

WEBVTT

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00:00:18.280 --> 00:00:27.470

Alex Cooper: Welcome in, guys. Hope everyone's had a good week. So far we have no Jimmy. Today he is fishing.

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00:00:27.620 --> 00:00:44.769

Alex Cooper: but not to worry. I am here to do some creative strategy with everyone. I can't wait for it. We're gonna do a demo like a live screen share for the whole session which I am super pumped about. Sarah, I'm not sure if you can see it on your side, but, like I I can just am I pinned

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00:00:45.450 --> 00:00:48.250

Alex Cooper: just slack me because I can see your

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00:00:48.280 --> 00:01:17.106

Alex Cooper: logo up on the screen. But if I'm PIN, then that's fine. Welcome, everyone. Hope you've had a good week. I think we will get straight into it today. What we're gonna be doing today is as many of you have told me that some of your favorite sessions have been the live Demos, the live screen shares. We're actually going to do that. This is session 7 of 8, and like session 8 is going to be a bit of a point all together.

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00:01:17.780 --> 00:01:41.330

Alex Cooper: everything we've learned from this course, applying it and turn it into full end to end system. What I'm going to be doing today is show you how I do creative strategy. AI assisted creative strategy. What I don't want you guys to do is just go and build these custom Gbts and claw projects, and then just say, Hey, give me headlines. I think you can do that. But like, if you go through the process I'm going to go through today.

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00:01:41.330 --> 00:01:48.410

Alex Cooper: then I think it's a better way to generate better headlines, books, and scripts, etc. And this is actually the way that I

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00:01:49.490 --> 00:02:19.019

Alex Cooper: do creative strategy when I do it. For some of the clients at ad create. I'm not saying this is the only way to do it. There are, I mean, as you guys know, millions of ways to do creative strategy. And like, if you're anything like me. You probably do it with 50 tabs open at the same time, and you're just trying to, you know, kind of filter through all the chaos. I do it in that exact same way. But I'm just gonna show you what I do. Give you an over

shoulder look and maybe pick up something or hopefully something. And maybe maybe you don't. What you guys are going to see is this is

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00:02:19.570 --> 00:02:44.570

Alex Cooper: This is going to be like, not necessarily push a button, and we're going to generate 50 ads. And this is also not just going to be. I'm writing all the scripts manually. I like to call this like AI assisted creative strategy where we're going to lean on the claw projects and the custom Gpts. But we're not going to rely on them to do our strategy for us. It still is going to be me prompting AI and then giving feedback to AI to get where we want to get to.

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00:02:44.570 --> 00:02:50.559

Alex Cooper: I think that's the best way to generate headlines and hooks and scripts today.

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00:02:51.011 --> 00:03:07.620

Alex Cooper: So today, we're actually going to be doing it for someone. Here's Brand. It's not going to be an ad hoc client. It's not a brand that I was familiar with until yesterday, but we had a lot of people submit their brand to us to

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00:03:07.970 --> 00:03:30.940

Alex Cooper: to for for us to have a look at and do some strategy with and I got back to copy. So thank you. Everyone for sending in. I know, Brandon, I said. We do salt because I couldn't get some some like a few things research things that I need to get. I actually ended up choosing 2 dudes from Briar, who, I think, sent things in. It's a relatively new brand I will go through in a second.

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00:03:30.940 --> 00:03:53.780

Alex Cooper: But basically I am fresh, this brand. I didn't know anything about them till yesterday, and I'm going to do creative strategy for them today, using some of the things we've gone through in this course, I'm walking you through my exact process so hopefully, whether you're a big brand or a newer brand. And this brand that we're going through today are a newer brand. Then you can pick up some things that you can use in your

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00:03:53.980 --> 00:03:56.350

Alex Cooper: creative strategy.

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00:03:56.660 --> 00:04:02.599

Alex Cooper: So with that being said, let me start the screen share, and we can get this show on the road.

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00:04:04.880 --> 00:04:19.491

Alex Cooper: Those of you who joined late. We're just gonna be doing for the whole hour creative strategy live and what I will say a lot of times in these calls. We have done like we have, you know, had slides and then gone through

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00:04:19.790 --> 00:04:45.200

Alex Cooper: like, you know said, if you've got questions, drop in the Q. And A, and then we'll get back to you at the end, and we'll go through each of the questions. I do want to make this a bit of like a live, almost interactive, chill, creative strategy session, whereby, if you have questions, feel free to use the Q&A as normal. But also you're more than welcome to put them in the chat. I do have the chat open on my left hand panel. As I'm going through this process. I don't want to necessarily like, be just

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00:04:46.110 --> 00:05:11.389

Alex Cooper: like speaking for the whole hour. So if you've got things that you like questions you want to ask as we're doing this, feel free to put in the chat, and I can address them and address how I'm thinking about this as I do the creative strategy. So, as I said, this is the brand we're advertising today. They're a New Zealand brand, I believe. And basically it's

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00:05:11.390 --> 00:05:36.249

Alex Cooper: a skincare kit for guys. The tone feels pretty like tongue in cheek, and it's a fast and simple skincare routine, essential kit of the Daily face. Wash the day cream and the night cream for guys over in New Zealand. Now, they're a relatively new brand. Brad did actually send me over the ad account data

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00:05:36.250 --> 00:05:53.060

Alex Cooper: using the ad account data because there's just not a lot of scale in any of the ads. So I'm not going to use that as a reference. I am going to be approaching this as if I'm fresh to the brand. It's a new brand, and we don't have a lot of data, and I know there's been a question of a few of you have said, like, okay, if we can't train our, if we can't train our

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00:05:53.290 --> 00:06:14.149

Alex Cooper: projects and Gbts on data, then how do we do it? This is how I would how I would go about doing it. I do have the customer reviews which we're gonna put through, Claude in a short while, but that's it, really, I have the the URL and I have the customer reviews, and that is pretty much all we are working through. So

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00:06:14.988 --> 00:06:17.261

Alex Cooper: here's where I started.

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00:06:17.950 --> 00:06:41.640

Alex Cooper: I've just got a blank deep research chat open, so we're going to start chatting inside of here. But I'm not sure if I've shared this this prompt with you yet, if I haven't, then I've got a full, like prompt guide that is coming at the end of the course. Basically, this is my standardized deep research prompt that we use ad create for every new customer or every new brand that comes on board. And we just say you're a senior strategist.

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00:06:41.930 --> 00:06:47.349

Alex Cooper: This brand, your job is to do deep research on 2 dudes.

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00:06:47.350 --> 00:07:12.070

Alex Cooper: And then there's 11 like 11 sections of it pros and key features, target customer profile. This is not gonna be anything revolutionary to anyone, just for us to get up to speed with what the brand is and everything that deep research can find about them online. So he asked me a couple questions, and then it gave me this nice, deep research, prompt response. Sorry. That gives me everything I need to know about the brand.

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00:07:12.130 --> 00:07:40.890

Alex Cooper: So where do we go from here? Well, here's where I would start. I'm actually going to start by asking about personas. A lot of people think when you're doing research that, like, you know, personas are just this thing that you've kind of got to check off a checklist, and like they don't really use it in their strategy. Personas want, like, at least for me, one of the most important parts of the process really working out who we are speaking to and what the motivations of that specific buyer are.

