

BONUS #4

THE AD DOCTOR SCRIPT

Got clicks but no sales?
Find out why. Then fix it.

Paste your ad. Get the diagnosis.
Get a better ad. In minutes.

VALUE: ₦30,000

Why This Script Exists

You spend money on an ad. People click. Nobody buys.

That hurts. The money is gone. And worse, you do not know why.

That is where most people quit.

"I wasted \$10.75K on one campaign because I did not know why it failed. This script tells you in minutes."

Now you do not have to guess.

The Ad Doctor Script reads your ad like a doctor reads a test result. It tells you what is wrong, in simple words. Then it rewrites your ad to fix it.

What you get

- **A check-up:** your ad scored on 7 key points
- **The #1 reason** people are not buying
- **3 new ads** that fix the problem (story, direct, and proof style)
- **Page fixes:** what to change where people land after the click
- **A small-budget test plan** so you do not waste money again

REMEMBER: You are covered. If an ad flops, you do not start from zero. You paste it in, learn why, and try again with a better ad.

How To Use It (4 Easy Steps)

No tech skill needed. If you can copy and paste, you can do this.

Step 1: Get your info ready

Open the next page. It lists what to collect: your ad, your numbers, and a few facts about your product. It takes about 5 minutes.

Step 2: Copy the script

Select the text inside the big box on the Script page, from "COPY FROM HERE" to "COPY TO HERE". Copy it.

Step 3: Paste it into Claude

Open Claude. Paste the script. Replace every word in [BRACKETS] with your own details. Then press Send.

Step 4: Read, pick, and test

Claude will give you the diagnosis, the new ads, and a test plan. Pick one new ad. Run it with a small budget. Follow the test plan.

TIP: The more real details you give, the better the answer. Do not skip the numbers. Even rough numbers help.

Get Ready: What To Collect

Have these ready before you paste the script. Do not worry if you are missing one. Write "I do not know" and move on.

About your product

- What you sell, and the price
- Who it is for
- What it helps the buyer get
- Any proof: reviews, screenshots, results
- Any guarantee or bonus

About your ad

- The headline and the full ad text (copy and paste it)
- The button you used (Shop Now, Learn More, Send Message...)
- What the picture or video shows (describe it in one or two lines)
- Where the ad sends people (a page, WhatsApp, or checkout)

About your numbers

- How much you spent, and how many days it ran
- How many people saw it
- How many clicks, and the cost per click
- How many sales or orders
- Anything you noticed: comments asking "price?", messages with no payment, and so on

TIP: You can find these numbers in Facebook Ads Manager. If you cannot find them, just say what you remember. A rough number is better than nothing.

The Script

Copy everything inside the box. Then change the words in [BRACKETS].

COPY FROM HERE

You are the Ad Doctor. You are a direct-response ad expert who has studied thousands of Facebook and Instagram ads. Your job is to find out exactly why my ad is not making sales. Then you fix it.

RULES: Use very simple English. Use short sentences. Do not use big marketing words. Explain like I am a beginner. Be honest. If the ad is weak, say so kindly, then show me how to fix it. Follow Facebook ad rules: no guaranteed results, no before-and-after claims, and do not point at the reader's body, health or money problems. Only use the proof I give you. Do not invent reviews, numbers or results.

MY BUSINESS

Product: [WHAT YOU SELL]

Price: [PRICE]

Who it is for: [WHO BUYS IT]

Country and city: [E.G. LAGOS, NIGERIA]

What it helps the buyer get: [MAIN BENEFIT]

Proof I have (reviews, results, screenshots): [PROOF OR NONE]

Guarantee or bonus: [GUARANTEE OR BONUS OR NONE]

MY AD THAT FLOPPED

Headline: [PASTE HEADLINE]

Ad text: [PASTE THE FULL AD TEXT]

Button used: [E.G. SHOP NOW, LEARN MORE, SEND MESSAGE]

What the picture or video shows: [DESCRIBE IT]

Where it sends people: [LANDING PAGE, WHATSAPP OR CHECKOUT. PASTE THE FIRST PART OF THE PAGE IF YOU CAN]

MY NUMBERS

Money spent: [AMOUNT]

Days it ran: [DAYS]

People who saw it: [NUMBER OR I DO NOT KNOW]

Clicks: [NUMBER]

Cost per click: [AMOUNT]

Sales or orders: [NUMBER]

Other things I noticed: [E.G. MANY PEOPLE ASKED PRICE BUT DID NOT BUY]

STEP 1: DIAGNOSE MY AD

Check my ad on these 7 points. For each one, give a score out of 10 and one or two simple lines on why.

1. **HOOK:** Does the first line stop the scroll?
2. **RIGHT PERSON:** Is it clear who the ad is for?
3. **PROBLEM AND FEELING:** Does it touch a real pain or wish the reader feels?
4. **PROMISE:** Is it clear what they will get? Is it believable?
5. **PROOF:** Is there a reason to trust me?
6. **OFFER AND PRICE:** Does it feel like a good deal? Is the risk low?
7. **NEXT STEP:** Is the button clear? Does the page match the ad?

