energy.
3. I'll then flow into the solution, which is insulating your attic space to retain cool air.
4. I'll then flow into the product, which is our insulation service, and how we can do all this for you, at the best price, and with the best customer testimonials.
5. Lastly, I'll call out an offer. This might be something simple as "beat the heat today and get a quote" or something like "save 60% off today if you click the link below."

Problem → Solution → Product → Offer

This is for our markets, where people don't have a symptom but a problem. Think about when you're sick, you have symptoms of an illness but you have no clue what you have. Then, you go to the doctor and get a diagnosis. This diagnosis is the problem you have. We want to start this script off with the issues people have.

1. I'll start by calling out the problem, "How to get rid of a sinus infection in 48 hours."
2. I'll then flow into the solution, "all you need to do is take a zpack."
3. I'll then flow into the product, which is our zpack, explaining what's so good about it, how it works, and testimonials of people who love it..
4. Lastly, I'll call out an offer. This might be something simple as "beat your sinus infection today" or something like "save 60% off today, if you click the link below."

Solution → Product → Offer

Here, our market does not have a symptom or problem; they have a desire for a solution. A great example of this is the desire to lose weight. All we have to do is start with addressing the desire and then setting the stage for the product that answers to it. First call out the desire to lose weight, "How I got ripped and toned for the beach this summer"

1. Then flow into the product, "All I had to use was Nick's training program." Then, move on to how amazing the program was, the results, and any objections.
2. Lastly, I'll call out an offer. This might be something simple as "start losing weight today" or something like "save 60% off today if you click the link below."

Product → Offer

In this situation, our market has already seen our product, and is not 100% sold on our brand yet. They're also looking at competitors. These scripts we want to write are more focused on increasing trust with our brand, proving superiority of a better product in the marketplace, and answering any questions or objections consumers have.

1. I might start with a testimonial here from someone raving about the amazing results they got with our product, along with a few other smaller clips of testimonials.
2. Lastly, I'll call out an offer. This might be something simple as "start losing weight today" or something like "save 60% off today, if you click the link below."

Offer

This is simple. Here we're just promoting our offer. It's rare that we create ads around this, but we will for major sales events.

1. Call out the offer and talk about why people need to get there asap as we're about to sell out. Then simply provide where they can take action on this offer. The end.

STEP 1 - DRAFT SCRIPT

Time to put pen to paper and write. I give you full permission to fail here. I encourage you to write the worst copy you've ever written. I only want you to promise me to let whatever thoughts flow in your head come out on paper.



**LET YOUR
THOUGHTS FLOW
ONTO PAPER.**

Step #1 → Review your hook

Our hook we will be using: *Using Emotion-Baiting to scale Facebook Ads past \$100 per day Fast*

Step #2 → We will do an actor talking to the camera with a B-roll.

My first question is: "How can I turn this into a story?"

I want you to imagine you're in the shoes of your customer. You've been drained by this problem you've had for a while or this urge to satisfy a desire that has been taking forever to solve, and you finally crack it. You're excited to tell the world about this thing you've discovered and all the cool stuff it's done for you.

Another way to think about it is you're sitting down at a table. Across the table is your ideal customer, who sat down after reading your hook. Now that they have your attention, your goal is to persuade them to buy your product by telling them stories.

Step #3 → Write

Start with your hook and tell a story from that hook. I want you to continue the thought of the hook into the script.

"Using Emotion-Baiting to scale Facebook Ads past \$100/day Fast

I've tried a lot of other Facebook ad strategies to scale

But nothing has come close to how fast I can scale with Emotion-Baiting

This account was literally just at \$100 daily a week ago

And now we're spending \$1,000/day on ads while maintaining profitably

If you want to learn more about emotion-baiting, there is a free training below"



STEP 2 - REINFORCE DESIRE REWRITE

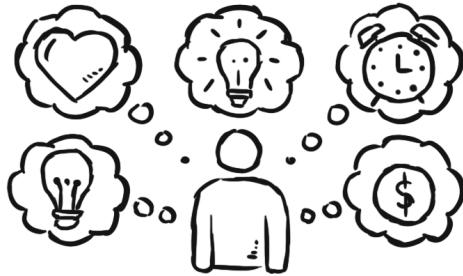
Do you notice how I said rewrite? As that is precisely what you'll be doing at every stage. This is called "reinforce" because we want to provide more examples of how our product satisfies their desire.

We don't want to show them that there's only one way your product can accomplish their desire. We want to showcase it from multiple perspectives to increase believability and have people thirsting for our product.

Repetition is powerful in advertising, as people don't immediately believe what you present in front of them. It's only believed after numerous examples are shown. Think about any political or religious beliefs you may have. You didn't just believe these things the first time you heard them, it was after seeing them numerous times over long periods, is when you started to deeply believe these things. Our goal is to provide strong belief to our customer that our product can get them what they want.

I like to call this mental masturbation, as that is what people on social media like to do. We see it all the time with people looking at cars they dream of, the opposite sex they lust over, or game highlights from sports.

The next page goes over 15 different ways to reinforce desire in your script.



15 DIFFERENT WAYS TO REINFORCE DESIRE.

Here are 15 different ways to reinforce desire.

1. Show how your product achieves their desire.
 - a. *Guy walking into a bar with a new shirt and girls running up to him*
2. Show how your product does this again and again/
 - a. *Waking up everyday for 30 days full of energy due your new sleep product*
3. Where will they get their desire satisfied
 - a. Focusing on physical location where they will get their desire satisfied
4. When will they get their desire satisfied
 - a. *Every morning when they wake up*
5. How will they get their desire satisfied
 - a. The logical part of how the product gets them what they want. Just take one pill each morning and it will increase your red blood cells making you feel full of energy.
6. How to test the claim you make about your product that will satisfy their desire
 - a. Next time you spill red wine on the carpet, all you have to do is do one swipe of zap away and it will be all removed
7. Show experts & customers commenting on the desire to be satisfied with the product

- a. "Emotion baiting has been the fastest way to scale my ads" - Nick Theriot
Facebook Ads Expert
- 8. Prove the superiority of your product at satisfying their desire vs. the competitor
 - a. Other cars take 3 seconds to get to 60, the all new C8 Corvette takes only 2.8 seconds
- 9. Use a metaphor talking about the desire to be satisfied
 - a. Sex industries using bananas or other fruits, to symbolize what their product will achieve for the customer, hence, better engagement with the product.
- 10. Speed of which they'll get their desire satisfied
 - a. *Only 60 seconds after taking this product, and I can feel a strong buzz with this product.*

11. The size of which they'll get their desire satisfied

- a. *Emotion baiting will add an extra \$10,000 per month to your Facebook ads*

12. Help people feel, smell, and taste their desire to be satisfied

- a. Only the best-tasting beats alternatives on the market. Tastes like a freshly picked strawberry from the sunny fields of California

13. The benefits of their desire being satisfied

- a. You'll make so much money from this program, every time you go out with friends, you'll be able to cover the bill with no worries

14. Dramatize how hard it is to satisfy their desire unless they use your product

- a. If you want to go fast, buy the all-new C8 Corvette. Unless you want to buy a Honda Civic, spend thousands on tuning it, have it spend months in the shop, and then for it to only come close to how fast the C8 Corvette is.

