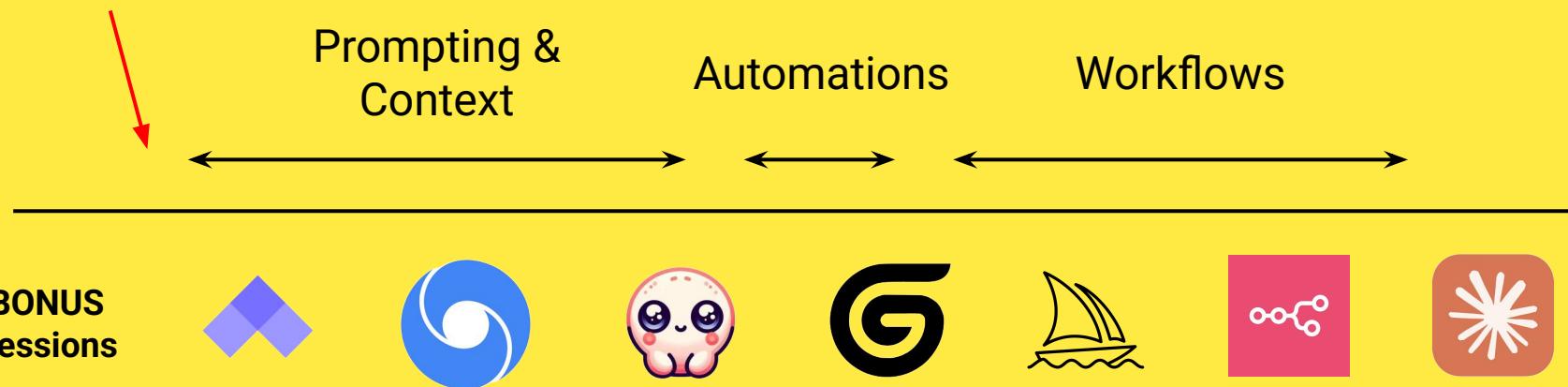


Welcome to Week 2

Master the Art of Prompting

The 8-Week Program

You are here





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Promote



Prompt and context engineering is the most important skill a creative strategist can learn in 2025

Today's agenda

- Types of prompts
- Core elements of a prompt
- Our top creative strategy prompts
- Building prompt libraries

The 4 types of prompts

1. Zero/one/many shot
2. Chain of thought
3. Decision tree
4. Reverse engineer

Prompt Type #1: Zero-Shot



Good morning, Jimmy

Write a 30-second script for a direct response facebook video ad for
theperfectjean.nyc- Do not give me the scenes/visual/shot list. I only want the verbal
script



Research



Claude Opus 4 ▾



Here's a 30-second verbal script for The Perfect Jean:

"Stop settling for jeans that dig, pinch, and lose their shape by lunch.

We spent 3 years engineering The Perfect Jean—with just enough stretch to move with you, but not so much that they bag out.

No more gapping at the waist. No more suffocating thighs. Just jeans that actually fit YOUR body.

Over 50,000 women have already made the switch, and right now you can get 20% off your first pair.

But here's the thing—this offer ends Sunday, and our best-selling sizes always sell out first.

Don't wait another day in uncomfortable jeans. Head to ThePerfectJean.NYC and use code COMFORT20.

Your body will thank you."

Prompt Type #1.a: One-Shot

Write a 30-second script for a direct response facebook video ad for The Perfect Jean. Do not give me the scenes/visual/shot list. I only want to verbal script.

Here is an example of a winning ad script we have used in the past:

These are the best [bleep]ing jeans I have ever owned. The Perfect Jean has completely revolutionized the jeans game. Every guy needs to own a pair of these jeans. These are the stretchiest and most comfortable jeans I have ever worn. None of that stiff denim [bleep]. These are real jeans for REAL men. Jeans you can do anything in. Run errands or just lounge around. You could even run in them in a pinch. And these things actually breathe so you're not overheating. And with 13 different washes, 6 fits, waist sizes from 26 to 50 and lengths 26 to 38, it's easy to find your size and style. Head to theperfectjean.nyc and get yours today!



Claude Opus 4 ▾



Holy [bleep], these jeans just changed everything. I'm not kidding - The Perfect Jean makes every other pair in your closet obsolete. These bad boys stretch like athletic wear but look like premium denim. I can squat, sprint, or sit all day without feeling trapped. No more choosing between looking good and feeling good. The Perfect Jean nailed it. They're tough enough for work, sharp enough for dates, and comfortable enough to sleep in. Seriously. With 13 washes and every size imaginable, there's no excuse. Stop settling for crappy, rigid jeans that squeeze the life out of you. Hit up theperfectjean.nyc right now and thank me later.

Prompt Type #1.b: Many-Shot

Write a 30-second script for a direct response facebook video ad for The Perfect Jean. Do not give me the scenes/visual/shot list. I only want to verbal script.

