

SCID AI

THE
SALES
MACHINE

Turn AI Into
a Tool for
Creating Ads
That Get Attention
and Persuade
People to Buy.



BETTER ADS.
MORE CLICKS.
MORE SALES.

SCID AI

THE SALES MACHINE

Turn AI Into a Tool for Creating Ads
That **Get Attention** and **Persuade**
People to Buy.



YOUR AI-POWERED AD CREATION SYSTEM



Scripts



Prompts



Ad Frameworks

SCID AI

THE SALES MACHINE

Your AI-powered ad creation system: turn AI into a tool for creating ads that get attention and persuade people to buy.

BY [YOUR NAME]

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WELCOME

Read This First

Most people write ads by guessing. They open an AI tool, type “write me a Facebook ad for my product,” and get a boring, generic ad. Then they say, “AI does not work.”

AI works. But it needs the right fuel. The fuel is **real research about real customers**.

This book shows you how to collect that research, feed it to AI in the right order, and end with ads that sound like your customer’s own thoughts.

What you will have at the end

- A **Research Vault**: one document with everything you learned about your market
- Your **top 3 buyer profiles**
- The **real words** your customers use
- **20 angles** and **50 hooks**
- **3 full long-form ads** and short versions of each
- A simple **testing plan** so you do not waste money

Who this book is for

Beginners. You do not need to know marketing words. Every step explains what to do, why, and gives you a prompt to copy and paste.

How long will it take?

First time: 2 to 3 days. After that, 1 day per new product.

What you need

- Any AI chat tool (Claude, ChatGPT or Gemini). A tool with **web search or deep research** is best.
- A free Google Doc or Notion page. This is your **Research Vault**.
- A Facebook account (to read groups and see ads).
- Later, a Meta Ads account to run your tests.

How to use the prompts in this book

1. **Copy** the prompt.
2. **Replace** everything in [SQUARE BRACKETS] with your own details.
3. **Paste** it into your AI tool.
4. **Save** the answer in your Research Vault.

5. Do not skip steps. Each step feeds the next one.

Chapters and Steps are not the same

The chapter numbers in this book are not the same as the step numbers. Chapter 2 is Step 0, Chapter 3 is Step 1, and so on. **Follow the Step numbers** in the map below. Each chapter title tells you which step it is.

The map: 12 steps

Step	Name	What you get
0	Product Brief	The facts about your product
1	Gather Sources	60 to 100 real links and posts
2	Market Snapshot	Awareness level and top 3 buyers
3	Voice of Customer	Real quotes, pains, fears, desires
4	Sophistication Check	What your market no longer believes
5	Desire Map	The #1 feeling that makes people buy
6	Mechanisms	The “why” behind the problem and your solution
7	Angles	20 different ways to enter the market
8	Hooks	50 opening lines
9	The Story Ad	Your long-form ad
10	Offer and Price	Why the price makes sense
11	Edit and Check	Fix the ad, remove risky claims
12	Test and Scale	Launch plan

START HERE

The Ad You Are Building

Before you copy a single prompt, you need to know what you are making. Everything in this book builds **one thing**: a **native ad** to run on Facebook.

What is a native ad?

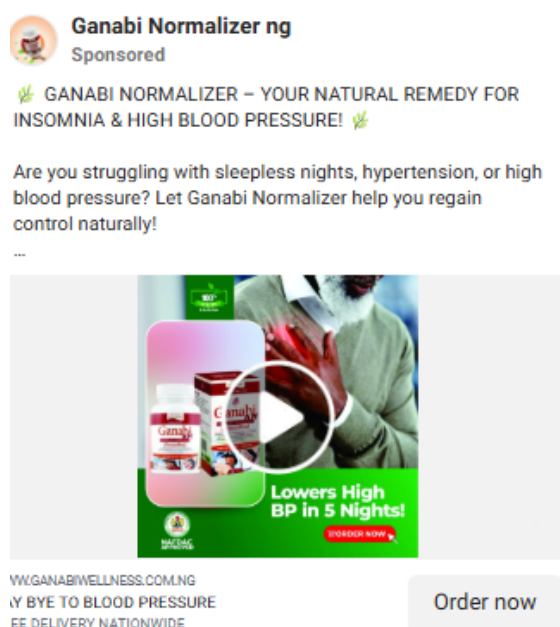
A native ad looks like a normal post in the Facebook feed. It does not shout “Buy now!” It looks like something a friend or neighbour shared: a real-looking photo and a personal story.

People stop and read it because it feels like part of their day, not an interruption.

Normal sales ad	Native ad
Shiny product photo	Ordinary, real-looking photo
“Buy now! 50% off!”	A story that starts with a real moment
Sounds like a brand	Sounds like a person
People scroll past	People stop and read

See the difference

A **normal sales ad** leads with the product and a big promise, then pushes a button.



Normal sales ad. Product picture, a big promise on the image, a button that says “Order now.”

A native ad looks like a post from a person or a community. The story comes first.



American Health Support Community

Sponsored

My aunt called me a creep for putting a camera in Nana's living room.

Nana called me practical.

Then the camera caught something worse than a fall.

I need to be clear about one thing before anyone decides what kind of grandson I am.

Nana asked for the camera.

Not me.

Not my mother.

Not some app-happy kid who thought an 87-year-old woman needed to be watched like a package on a porch.

Nana asked.

She was sitting in her blue recliner by the front window with one hand on the armrest and the other on her cane, and she said:

"If I fall getting out of this chair, I want someone to know before the mailman finds me."

That was Nana.

Practical enough to scare you.

Her name is Margaret, but nobody calls her that except the bank and the woman at the DMV who made her retake her photo three times.

Native ad, example 1. The caption starts with a real moment. No product, no button pushing in your face.



Cholesterol Relief Community

Sponsored

I watched a man in a Carhartt jacket put back a gallon of milk at the gas station because the total at the pump had already eaten what he came in with.

He didn't argue.

He just nodded at the clerk like they'd already had the ...



HOPPIPIEA.COM

Natural Relief in Weeks

My LDL went from 189 to 142 in three months. My doctor asked what medication I started. I told him it was tea - he...

[Learn more](#)

Native ad, example 2. Story first, then a simple photo and a soft link.

These are layout examples only. The brand names belong to their owners, so blur them if you keep these screenshots in a book you sell. The health promises in these ads are the kind of claims this book tells you NOT to make (see Golden Rule 3). Write your own claims from your own proof.

The parts of the ad

Here is how the ad looks in the Facebook feed, from top to bottom:

Part	What it is	Where you build it
Page name + “Sponsored”	Who is posting	Your Facebook page
Caption	The story (1,200 to 1,500 words). Only the first 2 to 3 lines show before “See more.”	Step 8 (hook) and Step 9 (story)
Image	The photo that stops the scroll	This chapter, and Prompts 0A and 0B
Headline + button	A short line under the image and a button such as “Learn more”	Prompt 9B

The scroll-stopper is two things working together: the image and the first lines of the caption. They must tell the same story.

How your research becomes the ad

Steps	What you do	What it becomes in the ad
1 to 3	Collect real customer words	The words and feelings in the caption
4 to 6	Find what is tired, what people want, and the true reason	The idea that makes the story different
7 and 8	Choose an angle and a hook	The first lines and the image idea
9	Write the story	The caption
10 to 11	Price, edit, check	The honest ending and the safe wording
12	Test	Which ad wins

What a native image looks like

A native image looks like something someone took on their phone. It shows **an ordinary moment** in a **real place**, with a **real feeling**. It does not look like an advert.

Here are two examples of the style:



Example 1. A candid moment. Real place, everyday clothes, a clear feeling, no product, no text. This is the native style.



Example 2. An ordinary room, ordinary light, nothing posed like an advert. Also the native style.

Which image fits which angle?

Your angle or hook

A late-night moment or confession

Image that fits

A dim, candid shot: phone light, a kitchen, a bedroom. A face is not needed

Your angle or hook	Image that fits
Things I tried that failed	A photo of the failed things lined up on a table
Family or being a good provider	An everyday family moment: hands, the back of a head, a shared meal
Honest test or investigation	A notebook, receipt or screen photo with real numbers
A warning to a friend	A chat-style screenshot (with permission, names removed), or plain text on a simple background
The “now I understand” moment	A person thinking, or a close-up of hands holding the thing

Seven image rules

- 1. Match the hook.** The image shows the moment the first line describes.
- 2. Look real.** Not too bright, not glossy, not like a studio.
- 3. One subject, one feeling.** Keep it simple.
- 4. Very little text.** Six words or fewer on the picture.
- 5. No fake before-and-after pictures.** No body-shaming images.
- 6. No fake authority.** No lab coats, fake news logos or other brands’ logos.
- 7. Test 3 images for every hook.** The market chooses the winner.

