10 ChatGPT Prompts

That Write Better Ads Than Your Copywriter

The exact prompts I use to create high-converting
Meta ad copy in minutes, not hours.

By Paid Social Studio

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Why These Prompts Work

Most people use ChatGPT wrong for ads. They type 'write me a Facebook ad for my product' and get generic garbage that sounds like every other ad.

The secret? **Context + Structure + Constraints.** These prompts give ChatGPT everything it needs to write copy that actually converts.

I've tested these across 50+ accounts and millions in ad spend. They work.

Prompt #1: The Primary Text Generator

Use this for: Writing the main body copy of your ad

> You are an expert direct-response copywriter specialising in Meta ads. Write 3 variations of primary text for a [PRODUCT TYPE] targeting [TARGET AUDIENCE]. Product: [DESCRIBE PRODUCT] Key benefit: [MAIN BENEFIT] Price point: [PRICE] Tone: [casual/professional/luxurious/urgent] Requirements: - Lead with the biggest pain point or desire - Include social proof or specificity where possible - End with a clear CTA - Keep under 125 characters for the first line (before "see more") - Total length: 3-4 short paragraphs max Write variation 1 focused on pain points, variation 2 focused on transformation, variation 3 focused on social proof.

■ *Pro tip: Always generate 3+ variations to test against each other.*

Prompt #2: The Hook Factory

Use this for: Generating scroll-stopping first lines

> Generate 20 hook variations for a Meta ad promoting [PRODUCT]. Target audience: [WHO] Main problem we solve: [PROBLEM] Desired outcome: [OUTCOME] Create hooks in these categories: - 5 x Question hooks (pattern interrupt questions) - 5 x Bold statement hooks (controversial or surprising) - 5 x "If you..." hooks (qualifying the reader) - 5 x Number/stat hooks (specificity sells) Each hook must: - Be under 10 words - Create curiosity or urgency - Stop the scroll

■ *Pro tip: Test your top 5 hooks as the first line of otherwise identical ads.*

Prompt #3: The Headline Machine

Use this for: Short, punchy headlines (40 char limit)

> Write 15 Meta ad headlines for [PRODUCT]. Context: - Product: [DESCRIPTION] - Offer: [DISCOUNT/BONUS/URGENCY] - Audience: [WHO] Requirements: - Maximum 40 characters each - Mix of: benefit-focused, offer-focused, curiosity-driven - No clickbait - must be truthful - Include at least 3 with numbers - Include at least 3 with power words (free, new, secret, proven, instant) Format as a numbered list.

Prompt #4: The Pain Point Excavator

Use this for: Research before writing (know your customer)

Act as a customer research expert. I'm selling [PRODUCT] to [TARGET AUDIENCE]. Identify: 1. TOP 5 PAIN POINTS What keeps them up at night? What frustrates them daily? 2. TOP 5 DESIRES What do they secretly want? What would make them feel successful? 3. TOP 5 OBJECTIONS Why might they NOT buy? What doubts do they have? 4. TOP 5 TRIGGERS What events or moments make them actively search for a solution? 5. LANGUAGE PATTERNS What exact phrases would they use to describe their problem? (I need these for ad copy) Be specific and avoid generic answers.

■ *Pro tip: Run this prompt BEFORE writing any ads. It's your cheat code.*

Prompt #5: The UGC Script Writer

Use this for: Scripts for creator/UGC-style video ads

Write a 30-second UGC-style video ad script for [PRODUCT]. Format: Person talking directly to camera (selfie-style) Tone: Authentic, not salesy, like telling a friend Target: [AUDIENCE] Structure: - HOOK (0-3 sec): Pattern interrupt, must stop scroll - PROBLEM (3-8 sec): Relatable pain point - DISCOVERY (8-12 sec): How they found the product - TRANSFORMATION (12-22 sec): Specific results/benefits - CTA (22-30 sec): Soft sell, what to do next Include: - Suggested B-roll moments in [brackets] - Emphasis words in CAPS - Pauses marked with ... Make it feel real, not scripted.

Prompt #6: The Objection Crusher

Use this for: Handling the reason people don't buy

I'm running Meta ads for [PRODUCT] priced at [PRICE]. The main objection from customers is: "[OBJECTION]" Write 5 different ad copy angles that address this objection: 1. Pre-emptive strike (address it before they think it) 2. Social proof approach (show others overcame it) 3. Risk reversal (remove the risk entirely) 4. Reframe approach (change how they see the objection) 5. Direct confrontation (call it out head-on) Each should be 2-3 sentences that could be used in ad copy. Tone: Confident but not defensive.

Prompt #7: The Offer Stacker

Use this for: Making your offer irresistible

I'm selling [PRODUCT] for [PRICE]. Help me create an irresistible offer stack. Current offer: [WHAT THEY GET] Generate: 1. 5 bonus ideas that cost me nothing but add perceived value 2. 3 ways to frame the pricing (anchoring, comparison, breakdown) 3. 3 urgency/scarcity angles that are ethical and truthful 4. 3 risk reversals beyond standard money-back guarantee 5. The complete offer stack written as ad copy (how it would appear in an ad) Make the value feel like a no-brainer at this price.

■ *Pro tip: A great offer beats great copy every time.*

Prompt #8: The Competitor Spy

Use this for: Differentiating from competitors

I'm selling [YOUR PRODUCT] competing against [COMPETITOR/ALTERNATIVE]. My unique advantages: - [ADVANTAGE 1] - [ADVANTAGE 2] - [ADVANTAGE 3] Write 5 ad copy variations that position us against the competition WITHOUT naming them directly. Use phrases like: - "Unlike other [category]..." - "Most [solutions] do X, we do Y..." - "If you've tried [alternative] and..." - "Stop settling for [common approach]..." Each variation should be a complete primary text (3-4 short paragraphs). Tone: Confident, not arrogant. Factual, not petty.

Prompt #9: The Retargeting Specialist

Use this for: People who visited but didn't buy

Write retargeting ad copy for people who: [ ] Visited my website but didn't purchase [ ] Added to cart but abandoned [ ] Viewed product page for [PRODUCT] [ ] Engaged with previous ad but didn't click Product: [PRODUCT] Price: [PRICE] Main selling point: [BENEFIT] Write 3 variations: 1. Gentle reminder (soft, helpful) 2. Objection handler (address why they hesitated) 3. Urgency play (limited time/stock - only if true) Keep copy shorter than cold ads - they already know us. Include a clear reason to come back NOW.

Prompt #10: The A/B Test Generator

Use this for: Creating structured tests

> I want to test [ELEMENT] in my Meta ads. Current control: "[YOUR CURRENT COPY]" Product: [PRODUCT] Audience: [AUDIENCE] Generate test variations: TEST 1: Emotional angle - Version A (fear-based): [copy] - Version B (aspiration-based): [copy] TEST 2: Specificity - Version A (vague benefit): [copy] - Version B (specific numbers): [copy] TEST 3: Length - Version A (short, punchy): [copy] - Version B (detailed, story-driven): [copy] TEST 4: CTA style - Version A (direct): [copy] - Version B (soft): [copy] For each test, only change ONE variable so results are clear.

■ *Pro tip: Never test more than one element at a time. Patience = clarity.*

Now Go Make Money

These prompts have generated millions in revenue across the accounts I manage. But prompts alone won't save a bad offer or wrong audience.

Want me to audit your ads and show you exactly what to fix?

Book a free 15-minute audit call: paidsocialstudio.com