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1. Bandwagon Effect

250310_BIOGHK from Soothe

[V1](#)

[V2](#)

Framework:

CROWD

- **Call out the movement:**
 - Create curiosity by calling out what relevant groups of people, experts or authority figures are doing, trying or recommending which relates to your solution.
 - E.G. If you sell ovens that use light technology and someone famous switched to that kind of oven, call it out in your hook.
- **Reject the old way:**
 - Educate the viewer on why the common solution isn't as effective as they think it is. This sets up the opportunity to show your solution as superior.
 - Example (Plant-Based Leather):
 - *"Animal leather cracks within 2 years while poisoning rivers with chromium - but brands still charge \$500 for it"*
- **Onboard the new way**
 - Introduce your product/service as the superior solution
 - Example (Sleep Tech):
 - "DeepPulse isn't an app - it's a pillow insert that uses medical-grade EEG to actually track sleep stages"
- **Wave the proof**
 - Build trust by showing social proof, studies that back your solution, case studies etc
 - Example (Lightwave Oven):
 - *"12 Michelin chefs adopted it last quarter - see @ChefRevolt's perfect salmon cook in 47 seconds"*
- **Direct the viewer**
 - Get viewers to check out your product/service
 - Example (Sleep Tech):
 - *"Stop guessing your sleep → Grab DeepPulse now and wake up refreshed (60-day proof guarantee)"*
 - BONUS TIP: Reinforce the main benefit of your solution within your CTA

FRAMEWORK	SCRIPT (FROM UGC)	TEXT	B ROLL (FROM UGC)
Call out the movement	HOOK 1: Why do anti-aging experts swear by copper peptides over collagen? Here's the truth.	Is GHK-CU just hyped up? Anti-aging experts think not	
Call out the movement	HOOK 2: Why this all natural peptide is a bio-hacker's dream	This natural compound is a Biohacker's dream	Taking peptide Checking skin in natural light
Reject the old way	Most people spend thousands on anti-aging creams and treatments, but your body already makes a natural compound called Copper Tripeptide-1 (GHK-Cu).		Displaying multiple creams Close up of ingredient list on product 3 x unique POV product shots from different angles
Onboard the new	And Soothe Supps		Holding product

way	puts this powerful compound into a peptide, it works at a cellular level to:		
Onboard the new way	- Boost collagen production - Enhance skin firmness - Reduce fine lines - And Accelerate skin repair		Before/after style skin checks Touching skin showing firmness
Onboard the new way	It's way better than putting on creams that just sit on your skin		Putting on anti aging cream
Wave the proof	But this isn't just another "special ingredient" that wellness influencers are hyping up, It's actually backed by		3 x shots of you showing study results on laptop: STUDIES TO PICK FROM

	clinical studies and results.		3 x shots of you pointing to clinical data
Direct the viewer	You can get it at Soothe Supps right now, to look and feel younger.	Support younger-looking skin with GHK-CU	Show glowing skin 3 x unique exercise shots

2. Industry Contrarian

Epic Ads Lab Examples	Swipe File
Soothe	Foreplay

The D.I.S.R.U.P.T. Framework

- **DECLASSIFY THE SECRET**
 - Expose suppressed industry knowledge, or debunk myths
Example (Skincare):
Reveal how clinical studies on copper peptides (GHK-Cu) were underfunded for 30 years despite proven anti-aging effects, as skincare brands prioritized cheaper synthetic ingredients.
- **INDUSTRY FAILURE**
 - Explain why mainstream solutions fail
Example (Food Tech):
Demonstrate how "healthy" cereal brands use processed starches that spike blood sugar more than table sugar, despite "whole grain" marketing.
- **SOLUTION**
 - Introduce your solution
Example (Sleep Tech):
Position non-EMF sleep trackers as biologically safer solutions than smartphones in bed, using infrared sensors instead of radiation-emitting Bluetooth.
- **REINFORCE WITH EVIDENCE**
 - Validate with high trust assets like studies, case studies, scientific discoveries, real life stories / examples etc
Example (Fitness):
Cite University of Tampa research showing bodyweight training builds muscle 40% faster than machines for beginners.
- **UPSTAGE THE COMPETITION**
 - Show what makes your solution unique
Example (SaaS):
Highlight how no-code tools help marketers build funnels in 1 hour versus \$15,000 agency fees and 3-month timelines.
- **PROVIDE PROOF**
 - Show measurable real-world adoption (social proof)
Example (Renewable Energy):
Document how 12,000+ homes eliminated power bills using compact vertical wind turbines where solar wasn't viable.
- **TRIGGER THE MOVEMENT**

- CTA
Example (All Industries):
Offer 30-day free returns if the solution doesn't outperform the status quo.

