



AI Prompts for Creative Strategists

Course 102: State of Paid Social Advertising & Consumer Psychology

Audience Awareness Analysis

Prompt 1

Awareness Stage Assessment

Analyze the following target audience for [PRODUCT/SERVICE]. Based on market research data below, identify which stage of awareness they're in (Unaware, Problem Aware, Solution Aware, Product Aware, or Most Aware) and explain why:

[INSERT AUDIENCE DATA/RESEARCH]

For each awareness stage, suggest how our messaging should shift to match their current understanding.

Prompt 2

Audience Pain Point Mining

Review these [CUSTOMER REVIEWS/SURVEY RESPONSES/SOCIAL MEDIA COMMENTS] about [PRODUCT CATEGORY]:

[INSERT CUSTOMER FEEDBACK]

Identify:

1. The top 5 emotional pain points expressed
2. The specific language patterns customers use to describe their problems
3. Which of the Life-Force 8 drives these pain points connect to
4. How I should frame my messaging to address these specific emotional triggers

Audience Awareness Analysis

Prompt 3

Market Sophistication Analysis

Analyze the current advertising landscape for [PRODUCT CATEGORY]:

[INSERT COMPETITOR ADS/MESSAGING]

Based on Eugene Schwartz's 5 levels of market sophistication:

1. What level of sophistication does this market demonstrate?
2. What claims/promises are becoming cliché or overused?
3. What new angle or mechanism could we focus on to stand out?
4. Draft 3 potential headlines that would break through the current sophistication level.

Emotional Drivers and Hooks

Prompt 4

Emotional Transformation Mapping

For [PRODUCT/SERVICE], help me identify the emotional transformation it provides:

Product details: [INSERT PRODUCT INFORMATION]
Target audience: [INSERT AUDIENCE DESCRIPTION]

Create a detailed transformation map showing:

1. The "BEFORE" state (negative emotions, frustrations, pains)
2. The "AFTER" state (positive emotions, benefits, outcomes)
3. Connect each transformation to specific Maslow's needs or Life-Force 8 drives
4. Generate 5 powerful hooks that highlight this transformation journey

Prompt 5

Multi-Angle Hook Generator

For our [PRODUCT/SERVICE], generate 10 scroll-stopping hooks using different psychological approaches:

Product: [PRODUCT DESCRIPTION]
Audience: [AUDIENCE DESCRIPTION]
Awareness level: [AWARENESS STAGE]

Create hooks using:

- Fear of missing out (FOMO)
- Curiosity gap
- Identity reinforcement
- Unexpected statement/statistic
- Problem agitation
- Dream scenario
- Pattern interrupt
- Status elevation
- Loss aversion
- Before/after contrast

Emotional Drivers and Hooks

Prompt 6

Life-Force 8 Messaging Development

Our product [PRODUCT] addresses the Life-Force drive of [SPECIFIC DRIVE].
Create 5 messaging frameworks that tap into this fundamental desire:

Product details: [PRODUCT DETAILS]
Target audience: [AUDIENCE DETAILS]

For each framework provide:

1. A headline that triggers this drive
2. Supporting body copy (2-3 sentences)
3. A call-to-action that reinforces the drive

Persuasion Principles Application

Prompt 7

Strategic Principle Application

I want to apply the persuasion principle of [PRINCIPLE] to my ad for [PRODUCT].

Product details: [PRODUCT DETAILS]

Target audience: [AUDIENCE DETAILS]

Current messaging: [CURRENT MESSAGING]

Provide:

1. 3 specific ways to incorporate this principle authentically
2. Examples of how this principle could be visualized in creative
3. How to phrase my CTA to reinforce this principle
4. Potential pitfalls to avoid when applying this principle

Prompt 8

Social Proof Strategy

Help me develop a social proof strategy for [PRODUCT/SERVICE]:

Our key metrics: [INSERT RELEVANT METRICS]

Audience: [AUDIENCE DETAILS]

