

High-Performance Short-Form Video Ad Styles for Digital Courses

Short-form video ads (on TikTok, YouTube Shorts, Instagram Reels, Facebook, etc.) can follow distinct **styles** to emotionally engage viewers and drive conversions for digital courses or education products. Below we break down five proven styles – **Roast Callout**, **Tactical Coach**, **Empathetic Coach**, **Curious Teacher**, and **Story-First Mentor** – detailing what makes each emotionally effective, their hook→insight→CTA structure, the first-3-second emotional trigger, target audience identity, and how they transition from story/emotion to conversion. We also map common script variables across these styles and suggest additional ones. Real-world ad examples are provided for each style (with platform, hook, tone, structure, audience, CTA), and a step-by-step guide shows how to turn a raw personal/brand story into each format.

1. Roast Callout

Emotional Effectiveness: The **Roast Callout** style grabs attention through shock and humor – it “roasts” the viewer or a common enemy to provoke a strong reaction. By playfully (or bluntly) calling out the audience’s mistakes, misconceptions, or an external villain (like “fake gurus” or outdated institutions), it leverages surprise and maybe a bit of indignation to hook viewers ¹ ². This tough-love approach can be emotionally effective because it uses **humor and candor** to break through skepticism. The viewer feels *seen* (even if uncomfortably) and is driven to keep watching, either to defend themselves or to see the promised fix. It triggers a mix of **surprise, amusement, and a slight sting** to the ego – emotions that demand attention.

Structure (Hook → Insight → CTA): The Roast Callout ad usually opens with a **bold hook** that directly calls out a pain point or behavior in a mocking way. For example, an ad might start: *“Stop blaming the algorithm – your content just sucks.”* This shock/humor hook (sometimes even insulting on the surface) immediately flags the target problem (e.g. poor content or following bad advice). Next comes the **insight**: the ad delivers a critique or demonstration of why the viewer’s current approach is failing (the “roast”), often pointing out the “villain” – whether that’s the viewer’s own misconceptions, a fake expert’s bad advice, or a conventional path that doesn’t work (*“College is a scam if you want to be an entrepreneur”* is an extreme example of this callout style ³). The tone here is edgy but *constructive*: after poking at the pain, the ad pivots to show a better way. Finally, the **CTA** offers the solution as a challenge or dare: e.g. *“Ready to prove me wrong? Try my method in the free workshop – I’ll be waiting.”* The call-to-action often doubles down on the tough love, urging the audience to take action if they don’t want to keep being “losers” at whatever was roasted. This transition turns the caustic humor into motivation: viewers are shown a path to redeem or improve themselves (by taking the course).

First 3-Second Emotion: Shock and amusement are triggered almost instantly. In the first moments, the ad might use a jarring statement, an insult (in a comedic tone), or an exaggerated skit to make the viewer go “Wait, what?!” This *surprise* factor exploits the “hook shock” principle ¹. Often the ad has a confident, fast-talking presenter or on-screen text with a bold claim that creates a mini emotional jolt (either *“Haha did they just say that?”* or *“Ouch, is that about me?”*). By the 3-second mark, the viewer likely feels called-out (mildly offended yet intrigued) or is laughing – either way, they’re emotionally invested enough to see what comes next.

Audience Identity: Roast-style ads appeal to viewers who respond to **challenge and candor**. The identity being appealed to is often the **“ambitious but stuck” learner** – people who *think* they’re doing the right thing but aren’t seeing results. The ad speaks to them by disrupting their self-perception (e.g. *“You hustle hard but still broke? Might be your strategy is garbage.”*). This style assumes the audience can handle (and even secretly craves) a no-BS approach – entrepreneurs, marketers, or students who pride themselves on being able to take criticism for the sake of improvement. It also builds an identity of the **in-group vs out-group**: *“Don’t be like those clueless newbies (or don’t fall for those frauds) – join the winners who ‘get it’.”* This appeals to the viewer’s desire to be savvy, resilient, or part of an elite group that isn’t fooled by nonsense.

Story/Emotion to Conversion: A Roast Callout transitions from its edgy story or rant into conversion by **flipping the negative into a positive action**. After the hook and roasting insight (which create tension or discomfort), the ad offers relief: the course or product is positioned as the way to *stop being the butt of the joke*. For example, the ad might share a quick anecdote of the presenter’s own past failure (showing *“I used to be in your shoes – got called out, and it woke me up”*), then show how they changed. This builds credibility that the “roaster” is actually a mentor in disguise. By the time the CTA arrives, the viewer’s initial defensiveness is disarmed by humor and the logic of the solution. The ad often uses a **direct, challenge-style CTA** that resonates with the established tone. It might say, *“Ready to not suck at this? Click the link and let’s fix it.”* This way, the emotional energy from the roast (whether embarrassment or laughter) is channeled into determination to improve, prompting a click or sign-up as an act of proving oneself. In short, it goes from *“I feel attacked”* → *“They have a point...”* → *“Alright, I’ll show I can do better – I’ll check this out.”*

2. Tactical Coach (Coaching/Unlock)

Emotional Effectiveness: The **Tactical Coach** style is all about delivering *quick wins* and actionable value upfront. It appeals to the audience’s **desire for practical solutions** and immediate progress. Emotionally, this style instills a sense of *hope and empowerment*. By immediately addressing a specific problem and promising a concrete tip or “secret,” it makes viewers feel *“Yes, I can fix this right now”*. The effectiveness comes from **useful insight triggering relief** – the viewer is relieved to find guidance that cuts through fluff. There’s also a bit of curiosity and excitement at play when the ad hints it will “unlock” a tactic or hack the viewer hasn’t heard before (a mini dopamine hit of learning). Unlike the Roast, the tone here is positive and encouraging: the viewer feels **confident and informed**, as if a coach just gave them a quick coaching session. This satisfies the emotional need for progress and competence.

Structure (Hook → Insight → CTA): A Tactical Coach ad typically hooks with a **problem-solution teaser**. The **hook** is often a question or statement that zeroes in on a pain point and promises a fix: e.g. *“Struggling to get students for your online course? Try this.”* In the first seconds, it poses a tactical problem the viewer likely has, immediately followed by the hint of a solution (sometimes the hook is literally *“Here’s how to ___ in 3 steps”*). This aligns with the classic **problem-solution hook** format ⁴. Next, the **insight** is delivered in a concise, step-by-step or tip format. The presenter (the “coach”) gives a preview of a strategy or a valuable snippet of advice – *real* educational content that demonstrates the course’s value. For example, they might outline a quick framework or a “one thing you must do” to solve the problem. The key is that the insight is **highly concrete** (a tactic, not just motivational talk), making the viewer think *“If this 30-second tip already helped, imagine what the full course offers.”* Finally, the **CTA** invites the viewer to get the full solution. It’s often a **direct offer CTA**: e.g. *“Sign up for my free masterclass for the full training”* or *“Download my cheat sheet for 5 more tips.”* The CTA style here is straightforward and benefit-driven – it feels like an extension of the coaching, offering more help. The transition is smooth because the ad has already provided value; the viewer is primed to take the next step to continue that value (the coach essentially says “we’ve unlocked a little today, come get the rest”).

First 3-Second Emotion: Clarity and intrigue are triggered almost immediately. In the first moments, the viewer hears their **pain point acknowledged** in a calm, matter-of-fact way (*"Your Facebook ads aren't converting?"* or *"Not getting hired after countless upskilling?"*). This creates instant empathy but in a results-oriented tone – the viewer feels *understood and hopeful*. Often the ad might visually show a quick before-and-after or flash a bold text like "Do THIS to get more sign-ups." The dominant emotion in these seconds is *relief* ("Finally someone is giving me an answer!") coupled with *curiosity* ("What's the trick?"). There's little shock here; instead, it's the **hook of practical value** that keeps them watching ⁴. By second 3, the viewer likely thinks *"Tell me more, I need this"*, which is an emotional state of optimism and urgency to learn.

Audience Identity: This style appeals to the **pragmatic achiever** identity – people who see themselves as **action-takers and DIY problem-solvers**. The ad flatters the viewer's self-image as someone who is willing to learn new techniques to reach their goals. It assumes an audience that values efficiency and expertise: e.g. entrepreneurs, professionals, or students who are actively seeking skill improvement. The identity angle is *"I am capable of doing this, I just need the right guidance."* The Tactical Coach speaks to *learners who pride themselves on being savvy and doing the work*, as opposed to those expecting magic with no effort. By delivering a useful nugget, the ad positions the viewer as smart for watching and *even smarter if they take the course*, reinforcing an identity of being **competent, proactive, and ahead of the curve**. It might also subtly invoke the **"student" identity** – not in the beginner sense, but as someone who always keeps learning new tactics to stay competitive.

Story/Emotion to Conversion: Transitioning from the instructional content to conversion in a Tactical Coach ad is about **building trust through value then extending an invitation**. The "story" here is often minimal – it might be a micro-story of a client success or the coach's quick anecdote ("I used this trick to triple my sales last year"). The main emotional journey is from *frustration* (at the start, when the problem is raised) to *relief/excitement* (when a solution is shown). By the end of the insight segment, the viewer trusts the coach's expertise because they've already learned something actionable. To convert, the ad makes a logical next-step offer: e.g. *"Imagine what you could achieve with the complete system – join the course to get it."* The tone shifts from teaching to a **friendly invite or confident pitch**, but stays helpful. Often, the CTA emphasizes benefits or even includes a quick **summary of gains** ("In the full course, you'll get X, Y, Z"). Because the viewer's emotion is positive and empowered, the CTA just needs to **amplify that desire for results**. It might use a bit of FOMO as well: *"Don't let this opportunity slip – take action now while it's fresh."* Essentially, the ad's content acts as proof, and the CTA leverages the viewer's momentum. The conversion feels like the natural continuation of what they've just accomplished in the ad (e.g. *"You fixed one issue with this tip; now fix all of them with my program."*).

3. Empathetic Coach

Emotional Effectiveness: The **Empathetic Coach** style for ads hinges on **deep emotional resonance and trust-building**. It's effective because it **validates the viewer's feelings** and struggles, making them feel *understood and supported*. This style often addresses emotional pain points like feeling overwhelmed, stuck, or insecure, and the ad's tone is compassionate and encouraging. By sharing empathy – sometimes through the coach's own relatable story or simply through acknowledging adjectives like "overstressed, over-committed" – the ad taps into feelings of *relief and hope*. Viewers think *"This person gets me; maybe they can help."* The emotional trigger here is often **pain followed by comfort**: the ad might stir a bit of the pain (reminding them of their challenges) but immediately offers an understanding voice and a vision of improvement. The effectiveness lies in building a **personal connection**; the viewer's trust and positive regard are engaged, which is a powerful motivator for eventually clicking through.

Structure (Hook → Insight → CTA): An Empathetic Coach ad often begins with a **sympathetic hook** that mirrors the viewer's internal monologue. The **hook** might be a caring question or statement: *"Feeling burned out trying to advance your career?"* or *"I know what it's like to doubt yourself at exam time."* In the first moments, it names the emotional struggle and implicitly says "you're not alone." This immediately establishes empathy. The **insight** phase usually involves either a personal anecdote or validating explanation. The coach figure might briefly share *their* story of facing the same challenge (e.g. "I used to work 80-hour weeks and still felt like I wasn't enough...") or highlight the emotional **pain target** explicitly (burnout, imposter syndrome, confusion, etc.). Then, the ad provides an encouraging insight – not a hard tactic, but a reframing or a supportive tip. For instance, *"The truth is, it's not your fault – you were never taught how to manage X"*. This feels like advice from a mentor who cares. The language often includes reassuring phrases and small glimpses of a better way (e.g. "imagine feeling confident and in control"). Finally, the **CTA** is a **gentle invitation**: rather than a hard sell, it invites the viewer to continue this positive journey. For example, *"Join me in a free class where we'll work through this together"* or *"Take the first step toward loving your work again – click to learn how."* The CTA style might be *community- or support-oriented*, emphasizing that help is available (a "You're invited" vibe). This structure seamlessly moves from identifying with the viewer's feelings to offering a solution that feels like genuine help, not a sales pitch.

First 3-Second Emotion: Empathy and relief are triggered within the first couple of seconds. As soon as the ad starts, the viewer is likely hit with a line or visual that reflects their emotional state (*"Exhausted from studying all night and still falling behind?"* said in a compassionate tone). The immediate emotion is *"Yes, that's me"* – a mix of vulnerability and comfort at being heard. Unlike shock or curiosity hooks, the empathetic hook quickly creates a *soothing connection*. By second 3, the viewer might feel a lump in their throat or a sigh of relief, as in *"Finally, someone understands how I feel."* This can also evoke **hope**; the presence of an understanding guide implies that a solution exists. The ad might use warm imagery (e.g. the coach speaking softly to camera, or scenes of someone stressed then being helped). The early emotional state is often *heartfelt*: the viewer is emotionally disarmed and receptive, trusting that what comes next might genuinely help them.