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00:07:41.100 --> 00:08:06.070

Alex Cooper: as we're going to see with this in a moment. There are people who are buying this this skincare set for completely different reasons. Some people are buying it because they are a single guy who's insecure about his about his skin, or he maybe wants to get more girls. So he goes and, like you think how he can self-improve. It might be women who are in relationships, and they would like

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00:08:06.070 --> 00:08:25.790

Alex Cooper: to buy it for their partner. It might just be a guy who's like a self-improvement. It's self-improvement. He just wants to work out ways that he can improve his image. There are multiple different ways and different personas as to why people buy every single product. And if we just sit here and go, okay, let's come

with some headlines. There's no rhyme or reason to that

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00:08:25.790 --> 00:08:32.990

Alex Cooper: process. It's always the 1st place that I start off with when I'm working. A new brand is to define the different personas that

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00:08:33.110 --> 00:08:49.999

Alex Cooper: that I have, and you could just type in a simple, prompt like, give me the like, give me the personas, for, based on on the research, I actually do have a very simple personas prompt, which will be in the prompt library. Not that you guys couldn't make something better than this. You probably could, but like

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00:08:50.000 --> 00:09:20.000

Alex Cooper: this will be in the prompt library that I share at the end of the course. I'm just going to start off by saying, based on the customer research, give me all the different personas. And then what I like to do. And you're going to see me doing this a lot today is getting Gpt to show me it's working. So I like to use this prompt that is like rank. These I mean usually, if it's ad idea to say rank, these based on which ones you think have the best chance of performing in this case, I'm going to say rank. These, based on

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00:09:21.130 --> 00:09:24.680

Alex Cooper: which ones are the most prominent in the customer research.

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00:09:27.690 --> 00:09:48.039

Alex Cooper: by the way, a better way to do this, or a different way to do this is probably to go through the customer reviews rather than the deep research, or maybe do the customer reviews after this and and see if there's any difference between the personas that it gives you. I'm not sure why it's only given 3 because it was giving me 6 or 7 earlier. But you know, let's

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00:09:48.470 --> 00:09:50.127

Alex Cooper: besides the point.

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00:09:50.750 --> 00:10:15.720

Alex Cooper: So what I found when I was doing my research of this brand is that they really were 2 primary personas, and it is the top 2 that's given here like I said it did give me a lot more earlier. But the 2 primary personas that we're speaking to is the like practical self-improver Guy, that's like, you know, he's never used skincare before, but he thinks he doesn't like. He knows that he wants to improve his skin.

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00:10:15.720 --> 00:10:34.620

Alex Cooper: but he doesn't like. He doesn't think that skincare is for him. He doesn't think that he needs to do skincare, and the second one is the persona of, like the the female, buying this for their male partner as a gift to try and encourage them to improve their skincare.

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00:10:34.620 --> 00:10:53.390

Alex Cooper: so we could go deep on like a bunch of the other personas here. These are the 2 primary ones. And honestly, when I put the reviews through Claude, they were the ones that were responsible for the majority of the people who were buying. So for the sake of today, I'm actually going to focus predominantly on these 2 personas. I'm going to come up with headlines.

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00:10:53.390 --> 00:11:21.640

Alex Cooper: hooks, and scripts for these personas. What I like to do is because I just open up a blank document here and we're just gonna log everything and actually come up with ideas after for this. What I like to do just to get my just to get everything down on one page is, I like to just log my different personas here. And obviously, like I in the real world, I clean this up and look a lot tidier. But like I'm just gonna say for one on 2. Here's my, here's my like, elaborate personas, prompt.

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00:11:22.340 --> 00:11:28.279

Alex Cooper: That's not one. It is. Oh, yeah, elaborate on the personas

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00:11:28.280 --> 00:11:53.179

Alex Cooper: for one and 2. So basically, I'm just going to go a little bit deeper and understand exactly who these 2 people are, or 2 types of people are, and what their demographics, motivations, pain, points, frustrations, common objections, awareness levels, etc, are so that we can start crafting message for them. And again, we want to try and get this down to point like, who's the one single person that we are trying to

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00:11:53.180 --> 00:12:11.480

Alex Cooper: hooks and headlines for? Again, if you just say let's call it some hooks and headlines for 2 dudes. You've just got a scattergun approaches. There's no rhyme or reason to it, whereas if we think about okay, this is the demographics and the psychographics of the one specific guy or girl that we are trying to target.

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00:12:12.860 --> 00:12:20.039

Alex Cooper: Then it's a lot easier for us to come up with headlines that carve through the noise.

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00:12:20.040 --> 00:12:44.739

Alex Cooper: Ben asks the blank project or does have system prompts. This is a blank chat in Chat Gpt. What we're going to do soon is. Move this over to a pre-built Claude project that I'm going to show you how I built, and that's going to be what comes up with books and headlines. This is just for me to get like my research and my kind of like up to speed on like what the brand is and what our personas are, and then shortly we will move this over to the

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00:12:44.740 --> 00:12:50.289

Alex Cooper: the claw projects and custom. Gpcs, that you guys are familiar with who we spoke about through this course.

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00:12:50.440 --> 00:12:51.570

Alex Cooper: so

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00:12:51.820 --> 00:12:59.490

Alex Cooper: I could go in and adjust these if I felt was anything was off. But I did a couple of these earlier, and they came out pretty much in line with

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00:13:00.100 --> 00:13:05.489

Alex Cooper: what I was expecting. So I'm just gonna put these 2 personas down

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00:13:06.090 --> 00:13:16.150

Alex Cooper: persona, one, the practical self-improver persona, 2, the caregiving gift, the caregiving gift giver. That's a that's a mouthful.

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00:13:16.960 --> 00:13:25.399

Alex Cooper: I may leave this in here. I may actually update this with the next prompt that we're going to put. So yeah, when I said, we've got in these in here as well.

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00:13:25.790 --> 00:13:50.069

Alex Cooper: And then I'd maybe ask for like sometimes I'd ask for a little bit deeper insight onto awareness levels, or like another prompt I use is just identify the key marketing angles for this product before we take this over to the Claude project or custom. Gpt, I'm just working out like, you know, what are the different angles that we could run for these different personas.

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00:13:50.240 --> 00:14:03.730

Alex Cooper: And then I'm just gonna start going through the projects and just loading it with the information about these different personas. And we can start getting it to come up with different

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00:14:04.780 --> 00:14:07.330

Alex Cooper: books and headlines. So let's start with headlines.

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00:14:07.850 --> 00:14:11.369

Alex Cooper: As that goes what we got here, and we could.

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00:14:11.590 --> 00:14:17.370

Alex Cooper: We could do something with angles. I'm not sure I'm actually just gonna start off without.

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00:14:18.560 --> 00:14:20.240

Alex Cooper: So let me show you the 2

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00:14:20.380 --> 00:14:37.236

Alex Cooper: projects I've built for today. I just, I just mocked these up. This morning I built an ad headline generator and ad script rewriter. Both of these are built for 2 dudes trained on 2 dudes. So what I've done here is I have

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00:14:37.650 --> 00:14:50.160

Alex Cooper: input, my static headlines, context document. And this is the one that we all generated together, and the one that I shared. It's in teachable. I can't remember under which week it is.

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00:14:50.160 --> 00:15:10.620

Alex Cooper: but it is in teachable and just basically, like, you know, a quick document on a few things that we know about statics. You could probably make a way better one if you added some context in there, but like a static headlines, 101. This does the job, and like teaches Claude how to be a better headline generator.

