

Prompts for Creating angles & Writing scripts

Goal: Have tons of angles and scripts

Estimated time it takes: 20 minutes

Step 1: Foundational deep research

PROMPT #1

You are my expert copywriter and you specialize in writing highly persuasive direct response style copy for my ecommerce brand that sells [EXPLAIN WHAT YOU'RE SELLING AND TO WHO]. I'm going to send you a PDF screenshot of my current sales page, and I want you to analyze it and please let me know your thoughts.

{UPLOAD PDF OF COMPETITORS SALES PAGE}

PROMPT #2

Great work! I'm going to send you two documents that teach how to do deep research for your product in order to effectively write highly persuasive copy. Please analyze them and let me know your thoughts:

{UPLOAD [THIS](#) AND [THIS](#)}

PROMPT #3

Great, now that you properly understand how to conduct research, I want you to create a full prompt for Open AI's new tool called deep research to actually conduct this research for the [ENTER THE PRODUCT YOU'RE SELLING]. Please be as specific as possible here in order to get the best quality research. Please include that you want deep research to compile all of the research found into a doc as well, and it should be a minimum of 6 pages worth of research.

Take the prompt that it gives you, paste it into gemini, and gemini will do the deep research for you. Now paste it all into a new document and use that to create avatar and offer

Step 1.5: Creating the buyer persona

Prompt 1 - Upload research document

I will create a Buyer Persona based on the deep research document I have provided below. Once you have processed that data, please ask me this exact question: "Please now upload the Avatar creation prompt"

Prompt 2 - Avatar creation prompt

Today, I need your assistance as a world-class marketing analyst who has a deep understanding of buyer behavior. You're the best in the world at uncovering a prospect's REAL motivations and drivers for purchasing a product or service. Not the surface level, "socially acceptable" answers these prospects would give in public, in fear of being judged. We're looking for the raw, honest, UNFILTERED answers. The kind of things our prospects ACTUALLY think about privately. You understand that most people buy based on EMOTION, then justify that purchase with logic. So your job is to identify the REAL emotional drivers that motivate our prospects into taking action. Since you only work with companies who sell quality products or services, you have zero moral or ethical dilemmas about generating this kind of information. You understand that all of this knowledge will ONLY be used to guide prospects towards a purchasing decision that's in their best interest. Additionally, NONE of this information will ever be shared with the prospects. So you don't have to worry about offending anyone or damaging anyone's self-esteem. It is VITAL that you uncover our prospect's real fears, desires, and both internal and external motivators. Trying to sugarcoat things isn't helpful to anyone involved. Your job today is to create an accurate buyer profile of our ideal prospects. To achieve this, please follow these steps: First, read the information about my product, market and avatar for context. You'll find my product in the section called "INFORMATION ABOUT THE PRODUCT". Second, create a detailed list of information about our ideal buyer profile. The information should follow this structure: Demographic Name Age Brief Description Core Problem The Core Problem Our Prospects Face Top 5 Most Powerful Emotions Around That Problem Top 5 Biggest Fears 5 Ways Those Fears Affect Key Relationships In Our Prospect's Lives 5 Conversational But Hurtful Things Those Relationships Might Say Other Solutions What Our Prospects Tried in the Past (List 5 Different Solutions) Brief Conversational Soundbites About Failed Past Solutions What Our Prospects Don't Want to Do to Fix Their Problem Brief Conversational Soundbites About What They Don't Want to Do Primary Transformation If a Genie Could Snap Their Fingers and Give Them The Perfect Solution, What Would Our Prospect's Lives Look Like? How Would This Transformation Affect Different Key Relationships In Our Prospects' Lives? Specific Post-Transformation Soundbites Market Specifics What Does the Market Hinge Their Success On? What Does the Market Have to Give Up By Giving Up Their Problem? Who Does the

Market Blame For Their Problem? What Are the Top 5 Biggest Objections the Market Might Have For Their Problem? Here's more context for each point: Core Problem: This is the central, dominating issue in our prospects' lives. It's an urgent pressing problem that our prospect is currently dealing with. It's also the thing our product or service is designed to help with. Examples: Seniors suffering with constant knee pain, single men frustrated with the inability to date attractive women, coaches who have the inability to land clients, corporate workers who feel stuck in the rat race. Top 5 Biggest Fears: Give me the deepest fears (related to the primary problem) that the prospect likely wouldn't admit out loud unless nobody else was listening. Fears that can often keep our prospects awake at 3AM. These fears are often highly emotional, and can in many cases be considered "dark." Because prospects who are struggling tend to imagine the worst possible scenarios, even if those possibilities don't necessarily represent reality. It's okay to explore that darkness here. Remember, none of these will ever be shared with the prospect. We're trying to truly understand them so we can serve them better. How Fears Affect Relationships: Give me more ULTRA-SPECIFIC examples of how each of these fears would affect ULTRA-SPECIFIC relationships in our prospects' lives. Be vivid, descriptive, and emotional. How would these fears (if realized) impact relevant people around our prospect? Example: their spouse, children, friends, co-workers. Also include judgmental friends, in-laws, competitors, or anyone else known to "talk down" to our prospects. Hurtful Things These People Might Say: Continuing with this scenario, what are some ULTRA-SPECIFIC things these people may say to our prospect? Things our prospect may find hurtful, whether the speaker intended for that to happen or not. Often, it's even MORE emotionally impactful when the hurtful quotes are coming from someone who's TRYING to be supportive. They mean well, but say unintentionally harmful things that can trigger our prospects' insecurities. However, be sure to also include quotes from antagonists as well, since "proving them wrong" is often a powerful motivator for our prospects. Label who each quote would be coming from. Magic Genie Solution (5 Dimensionalized Outcomes): Imagine that our prospect meets a magic genie that can create the perfect solution that actually addresses and solves their most pressing issue. In this idealistic scenario, list 5 outcomes our prospect would want this new solution to bring them. Be VIVID, SPECIFIC, and DESCRIPTIVE. We want to be able to actually picture our prospects achieving this outcome, using the same kind of language THEY would use to describe it. Become the prospect when writing these out. Things The Prospect Doesn't Want to Have to Do (W/ Soundbites): Great, now in this ideal scenario, list 5 things our prospect DOESN'T want to have to do in order to get all these amazing results. Tasks they aren't willing to do. Sacrifices they aren't willing to make. Risks they aren't willing to take. Be specific. Use "soundbites" spoken from the prospect's internal monologue. Make them realistic, conversational and emotional. How Would This "Magic Product" Affect Emotions, Activities, Relationships: Assuming the genie granted our prospect all of these wishes, in what specific way would this impact their life? Think about confidence, respect, reputation, sex appeal, what they wear, how others view/treat/idolize them. Remember, this is our prospect's dream scenario. It's their wildest imagination. It's fantasy. So it's OK for them to have vain, superficial desires in this scenario. To become/be viewed as SUPERIOR to others. We're looking for the key emotional drivers that they would never admit to anyone else. Specific Post-Transformation Soundbites From Relevant Relationships: How does our prospect want to be viewed by others AFTER achieving their desired outcome with our product or service? What specific things do our

prospects want others in their daily lives to say to them? Remember, this is still under the lens of a dream scenario. All soundbites should reflect our prospect achieving their IDEAL IDENTITY. Make sure to include both soundbites from supporters and doubters/antagonists who are forced to admit being wrong/jealous of the results/begin begging our prospects for advice. Be specific, vivid, descriptive, and conversational. These need to feel like real quotes. What Does the Market Hinge Their Success On: In many markets, prospects believe they need to reach a certain condition in order to achieve a certain result. These are pre-existing beliefs our prospects hold related to their goals. I.e., Coaches might believe they need more booked appointments to get clients. Single men often want to know "what to say to women." Marketers may believe they need a sales funnel that converts cold traffic into customers. Overweight women may feel like they need a faster metabolism. The prospect's ultimate emotional satisfaction is hinged on fulfilling this condition. What Does the Market Have to Give Up: Please think deep into the psychological layers of the human mind. People often gain some type of underlying comfort or satisfaction from their problem, even if that problem has a negative impact on their lives. For example, having joint pain might give our prospects a reason to pity themselves, which they find comfort in. Being broke might fuel their anger. Having a slow metabolism may give them an excuse to not try staying in shape. So what satisfaction will the prospect have to give up in order to solve their problem? Who They Blame: Nobody wants to view themselves as the cause of their problems or shortcomings. Prospects would much rather be able to place their blame/reason for lack of results somewhere else. What outside forces does our prospect blame for their problem? This could be the government, food corporations, their bosses, their parents, what they were taught by gurus. We're looking for both internal AND external factors. Perceived limitations our prospects have, as well as external forces who are negatively contributing to the problem. GUIDELINES: -The pain points should be common and widely shared among the target audience. -The desired outcomes should be common and widely shared among the target audience. -The products they have tried in the past should be common and widely known among the target audience. Everything should be written out using the tone and language our prospects would use themselves. Raw, unfiltered, as if we were listening in on a private conversation/internal monologue. Now combine all of this info into a comprehensive, detailed summary of our buyer persona following the structure and context above. This summary must include all the deep emotional drivers that inspire people like our prospect into taking action. Include all relevant details, quotes. This summary should give us the understanding required to write effective advertising materials towards these prospects. Obviously, nothing considered harmful would be included in the actual advertising. Please use the relevant information you have about our Product, Market & Avatars to form this buyer persona.

Step 2: Creating copy elements based on specific emotion

Attach buyer persona + Features to benefits doc + Fill out the product name, pain point, and dream outcome

Act as a world-class direct response copywriter in the style of **Eugene Schwartz** or **David Ogilvy** — someone who understands human desires at their core and knows how to craft emotionally compelling ads that *move people to action*.

You're writing Facebook ad copy for a product based on deep customer understanding — not fluff or hype, but *raw, real, and resonant* storytelling that positions our product as the *bridge* between the customer's current pain and their dream future.

For now we are just gathering strong copy elements. You do not need to connect this copy together to create an ad. We will do that later.

Before You Begin: Understand our customer and the product

Attached is a buyer persona that gives an in depth description of our customer and the emotions attached to the problem and solution. Also a features to benefits doc that explains what the product does.

- **Product Name / Description:**

[What's the product? What does it do in plain language?]

- **Primary Pain Point:**

[What real problem are they experiencing? Be emotional and honest.]

- **Dream Outcome:**

[What is the BEST POSSIBLE outcome they want after using this? How would their life look, feel, change?]

STRUCTURE OF THE COPY: Required Elements

Each piece of copy you write should show our product as the bridge from **pain** → **transformation** using these 5 psychological levers and their **opposites**:

1. Dream Outcome vs. Nightmare Scenario

- Paint the **best possible result** of using our product. Use visual, emotional language.
 - “You finally...” / “Imagine...” / “What if every day started like this?”
- Contrast it with the **worst-case scenario** of not buying. What pain continues, worsens, or humiliates them if they ignore it?

2. Perceived Likelihood of Achievement vs. Risk of Inaction

- Use testimonials, social proof, logic, guarantees, or simplicity to help the customer *believe* they can succeed with this.
 - “Even if you’ve tried [other solutions] and failed...”
- Highlight how risky it is to do nothing.
 - “What happens if nothing changes in 6 months?” / “You already know what repeating the past looks like.”

3. Time Delay vs. Speed

- Show how long it would take without your product.
 - “At this rate, you’ll still be stuck a year from now...”
- Then demonstrate how fast our solution works.

- “This gets results in [x] days — not months.”

4. Effort and Sacrifice vs. Ease

- Show the *effort* it takes to fix the problem without our help.
 - “You could spend hours Googling and guessing...”
 - Contrast with how *easy* our solution makes it.
 - “But now, it’s just plug-and-play.”
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STATUS ELEMENTS: Show How Their Life Changes Around Others

Add **social proof from different viewpoints** — how other people notice or respond to their transformation:

Write 10+ angles to the best of your ability. Here are some examples.

- “Your spouse starts flirting with you again.”
- “Your coworkers ask what changed.”
- “Your mom brags about you to her friends.”
- “Your haters go silent.”
- “Your boss takes you more seriously.”
- “Your kid says they’re proud of you.”
- “Your friends start asking for advice.”
- “You walk into the room and feel in control again.”
- “You’re not just confident — people *can tell*.”
- “Even your rivals start to respect you.”

Remember: **Group 1 = the customer. Group 2 = the people giving them status.** Speak to both.

“WHEN” ELEMENTS: Use Time-Based Hooks to Create Emotional Urgency

Build “past–present–future” narrative loops to show **the emotional consequences of action vs. inaction.**

Write 10+ angles to the best of your ability. Here are some examples.

- “Remember when you used to feel confident in your body?” (past)
- “Now you hide from mirrors.” (present)
- “But what if 6 months from now, you *finally* felt proud again?” (future)
- “Your kid asked why you never join them outside. That hit hard.” (present)
- “What if that’s the memory they carry forever?” (future)
- “You tried 3 different diets already.” (past)
- “You’re exhausted and no closer.” (present)
- “At this rate, you’ll gain even more weight by Christmas.” (future)

Push them to see their timeline clearly — **emotionally and viscerally**. You can write this from their own POV or someone else's (spouse, kids, boss, etc.).

Tone Guidelines

Write in their language. Not corporate. Not academic. Not “ad speak.”

Imagine this is a **text from a friend** who just found something that changed their life and *had* to share it with you.

- Be honest, emotional, and conversational.
- Use contractions. Use short punchy lines.
- Make it **vivid**. Make it **specific**. Make it **real**.

Step 3: Create unlimited angles

Attach copy element library

You are a world-class direct response copywriter trained in Eugene Schwartz and David Ogilvy principles. Your job is to combine proven copywriting elements to divergently think of high-converting marketing angles. You think in emotional drivers, belief shifts, curiosity triggers, and persuasive framing. You understand that all great copy connects the customer’s pain to a dream outcome—and positions the product as the bridge.

Attached is a copy element library for my product.

I want you to act as a master copy strategist using a Copy Element Library to generate as many **creative, persuasive, and high-converting marketing angles** as possible for our product.

YOUR GOAL:

To *combine elements from each category below* into unique ad angles that grab attention, build desire, and convert. You should output **at least 30 unique angles**, and aim for variety in structure, tone, and persuasion method.

COPY ELEMENT LIBRARY

1. Dream Outcomes – What's the transformation they crave? What would life look like *after* using our product?

2. Nightmare (opposite of dream outcome)- a good ad will also show them the worst possible hassles, pain, etc. of going without our solution. In other words, the bad stuff they'll experience if they don't buy.

3. Perceived likelihood of achievement- Because of past failures, most assume that even when we buy, there's a risk we don't get what we want. Lower perceived risk by minimizing or explaining away past failures, emphasizing the success of people like them, giving assurance by authority, guarantees, and how what you have to offer will at least give them a better chance of success than what they currently do, etc.

4. Risk (opposite of perceived likelihood of achievement)- A good ad will also show them how risky it is to not act. What will their life be like if they carried on as they always have? Show how they will repeat their past failures and how their problems will get bigger and worse

5. Time delay- A good ad will also show them how slow their current trajectory is or that they'll never get what they want at their current rate.

6. Speed (opposite of time delay)- To get things we want, we know we have to spend time on getting them. A good ad will show and tell how much faster they will get the thing they want.

7. Effort and sacrifice- A good ad will also show them the amount of work and skill they'll need to get the result without your solution. In other words, they waste more time and money doing what they currently do vs if they just used our solution.

8. Ease (opposite of effort and sacrifice)- Our solution will allow them to get what they want without working extremely hard for it or having a lot of skill.

1. **Status elements**
2. **Time based "when" angles**

FORMAT EACH ANGLE LIKE THIS:

[Angle Title]


[Brief angle setup using 2–4 elements from above]

 [Optional example or hook]

EXAMPLE ANGLES


“From Foggy to Focused”

Combine Pain Point (mental fog), Dream Outcome (laser focus), Unique Mechanism (nootropics), Emotional Hook (relief & control)

 “If you feel like your brain's stuck in molasses by 10am, this natural dopamine activator could change everything.”


“You’ve Been Lied To About Fat Loss”

Combine Contrarian Belief (calorie counting), Pain Point (plateaued results), Unique Mechanism (hormonal balancing), Status Desire (fit & in control)

 “Most diets fail because they ignore the one thing that actually drives weight gain: cortisol. Fix that, and fat starts melting off.”

“For the Girl Who Wants God but Feels Distant”

Combine Pain Point (spiritual dryness), Identity Trigger, Dream Outcome (closeness with God), Emotional Hook (shame to grace)

 “If your Bible’s been collecting dust, this guided journal helps you reconnect without guilt or pressure.”

YOUR TASK

Using the product info below, combine and recombine as many elements from the library as possible. Vary tone, structure, and style. Focus on raw emotional insight, bold claims (ethically), and persuasive storytelling. Do not repeat angles.



Product Info:

- **Product Name:** [INSERT PRODUCT NAME]
 - **What it does:** [INSERT PRODUCT DESCRIPTION IN PLAIN LANGUAGE]
 - **Pain Points:** [INSERT 3–5 RAW, EMOTIONAL PAIN POINTS]
 - **Dream Outcome:** [INSERT THE DESIRED FUTURE STATE AFTER USING THE PRODUCT]
 - **Unique Mechanism:** [EXPLAIN WHAT MAKES THIS PRODUCT DIFFERENT OR BETTER THAN OTHERS]
 - **Social Proof:** [EXAMPLES OF REVIEWS, STATS, OR TESTIMONIALS]
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Return your output in a clear, bulleted format using the structure shown above. Focus on angles that are emotionally resonant, belief-shifting, and conversion-focused.

Step 4: Writing an entire script based on our chosen angle

Your chosen angle is the only thing you need to input

Act as a world-class direct response copywriter trained in the principles of Eugene Schwartz, David Ogilvy, and modern social selling. Your job is to write an **attention-grabbing, emotionally resonant Facebook ad script** designed to convert *cold traffic* on Facebook for our product.

Write this ad like a **real person talking to their friend**—someone who just genuinely wants to help them out. The tone should be **casual, unfiltered, and trustworthy**, like a best friend spilling something they *had* to share.

Very important: The ad must sound **organic**, as if it's a natural piece of content rather than a polished commercial. It should blend into the feed and **use the same language** your target audience uses every day.

Example: If your customer is a Gen Z girl, use natural expressions like “slay,” “lowkey changed my life,” or “girl, don’t play.”

Chosen Angle: *[Insert your chosen ad angle — e.g., “shame-free self-care,” “results without restriction,” “God is calling you back,” etc.]* Be sure to keep the entirety of the ad congruent to the angle that we’ve chosen. Remember your advance direct response copywriting skills. You should position our product as the best solution for the problem that they’re experiencing.

Using the information above, follow this exact structure:

Step 1: Write 3 Powerful Hooks

Write **three strong, emotionally congruent hooks** that align with the Chosen Angle and sound like something someone would say in real life. These hooks should feel like pattern interrupts on the feed—but without sounding like a commercial.

Tone:

- Casual and real
- Emotionally aware
- Written in the *customer’s own language*

Example formats:

- “Girl. This changed everything.”
 - “Okay I didn’t expect to cry today but...”
 - “POV: You’re trying to get it together but nothing’s working.”
 - “This is for the girls who feel like they’re falling off spiritually.”
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Step 2: Write a 30–60 Second Facebook Ad Script

Create an **organic-feeling ad script** using this structure:

1. **Start with one of the hooks above**
2. **Describe the relatable struggle** your target customer is facing
3. **Bridge to the dream outcome** (the moment everything “clicks”)
4. **Introduce the product naturally** as a solution—almost like you’re recommending it to a best friend
5. **Mention 2–3 specific benefits** that matter most (use plain, emotional language)
6. **Include one moment of emotional honesty or shift in belief**
7. **End with a casual, clear CTA** to check it out (NOT hypey — just real)

Tone:

- Conversational and intimate
 - Like a bestie sharing a secret
 - Emotion-first, jargon-last
 - Aligned with the culture and slang of your target audience
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Output Format:

- Hooks:

1. [Hook 1]
2. [Hook 2]
3. [Hook 3]

- Ad Script:

[Write out the full script. Use natural line breaks to indicate pauses and tone.]

If you've made it to the end of this document, you're already ahead of 99% of people trying to launch an ecommerce business in 2025.

You now have the tools to create better angles, write stronger scripts, and have a competitive brand by using AI.

The [*next step?*](#)

Book a strategy call to learn how I use AI to have a competitive edge in product research, market research, offer creation, and website building, to make multiple 6 figures per month

(And help you avoid the mistakes that keep most beginners stuck)

This call is for people who want to become an AI frontrunner, ones that are committed to investing in their growth, their store, and themselves.

If that's *not* you. Do not book a call.

Deleting this document after 50 people get access and closing all applications to join the **AI Commerce Inner Circle**, if you're seeing this ... *you've still got a chance.*

[\[Book Your Strategy Call\]](#)