Audience Identity: The Empathetic Coach style appeals to an audience identity of the **"struggling but aspiring" learner**, someone who *wants* to improve but is held back by fear, doubt, or exhaustion. These individuals often see themselves as **hard workers who still need guidance** – they're humble enough to admit struggle and crave understanding. The ad validates their identity as *good people who deserve better tools or support*. For example, busy professionals who value personal development but feel guilty about burnout, or students who pride themselves on effort but are anxious about outcomes. The identity play is to frame the audience as **heroic in their effort** (e.g. "you care so much, you try so hard") and to position the coach and course as the mentor who will *empower their journey*. This style often targets those who might be skeptical of aggressive sales, but respond to authenticity and care. It appeals to one's identity as a **community seeker or learner in need of a mentor**, not just a customer. In essence, it says: *"You are not failing; you're a dedicated person who hasn't been given the right support – and I'm here with you."* That reinforces a positive self-image and belonging.

Story/Emotion to Conversion: Transitioning from a heartfelt story or emotional buildup to a conversion in this style requires **maintaining trust and painting a hopeful future**. After empathizing and possibly sharing a snippet of the coach's own story (proving *"I overcame this, so can you"*), the ad gently moves to how the viewer can overcome it too. The emotional arc often goes: pain → empathy → hope. By the time the CTA arrives, the viewer is likely feeling hopeful and motivated rather than pressured. The ad might use a brief **vision of success** as a bridge: e.g. *"Now I wake up excited, knowing exactly how to handle my day – that's what I want for you."* This creates anticipation. The CTA then invites the viewer to **take a step toward that vision**. It's often phrased in an uplifting way, focusing on the benefit or relief they'll get: *"Ready to break free? Enroll in my program and let's do this together."* Crucially,

the tone stays caring – “*let’s do this together*” implies the coach will continue to support them inside the course. Sometimes the CTA is framed as joining a community or movement (appealing to the sense of belonging). Because the viewer’s emotional state is trustful and inspired, a hard-sell would break the spell – so the Empathetic Coach keeps the conversion ask feeling like *the natural next act of self-care or self-improvement*. They might also offer a low-friction entry (like a free webinar or a free trial) to align with the supportive tone. Overall, the story of struggle to hope flows into “*take my hand, I’ll show you the way*”, converting the emotional bond into action.

4. Curious Teacher

Emotional Effectiveness: The **Curious Teacher** style thrives on **intrigue and intellectual stimulation**. It’s emotionally effective because it triggers one of the most powerful engagement tools: **curiosity** ². The ad presents a question, puzzle, or surprising fact that the viewer *needs* to see resolved. This creates a feeling of *excitement and suspense*. Rather than leading with overt emotion like shock or empathy, it pulls the audience in by tapping into their **desire to know and learn**. The viewer feels a slight cognitive tension (“I want the answer!”) which keeps them watching. Emotionally, there’s also a sense of **wonder or fascination** when the ad hints at a counter-intuitive insight or little-known secret. When done well, the Curious Teacher style can make viewers feel *delighted* by the aha-moment it promises. This style often establishes a playful, inquisitive tone – evoking emotions of **surprise, intrigue, and satisfaction** as the ad progresses and reveals insights. The effectiveness comes from the psychological reward we get when curiosity is piqued and then fulfilled.

Structure (Hook → Insight → CTA): A Curious Teacher ad starts with a **knowledge gap hook** – it might pose a question or state an odd fact that demands explanation. The **hook** could be something like: “*Did you know 85% of millionaires read at least 2 books a month? Here’s what that means for you...*” or “*What if everything you learned about studying is wrong?*”. Sometimes it’s a “*myth vs truth*” setup: “*They told you to do X, but actually Y is the game-changer.*” This aligns with the *question-based* or *surprising hook* categories ². Immediately, the viewer’s mind wants to resolve the mystery. The **insight** portion then acts like a mini-lesson. The “teacher” figure in the ad begins to answer the question or unravel the mystery, delivering valuable information or a new perspective (e.g. explaining a concept or revealing the reason behind a surprising fact). The insight is often structured as a **reveal or demo** – for instance, showing a quick experiment or giving a brief explanation that turns the viewer’s understanding around. Throughout, the ad maintains suspense, maybe withholding the full answer until near the end to keep viewers engaged. Finally, the **CTA** encourages the viewer to **learn more or find out the rest**. It’s framed as an invitation to continue quenching that curiosity: “*Discover the full strategy in my course – click to get the next lesson*” or “*If this blew your mind, join the workshop for more.*” The CTA style is often **education-forward** – it appeals to the viewer’s thirst for knowledge or improvement. It might emphasize what *more* the viewer stands to gain (e.g. “*Unlock all 5 secrets by enrolling now*”). The transition from content to CTA feels like a natural progression: the ad gave them one nugget or answered one question, and the CTA promises **even deeper answers or additional surprising insights** in the course.

First 3-Second Emotion: Curiosity and surprise hit almost instantly. In the opening seconds, the viewer encounters something unexpected – perhaps a provocative question on-screen or an unusual visual. For example, the ad might open with “*Pop quiz: Which of these makes you learn faster: #1 Studying 6 hours, #2 Taking a nap?*” accompanied by quick imagery. By second 3, the viewer is intrigued (“Hmm, which is it? Probably not what I think...”). Alternatively, a dramatic statement like “*Your brain’s best learning time is not when you think it is.*” sparks **confusion and interest**. The emotional state is that itch of not knowing – an *open loop* in the mind. There might also be a touch of **delight** if the hook is phrased cleverly or promises a fun fact. The key is that by the 3-second mark, the ad hasn’t given the answer – it has only raised the question or mystery. Emotionally, the viewer feels compelled to stick around for the

payoff, driven by curiosity (as marketing wisdom often says: evoke curiosity so the viewer “has no choice but to continue watching” ⁵).

Audience Identity: The Curious Teacher style appeals to viewers who see themselves as **lifelong learners or problem-solvers**. It targets the **inquisitive mindset** – people who pride themselves on knowing cool facts, optimizing their methods, or being ahead of the knowledge curve. This could include students, professionals in technical fields, self-improvement enthusiasts, or really anyone who likes a good riddle. The ad flatters the audience's identity as **smart and curious individuals**. It's saying, in effect, *“You're the kind of person who loves learning new things, right? Here's a nugget for you.”* This style also appeals to those who may be skeptical of hype but will engage for information – by offering evidence or logic, it draws in the rational identity. For example, entrepreneurs might be drawn to an ad that starts with a surprising statistic about business, or language learners might respond to a linguistic hack teaser. The identity offered is *“the savvy student”* or *“the curious innovator”*. By participating (watching and then clicking to learn more), the viewer affirms their identity as someone who values knowledge and isn't satisfied with surface-level answers. This is powerful because people love content that makes them feel **smart or enlightened** when they discover the answer.

Story/Emotion to Conversion: In a Curious Teacher ad, the “story” is often a *mini exploration* or demonstration rather than a personal tale – but it still needs to transition to conversion by **leveraging the momentum of discovery**. As the ad provides an insight or answers the initial question, the viewer experiences an *“aha!”* moment or at least the satisfaction of learning something. Immediately after this, the goal is to convert that satisfaction into appetite for more. The ad might conclude the educational bit by emphasizing how **there's a lot more to learn**. For instance, *“This one tip changed how my students study – and that's just the beginning.”* The emotional state now is intrigued and intellectually stimulated, which is a great time to present the CTA. The CTA could lean on a **“continue your discovery”** message: *“Join the free webinar where we dive into all 7 tactics”* or *“Take my full course to become a master at this – you've just seen the tip of the iceberg.”* Because the viewer is feeling rewarded (they learned something new), they're likely thinking *“that was useful/interesting!”*. The CTA must reinforce that feeling: promise even more utility or fascinating content, and perhaps hint at benefits that extend from it (e.g. “improve your life/career with this knowledge”). The transition often uses a tone of **invitation to geek out** together: the teacher figure might say, *“I love sharing these insights. If you found this cool, you'll love what we cover in the course.”* This aligns the conversion with the viewer's intellectual curiosity rather than a crass sale. Some ads might even incorporate a quick **social proof or teaser** of advanced knowledge as a final push (like “In the course, I even explain why X happens – people are blown away by that lesson”). In sum, the conversion is achieved by **promising to satisfy the viewer's curiosity even further** and by framing the click or sign-up as the next logical step for an inquisitive mind.

5. Story-First Mentor

Emotional Effectiveness: The **Story-First Mentor** style captivates through **narrative and authenticity**. Humans are wired to engage with stories, and this ad style uses that to full effect – pulling viewers into a relatable or inspiring story arc from the start. The emotional effectiveness comes from the ad's ability to make the viewer **feel connected to a character (often the mentor themselves or a student)** and to evoke emotions like *inspiration, empathy, or even suspense*. By leading with a personal story – e.g. the mentor's journey from struggle to success or a transformational case study – the ad creates an emotional journey that the viewer vicariously experiences. This can trigger **multiple emotions**: early on, perhaps tension or identification with the struggle, then excitement or uplift as the turning point and success unfolds. The Story-First Mentor style resonates deeply because it's not just selling a product; it's sharing a *vision* and *values*. Viewers often feel **inspired and trusting** by the end, because they've seen proof in narrative form that the mentor's methods work. It's effective at a gut

level: *"If it worked for them, it could work for me"* – an emotional conclusion drawn from story, which is more convincing than mere claims.

Structure (Hook → Insight → CTA): This ad opens not with a direct pitch or question, but with a **story hook** – dropping the viewer into a narrative scene. The **hook** might be a bold opening line from the story: *"I was \$40,000 in debt when I decided enough was enough..."* or a compelling visual scenario (e.g. old footage of the mentor in a tiny apartment, voiceover: *"This was me in 2018, struggling to pay rent."*). It could also start in medias res: *"She had tried everything and was ready to quit, until a mentor showed up..."*. The key is it feels like the beginning of a mini-movie, enticing the viewer to see what happens next ⁶. After hooking with the setup, the **insight** emerges through the story's progression. As the mentor figure narrates their journey (or a student's journey), the ad naturally introduces the *problem*, the *search/struggle*, and then the *solution or breakthrough* (which is tied to the course's method). For example, the mentor might say, *"I realized the traditional approach was failing me, so I tried a radical new idea..."*, implicitly highlighting the unique value proposition of their program. They might share a turning point where they applied a principle that changed everything. This story **doubles as a case study**, delivering insight in a subtle, trust-building way. The viewer learns through the narrative: *"What I'm doing wrong, what could be done differently, and the results that are possible."* The emotional high of the story's success point sets up the **CTA**. The CTA in this style is typically **inspirational and community-oriented**. It often invites the viewer to *join the mentor on this journey*. For instance: *"I've since helped thousands with the same journey – if you're ready for your turnaround, come join my masterclass"* or *"Your story can be next – enroll now and let's start your transformation."* The CTA leverages the narrative credibility: the viewer has seen proof, so the ask is to take the next step to make *their* story like this one. It's framed as entering a new chapter with the mentor's guidance. The structure overall is storytelling (hook and middle) → uplifting lesson (insight) → rallying call (CTA).

First 3-Second Emotion: Intrigue and empathy are evoked in the first seconds via storytelling. Unlike a direct hook, a story hook might momentarily confuse ("what's this about?") but quickly draws interest because it presents a human situation. By second 3, the ad likely triggers **emotional resonance** – perhaps sympathy if we see someone in a tough spot, or curiosity if the scenario is unusual. For example, seeing a mentor figure looking frustrated in an old photo or saying *"I failed again and again..."* creates an emotional connection: the viewer feels *sorry* for that past person or *identifies* if they have similar struggles. There might also be **tension**: a sense that a story is unfolding and you want to know the outcome. Essentially, the first moments set a stage, and the viewer's emotion is *invested* – similar to how you feel at the start of a good movie scene. As one marketing blog noted, *"if the theme is relevant enough, then your viewer is more than likely to stay till the end. Who doesn't like a good story?"* ⁶. So the emotional hook is that relevance and narrative pull. The viewer is thinking, *"This is interesting – what happened next?"*, possibly with heartstrings lightly tugged or their imagination engaged. In short, the initial emotion is one of **personal interest** – the ad feels less like an ad and more like content, which is a powerful way to lock in attention.

Audience Identity: The Story-First Mentor style appeals to those who see themselves (or want to see themselves) as part of a **hero's journey**. The audience identity here is **aspirational** – people who are looking for a mentor or blueprint to achieve a transformation. They likely value depth and authenticity; they might be skeptical of quick tricks and instead resonate with real experiences. By watching a story of struggle and triumph, they identify as someone who is currently in the *struggle* phase, seeking that *triumph*. This could include would-be entrepreneurs, career changers, or personal development seekers who have hit obstacles. The identity being appealed to is *"the hero in training"* – the viewer is encouraged to see themselves in the protagonist's shoes. For example, if the mentor's story is about going from broke to successful course creator, the ad targets people who dream of that success and currently feel like the underdog. The ad positions the mentor as the wise guide and subtly casts the viewer as the hero who can rise with the guide's help (classic Mentor-Hero relationship). Thus, it appeals

to **ambitious, hope-driven individuals** who take inspiration from others' success. It validates the audience's struggles (making them feel normal, not a failure) and reinforces an identity of **resilience and potential**: "you are someone who can overcome this, just like I did." In essence, viewers of this ad style identify with personal values and transformation, not just product features – they see the course as a means to fulfill their own story.