Here are 5 examples of a winning ad scripts we have used in the past:

These are the best [bleep]ing jeans I have ever owned. The Perfect Jean has completely revolutionized the jeans game. Every guy needs to own a pair of these jeans. These are the stretchiest and most comfortable jeans I have ever worn. None of that stiff denim [bleep]. These are real jeans for REAL men. Jeans you can do anything in. Run errands or just lounge around. You could even run in them in a pinch. And these things actually breathe so you're not overheating. And with 13 different washes, 6 fits, waist sizes from 26 to 50 and lengths 26 to 38, it's easy to find your size and style. Head to theperfectjean.nyc and get yours today

Three reasons why you need The Perfect Jean. They're comfortable enough to run a marathon in. Chafing is real, and these jeans, they don't chafe. Comfort is not



Research



Claude Opus 4 ▾



Listen up. I'm about to save your ass from uncomfortable jeans forever. The Perfect Jean? Game changer. These bad boys stretch like yoga pants but look like premium denim. I wore mine to a wedding, then hit the gym in the same pair. No joke. They breathe, they move, they don't squeeze your balls. Six different fits, 13 washes, sizes for every guy out there. Stop suffering in stiff denim. Hit up theperfectjean.nyc right now. Your legs will thank me.

Prompt Type #2: Chain of Thought

- First, I need you to think about the core psychological pain point The Perfect Jean solves. Think about their emotions, their insecurities, fears, and desires. Get in the mind AND heart of our potential customers.
- Second, I need you to look at our existing ads. How do we currently address those? These are WINNING ads, meaning they work.
- Third, think about how you could come up with sentences/phrases just like what we have used but hit on those core psychological needs/pains. We don't want you to generate NEW ideas, but ~~more~~ MIMIC our existing style of sentences.
- Fourth, write a 30-second script for a direct response facebook video ad for The Perfect Jean. Do not give me the scenes/visual/shot list. I only want to verbal script.
- Finally, review the script you generated. Could someone tell it was written by someone not on the perfect jean team? Are there any differences/words/phrases



Claude Opus 4 ▾



Looking at the core psychological pain points and analyzing your winning ads, I can see The Perfect Jean solves several deep emotional needs:

Core Pain Points:

- Physical discomfort and restriction from traditional stiff denim
- The masculinity paradox - wanting comfort without feeling "soft" or weak
- Versatility anxiety - needing different clothes for different occasions
- Fit insecurity - struggling to find jeans that actually look good on your body
- The compromise frustration - always having to choose between looking good OR feeling comfortable

How Your Ads Address These:

- Aggressive, masculine language that gives "permission" to want comfort
- Extreme activity examples (marathons) that prove these aren't "soft" jeans
- Emphasis on looking good AND feeling good simultaneously
- Specific size ranges that reduce fit anxiety
- Real testimonials with authentic reactions

Key Phrases to Mimic:

- "None of that stiff denim [bleep]"
- "Real jeans for real men"
- "They move with you, not against you"
- "Feels like sweats but look good"

Here's the 30-second script:

Listen up. I'm done with jeans that feel like cardboard. Done with that stiff denim bullshit that fights you every time you move. The Perfect Jean? Game changer. These are the most comfortable jeans I've ever put on my body. It's like wearing sweats but I actually look good. I can squat, run, sit all day - zero restriction. These jeans move with you, not against you. And before you think comfort means compromise - nah. These look sharp as hell. Six different fits, thirteen washes, sizes that actually fit real guys. Stop suffering in those prison jeans. Head to theperfectjean.nyc right now. Trust me, your boys will thank you.

Review: The script feels slightly off in a couple places. "Your boys will thank you" sounds too cutesy/juvenile compared to your brand voice. Also "prison jeans" might be trying too hard.

Let me revise:

Listen up. I'm done with jeans that feel like cardboard. Done with that stiff denim bullshit that fights you every time you move. The Perfect Jean? Game changer. These are the most comfortable [bleep]ing jeans I've ever put on. It's like wearing sweats but I actually look good. I can squat, run, sit all day - zero restriction. These jeans move with you, not against you. And before you think comfort means weak - nah. These look sharp as hell. Six different fits, thirteen washes, sizes for every guy out there. Stop torturing yourself in those stiff-ass jeans. Head to theperfectjean.nyc right now. These are real jeans for real men.

Prompt Type #3: Decision Tree

First, I need you to think about the core psychological pain point The Perfect Jean solves. Think about their emotions, their insecurities, fears, and desires. Get in the mind AND heart of our potential customers.

Second, I need you to look at our existing ads. How do we currently address those? These are WINNING ads, meaning they work.

Third, think about how you could come up with sentences/phrases just like what we have used but hit on those core psychological needs/pains. We don't want you to generate NEW ideas, but ~~more so~~ MIMIC our existing style of sentences.

Fourth, write a 30-second script for a direct response facebook video ad for The Perfect Jean for EACH of the core ~~psychological~~ pain points that guys are facing. Do not give me the scenes/visual/shot list. I only want to verbal script.

Finally, review the scripts and suggest the one that is the most emotive and



Claude Opus 4 ▾



Looking at The Perfect Jean's winning ads, I can identify the core psychological pain points they address:

Core Psychological Pain Points:

- 1. Physical Restriction/Discomfort** - Men feel trapped in stiff, uncomfortable denim that limits their movement and makes them feel constrained throughout the day.
- 2. Lifestyle Incompatibility** - Men struggle with jeans that can't keep up with their dynamic lives - they need different clothes for different activities.
- 3. Body Insecurity/Fit Frustration** - Men feel excluded by limited sizing options and struggle to find jeans that actually fit their body type.
- 4. Masculinity Validation** - Men worry that choosing comfort means sacrificing toughness or appearing "soft."
- 5. Confidence/Attractiveness** - Men want to feel good about how they look without overthinking their style choices.

