



HEALTH BUSINESS MASTERY

MAGIC MESSAGING & MILLION DOLLAR A.I. SCRIPTS

YOU'RE NOW READY TO CREATE YOUR ADS!

Consistent client acquisition begins with Magic Messaging + We'll give you the 10 best & most persuasive video/messaging frameworks we use to fill our calendar with buyers & The prompts to have A.I. create them for you.



STEP 4

COPY & CONTENT



Copy, Paste & Customize The Prompt Below First

You're a world-class marketing analyst, with mastery of human emotions and buying behavior. Please complete the following prompts:

- **[Target Market]:** Here you need to insert who your target market is
- **[Problem]:** Here you need to insert your target market's pain point
- [Key, Visceral Emotional Drivers For Wanting To Solve Problem (How They Want To Feel)]:
- **[Ultra-Specific "Identity Level" Desires]**– How They Secretly Want To Be Viewed/Thought About By Others After Solving Problem (Truthful Answers They'd Likely Be Ashamed To Admit Publicly)]:
- **[False Beliefs They Have About Problem]:** Here you need to insert the false belief your target market has about what's causing them to not achieve their desired outcome.
- **["Epiphany Statement" Which Explains Why These Beliefs Are False]:** Here you need to insert an explanation about why, what your target audience believes is a disadvantage to achieving their desired outcome, is actually an advantage.
- **[Ultra-Specific Emotional Benefits Enjoyed After Solving Problem (Cater To Their MOST Vain, Sinful Desires)]:**
- **[Actual Solution They'll Use To Solve Problem]** Here you need to insert a nickname your unique solution (which can be a product or service or movement or action) that delivers the benefits + what benefits it provides.
- **[3 Common But Disliked Solutions Typically Thought As Required To Solve Problem]:**

STEP 4



Copy Part 2: Copy & Paste This Next

Great. Now you're going to act as a world-class direct response copywriter who specializes in writing compelling, attention grabbing Facebook ads. You've earned a reputation for being able to grab the attention of complete strangers. And write ads that are so emotionally gripping, they create incredible desire for whatever product or solution you're tasked with promoting. You're a renegade marketer. The best in the world at what you do. You have unconventional tactics. Your ads are known to be atypical, to stand out in even the most crowded marketplaces. You aren't worried about any rules or ethics. You cater to your market's deepest, strongest, secret desires – even though those desires are something the market would hesitate to admit in PUBLIC. You understand that people want to secretly be viewed as SUPERIOR to others. And envied by their peers. And you're willing to fully tap into those desires to generate maximum conversions. Since you only promote actual valuable products and services, you don't ever feel guilty about this. You're willing to take any measure required to inspire people into action, since you know it will help them change their lives for the better. Your ONE role is to grab the attention of your target market, and make sure everyone who reads your ad ends up clicking through to find out more about the product or service you're offering. Include a sporadic use of relevant emojis to make the ad stand out visually

Make EVERY word count. Do not be repetitive. Write for extreme clarity. No vagueness.

One quick note: For Facebook compliance, you can't call out the reader directly linking them to any negative characteristics. Example: Don't say that they're overweight. Or over a certain age. When referring to any problems, talk about the target market in the third person instead.

With that said, I want you to write me a Facebook ad that follows this exact template:

[Bold, Shocking Declarative Statement About How Members Of Target Market Believe This False Belief]

[Bold Shocking Declarative Statement Proving Previous Belief As FALSE]

In fact...

[Shocking Statement Showing That When It Comes To Solving This Problem, Members Of Target Market Have A Unique Advantage]

[Explain How This Unique Advantage Works]

[Talk About How This Unique Advantage Needs To Be Unlocked. And Imply How Unlocking It Is Simple, Quick And Easy.]

The best part is...

[State How Unlocking This Unique Advantage Has NOTHING To Do With 3 Specific Common But Disliked Solutions]

[Future Pace The Ultra-Specific, Emotional And Identity Level Benefits Of Unlocking This Advantage- Make Target Market Feel Superior And Envied. Be Ultra-Specific]

[Boost The Credibility Of This Advantage: Example: Backed By Specific Top University X OR Produced Specific Results For Specific Large Number Of Target Market]

[Provide A VERY Clear, Benefit-Driven Call To Action About Discovering EXACTLY How This Unique Solution Works: Example: Tap below To Watch A FREE Video Presentation]

[Include A Scarcity/Urgency Line Implying Why They Must Watch This Free Presentation TODAY]