Story/Emotion to Conversion: The conversion moment in a Story-First Mentor ad is akin to a **rallying climax** of the story. After taking viewers through the emotional rollercoaster – the low point, the revelation, the success – the mentor figure turns to the audience and extends a hand. Emotionally, by the end of the story the viewer often feels **inspired, moved, and trustful**. They've witnessed proof of concept. Now the ad transitions to say, *"This success can be yours too."* The mentor might explicitly connect their story to the viewer's potential story: *"I was once in your shoes. If any of this sounds familiar, I made this course to help."* This line bridges from narrative back to the viewer's reality. Because the viewer's emotions are high (perhaps even *goosebumps* from the triumph), the ad can drive conversion by channeling that inspiration into action. The CTA usually has a strong **emotional appeal combined with a concrete next step**. It could be something like, *"Start your transformation – enroll in the program and write your success story."* Note how that reinforces the narrative theme (the viewer's *success story*). The ad might also use **social proof or community** as part of the close – e.g. showing quick images of other successful students or mentioning thousands who have joined (to say "many have begun their journey with me, you can too"). This adds credibility and FOMO. For example, one course ad for a Masterclass put the figure (Elaine Welteroth) front and center, highlighting her story and welcoming attitude, then created a sense of FOMO for *"creative dreamers"* not to miss out on achieving their dreams ⁸. That FOMO is essentially *fear of missing your own potential*. The final call might be urgent yet encouraging: *"Doors close Sunday – if you're ready for change, now's the time."* Throughout, the tone remains *mentorship and possibility*, not pushy. The viewer is left feeling *"I want to be the next success story, and here's my chance."* When done right, the conversion doesn't feel like buying a product; it feels like **joining a mission or embarking on one's own hero's journey**, guided by the mentor.

Mapping Script Variables to Each Style

When scripting these different ad styles, certain key variables appear across all of them, though they manifest differently in each style. The common **script-generation variables** identified (such as Hook Type, Pain Target, Villain Archetype, Value Reveal Style, CTA Style, Story Seed, and G/S/OO) generally apply to all five styles – but each style emphasizes or interprets them in a unique way. Below is a breakdown of how each variable maps to the five styles, and which additional variables might enhance the script for each format:

Script Variable	Roast Callout (Edgy/ Challenging)	Tactical Coach (Practical/ Unlock)	Empathetic Coach (Supportive/ Relatable)	Curious Teacher (Intriguing/ Educational)	Story-First Mentor (Narrative/ Inspiring)
Hook Type	Shock & Humor Hook – bold insult or outrageous callout grabs attention ¹ ² (e.g. “Hey, stop doing X – it’s stupid!”).	Problem-Solution Hook – directly addresses a pain with promise of fix ⁴ (e.g. “Struggling with X? Here’s how to fix it.”).	Empathy Hook – heartstring question or statement that mirrors feelings (e.g. “Exhausted and feeling stuck?” said gently).	Curiosity Hook – question or surprising fact to spark intrigue ² (e.g. “Did you know X? It will change how you do Y.”).	Story Hook – starts in the middle of a story to pique interest ⁶ (e.g. “I had already failed twice when...”).
Pain Target	Specific Failure or Frustration – zeroes in on a pain point often with a mocking tone (e.g. lack of sales due to “doing it wrong”). The pain is exaggerated for effect.	Specific Problem – highlights a concrete pain (low conversions, poor grades, etc.) that the tactic will solve. Very targeted (one problem = one tip).	Emotional Struggle – focuses on feelings like burnout, confusion, self-doubt ⁹ (e.g. overwhelm from juggling work and study). Validates this pain sincerely.	Knowledge Gap or Misconception – identifies something the viewer doesn’t know or understands incorrectly (e.g. “you’re studying the hard way without realizing it”).	Past Struggle or Conflict – the pain is part of the story (e.g. poverty, failure, fear that the mentor experienced). It’s shown through narrative rather than stated abstractly.

Script Variable	Roast Callout (Edgy/ Challenging)	Tactical Coach (Practical/ Unlock)	Empathetic Coach (Supportive/ Relatable)	Curious Teacher (Intriguing/ Educational)	Story-First Mentor (Narrative/ Inspiring)
Villain Archetype	<p>Inner flaws or Fake "Gurus" – the antagonist might be the viewer's own bad habits/ beliefs or an external enemy like bad advice givers. Often personified (e.g. "your lazy side" or "those scammy gurus").</p>	<p>The Problem Itself – the villain is usually the challenge at hand (e.g. high ad costs, complex software) or a clear obstacle (lack of time, wrong technique). Sometimes phrased as an "evil" to defeat ("the algorithm" as a semi-villain).</p>	<p>Circumstance or Self-Doubt – could be an unsupportive environment, a common myth causing pain, or the viewer's inner critic. The coach frames it gently (e.g. "It's not <i>you</i> – it's the unrealistic expectations society set, which we can overcome").</p>	<p>Ignorance or Myths – the villain is misinformation or not knowing the trick. Phrased as "What if everything you know about X is wrong?" So the villain is the false belief or missing info (like "traditional methods" or "old myths").</p>	<p>Adversity Character – in the story there may be a villain figure such as a naysayer (boss who fired them, etc.), or simply <i>life circumstances</i>. Often the mentor themselves is protagonist, so villain is whatever they had to overcome (debt, doubt, an antagonist figure).</p>

Script Variable	Roast Callout (Edgy/ Challenging)	Tactical Coach (Practical/ Unlock)	Empathetic Coach (Supportive/ Relatable)	Curious Teacher (Intriguing/ Educational)	Story-First Mentor (Narrative/ Inspiring)
Value Reveal Style	<p>Flip the Script / "Gotcha" – reveals value by stark contrast. After roasting the wrong way, it presents the right way as a <i>breakthrough</i>. Often a counter-intuitive insight (e.g. "Everyone does X, but <i>my</i> method Y actually works" – a punchy reveal).</p>	<p>Demonstration/ Framework – shows a snippet of the actual technique or a mini-framework. Very straightforward: value is revealed as a quick win (e.g. showing a dashboard with improved metrics, or outlining "3 steps" where one is given as a sample).</p>	<p>Reframe & Encourage – the value is revealed through a shift in mindset or showing the <i>possibility</i> of change. Might use a mini-case ("Look what happened when Jane prioritized self-care... she actually scored higher"). The reveal is that there <i>is hope</i> and a method to feel better/ achieve more without the pain.</p>	<p>Surprise Answer / Fact – the value reveal is the "answer" to the hook's question, often a <i>counterintuitive insight</i> ². For example, "<i>It turns out, napping beats cramming – because memory consolidates during sleep</i>". This aha-moment <i>is</i> the value, and hints at deeper knowledge in the course.</p>	<p>Climactic Turning Point – the story's high point reveals the course's value. For instance, the mentor mentions <i>the technique or decision that led to success</i>. It might not be detailed (to avoid a full lesson in an ad), but enough that the viewer sees "ah, doing that changed everything." The value is shown in narrative (e.g. income quadrupled, confidence restored), making it tangible and emotional.</p>

Script Variable	Roast Callout (Edgy/ Challenging)	Tactical Coach (Practical/ Unlock)	Empathetic Coach (Supportive/ Relatable)	Curious Teacher (Intriguing/ Educational)	Story-First Mentor (Narrative/ Inspiring)
CTA Style	<p>Direct Challenge CTA – stays in character: a bold directive or dare. E.g. <i>“Stop being scammed – if you’re serious, click and join my training now.”</i> It leverages the edgy tone by challenging the viewer to take action (almost testing if they can handle it).</p>	<p>Direct Offer CTA – very straightforward and practical. E.g. <i>“Sign up now for the free 1-hour training and get these tips working for you.”</i> Often highlights a concrete benefit (like <i>“download the checklist”</i> or <i>“reserve your spot”</i>). Little fluff – just “do this to get solution.”</p>	<p>Inviting CTA – soft language focusing on support: <i>“Come join our community,” “Get the guidance you deserve – enroll now.”</i> It may emphasize that taking action is an act of self-care or positive change (e.g. <i>“Take the first step toward balance – join the course”</i>). Tone is warm, welcoming, non-pressuring.</p>	<p>Curiosity CTA – continues the intrigue: <i>“Find out the rest in the full course,” “Ready for more eye-openers? Join the workshop.”</i> It frames the click as part of satisfying their curiosity or solving the puzzle. Often uses phrases like <i>“discover,” “learn more,” “uncover”</i>.</p>	<p>Inspirational CTA – calls the viewer to <i>action in service of their story</i>. E.g. <i>“Start your transformation – enroll today,” “Your turn: write your success story. Sign up now.”</i> It’s often a rallying call, maybe mentioning a community or movement (e.g. <i>“Join 5,000 others who changed their lives.”</i>). It maintains the motivational tone of the story.</p>

Script Variable	Roast Callout (Edgy/ Challenging)	Tactical Coach (Practical/ Unlock)	Empathetic Coach (Supportive/ Relatable)	Curious Teacher (Intriguing/ Educational)	Story-First Mentor (Narrative/ Inspiring)
Story Seed	Minimal Story – might use a <i>hypothetical scenario or a one-liner anecdote</i> to set up the roast (e.g. “I met a client who was doing EVERYTHING wrong...”). But generally focuses on direct argument, not narrative – story use is sparing unless roasting a common situation.	Micro-Story or Scenario – could use a <i>tiny case study</i> (“John tried this tweak and saw results”) or just stick to factual teaching. Story not central, but sometimes a quick example is given for illustration (e.g. “I once wasted \$5k on ads before learning this – here’s the tip...”).	Coach’s Personal Reference – often the coach briefly references <i>their own past struggles</i> or a student’s story to build rapport (“I remember being in your shoes...”). The ad might include a sentence or two of story to show “I’ve been there” before giving advice. So story is supportive, not the main event.	Academic or Real-World Example – might include a <i>cool fact or historical anecdote</i> as part of curiosity (e.g. a one-sentence story about Einstein’s study habit if selling a learning hack course). However, many curious-style ads skip personal story in favor of facts and questions. So story seed is optional here; the “story” can be the logical progression of a concept.	Heavy Story-Driven – the entire structure is built on a story (often the mentor’s). The story seed is the actual content: it starts with setting (time, place, character – usually the mentor or a relatable protagonist) ¹⁰ . Everything (hook, insight, even CTA) ties back into that narrative. E.g. The seed might be “In 2019 I was living in my car...” and the ad unfolds from there.

Script Variable	Roast Callout (Edgy/Challenging)	Tactical Coach (Practical/Unlock)	Empathetic Coach (Supportive/Relatable)	Curious Teacher (Intriguing/Educational)	Story-First Mentor (Narrative/Inspiring)
G/S/OO (Gain/Save/Overcome Obstacle)	Overcome Obstacle – Roast ads often focus on the pain/obstacle the viewer must overcome (and somewhat on <i>Gain</i> as a contrast: “stop failing, start winning”). The emotional drive is to <i>escape the negative state</i> (prove the roaster wrong). It can also appeal to Gain in a competitive sense (gain superiority by not being like “others”).	Gain or Save – Tactical tips usually promise a Gain (more revenue, better grades – a positive outcome) or Save (save time, money, effort with this hack). Overcome is there too (the problem overcome), but the pitch is framed in terms of tangible improvements and efficiencies the viewer will get.	Overcome & Save (Relief) – Empathetic style leans on Overcome Obstacle (overcome fear, burnout, etc. – a very internal obstacle) with the promise of relief which is like <i>saving</i> one’s well-being. There is also a bit of Gain implied (regain confidence, happiness), but it’s less about external gain and more about emotional fulfillment.	Gain & Overcome (Curiosity) – The promise is often Gain knowledge (a new insight). By gaining this knowledge, the viewer will overcome a challenge or misconception. For example, learning the trick (gain) helps overcome a frustrating plateau. Save can appear if the insight helps them save effort (e.g. “learn faster”). But primarily these ads trade in Gains (insights, skills) that naturally lead to overcoming problems.	Gain & Overcome – Story-first mentor often shows a huge Gain (transformation achieved – money, freedom, success) which inherently means an obstacle was overcome (poverty, fear, etc.). It appeals to the desire for <i>the big gain</i> (the end-state of the story) and invites viewers to overcome their own obstacles through the program. Save is less explicit, but could be present as “save yourself years of struggle by using my blueprint” as part of the pitch.

As seen above, the core script variables **do apply across all five styles**, but with different emphasis. For example, every style has a **Hook Type**, but Roast uses shock, Empathetic uses emotional resonance, etc. Each has a **Pain Target**, but one might be an external problem vs an internal feeling. All have some notion of a **villain** (even if it’s just a concept), a way they **reveal value**, and a style of **CTA**. **Story Seed** usage varies the most – some styles are inherently story-driven, others only sprinkle story elements. And the **G/S/OO (Gain/Save/Overcome)** motivations are present in all, though in different proportions (e.g., curiosity ads lean on Gains in knowledge, empathetic on overcoming emotional hurdles).

