

Concept 1: Untapped Revenue Potential

Variables:

- **Desire:** Maximize revenue from existing customers
- **Awareness Level:** Pain-aware (high CAC, low retention)
- **Creative Type:** Problem-solution testimonial ads
- **Ad Angle:** “30%+ Revenue on the Table” (solution to stagnation)
- **Framework:** Problem-Agitate-Solve (PAS) + Social Proof

Ad 1A:

Urgency Hook

“You’re Losing \$30K/Month to Churn”

Pain Agitation (B-roll of revenue graphs dipping post-sale):

“Shopify dashboards show peaks... but where’s the repeat? Your customers forget you exist once they click ‘buy’.”

Solution (Cut to pre-built SMS/email flows):

“Automate retention in hours — not months. Proven flows that turn one-timers into lifetime buyers.”

Social Proof (Testimonial overlay):

“We doubled profit margins without adding ads.” [Concept 1 - Ad 1]

Ad 1B:

Scarcity Frame

“The #1 Mistake Killing Your 7-Figure Potential”

PAS Flow:

1. **Problem:** “New customers ≠ sustainable growth”
2. **Agitate:** “Every repeat purchase funds your *next* ad campaign”
3. **Solution:** “AI-Driven Retention Hacks”

CTA (Countdown timer on landing page):

“Join 3,200+ Stores Using This System — Limited Spots”

Ad 1C:

Anti-Loyalty Positioning

“This Isn’t a ‘Points Program’”

Differentiation:

“Customers ignore generic rewards. We teach you how to make them *want* to return.”

Edge Case: “What if your product isn’t subscription-ready?” → “We’ll show you post-purchase sequences that work for any product.”

Concept 2: Brand vs. Transactional Mindset

Variables:

- **Desire:** Transition to brand equity
- **Awareness Level:** Solution-aware (tested failed tactics)
- **Creative Type:** Educational video ads

- **Ad Angle:** “Brands Earn Repeats — Products Rely on Ads”
- **Framework:** AIDA + Storytelling

Ad 2A:

Contrast Hook

“Your Ads Are a Treadmill. We’re the Exit.”

Pyramid Structure:

1. **Attention:** “Still chasing first-time buyers? You’re playing the wrong game.”
2. **Interest:** “Top brands use *retention automations* — not just ads.”
3. **Desire:** “Your existing customers fund growth. Let’s create your system.”
4. **Action:** “Free Training →”

Ad 2B:

Journey Mapping Visuals

Problem: “From lead → customer → gone”

Solution: “Customer → advocate → repeat → VIP”

Flow Demo: Animated customer journey with CTAs at each stage

Ad 2C:

Belief Challenge

Hook: “‘If They Loved It, They’d Return’ Is a Myth”

Reframe: “Love fades without nurturing. We teach you how to *stay* in their lives.”

Edge Case: “*What if my product isn’t sexy?*” → “*Apparel vs. supplements — same retention rules.*”

Concept 3: Operational Scaling Through Automation

Variables:

- **Desire:** Automate retention without staff
- **Awareness Level:** Solution-competent (tried tools without ROI)
- **Creative Type:** Demonstrative carousel ads
- **Ad Angle:** “Scale with Systems, Not Employees”
- **Framework:** “4P” (Product, Price, Place, Promotion) + Risk Reversal

Ad 3A:

Visual Proof

Carousel Steps:

1. “Before: Manual emails → ‘Open Rate: 22%’”
2. “After: Automated flows → ‘ROI: 3.2x’”
3. “Pro Tip: No developers needed.”

Ad 3B:

Risk Reversal

Hook: “30-Day Money-Back Guarantee”

Emphasis: “Proven templates, not empty promises.”

Edge Case: “What if my store is too small?” → “Start with 1 flow. Scale when ready.”

Ad 3C:

Tech Stack Demo

Visuals: Shopify dashboard → SMS flow builder → analytics

Voiceover: “See how 7-figure stores automate retention in minutes.”

Concept 4: Market Differentiation Through Experience

Variables:

- **Desire:** Stand out in crowded niches
- **Awareness Level:** Opportunity-aware (ready to invest)
- **Creative Type:** UGC-style story ads
- **Ad Angle:** “Be Memorable, Not Forgettable”
- **Framework:** PAS + Unique Mechanism

Ad 4A:

Story Hook (Testimonial video):

Narrator: “When [Store Name] replaced generic emails with ‘smart’ retainers...”

Customer: “I finally feel like a brand, not just a product.”**

Ad 4B:

Anti-Template Positioning

Hook: “Cookie-Cutter Retention Fails”

Differentiation: “Custom flows that reflect *your* brand voice”

Ad 4C:

Future-Proofing (B-roll of AI tools):

Voiceover: “As Shopify evolves, our automations adapt. You stay ahead.”**

Edge Case: “What if competitors copy my system?” → “We focus on unscalable personalization.”

Core Frameworks Used Across Concepts:

1. **PAS** (Primacy in Scripts 1A/2A)
2. **AIDA** (Sales funnel progression in 2A/B)
3. **Scarcity/Urgency** (2B’s countdown, 4C’s future-proofing)
4. **Social Proof** (Testimonials in 2A/4A)
5. **Risk Reversal** (3B’s guarantee)

Adaptation Edge Cases Addressed:

- Product type limitations (Concept 1C)

- Small store scalability (3B)
- Competition concerns (4C)

Tone/Pacing Consistency:

All scripts use **direct address**, **emotional triggers** (urgency, FOMO), and **action-oriented language** per the provided training. The pacing accelerates from problem recognition → solution showcase → immediate CTA.

[1] <https://gpt4v.net/features/direct-response-copywriting>

[2] <https://www.digitalmarketer.com/certifications/copywriting-mastery/>

[3] <https://www.sequeldm.com/chatgpt-and-direct-response-copywriting/>

[4] <https://www.crazyegg.com/blog/direct-response-copywriting/>

[5] <https://www.youtube.com/watch?v=Z2YgDXm9bEo>