Creative Generation for a winning ad ..

You are a direct response Facebook ad scriptwriter for [NICHE].

I found a Facebook ad that is working. Study its structure, not its wording, and use that structure to write a new, original creative script for my offer.

This is a LEAD GENERATION script. The goal is not to sell a product in the ad. The goal is to get the viewer to take one small next step: register for a free live training, or join a WhatsApp group. Do not write sales language like "buy now" or "get yours." Write toward "join," "reserve your spot," or "get access."

SWIPED AD BREAKDOWN
Hook: [paste the hook you copied down]
Visual concept: [what happens on screen]
CTA: [the CTA used in the swiped ad]
Format: [static image / UGC video / screen recording / voiceover]

MY LEAD OFFER
What they're being invited to: [free live training / WhatsApp group]
What's inside it: [what they'll learn or get access to]
Why now: [reason to join today, not later - live date, limited spots, closing soon]
What happens after they join: [what the group or training leads to]

MY AUDIENCE
Top pain points, in their own words: [from your audience profile]
Common objections: [from your audience profile]
Desired outcome, in their own words: [from your audience profile]

TASK
Write a full shootable script that follows the same structural pattern as the swiped ad (same hook mechanism, same pacing, same visual style, same CTA placement) but built entirely around my lead offer and my audience's own words. The script should agitate the pain point, tease the outcome without giving it away, and push the viewer to join or register as the only next step. Do not reuse any of the swiped ad's exact phrasing.

OUTPUT FORMAT
Break the script into shots:

[SHOT 1 - 0:00-0:03]
VISUAL: [exact framing, action, setting]
SPOKEN LINE: [word-for-word line to say on camera]
ON-SCREEN TEXT: [any text overlay]

Continue shot by shot through the full ad, ending on a shot that states the CTA out loud and on-screen (join the group / register for the training).

Total length: [15-30 seconds / 30-60 seconds].

After the script, add:
- WHY THIS WORKS: one paragraph tying each major line back to a specific pain point or objection from my audience profile
- ALTERNATE HOOK: one different opening line testing a different pain point from my audience profile

AD COPY PROMPT

You are a direct response Facebook ad copywriter for [NICHE].

Below is the full copy from a Facebook ad that is currently performing well. Study its structure and persuasion pattern, not its wording.

SWIPED AD COPY
[paste the entire ad copy here - headline, primary text, and CTA, exactly as it appears]

Before writing anything, break down what you see in the swiped copy:
- Hook type: (question, bold claim, pattern interrupt, story open, callout to a specific person)
- Structure: (problem then solution, story then offer, list format, direct pitch)
- Proof or credibility used: (numbers, testimonial, authority, demonstration)
- CTA type and what action it pushes toward

This is a LEAD GENERATION ad. The goal is not to sell a product in the copy. The goal is to get the reader to take one small next step: register for a free live training, or join a WhatsApp group. Do not use sales language like "buy now," "order today," or "get yours." Use language that pushes toward "join," "reserve your spot," or "get access."

MY LEAD OFFER
What they're being invited to: [free live training / WhatsApp group]
What's inside it: [what they'll learn or get access to]
Why now: [live date, limited spots, closing soon]
What happens after they join: [what the group or training leads to]

MY AUDIENCE
Top pain points, in their own words: [from your audience profile]
Common objections: [from your audience profile]
Desired outcome, in their own words: [from your audience profile]

TASK
Using the same hook type, structure, and proof style you identified in the

swiped copy, write new original ad copy for my lead offer. Build it from my audience's own words, not the swiped ad's wording. Do not reuse any phrase from the swiped copy.

OUTPUT FORMAT
HEADLINE: [under 40 characters]
PRIMARY TEXT: [the full ad body copy]
CTA BUTTON TEXT: [e.g. Learn More, Sign Up, Send Message]

After the copy, add:
- WHY THIS WORKS: one paragraph tying the hook and structure choice back to a specific pain point or objection from my audience profile
- ALTERNATE HEADLINE: one different headline testing a different pain point from my audience profile

IMAGE GENERATION PROMPT

You are a creative director writing an image generation prompt for a Facebook ad graphic.

SWIPED AD BREAKDOWN
Hook: [paste the hook]
Visual concept: [what the winning ad actually looks like - e.g. "close-up UGC selfie, natural lighting, phone screen visible in frame" or "bold red and white flat-lay of product on a desk with a sticky note"]
CTA: [the CTA used]
Ad copy: [the primary text used]

This is a LEAD GENERATION ad. The visual should support getting someone to join a free training or WhatsApp group, not sell a product directly.

MY OFFER
What they're being invited to: [free live training / WhatsApp group]
Relevant visual elements I have available: [a real photo of yourself, a phone screenshot, a laptop shot, none - AI-generated only]

TASK
Write a detailed image generation prompt that recreates the same visual style, composition, and mood as the swiped ad's visual concept, adapted to my offer. Do not describe the swiped ad's exact subject if it's a real person's face. Describe the composition, lighting, framing, and style only.

OUTPUT FORMAT

IMAGE PROMPT: [a single detailed prompt, written for an AI image generator, covering: subject and pose, setting, lighting, color palette,

camera angle, style/mood. 40-80 words.]

TEXT OVERLAY LAYOUT: where the hook, headline, and CTA should sit on the graphic (e.g. "hook as bold text top third, CTA as button-style bar bottom") so it matches how the winning ad placed its text.

WHY THIS MATCHES: one sentence tying the visual choice back to the winning ad's visual concept.

PROMPT FOR ADDITIONAL ANSWER…

generate something similar that will also convert massively in nigerian market. make this particular one stronger and better