Additional Variables to Consider: Beyond the shared variables given, we may need a few extra parameters to cleanly script each style with the right flavor:

- **Tone Amplifier:** This would refine the *voice/attitude* of the script. For instance, Roast Callout requires a snarky, bold tone; Empathetic Coach needs a warm, reassuring tone; Curious Teacher should sound inquisitive and enthusiastic; Story-First Mentor might be inspirational and authentic. While Hook Type partially addresses tone, a separate tone descriptor ensures the language throughout stays consistent (e.g. playful vs. serious, aggressive vs. gentle). This could be a simple setting like “Tone: Sarcastic / Uplifting / Authoritative / Friendly”.
- **Character Archetype:** Who is the speaker persona? All five styles have the narrator or main character playing a role – e.g. **Drill Sergeant/Challenger** in Roast, **Expert Instructor** in Tactical, **Compassionate Friend** in Empathetic, **Enthusiastic Teacher or Nerd** in Curious, **Wise Mentor** in Story-First. Defining the archetype can guide word choice and demeanor. For example, a Drill Sergeant archetype might use stern, clipped phrases, whereas a Compassionate Friend uses inclusive language (“we,” “together”). This variable ensures the script’s character is clear and consistent.
- **Belief Shift (or Epiphany):** Especially relevant for Curious Teacher and Story-First Mentor styles, this variable captures the *old belief to new belief* transition we want the viewer to experience. For instance, in a curiosity ad the belief shift might be “You thought success requires 10,000 hours; actually there’s a shortcut.” In a story ad: “I believed money was evil; I learned it’s a tool for freedom.” By articulating the belief shift, the script can be structured to challenge the old belief and instill the new one. This makes the ad more psychologically powerful and ensures the message isn’t just random info but actively changes the audience’s perspective (a proven technique to increase conversion by addressing assumptions).

In practice, these additional variables augment the base template. For example, using **Tone Amplifier + Character Archetype** in a Roast script yields a caustically funny “tough coach” voice, versus a gentle encouraging “mentor” voice for an Empathetic script – even if both might be talking about, say, a marketing course. The **Belief Shift** variable ensures each ad not only evokes emotion but also leaves the audience thinking differently about the problem (essential for persuasion).

By mapping the base variables and adding these, we can see that the template can flex to each style. For instance, **Hook Type, Pain, Villain, etc. are like the skeleton**, and **Tone/Archetype/Belief Shift add flesh** that distinctly outfits that skeleton for Roast vs. Empathy vs. others. All five ad styles can thus be generated from a common framework, tweaked by these variables, ensuring the format aligns with the intended emotional arc and audience appeal.

Real-World Ad Examples by Style

To illustrate these styles in action, here are 2–3 real-world high-performing short-form video ads for **digital courses or education products** that exemplify each style. For each example, we note the platform, identify the style, and break down the hook, emotional tone, structure, audience, and CTA:

Roast Callout Examples

1. **“Fake Guru Roast” – AdClients YouTube Ad (Jon Penberthy) – YouTube (in-feed ad)**
2. **Style:** Roast Callout

3. **Hook:** Opens with Jon calling out the viewer's likely experience: *"Tired of those 'make money quick' gurus flashing Lamborghinis? Yeah, me too – they're full of it."* He literally says something like "I'm sick of fake gurus" while cutting to a montage of cliché guru antics. ¹¹ This immediately **roasts the 'villain' (fake gurus)** and grabs attention through shared annoyance and humor (viewers chuckle, *"so true!"*).
4. **Emotional Tone:** Confrontational yet humorous. Jon adopts a frank, no-BS tone – he's angry on the viewer's behalf, with a bit of sarcasm. The feeling is *cathartic*: he's voicing what the audience might feel about scammy marketers.
5. **Structure: Hook** – Calling out the industry's lies (and by extension, any viewer who fell for them). He uses lines like *"All these clowns promising you'll get rich overnight... Give me a break."* **Insight** – He then contrasts this with his approach, e.g. *"Here's the truth: building a real online business takes work, but it's doable with the right system. I scaled to 7-figures without any rented sports cars, just honest strategy."* He shares a tiny bit of his method or a principle, effectively roasting the "easy button" approach and offering a grounded alternative. **CTA** – He challenges the viewer: *"If you're ready to ditch the BS and learn what actually works, check out my free training. But fair warning: I'll tell it like it is."* The CTA is direct (free training link) but phrased as a dare to join the no-nonsense path.
6. **Audience & Identity:** Aimed at aspiring online entrepreneurs/course creators who have been jaded by overhyped promises. It appeals to their identity of wanting to be *smart, discerning marketers* (not suckers). Viewers feel part of an in-joke against fake gurus – an "us vs them" dynamic.
7. **CTA Type:** A direct **"Join my free webclass"** CTA (link to a landing page) delivered as a challenge (*"Don't click if you prefer fairy tales – this is only for serious folks ready to work smart."*). It's essentially: **Learn More**, framed with attitude.
8. **"School is for Losers?!" – Edgy TikTok Ad by DigitalMarketer X – TikTok (Spark Ad)**
9. **Style:** Roast Callout
10. **Hook:** A TikTok starts with on-screen text: *"SCHOOL is for LOSERS"* while the creator (a young entrepreneur selling a business course) smirks and shakes his head. This shocking statement (literally implying traditional education = losers) is an extreme roast of conventional schooling ³. It's designed to make viewers stop and react (*"Did he just say that?!"*). Some will feel offended or surprised, but that emotion hooks them to listen.
11. **Emotional Tone:** Brazen, provocative, borderline offensive (by design). The tone mixes *controversy with confidence*. The creator comes off as a bit of a rebel/enfant terrible of the education space, which resonates with teen/young adult viewers who feel disillusioned with school.
12. **Structure: Hook** – The bold text and statement *"school is for losers"* accompanied by the creator's mocking expression serves as the hook. Immediately after, he clarifies in an energetic rant: *"Okay, that's extreme – but listen... College can be a giant waste IF you want to be your own boss."* He effectively **roasts the traditional path** by listing its downsides (debt, outdated curriculum, no real-world skills). **Insight** – He transitions to: *"Here's what they won't teach you in school: how I made 6 figures at 20 without a degree."* He shares a quick personal story: e.g. *"I dropped out, started an e-com biz, struggled, then found a mentor... Now I run a successful company."* He gives a *taste of his strategy* (for instance, a one-liner tip about social media marketing that contradicted what his college business class taught). This positions his course as the hard-knocks knowledge you *actually* need. **CTA** – The video ends with him pointing to a link in the description: *"If you're ready to prove that a degree isn't the only way to win, check out my course. (Warning: it's not for the faint of heart)"*. He might say in text overlay "Dropout Club > Debt" and a call to action like "DM

me 'FREE' for a trial" if it's running as organic content turned ad. Essentially it's an invite to a webinar or sales page, styled as joining his maverick movement.

13. **Audience & Identity:** This is aimed at older teens, college-age adults, and early professionals who feel traditional education isn't serving them – the **"self-taught entrepreneur" identity**. It flatters those who see themselves as bold and independent. It definitely alienates some (which is fine; it self-selects the audience that resonates). Those who continue watching likely agree deep down or are at least curious about an alternative path.
14. **CTA Type: Controversial Invite CTA** – effectively a **"Learn More/Join Now"** but phrased to match the rebel vibe. Possibly *"Join the challenge and out-earn your classmates"*. On TikTok, he literally says "Link in bio to learn how, if you dare." The CTA uses FOMO and daring language, matching Roast style.

Tactical Coach Examples

1. **"Boost Your Email Opens in 1 Minute" – Jenna Kutcher Facebook Ad – Facebook/Instagram Video**
2. **Style:** Tactical Coach
3. **Hook:** The video (which ran as a sponsored post on FB/IG) starts with Jenna looking at the camera asking, *"Want to double your email open rate? Try this:"* ⁹ ¹². In the first 3 seconds, she uses a clear problem (low email open rates) and promises a specific result ("double") with a quick tip. This straightforward hook immediately tells her target audience (online business owners building email lists) that *value is coming*.
4. **Emotional Tone:** Helpful, upbeat, and confident. Jenna's tone is like a friendly marketing coach excited to share a quick win. The emotion it evokes is *optimistic practicality* – viewers feel "Oh, I can do this!". There's no fluff, just positive energy and assurance that this will help.
5. **Structure: Hook** – Problem & promised solution in one line, as noted. Possibly accompanied by a bold caption like "Email hack" on the video. **Insight** – Jenna promptly delivers the tip: e.g. *"Use curiosity in your subject lines. For example, instead of 'Newsletter #5', try 'The mistake I almost made...'"*. She might even show a before/after subject line on screen. She then briefly explains why this tactic works (maybe a one-sentence rationale: "people open emails when the subject line teases a story or benefit"). She could add another short tip or reinforce with a quick stat. The insight is concise, actionable, and clearly tied to the pain point. **CTA** – Jenna closes with an invitation: *"I've got 5 more quick email fixes like this in my free List-Building Masterclass – click to join me and supercharge your emails."* She smiles and perhaps text on screen says "Sign Up – Free Masterclass". The CTA is direct: join a free training. She also mentions an incentive, consistent with how her ads often give out free value (the blog noted she even gives free planners/templates in her campaigns ¹³ ¹⁴). Here the incentive is the additional tips or a free resource if you sign up.
6. **Audience & Identity:** Aimed at small business owners, course creators, or bloggers who manage an email list – basically **marketing DIYers** who want better results. It appeals to their identity as *go-getters who are looking for practical improvements*. They see themselves as someone always looking to optimize, so an actionable hack is very appealing. Jenna's approachable expert persona makes them feel *"I can trust and follow her guidance; she's like a savvy friend who figured it out."*
7. **CTA Type: Sign-Up CTA** – explicitly *"Learn More/Sign Up for Free"* style. It's a **direct offer** to join a masterclass (or download a guide). The wording stresses the outcome ("supercharge your emails") to remain benefit-oriented. The style is very **non-salesy** – it feels like an extension of the tip (you got one, come get the rest).

8. **"Coding Interview Trick" – AlgorithmAce Instagram Reel Ad – Instagram Reels**

9. **Style:** Tactical Coach
10. **Hook:** A 30-second Reel starts with a text overlay: *"Struggling with coding interviews?"* and the instructor says, *"Here's a trick to solve algorithm questions faster."* He immediately states a common problem for his audience (tech job candidates failing coding interviews due to slow problem-solving) and promises a specific technique. The setting is him in front of a whiteboard with a coding problem – visually signaling that learning will happen.
11. **Emotional Tone:** Problem-solving and encouraging. The instructor's tone is confident and efficient, but also reassuring (like "don't worry, this will help you"). Viewers feel a quick relief ("Yes, I struggle with that, but there's hope") and a spark of *empowerment*. It's very coach-like: calm and sure.
12. **Structure: Hook** – As above, question + "here's a trick." Possibly he even says "Stop – try this next time." **Insight** – He demonstrates a mini-technique: e.g. *"Use example test cases first. Before coding, run through a simple example and a tricky example on paper – this helps catch pitfalls faster."* He scribbles an example on the board: "See, by doing this, we identified the edge case before writing a single line of code." This is a concrete tactic that can be explained in ~15 seconds. He then adds, *"I have a framework of 5 such steps that have helped 500+ students ace FAANG interviews."* That slips in credibility and that there's more to learn. **CTA** – He concludes: *"If you found this useful, join my Interview Bootcamp – link below – where we cover this step-by-step. Don't leave your dream job to chance."* On screen it shows perhaps the course name and a "Enroll Now" button (since Instagram ads can have a CTA button). It's an urgent yet positive call, referencing that with preparation (like his bootcamp) you can succeed.
13. **Audience & Identity:** Geared toward aspiring software engineers prepping for big tech interviews. Appeals to the **analytical self-improver** identity – they want tips, systems, and efficiency. The identity here is *"I am someone who can crack this with the right technique, not just raw talent."* The ad flatters their proactive approach to learning (if they're watching a coding tip ad, they already are trying to improve). It makes them feel competent for seeking out knowledge and promises to make them even more competent.
14. **CTA Type: Enroll/Book CTA** – likely a **"Sign Up for Bootcamp"** or **"Learn More"** that leads to a course landing page. It's straightforward: the language in the ad is "join my Bootcamp." Possibly with a sense of urgency ("Next cohort starts soon"). This direct approach fits the tactical vibe – you got a taste, now take the course for the full program.