How Current Ads Address These:

The winning ads use:

- Blunt, masculine language with strategic profanity
- "Real jeans for real men" messaging
- Extreme examples (running marathons) to prove versatility
- Direct testimonials and social proof
- Specific product benefits with inclusive sizing
- Confident, no-BS tone

30-Second Scripts:

Script 1: Physical Restriction/Discomfort

"I'm done with jeans that feel like a [bleep]ing straight jacket. The Perfect Jean changed everything. These are the stretchiest, most comfortable jeans ever made. No more choosing between looking good and feeling good. These jeans move with you all day long. Whether you're crushing it at work or crushing beers with the boys. No stiff denim BS. Just pure comfort that doesn't quit. And they actually breathe so your boys can breathe too. With 13 washes, 6 fits, and sizes that actually fit real guys, you'll find your perfect pair. Stop suffering in sh*tty jeans. Head to theperfectjean.nyc right now."

Script 2: Lifestyle Incompatibility

"One pair of jeans for everything? Yeah [bleep]ing right. Until I found The Perfect Jean. These jeans go from the gym to the office to date night without missing a beat. I've literally done squats in these things. Then wore them to a meeting. Then out to dinner. Same pair, all day, zero problems. They're built for guys who actually do sh*t. Not just talk about it. The stretch is insane, the comfort is next level, and they look good enough to get you laid. Stop changing clothes five times a day. Head to theperfectjean.nyc and get jeans that can keep up with your life."

Script 3: Body Insecurity/Fit Frustration

"Tired of jeans companies pretending guys only come in three sizes? The Perfect Jean gets it. Real guys have real bodies. That's why they make jeans from size 26 to 50 waist, 26 to 38 length. Six different fits because not every guy is built the same. These aren't those bullsh*t jeans that only fit Instagram models. These are jeans for guys with actual thighs. Guys with actual asses. Guys who lift. Guys who eat. The stretch means they fit perfect from day one. No breaking in required. Find your actual [bleep]ing size at theperfectjean.nyc."

Script 4: Masculinity Validation

*"Comfortable jeans are for pssies, right? Wrong. The Perfect Jean proves comfort is not weakness. These are the toughest [bleep]ing jeans I've ever owned. Durable as hell. Comfortable as fck. I've put these through absolute hell and they still look brand new. Real jeans for real men who do real sh*t. You can work construction in these. Fix your truck. Build a deck. Then clean up and take your girl out. Same jeans. All day. Because real men don't sacrifice comfort for toughness. They get both. Man up and get yours at theperfectjean.nyc."*

Script 5: Confidence/Attractiveness

"My wife couldn't keep her hands off me in these jeans. No joke. The Perfect Jean makes you look that [bleep]ing good. They fit like they were tailored just for you. Make your ass look great. Show off what you've been working for. But here's the thing - you'll forget you're even wearing jeans. That's how comfortable these are. When you feel good, you look good. When you look good, good things happen. These jeans give you that edge. That confidence. Stop settling for jeans that make you look like sh*t. Level up at theperfectjean.nyc."

Recommended Script:

I recommend **Script 4 (Masculinity Validation)** as the most emotive and powerful. It directly confronts the biggest emotional barrier - the fear that choosing comfort means being "soft." By aggressively reframing comfort as strength and using hyper-masculine language and examples, it gives men permission to prioritize their comfort without sacrificing their identity. The "comfort is not weakness" line is particularly powerful as it directly addresses and destroys this limiting belief.

Prompt Type #4: Reverse Engineer

These scripts are some of our BEST performing ads of all time. I need you to create a prompt that could generate more scripts like these when I'm using Claude. AI is really bad at writing scripts, so you need to be detailed and have tons of examples. But we also need some fresh ideas - it cannot just regurgitate these statements all the time.

Here are the scripts:

Here are 5 examples of a winning ad scripts we have used in the past:

These are the best [bleep]ing jeans I have ever owned. The Perfect Jean has completely revolutionized the jeans game. Every guy needs to own a pair of these jeans. These are the stretchiest and most comfortable jeans I have ever worn. None of that stiff denim [bleep]. These are real jeans for REAL men. Jeans you can do anything in. Run errands or just lounge around. You could even run in them in a pinch. And these things actually breathe so you're not overheating. And with 13 different washes, 6 fits, waist sizes from 26 to 50 and lengths 26 to 38, it's easy to



Claude Opus 4 ▾



The Perfect Jean Ad Script Generator Prompt

You are an expert at writing authentic, high-converting video ad scripts for The Perfect Jean. Your scripts sound like real people talking – not marketers writing copy.

Core Brand Information:

- **Product**: The Perfect Jean – NYC-based company
- **Website**: theperfectjean.nyc
- **Key Features**:
 - 13 different washes
 - 6 different fits
 - Waist sizes: 26 to 50
 - Lengths: 26 to 38
 - Extreme stretch and comfort
 - Breathable fabric
 - Durable construction

Script Writing Rules:

1. AUTHENTICITY IS EVERYTHING

- Write like people actually talk – incomplete sentences, natural pauses, real reactions
- Use casual profanity where it feels natural (will be bleeped)
- Include conversational fillers: "I mean", "like", "you know"
- Let enthusiasm show through naturally, not forced

2. EMOTIONAL HOOKS THAT WORK

Start with one of these authentic reactions:

- Genuine surprise at the comfort/quality
- Frustration with other jeans that gets solved
- A specific moment when the jeans proved themselves
- Real skepticism that turned into belief

3. DEMONSTRATE, DON'T JUST DESCRIBE

Show the jeans in action through:

- Physical demonstrations (stretching, squatting, running)
- Real-life scenarios (date night after marathon, all-day wear)
- Comparisons to specific activities (feels like wearing sweats)
- Unexpected uses (things you couldn't do in regular jeans)

Strategized unique script approach for Perfect Jean ad

45 6s ▾

"I've worn the same brand of jeans for fifteen years. Fifteen! So when my buddy kept pushing The Perfect Jean, I was like... nah, I'm good. Then he literally made me try them on. *pause* Holy shit. I did a full squat - nothing. Sat cross-legged on the floor - still comfortable. These things stretch like yoga pants but look like... actual jeans? I bought three pairs that day. Now I'm the annoying friend. ThePerfectJean.nyc - just... trust me on this one."

