THE FACEBOOK AD COPY SPRINT

Write Faster. Test Smarter. Sell with Clarity.

THE 5-PART E-COMMERCE WORKBOOK



ahmedsadig

A Faster Path from Product to Ad

A preview of the practical 5-part workbook by ahmedsadig

The promise: Replace the blank page with a repeatable process: clarify the product, choose a message, draft, fact-check, and test. This workbook helps you work faster; it cannot guarantee sales or campaign performance.

What the Full Workbook Includes

01 — Product & Customer Brief Capture features, practical benefits, proof, offer terms, buyer questions, and unknowns before drafting.
02 — Ready-to-Use Ad Templates Problem-to-solution, feature-to-benefit, offer, demonstration, customer story, and retargeting structures.
03 — Angle & Hook Lab Explore different ways to introduce the same product, with hook starters and AI-powered variations.
04 — Edit & Fact-Check Review clarity, objections, claims, mobile readability, and consistency with your product page.
05 — Launch, Test & Improve Record experiments, interpret results cautiously, and choose one sensible next test.

Built for reuse: Fill-in worksheets and prompts are designed to be copied for one product after another.

Try a Template: Problem → Helpful Solution

Opening: Tired of [specific everyday friction]? **Bridge:** [Product] is designed to help [audience] [practical benefit]. **Proof/detail:** It features [verified feature], so you can [reasonable use]. **Action:** See how it works: [CTA / destination].
Replace each bracketed field with a real, supportable detail. If you cannot verify a claim, leave it out or mark it for review.

Copy-and-Paste AI Prompt

```
Write 3 Facebook/Instagram ad drafts using the product brief below. Use a
different angle for each: practical benefit, demonstration, and verified
offer or proof (only if supplied). For each draft, provide primary text,
a short headline, and one CTA. Keep it natural and easy to read on
mobile. Do not invent claims, reviews, discounts, urgency, guarantees,
delivery terms, or results. Do not make assumptions about sensitive
personal traits. Mark missing details as [NEEDS INPUT]. End with a
checklist of facts the seller must verify.

PRODUCT BRIEF:
[Paste product, audience/use case, verified features, offer terms, proof,
and CTA]
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The 30-Second Claim Check

- Is every feature, price, and term accurate?
- Is any result or comparison backed by evidence?
- Does the ad match the landing page?
- Is the CTA clear and the destination working?
- Have you checked current platform rules and applicable requirements?

Keep it honest: AI can help you draft, but you are responsible for reviewing the final ad. Never publish fabricated testimonials, false scarcity, unsupported promises, or details that are not true for your product.

The 15-Minute Ad Sprint

1. Brief (3 min): Write down the product, audience/use context, one practical benefit, and proof you can verify.
2. Choose (2 min): Pick one angle: benefit, demonstration, design/specification, or a real offer.
3. Draft (5 min): Use a template or paste your brief into the AI prompt. Ask for distinct versions—not just synonym swaps.
4. Review (3 min): Check every claim, remove anything unsupported, and confirm the ad matches the destination page.
5. Test (2 min): Write down your hypothesis, change one main variable, choose a metric, and log the result.

Mini Test Log

Version	Hypothesis / one change	Metric	Learning
A			
B			

Results are clues, not proof by themselves. Audience, timing, creative, budget, attribution, and landing-page experience can all influence outcomes. Avoid claiming causation from a small or uneven test.

Ready to build your repeatable system?

The full workbook includes all five sections, reusable worksheets, six ad frameworks, advanced AI prompts, claim-review tools, and a campaign learning log.

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Created by ahmedsadig

Educational resource. No sales outcome is guaranteed. Verify claims and check current ad policies before launch.