

All the texts are not originally in English

“Whole” market

Creative 1:



Creative 2:



Creative 3:



Creative 4:



Hooks variations:

1. Want to be more productive?
2. Want to experience the best version of yourself?
3. The closest thing to productivity in a can.
4. One drink to beat procrastination.
5. Natural drink No. 1 in the Czech Republic for productivity.
6. The only “cure” for procrastination.
7. “I was looking for a replacement for energy drinks for work... My brain works fresher and doesn't get tired and foggy.”
8. “... My brain works fresher and doesn't get tired and foggy.”

CTA variations

1. And get a partner who will never let you down behind the wheel 🙌
2. And get a partner who won't let you fall asleep behind the wheel 🙌
3. Get a partner with whom you'll never doze off 🙌
4. With Godlike, you'll never doze off 🙌

Body copy:

Text 1

Increase your productivity with Godlike!

- ✓ Natural ingredients
- ✓ Stable long-term focus and energy
- ✓ No shakes, anxiety, or sudden fatigue
- ✓ Delicious fruity flavors

Order with code SHAKERZDARMA and get a shaker as a gift 📺

Text 2

“Absolutely AMAZING. Every day I drank Energy Drinks and they didn’t work much. Yesterday I used Godlike for the first time and I must say, it shot me to the sky. It’s AMAZING and has an absolutely great taste.”
(One of 10,000+ satisfied customers)



The effects of regular caffeine and sugar are not enough to reach your full potential.

Godlike combines special TIMERELEASE caffeine for plenty of energy and 🧠 10 other specially selected active ingredients that allow you to:

✓ Focus all day
(and finish a week's work in one day)

✓ 3-6 hours of stable energy
(without needing a nap)

✓ Reduce stress
(without needing a zen master)

Do you want to experience what it’s like to be the best version of yourself? 🧐

(P.S. 📺 With code SHAKERZDARMA, also get a shaker as a gift)

Text 3

Discover the secret to beating procrastination, foggy thinking, and fatigue. 🧑

Each Godlike drink contains a natural blend of 11 active ingredients, such as TIMERELEASE caffeine, choline, and Cognizin®, which are known to:

⚡ Provide 3-6 hours of stable energy
(without needing a nap)

🔄 Improve focus
🧠 Support cognitive functions
(finish a week's work in one day)

📉 Reduce stress levels
(without needing a zen master)

The Flow state is within reach 📌

(P.S. 🎁 With code SHAKERZDARMA, also get a shaker as a gift)

Text 4

"I tried a dose for a long car trip, and it's awesome" - Lukáš



Whether you drive professionally or just go on vacation,
Godlike will charge you with energy and sharpen your focus for up to 6 hours even during a
long night shift.

Drive safely....

cta

Facebook ad Copy review

1. Product

- a. It is an alternative to energy drinks, cooffee, etc...
- b. It is in a form of powder that you can turn into a nonalcoholic drink, ice cream, smoothie,...
- c. It suppose to boost your energy, focus, productivity + it has a bunch of health benefits
- d. It cost around \$20 per bottle with 25-50 dose/drinks
- e. It has a 4 flavors

2. Explain how your product's strengths and weaknesses play into the value equation

- a. Value Equation:
 - i. Perceived likelihood of achievement - it's slightly above average, it's basically a new mechanism (with the different form of caffeine), but they know caffeine kinda works so maybe this new form is without jitters, crashes, etc + they see the happy reviews
 - ii. Time Delay - they can feel and see results instantly

- iii. Dream Outcome - it's designed to make them focus, energize and productive, plus there are other health benefits
- iv. Effort & Sacrifice - they just need to mix it with water, it taste good, it is even cheaper than energy drinks and coffee

3. Full funnel

- a. Meta ad leading to product page on eshop

4. Objective & How to hit the objective?

- a. Get people to click on Meta ad with intention to buy

5. Who exactly are we talking to?

a. Generally, What Kind Of People Are We Targeting?