FRAMEWORK	SCRIPT (FROM UGC)	TEXT	B ROLL (FROM UGC)
DECLASSIFY THE SECRET	HOOK: Scientists discovered this anti-aging compound in 1973, but the beauty industry kept it quiet.	The beauty industry doesn't want you to know about this...	Pointing to GHK-Cu in the product label
INDUSTRY FAILURE	Let's be honest, most anti-aging products are just expensive moisturizers. So I get why people are skeptical about anything that claims to "combat aging."		Grab a few creams and release them from your grasp, allowing them to fall to the ground.
SOLUTION	But GHK-Cu is		→ Close up of

	different. It was discovered in 1973, and this copper peptide basically tells your skin cells to act younger at a DNA level.		phone screen containing this webpage: https://en.wikipedia.org/wiki/Copper_peptide_GHK-Cu
REINFORCE WITH EVIDENCE	300 plus studies have proven it stimulates collagen, reduces inflammation, and accelerates skin repair. Which makes your skin look visibly younger and hair thicker after 12 weeks.		→ Scroll the search results here on a laptop screen: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=GHK-Cu+Skin+repair&btnG= → Point to any one of the search results with your finger → Click & browse any one of those articles
UPSTAGE THE COMPETITION	But you don't need to get it from injections to get		→ Hand picking up a Soothe Supps bottle, opening,

	the benefits because Soothe Supps offers GHK-Cu capsules.		and taking a capsule
PROVIDE PROOF	And people are seeing visibly firmer skin, thicker hair, and reduced fine lines in weeks from it.		
TRIGGER THE MOVEMENT	And you can too if you go to Soothe Supps now	Look visibly younger when you check out Soothe Supps	Clips of product placed in various home settings - on the kitchen counter, table, near the window, bedside table, etc.

3. Listicle

Epic Ads Lab Examples	Swipe File
Vitauthority	Foreplay

The CURE Framework

CURIOSITY (List Hook)

Goal - Spark intrigue THEN give reason for numbered

Example (Sleep Aid):

Bad: "5 Hidden Mistakes Making Your Sleep Worse (Not Better)"

Good: If you had 8h sleep but still wake up tired. Here are 5 mistakes making your sleep worse.

UNCOVER FAILURES (Current Solution Flaws)

Goal - Expose why standard approaches fail

Example (Sleep Aid):

1. "Melatonin supplements that disrupt natural hormone balance long-term"
2. "White noise machines that drown out vital environmental alerts"
3. "Sleep trackers causing anxiety through inaccurate REM stage data"

REMEDY (Product Benefits)

Goal - Introduce your solution as the answer

Example (Sleep Aid):

"NeuroRestore uses chronobiotic amino acids to help you get better sleep"

EVIDENCE (Trust Building)

Goal - Add credibility through social proof

Example (Sleep Aid):

"87% of users achieved deeper sleep in 2 weeks in a validated trial"

ENGAGE (CTA)

Goal - Drive action with risk reversal

Example (Sleep Aid):

"Try risk-free for 30 nights - track your sleep quality improvement or get full refund"

Briefing Example

FRAMEWORK	SCRIPT (FOR AI VO)	TEXT
CURIOSITY	HOOK 1: Top 3 reasons your cellulite isn't going away:	Top 3 reasons your cellulite isn't going away
CURIOSITY	HOOK 2: Why isn't your cellulite fading? You're probably making one of these 3 mistakes:	If you want smoother skin, avoid these 3 mistakes
CURIOSITY	HOOK 3: 3 reasons your cellulite isn't going away and it's NOT genetics:	Cellulite is genetic, but these 3 things are keeping it visible
CURIOSITY	HOOK 4: If your cellulite isn't budging, then you're likely making these 3 mistakes	If your cellulite won't fade, check for these 3 mistakes
CURIOSITY	HOOK 5: Here's 3 things that don't work at reducing cellulite, and what does:	3 cellulite "fixes" that don't work, plus one that actually does
UNCOVER FAILURES	1: You're using Anti-aging creams that only touch the surface, most creams never reach the fibrous bands pulling down on your skin. That's what actually causes cellulite.	
UNCOVER FAILURES	2: You're paying for laser treatments like Cellulaze expecting it to make your cellulite vanish forever. But this isn't a permanent solution, and it can be pricey and painful to keep doing it.	
UNCOVER FAILURES	3: You're trusting "miracle ingredients" that have never been clinically proven to actually reduce cellulite.	
REMEDY	So what actually works? SOD B Dimpless®. It's the only ingredient clinically proven to reduce cellulite by targeting fat cells directly. And you can only find it in	

	Multi Collagen Burn Powder.	
REMEDY	It's the easiest way to address the root cause of those stubborn dimples.	
EVIDENCE	Thousands of women are seeing smoother thighs and renewed confidence after just 12 weeks.	
ENGAGE	So try it risk-free for 60 days and see the difference yourself.	Try Multi Collagen Burn Powder risk-free for 60 days

4. Founder

250217_FOUNDERWC from Community Wolf

[V1](#)

FOUNDER Framework:

FEATURE THE FOUNDER

- Introduce Founder(s) as a relatable, empathetic human behind a great mission that benefits the ideal buyer.

Example (EduTech):

"Meet Sarah - a teacher who saw her students struggling with math."

OPPOSING FORCE

- Present the enemy/problem that your ideal buyer faces

Example (Climate Tech):

"1.2 billion people face water scarcity"

UNLOCKING THE IDEA

- Reveal the breakthrough moment. Frame your solution as an intuitive pivot.

