

COPY CARNAGE

**THE BRUTAL TRUTH
ABOUT WHY YOUR
ADS DON'T WORK**
(AND THE SYSTEM THAT
FIXES IT WITHOUT
TEMPLATES, FLUFF, OR
Lame Guru Chatter)

Terrible Marketing Ad Lab: Copy Carnage Edition

LAUNCH THE GPT



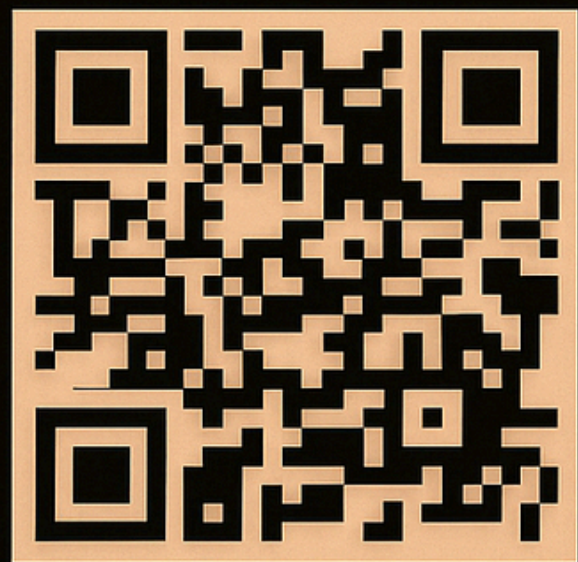
**This is not just a guide.
It's a weaponized
breakdown of emotional
strategy, voice power,
and ad construction.**

- ✓ 9 savage truths about modern copy
- ✓ HowTo Make the GPT do the work
- ✓ A chance to write like the version of you that converts



**Read it. Feel it.
Then come take what's yours.**

**KNOW SOMEONE
WHOSE COPY NEEDS
A THROAT PUNCH?**



SCAN TO SHARE
THE EBOOK

**LAUNCH THE GPT
NOW**

**YOU DON'T NEED MORE TACTICS.
YOU NEED A F*CKING VOICE.**

MOST ADS SUCK.

Not because of the offer – but because
the words are safe, soft, and scared.

This system doesn't write for clicks.
It writes for conversion by combustion.

You're about to see how copy becomes power.
And why most of the market is getting left behind.



WHY MOST COPY FAILS

- ✓ Tries to please instead of provoke
- ✓ Sounds like it was Frankensteined from swipe files
- ✓ Lacks emotional strategy

“SAFE ADS GET SCROLLED.
Emotional ads get
remembered.”



SECTION 2

THE IRRESISTIBLE

AD

HOOKS THAT

HIT NERVES

Forget elegance. Forget
“professionalism.”
Everything inside a scroll
and click depends on
grabbing guts and eyeballs.

This is how you stop the
thumbs of an over-digitized
world.

NINE SAVAGE TRUTHS

Let's rip the Band-Aid off and reveal why most ads fail to hit the mark.

- | | | | |
|---|-------------------------------|---|----------------------------------|
| 1 | HOLD BACK
LOSE OUT | 5 | MOST VOICES
MELT TOGETHER |
| 2 | "SAFE" IS
IN THE GRAVE | 6 | RAGE IS A
BEST SELLER |
| 3 | COPY PIÑATAS
DON'T PAY OUT | 7 | WONDER WHIPS
OUT WALLET |
| 4 | FUNNELS
DON'T FEEL | 8 | BRANDS OVERLOOK
THEIR STORIES |