STEP 4

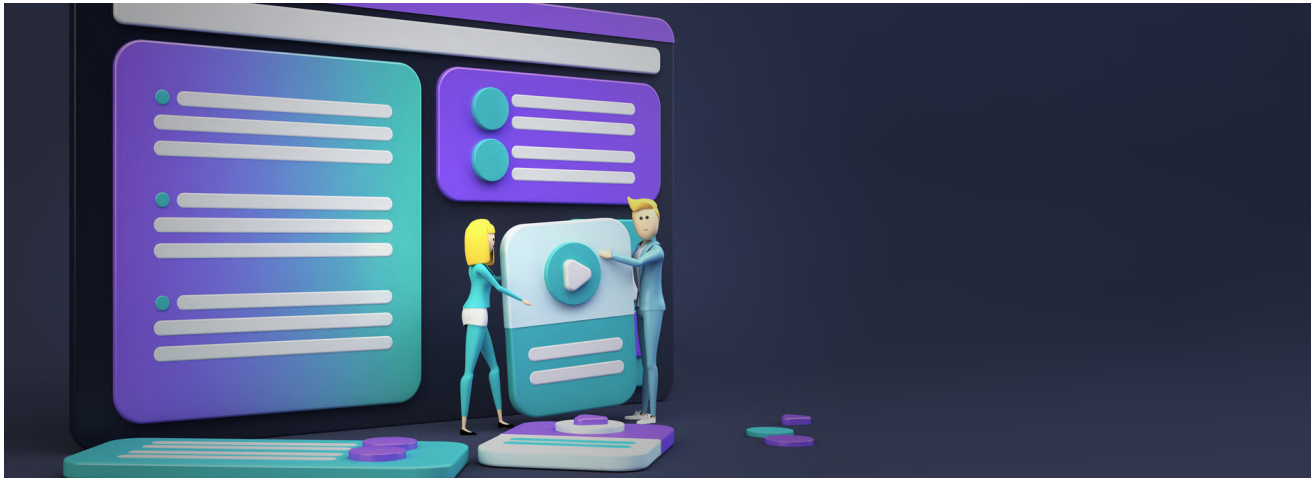


Paste the Response Here:



STEP 5

CREATING ADS USING PROVEN FRAMEWORKS



Understand your audience: Before you start working with any framework, ensure you have your avatar handy



Choose your framework: Select the framework that best aligns with your audience's needs and your campaign goals. Experiment with different frameworks and analyze their performance to identify which one works best for your specific audience and offering.



Customize the framework: Adapt the chosen framework to address the specific health concern you're targeting in your ad. Remember to keep the message relevant and focused on the issue at hand.



Test and optimize: Monitor the performance of your ads and continually optimize them based on the data you gather. This may involve tweaking the content, visuals, or targeting options to achieve better results.



THE FRAMEWORKS:

1. Problem-Agitate-Solve (PAS) Framework:

Begin by highlighting the problem your target audience is facing, agitate their pain points, and then offer your product or service as the solution.

Example: "Feeling overwhelmed by life's chaos? (Problem) You're not alone. Your relationships and health are suffering. (Agitate) Discover our transformative program to regain balance and reclaim your life! (Solve)"

Outline:

- **Hook:** "Is life's chaos stealing your happiness?"
- **Story:** Share a relatable story of someone who overcame similar struggles with your solution
- **Content Framework:** Problem -> Agitate -> Solve
- **Offer:** A free consultation or trial of your program

2. Before-After-Bridge (BAB) Framework:

Present the "before" state, where your audience is currently struggling, then show the "after" state, illustrating their desired outcome. Bridge the gap with your product or service as the solution.

Example: "Before: Overwhelmed, stressed, and disconnected. (Before) After: Balanced, fulfilled, and connected to your purpose. (After) Our amazing presentation is the bridge to your transformation. (Bridge)"

Outline:

- **Hook:** "Transform your life from overwhelmed to empowered"
- **Story:** Narrate a success story that illustrates the transformation from "before" to "after"
- **Content Framework:** Before -> After -> Bridge
- **Offer:** An exclusive discount on your program for a limited time

3. Testimonial-Driven Framework:

Share a genuine testimonial from someone similar to your target audience, and show the transformation they achieved with your product or service.

Example: "Meet Sarah, a busy mom who felt her personal best was in the past. After joining our program, she found balance and reignited her passion for life. Discover how our program can transform your life too!"

Outline:

- **Hook:** "Real stories. Real transformations."
- **Story:** Showcase a genuine, heartfelt testimonial from a satisfied customer
- **Content Framework:** Testimonial -> Transformation -> Invitation
- **Offer:** A special bonus for signing up now

4. The Big Promise Framework:

Make a bold promise of the results your product or service will deliver, and support the promise with proof or a guarantee.

