FREE PROMPT PACK / CREATIVE STRATEGY

Ad Angle *Test Lab*

Write three short ads for one offer and learn what actually got the click.

03 COPY-READY PROMPTS

Angles / Shot list / Measurement



BEFORE YOU START

What to bring

One offer, target customer, objection, proof you can show on camera, CTA, budget ceiling, and the result you want to measure.

TRY IT WITH THIS

Practice example

A fictional home organizing service offers a 30-minute virtual walkthrough. Approved proof: a demonstration using the owner’s own closet. CTA: request a walkthrough. No testimonials or before/after claims about clients.

HOW TO USE IT

Copy a prompt from page 2, replace the bracketed inputs, and review the output before you use it.

CREATIVE STRATEGY / WORKBOOK

The prompts

Run in order, or start with the step you need.

01 Write three angles you can prove

For [offer], [audience], [main objection], [approved proof], and [CTA], propose three distinct paid ad angles: a painful moment, a visible demonstration, and an objection answered. For each write a hook of seven words or fewer, one proof beat, and one clear CTA. Explain the hypothesis each tests. Don’t invent testimonials, outcomes, urgency, discount terms, or audience traits. Mark anything that needs approval.

02 Make a 20-second shot list

Turn [selected angles] into 15–25 second vertical ads. For each include 0–3s hook, 3–12s demo, 12–18s proof or answer, and final CTA. Give shot, spoken line, and on-screen text per beat. Keep the offer, CTA, audience, and format constant for the first test; only change the angle. Include a caption and one still-frame idea for each. Use only footage and claims from [allowed assets and evidence].

03 Read the test without guessing

Given [results table: angle, dates, spend, impressions, clicks, and qualified leads] and [primary KPI], calculate click-through rate, cost per click, and cost per qualified lead when denominators are valid. Show the counts behind each rate. Mark missing values and low-volume results inconclusive rather than picking a winner. Recommend one next test, what stays fixed, and what result would change the decision. Do not launch, spend, or change a campaign.

WHAT GOOD OUTPUT LOOKS LIKE

Example test: one opening shows the closet problem, one demonstrates the walkthrough, and one answers “Do I have to buy bins?” All end with the same booking CTA. Call a 4-click lead result directional, not proven.