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00:15:10.620 --> 00:15:27.260

Alex Cooper: And then the to do is brand context. As you can see, this is literally the 11 point brand context document that we generate from deep research. And I just said, like domain context, brand context. Then I went into Gpt and said, Hey, you need to generate me. A system prompt

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00:15:27.260 --> 00:15:29.730

Alex Cooper: that is going to

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00:15:29.910 --> 00:15:45.229

Alex Cooper: that is going to help me come up with the best headlines for 2 dudes, and like the way I spent some time building this. But what you could literally do if I open up a new chat. You could literally come in and say,

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00:15:46.760 --> 00:15:50.110

Alex Cooper: I'm creating a system prompts for my Brand

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00:15:50.600 --> 00:16:14.420

Alex Cooper: Jones Road beauty. I want you to update this system prompt for another brand and make it contextual to Jones Road beauty. And you could literally enter that and then copy in my system prompt, which I just I'm gonna share with in in the prompts document, and it will update for yours or go and make your own one either way. But I spent some time like crafting this

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00:16:14.420 --> 00:16:28.100

Alex Cooper: just basically saying your role is to help generate the highest performing direct response headlines and then just describe the context documents. It has access to and how it's access and think through those different context documents.

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00:16:28.590 --> 00:16:41.369

Alex Cooper: So let's start trying to generate some headlines. Now, but like caveats, note here, like, I think a lot of people like

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00:16:41.690 --> 00:16:51.255

Alex Cooper: go into AI expecting it to come up with a like, like, you know, 60, 70, 80% like winning headlines.

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00:16:52.260 --> 00:17:17.260

Alex Cooper: that's just not going to be the case. Or at least I haven't got to the point where that is the case you have to be okay with AI, like, you know, missing on probably most of the shots it takes, as you can see here. I was playing around with this earlier, like, I've got a bunch of different chats that I've had open. I've actually got some of them open, just in case these ones don't come out as well, but like it takes a lot of shots at goal. But the cool thing is like we don't need it to come up with a winning headline every single time. I just need to go through all of these different suggestions

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00:17:17.260 --> 00:17:36.619

Alex Cooper: that it's come up with and pick out the best ones based on my creative strategy knowledge, which is again like, why it's so important to have the fundamentals down before going through anything like this, because you need to know which headlines it comes up with, and which scripts ideas or content ideas it comes up with that are just not good enough for your brand, and if

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00:17:36.620 --> 00:17:43.099

Alex Cooper: you don't have that, it doesn't matter how good your prompt is or how good your context document is, you're not going to be able to

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00:17:43.370 --> 00:17:52.069

Alex Cooper: pick the best headlines, but that being said, let's give it a go. I am going to start off with the 1st persona.

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00:17:52.630 --> 00:17:54.350

Alex Cooper: So persona one

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00:17:55.095 --> 00:18:02.744

Alex Cooper: the practical self approval. This is the, you know, guys often married in a long-term relationship. He

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00:18:03.370 --> 00:18:18.479

Alex Cooper: is interested in his own self-improvement. This is an easy win. What else have we got here? Never had a skincare routine, feels confused, overwhelmed, or uninterested, didn't know what to buy or how to use it properly, and feels that they're like, you know, doesn't necessarily

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00:18:18.580 --> 00:18:43.540

Alex Cooper: need a skincare routine, but wants the benefits of a skincare routine. I think there's a bucket. A lot of guys fall into that. They're just like skeptical of like having a skincare routine quotes like, I've never used skincare. I don't think I need it skincare for women. I wouldn't stick to the routine, anyway, are all good common objections. These people are often problem aware. And again, this is another really important thing to know if you're

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00:18:43.540 --> 00:18:48.790

Alex Cooper: advertising a product, knowing where your audience

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00:18:48.790 --> 00:18:51.479

Alex Cooper: or the majority of your audience sit

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00:18:51.480 --> 00:19:20.779

Alex Cooper: in terms of Eugene Swartz, 5 levels of awareness, because that directly impacts how you should be speaking to them in your hooks, in your headlines and in your scripts. In this case it says, problem to solution. Aware from my research earlier. It did feel like a lot of people were in the problem, aware phase in which they know that their skin isn't great but haven't really committed to finding any solutions

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00:19:21.980 --> 00:19:46.090

Alex Cooper: to solve it yet, or they may have tried one or 2 things before, but they haven't found a system that sticks and a trigger event again. This is something. This is a really good prompt that's going to be in the document, and something that I'd encourage everyone to ask, and actually might even ask it here, like, what are the specific, like the detailed and specific trigger events that led to this person wanting to make a purchase decision. There is a point at which this guy

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00:19:46.090 --> 00:20:03.009

Alex Cooper: goes from. I don't really know if I need skincare to. Okay. Now, I want to invest in skincare products or in a skincare routine, and in this case looks in the mirror one morning. See how tired or old he looks, and has a moment of like

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00:20:03.010 --> 00:20:08.279

Alex Cooper: crap. I look rough. I don't look as good as I do anymore. If you can find these

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00:20:08.280 --> 00:20:19.450

Alex Cooper: these little golden nugget trigger events, they can be golden to help you come up with messaging for your brand. So let's take this.

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00:20:20.910 --> 00:20:34.639

Alex Cooper: and remember, like these, Claude projects are already trained up on how to write headlines, and how like and about the brand. So we don't need an elaborate prompt in here. I'm just going to come in and say, Generate me

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00:20:36.800 --> 00:20:40.740

Alex Cooper: some headlines for this Icp.

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00:20:42.070 --> 00:20:47.759

Alex Cooper: And I am going to paste the Icp inside of here.

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00:20:49.050 --> 00:20:59.659

Alex Cooper: So let's see what it comes up with. And again, I don't expect everyone needs to be a winner. It might not come with anything good. Then we just have to work out how we can adjust it to come up with some good headlines.

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00:21:00.730 --> 00:21:03.020

Alex Cooper: Okay.

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00:21:04.120 --> 00:21:11.650

Alex Cooper: Marcel said. Got to tap into Andrew from Skin Day. That's funny. We'll actually be doing some Tiktok and Youtube shorts research shortly. So

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00:21:13.040 --> 00:21:14.080

Alex Cooper: that's a good shout.

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00:21:14.190 --> 00:21:36.660

Alex Cooper: Okay? So it will give a bunch of headlines when you do this. And like again, especially if you've got a project that's trained on how to come up with headlines or how to write scripts or basically trained on creative strategy. I always like to put the follow up prompt in to see how it's thinking to see how we can improve the Claw Project

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00:21:37.260 --> 00:21:40.770

Alex Cooper: rank. These, based on which ones you think have the best chance of performing.

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00:21:41.060 --> 00:21:42.210

Alex Cooper: And why?

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00:21:43.410 --> 00:21:49.170

Alex Cooper: So let's see which ones it comes up with.

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00:21:49.860 --> 00:22:09.760

Alex Cooper: And what I want to start doing is just stockpiling them like the ones I like. I'm just going to take. And I and like again, I don't know how you guys do creative strategy. But when I do it. I just like to like, have a bunch of chats open. I will pick the best ideas from each one. I'll dump it in a big document, and and then

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00:22:10.040 --> 00:22:19.587

Alex Cooper: I will just have a bunch like, I have a big document of

ideas. And then I'll like, prioritize. Okay, these are the ones. I actually want to go and go and execute on

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00:22:21.360 --> 00:22:23.499

Alex Cooper: in practice.

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00:22:25.110 --> 00:22:50.100

Alex Cooper: Jan. Also, the Icp. Is not already integrated within the project via the brand content talk. Yes, it is. I'd say, like at project level we more. So cover multiple icps. And then when I go to like an individual prompt. I usually say like, Give me headlines for this specific Icp, but Icps are covered at the project like inside the system. Instructions for the core project. But more so like, here are the different icps that we have.

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00:22:51.530 --> 00:22:57.369

Alex Cooper: Okay, so 2 min to products done.