You will use the two image prompts below later, at **Step 9C**. For now, just read this chapter so you understand the ad you are building. Then go on to Chapter 1.

PROMPT 0A: Image Idea Generator (use after Step 8)

► COPY AND PASTE THIS PROMPT

You are a creative strategist for Facebook native ads.

Product: [PRODUCT]

Market: [COUNTRY]

Angle: [ANGLE]

Hook: [HOOK]

Main feeling: [FEELING]

Story summary: [2 TO 3 SENTENCES]

Give me **10 image ideas** for this hook. For each idea, tell me:

- What we see (subject, place, light)
- The feeling it creates
- Why it fits the hook
- How I can get it: a real photo I take, a customer photo with permission, a licensed stock photo, or an AI illustration
- What to avoid

Rules: The image must look like an ordinary phone photo. No doctors, nurses, lab coats or medical gear unless my product truly involves them and I can prove it. No fake before-and-after. No fake news or brand logos. No claims on the image. Keep any text on the image to six words or fewer.

PROMPT 0B: Image Brief (use after you pick an idea)

► COPY AND PASTE THIS PROMPT

Take image idea number [N] from the list above. Write a short brief with:

- 1.** The shot (what we see, and the setting)
- 2.** Lighting and framing (natural light, phone photo, slightly off-centre)
- 3.** Clothing and look (everyday and local to [COUNTRY])
- 4.** The expression or feeling
- 5.** What must NOT appear
- 6.** Three small variations to test
- 7.** One plain paragraph I can give to an AI image tool, ending with: “natural phone photo, candid, not posed, no text, no logos.”

Then tell me honestly: could this image suggest a real person, a real result or a medical approval that is not true? If yes, give me a safer version.

The Golden Rules

Before we start, read these five rules. They protect your customers, your ad account, and your brand.

Rule 1: Use real customer words. Do not invent them. The best ads copy how real people talk. Your job is to find those words, not to make them up.

Rule 2: Build stories from real customer experiences. Your story ads come from what real customers said in your research (Step 3): their moments, feelings, failed attempts and words. You may combine real experiences into one story. But do not invent results that no customer or test ever showed, and do not present a made-up person as a named, real, verified customer. Use a real name or photo only with permission. When one narrator stands for many people, add a short line such as “Based on real customer stories.”

Rule 3: No cure claims and no made-up results. Never promise to cure, treat or prevent a disease. Never invent numbers. For health, food, supplements, finance and beauty, the rules are strict. Check the current rules of Meta, NAFDAC (for food and supplements in Nigeria), ARCON (advertising in Nigeria) and your country’s consumer protection body before you run ads.

Rule 4: Emotion yes. Deception no. Good ads speak to real feelings like worry, shame, hope and relief. That is fine. Tricking people, scaring them with lies, or using fake urgency is not fine. If you cannot prove it, do not say it.

Rule 5: Test small first. No prompt can promise a winning ad. Research makes your odds much better, but only the market decides. Always test with a small budget.

Simple test for every line you write: Would I be comfortable if my customer read this and checked every claim?

CHAPTER 2

Step 0. The Product Brief

AI knows nothing about your product unless you tell it. A weak brief gives weak ads. Spend 20 minutes here.

What to do

Fill in this form. Write short, plain answers. Save it in your Research Vault as **Product Brief**.

Question	Your answer
Product name	
What is it, in one sentence?	
Price (and bundles)	
Country and city you sell in	
Who do you think buys it?	
What problem does it solve?	
How does it work? (true facts only)	
Proof you really have (reviews, photos, certificates, test results)	
What makes it different from others?	
Your offer (delivery, guarantee, bonus)	
Things you can NOT claim (legal or true limits)	

Example for a beginner

Let us follow one example through the whole book. You sell a **rechargeable mini standing fan** in Lagos.

- **Product:** CoolPal rechargeable standing fan
- **One sentence:** A quiet fan with a built-in battery that keeps running for up to 8 hours when there is no light.
- **Price:** ₦38,000 (₦70,000 for two)
- **Country:** Nigeria, mostly Lagos, Abuja, Port Harcourt
- **Who buys:** Families, students, small shop owners
- **Problem:** Power cuts at night. Heat. No sleep.
- **How it works:** Lithium battery, charges from NEPA light, solar panel or power bank. 3 speeds.
- **Proof:** 40 real customer photos, 1-year warranty paper, battery test video

- **Different:** Charges from many sources. Quiet at night.
- **Offer:** Pay on delivery, 7-day return
- **Cannot claim:** “Runs 24 hours” (it does not)

We will use this example in every step.

CHAPTER 3

Step 1. Gather Your Sources

This is the most important step. It is also the one most beginners skip.

AI is only as smart as what you feed it. If you give it 3 links, you get a shallow answer. If you give it 60 to 100 real conversations, you get gold.

How many links do I need?

Here are simple numbers. Aim for the **Minimum** on day one. Go to **Ideal** if you can.

Source	Minimum	Ideal	What to collect
Reddit threads	8	15	Threads where people complain, ask for help or compare products
Quora questions	5	10	Questions with many answers about the problem
Facebook groups	3 groups, 15 posts	6 groups, 40 posts	Posts and comments where people share the problem
Product reviews (Amazon, Jumia, Konga or similar)	3 products, 30 reviews each	5 products, 50 reviews each	A mix of 1 to 2 star, 3 star and 4 to 5 star reviews
Trustpilot or Google reviews	2 pages	5 pages	Complaints about competitors
YouTube videos	3 videos, 50 comments each	6 videos	Review and “how to fix” videos about the problem
TikTok videos	3 videos	6 videos	Comments on viral videos about the problem
Local forums (for Nigeria: Nairaland)	3 threads	8 threads	Real talk in local language and style
Competitor websites	3	5	Their promises, prices, FAQs
Meta Ad Library (competitor ads)	10 ads	25 ads	Ads running for 30+ days (these are usually profitable)
Your own customers	5 messages	20 messages	WhatsApp chats, DMs, reviews, call notes

In plain numbers: about **60 items minimum, 100+ ideal**.

If you sell in Nigeria, give extra weight to Facebook groups, Nairaland, WhatsApp feedback and Jumia or Konga reviews. That is where your buyers really talk.

How to find them (copy these searches)

Open Google and type. Replace the words in brackets.

- reddit [your problem] help
- reddit [your product type] worth it
- reddit [problem] nothing works
- quora [problem] how to fix
- [competitor product] reviews
- [competitor product] scam OR refund OR “not working”
- nairaland [problem]
- facebook group [your problem] Nigeria (then search inside Facebook)

Example for the fan:

- reddit power outage cannot sleep heat
- nairaland rechargeable fan which one is good
- jumia rechargeable fan reviews
- “rechargeable fan” not working after one month

What kind of posts are the best?

Pick posts with **strong feeling**. Look for:

- “I have tried everything”
- “I am tired of this”
- “Is it a scam?”
- “I wasted my money on...”
- Long posts where someone explains their whole story
- Comments with many likes or replies

Skip posts that are only about features, specs or neutral opinions.

How to save them

In your Research Vault, make this table. Add one row per source.

#	Platform	Link	Why I picked it
1	Reddit	(link)	Man says he cannot sleep, tried 3 fans
2	Nairaland	(link)	Argument about battery life

How to feed them to AI

Option A: Your AI can browse the web. Paste the links. Ask it to read each page. Tools with deep research work best.

Option B: Your AI cannot browse (or the site blocks it). Copy the text from the page and paste it into the chat. This is **required for Facebook groups**. Facebook does not let AI read groups, so you must copy the posts and comments yourself.

Tips for pasting:

- Paste **10 to 15 sources at a time**, not all 100. AI loses detail with too much text.
- Start each batch with: “Batch 1 of 6. Do not answer yet. Just read.”
- **Remove names, phone numbers and profile photos** before you paste. Protect people’s privacy.
- Use only public posts. Never join a private group just to copy it for sale.