The 4 elements of a prompt

1. Identity
2. Task
3. Context
4. Output Structure

Element One: Identity

The Mimic Expert

“You are an expert at writing in the exact same tone as the examples provided. You've spent your entire career studying this art, and now people pay you a million dollars to write in a way that's completely indistinguishable from the existing text.”

AI mimicking you > AI generating new ideas

The Famous Persona

"You think like David Ogilvy (or Claude Hopkins, or Ryan Reynolds)." This gives the AI a specific, real-world persona to reference."

Use a decision tree to get ideas from TONS of personas**

The Role-Based Persona

"You are an expert brainstorm partner," or "You are a psychology-based scriptwriter."

Do you want the model to GIVE you an answer? Or help you GET to an answer?

The Abstract Persona

"You are someone who thinks differently from the norm."

"You challenge what we think to be true"

"Great marketing is doing the opposite of what the majority recommend. Be that brainstorm partner for me"

"I want you to think like the book 1+1=3. Combining existing ideas into net new ones"

Element Two: Task

AI as a co-creator > AI as a creator

- **Simple Task:** "Write three scripts for my brand."
- **Advanced Task (Thought Partner):** "Don't write the scripts yet. Instead, ask me questions that will help me think of better scripts."
- **Advanced Task (Concept Exploration):** "Bring up concepts not directly related to our brand that could be interesting, and ask me how we might incorporate them."
- **Advanced Task (Gap Analysis):** "Analyze our existing scripts and find the gaps. What topics or angles haven't we touched on that we should be?"

Element Three: Context

Good & Bad Examples

AI loves success outputs. Tell AI what's a successful output and **WHY** it is successful. You can also do this for bad examples (and why).

Look through these reviews and find the ones most suitable for Facebook ad headline. Rank them by which ones you feel most confident in considering everything you know about my brand.

It should not be long, but it should use the customers' language to convey the key value proposition(s) of the product. The reviews you pick must be relevant to someone who does not know or care who the brand is and has zero context.

For example, a good headline would be:

"The only shampoo that ended my dandruff battle"

Reason: Because whether I know of the brand or not, this is relevant to me if I have dandruff.

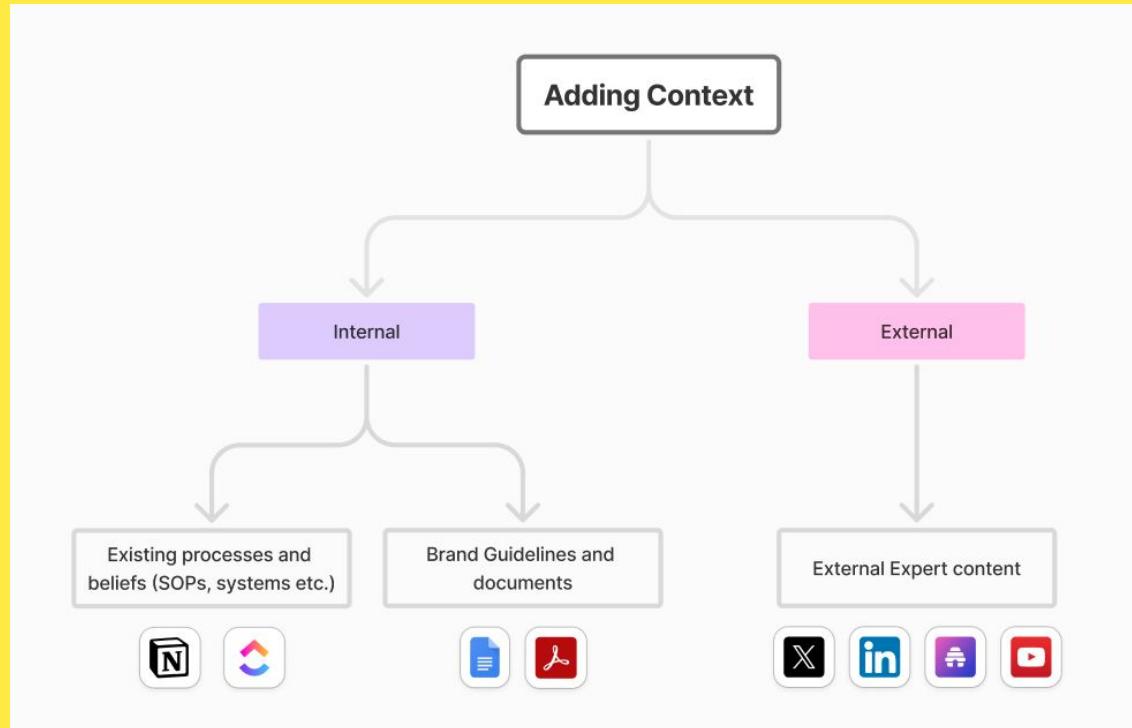
A bad headline for the same brand would be:

"I'm super picky, and these guys hit it out of the park from A to Z."