15. Problems they'll face due to their desire to be satisfied

- a. You'll make so much money from this program that you'll have a line of people from all over the city, coming to your house and banging on your door for handouts.

Our goal is not to use all 15 but to layer them in as they fit to reinforce desire inside our ad.

How can we layer some of these to reinforce desire in our ad script?

I highlighted in blue the new lines added and which ones I used. You'll notice some were already used in the beginning script, as these just come naturally to me now!

"Using Emotion Baiting to scale Facebook Ads past \$100 per day Fast

I've tried a lot of other Facebook ad strategies to scale

But nothing has come close to how fast I can scale with Emotion-Baiting

This account was literally just at \$100 daily a week ago

And now we're spending \$1,000 pr/day on ads while maintaining profitably

My inventory ran out in a week after applying this. (problems they'll face due to desire being satisfied)

You can keep burning time and money on outdated Ad Strategies. (dramatize how hard it is to satisfy their desire unless they use your product)

If you want to learn more about emotion-baiting, there is a free training below"



MAKE IT MORE ENTERTAINING WITH STRONG WORDS

STEP #3 - ADD MORE DESCRIPTIVE WORDS REWRITE

This is simple: I like to go through the script and look at how we can add more powerful words to make it more engaging.

I highlighted the words I added in blue below. You'll see how it helps add a little more description and emotion to it.

Caution when doing this! You want to avoid flexing your IQ here.. The goal is not to add more "big words" but more descriptive words that are easy to understand and invoke emotion.

"Using Emotion Baiting to scale Facebook Ads past \$100 per day **within a week**

I've tried a lot of other poor-performing Facebook ad strategies to scale

But nothing has come close to the speed at which I can scale with Emotion Baiting

This account was stuck at \$100 daily a week ago

And now we're spending over \$1,000 pr/day on ads while maintaining profitably

My inventory went to zero after applying this

You can keep burning hours of your time and wasting hundreds of dollars on outdated Ad Strategies

Or

If you want to learn more about emotion baiting

There is a detailed step-by-step training below"



CUT THE FAT

STEP #4 - CUT THE FAT REWRITE

I am looking for any fat in the script. Every word in your script has to justify itself in the sales process. If it does not add to the scripts selling power, it needs to be removed..

I marked below in red what needs to be removed from the script. I mainly removed this segment because it did not add value to the sales process.

"Using Emotion Baiting to scale Facebook Ads past \$100 pr/day within a week

I've tried a lot of other Facebook ad strategies to scale

But nothing has come close to the speed at which I can scale with Emotion-Baiting

This account was stuck at \$100 daily a week ago

And now we're spending over \$1,000 pr/day on ads while maintaining profitably

My inventory went to zero after applying this

You can keep burning hours of your time and wasting hundreds of dollars on outdated Ad Strategies

Or

If you want to learn more about emotion baiting

There is a detailed step by step training below"



REFINING THE SCRIPT

STEP 5 - FLOW REWRITE

The last stage of the writing process involves reviewing the script and making sure it flows. We want this script to roll off your tongue like a natural conversation.

This means you have to read the script out loud. If you find spots where you stutter or are hard to read, that part needs to be rewritten for improved flow.

I've highlighted in blue the things I've altered in this script to make it flow better.

"How I used Emotion Baiting to scale past \$100 per/day with Facebook Ads in just one week

This account was stuck at \$100 daily

And now we're spending over \$1,000 per day on ads while maintaining profitably

The inventory I've been trying to sell for months completely sold out after applying emotion baiting to my ad account account

You can keep burning hours of your time and wasting hundreds of dollars on outdated Facebook Ad Strategies

Or

If you want to learn more about emotion baiting

There is a detailed step-by-step training

And you can access it by clicking the link below

STEP 6 - VISUAL REWRITE

Now that we have finished our script, we want to go over and rewrite it with visual directions for each scene. These directions will be handed off to content creators or video editors.

I like to review each line and ask myself: *How can I visually articulate this?*

I've highlighted my thoughts for each line in blue.

How I used Emotion Baiting to scale past \$100 per day with Facebook Ads in just one week

(close-up of the ad account spending the \$1,000 per day)

This account was stuck at \$100 daily

(talking head)

And now we're spending over \$1,000 per day on ads while maintaining profitably.

(close-up of triple whale showing the new profitable spend)

The inventory I've been trying to sell for months completely sold out after applying emotion baiting to my ad account account

(Inventory being shipped out)

You can keep burning hours of your time and wasting hundreds of dollars on outdated Facebook Ad Strategies

(Talking head + rest of script)

Or

If you want to learn more about emotion baiting

There is a detailed step-by-step training.

And you can access it by clicking the link below

THE IMPORTANCE OF ACTORS & ENVIRONMENTS

Often we need to pay attention to who is filming the ad, who will be in it and where will the video be filmed?

This always ends up with someone filming in their bedroom in a lower income household, which sometimes will convert but not all the time.

ENVIRONMENT'S ROLE IN ADS



Environments

This is everything around your actor in the video or photo.

I posted 2 short videos talking about how to scale Facebook ads.

Video 1 → 300 views

Video 2 → 2,000+ views

The difference? One video was filmed inside of a supercar and the other one was filmed inside of my recording studio. The supercar one got more views as it helped me establish authority.

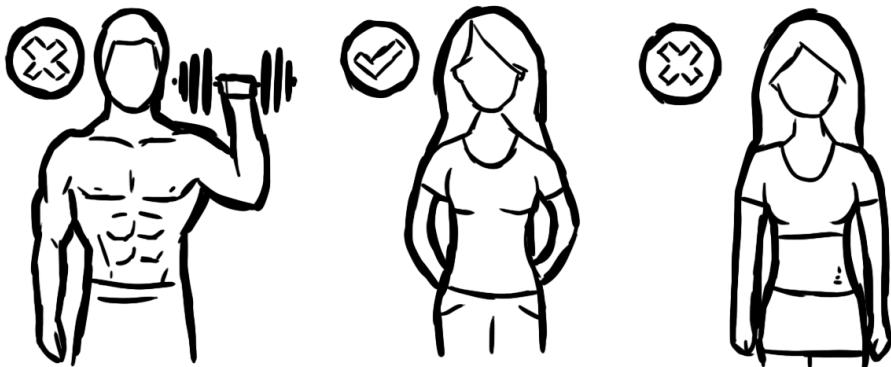
Another great example of someone doing this, is Lee Haight. Lee, helps roofing contractors grow their business, following the same roadmap that has helped him.

Instead of Lee sitting in an office filming ads, he actually goes to job sites and stands on a roof to film the ad. This makes the ad a lot more recognizable for his ideal customer, a roofer.

Another example is the environment in terms of being wealthy or poor. Filming your creatives inside a wealthy environment, can improve the perceived value of your product, before someone sees the price.