✓ Checkpoint

Before you move on, check:

- ☐ Product Brief is saved
- ☐ At least 60 sources are listed in your table
- ☐ You have a mix of platforms, not just one
- ☐ You pasted or linked the first batch

CHAPTER 4

Step 2. The Market Snapshot

Now we learn **who** buys and **how much they already know**. This comes from a famous idea by Eugene Schwartz called the **5 stages of awareness**.

The 5 stages in plain English

Stage	What the person thinks	Fan example
Unaware	"I have no problem."	Does not think about night heat
Problem aware	"I have a problem. I do not know the fix."	"I cannot sleep when light goes."
Solution aware	"Solutions exist. Which one?"	"Should I buy a rechargeable fan or an inverter?"
Product aware	"I know your product. Not sure it is for me."	"Is CoolPal better than the other fan?"
Most aware	"I want it. What is the offer?"	"Do you do pay on delivery?"

Why this matters: You write a different ad for each stage. Talking about your product to someone who does not know they have a problem makes them scroll past.

What to do

1. Paste your Product Brief.
2. Paste your first batch of sources (or links).
3. Run Prompt 2 below.

PROMPT 2: Market Snapshot

► COPY AND PASTE THIS PROMPT

You are a senior market research analyst who understands Eugene Schwartz's five stages of awareness.

My product: [PRODUCT NAME and one-sentence description]

Market: [COUNTRY / CITY]

Price: [PRICE]

Who I think buys: [YOUR GUESS]

Below are my sources: links and pasted posts from real customers. Use them first. If you can search the web, find more.

[PASTE LINKS AND TEXT HERE]

Give me a report with these parts:

1. **Market size.** Estimate the size of this market in my country and the growth trend. Give at least two sources. If a number is a guess, write “estimate.”
2. **Awareness split.** Estimate what percent of buyers are Unaware, Problem aware, Solution aware, Product aware and Most aware. For each stage give example sentences from my sources.
3. **Main stage.** Say which stage most people are in, and explain in 3 sentences.
4. **Who buys.** A table of gender, age groups, location and income level, with notes. Say where numbers are estimates.
5. **Top 3 buyer profiles.** For each: name, age, job, daily life, awareness stage, platforms they use, what they say about the problem, and the message that would reach them.
6. **Plain English summary** for a beginner: what stage to target first, what feeling to speak to, and one example ad idea.

Rules: Do not invent statistics. Mark anything you could not verify. Use real wording from my sources when you can. Use simple words.

Example result (shortened)

- **Main stage:** Solution aware. People already know rechargeable fans exist. They are confused by many brands and scared of buying one that dies in a month.
- **Buyer 1: Tola, 34, Lagos, small business owner.** Loses sleep when power goes, needs energy for work.
- **Buyer 2: Mr. Chidi, 47, Abuja, father of three.** Wants one safe thing that works for the whole family.
- **Buyer 3: Amaka, 22, student.** Hostel heat, small budget, wants something that lasts.
- **Beginner takeaway:** Start with Solution aware. Explain why most rechargeable fans fail and why yours does not.

✓ Checkpoint

- ☐ You know the main awareness stage
- ☐ You have 3 buyer profiles
- ☐ Everything is saved in the Vault

Step 3. Voice of Customer

This is the heart of the book.

Great ads do not sound like ads. They sound like the customer's own thoughts said out loud. To write that, you need the exact words people use. This step pulls them out of your sources.

What to do

Paste your sources in batches (10 to 15 at a time). Run Prompt 3 on each batch. Then run the **Combine** prompt.

PROMPT 3A: Extract (run on every batch)

► COPY AND PASTE THIS PROMPT

You are a customer research analyst. Read the posts below. They are real words from people who have the problem that my product solves.

Product: [PRODUCT]

Market: [COUNTRY]

[PASTE BATCH]

Find the strongest emotional moments. Skip neutral, technical or feature talk. For each finding, give me a table row with:

- **Exact quote** (copy word for word, do not clean it up)
- **Source** (platform and link)
- **Main feeling** (worry, shame, anger, hopelessness, hope, and so on) and strength 1 to 10
- **What they really want** underneath
- **What they fear**
- **What they already tried**
- **Why they think it failed**
- **The moment they would buy** (for example: late at night, after an argument, after a failed purchase)

Rules: Use only real quotes from the text. If you are not sure, say so. Do not merge quotes. Do not invent anything. Give me at least 25 rows if the text allows.

PROMPT 3B: Combine (run after all batches)

► COPY AND PASTE THIS PROMPT

Here are all my extracted tables from every batch:

[PASTE ALL TABLES]

Now combine them into a **Customer Voice Report** with these parts:

1. **Top 10 pains**, ranked by how often they appear. Include 2 exact quotes for each.
 2. **Top 10 desires**. What do they want to feel and become? 2 quotes each.
 3. **Top 10 fears**. 2 quotes each.
 4. **20 phrases people repeat**. Word for word.
 5. **How they describe the problem** (their words, not expert words).
 6. **How they describe a good solution** (their words).
 7. **What they tried and hated**. Ranked.
 8. **Who or what they no longer trust**.
 9. **Top 10 objections** (reasons they do not buy).
 10. **Best buying moments**. When is the pain highest?
 11. **Surprises**. Anything unexpected that I might be missing.
- Keep every quote exact. Mark how many sources support each point.

Example result (shortened)

- **Top pain:** “I wake up at 2am soaked in sweat, then spend the next hour holding the phone torch.”
- **Top fear:** “I will buy another fan that dies in two weeks.”
- **Phrase repeated 9 times:** “It does not last.”
- **Distrust:** Sellers who show a fan running 24 hours in a video.
- **Buying moment:** 1am to 3am, when the light has just been taken.

Why this works

Now you do not have to guess what to write. You are going to write **their** words back to them, with a real answer.

✓ Checkpoint

- ☐ Customer Voice Report is saved
- ☐ You have at least 20 exact phrases
- ☐ You know the top 3 pains, fears and objections

Step 4. The Sophistication Check

“Sophistication” is a big word for a simple idea: **how many ads has your market already seen?**

If your market has seen 500 ads that say “Lose belly fat fast!”, they no longer believe it. Their brain filters it out. This step shows you what is tired, what is dead, and what still feels fresh.

Why this matters

If you copy what everyone else says, you become invisible. This step tells you what **not** to say.

What to do

1. Open the Meta Ad Library (facebook.com/ads/library) and search your competitors and your product type. Pick the 10 to 25 ads that have been running the longest.
2. Copy the ad text. Also copy the text from the competitor websites you saved.
3. Run Prompt 4.

PROMPT 4: Sophistication Check

► COPY AND PASTE THIS PROMPT

You are a direct-response strategist. Your job is to find out how tired my market is of advertising.

Product: [PRODUCT]

Market: [COUNTRY]

My Customer Voice Report: [PASTE REPORT FROM STEP 3]

Competitor ads and web pages: [PASTE ADS AND PAGE TEXT]

Tell me:

1. **Promises that are dead.** Which claims does everyone make so much that people stopped believing them?
 2. **Hooks that are overused.** Which opening lines feel like ads?
 3. **Tones that feel fake.** For example: loud hype, fake doctor, fake guru, too perfect.
 4. **Proof that no longer works.** For example: stock photos, before-and-after with no detail.
 5. **What my customers no longer trust.** Use quotes from the Voice Report.
 6. **What still feels fresh.** Which tone, proof, story style or honesty would feel new?
 7. **What my market is starting to suspect.** New beliefs forming (for example: “maybe the problem is not what they told me”).
 8. **A “Do Not Say” list** of 15 phrases and claims I should avoid.
 9. **A “Sounds Real” list** of 10 things that would make my ad feel honest and believable.
- Be specific. Give examples from the ads I pasted.

Example result (shortened)

- **Dead promise:** “Lasts all night!” Everyone says it. Nobody believes it.
- **Overused hook:** “Stop suffering in the heat!”
- **Fake tone:** The shouting seller on a video who holds the fan to the camera.
- **Still fresh:** Honest numbers. “Here is exactly how long it ran on a full charge, and when it stopped.”
- **Do Not Say:** “Best fan in Nigeria,” “100% quality,” “24 hours.”

Beginner tip

The market is almost always more tired than you think. When in doubt, be **more specific and more honest** than everyone else.