Example (Food Waste Solution):

"What if we could turn grocery overstock into meals for hungry families?"

NUMBERS

- Present 3-4 tangible desired outcomes that you brings (numbers, timelines, revenue).

Example (Renewable Energy):

"12 weeks → 200 homes off-grid, 3,000 tons of CO2 saved, save 50% of your money on utilities.*"

DESTINY

- Position current wins as just the beginning of your mission which aligns to your ideal buyer's desires, values, or problems

Example (HealthTech):

"India, Nigeria, Philippines - 500M people need this diabetes reversal protocol."*

ENGAGE THE MOVEMENT

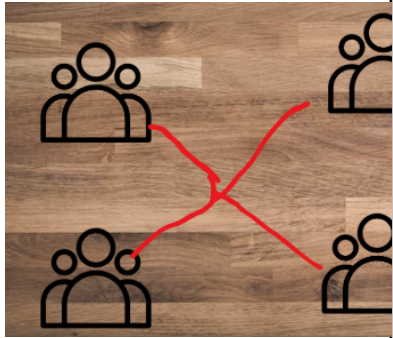
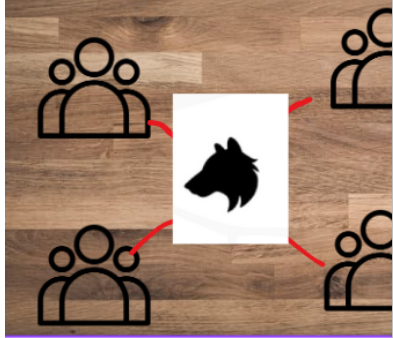
- CTA framing supporters as co-revolutionaries. Use "join" language. Position action as identity shift ("become part of...").

Example (EdTech):

"Become an education revolutionary - sponsor a classroom now."

FRAMEWORK	SCRIPT (FOR VO)	TEXT	B ROLL IDEAS
FEATURE THE FOUNDER	HOOK 1: This is Mike and he's a regular guy	This is Mike (like in example) and he's a regular guy (normal text)	Fast cuts of Mike doing work type things like:  IMG_3101.MOV
FEATURE THE FOUNDER	HOOK 1 (Continued): This is Nick... and he's sleeping right now	This is Nick... (like in example video) And he's sleeping right now (normal text)	Show this clip:  IMG_2978.MOV
FEATURE THE FOUNDER	HOOK 1 (Continued): They turned the largest messaging platform into a powerful safety tool	They turned the largest messaging platform into a powerful safety tool	Create this type of clip (you can modify this clip or use a different clip or stock footage of hand going over green screen) 

OPPOSING FORCE	See, in South Africa,		Show live crime map and zoom into South Africa
OPPOSING FORCE	we've got more private security officers than police..		Show south african private security teams and show national police
OPPOSING FORCE	Over 30 million people people are using WhatsApp groups for safety,		Show founders talking to people about wolf like:  IMG_3013-reports.MOV  IMG_3015.MOV
OPPOSING FORCE	but it's a mess.		Freeze frame for suspense and play a stop track.
OPPOSING FORCE	You see...Hundreds of groups, thousands of messages, and zero coordination		Show group animations without lines in between them with a compass spinning like: 
UNLOCKING THE IDEA	"So we thought		Show both founders like:  IMG_2948.MOV
UNLOCKING THE IDEA	what if we could take all these WhatsApp groups		Show working clips like:  IMG_2945-timelapse....
UNLOCKING THE IDEA	and turn them into something actually useful?"		Show same group animations connecting like this:

			
			
NUMBERS	"In just 4 months, we've: 1. Mapped over 500 crimes 2. Helped 2,000 people get home safely 3. And got 6 major security companies using our system"		Go through live crime map and show crime spots from red dots Then show new clips like:  d032a910-f9e5-4fa4-a...  326bfcf1-fd22-47b1-b6... Then show black card clip and meeting clips like:  IMG_2920.MOV  20250204_M4891.MP4
NUMBERS	But here's what's wild - private security companies are now paying us to use this.		Show more meeting clips like:  IMG_2997-timelapse.... Then show live crime map and have security guard symbols come up with rands (south african currency) overlay

NUMBERS	We're on track to hit \$1.2M in revenue just in South Africa.		Show more founder clips
DESTINY	The best part?		Show whatsapp clips like: 📺 20250204_M4878.MP4
DESTINY	We're just getting started.		Show founders working clips
DESTINY	Brazil, Mexico, Colombia, they all have the same problem. And we've got the solution.		Show split screen: With founders working like: 📺 IMG_2953.MOV Then other screen with Mexico, Colombia and Brazil on live crime map. Then have cuts of crime stats and reports for these places pop up on screen on top of eachother like:  Then show Wolf whatsapp chat like: 📺 IMG_3025 2-trips.MOV
ENGAGE THE MOVEMENT	So join the movement now	Comment "Wolf" to help prevent crime	Show this clip: 📺 20250205_M4905.MP4