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00:22:57.520 --> 00:23:20.300

Alex Cooper: I'm just gonna start stock buying a bunch of these for the 1st persona and see where we can get to. And then we can start developing these prompts to see where we care. Yeah, this is just a Miss Man. You look tired. Heard that lately. I love that one. Okay, nice. Your face doesn't have to feel like sandpaper. A good emotive language here I actually might develop this prompt

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00:23:20.300 --> 00:23:43.279

Alex Cooper: in the chat below. This reminds me of a 1 that it came up with earlier when I was doing research that I really liked. She stopped complaining about my sandpaper face. I actually flagged that as the highest confidence headline. And I think that's because we had a bit in the context document about emotive language.

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00:23:43.280 --> 00:24:11.760

Alex Cooper: sensory detail, or like imagery. Basically. So I'm gonna take that we're actually going to go to work on that in a minute, because that's that's in my opinion, a pretty solid headline. What else have we got here? Finally, skincare for guys who hate skincare. I don't know. Maybe I might put that again. 2 min. 2 products done. I thought skincare was Bs until my wife noticed. I definitely think there's some, especially for persona 2. There's definitely some kind of

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00:24:13.830 --> 00:24:38.169

Alex Cooper: some kind of play on like, you know whether it's my like. She stopped complaining about my sandbaby face, or you know, we've used a headline structure before where it's like, my husband

is 35, but this is his key to looking like he's 30, or like, you know, we had a bunch of these headlines that work for an Ed brand. My husband is 40, but he performs like he's 30.

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00:24:38.170 --> 00:24:53.270

Alex Cooper: So maybe there's something here that's like my husband is 35, and he looks like he's 25, I definitely think, playing on the partner Angle could be interesting there, which we will do in a follow up prompt. Once I've started processing all of these. And once again, like, you guys may have a way more defined process. And it's very like.

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00:24:53.270 --> 00:25:17.739

Alex Cooper: step by step, from my experience and the strategy ad create like and from really most I spoke to. It is just very much like you have 50 tabs open, and you just collects as many different ideas as possible. And then you process all of these ideas and turn them into like actual ads that you want to put out. So if this seems a little chaotic like that genuinely, is what I do when I do a creative strategy?

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00:25:20.160 --> 00:25:30.129

Alex Cooper: yeah, maybe another time. Based one the 2 min fix for looking 5 years younger. I will take that one. Still my favorites. The she stopped complaining about my sandpaper. Face

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00:25:33.186 --> 00:25:50.583

Alex Cooper: what else have we got here, okay, this is also kind of like a a slightly different persona, a more niche persona of like. Why, why tradies are obsessed with this 2 min routine. So speaking to a specific persona in people who are

105

00:25:52.210 --> 00:25:53.836

Alex Cooper: treaties. Yeah,

106

00:25:55.080 --> 00:26:19.579

Alex Cooper: for guys who think moisturizer is. Bs, I do like where it's coming from here. And that's probably referencing something that I put in the content. Talk about using your customers, words and language I have a follow up prompt, which I'm going to enter into in a moment. But I like where it's coming from. Stop looking older than you actually are. Partner bought this for 3 of our exes. That's insane. There is actually a really funny customer review in the Customer reviews, which we'll look into shortly as well.

107

00:26:19.980 --> 00:26:25.580

Alex Cooper: Okay, not too many other ones inside of here. In this

other one

108

00:26:25.580 --> 00:26:44.880

Alex Cooper: we have. Okay, this is a similar sentiment to one I just mentioned. I actually didn't see this. This is interesting. Start at 40. Wish I'd started at 30, like there is definitely something to do with either, like you know, and the age, or like the partner talking about her.

109

00:26:44.880 --> 00:26:59.510

Alex Cooper: Her partner's age like he looks 35. He's 35, but he looks like he's 30. That has definitely been a structure that we've seen working in accounts before, and probably there's something that we can play on here as well. So I like that headline a lot

110

00:27:00.315 --> 00:27:02.760

Alex Cooper: from 0 routine to actual constant of that.

111

00:27:03.070 --> 00:27:20.040

Alex Cooper: That's a little weird skincare without 12. I think there's something there she'll stop buying you skincare if you use this. Maybe I don't know. So so some of these are definitely going to be better than others. I'm actually really happy with the top

112

00:27:20.040 --> 00:27:44.929

Alex Cooper: 4 5 here. So I'll actually show you something we can do in a second. But these 5, I think, are actually pretty solid headlines. And it was actually, it was the exact same prompt that came up with these ones that we just did. That was a slightly less good headline. So I'm actually going to ask it like, why, you can't come up with headlines that are as good as this manish? Asks Alex, can you describe a bit more? Why, you're putting these specific headlines into your doc

113

00:27:44.930 --> 00:27:51.860

Alex Cooper: instead of others. Is it just that headlines are sparking connections to other stuff? You've seen work? So

114

00:27:51.980 --> 00:28:16.109

Alex Cooper: again, like when as a creative strategist, there are literally thousands of data points and things are running through my head when I'm looking at 20 headlines. And I'm going which one of these works and which one of them doesn't. It's kind of the same thing that the Claw project's going through like the Claw Project has to look at the brand context and the domain context. And like, I'm thinking, through that same process in my head, knowing my context of the brand and my context of creative strategy

115

00:28:16.110 --> 00:28:23.659

Alex Cooper: like these are the ones that I believe to be the strongest headlines, plus I mean, I've also got reference of

116

00:28:24.000 --> 00:28:48.579

Alex Cooper: of what like what has worked in other accounts that ad create she made a tweet about this recently, which is a really interesting question, manish like one of the things that I think, like every Creator here should be doing is becoming an absolute hoarder of top performing ads. Because when I'm going through this list, you see how like I can just like, if I look at this headline, I go. Oh.

117

00:28:48.580 --> 00:28:55.389

Alex Cooper: oh, I remember that there was another account that I saw this theme startup headline, and it worked.

118

00:28:55.390 --> 00:29:18.989

Alex Cooper: and therefore I would go. Okay, that's a high confidence bet for me in this account, because I've seen this work even wasn't in the same industry. So you might or not work at agency or have access to as many ad accounts. But whether it's like starting group chats with other creative strategies, or like doing a monthly review call where you just go through with some of your friends. What's working? What's not other brands, any way that you can become an absolute hoarder.

119

00:29:18.990 --> 00:29:25.710

Alex Cooper: Top performing ads is going to benefit you, especially as this becomes more and more

120

00:29:25.750 --> 00:29:43.029

Alex Cooper: AI execution rather than just AI ideation like the value of a creative strategy. The next 12 to 24 months is not necessarily going to be in how to actually make the ads itself, but more so, who can have the best ideas, or even like probably more prominent, who can? Who

121

00:29:43.030 --> 00:30:04.639

Alex Cooper: can? Qc. The best who can look at a list of 20 ideas and go 1, 6, 12 and 15 are the ones that I want, because based on my knowledge of this brand of creative strategy and of other accounts or tweets, or consulting calls or anything else that I've seen over the past 5 years I've been a creative strategist. This is what I know to work.

122

00:30:04.640 --> 00:30:18.090

Alex Cooper: One thing you could do on that note that I recommend everyone here like do. And by the way, we're actually thinking about hiring someone literally to organize all foreplay. But like and create. We. We have a like, we have ad creative formats for.

123

00:30:18.130 --> 00:30:21.275

Alex Cooper: And we have a board, for, like every type of different

124

00:30:22.840 --> 00:30:44.688

Alex Cooper: that we can make and again, we're just like we're just stacking as many of those reference points in our strategists work like head as possible and ideally like these are not just ads, but like top performing ads that they can reference, so that when they come to a situation like this, where I've got 20 headlines in front of me, and I can

125

00:30:45.070 --> 00:31:05.750

Alex Cooper: and I'm looking at trying to work out which one's the best I can go. Oh, that one, because I've seen that one before this one, because it feels like an ad that I saw 3 years ago that crushed, and this one because I saw a tweet about it 2 months ago. That did well, on another account like, that's what I'm trying to get to here like. That's my rationale behind like. Why, I'm picking. Which ones are these? And why not?

126

00:31:06.113 --> 00:31:29.429

Alex Cooper: Why not use filters trying to decide myself in foreplay versus new board? You can use filters, I just say, what if there's like? What if there's what if there's types of ad that you want to save, that can't be caught by the foreplay filters? For example, we just started a Vo 3 board inside of here like that wouldn't be caught by the foreplay filters. So

127

00:31:29.520 --> 00:31:54.386

Alex Cooper: that's when I'd use boards, and I just like, I mean again, we want thing. We're an agency. So we want to be as robust as possible. Filters can work. If you're just trying to filter by like, you know, video or image, and what the industry is. But I like to have more, you know flexibility. So that's why we have boards for all of these, and all of our team also have boards in here. Client boards, creator styles, edit styles, etc. So you know, it's not just

128

00:31:54.660 --> 00:32:10.350

Alex Cooper: the ad creative formats or the technical formats that we rely on. But like, that's a side note, but just an actual recommendation to everyone here, the more that this becomes like AI,

the more important it will be to have a bank of top performers in your head.

129

00:32:11.070 --> 00:32:21.919

Alex Cooper: So yeah, what we got so far. We've got a bunch of these cool. So what other prompts have I got inside of here? What what I could do is, I could say

130

00:32:22.150 --> 00:32:31.080

Alex Cooper: I was really happy with these ones. I could take these headlines. I could go back to Claude, and I could say I use the exact same, prompt in a different chat.

131

00:32:31.720 --> 00:32:45.960

Alex Cooper: and it gave me better headlines. It gave me these 5 headlines, and these 5 headlines are actually better than any of you've come up with for me so far. What would I have had to change about my prompt to get these? Get you to come up with headlines that are as good as this.

132

00:32:46.880 --> 00:32:50.759

Alex Cooper: I'm actually just going to paste in the 5 headlines.

133

00:32:52.020 --> 00:32:56.612

Alex Cooper: and we'll see I actually haven't done this before. So I'm curious to see what happens.

134

00:32:57.620 --> 00:33:05.129

Alex Cooper: so it's going to tell me how I can update the prompt. And I'm gonna say, okay update the prompt and give me some better, better headlines.

135

00:33:09.160 --> 00:33:13.590

Alex Cooper: In the meantime.

136

00:33:13.780 --> 00:33:19.637

Alex Cooper: what else have we got here? Oh, yeah. Other other like other things that we can do inside of here

137

00:33:20.750 --> 00:33:22.480

Alex Cooper: is.

138

00:33:26.210 --> 00:33:49.890

Alex Cooper: that one soon so we can use other platforms like Reddit

answers. So, for example, I put in a prompt here, saying, give me some emotive language with words and phrases that people are using to express their frustration about their partners. Their male partners not having a skincare routine.

139

00:33:49.890 --> 00:33:57.450

Alex Cooper: by the way, is a great tool that I know we've covered in this course, but just anyone who doesn't use it, I would highly recommend you using it. It's golden for an exercise like this.

140

00:33:58.800 --> 00:34:25.520

Alex Cooper: And the follow up prompt to this, which is what it was here. I then asked it, what? Yeah, now tell me about the transformations that the females receive when their boyfriend starts having a skincare routine, and I just took this screenshot that we could easily come with ideas here. I just took this screenshot. I put it into I put it into here, and I just said, Give me some headlines around the from the perspective of a girl who is now has a boyfriend that does a skincare routine

141

00:34:25.600 --> 00:34:39.210

Alex Cooper: and the transformation she's felt, and I was pretty happy with some of these again. I love the partner Angle here. I really think if anyone from Tudo's is watching this, I really do like this second persona

142

00:34:39.980 --> 00:35:05.710

Alex Cooper: from a messaging standpoint. He finally started washing his face, and I can't keep my hands off of him. She stopped complaining about my sandpaper face. Love, that I would actually go in and possibly ask for more ideas like that. So meanwhile, this prompt that we have here. I said, how can we update it to come like, give me more of the the stuff that I like.

143

00:35:06.460 --> 00:35:15.620

Alex Cooper: and it gave me some suggestions, actually some better, better headlines. My toll is open up

144

00:35:17.600 --> 00:35:29.060

Alex Cooper: right? So you know how to improve the prompt. Now go and improve the prompt, and actually come up with some 10 out of 10 headlines. Right now, you're giving me 4 out of 10 headlines. I need some 10 out of 10 headlines.

145

00:35:30.270 --> 00:35:34.310

Alex Cooper: Let's see what that what that gets us.

146

00:35:38.070 --> 00:35:46.265

Alex Cooper: okay, this is similar to what we had. I'm 30. And I finally stopped looking 45. My team asked what I'm using. If we go for the rank

147

00:35:47.040 --> 00:36:05.280

Alex Cooper: the rank prompt on this, and just say rank, these based on which ones you think are the best chance of performing. And why? Adam asked, do you run? Paid ad tests along the way, test headlines first, st and move through iterations or reach fully form ads? Or do you build fully form ads and test those and find winners.

148

00:36:08.010 --> 00:36:16.759

Alex Cooper: let me see if I understand the question correctly. Do you run paid ads along the way? So here's what's interesting. And I was actually talking about this in my strategy team yesterday.

149

00:36:16.950 --> 00:36:38.850

Alex Cooper: Sometimes we go like headlines and then format. Other times we go format and then headlines, and again, I don't think the as as operationally sound as it would be like. I don't think you should go 1st you do this, and then you do this, and then you do this. I think sometimes we've had good ads where we've said, oh, this is a killer headline. Let's find a way to work into a format and then test.

150

00:36:38.850 --> 00:37:08.660

Alex Cooper: And then other times we've had like, Oh, I really want to do a post-it note ad. What can we put on a post-it note? And then we go the other way. We go formats and then headlines. If it's about like, you know, do we test headlines and then use that to inform the video angles that we do. We do that to some extent, too, not as much as we used to. But yeah, like, there's different ways that, like we go about creating ads is not just one like cookie cutter machine where it's like, 1st I do this, and then I do this, and then I do this.

151

00:37:10.560 --> 00:37:12.580

Alex Cooper: Cool. Let's have a look.

152

00:37:13.006 --> 00:37:33.223

Alex Cooper: You look like crap, and everyone knows it. That's an interesting, this this brand are actually tongue in cheek. If you, if you have a look into some of this stuff, or from what I found, they're not like, you know, Dr. Squash level. But like, I think they're okay with having a bit of fun. I haven't heard you look at 6 months. These aren't still aren't as strong as I'd want them to be.

153

00:37:33.850 --> 00:37:45.359

Alex Cooper: wife said I didn't. I? Did. I look like I did when we met. So yeah, that's an interesting one so they could be stronger. Let's actually look at this one. So once we've got someone on one that I like.

154

00:37:46.200 --> 00:37:53.310

Alex Cooper: This is a headline that I absolutely love. I want you to come up with similarly emotive language in testimonials

155

00:37:53.820 --> 00:38:00.210

Alex Cooper: that can display the value props of 2 dudes.

156

00:38:05.590 --> 00:38:09.149

Alex Cooper: Let's see if we can get more like this.

157

00:38:10.010 --> 00:38:30.150

Alex Cooper: And again, I am doing this. I mean, maybe this is coming across a little chaotic I am. I do this with like 6 floor chats open at the same time, and like anytime I find something I like. I snatch it. I put it in my my document, and then I like. At the end of the hour I will consolidate and go. Okay. These are the ideas I like the best.

158

00:38:31.130 --> 00:38:32.669

Alex Cooper: and then I turn them into ads.

159

00:38:35.670 --> 00:38:46.182

Alex Cooper: My girlfriend stopped by me as angry mate stopped calling me Leatherface at the pub. That's an interesting one. Maybe there's something there.

160

00:38:47.060 --> 00:38:52.640

Alex Cooper: Good idea the last 7, 10 years I should have listened to the 1st 50 times. Okay.

161

00:38:53.130 --> 00:39:00.799

Alex Cooper: I want them to be more similar to the original. Give me similar emotive language that feels like the original headline about sandpaper.

162

00:39:01.350 --> 00:39:05.120

Alex Cooper: But don't use the word sand bever can see what that

does.

163

00:39:06.255 --> 00:39:14.890

Alex Cooper: What else have we got here. Sometimes I like coming from the the angle of where, like the awareness level. So in this

164

00:39:15.510 --> 00:39:24.890

Alex Cooper: in this example, I didn't actually go with the persona, I said, give me some 10 out of 10 headlines for problem, aware or unaware audiences

165

00:39:25.880 --> 00:39:49.199

Alex Cooper: for 2 dudes, and I like some of the ones in here. I actually didn't go too deep on these, but like some some more you know, unaware problem, aware ones, dry, dry face killing. Your confidence is an interesting, direct call out this one I like again. I mean a lot of the partner ones. I'm very interested in. My girlfriend can't stop touching my face.

166

00:39:49.520 --> 00:40:09.280

Alex Cooper: You look younger, my ex. If you have the palette for that, then you may want to go and test that it's definitely attention grabbing. Feel damn good about your face, she noticed immediately. My skin doesn't embarrass me anymore. I like that embarrasses a nice piece of emotive language that

167

00:40:09.570 --> 00:40:13.940

Alex Cooper: I would like to try in either a script or a headline.

168

00:40:16.680 --> 00:40:20.839

Alex Cooper: Okay, as in New Zealand specific time.

169

00:40:23.520 --> 00:40:50.309

Alex Cooper: yeah. So maybe I go and dig a little deeper into one or 2 more of these. Okay, cool. This is a little better. It's a little better. So, going back to the the sandpaper example, she stopped mentioning my cactus face. Okay, I don't know if that's a term that is, you know, visceral enough for this audience. But I like it either way. It's definitely it definitely is.

170

00:40:50.430 --> 00:40:57.469

Alex Cooper: I can envision what that looks like. She stopped, avoiding my stubble. She stopped buying me face cream as hints.

171

00:40:57.720 --> 00:41:04.159

Alex Cooper: She stopped suggesting, shot Winston when I kissed her neck. So there's got to be something here. I do like the cactus face one. It's a good. It's a good piece of imagery.

172

00:41:07.590 --> 00:41:27.910

Alex Cooper: yeah. So there's some good headlines in here that I like that we could. If I had more time I would dig a little deeper into. So there's different angles. You can ask for angles, headlines for personas. And, by the way, like we're doing this for headlines. But like we could easily do this for hooks, and I would do. If I was doing making video ads.

173

00:41:27.910 --> 00:41:42.829

Alex Cooper: I would do the exact same thing. I would do persona one persona, 2 and other, and I would just do. Hooks instead of headlines, like headlines, are just like I mean one way that you can hook in static. So like, if you're doing videos, it'd be the exact same process.

174

00:41:42.830 --> 00:41:49.760

Alex Cooper: So you can come in from personas. You can come in from emotions. You can come in from awareness levels.

175

00:41:49.760 --> 00:42:19.080

Alex Cooper: But like the point I'm trying to get across is, don't just use these headline generators and script writers that you build. Don't just say, write me a script, because, like you might get a good script, but like you're much more likely to get something that you want. If you know what you want. First, st if you know the advertising to this specific persona or this specific awareness level or this specific emotion that your audience feel. So that would be my advice to get the most out of the kind of

176

00:42:19.850 --> 00:42:42.069

Alex Cooper: core projects and custom Gpts that you build. You can also put the reviews here through again. I'm looking at the time, and I don't want to, you know, for anyone has to jump off the hour, and I'll make sure we get through everything, so I would have put this in. But I've already got this here from earlier. So I said, here are the reviews. Look through these reviews and pull out the best headlines. So I've actually built this system prompt

177

00:42:42.470 --> 00:42:56.389

Alex Cooper: so that it can do 2 things it can do. Number one generate headlines from scratch, which is what we just did, and number 2 extract headlines from the source data, ie. When I give it customer reviews, it can pick out some pretty cool

178

00:42:56.670 --> 00:42:59.600

Alex Cooper: some pretty cool headlines. Oh, no, I just

179

00:43:00.930 --> 00:43:05.470

Alex Cooper: I just I don't know which one of these it is now
fantastic.

180

00:43:06.563 --> 00:43:10.360

Alex Cooper: Da da is one of these.

181

00:43:10.670 --> 00:43:12.760

Alex Cooper: Here are their views. Account.

182

00:43:14.410 --> 00:43:22.916

Alex Cooper: I think this is this one. Yeah, here are the reviews.
Pick out the best potential stack headlines for these reviews. Given
what you know about creative strategy.

183

00:43:23.440 --> 00:43:30.887

Alex Cooper: Where was the one that I saw earlier? There was some
good ones here 12. That's not one.

184

00:43:33.120 --> 00:43:41.009

Alex Cooper: Oh, hang on a second. This is the one that messed up.
Sorry, guys, this is the fun thing about live Demos.

185

00:43:41.200 --> 00:43:43.519

Alex Cooper: If I can't find it, then we'll just move on.

186

00:43:44.440 --> 00:43:48.819

Alex Cooper: It's not the one top 10 headlines. Nope.

187

00:43:53.740 --> 00:43:56.877

Alex Cooper: okay, cool reviews. This is what we had.

188

00:43:57.560 --> 00:44:19.396

Alex Cooper: so same task just getting to pull them out of out of
the reviews. I actually did this once. The ad correct team. This I
just thought was funny. If you have the palette for that. Again you
can. You can try that. I actually have to check in the reviews. If
this is a real review it is. And I actually told the ad great team.
Go and test this for some of our brands that are more tongue in
cheek.

189

00:44:20.070 --> 00:44:32.886

Alex Cooper: I thought I was not needing this. But I was very wrong. So I like this, I actually put this one down. If the brand was okay with running that I didn't realize how much I was neglecting my skin until I started taking care of it. Great review that I use the sassy headline.

190

00:44:34.020 --> 00:44:38.390

Alex Cooper: I feel like I'm genuinely taking care of myself. My face has never looked or felt this good

191

00:44:38.940 --> 00:44:41.199

Alex Cooper: 3 or 4 pretty sort of headlines here.

192

00:44:41.310 --> 00:44:48.130

Alex Cooper: with a good system prompt, and, you know, uploading the reviews. We can just get some some of our best headlines

193

00:44:48.290 --> 00:44:50.354

Alex Cooper: directly from our customers.

194

00:44:50.920 --> 00:45:05.329

Alex Cooper: and this is just one shot. This isn't without me digging into any of these, I could say, Come up with more like funny, humorous headlines like this that are on the display, the value props to the brand, or come up with some

195

00:45:05.330 --> 00:45:28.959

Alex Cooper: variations of this, where like instead of it's my face never felt. And look this good come with some variations from the female Pov, like his face, has never looked this good, or you know I can't keep my hands off of him, or whatever else that come up with. So like, we're not just trying to one shot. These we're trying to come up with the prompts, and then like, pick out what we like and like and what looks best, and then dig into those and say, Give me more ideas like this.