- i. Men or Women?
 - 1. Men and women
- ii. Approximate Age range?
 - 1. 18-40
- iii. Occupation?
 - 1. jobs requiring creativity, long hours of focus, stress from hitting deadlines, e.g. programmers, managers, drivers,...
- iv. Income level?
 - 1. middle and higher
- v. Geographic location?
 - 1. Czech republic

b. Painful Current State

- i. What are they afraid of?
 - 1. not hitting boss's requirements, their goals, provide the best to their family and stay unfulfilled
- ii. What are they angry about? Who are they angry at?
 - 1. they lack energy so they can't focus on their work properly, that create delays adds up more stress
 - 2. lack of energy, multitasking, jitters, brain fog
 - 3. that new solutions stop working after while (due to body building a resistance to caffeine)
- iii. What are their top daily frustrations?
 - 1. boss is pushing to hit the deadline, add up more work, employee and kids handling, not enough time for themselves
 - 2. lack of energy, multitasking, jitters, brain fog
- iv. What are they embarrassed about?
 - 1. failing
- v. How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- vi. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - 1. I used to drink coffee despite the adverse effects it caused me – after drinking, I would experience a surge of excessive energy, making it difficult to sit still, and after 2-3 hours, a brutal drop in energy.

2. restlessness and unease
 3. tiring moments, which I probably fight against the most
 4. caffeine crash
 5. overcome exhausting morning fatigue
 6. I often work with my mind for up to 15 hours a day, which over time tires the brain and makes active and quick thinking difficult.
- vii. Road block/What is keeping them from solving their problems now?
1. not really aware of alternative solutions (maybe being in a routine with the old solution)
 2. maybe not believing in new solutions
- viii. Solution
1. show the alternative to their current solution/problem and increase believe in the idea

c. What are they currently doing to solve this problem?

- i. consume products with caffeine mostly drink energy drink and coffee, some of them are more sophisticated and tried some other supplements or forms of caffeine like caffeine tablets

d. Desirable Dream State

- i. If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 1. energetic, flow state on demand, organized, productive, fulfilled, proud of themselves
- ii. Who do they want to impress?
 1. themselves and friends
- iii. How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 1. proud, fulfilled, success
- iv. If they were to describe their dreams and desires to a friend over dinner, what would they say?
 1. "I feel great and energized, but I'm fed up with work due to being overmotivated."
 2. "no heart palpitations, no energy like on a roller coaster."
 3. "The brain works more freshly and doesn't suffer from the fatigue and 'fog' that slows down thinking."
 4. "In terms of composition, it's definitely healthier than energy drinks."
 5. "The onset seems gradual to me and it also fades gradually – which I appreciate the most."
 6. "It has become my new partner, especially at work, where it helps me overcome exhausting morning fatigue."
 7. "There are differences in concentration, I don't know if it's a placebo or due to the steady energy supply, but it just works, or at least it personally helped me immensely in the battle between no energy and too much energy."

8. "it's like the fog lifted from my brain"

e. Values, Beliefs, and Tribal Affiliations

- i. What do they currently believe is true about themselves and the problems they face?
 1. they have a bigger potential and current solution is holding them back
- ii. Who do they blame for their current problems and frustrations?
- iii. Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 1. they consume products with caffeine mostly drink energy drinks and coffee, some of them are more sophisticated and tried some other supplements or forms of caffeine like caffeine tablets
- iv. How do they evaluate and decide if a solution is going to work or not?
 1. social prove
 2. for the advance some different mechanism
- v. What figures or brands in the industry do they respect and why?
- vi. What character traits do they value in themselves and others?
 1. bravery, finish the work
- vii. What character traits do they despise in themselves and others?
- viii. What trends in the market are they aware of? What do they think about these trends?
 1. they are falling for the live healthy trend
- ix. What "tribes are they a part of? How do they signal and gain status in those tribes?
 1. kinda general things
 2. professional growth
 3. nice car, cloth, house

f. Where is the reader in the funnel

- i. doom scrolling on FB or IG

g. Market awareness

- i. between levels 2-3

h. Sophistication

- i. stage 4

i. Cost

- i. 3 out of 5

j. Believe in idea

- i. 2 out of 5

k. Believe in company

- i. 1 out of 5

6. Strategy

- a. Run Facebook ads to generate sales
- b. Strategy
 - i. daily budget \$25
 - ii. one campaign set for sales
 - iii. one ad set
 - iv. 2 ads
 - v. 2 texts
 - vi. 2 creatives
 - vii. Targeting broad to let Facebook find the right people
 - viii. run it for circa 7 days
 - ix. analyze results, optimize

Drivers

Creative 1:



Creative 2:



Creative 3:



Creative 4:



Creative 5:



Hooks variations:

9. Best energy for drivers.
10. End up driving fatigue.
11. Losing focus on long journeys?
12. Safe energy on the road.
13. Stay alert even on long journeys.
14. Energy and focus for long journeys.
15. Fuel for safe journeys
16. Fuel for responsible drivers

Body copy:

I even tried a dose for a long car trip and it's awesome - Lukáš.