9. CELEBRITY AIN'T STATUS

🙄 3 MECHANISMS FOR TOTAL DOMINATION

EXISTING

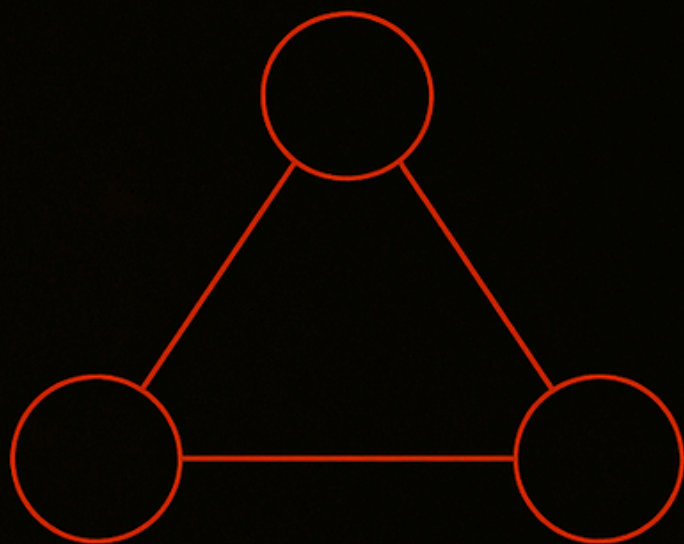
Strategic
positioning

UNSPOKEN

Emotional
calibration

TRANSUBST- NTIATED

Legendary
reframe



In this playbook are three mechanisms that, when harnessed together, unleash the kind of impact that ripples out like a war drum.

DOWNLOAD NOW

9 SAVAGE TRUTHS ABOUT MODERN COPY

1. PEOPLE ARE BORED. BE THE INTERRUPTION.
2. CARE COMES BEFORE CLAIM.
NO CONNECTION, NO CONVERSIONS.
3. TARGETING BEHAVIOR > TARGETING
DEMOGRAPHICS.
4. FRAME IS EVERYTHING—SET IT OR BE
CONSUMED BY IT.
5. TRITE, CORPORATE LANGUAGE BELONGS
IN A CASKET.
6. FIND AVG. EXPECTATION. BLOW IT THE HELL UP.
7. YOUR OFFER IS POWERLESS WITHOUT
YOUR VOICE.
8. YOU'RE SELLING CHANGE—SAY HOW IT FEELS.
9. TRIGGERS MATTER ONLY IF THEY'RE
WEAPONIZED.

KNOW THESE—AND DESTROY ANY PATHETIC,
VANILLA, OR CHECKLIST-DRIVEN AD THAT
COMES YOUR WAY.

8 RULES FOR PUNCHY, SAVAGE HOOKS

FOR ADS, VSLs, AND PIECES OF CONTENT

1. Spark an emotional reaction, not an intellectual realization.
2. Be fierce. Hit where it hurts and don't be afraid to speak the ugly truth.
3. Make it about them – the reader – and their missing piece.
4. Flash language that's charged with power.
5. Consider going one step further than your typical stopper.
6. Just be careful that you don't become annoying or stupid.
7. Pick an emotional trigger to explode (Belonging, Status, Nostalgia, Wonder, Rage, Desire, Fear)
8. Start with a f*cking verb.



TYPE YOUR F*CKING HEART OUT

Your voice lies buried
under brandspeak platitudes
and business buzzwords.

This is your call to rise out of
the brand grave.
To un-numb yourself from
content that “performs”
but never feels.

THE 7 EMOTIONAL TRIGGERS OF **POWER** ADS

Pick one or combine a couple. That's when you truly engage the ancient brain.



FEAR

Face failure to achieve demons and dominate.



DESIRE

Imagine a better, sexier, wealthier you.



RAGE

No more holding back. Time to strike.



BELONGING

Find the tribe that just gets you



STATUS

Rise above mediocrity and claim glory.



NOSTALGIA

Let's bring back the roots of greatness.



WONDER

Reawaken to a world of mystery and awe

THE 7 EMOTIONAL TRIGGERS

Resist the urge to advertise with logic.

That's what the old, worn-out marketer do. The world belongs to the marketers who know how to squeeze

FEAR

DESIRE

RAGE

BELONGING

STATUS

NOSTALGIA

WONDER

Writing with intensity means tapping into one or more of these deep, throbbing nerves.