Working with a men's jeans brand, all the creatives were filmed in wealthy environments. Luxurious looking apartments on the streets in front of designer clothing stores to iconic vacation spots in Dubai. Speaking of Dubai, we had another client increase their perceived value by taking pictures of their product in luxurious apartments in Dubai, with the city in the background.

YOUR CUSTOMER'S IDEAL SELF



Actors

This goes back to who your ideal customer wants to become.

For one brand, a mushroom powder supplement, we tested 3 different actors.

- Muscular fitness guy
- Go green vegan, save the planet girl
- Rich girl living in New York

The results?

The vegan girl CRUSHED the other two. She better resonated with our ideal customer vs. the other two.

There is 3 different types of actors we regularly test:

1. People who our ideal customer is attracted to.
 - a. My favorite brand ever to do this was Redline Steel. The guy they used inside all of their ads, was a southern model. Their ideal customer? Conservative women in their mid- to late 40's. The best part is that what they were selling were things like metal crosses, yard ornaments, and wall art. This helped their ads grab attention, better than all competitors.

2. People who our ideal customer wants to look like.
 - a. One of our past clients was running ads for men's jeans. The main thing that helped them stand out from all the other mens jean's brands, was that they used guys with six packs and in shape, covered in tattoos, to model the clothing. It appealed to that "bad boy" persona that guys secretly want to become.
3. People who our ideal customer looks like.
 - a. This goes back to the example above, with mushroom powder supplement. The actor we selected looked just like our ideal customer.

Every product and customer will react differently to these. Do not cut corners short here. Carefully selecting the actor you use and the environment you film in, can massively impact the performance of your creatives.

\$100 VS. \$100,000 VIDEO AD

I broke down four Facebook video ads by how much they spent. We follow a testing process where all ads are given a chance to utilize the full budget. This means that the better ads will rise to the top and spend more, while the ads that are bad, will spend less. Below are the findings for each one on what went right and what went wrong.

\$100 Ad

- The hook we used was, “Everyone talks about how amazing being retired is.”
- Hook did not follow 2 of our 3 golden hook rules.
 - It did not imply a benefit or make people curious to watch more
 - It did call out an ideal audience
- The script spent too much time discussing the problem. You need to discuss the problem to connect to the solution but this video dragged it on and made it boring.
- Video was very slow paced

\$1,000 Ad

- The hook we used was “How to romanticize your life this summer,” which hits on all 3 of our golden hook rules. (implied benefit, curiosity, ideal audience)
- The visuals look great and the pacing was on point.
- The problem? We’re going after a desire for “romanticizing your life,” which I have never heard of personally. This leads to the next marketing lesson, if it’s not a proven desire across the marketplace or large enough, it will not scale.

\$10,000 Ad

- The hook we used was “Create an intimate & memorable date night this weekend”
- The hook hits on all 3 of our golden rules (implied benefit, curiosity, ideal audience)
- The visuals look great and the video pacing was on point.
- The problem? While the ideal audience was people who are looking to have a date this weekend, it was still not clear enough. We also show a girl by herself in the beginning of the video when the hook is said, that does not look like a memorable date night. We could have gone after guys who want to impress their girl this weekend with a memorable date night and that would have likely been better + more clear.

\$100,000 Ad

- The hook we used was, “This is for the girlies who want a girl’s night soon”
- The hook hits on all 3 of our golden rules (implied benefit, curiosity, ideal audience)
- The visuals look great and the video pacing was on point.
- Everything about this video was perfect and is why it scaled.

EMOTIONAL VS. LOGICAL

Your writing should strike an equal balance between emotional and logical statements. A well-balanced script flows by alternating between the two. If you start with too many logical statements, you risk boring the prospect. On the other hand, if you begin with too many emotional statements, the prospect might lose belief in your message.

Emotional: Focuses on how happy the prospect will be with the product. Example: 'Imagine being able to confidently write Facebook ads that scale.'

Logical: Focuses on how the product works. Example: 'The exact process that Nick Theriot followed to generate \$100 million in revenue for his clients.'

DARK SIDE VS. BRIGHT SIDE

Don't focus too much on the problem or symptoms your audience is currently facing. Instead, sell them on the new reality your product offers compared to their current situation.

Bad example:

Do you struggle to scale Facebook ads?

If so, you're just like me.

Spending hours watching YouTube videos.

Learning strategy after strategy.

But still no success.

It often felt like I was running out of hope.

What would my family think of me if I never figured this out?

Would I be a failure the rest of my life?

I knew I had to find a way to make this work.

I then stumbled upon a new strategy by Nick Theriot.

I was skeptical at first but once I implemented it...

Good Example:

Do you struggle to scale Facebook Ads?

After wasting tons of time trying to scale using cost caps and bid caps.

I found this new strategy that took my ad account from spending \$1,000 to \$10,000 per day

In literally just 10 days!!

I've finally been able to find a strategy that gives me confidence running ads.

And the best part?

It only takes less than an hour a day to do.

This strategy is called...

THE IMPORTANCE OF FOCUS IN AN AD

People typically remember only one thing from your ad. That's why focus and simplicity are your greatest assets when crafting an ad.

Often, I see ads that:

Address too many different desires

- Highlight too many different problems
- Target too many different customer avatars
- The key is to focus on one desire or problem and one customer avatar.

Below, you'll find a bad example where the script is scattered, calling out multiple problems and desires, leaving the audience unsure of what the ad is about. This is followed by a good example that is more focused and effective!

Bad Example:

Coffee ran my life for decades

My gut was always on fire

The more I drinked the less energy I had

I had a serious problem

I found a healthy & yummy coffee alternative

The switch was easy because it tasted just like coffee

It had zero caffeine

Just one cup of this

Gives me long lasting energy, mental clarity, and better gut health than coffee.

Ditch the coffee for something 10x better and tastier.

Good Example:

The more coffee I had the more tired I felt until I discovered this

As someone who loves coffee

I often feel more tired after having that 2nd and 3rd cup

Which really killed my productivity at work

A friend of mine told me to try mushroom elixir

On day 1, I noticed I didn't need that 3rd cup of coffee

And my energy has been more stable throughout the day

All I had done was add 1 scoop of mushroom elixir to my coffee

30 days later and i've never been more productive at work

Without having to reach for that second cup of coffee throughout the day

DESIRUSES VS. BENEFITS VS. FEATURES

Benefits are also crucial when it comes to writing the rest of your ad. You should focus on the features and benefits that give people what they desire.

Example the desire is “make more money”

Product: Shopify Dropshipping Course

Feature: Step-by-step blueprint on launching your dropshipping store

Benefit: Make an extra \$1,000 pr/mo

Desire: Make more money

First, ask yourself what is the benefit of this feature?

Second, ask yourself what desire does this benefit appeal to?

You only want to focus on the desire to make money for that ad, so you'll only want to highlight benefits of making money and features that help them make money.

Script example

“This new dropshipping strategy makes me \$1,000 profit every day.

It allows me to scale faster than any other strategy i've tried

I put together a free step by step training on how you can use this strategy

To make an extra \$1,000 to \$10,000 pr/mo passively

Not only am I crushing it with this, but my friend Jake started using this and scaled his store to over \$100,000 per month in 30 days using this. Access the training below.”