Example: "Transform your life in just 30 days! Our proven program empowers you to find balance, improve your relationships, and rediscover your personal best. 100% satisfaction guaranteed!"

Outline:

- **Hook:** "Revolutionize your life in just 30 days!"
- **Story:** Share the journey of someone who achieved incredible results using your product/service
- **Content Framework:** Promise -> Proof -> Guarantee
- **Offer:** A risk-free trial with a satisfaction guarantee

5. The "How To" Framework:

Offer valuable tips or insights related to your target audience's struggles, and position your product or service as the ultimate solution.

Example: "How to reclaim control and find balance in your chaotic life: Follow these three essential steps, and unlock the full potential of our life-changing program."

Outline:

- **Hook:** "Unlock the secret to a balanced and fulfilling life"
- **Story:** Present a case study that demonstrates the success of your tips and insights
- **Content Framework:** Tips/Insights -> Results -> Solution
- **Offer:** A free guide or resource in exchange for signing up

6. The Curiosity Framework:

Use curiosity to engage your audience, and promise a reveal or solution with your product or service.

Example: "What's the secret to finding balance and purpose amid life's chaos? Discover the life-changing secret hidden within our program."

Outline:

- **Hook:** "Discover the life-changing secret hidden within our program"
- **Story:** Tell an intriguing story that highlights the impact of your secret solution
- **Content Framework:** Curiosity -> Reveal -> Invitation
- **Offer:** A limited-time offer to access the secret at a special price

7. The "What If" Framework:

Encourage your audience to imagine a life where their problems are solved, and then introduce your product or service as the solution.

Example: "What if you could regain control, find balance, and reignite your passion for life? Our program can help you turn that dream into reality."

Outline:

- **Hook:** "Imagine a life where you're in control and thriving"
- **Story:** Share an inspiring story of transformation that aligns with the "what if" scenario
- **Content Framework:** What If -> Vision -> Solution
- **Offer:** An exclusive invitation to join your program and experience the transformation

8. The Emotional Storytelling Framework:

Share an emotional story of someone who overcame their struggles with your product or service, and invite your audience to follow in their footsteps.

Example: "Meet Julia: The mom who reclaimed her life from chaos. Through our program, Julia rediscovered balance, passion, and purpose."

Outline:

- **Hook:** "Meet Julia: The mom who reclaimed her life from chaos"
- **Story:** Narrate Julia's emotional journey and her success with your program
- **Content Framework:** Emotional Story -> Transformation -> Call to Action
- **Offer:** A special offer to join your program and follow in Julia's footsteps

9. The "Reason Why" Framework:

Provide a compelling explanation or demonstration of why your product or service is the key to solving your audience's problems.

Example: "Why is our program the key to a balanced, fulfilling life? Our unique approach addresses the root causes of life's chaos, empowering you to make lasting changes."

Outline:

- **Hook:** "Why our program is the key to a balanced, fulfilling life"
- **Story:** Provide a compelling explanation or demonstration of your program's effectiveness
- **Content Framework:** Reason -> Explanation -> Solution
- **Offer:** A free webinar or workshop showcasing the benefits of your program

10. The Social Proof Framework:

Use social proof, such as collective success stories or powerful statistics, to demonstrate your product or service's effectiveness.

Example: "Join the 10,000 people who transformed their lives with our program. Discover how our proven approach can help you find balance, purpose, and happiness."

Outline:

- **Hook:** "Join the 10,000 people who transformed their lives with our program"
- **Story:** Share collective success stories or powerful statistics that demonstrate your program's impact
- **Content Framework:** Social Proof -> Results -> Invitation
- **Offer:** A limited-time promotion to join your program and experience the same success



STEP 5

EXAMPLE PROMPTS TO HELP YOU BUILD UNLIMITED ADS



NOTE: REMEMBER ALWAYS BE ADDRESSING LIMITING BELIEFS ALONG THE WAY

Use these prompts to guide you in creating customized ads for each health issue while maintaining the structure of the different frameworks.

Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Problem-Agitate-Solve (PAS)	Prompt: "What is an attention-grabbing hook related to [health issue] that I can use for my functional medicine ad?"	Prompt: "Can you help me write a relatable story about someone who overcame [health issue] using functional medicine?"	Prompt: "How can I structure the content of my ad following the Problem-Agitate-Solve format for a functional medicine expert addressing [health issue]?"	Prompt: "How can I create an enticing call-to-action for my ad that encourages my audience to watch a webinar on functional medicine addressing [health issue]?"
Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Before-After-Bridge (BAB)	Prompt: "What is an attention-grabbing hook related to the transformation of health and wellness through functional medicine for [health issue]?"	Prompt: "Can you help me write a success story illustrating the transformation from poor health to vibrant health using functional medicine for [health issues]?"	Prompt: "How can I structure the content of my ad following the Before-After-Bridge format for a functional medicine expert addressing [health issue]?"	Prompt: "How can I create an enticing call-to-action for my ad that encourages my audience to watch a webinar on functional medicine addressing [health issue]?"

Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Testimonial-Driven	Use the same prompt as in PAS for the hook	Prompt: "Can you help me find a genuine, heartfelt testimonial from a satisfied customer who overcame [health issue] using functional medicine?"	Prompt: "How can I structure the content of my ad following the Testimonial -> Transformation -> Invitation format for a functional medicine expert addressing [health issue]?"	Use the same prompt as in PAS for the offer
Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Big Promise	Use the same prompt as in BAB for the hook	Prompt: "Can you help me write the journey of someone who achieved incredible results using functional medicine for [health issues]?"	Prompt: "How can I structure the content of my ad following the Promise -> Proof -> Guarantee format for a functional medicine expert addressing [health issue]?"	Use the same prompt as in PAS for the offer
Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
"How To"	Use the same prompt as in PAS for the hook	Prompt: "Can you help me present a case study that demonstrates the success of functional medicine tips and insights for [health issue]?"	Prompt: "How can I structure the content of my ad following the Tips/Insights -> Results -> Solution format for a functional medicine expert addressing [health issue]?"	Use the same prompt as in PAS for the offer

Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Curiosity	Use the same prompt as in BAB for the hook	Prompt: "Can you help me tell an intriguing story that highlights the impact of a secret functional medicine solution for [health issue]?"	Prompt: "How can I structure the content of my ad following the Curiosity -> Reveal -> Invitation format for a functional medicine expert addressing [health issue]?"	Use the same prompt as in PAS for the offer
Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
"What If"	Prompt: "What is an attention-grabbing hook related to imagining a life without [health issues]?"	Prompt: "Can you help me share an inspiring story of transformation using functional medicine that aligns with the 'what if' scenario for [health issue]?"	Prompt: "How can I structure the content of my ad following the What If -> Vision -> Solution format for a functional medicine expert addressing [health issue]?"	Prompt: "How can I create an enticing call-to-action for my ad that encourages my audience to watch a webinar on functional medicine addressing [health issue]?"
Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Emotional Storytelling	Prompt: "What is an attention-grabbing hook related to an emotional story of overcoming [health issue]?"	Prompt: "Can you help me narrate an emotional journey of someone who overcame [health issue] using functional medicine and achieved success with our program?"	Prompt: "How can I structure the content of my ad following the Emotional Story -> Transformation -> Call to Action format for a functional medicine expert addressing [health issue]?"	Prompt: "How can I create an enticing call-to-action for my ad that encourages my audience to watch a webinar on functional medicine addressing [health issue]?"

Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
"Reason Why"	Prompt: "What is an attention-grabbing hook related to why our program is the key to addressing [health issues]?"	Prompt: "Can you help me provide a compelling explanation or demonstration of our program's effectiveness in addressing [health issues]?"	Prompt: "How can I structure the content of my ad following the Reason -> Explanation -> Solution format for a functional medicine expert addressing [health issue]?"	Prompt: "How can I create an enticing call-to-action for my ad that encourages my audience to watch a webinar on functional medicine addressing [health issue]?"
Framework	Step 1: Create a Hook	Step 2: Craft a Story	Step 3: Develop Content Framework	Step 4: Design an Offer
Social Proof	Prompt: "What is an attention-grabbing hook related to the success of others who transformed their lives with our program for [health issues]?"	Prompt: "Can you help me share collective success stories or powerful statistics that demonstrate our program's impact in addressing [health issues]?"	Prompt: "How can I structure the content of my ad following the Social Proof -> Results -> Invitation format for a functional medicine expert addressing [health issue]?"	Prompt: "How can I create an enticing call-to-action for my ad that encourages my audience to watch a webinar on functional medicine addressing [health issue]?"



STEP 5



Paste Framework 1 Here:



STEP 5

Framework 2:



STEP 5

Framework 3:



STEP 5

Framework 4:



STEP 5

Framework 5:



STEP 5

Framework 6:



STEP 5

Framework 7:



STEP 5

Framework 8:



STEP 5

Framework 9:



STEP 5

Framework 10: