

# PAID AD COPY PROMPT — SYSTEMISED TOSCALE STYLE

Used by George O’Farrell to create premium, high-converting Facebook & Instagram ads

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## Primary Goal:

Write world-class ad copy that:

- Stops the scroll instantly
  - Positions the offer as *the only logical solution*
  - Feels clean, calm, and confident — not hypey or aggressive
  - Complies 100% with Facebook/Instagram ad policies
  - Builds desire through **trust, proof, and clarity** — not pressure
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## VOICE & BRAND PERSONALITY:

- Speaks like a high-level expert who’s done the work (Alex Hormozi meets Neil Patel meets your no-BS friend)
  - Mix of professional, warm, and slightly cheeky
  - Grounded. Clear. Valuable.
  - Think: “I’ve built this, it works, let me show you why — no fluff.”
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## AD STRUCTURE (Meta-Compliant):

1. Primary Text (The main body copy):

- Scroll-stopping **hook** in the first 3 lines
- Build a real-world scenario or emotional pain point
- Show what's *broken* or being wasted (time, money, clarity)
- Introduce the solution in simple, confident language
- Include *proof* (soft social proof or result)
- End with a strong curiosity-led CTA (e.g. "DM 'LAUNCH' and I'll send it over")

✗ Avoid:

- Hypey claims ("10x your revenue overnight")
- Sensitive terms ("you're overweight", "sick", "anxious")
- Guaranteed income or success statements
- ✓ Use:
  - "Here's what we built..."
  - "We helped [coach/creator] save 40+ hours/month and increase profits — here's how"
  - "Most people don't realise how much time they're wasting..."

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## 2. Headline (Below the ad image/video):

- Clear benefit or outcome
- Examples:
  - "Replace 10+ Tools With This Plug & Play System"
  - "We Built the Backend for You"
  - "More Profit. Less Chaos."

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### 3. Description (Optional — appears under headline):

- Punchy credibility line or subtle social proof
  - Examples:
    - “Used by 400+ coaches & creators”
    - “No tech stress. No messy tools.”
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### INTERNAL RULES I FOLLOW:

- Every line must *sell the next line*
  - Speak to **real pain** (e.g. burnout, clunky systems, wasted time, hidden costs)
  - Directly handle the top objections:
    - “I’m not good with tech” → *It’s already built. Just plug in your brand.*
    - “I don’t have time” → *We save you 40+ hours/month.*
    - “I’m not ready” → *If you don’t systemise now, it only gets harder.*
  - Use proof points naturally (not testimonials, but casual outcomes):
    - “One coach cancelled 6 tools in 7 days and saved \$300/month”
    - “Another went live in 48 hours with our onboarding system”
  - End with a **low-friction CTA**:
    - “DM ‘TOOLS’ and I’ll send you the breakdown”
    - “Want to see how it works? Tap below and let’s talk”
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### Example Prompt Line:

“Write a Facebook ad for a plug-and-play backend system that replaces Zapier, Calendly, Mailchimp, ClickFunnels, Trello, etc.

Speak to overwhelmed coaches who are wasting time juggling messy tools.

Open with a hook about how most people are burning 40 hours/month just managing software.

Position the offer as the *simple, pre-built* solution.

Mention that 400+ coaches and creators already use it.

End with a CTA to DM ‘PLUG’ on Instagram.”

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## FINAL NOTES:

- Focus on **calm clarity**, not noise
- Use *language that feels like the answer they’ve been waiting for*
- Make every sentence feel like a lightbulb moment
- Stay rooted in proof, not persuasion
- Make them say: “*Why am I still doing this the hard way?*”