CLEVER VS. SIMPLE

Avoid trying to be clever with your writing. It should be simple and easy to understand. Clever writing forces people to think, as if solving a puzzle. Instead, aim for clarity. Simple, straightforward copy always outperforms clever copy. While clever copy might boost your ego, simple copy will boost your bank account.

Clever

Coffee used to rule my life, but now I'm high on... mushrooms?

My friend slipped me this "secret elixir." Totally legal, he winked. Suspicious? Nah!

Just one scoop and suddenly I'm working like I'm possessed by a caffeinated ghost!

Day 1: Who needs sleep when you've got fungus juice?

Day 30: Haven't blinked in weeks. Is this what enlightenment feels like?

My coworkers think I'm on something. They're right - mushroom power!

Side effects include talking to plants and an irrational fear of coffee beans.

I've reached peak productivity! Or maybe I'm hallucinating my inbox?

Who needs that second cup when you can have a mushroom trip... I mean, sip?

Warning: May cause spontaneous productivity and an inexplicable urge to hug trees.

Simple

The more coffee I had the more tired I felt until I discovered this

As someone who loves coffee

I often feel more tired after having that 2nd and 3rd cup

Which really killed my productivity at work

A friend of mine told me to try mushroom elixir

On day 1, I noticed I didn't need that 3rd cup of coffee

And my energy has been more stable throughout the day

All I had done was add 1 scoop of mushroom elixir to my coffee

30 days later and i've never been more productive at work

Without having to reach for that second cup of coffee throughout the day

HOW LONG SHOULD AN AD BE?

This is an age-old question with no straightforward answer—it depends. With a long ad, the challenge is maintaining the prospect's attention throughout. With a short ad, the challenge is providing enough information for the prospect to arrive at your site feeling informed.

The length of the ad often depends on the complexity of the product and the stage of the customer's buying mindset.

Example 1: If you're hungry for a steak, all I need to do is show you a steak and tell you how to buy it.

Example 2: Imagine you've just eaten a five-course meal and I need to convince you to eat one of my steaks. In this case, I'd tell you a story about how this steak is the rarest in the world, sourced from a small town in Japan. The cow that produces this steak costs ten times more than a regular American cow, resulting in a rich flavor that practically melts in your mouth. This steak is Wagyu, and we rarely have it in stock—tonight, I have just one left. We're the only restaurant in the city that carries it, and I'm not sure when we'll get more. Would you like to try one?

In the second example, the customer's mindset required more convincing, so I had to spend more time selling the steak. In the first example, the customer was already ready to buy, so a short, straightforward ad was enough. Different mindsets require different ad lengths.

USING AI TO WRITE SCRIPTS

If you're going to use AI to help you write an ad script, it's important to do it the right way. Below are examples of how I use AI effectively to craft scripts.

The biggest mistake people make when using AI for ad scripts is not providing enough data.

Wrong way: "Write me a script."

Right way: "We sell a Pilates bar that women use at home. Our customers are women aged 30-50 who want to get leaner. They've tried other home workouts without success because they were too long. Please write me a hook using the templates below."

By providing AI with all the necessary information—such as research insights, product positioning, and the target customer avatar—you set the foundation for a more effective script. I also include specific hook patterns from this eBook as examples of how I want the hooks to be structured.

Once I have a hook I like, I then instruct the AI to generate a script:

"Please use hook #11 and write me a 30-second Facebook video ad script. The script should start with the hook and transition into a story about how she was able to get leaner using our Pilates bar at home. The story should be told from a first-person point of view."

This process gives me a rough draft of the script, which I then refine through multiple stages of manual rewriting.

During the rewriting process, I use AI to help with specific tasks, such as:

- Finding better word choices: "What's a better word for X?"
- Enhancing descriptions: "What's a more descriptive way to say X?"
- Streamlining content: "How can I cut this down to remove unnecessary words?"
- Visualizing the script: "How can I visually articulate this script?"
- Improving the script's effectiveness: "As a high-level marketing expert, what am I missing from this script?"

By leveraging AI in this structured way, you can produce high-quality ad scripts while maintaining control over the creative process.

CALL TO ACTION INSIDE THE SCRIPT

We often spend the least amount of time on the call to action (CTA), sometimes even forgetting to put any real effort into it. In fact, this was the last section I wrote for this eBook because I nearly overlooked it.

From my experience, an effective CTA reminds people why they should click or gives them a compelling reason to act now.

Don't: Click to buy now

Do: Click below to get smooth, hair-free skin

Don't: Click to buy now

Do: Click below to take advantage of our back-to-school special

Don't: Click to buy now

Do: Click below to save 30% on our mushroom elixir

Don't: Click below to get a quote

Do: Click below to get protected today!

By focusing on the benefit or urgency, your CTA becomes much more persuasive and effective.

IT'S LIKE SOLVING A PUZZLE

If you're writing a script for the first time, it may seem challenging. However, the key is to take a step back and break it down one step at a time.

As you write, you'll inevitably encounter challenges, such as:

"How can I transition this thought into a new one?"

"How can I address this objection?"

"How can I strengthen the prospect's belief?"

To overcome these challenges, adopt a problem-solving mindset. Start by acknowledging the issues that need to be resolved. Write down each problem you face, then tackle them one by one. By the time you're done, you'll have a complete script, ready to go.

Chapter #9 - Prelaunch Review Checklist

After you complete your final creatives , there is a list of criteria I like to go through to ensure the highest quality. I developed this list after reviewing close to 100+ creatives a week between prospects, clients, and students for the last four years. These are the most common things I see:

1. Strong hook

- a. Speaks to the ideal audience
- b. Intrigues curiosity
- c. Implies a benefit

2. Visuals speak to the target audience.

- a. All the visuals in the video or photo speak to our target audience based on what they want.

3. The visuals pop

- a. Often I find visuals that do not pop, do not perform. Some things to look for that work well for us is: high contrasting colors, high saturation scenery that grabs the eyes, and unusual angles, things, or places, that grabs the attention of consumers.

4. It makes it easy for eyes to flow through the creative.

- a. Video: captions on the screen are different in each scene, where eyes naturally flow to.
- b. Photo: easy to see hook and flow through the photo without it being hard to direct focus

5. The video has new visuals every 3 seconds.

- a. In the film and TV show industry, something new is on the screen every 10 seconds. Due to a lack of attention span on social media, this should be 3 seconds.

6. Visuals provide belief

- a. People believe what they see, not what they hear. If I were to make a photo ad with a phone case and put “world’s strongest phone case,” this would not be nearly as powerful as dropping a phone case off of a 100-foot building and showing the phone still fully functional.

7. Not Boring

- a. Long story short, is the ad-creative boring? Be brutally honest with yourself. If so, it will likely not work.

8. Compare your final ad to the inspo

- a. When creating an ad based off inspiration from another ad, compare the final to the inspo for anything you might have missed.