5. How You Can X With/out Y

241219_DADBB from Three Beacon

The S.I.M.P.L.E. Framework

STATE THE ESCAPE

- Address identity + pain in one line
Example (Meal Prep):
"How to eat healthy without Sunday cooking marathons"
-

IDENTIFY PAIN

- Mirror your target audience's frustrations with specific scenarios they face which agitates the problem.
Example (Fitness):
"Your garage gym collects dust because after work, you're too drained for hour-long workouts"
-

MINIMAL SOLUTION

- Introduce your product/service as the "1-thing fix," Position it as "the only thing you need" with simple language
Example (Productivity):
"Our app consolidates 7 tools into one 5-min daily habit"
-

PROVE

- Connect ingredients/features to tangible benefits. Use "because → so" logic with feature's benefits
Example (Energy Drinks):
 1. "Guayusa → steady focus without jitters"
 2. "Electrolytes → hydration without bloat"
 3. "B vitamins → energy without crash"
-

LIFESTYLE WIN

- Contrast past effort with desired outcome that takes minimal effort.
Example (Finance):
"No spreadsheets - just tap and watch savings grow while you parent"
-

ESCAPE CTA

Urge action with identity-tailored minimalism

Example (Sleep):

"If you're an entrepreneur who can't sleep but won't meditate → try SleepCaps tonight"

FRAMEWORK	SCRIPT (FROM UGC)	TEXT	B ROLL (FROM UGC)
STATE THE ESCAPE	HOOK 1: If you're a busy dad and hate skincare routines, this is for you	Busy dads: Your 2-second skincare solution is here	
STATE THE ESCAPE	HOOK 2: I'm a busy dad with no time for a skin routine, but this simple tallow balm is all I need for my dry skin	The only skincare product that fits my busy schedule	Gently slam the balm on the table
STATE THE ESCAPE	HOOK 3: I struggled with dry skin, until I found this balm that easily fit into my busy routine	The 1 step solution for dry skin that lasts all day	
STATE THE ESCAPE	HOOK 4: Dads, I bet you don't have time to fuss about with skin routines, but this balm is all you need for dry skin	If you're too busy for skincare routines, check this out	
IDENTITY PAIN	As a dad, life moves fast. Between work, family, and everything in between, I rarely have time for complicated skin routines.		→ Act like fixing something (like a bike for example) → Grilling outside if possible → Climbing a ladder
IDENTIFY PAIN	But I couldn't keep ignoring my dry, cracked skin.		→ Looking at the mirror with a concerned look → Close up of hands
MINIMAL SOLUTION	Which is why I started using this		Pickup the balm from the bathroom surrounded by other product(s) (shaving

	all-natural balm.		cream for example)
MINIMAL SOLUTION	I put it on my face in the morning, and since It's packed with grass-fed tallow it locks in hydration for the whole day.		Applying balm to face
PROVE	And the beeswax protects my skin from harsh weather, without feeling greasy.		Walking outside when it's sunny or snowy
PROVE	Plus my skin isn't always stinging from irritation anymore because the premium raw honey really soothes my skin.		→ Applying balm post-shave → Close up of scooping out the balm
LIFESTYLE WIN	I love this balm because there's no fancy steps, you just apply it and boom, you're done.		
ESCAPE CTA	So if you're a dad and you're tired of your dry skin but don't wanna add a whole chore to your day,		→ Tying a child's shoelaces → Working on a laptop
ESCAPE CTA	Go grab this tallow balm now, it's all you need	Stop dry, itchy skin when you grab Based Balm	Shot of the balm placed on a countertop

6. Organic

250313_WORLDGTD from Alleyoop

[V1-5](#)

The P.U.R.E. Framework

PROBLEM UNCOVERED

Hook with raw, relatable frustration. Use blunt language exposing relevant pain points.

Example (Deodorant):

"My pits smelled like a gym bag by noon - until this."

UNFILTERED CHAOS

Explain how the benefits of your product/service come up in your ideal buyer's everyday life.

Showcase 2-3 scenarios that show the benefits of your product/service live..

Example (Footwear):

1. My feet stayed dry when I had to walk in the rain for an hour
 2. How did my shoes do after this muddy dog walk? Surprisingly well, my feet were the driest part of me after that
-

REAL EVIDENCE

Prove performance through organic discovery. Capture genuine "Aha!" moments from your product/service in natural environments.

Example (Backpack):

"Got home, dumped bag: Laptop dry despite the monsoon outside."

EFFORTLESS FREEDOM

Reveal the anti-hassle payoff. Contrast easy solution against previous struggles.

Example (Meal Kit):

"20min → Done. No dishes, no grocery runs."