Generate:

1. 5 ways to present our customer numbers/reviews most effectively
2. How to frame testimonials for maximum impact
3. Social proof elements to include in different ad placements
4. Language templates that convert abstract social proof into concrete emotional benefits

Persuasion Principles Application

Prompt 9

Authority Building Elements

Create an authority-based messaging strategy for [PRODUCT/SERVICE]:

Our credentials: [INSERT CREDENTIALS/EXPERTISE]

Audience pain points: [INSERT PAIN POINTS]

Provide:

1. How to present our expertise without sounding boastful
2. Ways to connect our authority directly to customer benefits
3. Authority signals to include in different parts of our funnel
4. Trust-building language that establishes credibility quickly

Ad Script Development

Prompt 10

Awareness-Matched Ad Scripts

Create 3 different ad scripts for [PRODUCT], each targeting a different awareness level:

Product details: [PRODUCT DETAILS]

Key benefits: [KEY BENEFITS]

Unique mechanism: [UNIQUE MECHANISM]

Develop 15-second scripts for:

1. Problem Aware audience (focus on problem validation)
2. Solution Aware audience (focus on unique mechanism)
3. Most Aware audience (focus on special offer)

Each script should include a hook, body, and CTA that align with the specific awareness level.

Prompt 11

Emotional Driver Script Development

Write an ad script that leverages the emotional driver of [SPECIFIC EMOTIONAL DRIVER] for [PRODUCT]:

Product details: [PRODUCT DETAILS]

Target audience: [AUDIENCE DETAILS]

Key message: [KEY MESSAGE]

The script should:

1. Open with a hook that triggers this specific emotion
2. Build emotional intensity in the body
3. Connect the product directly to emotional relief/fulfillment
4. Close with a CTA that reinforces the emotional benefit

Ad Script Development

Prompt 12

Multiple Hook Variations

For our upcoming ad about [PRODUCT/FEATURE], generate 10 different hook variations:

Current messaging: [CURRENT MESSAGING]

Target audience: [TARGET AUDIENCE]

Key benefit: [KEY BENEFIT]

Awareness level: [AWARENESS LEVEL]

Create hooks using different approaches:

- Question-based hook
- Statistic-based hook
- Story-based hook
- Identity-based hook
- Pain-point hook
- Curiosity hook
- Counterintuitive statement hook
- Bold promise hook
- Future-pacing hook
- Exclusivity hook

Campaign Planning & Sequencing

Prompt 13

Awareness Journey Sequencing

Help me create a sequenced messaging strategy that moves customers from [STARTING AWARENESS LEVEL] to [GOAL AWARENESS LEVEL] for [PRODUCT]:

Product details: [PRODUCT DETAILS]

Audience characteristics: [AUDIENCE DETAILS]

Develop a 4-part messaging sequence with:

1. Initial message focus and hook
2. Second touch messaging evolution
3. Third touch messaging evolution
4. Final conversion-focused message

For each stage, explain which psychological elements to emphasize and why.

Prompt 14

Objection Handler Development

Based on these common objections to [PRODUCT/SERVICE]:

[LIST OBJECTIONS]

Create persuasive responses that:

1. Acknowledge the concern empathetically
2. Reframe the objection using psychological principles
3. Provide evidence that overcomes the objection
4. Return to the core emotional benefit

Address each objection using at least one persuasion principle from Cialdini's framework.

Campaign Planning & Sequencing

Prompt 15

Before-After-Bridge Frameworks

Using the Before-After-Bridge framework, create 5 different messaging structures for [PRODUCT]:

Product details: [PRODUCT DETAILS]

Target audience: [AUDIENCE DETAILS]

Key transformation: [KEY TRANSFORMATION]

For each version:

1. Before: Vividly describe the painful/frustrating "before" state
2. After: Paint an emotionally compelling picture of the "after" state
3. Bridge: Position our product as the path between these states

Each version should focus on a different emotional driver or pain point.