9. Send the ad to friend and get their feedback

- a. Getting feedback from a friend or a group of people is an excellent way to improve your ad writing. The best part is, they don't need to be experts in advertising. All you want to know is what goes through their mind when they see the ad. This feedback can often be incredibly valuable. In my Inner Circle program, students regularly send me their ads for review before they go live.

10. Wait 72 hours and review again

- a. If you don't have the luxury of getting feedback from a friend or group, wait three days and then review the ad again. Taking a few days away from it can give you a fresh perspective and help you see things you might have missed initially.

Chapter #10 - Advanced Script Writing Tactics

A few key things have a place in the scriptwriting process but are unique to specific scenarios.

I call this bag of tools, “advanced script writing tactics.”

WHY DO PEOPLE NOT BUY

These are the three reasons that people do not buy. We must determine which applies to our product and understand how to alter that in our scripts.

- **Too Expensive**

- Here we must compare our product to a more expensive solution.
- For example, Rose Skin Co. focused on the cost of laser hair appointments compared to one payment of their \$200 product. The costs of these appointments soared into the thousands, making their product seem like a no-brainer for the expenses.
- You want to ensure people understand the cost of the more expensive solution before going into your solution.

- **Not Important Enough**

- People do not believe your product is important, and buying it now is unnecessary. We must take the current benefits and extend them to the benefits of the benefits. What benefit will someone experience if they get this benefit?
- Example: Working on an account for attic insulation. The number of people who are actively looking for attic insulation is minimum to zero. There is no urgency behind it, so we had to look at the benefits of the benefits. One of the benefits of attic insulation is a cooler house because less heat can escape. We had to look at the benefit of that, which is lower electric bills due to less time the AC had to run. We focused our messaging on visuals of lower electric bills to make it seem more important and get people to buy.
- Be careful here. Sometimes, we extend the realm of believability, which causes more confusion once we reach certain levels of extending the benefits.

- **Too Complicated**
 - People see your product as too complicated, so we need to simplify how the product works.
 - Example: PayPal focused on how they sent currency over IP addresses. People needed clarification, which caused sales to drop. So they switched it up to, "You can send money over email."

BELIEFS

The countless things that we experience shape our beliefs over our lifetime. We spend many lives overcoming beliefs our friends and family taught us as children. These beliefs affect how we make decisions daily. Some of these decisions are the things we decide to buy.

If our market already has a negative opinion of our product, we must address that in our ad before they're willing to even consider our product.

As you write each line, you want to ask yourself **how would my prospect handle that?**



OVERCOME CUSTOMER BELIEFS

Some beliefs are also misconceptions about how our product works or what it does.

Let's go over a couple of examples and how we handled them..

Example #1

Working with an insurance product, we faced a hard objection from people who felt that our product did not offer a new solution to their problem as compared to other insurance products.

For us to overcome this, we had to:

1. Call out people in the market who had this insurance/
2. Call out the fact that there was a little-known fact about their insurance that could cost them thousands.
3. Showcase people upset about how they wish they knew about this sooner.
4. Then, showcase our product.

This increased performance drastically over the direct ads selling this product. We were able to address the objection before it became an objection.

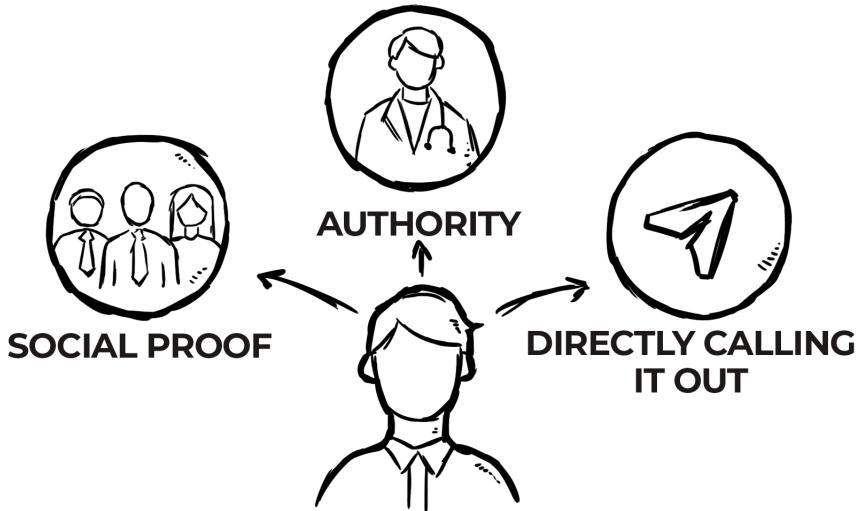
Example #2

Inside the course space, there are many beliefs about how all courses are scams.

Course creators (including me) started focusing on selling systems to overcome this belief.

It's the same thing but with a different name for the type of product. This overcomes the belief that courses are scams.

WAYS TO OVERCOME BELIEFS



HERE ARE SOME OF MY FAVORITE WAYS TO OVERCOME BELIEFS

Authority

Bringing in a person of authority is an easy way to override people's beliefs.

We see this often in the medical field, where people hire doctors to endorse their products, as doctors have high authority.

This is not just limited to doctors though. This can be anyone with authority in a marketplace.

Social Proof

Like in the example above, we showed various people with the same objection and how it was false.

Directly Calling It Out

We'll identify a false belief and use it as our hook. Then, we'll tell a story about someone who had that belief and eventually realized they were wrong.

HOW TO MAKE PEOPLE BUY NOW

This approach is used when writing ads focused solely on the offer, targeting people who have already seen your other ads and know what you're selling. These techniques are designed to push potential customers to make a purchase if they haven't already done so.

Special Offer for a Limited Time: Create a special offer that aligns with current events or seasons.

Example: If it's back-to-school season and your target audience includes parents with school-aged children, you could run a back-to-school special. Naming the offer after something relevant to your audience enhances its relevance and urgency, giving customers a clear reason to act now.

Price Increase: Be transparent if the price is going up.

Example: If you plan to raise the price of your product, like a mastermind program, announce it to your mailing list the day before the increase. This urgency can drive a surge in sales. However, be honest—if you don't actually raise the price, you risk losing customer trust.

Limited Inventory: If you have a limited supply, let people know.

Example: When launching a mastermind with only 25 available spots, emphasize this limitation in all ads. Send out multiple emails showing the number of spots dwindling, and cap the order form at 25 to prevent overbooking. This scarcity can drive demand.

Reward for Buying Now: Offer an immediate incentive for purchasing.

Example: For a Black Friday promotion with a clothing brand, we offered a free limited-edition \$50 t-shirt to the first 100 buyers. This created a rush of customers waiting for the launch, leading to over \$100K in sales within an hour. Again, be ethical—don't promise what you can't deliver.

SCRIPTWRITING FOR HIGHER AOV PRODUCTS

We often face the challenge of selling higher-ticket products. Typically, most products fall within the \$25-\$150 range, while higher average order value (AOV) products are in the \$1,000+ category.

The fundamentals of marketing don't change when selling higher-ticket items; the key difference is your customer persona.