-

FRAMEWORK	SCRIPT (FROM UGC)	TEXT	B ROLL (FROM UGC)
PROBLEM UNCOVERED	HOOK 1: Every mascara I've ever tried ends up looking like sh*t by the end of the day. Except this one.	Tired of mascara that quits before you do? Check this out	close-up, smudged mascara and frustrated reaction
PROBLEM UNCOVERED	HOOK 2: POV: It's 7pm and your mascara actually looks the same as it did at 7am	The mascara that does 7am to 7pm with 0 smudges	→ checking mascara in the mirror at the end of the day (clean, no smudge). → front angle, confidently showing off smudge-free eyes with Alleyoop mascara.
PROBLEM UNCOVERED	HOOK 3: My 12-hour workday vs this mascara... guess who won?	Watch my lashes stay wispy for 12+ hours	
PROBLEM UNCOVERED	HOOK 4: For the girlies who are tired of checking their under-eyes every 2 hours, this is for you	Stop checking your under-eyes. This mascara stays put	Applying a regular mascara on one eye and Alleyoop mascara on the other. Show the regular one as smudged
PROBLEM UNCOVERED	HOOK 5: Most mascara I've tried gets smudgy after like 3 hours, so the fact that this lasted a full 12-hour work day is insane	I never thought mascara could last this long...	Checking mascara with a pocket mirror 
UNFILTERED CHAOS	At 7am I applied Go the Distance mascara by Alleyoop before heading to work		applying Alleyoop mascara

UNFILTERED CHAOS	By 10am I had done 3 client meetings in a sweaty meeting room, because AC apparently isn't a priority.		Doing a virtual meeting in a setting that looks like a meeting room, while visibly sweating (just use water to make it look like sweat!)
UNFILTERED CHAOS	At 4pm: I had a bit of a coffee crisis after heading back to work after getting Starbucks		Footage of spilled coffee
UNFILTERED CHAOS	At 7:45 pm I got back home and I was so tired		→ Entering home → sitting on the sofa or lying on the bed looking exhausted
UNFILTERED CHAOS	But my lashes were still perfect. No flaking, no smudging, no mess.		Close-up of lashes
REAL EVIDENCE	Now I thought it was gonna be hard to remove but this tubing mascara literally slides off with warm water. I didn't need to scrub really hard or use makeup remover.		→ Show the process of Alleyoop mascara removal with warm water → Throw a makeup remover into the bin
EFFORTLESS FREEDOM	Which just makes this mascara that much better, especially after a long day.	Check out Go The Distance Tubing Mascara by clicking the link	

7. PAS (Pain Agitate Solution)

250401_ANXMLB from Three Beacon Marketing

[V1-5](#)

PAS Framework

Problem → Agitate → Solution

PROBLEM (Relatable Struggle)

Address a core Pain Point:

Example: "Anxiety attacks leave you gasping, unable to breathe deeply despite advice"

Key Phrases:

- "Can't catch your breath feeling"
 - "Lungs felt too weak"
 - "Chest-tightening panic"
- Psychological Hook:
- Emotional Vulnerability ("drowning" metaphor)
 - Failed Solutions ("Just breathe" advice backfires)

AGITATE (Intensify Pain)

Explain how their pain point affects them on a deeper emotional level:

1. Physical Suffering:
 - "Gasping for air... feeling like drowning"
 - Triggers body memory of panic
2. Hopelessness:
 - "Deep breathing alone never helped... breathing always felt weak"
 - Makes viewer feel trapped
3. Isolation:
 - Implies others don't understand severity
 - Psychological Triggers:
 - Loss Aversion ("This will always be your reality")
 - Social Proof Gap ("Others cope - why can't you?")

SOLUTION (Your product/service)

Present your product/service as a solution. Key Components:

1. Unique Mechanism:
 - "Unlike basic exercises → dual resistance trains inhale/exhale muscles"
 - "Why this works when nothing else did"
2. Relief:
 - "Within 10 breaths: heart slowed, mind cleared"
 - Speed = credibility
3. Social Backing:
 - "1000s of people love it"
 - FOMO + reduced skepticism
 - Psychological Payoff:
 - Certainty Anchor ("This WILL work for you")

- Identity Shift ("From victim to prepared warrior")

SCRIPT (FROM UGC)	TEXT	B ROLL (FROM UGC)
HOOK 1: POV: Your anxiety peaks but your breathing stays calm	POV Anxiety peaks but my breathing stays calm	
HOOK 2: That 'can't catch your breath' feeling? This eliminates it completely	Can't catch your breath? This fixes it	
HOOK 3: The unexpected tool that became my anxiety safety net	My unexpected anxiety safety tool	
HOOK 4: "Just breathe" wasn't good enough advice for me when I had panic attacks, my lungs always felt too weak. So getting this has been a life saver.	'Just breathe' failed me. This worked.	
HOOK 5: Here's a science-backed way to force your body to take deep breaths when you need to the most	Science-backed way to get through anxiety spikes	
My anxiety attacks used to leave me gasping for air, feeling like I was drowning.		
And deep breathing alone never seemed to help that chest-tightening panic. My breathing would always feel so weak.		
But then I saw something online that I'd never heard of – a breathing trainer.		
Unlike basic breathing exercises, MyLungBuddy™ has this unique dual resistance system that trains both inhale AND exhale muscles.		
The first time I used it during an anxiety spike? The		

difference was immediate. Within 10 breaths, my heart slowed and my mind cleared.		
Now when my anxiety hits, I'm always prepared.		
It's so easy to use and I'm not the only one who loves this thing, 1000s of people love it too.	Get your MyLungBuddy now 30 day money back guarantee	

8. UGLY ADS

250103_PAPER - Switch Research

[V1-5](#)

The U.G.L.Y. Ad Builder

(Unpolished • Gritty • Lean • Yelling-for-action)

Apply these 3 questions to ANY structure (PAS, AIDA, etc.):

1. "How can I make this SIMPLER?"