✓ Checkpoint

- ☐ You have a Do Not Say list
- ☐ You know the tone that will feel fresh

CHAPTER 7

Step 5. The Desire Map

People do not buy products. They buy **a feeling they want** or **an escape from a feeling they hate**.

This step finds the strongest feelings behind buying. We group by **feeling**, not by age or gender. A 22-year-old student and a 47-year-old father may both want the same thing: **to stop feeling helpless when the light goes**.

What to do

Use your Customer Voice Report from Step 3. Run Prompt 5.

PROMPT 5: Desire Map

► COPY AND PASTE THIS PROMPT

You are a consumer psychologist and direct-response strategist.

Product: [PRODUCT]

My Customer Voice Report: [PASTE REPORT]

Find the **top 6 desires** that drive people to buy. Group them by feeling and need, not by age or gender.

For each desire, give me:

- **What they say they want** (surface)
- **What they really want** (underneath)
- **The feeling they want to escape**
- **The feeling they want to have**
- **The identity they want to protect** (for example: “a good provider,” “a person who has it together”)
- **The biggest fear** about the future
- **The late-night moment** when this desire is strongest
- **Two exact quotes** from my report
- **What would make them buy** and **what would stop them**

Then:

1. **Rank** the six desires by how strong they are and how likely they are to lead to a purchase.
2. Name the **most ignored desire** (one my competitors do not talk about).
3. Name **two desires that fight each other** (for example: “I want to look successful, but I do not want to waste money”). These are very useful for copy.
4. Tell me which desire is best for a **long story ad** and which is best for a **short ad**.

Use simple words. Use only evidence from my report.

Example result (shortened)

Rank	Desire	Feeling to escape	Feeling they want
1	Sleep through the night	Exhaustion, anger	Calm, being a good parent next morning
2	Not wasting money again	Regret, feeling foolish	Confidence in a good decision
3	Peace for the family	Guilt ("my children are suffering")	Being a good provider

Most ignored desire: Not feeling stupid for buying another fan that fails.

✓ Checkpoint

- ☐ Top 6 desires saved
- ☐ You picked 1 or 2 to focus on

Step 6. Your Mechanisms

This is the most powerful step, and also the one most beginners misunderstand. So let us go slowly.

What is a mechanism?

A mechanism is the **reason**. It is the explanation that makes someone say, “Oh! **That** is why nothing worked.”

There are two kinds:

- **Mechanism of the Problem:** *Why* does the problem keep happening?
- **Mechanism of the Solution:** *Why* does your product work when others did not?

Fan example:

- **Problem mechanism:** “Most cheap rechargeable fans use a battery that is made to be charged slowly at a steady power. Nigerian light comes and goes with spikes, so the battery wears out in weeks.”
- **Solution mechanism:** “CoolPal has a charge-protection chip that handles unsteady power, so the battery lasts longer.”

Notice how the first part explains **why other fans fail** and removes blame from the buyer (“it was not my fault”). The second part makes your product the clear next step.

VERY IMPORTANT. A mechanism must be **true or provable**. Do not invent fake science, fake studies or fake medical reasons. Your mechanism must come from real facts about your product. Use the AI to **explain and name** real facts clearly, not to make up new ones.

What a good mechanism does

- Explains why other things failed
- Removes blame from the customer
- Is simple (one idea, one clear cause)
- Can be pictured in the mind
- Makes your product feel like the logical next step

What to do

Open your Product Brief and your Voice Report. Run Prompt 6.

PROMPT 6: Mechanism Builder

► **COPY AND PASTE THIS PROMPT**

You are a direct-response strategist. You explain products with honest, simple causes.

Product Brief: [PASTE]

Customer Voice Report: [PASTE]

Top 2 desires: [PASTE FROM STEP 5]

Do Not Say list: [PASTE FROM STEP 4]

Create **8 Mechanisms of the Problem** and **8 Mechanisms of the Solution**.

Strict rules:

- Every mechanism must be based on the facts in my Product Brief or on widely known, checkable facts. Do not invent studies, numbers, doctors or science.
- For each mechanism, tell me **which part is a fact I can prove** and **which part is a simple way of explaining it**.
- Do not claim to cure, treat or prevent any disease.

For each **Problem Mechanism**, give:

- A simple name (3 to 5 words)
- One-sentence explanation
- A simple comparison a child could understand
- What people wrongly believe now
- Why that belief made them fail
- Why this removes self-blame

For each **Solution Mechanism**, give:

- A simple name
- One-sentence explanation
- Which problem mechanism it answers
- Why other products cannot say the same
- The proof I can show (photo, video, paper, test)

Finally:

1. Pair the **3 best** Problem + Solution combinations.
2. Tell me which ones may sound like a scam to my market and why.
3. Rank by: believability, simplicity, and how easy it is to retell to a friend.

✓ **Checkpoint**

- ☐ You have 3 best mechanism pairs
- ☐ Every one is true or provable
- ☐ You know what proof you will show for each

Step 7. Angle Engineering

What is an angle?

An **angle** is the **way you enter the conversation**. The same product can be sold through many angles. Each one speaks to a different feeling, a different enemy and a different type of person.

Fan example:

Angle name	The feeling	The enemy
The 2am Wake-Up	Exhaustion	The power cut
The Third Fan	Regret	Fans that fail in weeks
The Good Provider	Guilt	Children suffering in the heat
The Honest Test	Distrust	Fake videos from sellers

Same fan. Four completely different ads.

What to do

Run Prompt 7 to create 20 angles. Then use the scoring table to choose the best 5.

PROMPT 7: Angle Generator

► COPY AND PASTE THIS PROMPT

You are an elite direct-response strategist.

Product Brief: [PASTE]

Top 3 buyer profiles: [PASTE FROM STEP 2]

Customer Voice Report: [PASTE]

Desire Map: [PASTE]

Best 3 mechanism pairs: [PASTE]

Do Not Say list: [PASTE]

Create **20 angles**. Each angle must feel like a different world: a different feeling, a different enemy and a different type of story. Do not give me the same idea in different words.

For every angle give me a table row with:

- **Angle name**
- **One-sentence summary**
- **Main feeling** (fear, shame, hope, anger, relief, regret, pride, and so on)
- **The enemy** (what or who is to blame)
- **Identity protected** (who they want to remain)
- **Which mechanism pair it uses**
- **Story style** (confession, investigation, warning, discovery, diary, honest test)
- **Best proof to show**
- **Best awareness stage**
- **Best platform** (Facebook, TikTok, YouTube)
- **Why competitors do not use it**

Rules: Use real words from my Customer Voice Report. Do not use anything on my Do Not Say list. Do not make claims I cannot prove.

How to choose your best 5

Copy the 20 angles into a table and score each from 1 to 5.

Question	Score 1-5
Does it match a top 3 desire ?	
Can I prove it?	
Is it different from what competitors say?	
Would it feel real to my customers?	
Can I show it in a photo or video?	

Pick the **5 highest scores**. Keep 3 for your first test.

Quick prompt to help you choose

► COPY AND PASTE THIS PROMPT

Here are my 20 angles and my scores: [PASTE]. Pick the top 5. Explain in simple words why each would work for a **cold audience** (people who do not know me), and tell me which one to test first.

✓ Checkpoint

- ☐ 20 angles saved
- ☐ Top 5 chosen, with 3 marked for your first test

Step 8. The Hooks

The hook is the **first line** of your ad. If it does not stop the scroll, nothing else matters. You have about 2 seconds.

What makes a great hook?

A great hook makes someone think:

- “That is exactly me.”
- “How did they know that?”
- “I have thought that before.”
- “This does not sound like an ad.”

The hook rules

- **Short.** One or two sentences.
- **Specific.** A real moment, time or detail.
- **Spoken.** It sounds like a real person talking.
- **Opens a loop.** The reader needs to know what happens next.
- **No hype.** No “you will not believe,” no “one weird trick.”

Weak vs. strong (fan example)

Weak	Strong
“Stop suffering in the heat!”	“The light went at 1:40am. By 2:15 my daughter was crying, and I was fanning her with a school exercise book.”
“Best rechargeable fan!”	“This is the third fan I have bought this year. The first two taught me something nobody told me.”

PROMPT 8: Hook Generator

► COPY AND PASTE THIS PROMPT

You write hooks that stop the scroll without sounding like ads.