When I first started my advertising agency, I focused on selling to businesses and convincing them to start running Facebook Ads. This approach left me with low-paying clients who could barely afford \$500 per month.

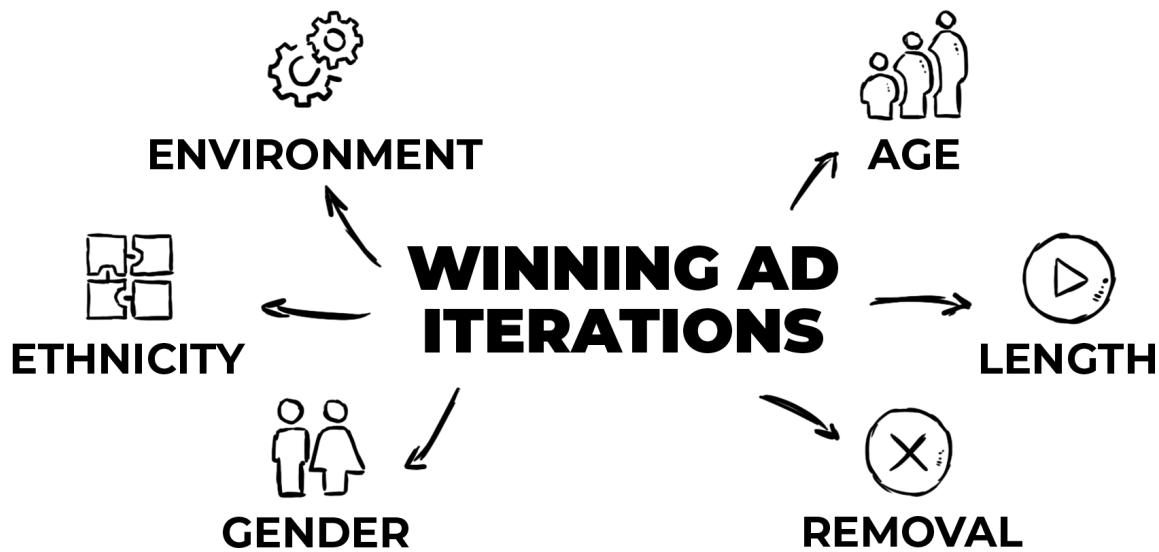
Today, my agency charges \$10,000+ per month to run ads for clients. While we've improved and have better case studies, the most significant change is our customer persona. We now work exclusively with businesses already generating \$100,000+ per month. Why? It's easier to make them more money, and it's easier to get them to pay \$10,000 compared to a business that has never run ads before.

Our current customer persona, generating \$100,000+ per month, has very different symptoms, problems, and needs than our previous clients who needed convincing to start running ads. This means the scripts we use to approach these high-revenue clients are very different.

When selling higher-ticket products, you need to adjust your positioning and scripts to fit personas that can afford those products. These personas require distinct messaging and visuals compared to lower-tier personas.

Chapter #11 - What To Do When You Find A Winning Ad

Let's say you find a new winning ad. First, congrats, as scaling your paid advertising efforts is an outstanding achievement. Now, we want to look at what to do next. The main goal is to make more ads with the same messaging that do not seem repetitive or boring. Below is how we do this.



STEP #1: ITERATIONS OF YOUR NEW WINNING AD

Iterations are single variable changes that increase the efficiency of an ad. Examples of these are:

1. Environment

- You filmed the first ad in one location. We'll try 2 or 3 other locations that would resonate with people.

2. Ethnicity

- If we have a person in the ad, we'll change the ethnicity of the person we use.

3. Gender

- If we have one gender in the ad, we might swap out to the other. ***product dependent***

4. Age

- a. Different age groups.

5. Length

- a. If it's a video, we'll test 3 other versions with different lengths.

6. Removal

- a. Can anything be removed from this creative to make it better?

STEP #2: NEW HOOKS W/ NEW CONCEPTS AROUND THE CORE WINNING MESSAGING

Let's say we film an ad that uses the hook "How to scale Facebook ads with emotion baiting."

I'll turn to my hook swipe file to brainstorm new hooks to film new concepts.

Examples:

- Emotion baiting made me \$30,000 with Facebook Ads.
- The fastest way to scale Facebook ads is with emotion-baiting
- Emotion baiting allowed me to double my ad spending faster than traditional Facebook ad strategies.
- Watch as emotion baiting scales this Facebook Ad account.
- Unleash the power of emotion baiting to scale Facebook Ad Spend.
- Facebook ads expert reveals new strategy for scaling ad spend called emotion baiting.
- 9 out of 10 Facebook Ad experts turn to emotion baiting to scale ads in 2024.
- Emotion baiting boosts Facebook ad spend and ROAS.
- Before emotion baiting, I struggled to scale Facebook Ads. Now, I have doubled my ad spend while maintaining profitably.

These hooks still mimic the same "messaging" but have different angles of attack. Some focus on time, size, authority, before/after, etc.

Do not just take the same video or photo and include a new hook in it. Go film new concepts with these hooks that still follow the golden rules of script writing. The same content over and over with just new hooks is a quick way to burn down an advertising campaign.

Flex seal is a great example of this. Flex seal is liquid rubber sealant coating that can be used on many surfaces to create a flexible, watertight barrier that blocks out air, water, and moisture.

The initial ads for Flex Seal focused on common-uses of the product.

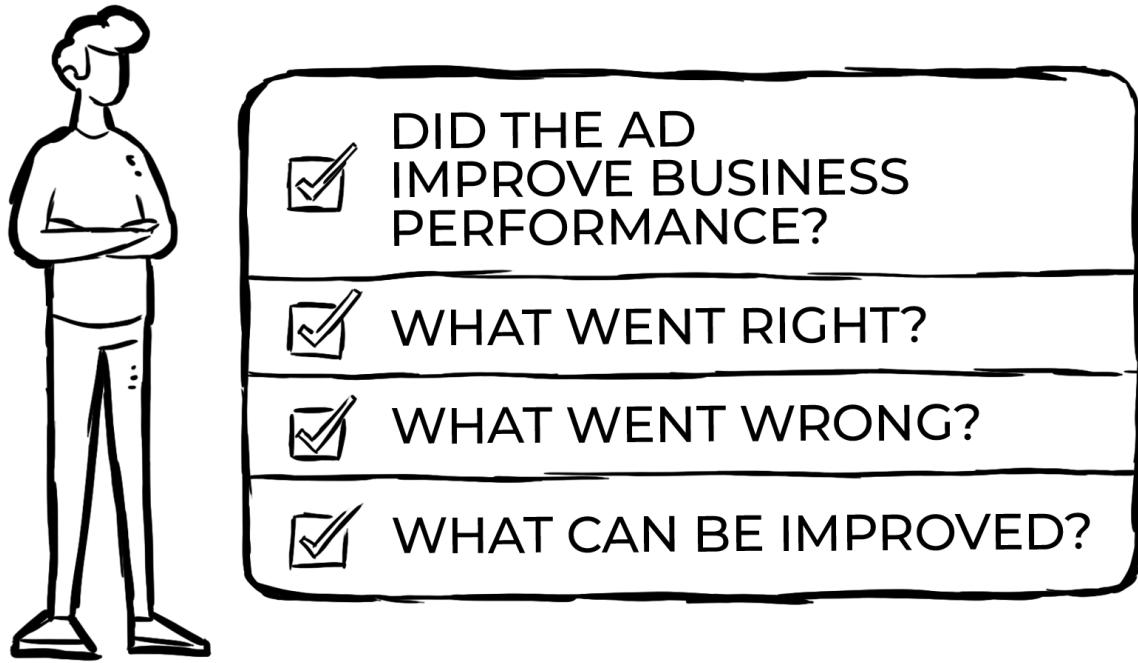
Example: Window seal damaged and water leaking into the house after a storm.