Whether you're a professional driver or just driving on vacation, Godlike will energize you and sharpen your focus for up to 6 hours, even during long night shifts.

Drive safely... And get yourself a buddy that you'll never fail with 🙌

Facebook ad Copy review

1. Product + context

- a. It is an alternative to energy drinks, coffee, etc...
- b. It is in a form of powder that you can turn into a nonalcoholic drink, ice cream, smoothie,...
- c. It suppose to boost your energy, focus, productivity + it has a bunch of health benefits
- d. It cost around \$20 per bottle with 25-50 dose/drinks
- e. It has a 4 flavors
- f. I will be able to run probably just 1 ad, maybe 2.

2. Explain how your product's strengths and weaknesses play into the value equation

- a. Value Equation:
 - i. Perceived likelihood of achievement - it's slightly above average, it's basically a new mechanism (with the different form of caffeine), but they know caffeine kinda works so maybe this new form is without jitters, crashes, etc + they see the happy reviews
 - ii. Time Delay - they can feel and see results instantly
 - iii. Dream Outcome - it's designed to make them focus, energize and productive, plus there are other health benefits
 - iv. Effort & Sacrifice - they just need to mix it with water, it taste good, it is even cheaper than energy drinks and coffee

3. Full funnel

- a. Facebook ad leading to product page on eshop

4. Objective & How to hit the objective?

- a. Get people to click on FB ad with intention to buy

5. Who exactly are we talking to?

a. Generally, What Kind Of People Are We Targeting?

- i. Men or Women?
 - 1. Men
- ii. Approximate Age range?
 - 1. 24-55
- iii. People who will drive 300+ kilometers, like professional drivers and people who are heading on a vacation by car.
- iv. Geographic location?
 - 1. Czech republic

b. Painful Current State

- i. What are they afraid of?
 - 1. micro-sleep
 - 2. not being able to react fast, save and accordingly to unexpected situations on the road
 - 3. being responsible for safety of all passengers

4. arrive at time
5. Ztráta orientace: Obavy z toho, že se ztratí, zvláště v neznámých oblastech.
6. Loss of orientation: Fears of getting lost, especially in unfamiliar areas.
7. Profi drivers
 - a. Hitting deadlines
 - b. Health problems: Problems associated with a sedentary lifestyle, such as back pain, obesity or **cardiovascular problems**.
 - c. Challenging driving conditions: Driving in bad weather, at night or in unfamiliar terrain.
- ii. Are they aware that coffee and energy drinks won't actually help them?
 1. maybe some of the more geeky one
- iii. What are they angry about? Who are they angry at?
 1. traffic jam
- iv. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 1. *Jinak risk je to vždy, před pár lety jel kamarád s rodinou jen do Podgory, řídil sám (je zvyklý řídit dlouhé trasy, běžné jezdí Brno - Hannover), jel v kuse bez větší přestávky. Za Šestanovac mikrospánek, sjel ze silnice, srázem dolů, zastavili se až o stromy, měli štěstí, že se nikomu nic vážného nestalo, jen auto na odpis. Myslím, že to zato nestojí, navíc ještě s dětmi...*
 2. *Otherwise, it's always a risk. A few years ago, a friend drove with his family to Podgora. He was driving alone (he's used to driving long distances, usually Brno - Hannover), and he drove without a long break. After Šestanovac, he had a microsleep, veered off the road, down a slope, and stopped only when they hit trees. They were lucky that no one was seriously injured, but the car was totaled. I think it's not worth it, especially with children...*

c. What are they currently doing to solve this problem?