Strip complexity until it hurts

- Ask:
 - "Can I say this in 5 words or less?"
 - "What 70% of words can I delete?"
 - "Would a 10-year-old understand this?"
- Ugly Ad Tactics:
 - Replace sentences with bullet-point text cards:
Before: "Our journal helps you process emotions through CBT techniques."
After: "ANGER JOURNAL → THERAPIST VIDS + CBT PROMPTS → CALM"
 - Example (Fintech App):
Original: "Automatically invest spare change from purchases."
Ugly: "TURN \$0.83 COFFEE CHANGE → STOCKS. SET & FORGET."

2. "How can I show this CHEAPLY?"

Embrace "poor" production values

- Ask:
 - "What can I film with a \$0 budget?"
 - "How would a bored intern present this?"
 - "Which free editing app effect looks tacky but eye-catching?"
- Ugly Ad Tactics:
 - Shoot vertically with phone camera + natural lighting (shadows welcome!)
 - Use MS Paint-style graphics (e.g., crude arrows, neon text)
 - Example (Meal Replacement):
Original: High-res chef stirring powder in blender.
Ugly: selfie video of exhausted mom dumping powder into water bottle while toddler screams. Text overlay: "30 SECONDS → LUNCH DONE."

3. "What's the OPPOSITE of competitors?"

Sabotage polished ad tropes

- Ask:
 - "What would make my creative director cry?"
 - "Which industry 'rule' can I violently break?"
 - "What truth is everyone avoiding?"
- Ugly Ad Tactics:

- Swap beauty shots for unflattering reality:
Skincare competitors: Flawless model applying serum.
You: Close-up of flaky red skin + cracked product tube.
- Use negative emotions (anger, envy, shame) instead of joy
- Example (Job Platform):
Competitors: "Find your dream career!"
You: "HATE YOUR BOSS? CLICK HERE TO STEAL HIS JOB."

PAPER NOTE HOOKS	TEXT	B ROLL (FROM UGC)
HOOK 1: Do you get angry easily? Then check this out		 SR Paper Tear Hook ...
HOOK 2: If you struggle to stay calm, then this video is for you		 SR Paper Tear Hook ...
HOOK 3: Ever feel overwhelmed by your emotions? Here's how I found clarity!		 SR Paper Tear Hook ...
HOOK 4: Leave your inner chaos in 2024		 SR Paper Tear Hook ...
HOOK 5: Set your anger aside. Find calm		 SR Paper Tear Hook ...
AI VOICEOVER BODY		
This journal has made it so much easier to focus on what emotions are being triggered and why.		
Every day, I start with a therapist-led video that this journal gives me access to		
And then I dive into the prompts based on cognitive behavioral therapy;		
which all helps me slow down, become more		

present, and truly connect with my inner self.		
I couldn't think of a better way to embrace your emotions and prioritize your mental well-being	Start your journey to inner peace by clicking the link below	

9. Founder Objections

250217_IMPOSSWC from Community Wolf

[V1](#)

The P.R.O.V.E. Framework

(Problem - Reframe - Objection - Victory - Expand)

For Founder-Led Objection-Crushing Scripts

PROBLEM (Stark Reality Hook)

- Lead with an undeniable, painful truth your market is facing.

Example (Cybersecurity):

"Last year, hackers stole \$20B from small businesses because firewalls can't stop insider threats."

-

REFRAME (Founder's Credibility)

- Contrast critics with your identity

Example (Food Waste Tech):

"But we're farmers - we know 40% of food rots in transit while families starve."*

-

OBJECTION (Name the Doubt)

- Voice the specific skepticism you overcame

Example (Drone Delivery):

"Regulators said: 'You'll never get approval for urban airspace. Communities will shoot drones down.'"

-

VICTORY (Proof)

- Crush doubt with tangible results

Example (Renewable Energy):

"In 11 weeks, we powered 300 off-grid villages - beating 'experts' 5-year predictions."*

-

EXPAND (Bigger Vision)

- Pivot to bigger the bigger ambition which appeals to your ideal buyer

Example (Telemedicine):

"We're launching across Africa next - where 1 doctor serves 5,000 patients daily."*

FRAMEWORK	SCRIPT (FROM VO)	TEXT	B ROLL (FROM FOOTAGE)
PROBLEM	HOOK: They said it was impossible to fix South Africa's broken security system	They Said Fixing South Africa's Broken Security System was Impossible...	Fast cuts with different security, crime related shots like: - Security gates - WhatsApp groups chaos - Crime statistics overlay
PROBLEM	"They were wrong."	They were wrong	Show black screen with big text
PROBLEM	You see 2 million crimes go unreported every year.		Show match cuts of: - News clips - Empty police stations - Show statistics - Dark/desaturated look
PROBLEM	Why?		
PROBLEM	Because people have lost faith in the system."		Show founders having conversations with people like: CLIP
REFRAME	But we're builders...		Show this clip and news clip: WORKING NEWS
OBJECTION	Everyone said connecting thousands of WhatsApp groups was impossible.		Show this clip: CLIP
OBJECTION	That communities would never work together at this scale		Show working clips like: CLIP CLIP CLIP CLIP And show programming overlays / clips

