

Ad Copy 1

1. Headline that sparks fear
2. CTA
3. Terrifying statistics
4. State reason for problem and explain
5. Introduce solution and add social proof
6. Explain why solution is different (also add social proof)
7. CTA
8. Bullet point of the content in the solution
9. CTA with urgency attached

Video Script

1. Start with Interesting statistics
2. Promise to state reason for target audience problem
3. Introduce yourself and Brand add social proof
4. Introduce lead magnet
5. Bullet points of what's inside lead magnet
6. CTA

Ad copy 2

1. Call out what Target audience is doing that isn't working
2. Explain why it won't work
3. Explain the dangers associated if they keep using
4. Introduce Solution
5. Explain why solution is different (also add social proof)
6. CTA
7. Bullet point of the content in the solution
8. CTA with urgency attached

Video Script 2

1. Start with Interesting statistics
2. Promise to state reason for target audience problem
3. Introduce yourself and Brand add social proof
4. Introduce lead magnet
5. Bullet points of what's inside lead magnet
6. CTA