- i. drink coffee and energy drinks
- ii. *jeden redbull na 5 hodin a cajk..já mu dám vodu(one redbull for 5 hours and a drink...I'll give him water)*
- iii. *dopujem kafem a Colou*
- iv. *Možná to někomu připadá infantilní, ale když jedeme ve více lidech, tak často celé auto zpívá. A když jedeme ve dvou, nejčastěji si krátíme dlouho cestu hrami "hádej která osobnost/postava jsem" nebo hrajeme různé hry z Partičky, např. "reklamace" nebo "jedno slovo" či "otázky". Občas člověku ale dojdou nápady a hrát to samé třeba dvě hodiny už prostě nebaví. Jet dál je ale zapotřebí a vždycky se chci vyhnout tomu, že by se mi začlo chtít spát.*

- v. *Zatímco někdy absolutně bez potíží zvládnu 18 hodin jen s čůracíma pauzama a ještě bych byl fit na další kilometry, jindy se mi po 50 kilometrech začne chtít spát. Jenomže...! Jakmile zastavím a natáhnu se, tak půl hodiny čumím do stropu a má to podobný efekt, jako se jít projít nebo protáhnout. Čili neusnu a po dvaceti minutách na silnici se mi chce spát zas.*
- vi. *One Red Bull for 5 hours and a drink... I'll give him water.*
- vii. *We fuel up with coffee and Cola.*
- viii. *It might seem childish to some, but when we travel with more people, we often have the whole car singing. And when it's just the two of us, we usually pass the time with games like 'guess which personality/character I am' or play different games from Partička, like 'complaints' or 'one word' or 'questions.' However, sometimes we run out of ideas, and playing the same thing for two hours just gets boring. But we need to keep going, and I always want to avoid getting sleepy.*
- ix. *Sometimes, I can handle 18 hours with just pee breaks and still be fit for more miles, but other times I feel sleepy after just 50 kilometers. However, once I stop and lie down, I end up staring at the ceiling for half an hour, which has a similar effect as going for a walk or stretching. I can't fall asleep, and after twenty minutes back on the road, I feel sleepy again.*
- x. *chews*
- xi. *During day:*
 - 1. *listen to radio, songs, chat with wife and kids*
- xii. *During night:*
 - 1. *caffeine*
- xiii. *regular break to refuel gas, toilet, maybe take a quick nap*
- xiv. *pass the driving to other person in the car that is able to drive*

d. Desirable Dream State

- i. *If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?*
 - 1. *avoid traffic -> night shifts*
 - 2. *minimize travel time*
 - 3. *minimize breaks*
 - 4. *arriving safe*
 - 5. *považovali za neutahatelného.*
- ii. *If they were to describe their dreams and desires to a friend over dinner, what would they say?*

e. Things that make the long way possibly hard

- i. *driving is automotive and monotonous thing and that lowers human alertness*
- ii. *not enough movement*
- iii. *dehydration*
- iv. *dark*
- v. *bad air quality*

- vi. On the one hand, the brain has to constantly concentrate and hunt for sugar, and on the other hand, you don't move at all, and the supply of sugar is therefore not good for you (obesity, diabetes...).
- f. Other know solutions/advice
 - i. try to minimize caffeine and sugar
 - ii. drink enough water
 - iii. breaks
 - iv. quick naps
 - v. exercise
- g. Where is the reader in the funnel
 - i. doom scrolling on FB or IG
- h. Market awareness
 - i. between levels 2-3
- i. Sophistication
 - i. stage 3
- j. Cost
 - i. 3.5 out of 5
- k. Believe in idea
 - i. 2 out of 5
- l. Believe in company
 - i. 1 out of 5

6. Strategy

- a. Run Meta ads to generate sales
- b. Strategy
 - i. daily budget around \$25
 - ii. one campaign set for sales
 - iii. one ad set
 - iv. 1 text tested with 1 creative
 - v. Targeting:
 - 1. I don't really know how to target this. Probably keep it broad and let Facebook find the right people
 - vi. run it for circa 7 days
 - vii. analyze results, optimize

7. Analysis

- a. Text 1
 - i. I am wondering if the review will be interesting enough to a reader , because it is quite long.
 - ii. I was thinking about using just the review with a CTA
- b. Text 2
 - i. I am not sure if this helps with connecting to their dream state " ... though my colleagues at work are a bit fed up with my over-enthusiasm."
 - ii. The last paragraph is for increasing believe in the product, but is this a good place to do it?
- c. Text 3

- i. This should create a feeling of being Neo, waking up from old mechanisms and making change. For that reason I use basically the same script as it is in the movie. The issue is I sometimes think it is cringe idea or maybe it is just because it is badly written.