196

00:45:28.960 --> 00:45:53.400

Alex Cooper: or like, just basically get lost and go down the rabbit hole, as I assume a lot of you already do in your strategy is just a lot easier when you're zeroing in on like a specific persona angle, or like emotional awareness level inside of those claw projects that already have context of your brand and how to create static ads, or how to create video ads, or how to write a script or whatever that is.

197

00:45:53.660 --> 00:45:58.804

Alex Cooper: So I would. I would do that across multiple different claw projects.

198

00:45:59.480 --> 00:46:29.005

Alex Cooper: for you know an hour, 2 h, or so, and then I would come up with a list of a bunch of different headlines that I'd want, and that we can run with. Then we start thinking about formats before I do that. Maggie asked about Opus 4.1 coming out. I actually haven't done too much split testing of 4.1 versus 4 Claude just defaults to the latest model. So I actually like I've used it. I've not noticed a massive difference if I'll be honest.

199

00:46:29.790 --> 00:46:48.415

Alex Cooper: I can't. I don't have enough information to say that like it's better or not better than than 4.0. But I will say I haven't like noticed a revolutionary difference by the way. Side note, I think, Chatgpt 5 is coming out in 15 min. It's been strongly

200

00:46:48.760 --> 00:47:00.399

Alex Cooper: hinted at, and there was a tweet from Openaisa. If they haven't already released it. I haven't checked Twitter in the last few hours. Then there is a live stream in 15 min. I think it's coming out. But yeah, side note, okay, so

201

00:47:00.880 --> 00:47:19.429

Alex Cooper: where are we at? We have done some of our headlines. And again, for anyone who wants to stay on past the hour, I will continue doing some more detailed strategy. But I do want to get through everything for those who have to leave on the hour for 2 dudes. What

202

00:47:19.430 --> 00:47:43.110

Alex Cooper: we will do once once we've got the headlines, and again we've gone through Reddit. We've gone through the customer reviews, and we do the same task for post purchase surveys the ad comments and all those other things to come like surface. Some of our best ads is we'll start thinking about formats. So we've built a playbook ad create which is in one of these tabs.

203

00:47:43.140 --> 00:48:07.169

Alex Cooper: Hopefully, it's in one of these tabs. Oh, here it is. So we've built like what we call an ads playbook or an ads menu. And basically this is like all of the different types of ads that we can run and all that we make. And then inside of that, all of the like foreplay boards with links to examples of all these different types

of ads. Now, usually, I would just go through these and go, okay, given that, we have

204

00:48:07.170 --> 00:48:23.910

Alex Cooper: a largely problem, aware or unaware audience which of these make the most sense to as a format for us to run? If you want to be super lazy, though what you can do. And you guys can obviously either build out your own one or

205

00:48:24.110 --> 00:48:32.180

Alex Cooper: the team would be cool with me sharing this. But maybe I could. If I want to be super lazy, I could just go in here and say.

206

00:48:34.140 --> 00:48:36.150

Alex Cooper: here's a screenshot.

207

00:48:38.150 --> 00:48:44.790

Alex Cooper: Here are all the different types of stats. Guys, we can run for our 2 core personas.

208

00:48:45.210 --> 00:48:47.829

Alex Cooper: Which of these formats, do you think

209

00:48:48.040 --> 00:48:50.830

Alex Cooper: would perform the best on Facebook

210

00:48:53.140 --> 00:49:20.759

Alex Cooper: shout to foreplay? Indeed. I am a massive fan of you guys, I mean, I don't know if you heard, Jack. I'm literally considering hiring someone part time to like. Make sure that we're tagging properly in foreplay, because, like, it's 1 of the most important things you could do. Like. Inspiration is is everything in this game not just paid, but organic as well, and like having things properly organized in foreplay, makes strategy so so much easier. So he didn't pay me to say that. But you should, Jack.

211

00:49:21.247 --> 00:49:29.762

Alex Cooper: Okay, where were we? All right. So I already kind of suspected this. But I I showed the whole ads menu, and

212

00:49:30.930 --> 00:49:32.130

Alex Cooper: and

213

00:49:32.420 --> 00:49:50.930

Alex Cooper: the suggestions. It's a skincare product. So before and after is obviously going to be one of the best ones, reviews and post-it notes. Interestingly interesting. So I'm going to go to my ads. Menu. I'm going to go before and after, which is

214

00:49:51.490 --> 00:49:55.799

Alex Cooper: no, this is not sorted, it is sorted where's before and after. Oh, I'm being stupid.

215

00:49:55.920 --> 00:49:59.470

Alex Cooper: Okay, before and after. Here's our before and after board

216

00:50:03.010 --> 00:50:05.750

Alex Cooper: on ballplay.

217

00:50:06.030 --> 00:50:14.909

Alex Cooper: And I can just start picking up inspiration from these. And I can just start working out which of my headlines I want to pair with which of

218

00:50:14.990 --> 00:50:37.900

Alex Cooper: the static formats, and like it's not always going to be perfect. I might not be able to do a perfect, you know, like this might not be a perfect one for before and after, and some of these. You might even want to make headlines specific to the formats like for and after. Sometimes we actually don't even do headline. So I go back here. Which ones might we want to do?

219

00:50:38.010 --> 00:50:45.140

Alex Cooper: Let's just say this one, for example. I think this could be a nice example.

220

00:50:45.670 --> 00:50:50.980

Alex Cooper: Oh, oh, it's because it's shared border. I don't think I can grab the link. Okay, but I just take this one and say how it's like.

221

00:50:51.110 --> 00:50:52.890

Alex Cooper: how it started, how it's going.

222

00:50:53.250 --> 00:50:56.200

Alex Cooper: So I would think that that's 1 of my ideas.

223

00:50:59.200 --> 00:51:00.609

Alex Cooper: I'd link it if

224

00:51:00.650 --> 00:51:19.509

Alex Cooper: I could link it. And I just start going through here and finding out what other ones there's probably tons of these. Again, I'd lean pretty heavily into transformation videos or comparisons when it's anything to do with skincare. Depending on what you can get away with guideline wise.

225

00:51:19.510 --> 00:51:46.780

Alex Cooper: but especially like if we have our main persona, is the guy who, like kind of, knows that he looks himself in the mirror, and he's like, Oh, damn! I don't look as good as I used to or like. I look old. He's feeling that insecurity definitely a lot of visuals like these, for example, that he can relate to, and he can see what the transformation looks like when he starts using a proper skincare routine. I actually might grab that one

226

00:51:47.180 --> 00:51:53.564

Alex Cooper: as a link and another one. I'm just gonna call it trust the process and you can assume that's an idea that I would.

227

00:51:53.960 --> 00:51:58.989

Alex Cooper: that I would take. So like sometimes I'm going headline format

228

00:51:59.310 --> 00:52:16.890

Alex Cooper: ad. Sometimes I'm going to format headline Ad, and sometimes I'm like taking a headline. I like taking a format. I like marrying them together and saying, This is my ad, and honestly having boards like this makes it so easy for me to come up with video and image ideas?

229

00:52:17.192 --> 00:52:32.969

Alex Cooper: If they're segmented out by the right type of ad. And again, the ideally, the more of these that are performing ads the better some of these one performed. That's okay. But that doesn't mean we can't test them. But like, that's something that like we should be thinking about as we're doing this.

230

00:52:34.260 --> 00:53:01.889

Alex Cooper: I go and pull it. But I go through my different formats. I list out a bunch of Instagram again. I'm just dumping links onto this one big document or spreadsheet, or however, you want to do it because we're going to consolidate at the end. So what

I'm going to do now, once we've done that is, I also, we've done Reddit answers. We've done some of we've done the ads. Menu. One thing I also like doing inside of foreplay it was in one of the tabs previously is using Spider

231

00:53:01.890 --> 00:53:04.900

Alex Cooper: again. Jack should probably want to clip this.