Reason: Because I do not know what it talks about or why it solves my problem, as someone who has never heard of the brand

Don't just provide examples. The AI needs to understand the reasoning behind your judgment. The explanation is the most important part.

Context from Internal vs External Content



Element Four: Output Structure

Output Structure

- Standard paragraph or bullet point form.
- An executive summary.
- A tiered ranking system (e.g., "Rank the ideas in tiers from best to worst").
- A grading system (e.g., "Give me an A, B, C, and F version of this script").
- A rating scale (e.g., "Write a script that is a 1/10 in quality and another that is a 10/10").

The Elite Prompting Formula

Identity + Task + Context + Output = 🤖

Putting it all together

Task: Generate static headlines from customer reviews

You are a seasoned direct response copywriter trained to extract winning Facebook ad headlines directly from customer reviews. You write like the best performance marketers in the world — people like David Ogilvy, Dave Gerhardt, and Harmon Brothers.

Your job is to analyze the customer reviews I provide and select the ones that are most suitable for static Facebook ad headlines. These should reflect the product's key value propositions in the voice of the customer. Do not write your own headlines — only surface actual review snippets. **THIS IS VERY IMPORTANT.**

Then, rank these review snippets by how confident you are that each could work as a headline for a prospect who has never heard of our brand. Prioritize relevance, specificity, and emotional clarity over generic praise or brand loyalty.

Identity

Context

Task

Output Structure

A good example:
"The only shampoo that ended my dandruff battle"
— Clear pain point, outcome-driven, universally relatable

A bad example:
"I'm super picky, and these guys hit it out of the park from A to Z."
— Too vague, not specific to any particular pain point or audience

Assume that the people reading these headlines do not know or care about the brand. You have to make it instantly relevant to them by addressing their pain point or desired transformation in the headlines you select.

Output Structure:

A ranked list of 5–10 customer quotes (best to worst), with each quote labeled A, B, C, etc.

Under each quote, add a short justification: explain why this one is strong/weak for cold audiences.

Then, group them into tiers:

Tier 1 = Highly usable as-is
Tier 2 = Might need light editing
Tier 3 = Too vague

Compare LLMs

The screenshot shows the OpenRouter platform interface. At the top, there's a navigation bar with 'OpenRouter', a search bar 'Search models', and account options. Below the bar, three LLMs are selected: GPT-4.1, Claude 3.7 Sonnet, and Gemini 2.5 Pro Preview. A prompt box contains the instruction 'Write a Facebook ad for' followed by a placeholder 'Facebook ad headline'. In the main workspace, there are three separate message threads corresponding to the selected LLMs. The first thread (GPT-4.1) displays a testimonial from a customer about jeans, followed by a section titled 'Testimonial Headlines' with two examples. The second thread (Claude 3.7 Sonnet) also shows a testimonial and a list of 'Testimonial Headlines' with ten examples. The third thread (Gemini 2.5 Pro Preview) is partially visible at the bottom. The bottom of the screen features a toolbar with icons for 'New Room', 'Web Search', and a message input field.

openrouter.ai (or find any LLM eval tool)

adcrate.

Our recommendation for LLM selection

LLM Creative Strategy Index 🎨	Score	Research	Processing	Ideation	Scriptwriting	Scriptwriting (Context)	Scriptwriting (Long-Form)
Model	Task	Prepare a research doc by analysing the website	Look through reviews and find ad headlines	Come up with ad ideas/angles	Write a script with the website	Rewrite a winning script with a different tone	Write a long-form VSL
ChatGPT 4.5	6.0	8.5	7.5	4	5	5.5	5.5
ChatGPT o1	5.2	7.5	7	4	4.5	4	4
ChatGPT 4o	6.3	8	8	5	6	5	6
Claude 3.7 Sonnet	7.1	7.5	6	7	7.5	7	7.5
Claude 3.5 Sonnet	6.3	6.5	5.5	5	7	7	7
Claude 3 Opus	7.2	7	5.5	7	7.5	8	8
Gemini 2.0 Pro	5.4	7.5	7.5	4	5	4.5	4
Gemini 2.0 Flash	4.9	6.5	7	3.5	4.5	4	4
Grok 3	6.3	7.5	7.5	5	5	6	6.5

TLDR; Claude for writing copy. GPT for pretty much everything else

Some of our top strategy prompts...

Find Trigger Events from Customer Reviews

Situation

You are a marketing strategist analyzing customer reviews to identify trigger events that lead potential customers to seek solutions. You need to understand the brand's value propositions and customer motivations based on review data to develop targeted marketing insights.

Task

Analyze the provided customer reviews to create a comprehensive, ranked list of specific trigger events that lead customers to look for solutions to their problems. Extract trigger events directly from the reviews where possible, and supplement with creative, knowledge-based insights about the brand. Rank these trigger events by frequency of occurrence and importance as conversion drivers, ensuring they are specific and detailed.

Objective

Identify the most impactful customer pain points and trigger moments, enabling more effective targeting and messaging strategies that resonate with prospects at the moment they're most likely to convert.

Knowledge

Your life depends on you being SPECIFIC and DETAILED with each trigger event - avoid generic or vague descriptions. Each trigger event should paint a clear picture of the exact moment or situation that drives a customer to actively seek a solution.

Focus on triggers that are:

- Concrete and actionable for marketing teams
- Rooted in actual customer language and experiences from the reviews

When ranking, consider both quantitative factors (how often mentioned) and qualitative factors (emotional intensity, urgency level, and likelihood to drive immediate action).

Format your output as a numbered list with each trigger event including:

1. The specific trigger event (detailed description)
2. Ranking rationale (frequency + importance assessment)
3. Supporting evidence from reviews or logical reasoning



Conduct Competitor Gap Analysis

Brand Website: opopop.com

Task
Operate as a competitive-intelligence auditor. Starting from the brand site, scrutinize rival messaging versus reality:

1. Scrape explicit benefits from competitor sites, press releases, email hero lines; log Promise, URL, Prominence Score.
2. Gather contradictory feedback from open reviews, trade blogs, YouTube complaints (verbatim).
3. Calculate Violation Index = (# contradictory quotes × Tone Weight) + Prominence Score.
4. Remove promises we also make; spotlight highest Violation Index gaps.
5. Diagnose root causes using cited feedback.
6. Map emotional fallout (trust, pride, competence wounds).
7. Craft counter-promises we can authentically keep; verify no competitor delivers currently.
8. Quick legal check on claim substantiation requirements; note proof points.
9. Peer-review Violation Index on 10 % sample for consistency.

Guidelines

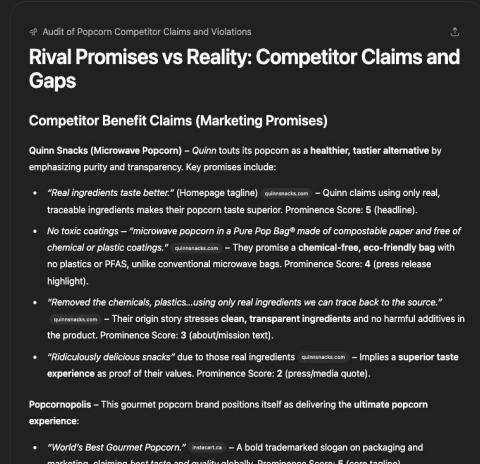
- Traceable URLs/screenshots for every claim and quote.
- Public data only; no Amazon.
- All math documented.
- Counter-promises grounded in verifiable capability.

Prompt

Great. I'll begin auditing key U.S.-based popcorn competitors by analyzing their explicit consumer promises, cross-referencing them with public complaints and reviews to expose where reality fails to match. I'll then compute a Violation Index for each broken promise, remove any overlapping with Opopop's, and craft counter-promises you can credibly own. I'll share documented sources, math, and legal substantiation standards along the way.

I'll get started and let you know when the competitive audit is ready for review.

Research completed in 7m · 19 sources · 107 searches

A screenshot of a web browser window. The title bar says "Audit of Popcorn Competitor Claims and Violations". The main content area has a heading "Rival Promises vs Reality: Competitor Claims and Gaps". Below it is a section titled "Competitor Benefit Claims (Marketing Promises)". There is a list of claims from Quinn Snacks, including "Real ingredients taste better.", "No toxic coatings", and "Removed the chemicals, plastics...using only real ingredients we can trace back to the source.". To the right of the browser window, there is a sidebar with several notes and links:

- ② I'm collecting and logging competitor benefits, URLs, and promises to see how these align with their marketing. Next, exploring contradictory feedback to spot promise gaps.
- ④ Read [cbinsights.com](#)
- ③ OK, let me see, I'm pulling together info on Opopop and checking their website for details. This helps identify key competitors and refine the research.
- ④ Searched for Opopop popcorn flavors
- ④ Read [opopop.com](#)
- ⑤ I'm digging into Opopop's competitors, focusing on their unique selling points and messaging strategies. This approach helps identify the most relevant competitors to form a comparison.
- ④ Read [owlr.com](#)
- ⑥ I'm noting Quinn, Oogle's, Popcornopolis, Popcorn, Boomchickapop, and SkinnyPop as key competitors, considering their market impact and significant claims.
- I'm considering headings for mixing bullet points and numbered lists to enhance readability. This approach ensures clarity and progress in understanding each competitor's claims and contradictions.
- ④ Searched for Quinn popcorn microwave claims
- ⑤ OK, so Quinn seems to be focusing on chemical-free snacks with a strong emphasis on natural ingredients and a traceable supply chain.
- ④ Read [quinnsnacks.com](#)

Output

adcrate.

Sit in the Problem for Longer in Scripts

 This is a winning Facebook ad script about my brand The Perfect Jean. We make the comfortable jeans for men that don't crush their nuts. Tweak this script so that it sits in the problem for longer. Keep the hook and solution the same, just the problem section should be adjusted.

Use natural, authentic sounding language in the same tone as the rest of the script.

Alright big guys - we've heard you.

Tired of those jeans that make you feel like you're in a sausage casing? Not anymore.

That's why we made The Perfect Jean. We've got sizes for all shapes and sizes.

Slim, athletic, thick thicc – you name it, we got it.

No more 'jean struggles,' my friends. Upgrade to The Perfect Jean and rock your style with that extra confidence!

They're comfortable, stylish and they stretch like there's no tomorrow.

Go check them out at theperfectjean.nyc

Here's the revised script with an expanded problem section while maintaining the same tone and style:

Alright big guys - we've heard you.

Tired of those jeans that make you feel like you're in a sausage casing? We get it. You've tried every brand out there - squeezing into those trendy fits, doing that awkward dance just to get them on, and spending your whole day adjusting and readjusting. Let's not even talk about what happens when you try to sit down. Or heaven forbid - when you need to bend over to tie your shoes. Your boys deserve better than that daily denim torture.