Product: [PRODUCT]

Market: [COUNTRY]

Angle: [PASTE ONE ANGLE FROM STEP 7]

Mechanism pair: [PASTE]

Real customer phrases to use: [PASTE 15 PHRASES FROM STEP 3]

Do Not Say list: [PASTE]

Write **50 hooks** for this angle. Each one is 1 or 2 sentences. Write them in the first person, as a real person talking.

Use a mix of these types, about 5 of each:

- A specific life moment (with time, place, detail)
- A confession
- A hidden-cause realization (“I found out why...”)
- A failed-solution story (“The third one taught me...”)
- A thing someone said that changed everything
- A private fear said out loud
- A contradiction (“I thought X, but...”)
- A warning to a friend
- A future regret
- A quiet moment of shame

Rules: No hype words. No fake urgency. No claims I cannot prove. Keep it believable and local to [COUNTRY]. Leave the answer unfinished so the reader wants to continue (an open loop).

After the list:

1. Mark the **top 10** most likely to stop the scroll.
2. Mark the **5 that sound the least like an ad**.
3. For the top 10, say what the reader will think in their head.

Do this for your top 3 angles

Run Prompt 8 once for each of your top 3 angles. You will get 150 hooks. Keep the best 3 per angle. That is **9 hooks** for your first test.

✓ Checkpoint

- ☐ 50 hooks saved for each chosen angle
- ☐ 9 favorite hooks marked (3 angles × 3 hooks)

STEP 8 BONUS

The 1 Line That Changes Your Ad

Your ad has many lines. But **one line does most of the work**. It is the line the reader sees first.

If that line fails, nobody reads the rest. If it works, the right person stops, reads, and takes the next step. This is the heart of the Sales Machine.

What is the 1 line?

The 1 line is the **opening line (the hook)** of your ad. It is the line that makes a stranger stop scrolling and say, “That is me. I need to know more.”

One good line can make the same ad perform very differently. That is why we spend time on it.

The line from my own ad

The line from my own ad: I thought I was finally eating a “safe” Nigerian breakfast. Then I checked my blood sugar later. And the number made me ask a question I had been avoiding for months:

Why it worked: It starts in one ordinary, real moment: a Nigerian breakfast. The word “safe” in quotes makes the reader wonder if their own “safe” food is really safe. And it ends on an unfinished question, so the reader has to keep reading to find out what it was.

What people did after they read it: [ADD WHAT HAPPENED, IN YOUR OWN WORDS]

The 5 jobs of a great 1 line

1. **Stop the scroll.** It shows one specific moment, not a general idea.
2. **Speak to one person.** The reader thinks, “That is exactly me.”
3. **Open a loop.** The reader needs to know what happens next.
4. **Sound like a person.** No hype. No brand voice.
5. **Point to one easy next step.** Read on, click, or send a message.

Five kinds of 1 line (fan example)

Kind	What it does	Example
Moment line	Puts the reader in a real moment	“The light went at 1:40am, and my sister’s baby was already crying.”
Failed-solution line	Shows what you tried	“This is the third fan I bought this year.”
Hidden-reason line	Promises the “why”	“A technician told me why my fan died. It was not the battery.”

Kind	What it does	Example
Private-fear line	Says the thing they are scared to say	"I was afraid to buy another one and be wrong again."
Next-step line	Makes the next step small and clear	"If your fan also dies in weeks, send me one word: FAN. I will send you what I learned."

Most ads open with a moment line, a failed-solution line or a hidden-reason line. A next-step line is often the **last** line, and it can work just as hard.

How to find your 1 line

1. Open your **Customer Voice Report** (Step 3).
2. Pick the 5 strongest quotes. Choose the ones with a feeling of 8 to 10.
3. Turn each quote into a first line. Keep their real words.
4. Run the prompt below to get 30 versions and a ranked top 5.
5. Test the top 3 (see below).

PROMPT 8B: The 1 Line Finder

► COPY AND PASTE THIS PROMPT

You are an elite direct-response copywriter who writes opening lines that stop the scroll without sounding like ads.

Product: [PRODUCT]

Market: [COUNTRY]

Angle: [ANGLE]

Customer Voice Report (strongest quotes and phrases): [PASTE]

Do Not Say list: [PASTE]

Write **30 candidate 1 lines**: 6 each of these kinds: moment line, failed-solution line, hidden-reason line, private-fear line, next-step line.

Rules:

- Use the real words and phrases from my Voice Report.
- Each line is one or two short sentences, in the first person.
- Be specific: a time, a place, an amount or a sound.
- No hype, no fake urgency, no claims I cannot prove.
- Do not start with the product. Do not start with a question like "Are you tired of...?"

Then **score each line from 1 to 5** on the five jobs: stops the scroll, speaks to one person, opens a loop, sounds human, points to a next step.

Give me the **top 5**. For each one, tell me what the reader will think in their head, and write the **next line** that should follow it.

How to test your 1 line

1. Take one finished ad.

2. Make 3 to 5 copies. **Change only the first line.** Keep everything else the same.
3. Run them with the same small budget and the same audience for 3 to 4 days.
4. Watch the **hook rate** and the **link click rate** (see Step 12). Also read the **comments and messages**. Real people tell you what the line made them feel.
5. Keep the winner. Write 5 new lines in the same style and test again.

Common mistakes

- Starting with the product or the price
- Using hype words like “amazing” or “game changer”
- Asking a question everyone has seen
- Promising a result you cannot prove
- Making the line clever instead of clear
- A line that does not match the image or the rest of the ad

Honest note: No single line works for every product or every person. The line from my own ad worked for me. Your results will depend on your product, your market and your offer. The method is to **find your line from real customer words and test it.**

✓ Checkpoint

- ☐ You have 30 candidate lines
- ☐ You picked your top 3
- ☐ You know how you will test them

Step 9. The Story Ad

Now everything comes together. You have the research, the real words, the mechanism, the angle and the hook. It is time to write the long-form ad.

Why a story?

People scroll past ads. They do not scroll past a real story about something they live with. A good story ad:

- Starts with a **real moment** the reader recognizes
- Shows the **struggle honestly**, including what failed
- Gives the **“ahh, that is why”** discovery (your mechanism)
- Shows **small, believable progress**, not a miracle
- Ends with a **soft, honest invitation**, not a hard sell

The most important rule of this chapter

A story ad works because it **feels real**. So it must **be built on real experiences**.

- Use a **true story**: built from the real customer experiences in your Voice of Customer Report (Step 3). Pick one strong experience, or combine two or three. Keep the real details, feelings and words.
- If you have no story yet, write the ad in the **brand’s own voice** (“We spent six months talking to people about...”). Do not make up a named customer with results she never had.
- Give the AI the real facts. Tell it **not to add facts** you did not give.

Choose who tells the story

Narrator	How it works	When to use it
A. A real customer (best)	A real customer shares her own experience, with permission. Use her real words.	You already have customers with a good story
B. Research retelling	You tell it as what you kept hearing: “One mother in Surulere told me...”, using real quotes from your research	You have no customers yet, or you want the safest start
C. Research-based first person	You write one customer experience from your research as a first-person story, built from real posts, reviews and chats	The method this book teaches. It works very well for story ads

For option C, follow three rules:

1. Every detail comes from your Voice of Customer Report: the moment, the feelings, the failed attempts, the words.

2. Never give the narrator results from your product that no real customer or test ever showed. The story can end at the discovery and an honest next step.
3. Add a short line near the ad or on the page: *“Based on real customer stories shared with us.”* This keeps the ad honest and helps protect it from complaints and rejections.

Step 9A: Pick one real customer experience

Your Customer Voice Report is full of real experiences. Now choose one and turn it into a **Story Facts Sheet**. This sheet is the fuel for your story.

Fan example (from the research): One man on Nairaland wrote that the light went at 1am, his baby was crying, and his third fan had died in two weeks. A Jumia buyer wrote that the battery lasted “forty minutes.” Together, these give you a real moment, a real failure and real words.

PROMPT 9A: Customer Experience Extractor

► COPY AND PASTE THIS PROMPT

You are a story researcher. Below is my Customer Voice Report and the raw quotes behind it.

