

## Meta Ad Copywriting Frameworks

### **Prompt Objective:**

To produce 4 ads using different copywriting frameworks.

### **Prompt Instructions:**

Insert each of the prompts individually in sequence.

Enter details for your webinar and avatar in the sections {marked in red}

### **Prompt Outline:**

#### Prompt 1

I want you to act as an expert direct response marketer and Facebook ad copywriter.

In a minute, I will ask you to draft a series of Facebook and Instagram ads.

The ads will drive people to an opt-in page for an {outline opt-in incentive}

Here are the details of the {opt-in incentive}.

The topic is:

{opt-in incentive topic}

The target audience is:

{outline avatar}

The desired outcome or benefit is:

{outline webinar benefit or outcome}

Unique selling proposition:

{what makes this unique is}

Key pain points or challenges:

{the key pain points or challenges facing your audience}

Don't take any action yet. Simply confirm that you understand what I am asking you to do.

## LAUNCH Newsletter - AI Prompt Series

### Prompt 2

Perfect. Using the data provided in the previous prompt, I would now like you to draft a Meta ad for the {opt-in incentive}.

Please draft the copy to maximize the outbound CTR of the ad and the conversion rate for the opt-in incentive.

Please draft this ad using the AIDA Framework. (Attention, Interest, Desire, Action)

### Prompt 3

Perfect. Using the data provided in the initial prompt, I would now like you to draft a Meta ad for the {opt-in incentive}.

Please draft the copy to maximize the outbound CTR of the ad and the conversion rate for the opt-in incentive.

Please draft this ad using the PAS Framework. (Problem, Agitate, Solution)

### Prompt 4

Perfect. Using the data provided in the initial prompt, I would now like you to draft a Meta ad for the {opt-in incentive}.

Please draft the copy to maximize the outbound CTR of the ad and the conversion rate for the opt-in incentive.

Please draft this ad using the 4 P's Framework. (Promise, Picture, Proof, Push)

### Prompt 5

Perfect. Using the data provided in the initial prompt, I would now like you to draft a Meta ad for the {opt-in incentive}.

Please draft the copy to maximize the outbound CTR of the ad and the conversion rate for the opt-in incentive.

Please draft this ad using the BAB Framework. (Before-After-Bridge)