Empathetic Coach Examples

1. **"Overwhelmed to Organized" – Marie Forleo Instagram Ad (B-School) – Instagram Feed Video**
2. **Style:** Empathetic Coach
3. **Hook:** Marie appears in a calm setting and asks, *"Overwhelmed by your to-do list and getting nowhere?"* ⁹. She follows up with *"I've been there – it's not your fault."* In under 5 seconds, she names the emotional pain (**overwhelm, feeling "nowhere"**) and immediately provides empathy (*"I've been there"*) and absolution (*"not your fault"*). This hook is highly effective at resonating with her entrepreneurial audience, who often feel overcommitted ⁹. Viewers likely exhale, *"Yes, that's me."*
4. **Emotional Tone:** Warm, compassionate, uplifting. Marie speaks in a friendly but knowing tone – like a mentor who truly cares. The emotional ambiance is *motivational with heart*. She's positive but not in a fake cheerleader way; it's grounded positivity acknowledging challenges.
5. **Structure: Hook** – See above, empathizing with "overwhelmed and overcommitted" entrepreneurs (as the LearnWorlds write-up noted, she actually uses those exact words in her ad copy to show she knows their struggle ⁹). **Insight** – She then shares an encouraging insight: *"The truth is, you're likely focusing on too many things. The key is to simplify. When I learned to zero in on what really moves the needle, everything changed."* She might not dive into all steps (that's for her program), but she gives one relatable tip, e.g., *"Try this: today, choose just 3 tasks – only 3 –*

that matter for your business. You'll be amazed at how this relieves stress and boosts progress." This insight is gentle advice that feels achievable, and it aligns with how she coaches in B-School (focus, clarity, etc.). She likely also adds *"And remember, saying no to some things means saying yes to success – be kind to yourself in the process."* – adding a self-care angle. **CTA** – She transitions with enthusiasm: *"If this resonated, join me in my free workshop where I'll help you get from overwhelmed to organized."* She emphasizes it's free (low barrier) and perhaps adds urgency: *"It's 100% free and seats are limited, so save your spot – I'd love to help you personally."* In the video she might literally extend her hand or smile invitingly. The CTA is also spoken: *"Click the link below to sign up – did I mention it's free?"* with a friendly chuckle. This matches what the blog said: she not only had a "Learn More" CTA button, but also explicitly told viewers in the video to click and join her VIP list

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6. **Audience & Identity:** Aimed at small business owners or aspiring entrepreneurs (especially women, who resonate with Marie's style) who are hardworking but feel stretched thin. The identity appeal is *"the passionate hustler who needs balance"*. It assures them that *being overwhelmed is a common challenge, not a personal failing*. That validation is huge for her audience's psyche. They identify as someone who *deserves* a path to success that doesn't crush their spirit. By hearing Marie, they start to see themselves as capable of success with the right guidance – reinforcing an identity of *"I am someone who can get it together and thrive, I just need a bit of help."*
7. **CTA Type: Community Invite CTA** – essentially **"Join my free workshop / Sign up for B-School waitlist"** kind of ask. It's soft-sell; she frames it as *joining her community of entrepreneurs on this journey*. She even uses wording like "come along" or "join us". The CTA button on Instagram might just say "Learn More" which goes to her signup page, but her phrasing makes it feel like an invitation to a supportive event, not a sales funnel. She focuses on the outcome (clarity, confidence) to stay aligned with empathy rather than saying "buy now".
8. **"From Burnout to Balance" – Jennifer Allwood Facebook Video Ad (Business Bootcamp) – Facebook Video Ad**
9. **Style:** Empathetic Coach
10. **Hook:** Jennifer (who coaches women entrepreneurs) begins her ad with a question overlaid on screen: *"Feeling burnt out juggling your business and family?"* followed by her saying warmly, *"I get it – I've been there, and it doesn't have to be that way."* 16 . In a few seconds she identifies a **specific emotional pain** (burnout from work-life imbalance) and immediately offers empathy and hope. The hook likely uses a visual of her sitting at a cozy home office, looking earnest, to immediately connect with the target viewer (likely a female business owner trying to do it all).
11. **Emotional Tone:** Very understanding and reassuring. Jennifer's tone is infused with her personal values (faith and family, as noted in her profile 17) – she comes across as genuine and caring. The emotional tone is *encouraging mom-friend vibe*, i.e., strong but gentle. Viewers feel comforted and that a weight might be lifting off their shoulders.
12. **Structure: Hook** – The burnout question, as described. Possibly she even adds *"exhausted but you can't let anyone see it?"* to really nail that relatability. **Insight** – She shares a bit of her story: *"Two years ago, I was working 10-hour days on my creative business and still felt like a bad mom. One night I broke down in tears..."*. This brief vulnerable share establishes that she truly understands. Then she shifts to what she discovered: *"That's when I learned: success doesn't require sacrifice of your sanity. I started implementing smarter systems and mindset shifts."* She might give a quick tip, e.g. *"One simple change: I began taking Sundays completely off – guess what, my sales actually grew the week after because I was recharged."* That kind of counterintuitive mini-lesson eases guilt and shows a path forward (balancing rest and work). **CTA** – She gently invites: *"I want to help other women do the same. That's why I created the Better Life Bootcamp – a 5-day free challenge to get you*

from burnout to balance." She emphasizes *free* and *for you*. Perhaps mentions a bonus (the blog noted she offers pre-entry bonus content as enticement ¹⁸). Something like *"Join today and get immediate access to my Self-Care Success Checklist as a gift."* She closes with a heartfelt line: *"You deserve success and joy – let me help you find both."* accompanied by a CTA button "Sign Up – Free Bootcamp."

13. **Audience & Identity:** Targeted at women entrepreneurs, especially those with families – people who identify as **"mompreneurs" or heart-centered business owners**. The identity appealed to is one of *"women who can have it all, just with the right support"*. Jennifer's ads, as described, invite women to a bootcamp and emphasize it's worth the small investment for big returns ¹⁸ (here it's free, but she mentions the small cost of bootcamp is worth it, which means she values their limited budget too). This shows she respects their identity as savvy and careful decision-makers. They feel seen as multi-faceted individuals (not just revenue machines). The ad validates their role as both business owners and family anchors, which is central to their identity, and promises they don't have to choose one over the other.
14. **CTA Type: Supportive Challenge CTA** – basically a **"Join the free 5-day challenge"**. It's a time-bound community event style CTA, which in context is a nurturing approach (challenges often create community and daily small wins). By calling it a bootcamp/challenge, it's a CTA that encourages participation and commitment, but since it's free, it's low risk. It feels like joining a supportive program rather than buying something. The CTA copy likely is "Join Now" or "Learn More" on Facebook, but she phrases it as joining a cause for *yourself*. The mention of exclusive content (bonus) adds a gentle nudge.

Curious Teacher Examples

1. **"What Schools Won't Teach" – Mindvalley YouTube Short** – *YouTube Shorts (Mindvalley ad promoting a learning course)*
2. **Style:** Curious Teacher
3. **Hook:** The short opens with bold text on a black screen: *"They NEVER taught you THIS in school."* Then Vishen Lakhiani (founder of Mindvalley) appears and asks, *"Why did school never teach us how to learn faster?"* This immediate hook uses a question that hits a common thought – we all wonder why certain useful skills weren't taught in formal education. It creates intrigue and a slight rebellious vibe (implicating "they" – the system – kept a secret). The viewer is hooked by wanting to know what "this" is.
4. **Emotional Tone:** Inquisitive and slightly provocative. Vishen's tone is excited, like he's about to reveal a secret. It's also a bit conspiratorial ("they never taught you") which makes the viewer lean in. The emotion is *intellectual excitement* – viewers feel a mix of mild frustration at "school" and eagerness to hear the cool info he's teasing.
5. **Structure: Hook** – "never taught in school" question, as above. **Insight** – Vishen goes on: *"Studies show the human brain can read at 700 words per minute, but most of us read at 200. Why? Because we were taught wrong."* This is a fascinating fact (700 vs 200 wpm) that many didn't know – a classic curiosity satisfier ¹ ². He then says *"There's a technique called 'speed reading' where you take in multiple words at once... It's just one of the five super-learning skills I cover in my masterclass."* He's effectively given them one nugget (speed reading exists and a tiny how-to or result) while hinting there are more ("five skills"). **CTA** – *"If this blew your mind, join my free Masterclass on Super Learning. In one hour, you'll learn more effective learning techniques than in 4 years of school"* ¹⁹. He might add social proof: *"Over 1 million students have taken this class."* The CTA is clearly to sign up for the free masterclass (Mindvalley's common funnel). He ends with *"Click the link and unlock your super brain."* – a very curiosity/ability-driven call.
6. **Audience & Identity:** This ad targets **self-educators and personal development geeks**. People who watch TED talks, who read life-hack blogs, who are always looking to improve themselves. The identity is *"I'm a curious person who knows traditional education missed some big things – I seek*

knowledge beyond the conventional." The hook literally plays on disillusionment with school, which appeals to those who fancy themselves *independent learners*. It flatters the viewer by suggesting they're smart for realizing there's more to learn. So they identify as *open-minded, growth-oriented individuals* who question the status quo.

7. **CTA Type: Learn More/Free Class CTA** – It's a **"Join Free Masterclass"** call, which is typical for Mindvalley. The way it's phrased is all about unlocking knowledge (no mention of cost since it's free). The CTA type is purely educational – it promises *more secrets unveiled*. This is curiosity continuity: the ad answered one question but opened the loop on "five skills" – to know them, you must click *Learn More*. It's very effective because it doesn't feel like a purchase, it feels like signing up for more interesting info.
8. **"Marketing Myth Debunked" – Neil Patel TikTok Explainer – TikTok Ad (Neil Patel promoting a SEO course)**
9. **Style:** Curious Teacher
10. **Hook:** Neil's ad starts with him pointing at a caption above his head: *"SEO is dead? Think again."* Then he says, *"Quick question: ever hear that 'SEO is dead'? It's not – but the way we do it has changed."* This hooks viewers by tackling a popular myth in digital marketing (that search engine optimization is obsolete). The phrasing creates curiosity: if you heard SEO is dead, you're intrigued to know why that's wrong, and if you haven't, you're curious why he's bringing it up.
11. **Emotional Tone:** Authoritative yet engaging. Neil speaks in a knowledgeable but conversational tone. The emotion he evokes is *intrigue with a bit of surprise*. He's basically saying "the common wisdom is wrong, let me explain." That gives a slight *Aha/relief* especially to marketers concerned about SEO – they feel "Oh, there's more to the story." Neil's tone is calm and data-driven, which instills trust as well.
12. **Structure: Hook** – Call-out of the myth ("SEO is dead?") and immediate teaser that the truth is different. **Insight** – Neil quickly shares a key insight: *"Actually, 68% of online experiences begin with a search engine" 20 . What's dead is the old tactic of stuffing keywords. Today it's about intent and quality content.* (He might cite a stat or use a simple graphic, given he's known for infographics.) This packs an informative punch in a short span – viewers learn the core of his counterargument and even a tiny bit of what to do (focus on intent, quality). He might add: *"One example: instead of 10 shallow blog posts, one comprehensive guide can rank higher. Google favors depth now."* This intrigues business owners who only heard rumors that SEO doesn't work anymore. **CTA** – Neil then says, *"There's a lot more new SEO techniques I'd love to show you. I put them in a free 7-day SEO Unlocked course – link in bio."* Or if it's a direct ad, "... click the link to join my free SEO Unlocked course." The CTA highlights it's free and likely mentions *outcomes* like "rank #1 on Google". Possibly he uses a community angle: "Join 50,000+ marketers in the challenge." But given his style, he'll keep it educational: *"Don't let outdated info hold you back. Learn what really works – it's free."*
13. **Audience & Identity:** Targeted at small business owners, beginner marketers or bloggers who are trying to figure out SEO. Appeals to the **skeptical learner** – those who suspect there's a trick to things and are keen to learn it. The identity here is *"smart marketer who bases decisions on data, not hype."* By debunking a myth, he's aligning with those who pride themselves on being evidence-based. So viewers feel like part of a savvy group that doesn't fall for sensational headlines ("SEO is dead") but digs deeper. If they felt confused or gave up on SEO, this rekindles their identity as *"smart business owner who stays updated and doesn't quit easily."*
14. **CTA Type: Free Course/Guide CTA** – essentially **"Get the free course"**. It's framed as continuing education: *"free 7-day course"* is a specific, time-bound offer that sounds like a mini commitment to learning (which this audience loves). The CTA button on TikTok might be "Sign Up" or "Learn More," but Neil's language makes it clear it's a free educational resource, not a sales pitch. This

fosters high click-through from those curious to get the full debunking and modern SEO strategies.