[PASTE REPORT AND QUOTES]

My angle: [ANGLE]

1. Pick the **3 richest real customer experiences** that fit this angle. Each must come from one source, or from a few sources that say the same thing. Give the source link for each.
2. For the best one, build a **STORY FACTS SHEET** with: who the person is (only what the sources show), the exact moment (time, place, sounds, body feelings), what they tried, why they believe it failed, what it cost them (money, sleep, family, work), what they feared, what they said they wanted, and 10 exact phrases to echo.
3. Mark each detail with its source number. Mark anything you guessed as [INFERRED]. Mark missing details as [NOT IN SOURCES].

Rules: Use only what is in the sources. Do not invent names, ages, jobs, numbers or results.

Example opening from a customer experience (fan)

EXAMPLE

I wake up at 2am soaked in sweat. The light is gone again.

I reach for my phone and do the maths: eleven percent battery, and I have work at 8.

I already bought two fans. One died in two weeks. The other lasted forty minutes. And I keep telling myself the next one will be different.

Option B: Your own founder story facts

If you tell the story in the founder’s voice instead, write down your own **Story Facts** in plain words. Example for the fan:

- **Who is telling it:** Me, the founder, Tunde.

- **True moment:** In March, power went at 1:40am. My sister's baby could not sleep. I had bought two fans that failed.
- **What I tried:** A ₦15,000 fan (died in 3 weeks) and a ₦22,000 fan (battery lasted 40 minutes).
- **What I found out:** I asked a technician. He said cheap batteries do not like unsteady power.
- **What I did:** I tested batteries and worked with a supplier to add a charge-protection chip.
- **Honest result:** In my own test, it ran 7 hours 40 minutes on low speed. I have the video.
- **Proof I have:** Test video, 40 customer photos, warranty paper.

PROMPT 9: The Long-Form Story Ad

► COPY AND PASTE THIS PROMPT

You are an elite direct-response copywriter. You write honest, emotional, believable story ads for Facebook, built from real customer experiences.

Product: [PRODUCT]

Market and culture: [COUNTRY, CITY, and a few real-life details, for example: power cuts, generator noise, danfo or okada to work, WhatsApp family groups, pay on delivery]

Awareness stage to write for: [STAGE]

Angle: [ONE ANGLE]

Hook to open with: [ONE HOOK]

Mechanism pair to use: [PASTE]

Real customer phrases to echo: [PASTE 10 PHRASES]

Do Not Say list: [PASTE]

STORY FACTS SHEET (from Step 9A, or my own founder facts. Use only these. Do not invent facts, names, numbers or results): [PASTE YOUR STORY FACTS]

Write a Facebook story ad of **1,200 to 1,500 words** with this flow:

1. **The moment.** Start with the hook. Place the reader in one specific moment (time, place, sound, body feeling).
2. **The hidden struggle.** Show what it was like. What did I avoid, hide or pretend?
3. **What I tried.** Show every attempt and why it failed. Let the reader feel the hope and the letdown.
4. **The cost.** Show how it affected family, work, money, sleep or confidence.
5. **The discovery.** Reveal the mechanism the way I really found it, as a moment of understanding, not a sales pitch.
6. **Everything makes sense now.** Reframe the failures. Remove self-blame.
7. **Slow, honest progress.** Show small, believable improvements. Include a limit or something that is not perfect. Honesty builds trust.
8. **The fear of going back.** Gently show what staying the same would cost.
9. **Soft invitation.** End like a friend sharing something useful, not like an ad. Example: "If this sounds like your house, here is where I put everything I learned."

Style rules:

- Short paragraphs (1 to 3 lines). Lots of white space.
- Simple words, as if talking to a friend.
- Specific details: times, amounts in naira, places, sounds.
- Let the voice be a little tired, a little honest, a little imperfect.
- Use real customer phrases, but do not copy long quotes.
- Mention price only if it fits, and justify it with honesty (cost of buying wrong again), not pressure.
- No hype, no fake urgency, no medical or cure claims, no “doctors hate this” style lines.
- Do not say “buy now” in the story. Keep the final invitation gentle. Tell the story as the customer experience in the Story Facts Sheet, in the narrator mode I choose: [A: real customer / B: research retelling / C: first person from the research]. Describe the struggle in the customer’s real words. Do not give the narrator results from my product unless the Sheet says a real customer or test showed them.

After writing, list every claim in the ad and mark whether it is supported by my Story Facts. Mark any that are not.

Example opening (fan)

EXAMPLE

The light went at 1:40am. I know the exact time because I looked at my phone, and the battery was at 11 percent.

My sister’s baby was already crying. The room was like an oven. I stood there with a school exercise book, fanning her, and I thought: I own two fans. Why am I doing this?

The first one died after three weeks. The second one lasted forty minutes.

What I learned next, from a technician in Ikeja, changed how I look at every rechargeable fan I see.

See how it uses a specific time, a body feeling, a real failure and an open loop. It does not say “best fan.”

Make the short versions

One long story gives you many ads. Run this prompt after the story is ready.

PROMPT 9B: Short Versions

► COPY AND PASTE THIS PROMPT

Here is my long story ad: [PASTE].

Create:

1. **3 short Facebook captions** of 80 to 150 words. Each keeps the hook, the discovery and a soft invitation.
2. **5 headline options** (under 40 characters) for the link box.
3. **5 image text ideas** (a few words to put on the picture).
4. **One 30 to 45 second video script** in a spoken voice, with the first 3 seconds marked as the hook.

Keep every claim supported by the story. Same voice, same honesty.

Step 9C: Choose your image

Your ad needs an image that matches your hook. Go back to the **Start Here** chapter and use:

1. **Prompt 0A** to get 10 image ideas for your best hook.
2. **Prompt 0B** to turn your favorite idea into a clear brief.

Pick 3 images for each hook. You will test them in Step 12.

✓ Checkpoint

- ☐ One full story ad for your best angle
- ☐ Short captions, headlines and a video script
- ☐ The claims list shows everything is supported

Step 10. Offer and Price

Beginners often make a big mistake here. They think a better price means a better ad. It does not. A better **reason** makes a better ad.

If your price feels high, do not hide it. Show the customer what **not solving the problem** is already costing them.

Examples

Weak	Better
"Only ₦38,000! Big discount!"	"The two fans I wasted money on cost ₦37,000 together. This one costs ₦38,000 and I have used it for eight months."
"Limited stock!" (not true)	"I can only make small batches because I test each battery myself." (true)

Keep urgency real. Only use scarcity if it is true: a real batch limit, a real end date, a real bonus.

PROMPT 10: Price and Offer Reasons

► COPY AND PASTE THIS PROMPT

Product: [PRODUCT]

Price: [PRICE]

Offer details: [DELIVERY, GUARANTEE, BONUS, BUNDLE]

Customer Voice Report (money and trust parts): [PASTE]

Story Facts: [PASTE]

Help me explain my price honestly. Give me:

- 1. The real cost of not solving the problem.** Money, time, sleep, stress, repeat purchases. Use only what my customers or I have said. List 5 items.
- 2. 5 comparison lines** that make the price feel fair (for example: cost of replacing cheap products again and again). Only use numbers I gave you.
- 3. 5 trust-removers** for "is this a scam?" fear (pay on delivery, return window, real warranty, video proof, real address).
- 4. 3 honest urgency options** that are true for my business. If none is true, say so.
- 5. A 120-word "price paragraph"** I can put near the end of my ad, in the same voice as my story.

Rules: No fake discounts, no fake countdowns, no made-up numbers.

✓ Checkpoint

☐ Price paragraph written

- ☐ Trust-removers listed and real
- ☐ Urgency is true

Step 11. Edit and Check

AI writes fast, but its first draft is rarely ready. This step makes the ad sound human and removes risky claims.

Three passes

Pass 1: Sound human. AI tends to write perfect, even paragraphs. Real people do not. Read the ad aloud. If it sounds like a brochure, change it.

Pass 2: Claims check. Remove or soften anything that you cannot prove.

Pass 3: Rules check. Make sure it follows Meta’s ad policies and local rules for your product type.

PROMPT 11A: Human Voice Edit

► COPY AND PASTE THIS PROMPT

Here is my ad: [PASTE].

Edit it so it sounds like a real person remembering a real moment.

- Remove polished phrases such as “in today’s fast-paced world,” “let that sink in,” “game changer,” “but here is the thing.”
- Vary sentence length. Add a few short sentences and one or two unfinished thoughts.
- Replace vague words with specific details from my Story Facts only.
- Keep local words natural (no forced slang).
- Keep paragraphs short.
- Do not add any new facts.