			
VICTORY	But in just 4 months, we proved them wrong.		Show clip of Nick on news:  Technology 'Commu...
VICTORY	Watch this...		Show whatsapp on phone clips like:  IMG_3025 2-trips.MOV Show people getting wolf with founders like:  IMG_3544.MOV
EXPAND	And we're just getting started.		Show split screen: Show more clips of whatsapp chat, texting on wolf whatsapp chat etc like:  20250204_M4876.MP4  IMG_3030.MOV  20250204_M4878.MP4
EXPAND	Colombia, brazil, mexico all have the same problem		Show crime map from website and show South America and Mexico With cut outs of south america crime and stats popping up
EXPAND	So comment wolf to join the movement	Comment "Wolf" to join the movement	 20250204_M4875.MP4

10. Us VS Them

250303_CHALLETS from Elite Tactical Systems

[V1-5](#)

The S.H.O.W. Framework

(Set Challenge - Head-to-Head - Outcome & Why - Win & CTA)

For "Us vs. Them" Challenge Videos

SET THE CHALLENGE

Pose a high-stakes challenge. Frame it as your product/service vs. everyday task or other alternative solution which will demonstrate your solution as superior.

Example (Cleaning Product):

"Can I clean my whole kitchen before my microwave popcorn pops?"

HEAD-TO-HEAD SHOWDOWN

Visually pit product/service against something else (it can be an alternative solution or something that clearly demonstrates that your solution is faster, easier, simpler etc). Use split-screen showing both actions simultaneously.

Example (Blender):

Split screen: Competitor blending chunky ice vs. your blender pulverizing it in 5 seconds

OUTCOME & WHY

Reveal winner + explain superiority. Show your solution's victory, then explain features enabling win.

Example (Battery):

1. Outcome: "Our drill outlasted 3 competitor batteries"
 2. Why: "Solid-state tech → 2X power density"
-

WIN & CTA

Connect victory to viewer benefit + action. Use "if...then" logic linking challenge outcome to customer payoff.

Example (VPN):

"If outrunning buffering frustrates you → get instant streaming now"

FRAMEWORK	SCRIPT (FROM UGC)	TEXT	B ROLL (FROM UGC)
SET THE CHALLENGE	HOOK 1: Can I load 5 magazines before my oatmeal cooks?	Will I be able to load 5 magazines before my 2 minute oatmeal cooks?	
SET THE CHALLENGE	HOOK 2: This oatmeal takes 2 minutes to cook, can I load 5 magazines in that time?	Loading 5 magazines VS Making 2 minute oatmeal: What comes first?	
SET THE CHALLENGE	HOOK 3: Can I load 5 magazines with this speedloader before my oatmeal cooks?	Speed Challenge: Loading 5 Magazines in under 2 minutes	
SET THE CHALLENGE	HOOK 4: Loading 5 magazines vs making instant oatmeal, what's faster?	Loading 5 magazines before my 2 minute oatmeal cooks	Keep the product and the microwave side-by-side and do a panning shot. After the panning shot, film the product and microwave separately.
SET THE CHALLENGE	HOOK 5: Let's see what's faster: loading 5 full magazines with the ETS Speedloader, or microwaving instant oatmeal?	Who wins? // Me loading 5 magazines or making 2 minute oatmeal (// means separate into 2 texts and show them individually)	
SET THE CHALLENGE	Let's find out		
HEAD-TO-HEAD SHOWDOWN	Ready... GO!		→ Close up of timer on the microwave. → Footage of the full 2 mins of

			microwave cooking oatmeal
HEAD-TO-HEAD SHOWDOWN	[Split screen: Microwave counting down / Shooter loading] [Shows smooth loading motion, 10 rounds at once] [Finishes loading before microwave beeps] Boom! 5 full magazines loaded before breakfast.		Separately shot footage of loading the magazine
OUTCOME & WHY	The ETS Speedloader makes loading your mags so easy and it works with nearly every pistol magazine out there and this one works with any rifle magazine. Loading 10 rounds takes seconds		Load several different pistol magazines with the ETS Speedloader
OUTCOME & WHY	And you don't even have to touch the ammo.		
WIN & CTA	So if loading your mags faster than your oatmeal cooks sounds good, grab your ETS Speedloader today.	Want to load 5 magazines in <i>X</i> ? <i>(however long it actually took to load 5 magazines in this challenge)</i> Then grab your ETS Speedloader now	Footage of unboxing the product

11. The Triple G Framework

G - GOAL (Tap Into Their Aspiration)

Identify the specific outcome/transformation they want. Use year-specific language for urgency.