Once they found this winning messaging, instead of just consistently showing windows being patched up with this product, the ads now included other products as well. They even started to show extreme examples, which propelled them even further as it exaggerated how strong this product was

Extreme winning example: Drilling a hole in a boat, flex sealing it, and then showing how it still floats on water with no issues.

Chapter #12 - Post-Launch Review Checklist

With every ad you launch inside your paid advertising campaign, you review the results to ensure you continue optimizing your creative process.



We follow a simple 4-question review process that allows us to consistently optimize performance as we test new ads inside the ad account.

1. Did the ad improve business performance?

- a. Every ad has one goal = to allow you to spend more by lowering the cost per acquisition. If we launch an ad that does not do this, it's not a winner.

2. What went right?

- a. Winner or loser, there has to be something that just went right about this creative.

3. What went wrong?

- a. Winner or loser, there has to be something that just went wrong about this creative.

4. What can be improved?

- a. What is the one thing that can be carried over into the next creative test?

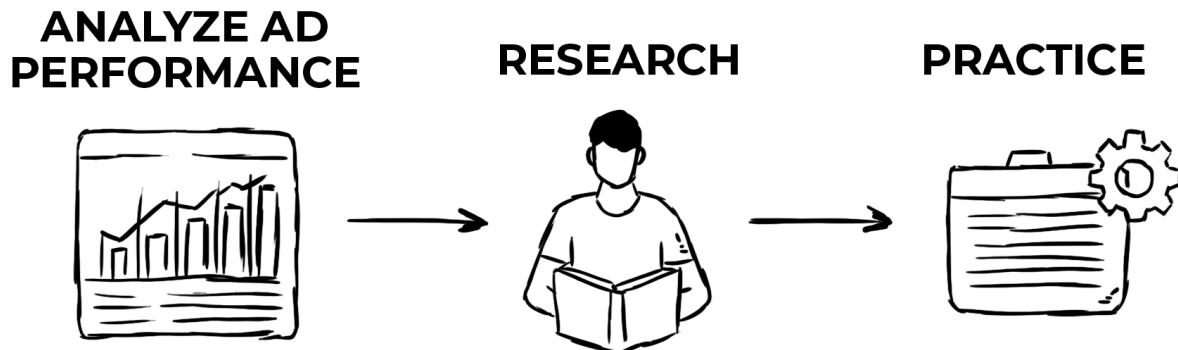
Creative roadmap

You'll want to set up a Google sheet or Excel document, so that you can track the performance of every creative test. This way, you can see from a macro overview what's working and what's not inside the ad account. We'll go over this further in the "ongoing testing" chapter.

Chapter #13 - Habits of a Super Star Marketer

Creating exceptional results with ads is a by-product of your habits.

I've nailed down 3 habits that all marketers need to follow and should perform 30 minutes daily.



HABIT #1 - REVIEW YOUR GAME FOOTAGE

Like an athlete after a game, you want to review your footage to understand:

What went right?

What went wrong?

What can be improved?

This will always be your most recent ad tests.

HABIT #2 - RESEARCH

Research is not a one-time task; it should be an ongoing process to continually deepen your understanding of your market. Each research session should have a specific objective. In the beginning, the focus is on gaining a broad understanding of your market. As you progress, your research may become more targeted, focusing on specific aspects of your market.

Example: For one of our clients, we recently discovered a new segment of women who suffer from a specific problem. With this new insight, we're dedicating time to research this issue further to better understand it, allowing us to create more effective ads that resonate with this audience.

HABIT #3 - PRACTICE

As you absorb the lessons in this document, it's crucial to apply them. You need to be writing and creating regularly. Creating great ads is like building a muscle—just like any other muscle, it strengthens with every rep. Each rep improves your skillset.

Writing ads involves many moving parts and requires learning different aspects to become proficient. As you write new ads each week, choose a specific area to focus on and improve.

Example: If writing hooks is your weakness, dedicate a week to writing more hooks than usual and revisit the chapters on hooks. This extra effort in honing your craft will enhance your ability to write compelling hooks.

The best part? It's like riding a bicycle. Once you learn how, you don't have to keep relearning it. As you master different aspects of ad writing, you'll spend less time learning and more time putting in the reps.



CONSISTENCY = SUCCESS

Chapter #14 - Troubleshooting An Ad Campaign

I see these five things when you can't crack a winning creative.

THERE IS NO URGENCY IN THE DESIRE

There was urgency in the Valentine's Day gifting hook as people quickly searched for a unique gift. When we had to switch back to "put something unique on your wall," sales fell. Why? There is little urgency for me to put something on my wall. So we switched to "When was the last time you surprised your sweetheart?" and positioned the product around a great "just because" gift for your sweetheart. Asking, "When was the last time?" made people realize it's been a while and that this unique gift would be perfect for them. We were able to scale back up to \$10k+ days.

Now, it just doesn't have to be gifting that has urgency. Let's look at the urgency between "snoring" and "not being able to sleep in the same bed as my wife because of my snoring."

One of them has more urgency than the other to solve. One is more painful to solve NOW.

ADS ARE TOO EDUCATIONAL

People scroll on social media for mental masturbation. They're addicted to the constant dopamine rushes they get from swiping. We want to make sure our ads do the same. Spending too much time "educating" can quickly turn people away. Focus on their desired state and use curiosity to get people to learn more about the technicals on your landing page.

With that being said, education makes sense. For example, if people want a better camera on their iPhone, we can focus on how the new iPhone has a better camera. We can call ourselves the new tech in industry, but focus on all the high-quality videos/photos they can take now.

SEASONALITY

As shown in the hoodie example from a couple of lessons ago, sales dropped when summer came around, and we were selling hoodies. The same thing can apply if we're not finding ways to position our product in changing seasons. For example, going back to Rose Skin Co., they've been able to position their product each summer as the best way to get hair-free skin for the summer. Showing girls by the pool in bikinis using this product. It helps better resonate the ads to people's current state.