232

00:53:04.900 --> 00:53:16.429

Alex Cooper: I so spider's basically a tool inside a foreplay where you can get insights on competitors. So I just pulled up a few other skincare brands.

233

00:53:17.110 --> 00:53:26.329

Alex Cooper: Lumen, for example, which are way way bigger than true dude. So I might not want to put anything. But there are some cool insights inside of here, so I can go down there. Ads. And again.

234

00:53:26.460 --> 00:53:53.138

Alex Cooper: caution. That longest running does not mean that it's performing, but, like you can sort by the longest running. You can see what you like in here, and what you think you can replicate for your brand. One thing that I also find useful in here is the top performing hooks again. Take it with a pinch of salt. Days. Running does not equate to performance. But I saw this one earlier, and I was like, oh, this is interesting! Take it from me. A woman love a guy! What was it women love a guy that takes care of his face?

235

00:53:54.070 --> 00:54:23.150

Alex Cooper: I love that hook for us, and I want us to do something similar. So I'd actually take this one and like for the guys who sent around after. Maybe we can go through one of these examples. But, like I built out the ad headline generator, I also built out the ad script rewriter for 2 dudes, which is basically the same thing, but instead it rewrites scripts. So I would even come in here. I would take the script from foreplay. So you got the transcript here I would go copy transcript

236

00:54:23.150 --> 00:54:36.490

Alex Cooper: text only, and I would say, rewrite this script for the partner angle for 2 dudes.

237

00:54:36.620 --> 00:54:38.470

Alex Cooper: forgot what the brand was called for a second.

238

00:54:44.620 --> 00:55:05.380

Alex Cooper: and that hook ran, ran, or is running for over a year. For Lumen. Again. I haven't vetted the rest of the ad, but like I really like that hook. So even if I don't turn this into an ad, then I would like. Then I would take the hook and turn into something. Oh, gosh! Where am I? Tabs?

239

00:55:07.080 --> 00:55:08.932

Alex Cooper: This is fun.

240

00:55:12.910 --> 00:55:26.430

Alex Cooper: Oh, there it is. Yeah. So you know, I've got v 1 of a script here, and I've prompted it to give me 3 different variations, and I could go in and give feedback either rewrite this myself make it more like the original, etc. Etc. So like.

241

00:55:26.430 --> 00:55:51.390

Alex Cooper: That's an example of of me going through spider and like I do that for a few different comps for direct and indirect competitors, because you can often pick up things like this inside of foreplay to like for like inspiration. And even the fact, they're running a lot of like Dcos like I was in one of these the other day for for a brand, and I saw that one of their biggest competitors was only not only, but like 80% of their ads were static

242

00:55:51.390 --> 00:56:10.264

Alex Cooper: ads. And I start thinking about like, why, that is. And like, you know, actually static the static format crush for them. So we're thinking about doing a few more statics for for our clients. So just doing that for a few competitors getting some comps, and then see if there's any ads in here that you want to pick up inspiration from, and then just put those into your claw, projects into your custom Gpts and

243

00:56:10.850 --> 00:56:36.049

Alex Cooper: And going through that process of just dumping a ton of ideas down on this document and then working out how to turn these into ads. So I did that for a few different brands alternatively. And I know that we're almost at time. But like I'm going to sell and keep doing research for anyone who wants to stay on alternatively. You can use ad spy. I like ad spy because it

244

00:56:36.050 --> 00:56:47.099

Alex Cooper: it allows you to sort by engagement, which I think is a truer test of performance if you don't have the ad account data as we spoke about in this course. So I'm going to sort by shares

245

00:56:48.390 --> 00:56:52.290

Alex Cooper: is that? Oh, there's different. There's different lumens. Okay, let's do it different. Let's do it

246

00:56:52.780 --> 00:56:59.569

Alex Cooper: different. Comp, let's just do, even though I don't think it would be as relevant. But it is to a men's skincare brand. Let's do Dr. Squatch.

247

00:57:00.080 --> 00:57:12.130

Alex Cooper: and have a look at some of their most shared ads. Now, you might not want to replicate these, because some of these have been made by, like, you know, Tube science or raindrop. So maybe look for some of the Ugc ones. Yeah, this is a Ugc one. We can recreate this.

248

00:57:14.250 --> 00:57:28.920

Alex Cooper: So we could actually take this. And again, like 25,000, likes 22,000 shares, unless they pump that with an engagement campaign which is possible, but, like not necessarily probable, I like that as an ad idea

249

00:57:29.230 --> 00:57:41.329

Alex Cooper: or something to think about for us. So I do that on ad spy, spider and ad spy to look at competitors, what they're doing. And also, just before people have to jump at the hour, go

250

00:57:41.330 --> 00:58:03.980

Alex Cooper: organic as well like. I cannot stress how important this is. Look at other ad libraries. But please, for the love of God, look on organic, you'll get way. Better inspiration on organic than you will on the paid feed, or by looking at what your competitors are doing, because ultimately your competitors are copying their competitors who are copying their competitors, and no one knows what's working, what's not.

251

00:58:03.980 --> 00:58:12.989

Alex Cooper: whereas a quick search of like a really generic term on Youtube shorts, and which, by the way, I love Youtube shorts, is a research mechanism.

252

00:58:12.990 --> 00:58:24.279

Alex Cooper: I think, is a really interesting interesting place to go. I just found like a skincare routine inside of here. And

253

00:58:25.610 --> 00:58:49.770

Alex Cooper: and yeah, like, I take that idea. I put that down on my

document and get someone to recreate it. Because ultimately, that's what a lot of guys like that's the kind of content they are consuming on the feed. So we want to think about how we can make ads that feel like the content that people already consume around men's skincare, which is very much like, you know his education on how to on how to do this. Maybe that connects with something outside of our 2

254

00:58:50.490 --> 00:59:03.575

Alex Cooper: personas. That was kind of like a whistle. Stop tour. Honestly, it went way quicker than I thought it would do. I'm gonna sell and do some more research on this brand if anyone wants to stay on

255

00:59:03.940 --> 00:59:18.549

Alex Cooper: But yeah, I mean, I just want to get across it like, this is not completely human strategy. But it's also not completely AI strategy. Like, if you're hoping for the one button that you push to make a thousand ads, it doesn't exist yet, or if it does, then

256

00:59:18.550 --> 00:59:43.490

Alex Cooper: it's not going to give you good ads like it has to be. AI assisted strategy with the claw approach and the custom gpts alongside you, doing your own research on the foreplays, on the reddit answers on the ad spies on the Tiktok and the youtubes. So I hope that people take that away from this course in that, like, it's not just. I click a button. I get all my ads. I'm hoping that Parker, the tool that Jimmy and I are working on helps.

257

00:59:43.490 --> 00:59:53.800

Alex Cooper: That makes that a lot easier for you guys in your research phase. But for the time being, with the tools that's available today. It's not.

258

00:59:53.950 --> 01:00:13.829

Alex Cooper: It's not possible to click an ad and to click a button and get an infinite ads machine if you have to drop. Thank you so much for joining. Next we have a couple of cool bonus sessions that I'll recap in the slack channel, and the following week will be the wrap up. We have Barry Hot coming on to do a great tool for us, and then we'll do the wrap up of how to put all this together

259

01:00:13.940 --> 01:00:25.569

Alex Cooper: and using all the different things that we spoke about in this course. So things you have to jump. Otherwise I'm going to keep on rocking with some research here, and I'm actually gonna hit some of the questions in the chat first.st

260
01:00:29.720 --> 01:00:30.279
Alex Cooper: Cool