G - GAP (Reveal What's Missing)

Expose why previous attempts failed. Position the missing tool/knowledge/approach they didn't have.

G - GAINS (Show The Transformation)

Present your product as the bridge that closes the gap. Stack proof that it actually works.

OUTPUT REQUIRED:

1. Complete ad copy following Triple G framework
2. 5 hook variations using Goal-Gap-Gains structure
3. Proof stack positioning
4. CTA with urgency

EXAMPLE OUTPUT:

GOAL: "Make hydration a habit in 2025"

GAP: "Current drinks are loaded with sugar and junk"

GAINS: "Zero sugar, zero junk electrolyte solution"

5 HOOK VARIATIONS:

1. **Goal-Question Hook:** "[Goal outcome]? Let's change that for 2025"
2. **Gap-Reveal Hook:** "Still failing at [goal] because you're missing this"
3. **Tool-Bridge Hook:** "The BEST tool to achieve [goal outcome]"
4. **Habit-Gap Hook:** "Make [goal] a habit with [missing piece]"
5. **Year-Goal Hook:** "Your 2025 [goal] starts with fixing this gap"

FRAMEWORK APPLICATION:

Replace these variables:

- **Goal:** Better hydration → Quit bad habit → Regrow hair → Build muscle
- **Gap:** Sugar-filled drinks → Wrong tools → No medical solution → Poor nutrition
- **Gains:** Clean formula → Sleek alternatives → FDA-approved treatment → Protein delivery
- **Proof:** Zero ingredients → Google validation → Medical disclaimers → Quality sourcing

Framework	Video 1 (Gratsi Wine)	Video 2 (ButcherBox)
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	Script	Script
G - GOAL (Aspiration)	"I literally gave up wine when I started eating clean" - Goal: Maintain healthy lifestyle while enjoying wine	"Things that'll help you crush your fitness goals this year" - Goal: Achieve fitness goals in 2025
G - GAP (What's Missing)	"Most wines have 3 to 5 grams of sugar, which completely ruins your macros. I had to stop drinking it" - Gap: Regular wine conflicts with health goals	"No matter how much effort you put into a workout routine, it all comes down to your diet and protein intake" - Gap: Exercise alone isn't enough without proper nutrition
G - GAINS (Transformation)	"Gratsi has zero grams of sugar... It's smooth, full bodied and tastes like real wine. Glass finally lets me enjoy wine guilt free. It fits perfectly into my health routine." - Gains: Zero-sugar wine solution	"ButcherBox... 100% grass fed beef, wild caught seafood and organic chicken, all delivered straight to your door" - Gains: Premium protein delivered conveniently

12. Valentines The TEASE Framework (Curiosity Loop)

T - TEASE (Create curiosity with impossible/surprising claim)

E - ENGAGE (Build story context and journey)

A - ADVANTAGE (Show benefits and value)

S - SATISFY (Resolve the curiosity loop)

E - ENCOURAGE (Call to action)

Curiosity Loop Analysis Table

Framework Component	Script Content	Purpose
T - TEASE (Curiosity Loop Start)	"I got my boyfriend a Valentine's gift for free."	Creates immediate curiosity - how is a gift "free"? Hook that demands explanation
E - ENGAGE (Story Development)	"So I went on that fishing date with my boyfriend and you know, I needed that extra [oomph]. So of course I used my favorite perfume from The Essence Vault, F number 82."	Sets scene and introduces the "secret weapon" without revealing the connection to the opening claim
A - ADVANTAGE (Benefits Shown)	"I swear by this stuff. It's just so affordable and long lasting. Anyways, I am not joking. My boyfriend was all over me. It was so funny. He kept asking me how much money I spent on this perfume, and when I told him it was from the Essence Vault, he did not believe me."	Shows multiple benefits: affordability, effectiveness, desirability, premium perception at low cost
S - SATISFY (Payoff/Resolution)	"And then he started saying, because I'd saved so much money buying from the Essence Vault, I could pay for this date. Which I replied no."	REVEALS THE LOOP: The "free gift" was the date itself - she saved so much money on affordable perfume that boyfriend joked she could pay, making his gift to her effectively "free"
E - ENCOURAGE (Call to Action)	"And you can now get 30% off plus a free gift worth up to £15 this Valentine's Day. Check it out."	Immediate action with urgency and additional incentive

Complete Framework Application:

TEASE: Impossible/surprising claim that creates cognitive dissonance

ENGAGE: Story that builds toward resolution while introducing product

ADVANTAGE: Stacking benefits and social proof within narrative

SATISFY: Clever resolution that makes initial claim logical

ENCOURAGE: Immediate CTA with urgency and bonus

Hook Variations Using TEASE:

1. "I got my boyfriend a Valentine's gift for free"
2. "My boyfriend paid for our entire Valentine's date (and he doesn't know it)"
3. "This €12 perfume saved me €200 on Valentine's Day"
4. "How I turned a £10 purchase into a free romantic dinner"
5. "The Valentine's hack that made my boyfriend pay for everything"

This curiosity loop works because it creates a logical puzzle that can only be solved by watching the entire ad, ensuring high retention and engagement.