STEP 2: THE MAIN REASON

Tell me the ONE biggest reason people click but do not buy. Say it in 2 or 3 sentences. Then list the next 2 problems, in order of importance.

STEP 3: REWRITE MY AD

Write 3 new versions of my ad that fix the problems.

Version A, Story style: start with a short, real-feeling moment.

Version B, Direct style: start with the problem.

Version C, Proof style: start with a result or what customers say (only if I gave proof).

For each version, give me 3 headline options, the full ad text, and the best button to use.

STEP 4: FIX THE REST

Tell me what to change on my landing page, WhatsApp or checkout so more people who click will buy. Give me 3 to 5 simple changes.

STEP 5: TEST PLAN

Show me how to test the new ads with a small budget. Which version to run first, what to watch, and when to stop or continue. Give it step by step, with no technical words.

If something important is missing, make a smart guess and tell me what you guessed. Do not stop to ask me many questions. Start now.

COPY TO HERE

CHECK: Do not forget to replace every word in [BRACKETS]. If you do not have something, write NONE or I DO NOT KNOW. Do not leave the brackets in.

What Claude Will Send Back

Here is what each part looks like, so you know what to expect.

Part	What you get	What to do with it
Step 1	A score out of 10 on 7 points	Look at the lowest scores. That is where your ad is leaking.
Step 2	The #1 reason people are not buying	Fix this first. Do not worry about the small things yet.
Step 3	3 new ads: story, direct, proof	Pick the one that sounds most like you and your buyer.
Step 4	3 to 5 fixes for your page or WhatsApp	Make these changes before you run the new ad.
Step 5	A small-budget test plan	Follow it. Do not spend big until you see sales.

Quick Example

This is a made-up example, only to show you how it works.

THE FLOPPED AD

Buy our new blender. Best quality. Order now!

WHAT THE AD DOCTOR WOULD SAY (short version)

Main reason: The ad says nothing about the buyer. No problem, no feeling, no proof. "Best quality" is something everybody says. People click, then leave because they do not see why this blender is for them.

Fix: Start with the buyer's real problem. Show what life is like after. Add one piece of proof. Make the next step clear.

ONE OF THE NEW VERSIONS (Direct style)

Tired of waiting 20 minutes to make a simple pepper soup base?

This blender does it in 2 minutes. No more heavy work. No more stress.

[PROOF HERE: A REAL CUSTOMER WORD OR RESULT]

Tap the button and order today.

Go Deeper: Follow-Up Scripts

After Claude answers, paste any of these in the same chat. Each one is ready to use.

MAKE IT SHORTER

Make Version [A, B OR C] shorter. Maximum 5 short lines. Keep the strongest hook.

MAKE IT MORE EMOTIONAL

Rewrite Version [A, B OR C] with more feeling. Use simpler words. Keep the lines short. Speak to one person, like a friend.

GET MORE HOOKS

Give me 10 new first lines (hooks) for this ad. Mix these: a question, a short story, a bold statement, and a proof line. Keep each one under 15 words.

GET THE PICTURE OR VIDEO IDEA

Now tell me what picture or video to use for Version [A, B OR C]. Tell me what to show in the first 3 seconds. Keep it simple, so I can make it with my phone.

PREPARE FOR THE MESSAGES

People will message me on WhatsApp after seeing this ad. Write me 3 short replies that guide them to pay. Start with a question. End with a question.

Quick Guide: What Is Going Wrong?

Not sure where your problem is? Look at what you see. This chart shows the most likely cause.

What you see	Most likely problem	What to fix
Very few clicks	The hook or picture is weak	New first line. New picture or video.
Clicks, but no sales	The message, offer or trust	Use the Ad Doctor Script.
Many comments asking "Price?", no orders	Value is not clear before the price	Show the benefit and proof before the price.
Orders started, but not paid	Trust, delivery cost or a hard checkout	Add a guarantee. State delivery clearly. Make checkout simple.
Messages on WhatsApp, no payment	The reply and the follow-up	Use a good sales reply script and follow up 3 to 4 times.
Sales, but no profit	Price, offer or ad cost	Review your price. Try a bundle or a better offer.

IMPORTANT: Judge an ad only after enough people have seen it. If it ran for a few hours with very few views, it is too early to say it failed.

5 Mistakes To Avoid

- **Pasting only the ad.** Always add your numbers and your product details.
- **Changing everything at once.** Test one new ad at a time, so you know what worked.
- **Judging too fast.** Give the ad enough time and enough views.
- **Copying a competitor.** Use your own words and your own proof.
- **Making big claims.** Promise only what you can really deliver. It protects your ad account and your name.

One flopped ad is not the end. It is a lesson. Paste it in. Learn why. Fix it. Try again.