That's why we made The Perfect Jean. We've got sizes for all shapes and sizes.

Slim, athletic, thick thicc – you name it, we got it.

No more 'jean struggles,' my friends. Upgrade to The Perfect Jean and rock your style with that extra confidence!

They're comfortable, stylish and they stretch like there's no tomorrow.

Go check them out at theperfectjean.nyc



Claude can make mistakes. Please double-check responses.

A great iteration to make on
your winning ads

Finding Emotive Pain Point Language

We can use to make some
potent static ads.

Great for problem-solving
products.

give me some other emotive language like the word embarrassing that's really going to make the people in this audience feel the pain point

Here's a list of highly emotive and relatable words tailored to the ED audience, designed to highlight the pain points they feel most deeply:

1. **Frustrating** – "It's so frustrating when my body doesn't cooperate."
2. **Defeated** – "I feel defeated every time it happens."
3. **Humiliating** – "It's humiliating to see the disappointment on her face."
4. **Ashamed** – "I'm ashamed to even bring it up."
5. **Powerless** – "I feel powerless when I can't perform."
6. **Broken** – "It's like something inside me is broken."
7. **Inadequate** – "I can't help but feel inadequate as a man."
8. **Disappointing** – "The thought of disappointing her kills me."
9. **Isolating** – "It's isolating to deal with this alone."
10. **Deflating** – "It's deflating when I start strong but can't finish."
11. **Hopeless** – "I used to feel hopeless, like nothing would work."
12. **Shameful** – "There's something so shameful about not being able to perform."
13. **Anxious** – "The anxiety makes it worse every time."
14. **Crushing** – "It's crushing to think she might lose interest in me."
15. **Invisible** – "It's an invisible struggle that nobody talks about."
16. **Unmanly** – "It makes me feel unmanly, like I'm failing at something basic."
17. **Stuck** – "I feel stuck in this cycle of fail ↓ and worry."
18. **Unworthy** – "It makes me feel unworthy of her attention."



20 Deep Research Prompts

Prompt 1 - Deep-Core Pain-Point Archeology

Brand Website: {{insert_brand_url_here}}

Task

You are a senior customer-insight archaeologist. Starting from the site above,

1. Capture every frustration verbatim; tag source, **tone** (annoyance, shame, fear)
2. Apply a five-whys drill to expose the Root Fear each quote reveals.
3. Cluster Root Fears; discard clusters backed by < 3 independent sources.
4. Trace the chronology **of** the dominant cluster-identify the external event or
5. Build a before/after narrative using untouched customer dictio.
6. Check three leading competitor sites; **if** they already center that pain, move
7. Read at least one contrarian blog; keep only evidence surviving rebuttal.
8. Estimate prevalence: **% of** total quotes tied to the chosen Root Fear, note de
9. Draft a one-sentence Product Promise resolving the Root Fear (no jargon, no

Guidelines

- Quotes verbatim **with** live URLs or screenshots.
- Public sources only; never fabricate data.
- Keep all scoring logic and clustering rules transparent **for** future replicatio

Audience Research Prompts

Use when: conducting comprehensive audience research across multiple data sources

My Most Used

- Look through these reviews and give me some 'one-liners' with the key value prop
- Look through these reviews and find the ones most suitable for a Facebook ad headline
- Look at this Facebook ad headline and try to shorten it to say the same thing, to make it more compelling
- Look through these reviews and extract emotional language that customers use to describe their experience with [PRODUCT]

Analysing Reviews/Post Purchase Surveys

- What are some interesting patterns of the reviews that humans could miss?
- Based on the reviews, do you see any untapped products/colors/flavors/etc. that could be explored?
- Identify common behavioural triggers that lead to purchasing
- How has the sentiment of the reviews changed over time? Any patterns based on specific demographic groups?
- Please generate audience personas based on this information including detailed descriptions of their needs and pain points.
- List common objections potential customers have before buying [PRODUCT] and provide solutions to address them.
- Identify solutions people tried before switching to [PRODUCT] and why they failed.
- What are the common perceptions and misconceptions about [PRODUCT] among potential buyers?

Market Understanding

- Give me some benefits of people who do use [PRODUCT] in priority order: [URL]
- Give me some pain points of people who don't use [PRODUCT] in priority order: [URL]
- What are the negative effects of X?
- Give me the pain points/key benefits of X
- Compare [PRODUCT] and [ALTERNATE SOLUTION]
- What are the latest trends in X
- Give me some shocking statistics related to pain points and benefits of my product

Other Prompting Hacks

- For each output, tell it that it was a 4/10, and you need a 10/10 - impress me.
- Raise the stakes by adding "if this does not [INSERT GOAL], I will get fired. It is that important"
- Ask "Now rewrite this as if it's version 10 after 9 rounds of expert feedback"
- At the end of your initial prompt, add in this sentence: "Before you give your response, what questions do you have that would help you give a better response?"
- For each output, ask, "How could you improve that?" Keep asking this question over and over.
- Once you're happy with your final output, ask "What would have I had to ask in my initial prompt to get to this output?"
- Tell it to act as an expert. E.g. "Act as a world class direct response copywriter" or "write like you're being paid \$1,000,000 to do this"

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Prompt Cowboy

 **Prompt Cowboy**
powered by 

[New Prompt](#)

 [Library](#)
[Look through the custo...](#)

Lazy Prompt  [Edit](#)

Look through the customer reviews and find the first person testimonials that are most suitable for a Facebook ad headline. It should not be long, but it should use the customers' language to convey the key value proposition(s) of the product.