REPEATING THE SAME STRATEGY OVER AND OVER

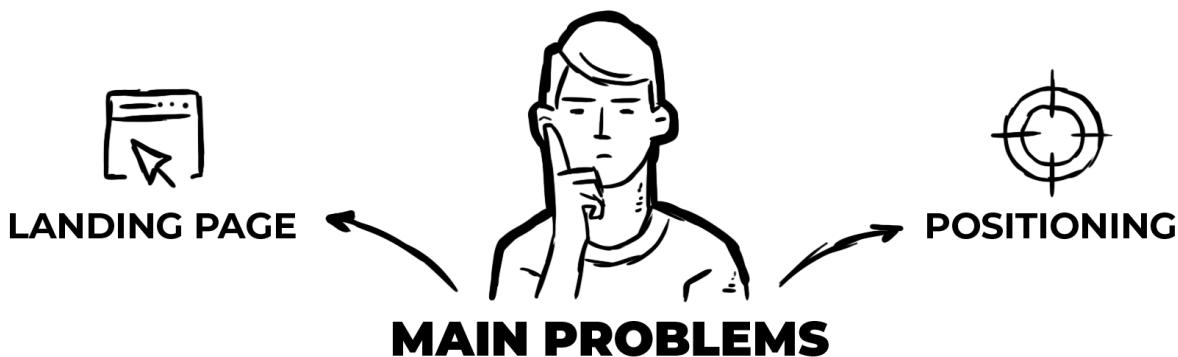
In 2022, we scaled a client to \$200,000 a month in revenue. We found a couple of new winning ads, and things were great.

Fast-forward four months, and performance is tanking. What the hell happened? I discovered something shocking after reviewing the ads my team created over the last four months.

They kept doing the same thing over and over.

It was different creatives but the same hooks and very similar messaging over and over. Nothing felt new. It all felt boring and repetitive. This is where I learned a simple lesson. When you find a new winning ad, give yourself three tries to do iterations around it, and 3-6 tries to do variations around it. After that, move on to new concepts.

When I investigate accounts that are underperforming 90% of the time, this is their main issue.



LANDING PAGE

We often are so focused on the ads that we forget about the landing page. This is any page we're sending traffic to from an ad. There are many different names for landing pages: product pages, home pages, collection pages, advertorials, listicles, and sales pages. Again, I'm using the landing page as a term for all these.

One of the most common things I see is the landing page following through on the same thoughts that opened up inside the ad. Another thing I see is the landing page not having the same theme as the ad. Your prospect should never click on your ad and be like, "What the hell did I end up at?"

POSITIONING

Long story short, you have the wrong positioning in the marketplace. Something needs to line up with how you perceive your product and how your prospects do. Go back to the positioning chapter and review other ways to position your product in the marketplace.

Chapter #15 - Ongoing Testing

You'll rarely crack everything on your first try and scale without issues.

This is why we conduct an ongoing testing process on all our accounts. I'll avoid the technicalities of testing ads on each platform, as that is not the focus of this document, but rather the "how" each creative is built. We'll test 6-12 new creatives every week on Facebook for our clients and we like to upload those on Monday and let them run for a full 7 days.

Every ad you build and test needs to have a hypothesis.

A hypothesis is a theory on why it will improve overall performance. Overall performance is also subjective to your personal goals.

Example #1

We're selling an anti-snoring mouthpiece.

After reading hundreds of reviews from competitors, we've noticed many people have failed with them due to how uncomfortable they are. Our client truly has a more comfortable version that allows people to sleep with them all 8 hours of the night.

We hypothesize that positioning this product as the most comfortable mouthpiece will improve sales by making it stand out from the competition's previous dissatisfaction.

We must write down our hypothesis on our creative roadmap. A creative roadmap is simply a log we create in Google Sheets to track every test we do. Then we add a "winner" or "loser" to that test to have an updated log of our ideas and how they performed.

Example #2

We're focused on a problem-aware market and now need to shift to an unaware market to support overall spending goals.



Our hypothesis is testing an unaware market; we'll go even deeper into the types of ways we can open that market. The unaware market of people who are currently on medicare but do not know about the hidden aspects that can cost them money.

Example #3

We're currently calling out "Americans" and believe focusing on "Seniors" will resonate better with our ideal customer.

Example #4

We can't show the before/after of this product due to explicit content. So we must use an analogy with other everyday items to showcase to people what they're getting. We can even get clearer on the different types of products that we use to create the analogy. Make a hypothesis for each one and run those as concepts.

Example #5

We're currently using a lot of photos with this product but due to the nature of the product, they do not have the same believability as a video would. Our hypothesis is if we test a video with a person doing x thing, we will increase believability and results.

Testing Schedule

Every platform will have its own preference of how often you should test new ads.

One issue you'll run into is the number of quality ads you can create. This is where I see a lot of teams start to break.

Sure, we know if we push the quantity up, it'll find us a new winning ad faster. But if we can't maintain quality with the increase in quantity, then we'll end up with worse performance. We'll start making the same mistakes over and over.

Every team will be different on this one.

Goal is to find something you can stick to consistently, week over week. You should avoid churning out ads one week and then creating nothing the next. It's a weekly marathon of new ads, and new hypotheses every week from market research and reviewing your current ads.

Chapter #16 - Closing Thoughts

This document resembles thousands of hours of me perfecting my craft of writing ads that scale over the last 10 years. If you go through this document once, and that is it, you'll fail.

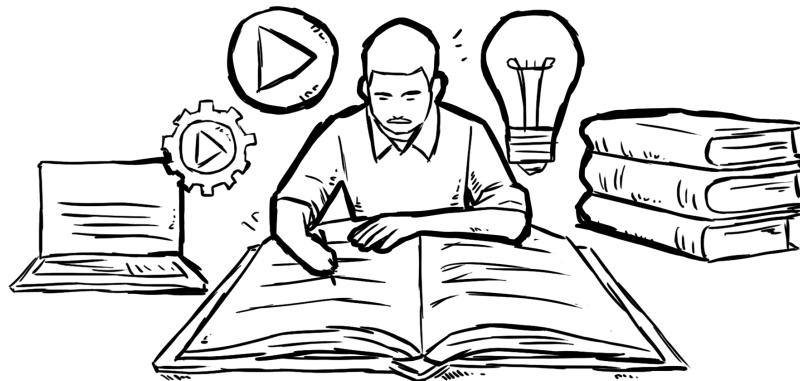
You must take your time, read over it at least ten times, and test dozens of ads following the processes in this document over the next 30 days.

This way, you, too, can perfect the craft of writing ads that scale.

Now you be wondering, "**Nick how can I get further information from you?"**

- My advertising agency is theriotsolutions.com, where we help brands doing atleast \$100k pr/mo scale to 7 figures per month.
- My course is nexttierads.com, where I have over 100+ videos teaching you exactly what was taught in this book.
- My 1-1 mentoring program can be found [by clicking here](#), where we work together on reviewing and improving your ads. (must be doing atleast \$10k per month)

NICK THERIOT
CLOSING THOUGHTS



ACKNOWLEDGEMENTS

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- Rokk Tran → My boxing coach who has consistently reminded me, it's not about the fancy stuff, but the basic stuff practiced for thousands of hours. All marketing is about repeating the same basic things over and over.
- Eugene Schwartz → He wrote the book Breakthrough Advertising, which is one of my favorite books on direct response advertising ever written. This book was a huge tool for me, to start generating my clients millions.
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