Return the edited ad and a list of the main things you changed.

PROMPT 11B: Claims and Rules Check

► COPY AND PASTE THIS PROMPT

Act as a careful advertising reviewer. Read my ad: [PASTE].

My product category: [CATEGORY]

My market: [COUNTRY]

1. List every claim in the ad (results, numbers, comparisons, health or money promises).
2. For each claim, say: **Supported / Not supported / Risky** based on my Product Brief and Story Facts: [PASTE].
3. Flag anything that could be seen as a medical claim, a guaranteed result, a fake testimonial, a fake scarcity, or a before-and-after that implies something I cannot prove.
4. Flag language that may break common ad platform policies (for example: pointing at personal traits, shaming the body, or claiming to know the reader's health).
5. Suggest safer wording that keeps the same feeling.

Note: you are not a lawyer, so remind me to check the latest rules of the ad platform and of my country's advertising and product regulators.

The final read-through

- Read it aloud once.
- Send it to one real person who fits your buyer. Ask: "Did anything feel fake?"
- Fix what they say.

✓ Checkpoint

- ☐ Ad edited for voice
- ☐ All claims supported or removed
- ☐ One real person has read it

Step 12. Launch and Test

You now have a strong ad. But remember Rule 5: **the market decides**. This step shows you how to test safely.

Before you launch: what you need

A great ad needs a few things in place first. If you are new, set these up before you spend any money:

- ☐ A **Facebook Page** for your brand (the ad shows this page name)
- ☐ A **Meta ad account** with a working payment method
- ☐ A **page people land on** after the click: a simple product page, order form or WhatsApp link. It must match the promise in your ad
- ☐ A **way to take and track orders** (a form, your store or a sheet)
- ☐ Clear **price, delivery and return terms** on that page
- ☐ A way to see results: **Ads Manager** shows clicks and cost, and your order sheet shows real sales

Meta's screens and rules change often, so use Meta's Help Center for the exact clicks. This book teaches you what to make and how to judge it.

Step A: Know your break-even number

Before you spend a naira, work this out:

Break-even cost per sale = Selling price – product cost – delivery cost – other costs

If you sell with pay on delivery, also count orders that get refused. Example: if 25 out of 100 orders are refused, your real cost per **delivered** sale is higher than it looks.

Item	Example
Selling price	₦38,000
Product cost	₦18,000
Delivery	₦3,000
Packaging and other	₦1,000
Break-even per sale	₦16,000

So if you pay more than ₦16,000 in ads to get one delivered sale, you lose money.

Step B: Build your first test

Keep it simple.

- **3 angles** (from Step 7)
- **3 hooks per angle** (from Step 8) = **9 ads**
- Same offer, same landing page for all
- Same audience for all (start broad, for example everyone in your country aged 25 to 55, then let the ad do the targeting)

Tip: keep the story the same and change **only the hook** at the top. That way you learn which hook wins.

Step C: Budget (rule of thumb)

Let each ad spend about **2 to 3 times your break-even number** before you judge it. If the break-even is ₦16,000, that is about ₦32,000 to ₦48,000 per ad. If that is too much, test fewer ads (for example 4 instead of 9). Do not judge an ad after ₦500.

Step D: What to watch

Number	What it tells you	Rough guide*
Hook rate (people who watch 3 seconds ÷ views)	Does the hook stop the scroll?	25% or more is good
Link click rate (CTR)	Does the ad make people click?	1% or more is a good start
Cost per click	Is traffic affordable?	Lower is better. Compare to break-even
Add to cart or order rate on the page	Does the page convince?	Depends on price
Cost per sale	The truth	Must be below break-even

*Rough guides vary by country and product. Use them to compare your ads with each other, not as laws.

Step E: Decide

- **Good hook rate, bad clicks:** The story or caption is weak. Rewrite the middle.
- **Good clicks, no sales:** The page, price, trust or offer is the problem. Fix the page, not the ad.
- **Low hook rate:** Change the hook. Keep the rest.
- **A winner appears:** Keep it running. Make 5 new versions of it (new hook, new image, new first line). Do not change the winner itself.

Step F: Learn from the winner

► COPY AND PASTE THIS PROMPT

My best ad was: [PASTE]. These were the numbers: [PASTE]. The losing ads were: [PASTE]. Tell me in simple words why you think the winner won, and suggest **10 new hooks** and **3 new angles** in the same direction. Do not invent facts about my product.

✓ Checkpoint

- ☐ Break-even number calculated
- ☐ 9 ads (or fewer) launched
- ☐ You wrote down results after 3 to 4 days

The Master Prompt (A to Z)

You have now done every step one by one. That is the best way to learn, and the best way to get quality.

But once you know how it works, you can save time. This chapter gives you **two Master Prompts**. They combine the steps into big blocks. Use them with an AI tool that can **search the web** (deep research mode is best).

Beginner warning: Do not start here. Do the steps one by one on your first product. The Master Prompts work well only after you understand what each part does.

Before you run the Master Prompts

Have these ready:

- Product Brief (Step 0)
- Your source list of 60 to 100 links and pasted posts (Step 1)
- Your Story Facts Sheet (Step 9A)

MASTER PROMPT 1: The Research Engine (Steps 2 to 5)

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You are a team of four experts working together: a market researcher who knows Eugene Schwartz's awareness stages, a customer-voice analyst, a consumer psychologist, and a direct-response strategist.

PRODUCT BRIEF [PASTE]

MY SOURCES (links and pasted posts from real customers and competitors) [PASTE]

Use my sources first. Then search the web for more: Reddit, Quora, Facebook (public pages), review sites, YouTube and TikTok comments, local forums in [COUNTRY], and competitor sites. Aim to review at least 60 sources in total. List the sources you used.

Produce a **Market Research Pack** with these parts, in this order:

PART 1: Market Snapshot. Market size with two sources. Awareness stage split with example sentences. The main awareness stage and why. Who buys (gender, age, location, income). The top 3 buyer profiles.

PART 2: Customer Voice. A table of at least 40 exact quotes with source, main feeling (strength 1 to 10), what they want, what they fear, what they tried, and why they think it failed. Then: top 10 pains, top 10 desires, top 10 fears, 20 repeated phrases, top 10 objections, and the best buying moments.

PART 3: Sophistication. Dead promises, overused hooks, fake-feeling tones, proof that no longer works, what is starting to be suspected, what feels fresh. A Do Not Say list of 15 items.

PART 4: Desire Map. The top 6 desires with surface and real desire, feeling to escape, feeling to have, identity to protect, biggest fear, late-night moment, two exact quotes, and what would make them buy or stop. Rank them. Name the most ignored desire and two desires that fight each other.

PART 5: For Dummies Summary. In plain English: what stage to target, the 2 feelings to speak to, the best buyer profile, and what NOT to say.

RULES: Use real quotes. Do not invent statistics, quotes or sources. Mark anything you could not verify as “unverified.” Use simple words. If something is missing from my sources, tell me what extra source to collect.

MASTER PROMPT 2: The Ad Engine (Steps 6 to 11)

Run this after Master Prompt 1. Paste the full Research Pack into it.

► COPY AND PASTE THIS PROMPT

You are a team of four experts: a direct-response strategist, a hook writer, a story copywriter, and a careful ad reviewer.

PRODUCT BRIEF: [PASTE]

RESEARCH PACK: [PASTE THE OUTPUT OF MASTER PROMPT 1] **STORY FACTS SHEET (a real customer experience from my Voice of Customer Report; use only these facts; do not invent):** [PASTE]

MARKET AND CULTURE DETAILS: [COUNTRY, CITY, daily life details]

Work through these stages. Finish each stage before the next. Label each one clearly.

STAGE 1: Mechanisms. Create 8 Problem Mechanisms and 8 Solution Mechanisms. Each must rest on facts from my Product Brief or on checkable facts. For each, say which part is fact and which part is plain explanation. Pair the 3 best combinations.

STAGE 2: Angles. Create 20 angles that differ in feeling, enemy and story style. Score each 1 to 5 on: matches a top desire, can be proven, different from competitors, feels real, can be shown on video. Pick the top 5. Mark the 3 best for a first test.