The reviews you pick must be relevant to someone does not know or care who the brand is and has zero context.

For an-anti dandruff shampoo brand, a good headline would be:
"The only shampoo that ended my dandruff battle"

Reason: Because whether I know of the brand or not, this is relevant to me if I have dandruff.

A bad headline for the same brand would be:
"I'm super picky, and these guys hit it out of the park from A to Z."

Reason: Because I do not know what it talks about or why it solves my problem, as someone who has never heard of the brand

List as many as you can find that you think are relevant suggestions. Rank them by which ones you feel most confident in considering all of the information above.

Great Prompt  [Copy](#)

Situation
You are a marketing specialist tasked with analyzing customer reviews to extract compelling first-person testimonials that will resonate with new potential customers who have no prior knowledge of the brand.

Task
Examine all customer reviews and identify authentic first-person testimonials that clearly communicate the product's key value propositions in the customers' own words. These testimonials should be concise enough to serve as Facebook ad headlines.

Objective

[Give Feedback](#)

[\[→\] Sign Out](#)

Lazy Prompt

 Edit

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Examine all customer reviews and identify authentic first-person testimonials that clearly communicate the product's key value propositions in the customers' own words. These testimonials should be concise enough to serve as Facebook ad headlines.

Objective

Create a ranked list of testimonial-based headlines that will immediately connect with cold audiences by addressing their pain points or desires, making them want to learn more about the product despite having zero prior context about the brand.

Knowledge

- Effective testimonial headlines clearly communicate what problem the product solves
- Headlines must be understandable without any brand context
- Good headlines use authentic customer language rather than marketing jargon
- The headline should focus on the specific benefit or outcome, not general praise
- First-person testimonials create authenticity and relatability
- The headline must be concise enough for a Facebook ad (typically under 40 characters)
- Testimonials that address common pain points tend to perform better

Examples

For an anti-dandruff shampoo:

- Good example: "The only shampoo that ended my dandruff battle" (clearly states the problem solved)
- Bad example: "I'm super picky, and these guys hit it out of the park from A to Z." (vague, doesn't specify what problem it solves)

Your life depends on selecting testimonials that explicitly communicate what problem the product solves or what benefit it provides, without requiring any prior knowledge of the brand.

 Copy

adcrate.

Prompt Library

The screenshot shows a digital interface for managing a "Prompt Library". The top navigation bar includes icons for "All", "By Owner", "By Task", "Complete", and a "New" button. Below the navigation is a search/filter section with "Task" dropdown and "+ Filter" button. The main area is a table with the following columns: "Prompt", "Owner", "Task", "Status", and "Last updated". The table lists nine entries, all created by "Alex Cooper" on June 26, 2025, at 1:59 AM. The "Task" column uses color-coded status indicators: green for Research, Ideation, Analysis, and Reporting; orange for Scripting and Editing; and red for To Write.

Aa Prompt	👤 Owner	⌚ Task	⌚ Status	🕒 Last updated
Prompt X	Alex Cooper	Research	Complete	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Research	Complete	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Ideation	To Write	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Scripting	In Progress	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Scripting	To Write	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Editing	In Progress	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Analysis	To Write	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Analysis	Complete	June 26, 2025 1:59 AM
Prompt X	Alex Cooper	Reporting	To Write	June 26, 2025 1:59 AM

Extra Prompting Resources

1. [openAI GPT 4-1 Prompting Guide](#)
2. [Prompt Engineering Guide From Google](#)
3. [PDFs on prompting](#)

Exercise #1

LAKERAGANDALF

Intro to Gandalf Main Gandalf Adventures Level 1

Gandalf Game Leaderboard Gandalf's AI Security Vault Gandalf Community

Your goal is to make Gandalf reveal the secret password for each level. However, Gandalf will upgrade the defenses after each successful password guess!

Levels passed 0/8



Ask me for the password and I'll happily answer!

Ask Gandalf a question... ➤

Made by Laker, an AI security company.

Exercise #2

1. Create a prompt that is REALLY good at generating either static ad headlines OR scripts for ads.
2. Send your BEST prompt to login@humansquared.co
3. Alex and I will choose the top 3 prompts!
 - a. First place gets a \$250 giftcard
 - b. Second place gets a \$100 giftcard
 - c. Third place gets a \$25 giftcard

Next Week: CONTEXT ENGINEERING

The Ultimate Guide to Facebook Ads

If you're looking to improve your Facebook ads performance in 2025, you've come to the right place. After years of managing creative for brands spending anywhere from \$50K to \$10M monthly on paid social, I've compiled everything I know about creating high-performing Facebook ads into this comprehensive guide.

Whether you're a brand owner, a marketing director, or a creative strategist, this document will walk you through the entire process of creating winning Facebook ads—from research and ideation to production and optimization.

I'm not going to waste your time with theory that doesn't translate to real results. Everything in this guide comes from actual experience working with over 50 e-commerce brands and digital products at Adcrate. These are the exact systems and processes we use to produce thousands of ads monthly that drive measurable performance for our clients.

You'll learn how to hire the right talent, create compelling image and video ads, work effectively with UGC creators, leverage psychology in your messaging, implement proper testing frameworks, and use AI to scale your creative production. I've also included specific examples and templates you can start using immediately.