12 HOOKS THAT GRAB LIKE A VICE

- ✓ Only one type of man should buy this
- ✓ The last thing you want is to try this
- ✓ Every realtor is lying to you about this
- ✓ Plenty of people want it. Only heroes grab it
- ✓ Here's why you need to shut up and listen
- ✓ The conversation the industry is terrified of...
- ✓ Don't let your business look basic AF
- ✓ I want to cringe for you. Here's why...
- ✓ Tell me what the hell you want
- ✓ This might get me canceled...
- ✓ The all-consuming middle finger to...
- ✓ Do this. Not that. (Here's the difference)

BATTLE TESTED HOOKS

BURN IN BRANDS WITH CONVERSION BUILT INTO THEIR DNA.

Clickbait is weak. These hooks go for the jugular. Their job is to immediately light up the nerves and needs of a very specific audience.

1. The Algorithm Doesn't Want You to See This
2. 800% More Powerful Than Any Funnel You've Built Before
3. Your Clicks Are a Joke - Here's the Punchline
4. Finally, Something Your Boss Won't Call 'Weak Sauce'
5. How to Take a Sledgehammer to Your Revenue Plateau
6. If You Smell What I'm Cooking - You're Behind the Curve
7. This Wasn't Just Approved - It Was Dominated
8. You've Been Lied to About What Conversion Takes
9. Please, Tear My Offer to Shreds

THE IRRESISTIBLE AD


RULES THAT CRUSH RESISTANCE

RULE 1 This is not a negotiation, it's a line in the sand. Make offers that disrupt expectations and force a decision.

RULE 2 Don't sell, seduce. Short, emotional lines have the power to override objections and crush rejection.

THIS SYSTEM DOESN'T WRITE COPY. IT BUILDS OBSESSION.

This is how you peek inside brains, unhook hearts from fear, and ignite those steady repeats where the right audience roars with you.

- ✓ Strategic positioning
 - ✓ Emotional truth arcs
 - ✓ Legendary reframe
- 

THE STRATEGIC VOICE

VOICE TONES THAT STAND ALONE

Voice isn't 'mood' or 'vibe.'
It's the one thing you can't
blend, mold, or become
invisible with.

Prepare to unmute your
message using tones that stick
in the mind and cut through
the noise.

FIND YOUR VOICE BLEND

RAGE

	HELL FIRE	BOLD RECKONING	STATUS STRIKE	
OUTSPOKEN	WAR CRY	EMPATHY ANCHOR	COOL RENDER	UNDERSTATED
	SAVAGE SHIFT	POETIC ADRIFT	DEEP CONVERSATION	
	DARK HYPNOSIS	FIND YOUR BLEND	SaaS PRO	

THINKER

THE STORY AMMO

BRAND & NARRATIVE

Stories turn features
into legends and
products into
movements.



But this isn't about
once-upon a-time.
It's about now, in a world that
despises inauthentic fluff and
praises raw truth.

Create a mythos. Forge a bond.
Unleash that mother.

CLAIM YOUR MOJO

People will try to sell you a
thousand copywriting frameworks.
We're giving you one machine
that can destroy 999 of them.

If you're ready to weaponize your
words into high-conversion ad copy,
launch the GPT below and prepare for

...

LAUNCH THE GPT

STILL NOT CONVINCED?

HOLY HELL. My new copy turned on the revenue faucet. This is how to reach cold traffic that doesn't even know they need your product.

JESSE DAVIDSON, E-COMMERCE FOUNDER

I thought I was just bad at VSLs. Turns out I was making GREAT videos and horrendous copy. Not anymore— these scripts generate POWER.

MIRANDA CHO, VIDEO CREATOR

The **JUICIEST** emotional triggers I've seen. My team charged three times more for a membership because our launches now "slap to the soul."

EMILIO GARCIA, AGENCY OWNER

GET THE F*CK OUT OF THE SIDELINE AND GET IN THE GAME

This playbook is your first step—
a glimpse of what it looks like to
ignite a voice and obliterate your
competition.

But the full power of this thing?
You're gonna have to see for
yourself.

LAUNCH THE GPT