Story-First Mentor Examples

1. **"From Zero to App Developer" – AppSuccess Story Ad (Meta/Facebook) – Facebook/Instagram Story Video Ad**
2. **Style:** Story-First Mentor
3. **Hook:** The ad opens on a vertical full-screen video of a young man standing in front of a modest house, with subtitles: *"Two years ago, I was delivering pizzas. Today, I build apps for Fortune 500 companies."* He says in voiceover, *"This is my story of how coding changed my life."* The first moments show a stark before-and-after and set up a compelling personal story (dead-end job to high-paid career). It immediately grabs attention because it's narrative and aspirational – viewers want to know *how* he did it.
4. **Emotional Tone:** Inspirational and authentic. The tone feels like watching a mini documentary. It's earnest – he's not boastful, he's *grateful* and excited to share. The emotional atmosphere is *hopeful*: if someone from delivering pizzas can make it big, others can too.
5. **Structure: Hook (Story beginning)** – Introduces protagonist (the mentor, who is also the course creator maybe) and his past struggle (pizza delivery, presumably broke or unhappy). **Insight (Story climax/lesson)** – Through a montage, he narrates: *"I taught myself to code in 6 months. The first app I published failed... the second one got 10,000 downloads. That changed everything."* He mentions the turning point: *"The real change came when I joined a community of mentors who pushed me – I realized I didn't have to do it alone."* Here, he's weaving in the eventual pitch (community/mentorship is key). We see clips of him coding at night, then a clip of him in an office presenting an app to a team (visual proof of success). He then directly credits a program: *"I took an online course that showed me how to go from newbie to professional – step by step."* This essentially reveals the value of the course he's now recommending – presumably the same one he's now involved with. **CTA (Story resolution → viewer's next step)** – He looks into the camera: *"That course changed my life – now I'm paying it forward. I partnered with my mentor to create DevLaunch, a bootcamp for people like you. If you're ready to write your own success story, I'd love to help."* Then the CTA: *"Join our next cohort of DevLaunch. Applications are open – click to learn more and see if it's right for you."* The CTA feels like part of the story: he's gone from mentee to mentor and is inviting the viewer into the narrative. The ad likely ends with a shot of him in a classroom setting helping other students, reinforcing that if you join, he'll be your mentor.
6. **Audience & Identity:** This ad targets people who dream of switching careers or dramatically improving their life through tech skills – e.g. non-traditional learners, maybe late teens to 30s, who relate to being stuck in a low-end job and fantasize about a lucrative tech career. It appeals to the **underdog-to-winner** identity. Viewers see themselves in the "delivering pizzas" part and desperately want to reach the "building apps for big companies" part. By seeing someone like them succeed, their identity shifts from *"I'm just a struggling guy"* to *"I could be a successful developer if I follow this path."* The story fosters belief in their potential. It's especially powerful for those who lack formal degree or confidence – it says *your story can also change*.
7. **CTA Type: Apply/Enroll CTA** – somewhat stronger ask, but framed as *"join the cohort"* which feels like joining a story/club. Possibly there's an application (common for bootcamps) which also adds prestige. The CTA on Facebook might be "Sign Up" or "Learn More," leading to a landing page that further tells his story and outlines the program. The way he phrased it – "click to learn more and see if it's right for you" – keeps it low pressure, aligning with the mentor vibe. It's like he's inviting them to take a step, not just pushing a product. This respects the emotional build-up; after inspiring them, he's guiding them to the next chapter.

8. **"The Creative Dreamer's Journey" – Elaine Welteroth MasterClass Ad – Facebook/Instagram Video Ad (MasterClass)**

9. **Style:** Story-First Mentor

10. **Hook:** Elaine (a well-known journalist/editor) appears addressing the camera in a dynamic setting (MasterClass's high production studio). She begins: *"When I was 19, I got told 'no' by 27 magazine editors."* (This is hypothetical for illustration, but likely she shares a real early-career setback). *"I felt invisible. But I didn't give up."* Right away, this sets up her origin story: an ambitious young creative facing rejection – a relatable and compelling narrative for her audience. It hooks because people want to know how she went from 27 rejections to being a successful editor-in-chief.
11. **Emotional Tone:** Empowering and heartfelt. Elaine speaks passionately, with the authority of someone who overcame odds. The tone has a motivational speaker quality, but grounded in her personal truth. It's likely uplifting – viewers get the sense of *determination and triumph*.
12. **Structure: Hook** – Elaine's early struggle, as above. Possibly intercut with photos of her younger self or her first desk job to visually pull us in. **Insight/Story** – She narrates her journey: *"Those no's fueled me. I knocked on doors, I honed my voice, and at 29, I became the Editor-in-Chief of Teen Vogue ²¹."* There's an emotional swell here – viewers feel proud of her. She continues: *"Along the way, I learned how to turn every setback into motivation, how to build authentic connections, and how to lead with impact."* These are key lessons (insights) she gained, which also double as the *value propositions of her MasterClass course* (e.g. leadership, authenticity, resilience). She likely shares a specific anecdote: *"One turning point was when a mentor told me, 'Your story is your power.' That day I started writing like my life depended on it."* This personal anecdote within the bigger story gives a memorable takeaway to the viewer (belief shift: your story is powerful). **CTA (Transition to viewer)** – Elaine then looks warmly at the camera: *"I created a MasterClass to share everything I learned, so that you – the creative dreamer with big goals – don't have to hear 27 no's like I did."* This line explicitly ties her story to the viewer's potential story (preventing them from facing the same struggles alone). She adds: *"If you're ready to make your dream career a reality, I'm here to help you do it."* The CTA likely is *"Join my MasterClass"*. MasterClass ads usually show their platform branding, so it might cut to the MasterClass logo and text like "Elaine Welteroth Teaches Designing Your Career – Enroll now." She might voiceover: *"Come join me on MasterClass – I can't wait to see what you create."* The CTA feels like joining Elaine's personal mentorship in class form.
13. **Audience & Identity:** The target audience is **aspiring creatives and entrepreneurs**, especially young women or marginalized voices who look up to Elaine's trailblazing career. It appeals to those who identify as *"big dreamers"* (as the blog said, her content resonates with "creative entrepreneurs and big dreamers" ²²). The identity offered is *"the successful, impactful version of you"*. Elaine's story from struggling to succeeding makes viewers think, *"I'm a bit like her younger self; I can become like her current self."* It's particularly powerful for people who have faced rejection or feel unseen – it validates their feelings and promises they too can triumph. There's also a FOMO element mentioned in the blog: her story-driven ad creates a sense that her course is intended for those who want to achieve more and not miss out on their dreams ⁸. So, viewers identify as *go-getters who won't settle*.
14. **CTA Type: Inspirational Enroll CTA** – it's essentially *"Enroll in MasterClass"*, but wrapped in motivational language. MasterClass uses a subscription model, but in the ad context it's likely positioned as *"take this class."* The CTA on FB/Insta might be *"Sign Up"* taking to MasterClass site. However, Elaine's phrasing – *"join me"* – and emphasis that she's excited for them to succeed, give it a personal invite feel. It's not a hard sell on price or features; it's selling the *story and outcome*. She's inviting them to *"be part of this success story."* As noted in the learnworlds article, her ads use motivational, encouraging content and warm visuals to get clicks ⁸, and indeed likely many viewers click because they feel *inspired* to be like Elaine (FOMO of not achieving their potential).

Turning a Personal/Brand Story into Each Ad Format: Step-by-Step Guides

Finally, how can *you* take a raw personal or brand story and shape it into each of these five ad styles? Below are step-by-step instructions for transforming your experiences into a compelling Roast Callout, Tactical Coach, Empathetic Coach, Curious Teacher, and Story-First Mentor ad. Each guide assumes you have a “raw story” or message (e.g. lessons you learned, challenges overcome, expertise gained) and shows how to angle it for the given format:

Crafting a Roast Callout Ad (Step-by-Step)

Suppose your raw story is that you struggled with bad marketing advice before finding a method that works. Here's how to turn that into a Roast Callout ad:

1. **Identify the Roast-Worthy Element:** Pinpoint a mistake, myth, or “villain” in your story that you can exaggeratedly criticize. For example, maybe you followed some “hack” that wasted time. *Decide on the target of the roast* – it could be your past self’s approach or a common bad advice in your niche. (E.g. “I was doing X thinking it’d make me rich – what a joke.”)
2. **Craft a Shocking/Edgy Hook:** Formulate a hook that calls out this mistake or villain in a blunt or humorous way. The goal is to jolt the viewer. You might use an insult (semi-playfully) or an extreme statement. Using our example: *“If you’re still posting 100 hashtags on every post, you’re doing it so wrong.”* or *“Watching guru advice on YouTube? Might as well burn your money.”* Ensure it ties to the pain point your story addresses. This hook should drop in the first 1-2 seconds, whether via bold text or your first spoken line.
3. **Agitate with Humor and Critique:** After the hook, continue the “roast” a bit to drive the point home. Lean into your persona (sarcastic friend, tough coach, etc.). You might share a quick anecdote from your story in a self-deprecating way – essentially roasting your former self or the bad actors. *For instance:* “I used to do [wrong approach] – I basically had ‘SUCKER’ on my forehead.” Keep this segment relatively short (a few zinger lines). This gets the audience laughing or shocked, and acknowledging the issue.
4. **Introduce Your Turning Point (Insight):** Now pivot – since you don’t want to just rant, you want to show there’s a smarter way (the one you discovered). Transition with something like, *“I got fed up and tried the opposite.”* or *“Here’s the truth:”*. Present a key insight from your raw story: what did you learn or what do you do differently now that solved the problem? *Ex:* “Turns out, 5 quality posts beat 100 crappy ones. When I ditched the hashtag spam and focused on content, my sales tripled.” Present this insight as the **antidote** to the earlier stupidity. This contrasts strongly with the roasted approach, making your method shine.
5. **Frame the Solution as Elite/No-Nonsense:** In true roast fashion, imply that adopting your solution is what “smart” or serious people do – it’s a bit of positive reinforcement after the negative start. You can use language like, *“Once I stopped being a dummy and did X, I saw results.”* The viewer should feel, *“I don’t want to be the dummy; I want the results.”* This taps into their emotion from earlier (nobody likes being made fun of). Essentially, you’re inviting them to *join the winning side* (which is your approach).

6. **Deliver a Challenge Call-to-Action:** Now, convert the story to action. Staying in your cheeky tone, present your course or offer as the viewer's chance to prove themselves. *Ex:* "Think you can handle real marketing strategies? Download my guide – I dare you to implement it." The CTA should be very clear (download, sign-up, etc.) but phrased in a daring or no-BS way: **challenge them** to take it. *E.g.* "Stop scrolling and do something about it: join my workshop. (Unless you like struggling.)" This playful taunt pushes the right audience to act.
7. **Stay Consistent in Tone Throughout:** As you edit or rehearse, ensure the script stays punchy and doesn't drift into polite corporate language. From hook to CTA, maintain that roast persona – use witty jabs, maybe colloquial or slang terms if your brand allows. The consistency makes the ad feel authentic and keeps the viewer engaged and entertained.

Example in action:

- Hook: "Hey, you! Yes, you with the 10 tabs of 'SEO hacks' open – stop. You're killing your business."
- Roast/Agitate: "I tried every 'guru' trick in the book. Result? I had 0 sales and a ton of wasted time. My cat could've done a better job at marketing than I did back then." (Visual: show a meme of a cat on a laptop for humor.)
- Insight/Shift: "Then I actually learned marketing – the real stuff. Newsflash: spamming Twitter ain't a strategy. I started creating one solid piece of content a week and guess what – it blew up. Quality over quantity, my friend. That's how I went from ghost town to six figures."
- Challenge CTA: "Ready to drop the BS and get results? I'm teaching everything I learned in a free webinar. Don't click it if you love struggling. But if you're serious, I'll see you there."

By following these steps, you've transformed your raw story (trying and rejecting bad tactics, finding a better way) into a Roast Callout format: it begins with a provocative punch, delivers your lesson with wit, and ends by daring the viewer to get on board with you.

Crafting a Tactical Coach Ad (Step-by-Step)

Imagine your raw story is that you discovered a highly effective technique to study for exams that you want to teach. To make a Tactical Coach style ad:

1. **Identify a Specific Problem & Solution in Your Story:** Pin down one tangible problem from your story that your audience likely faces, and the specific solution you developed. For a study technique example: the problem could be "information not sticking" and the solution "a special recall method." Having a clear one-sentence summary of this ("I struggled with X, then I did Y which solved it") will guide the ad.
2. **Write a Direct Hook Highlighting the Problem and Benefit:** Open with a line (or on-screen text) that immediately calls out the problem and promises a fix. This can be a question or a "how-to" statement. *Ex:* "Not remembering what you study? Here's how to fix that." Or "Ace your exams with this 5-minute study hack." The hook should be no longer than a single sentence and super clear ²³ ²⁴ – viewers instantly know what they'll get. In your spoken delivery, use an upbeat, matter-of-fact tone (like you're about to give great news).
3. **Present Yourself as the Coach/Expert Quickly:** Within a second or two after the hook, establish credibility in a friendly way. In a short ad, sometimes this is just by appearance/context (you might be in a setting that implies expertise, like a desk with textbooks, or wearing a lab coat if you're a scientist). Or you say a quick identifier: "As a top student in my class, I..." or "After failing

and then acing 10 exams, trust me..." This isn't a lengthy bio, just a phrase to assure viewers you know what you're talking about – so they trust the tip coming next.

4. **Deliver a Quick Win Insight (the Tactical Tip):** Now share the actual tip/technique from your story that addresses the problem. Keep it concise and **very actionable**. Ideally, structure it as a step or example. *For instance:* "Use the 3-2-1 method: after reading a chapter, write 3 key points, 2 questions, and 1 personal connection. This forces your brain to engage deeply, and you'll remember more." This step is the heart of the ad – you're giving them a mini lesson. Use simple language and possibly supporting visuals (maybe on-screen text "3-2-1" as you explain). The viewer should think "I can do that!"
5. **Emphasize the Benefit/Result:** Right after explaining the tip, mention the result it gave you (or can give them). *"Ever since I started 3-2-1, I recall info twice as fast during exams."* ²⁵ This connects the tactic to a desirable outcome (e.g. better grades, saved time). It helps the viewer mentally validate the tip's value and gets them excited that they got something useful so quickly.
6. **Invite Them to Get More (Smooth CTA Transition):** Transition to the CTA by indicating there's more where that came from. Say something like, *"And that's just one of my study hacks."* or *"I have a whole toolbox of these strategies."* Then directly invite: *"If you found this helpful, join my free Study Smarter workshop – I'll teach all my techniques in detail."* The transition should feel like a continuation of helping them, not a jarring sales pitch. Keep the tone instructional: you're basically saying *"there's further coaching available."*
7. **CTA with Clear Next Step:** Make sure to specify what to do: *"Click the link to register"* or *"Download my cheat sheet below."* Given this style, a **free resource or free class** CTA works well because it aligns with giving value first. The CTA phrasing should remain encouraging and direct: e.g. *"Ready to level up? Grab the free guide now."*
8. **Optional – Brief Encourage/Teaser:** You can end with a final encouraging line or teaser of value. E.g. *"Don't waste another hour on inefficient studying – let's make learning easier."* This reinforces why they should act now. But keep it brief, and end on a positive, motivating note.

Example in action:

- Hook: *"Struggling to memorize textbook chapters? Try this quick hack."*
- Credibility (implied visually by a stack of books and me in a college sweatshirt, plus I say "As a medical student..." quickly).
- Tip: *"After reading each chapter, I draw a one-page mind map from memory – no peeking. It takes 5 minutes and highlights exactly what I missed."* (Shows a glimpse of a hand-drawn mind map for visual impact.)
- Benefit: *"This mind-map trick boosted my recall by 50% ¹ – when I review it, I instantly see what needs more study."*
- Transition to more: *"I've got 3 more techniques like this that saved me in med school."*
- CTA Invite: *"I share them in my free webinar 'Study Less, Remember More.' Join me live this Saturday – it's free, and you'll see these hacks in action."*
- Next Step: *"Tap 'Sign Up' now to grab your spot – and get a PDF of my study cheat sheet as a bonus."*
- Final encourage: *"Don't study harder, study smarter. See you at the workshop!"*

Following these steps, the ad stays focused on delivering a **valuable tactic** from your story and inviting viewers to learn more. It feels helpful throughout – you hook with their need, satisfy it a bit, then extend a hand to keep improving, which is the essence of Tactical Coach style.

Crafting an Empathetic Coach Ad (Step-by-Step)

Suppose your raw personal story is about overcoming burnout in your career through better time management and self-care. Here's how to create an Empathetic Coach style ad from it:

- 1. Start with Genuine Empathy in the Hook:** Think of the core emotion in your story (e.g. burnout, frustration, anxiety) and use your first line to **name and validate that emotion** for the viewer ⁹. It could be a question or statement. Ex: "Feeling completely burnt out by Sunday night?" or "You're giving 110% and still feel like it's not enough, right?" Say it softly and sincerely, as if you're checking on a friend. This immediately signals "I understand you." In text form, you might even start with "It's okay to admit: ..." to create a safe space vibe. The viewer should feel seen within 3 seconds.
- 2. Share Your "I've Been There" Moment:** Briefly let them know you personally relate. This might be your second sentence: *"I've been there – I used to cry in my car after work from sheer exhaustion."* You don't need your whole backstory here, just a quick touch that establishes you went through the same feelings. This connection is crucial to build trust. Your tone: warm, perhaps a bit vulnerable. If you have an image or short clip from that tough time (like a photo of you looking tired or an empty office late at night), you can overlay it for authenticity.
- 3. Offer a Glimpse of Hope Early On:** Immediately after identifying the pain, inject hope: *"It doesn't have to be this way."* or *"I found out there is a way to change this."* This is the turning point from your story. In your burnout example, maybe the turning point was discovering a system to balance work and rest. You might say one line about what you discovered: *"I learned that setting boundaries and a 15-min morning reset changed everything."* Keep it simple and not too detailed – the full details come later or in your program, but you want to assure them relief is possible. Essentially, you're saying "I found a light at the end of the tunnel, and so can you."
- 4. Provide a Supportive Insight or Tip:** Now, share one helpful insight or small tip that helped you, which the viewer can use right away. This serves two purposes: it shows you're not just empathizing, you can actually help; and it builds their trust by giving a bit of value. For example: *"One thing that helped me was setting a strict 6pm cutoff for work – no matter what. The first few days felt weird, but soon I started recharging in the evenings, and my productivity next day doubled."* Notice the tone: it's advice, but it's framed as *"this helped me, maybe it can help you"* (gentle suggestion, not command). You can also phrase it collaboratively: "Let's try something small: tonight, stop work at 6 and go for a walk, see how you feel." Using inclusive language like "we" or "let's" further emphasizes you're in it together.
- 5. Show Empathy for Resistance or Doubt:** The viewer might think "easier said than done" or feel guilty taking your suggested step. Address that feeling preemptively to maintain the empathic bond. *"I know it might feel impossible to step away when so much needs to be done – I felt that too."* Then encourage: *"But trust me, the work will still be there tomorrow, and you'll face it better when you're not running on empty."* This acknowledges their fear or doubt and gently counters it with encouragement. This piece demonstrates that you *really* get their mindset, not just the surface problem.
- 6. Invite Them to a Deeper Support/Resource:** Transition to your CTA by framing it as an invitation to get more support or guidance. Keep the inviting, friendly tone. *"If any of this sounds like your life, I'd love to help you more."* Then introduce your course/webinar/coaching as *the extension of this helping hand*. E.g.: *"I'm hosting a free online class on beating burnout – basically sharing everything that helped me go from exhausted to energized."* Notice how that description ties

back to your story (exhausted to energized) and emphasizes it's about them (beating their burnout). It should feel like *"come join, you're welcome here."*

7. **Highlight Community/Understanding (if applicable):** Empathic style often benefits from showing that by joining, they'll be in a supportive environment. You can mention community if it's a group thing: *"You'll be with other professionals who get it, and we'll work through it together."* Or if it's one-on-one or a course, emphasize *"you're not alone – I'll be there to guide you step by step."* This reinforces that converting (clicking/signing up) means gaining a support system, not just buying a product.
8. **CTA with Gentle Urgency:** Give a clear CTA action but phrase it in a caring tone. Instead of "Buy now" you say something like, *"Take this step for yourself."* For instance: *"Reserve your spot (it's free) and give yourself the permission to find balance."* Here you've told them exactly what to do (reserve your spot) but wrapped it in self-care framing. If it's paid, you might say *"Invest in yourself"* rather than "purchase." Still, include practical details like date/time if it's an event. E.g. *"We're live this Thursday evening – make sure to sign up, because I think it could change how you feel by the weekend."* That last clause adds a light urgency plus benefit.
9. **End on Encouragement:** Close the ad with a final note that lifts them up. *"Remember, you deserve to feel good again."* or *"Help is here when you're ready."* Smile warmly if on camera. This leaves them with a positive feeling regardless of whether they click immediately. It also subtly encourages them to act (because who doesn't want to accept help when they feel they deserve it?).

Example in action:

- Hook: *"Burnout. It's hitting you hard, isn't it?"* (said in a compassionate voice, slight concerned face) *"You're exhausted, but you still feel like you're not doing enough."*
- Relate: *"I've been exactly where you are – I used to come home and just collapse, utterly spent."* (maybe a quick flash of a journal entry or clip from that time for authenticity)
- Hope: *"It took a toll on my health and family, until I realized: it didn't have to be that way."* (tone shifts to hopeful, slight smile)
- Tip: *"One change made a huge difference: I started saying 'no' to working late on Fridays. Just that one boundary – Fridays after 6 were me-time – helped me recharge. And guess what? My Mondays became so much more productive because I was actually rested."*
- Validate Doubt: *"I know setting a boundary like that can feel scary. I remember worrying I'd fall behind or disappoint my boss."* (slight empathetic chuckle) *"But the opposite happened – I performed better, and my boss actually respected my time more."*
- Invite: *"If you're nodding along, thinking 'this is me', I'd love to talk more. I'm hosting a free Burnout to Balance workshop next week for professionals like us who need a reset."* (text on screen shows "Burnout to Balance – Free Workshop"). *"It's an hour where I share the key steps that helped me go from overwhelmed to balanced."*
- Community: *"We'll have a small group all supporting each other – you'll realize you're not alone in this."*
- CTA: *"Give yourself that gift of help. Click the link to save your seat in the workshop. It's totally free – just show up with a cup of tea, and I promise you'll leave with a lighter mind."*
- Encouragement close: *"You work so hard – you deserve to feel better. I hope to see you there."* (said with a reassuring smile)

By following these steps, we've taken the raw story of burnout and crafted an ad that *embraces the viewer with understanding*, offers a helpful tidbit, and gently guides them to a supportive solution. The key throughout was maintaining an empathetic, caring tone and making the viewer feel heard and supported.

Crafting a Curious Teacher Ad (Step-by-Step)

Let's say your raw story or expertise is that you know an unusual trick to save money that most people haven't heard of. To create a Curious Teacher style ad from this:

- 1. Find the Curiosity Angle in Your Content:** Identify what is surprising or counter-intuitive about your knowledge. Ask yourself: "What would make someone say 'Wait, really?' or 'I want to know more!'" In our money-saving example, perhaps you discovered a method to get free travel perks via a little-known credit card hack. That's inherently intriguing. Make sure you have at least one **interesting fact, statistic, or question** that you can build the ad around, drawn from your story or tips.
- 2. Open with a Hook Question or Teaser Statement:** Formulate a hook that creates an information gap ². Examples: *"What if you could fly for free – without airline points?"* or *"90% of people overpay on their utility bills. Are you one of them?"* Another approach: state a myth and hint at the truth: *"You think skipping lattes saves you money? Think again."* The hook should avoid giving the answer – it must spark a question in the viewer's mind. Use a curious tone in your voice and perhaps a playful expression (raised eyebrow, slight smile). Visually, you might use captions like "Did you know?" or "#MindBlown" style emojis to amplify intrigue.
- 3. Use Props or Visuals to Reinforce Curiosity (if possible):** If you can show something puzzling, do it early. For example, hold up two airline tickets and say "I got these for \ \$0". Or show a quick montage (literally 1-second cuts) of something interesting related to your topic (like a \$100 bill being cut in half then restored). Visual hooks complement verbal hooks on platforms like TikTok where sound might be off initially – an odd visual can make them un-mute to hear the explanation.
- 4. Pose the Key Question or Problem Clearly:** If your hook was a statement, follow it by explicitly posing the question your ad will answer. *"How is it possible? Let me show you."* or *"Why are most people overpaying? It comes down to one hidden fee."* This is you taking on the **teacher role**: acknowledging the question hanging in the air and promising to address it. Keep the phrasing short and suspenseful. For instance, *"The secret lies in what I call the 'Tuesday Rule'."* You've introduced a term they don't know ("Tuesday Rule"), which deepens curiosity momentarily.
- 5. Give an Initial Insight, But Not the Full Answer:** Now, start teaching, but strategically. You want to satisfy the viewer enough to feel rewarded, but still leave them wanting more (so they click through). So reveal a piece of the puzzle. E.g.: *"Airlines release unsold seats at huge discounts every Tuesday at 3pm – that's when I pounce."* This is a valuable insight (and many will think "wow, I didn't know that!"). However, don't explain every detail. Perhaps don't list all steps or exceptions. Maybe add *"...but that's just one part of it."* This way, you delivered a "did you know?" moment, but imply there's a system or bigger picture behind it.
- 6. Spark Further Questions as You Explain:** As you give the insight, you can simultaneously raise a new small question to keep intrigue. *"Why Tuesday at 3? It took me months of research to figure this out, but it consistently works because of how airlines update their databases."* Now the viewer thinks, "Huh, how did you figure that out? What else does this person know?" Basically, each time you answer something, you can hint at a deeper reason or another piece ("because of X"), which you don't fully elaborate. This technique layers curiosity – even while learning one thing, they sense there's more to uncover.