STAGE 3: Hooks. For each of the 3 best angles, write 30 hooks (1 to 2 sentences, first person, specific, no hype). Mark the top 5 per angle.

STAGE 4: Story ads. For each of the 3 best angles, using the top hook, write one 1,200 to 1,500 word story ad. Use short paragraphs, simple words, specific details from my market, and my real phrases. Follow this flow: a specific moment, the hidden struggle, what I tried and why it failed, the cost, the discovery (mechanism), everything makes sense now, slow honest progress, fear of going back, soft honest invitation.

STAGE 5: Price paragraph. Write one honest 120-word paragraph that explains the price through the real cost of not solving the problem. No fake discounts, no fake scarcity.

STAGE 6: Short versions. For each story ad: 2 short captions (80 to 150 words), 3 headlines, 3 image text ideas.

STAGE 7: Review. For every ad, list each claim and mark it Supported, Not supported or Risky. Rewrite the risky ones. Flag anything that might break ad platform rules or my country's advertising rules.

RULES: Do not use anything on the Do Not Say list. No hype words. No medical or cure claims. No invented people, results, numbers or studies. If you need a fact that I did not give you, write [NEED FACT] instead of inventing it.

How to use the Master Prompts if the answer is cut short

Long answers can stop in the middle. If that happens, type: **“Continue from where you stopped. Start with the line that was cut.”** If the AI starts drifting, run the stages one at a time using Chapters 8 to 14.

CHAPTER 16

One Product, Start to Finish (Quick Recap)

Here is the complete journey for the fan, in one page. Use it as a model.

Step	What the fan seller did	What came out
0	Filled in the Product Brief	Facts, proof and limits written down
1	Collected 68 sources: 9 Reddit, 5 Quora, 4 Facebook groups (18 posts), 3 products on Jumia (30 reviews each), 3 YouTube videos, 4 Nairaland threads, 3 competitor sites, 12 ads from the Ad Library, 6 customer chats	A Research Vault
2	Ran the Market Snapshot	Solution aware. 3 buyers: Tola, Mr. Chidi, Amaka
3	Ran Voice of Customer in 5 batches	Top fear: "it will die in two weeks". 24 repeated phrases
4	Ran the Sophistication Check	Dead: "lasts all night". Fresh: honest test numbers
5	Ran the Desire Map	#1 sleep. #2 not wasting money again. Ignored: feeling foolish
6	Built mechanisms	Cheap batteries and unsteady power versus a charge-protection chip
7	Generated 20 angles, scored them	Chose: The 2am Wake-Up, The Third Fan, The Honest Test
8	Wrote 50 hooks for each	Chose 9 hooks
9	Wrote the story ad from one real customer experience (Step 9A)	1,300-word story and short versions
10	Wrote the price paragraph	Price compared to the two wasted fans
11	Edited voice, checked claims	Removed "24 hours" and one risky line
12	Tested 9 ads against a ₦16,000 break-even	Watched hook rate, CTR, cost per sale

A tiny sample of the finished ad (fan)

EXAMPLE

Hook: The light went at 1:40am. By 2:15 I was fanning my sister's baby with a school exercise book.

Middle (short): I did what everyone does. I bought a fan with a battery. It died in three weeks. I bought a more expensive one. It ran for forty minutes. I started to think maybe the problem was me.

Discovery (short): *A technician in Ikeja asked me one question: “How does your light come?” I told him. He laughed gently. “These batteries do not like that kind of power.”*

Invitation (short): *If this sounds like your house, I put the full test video and how it works here. Watch it, and decide for yourself.*

Notice what is **missing**: no “best in Nigeria,” no “buy now,” no fake countdown. It sounds like a person.

Seven-Day Action Plan

Day	Do this	Time
1	Fill in the Product Brief. Start collecting sources.	3 hours
2	Finish 60+ sources. Run the Market Snapshot (Step 2).	3 hours
3	Run Voice of Customer in batches (Step 3). Build the Customer Voice Report.	3 hours
4	Sophistication Check and Desire Map (Steps 4 and 5).	2 hours
5	Mechanisms and Angles (Steps 6 and 7). Choose the top 3 angles.	3 hours
6	Hooks and the Story Ad (Steps 8 and 9).	3 hours
7	Offer, Edit, Check (Steps 10 and 11). Set up your test (Step 12).	3 hours

Troubleshooting

“The AI gave me boring, generic ads.” You probably skipped the Voice of Customer step, or you did not paste real quotes. Go back to Step 3 and paste at least 20 exact phrases into your ad prompt.

“The AI is making up quotes and numbers.” Add this line to the prompt: *“Use only quotes and facts that appear in the text I pasted. If something is not there, write [NOT IN SOURCES].”* Also ask for the source link next to every quote and check a few yourself.

“I cannot find enough posts about my problem.” Try the **adjacent problem** (what else does the same person complain about?) or the **competitor reviews**. If you sell a new type of product, search for how people describe the problem in their own words, not for your product name.

“Facebook groups will not open for the AI.” That is normal. Copy and paste the text yourself. Remove names first.

“The AI answer is too long and stops.” Use the batch method. Run one step per message. Say “continue” when it stops.

“The story sounds fake.” It probably has no real facts. Add specific true details: the exact time, the amount you paid, the place, a real sentence somebody said. Then run Prompt 11A.

“My ads get no clicks.” Change the hook first. Then the first image. Do not change the whole ad.

“My ads get clicks but no orders.” The problem is after the click. Check the page: Does it match the ad? Is the price clear? Is there trust proof (real photos, delivery terms, return policy, contact details)?

“My ad was rejected.” Read the reason. Remove health claims, personal-trait wording (“you are fat”) and before-and-after claims you cannot prove. Rewrite using Prompt 11B.

Final Words

The whole method comes down to four ideas:

1. **Listen before you write.** Real customer words beat clever copy.
2. **Find the reason.** A true mechanism explains why nothing else worked.
3. **Tell the truth, with feeling.** Honest emotion builds trust. Tricks destroy it.
4. **Test small, learn fast.** The market always has the last word.

AI is a very fast assistant. You are the one who knows your customer, your product and your promise. Use the tool, but keep your judgment.

Good luck. Go build something people are glad they bought.

APPENDIX A

Prompt Index

Prompt	Step	Use it to
2	Market Snapshot	Find the awareness stage and top 3 buyers
3A and 3B	Voice of Customer	Extract and combine real quotes
4	Sophistication Check	Find dead claims and fresh angles
5	Desire Map	Rank the feelings behind buying
6	Mechanism Builder	Create true “why” explanations
7	Angle Generator	Create 20 distinct angles
8	Hook Generator	Write 50 hooks per angle
9 and 9B	Story Ad	Write the long ad and short versions
10	Price and Offer	Explain the price honestly
11A and 11B	Edit and Check	Make it human and safe
Master 1 and 2	A to Z	Run many steps at once

Not in the table above: Prompt 9A (Customer Experience Extractor) is in Step 9. Prompts 0A and 0B (image ideas and image brief) are in the Start Here chapter. Use them at Step 9C. Prompt 8B (the 1 Line Finder) is in the Step 8 Bonus chapter.

APPENDIX B

Source Tracker (copy this)

#	Platform	Link	Date	Feeling level (1-10)	Used in batch
1					
2					
3					

Glossary

- **Angle:** The way you enter the conversation. A feeling plus an enemy plus a story style.
- **Awareness stage:** How much the customer already knows (Unaware to Most aware).
- **Break-even cost per sale:** The most you can pay in ads for one sale without losing money.
- **CTR (click-through rate):** The percent of people who see your ad and click.
- **Hook:** The first line or first 3 seconds of an ad.
- **Mechanism:** The reason behind the problem, or the reason your solution works.
- **Native ad:** An ad that looks like normal content in the feed.
- **Open loop:** A line that makes the reader need to know what comes next.
- **Sophistication:** How many similar ads the market has already seen.
- **Voice of Customer (VOC):** The real words your customers use.

APPENDIX D

Quick Safety Checklist (before you publish any ad)

- ☐ Every claim can be proved
- ☐ No fake people, fake reviews or fake results
- ☐ No cure, treatment or prevention claims
- ☐ Scarcity and deadlines are real
- ☐ Price, delivery and return terms are clear
- ☐ I have checked the latest ad platform rules
- ☐ I have checked the rules of my country for my product type
- ☐ A real person from my target group has read it

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