Creative Evaluation & Enhancement

Prompt 16

Psychology-Based Creative Audit

Evaluate this ad creative against consumer psychology best practices:

[INSERT AD COPY/CREATIVE]

Analyze:

1. Which awareness stage does this address? Is it appropriate?
2. Which emotional drivers does it trigger, if any?
3. Which persuasion principles are used effectively or missed?
4. How clear is the transformation being offered?
5. Rate the hook's stopping power (1-10) and suggest improvements
6. Is the CTA psychologically aligned with the emotional appeal?

Provide specific recommendations for psychological enhancement.

Prompt 17

Creative Variation Generator

Create 5 variations of this ad concept, each using a different psychological approach:

Original concept: [ORIGINAL CONCEPT]

Product details: [PRODUCT DETAILS]

Target audience: [AUDIENCE DETAILS]

Generate variations using:

1. Fear of loss framing
2. Aspiration/identity framing
3. Proof/credibility framing
4. Curiosity/mystery framing
5. Belonging/tribal framing

Keep the core benefit consistent but change the psychological angle.

Creative Evaluation & Enhancement

Prompt 18

AI-Enhanced Ad Script Polishing

Enhance this ad script by strengthening its psychological impact:

[INSERT DRAFT SCRIPT]

Improve:

1. Make the hook more emotionally compelling and pattern-interrupting
2. Strengthen the connection to core human drives
3. Make the transformation more vivid and concrete
4. Add sensory language that triggers emotional responses
5. Ensure the CTA leverages psychological momentum

Provide the enhanced version and explain the psychological improvements made.

Specialized Applications

Prompt 19

Meta/TikTok Ad Hooks Based on Awareness

Create platform-specific hooks for [PRODUCT] targeting [AWARENESS LEVEL] audiences:

Product details: [PRODUCT DETAILS]

Key benefit: [KEY BENEFIT]

Target audience: [TARGET AUDIENCE]

Generate 5 scroll-stopping hooks optimized for Meta and 5 for TikTok that:

1. Address the specific awareness level
2. Use platform-appropriate language/style
3. Connect to a core emotional driver
4. Create immediate interest in the first 2-3 seconds

Prompt 20

Video Script Structure Based on Consumer Psychology

Create a video ad script structure for [PRODUCT] that follows optimal psychological sequencing:

Product: [PRODUCT DETAILS]

Audience: [AUDIENCE DETAILS]

Awareness level: [AWARENESS LEVEL]

Key emotional driver: [EMOTIONAL DRIVER]

Develop a 30-second script structure with:

1. Pattern-interrupt opening (first 3 seconds)
2. Problem/pain point agitation (seconds 3-8)
3. Emotional intensification (seconds 8-12)
4. Solution introduction (seconds 12-18)
5. Proof/credibility element (seconds 18-22)
6. Transformation reinforcement (seconds 22-26)
7. Clear CTA with urgency (seconds 26-30)

For each section, note which psychological principle it leverages.

How to Effectively Use These Prompts

- Start with audience analysis prompts to understand your target's awareness level and emotional drivers.
- Use the emotional driver prompts to identify the psychological core of your message.
- Apply persuasion principle prompts to add proven psychological triggers to your creative.
- Develop complete scripts with the ad script development prompts.
- Plan campaign sequences that move customers through awareness stages.
- Evaluate and enhance existing creative with the audit and polishing prompts.
- Customize for platforms with the specialized application prompts.

Remember

Remember that AI tools work best when you provide specific details about your product, audience, and objectives. The more context you give, the more relevant and powerful the outputs will be.

These prompts should be adapted to your specific needs and combined with your strategic judgment as a Creative Strategist. They are tools to enhance your process, not replace your expertise.



The World's First Academy for **Creative Strategists**

LIKE THIS TEMPLATE?

Get access to all the courses, worksheets, templates, and AI prompts to become a world-class Creative Strategist at **adcreativeacademy.com**

adcreativeacademy.com