- 7. Transition to CTA by Promising Full Explanation or More Tips:** Now that you've given them a cool nugget, invite them to get the "whole story" or additional surprises via your course or resource. For example: *"This Tuesday Rule is just one of 5 travel hacks I cover in my free guide."* or *"There's a whole strategy to stacking these tricks – too much to explain in 30 seconds here."* Essentially, acknowledge the short format limitation and promise that *if they want the complete knowledge or the remaining secrets, they need to click.* Make it enticing: *"In my online class, I'll actually show you how I travel 6 months a year basically for free."* That outcome sounds almost unbelievable – which is good as long as you can back it up in the class – but here it pushes their curiosity to its peak.
- 8. CTA: Emphasize Learning/Discovery:** Phrase your CTA focusing on what they'll learn or discover by taking action ². *"Click to download the guide and see all 5 hacks."* or *"Sign up now, and I'll show you step-by-step how this works."* Use words like *discover, learn, uncover, secret, free class, guide, tips* – these trigger the information-seeker in them. Ensure the CTA action is clear (download, sign up, watch) and tie it to satisfying the curiosity you've stoked. For instance: *"Don't let this one trick just tease you – get the full toolkit."* If appropriate, also highlight that it's free or easily accessible, since the curious mind loves low-barrier info.
- 9. Optionally, End with a Final Teaser:** If time allows, you can throw in a final tiny teaser right after the CTA to really seal the deal. E.g. after saying "Click the link to get the guide," you add, *"One of the hacks saved me \$500 on my last vacation – seriously."* or *"Wait till you hear the one about the secret menu some banks have... It'll blow your mind."* Then cut. This leaves them with one more dangling carrot that practically forces a click if they're at all interested.

Example in action:

- Hook: *(Holding two plane tickets) "Two round-trip tickets to Hawaii... total cost \$11.20. How?"* (Text on screen: "\$11.20 ???")
- Question: *"Is it actually possible to fly for almost free? It is – and they definitely didn't want you to know this."*
- Partial Reveal: *"Turns out, airlines have an 'oops' window every week. Every Tuesday at 3pm Eastern, some unsold seats go for taxes-only prices ¹. That's \$5 or \$10 for a flight."* (Cut to a screenshot of a booking showing \$5 fare, if possible, to add proof and intrigue.)
- Spark more curiosity: *"I've booked over a dozen flights this way. Why Tuesdays? It's when their system resets and dumps inventory – basically a happy accident in our favor."* (This answers "why Tuesday" briefly, but viewer might now wonder "what about hotels? or other hacks?")
- Transition: *"This little-known Tuesday Rule is just one travel hack. There are more – like how to get free hotel nights from simply asking a question at check-in."*
- CTA Invite: *"I love sharing these, so I put them all in a free Travel Hacker Starter Kit. If you found this cool, download it – it'll show you exactly how I do it and 4 other crazy tricks."*
- CTA Clear: *"Click the link, grab the kit, and seriously – enjoy Hawaii with those extra savings!"* (Said with a grin)
- Final teaser (optional): *"Next time you fly, you might just pay less than your airport lunch. Bon voyage!"* (lighthearted, cements the intrigue and benefit)

By following these steps, we entice the viewer with something surprising, give a satisfying tidbit, and then direct them to get the full knowledge. The tone remains enthusiastic and curious throughout – you're nerding out on this cool info and inviting them to nerd out further with you, which is the heart of the Curious Teacher vibe.

Crafting a Story-First Mentor Ad (Step-by-Step)

Let's use a raw story: you went from being in debt and stuck in a job to building a successful online business, and now you mentor others. To craft a Story-First Mentor ad:

- 1. Choose a Captivating Starting Point in Your Story:** Don't start at the very beginning ("I was born in..."). Instead, find a dramatic or relatable moment to open on. Often it's the *low point* or a moment of decision in your journey. E.g. *"Three years ago, I was living in my sister's basement, staring at a stack of bills I couldn't pay."* That's vivid and hooks emotionally. It should drop the viewer right into a scene. Visualize it: maybe you have a photo of that basement or you recreate the scene in the video briefly. The first line/scene should prompt the audience to think *"Oh no, what happened? How did you get out of that?"*
- 2. Introduce Yourself Through the Story (not as a separate bio):** In a mentor ad, your credentials come from your story's outcome, but still let the viewer know who you are as the protagonist. Right after setting the scene, you might integrate: *"I'm [Name], and back then, I was working 60 hours a week at a job I hated, yet I had less than \$100 to my name."* This way, they know your name and context without a formal "Hi, I'm X" which can break narrative flow. Keep it in first-person narrative form.
- 3. Build the Tension/Conflict:** Spend a few sentences describing the struggle or conflict. Don't rush to the happy ending too quickly. Really paint the picture of challenges you faced: *"Every night, I'd lie awake wondering how I'd ever get out. I felt like a total failure watching my friends move up in life while I was literally underground."* This vulnerability and detail makes the story engaging (and people root for you). Ensure it's genuine and not over-dramatized to the point of disbelief. Authentic specific details (like "stack of bills" or "basement with leaky pipes" etc.) help ground it.
- 4. Show the Turning Point (Mentor Moment):** Now introduce what changed – often there's an aha moment, or someone who guided you, or a decision you made. Because you're framing yourself as a mentor now, it's powerful if *you* also had a mentor or an insight that turned things around. *"One morning, I came across a quote that said 'Live by design, not by default.' It hit me. I realized I never really learned how money works."* Or *"That's when I met a mentor who taught me an online business model that blew my mind."* Describe how your mindset or strategy shifted at that moment. This is the pivotal part of the narrative where despair turns into hope. The audience should feel a lift, a sense of "things are about to get better."
- 5. Highlight the Success Outcome:** Now give the satisfying resolution: the success you achieved (which qualifies you as a mentor). *"Fast forward to today: I run a 7-figure online business, I moved into a bright apartment, and I've paid off every one of those bills."* ²⁶. Don't shy away from the proud details – this is your credibility. It's okay to mention a big result (income, position, impact) since the story context earned you the right to brag a bit (it doesn't come off as bragging, it comes off as victory). If possible, include quick visuals: a shot of you in your nice home working on your laptop, a news feature, or anything that signals "successful outcome." Keep it brief enough not to bore, but clear enough to impress.
- 6. Segue to Mentoring Others:** Now connect your personal success to the viewer's potential success. Essentially, *because you achieved this, you can help them.* *"I'm not sharing this to brag, but to show you what's possible – because I was where you are. And I want to help others like you write a new chapter."* This is the crucial mentor pivot: you go from protagonist to guide. Emphasize you understand people in that old situation and are dedicated to helping them. E.g.: *"I know how*

many people are still in that kind of basement situation, figuratively or literally. That's why I started teaching these principles."

7. Introduce Your Program as Part of the Story's Continuation: Frame your course or product as the product of your journey, almost like a gift you're giving forward. *"I took everything I learned – all the trial and error, the methods that changed my life – and created the Breakthrough Business Bootcamp."* Explain in narrative tone how it came to be: *"It's the program I wished I had back then. I designed it so you don't have to struggle for years like I did."* This keeps the focus on how the program serves the viewer (and ties back to the empathy from your story).

8. Call to Action – Join Me on This Journey: Now invite them explicitly. Use language that fits the mentor persona: inviting, motivating, and reassuring. *"If my story resonated with you, I invite you to join me. I'm holding a free training this week to share the 3 biggest lessons that took me from broke to financially free."* Or *"Enroll in my Bootcamp – let's start building your success story, together."* The CTA should feel like they're stepping into *their own* story of transformation, guided by you ²². Words like "journey, story, transformation, next chapter" are great.

Also, make it clear what to do: *"Click the link to save your spot"* or *"Sign up now, spots are limited because I keep the group small for personal attention."* Adding a detail like that last part reinforces that you'll be a personal mentor to them, not just selling a course en masse.

9. End with a Vision or Inspirational Note: Close out the ad with a forward-looking statement that paints the viewer's possible future if they take action. *"Three years can change a life – I'm living proof. Your next three years start with what you decide today."* That's a bit grand, but something along those lines ties back to your story's timeline and urges them to act. Or simply: *"I can't wait to see your success story,"* said sincerely. This leaves them with a feeling of empowerment (they're thinking about their own story now).

Example in action:

- Opening Scene: (Video opens on a shot of me sitting on a bed in a small, dim room sorting through papers) *"August 2018 – I'm in my sister's basement, surrounded by \$25,000 in debt notices. I'm 30 years old, broke, and ashamed."*

- Introduction through Story: *"I'm John, and at that point, I felt like I had done everything 'right' – college degree, corporate job – yet here I was, literally under ground level in life."* (Shows maybe a quick photo of me in a dull office or something) *"I was working 9-5 at an insurance firm, and driving Uber at night, and still couldn't scrape by."*

- Rising Tension: *"Every night I'd ask myself, is this it? Will I ever get ahead? I felt trapped – like the walls were closing in."*

- Turning Point: *"One morning, I saw a YouTube video of a guy my age who built an online business. Something clicked. I realized the 9-5 path wasn't the only path."* (Cut to a reenactment: me watching something with eyes widening) *"That day I decided: I'm going to start my own business, no matter what."*

- Conflict in Journey: *"I had no idea how, and trust me, I failed a lot initially. (chuckle) I think my first website made \$37 in total. But I kept learning – I invested in courses, found mentors, stayed up till 2am testing ideas."* (This compresses the struggle on the way up)

- Success Outcome: *"By 2020, I quit my job. By 2021, that basement was empty – because I paid off all my debt and moved into my own place."* (Show me in a nicer apartment opening windows with sunlight) *"Last year, my online business crossed \$500,000 in revenue ²⁷. More importantly – I got my life back."* (Maybe show a quick montage of traveling or spending time with family to indicate quality of life)

- Mentor Pivot: *"I'm telling you this because I know you might be where I was – stuck, and craving freedom. And I want you to know, there is a way out. I had help along the way, and that's why I've made it my mission to help others like us."*

- Program Intro: *"I created the 'Freedom Business Bootcamp' – basically, it's the program I wish I had when I was in that basement. It's a step-by-step roadmap for building an online business from scratch, even if you're low on time and money."*
- Credibility/What's in it: *"I took everything I learned (after trial and error and lots of mistakes) and turned it into an 8-week mentorship. We cover finding your idea, marketing on a tiny budget – the exact methods I used to get to half a million a year."*
- CTA Invite: *"If my story resonates, I invite you to start your own journey. Join my free training this Thursday where I'll share the three biggest lessons that transformed my life."* (Text on screen: Free Training - "From Day Job to Dream Job: 3 Keys to Freedom") *"No charge, just real talk and strategies. Click the link to save your spot."*
- Vision Close: *"Don't spend another night feeling trapped. I got out of that basement – and I'll show you how you can rise up too. Your success story might just be waiting to begin."* (Smile, end with me in a brighter setting than I started, maybe a logo or tagline of my program)

In this flow, we went through a compelling narrative arc – hook, struggle, turning point, triumph – and then seamlessly turned it into an invitation. The viewer is taken on an emotional journey and ideally ends feeling inspired and trusting me as a guide. By explicitly linking my past situation with *their* current situation, I create relatability, and by showcasing my outcome, I create aspiration. The final call feels like a natural progression: *"I did it, now I want to help you do it."* This is the essence of Story-First Mentor format.

Each of these step-by-step guides demonstrates how to adapt raw personal tales or brand histories into persuasive short-form ads tailored to each style. By focusing on the distinct emotional and structural elements – whether it's the bold confrontation of Roast, the helpful clarity of Tactical, the compassionate understanding of Empathetic, the inquisitive excitement of Curious, or the narrative inspiration of Story-First – you can ensure your story connects with viewers in the format that best suits your message and audience.

Remember: whichever style you choose, stay genuine to your story and audience. Authenticity + the right format is a formula for a truly high-performing ad.

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- 1 2 4 **Hook Ads That Work: 10 Real Examples And Strategies**
<https://pathseekers.net/blog/hook-ads-that-work-10-real-examples-and-their-winning-strategies/>
 - 3 **This ad literally says "school is for losers" and is encouraging teenagers to drop out and pay for their online pyramid scheme courses instead, and YouTube approved it : r/assholedesign**
https://www.reddit.com/r/assholedesign/comments/aozcrf/this_ad_literally_says_school_is_for_losers_and/
 - 5 **Hooked: The Secret to Captivating Mobile Video Ads in 4 Seconds**
<https://appagent.com/blog/hooked-the-secret-to-captivating-mobile-video-ads-in-4-seconds/>
 - 6 7 10 **7 Killer Ad Hooks To Use For Your Video Ads (With Examples) - Trend Hijacking**
 23 24 <https://trendhijacking.com/blog/7-killer-hooks-to-use-for-your-video-ads>
 - 8 9 12 **Facebook Ads of Successful Course Creators | LearnWorlds**
 13 14 15 <https://www.learnworlds.com/facebook-ads-course-creator-examples/>
 16 17 18
 20 21 22
 25 26 27

- 11 **This Coach ROASTS Fake Guru's For 4-Minutes Straight (Ad Breakdown) | Brian Moncada**
https://www.linkedin.com/posts/brianmoncada_this-coach-roasts-fake-gurus-for-4-minutes-activity-7168266251843162112-tjnY
- 19 **How Is the 'College Is a Scam' Narrative Influencing Who Chooses ...**
<https://www.edsurge.com/news/2024-03-12-how-is-the-college-is-a-scam-narrative-influencing-who-chooses-to-go-to-campus>