



The \$50K
Copy
VAULT

MARCOS TORRES

A COMPANION TO THE FAITH-SCALE FRAMEWORK

READ THIS FIRST

The \$50K Copy Vault

15 ad formulas that sell Christian products on autopilot.

These are the exact formulas I use to write ad copy for Christian e-com brands every single day — the same ones that have generated up to **\$50K in a single month**. Nail the three principles first, then run any formula through your product and your personas. One formula alone can give you 20+ variations.

A companion to the Faith-Scale Framework. That guide gets your campaigns structured; this one fills them with copy that converts.

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PART 01

01

The Foundations

Three principles that make every formula land — and the workflow to run them.

Before You Touch a Single Formula

These 15 formulas are the exact ones I use to write ad copy for Christian e-com brands every single day. But before you start copying and pasting, understand the three principles that separate copy that converts from copy that burns cash.

Nail these three things and every formula becomes a weapon. Ignore them and even the best formula underperforms.

1

Effective Copy Is Not Clever — It Is Clear

The goal is to talk the way your audience talks, not the way you talk.

What this means in practice is that copy that works is rarely salesy, loud, or extravagant. It's clear. It's calm. And by comparison, it might even seem a little boring.

But that's the point. You are not trying to impress anyone. You're trying to make your audience feel like someone finally understands them. The moment they read your ad and think "This person gets it," you've won.

Write like your customer thinks. Not like a marketer talks.

2

Effective Copy Can Be Both Short and Long

Don't buy the "short attention span" myth. People read what they're interested in. A 2,000-word sales letter will outperform a 3-line ad if the reader feels like it's written for them.

Short copy and long copy both play a role. One is not superior to the other.

The key is not length. The key is: does your reader feel like this is about them?

If they think this is about you — you lost. If they think this is about me — you won.

That's why every formula in this guide needs to be tested in both short-form and long-form versions. Don't assume. Let the data tell you.

3

One Avatar, Multiple Personas

Meta's algorithm no longer works if you just use the same avatar and the same formula over and over again. You have to switch it up.

Your avatar might be one person — but that one person has multiple personas that you need to reach.

For example: Say you're selling a Bible study guide for men. The avatar is: Christian men who want to be effective spiritual leaders. Great. But that single avatar has many personas:

- A new father who wants to lead his family well now that his wife just had a baby
- A dad of teenagers trying to stay spiritually relevant to kids who are pulling away
- A husband whose marriage is struggling and wants to grow as a spiritual leader to hold things together

All of these personas (and so many more) need to be targeted with clear, simple copy that talks like they think. Each formula below should be run through multiple personas for your product.

| How to Use This Guide

I use AI to write these faster, but I still review everything — AI can miss the nuance of a Christian audience. Here's the workflow that gets maximum value from every formula.

THE WORKFLOW

- 1 Pick a formula. Feed it into your preferred AI tool (Claude, ChatGPT, Gemini — whatever you like). Or use it manually — just fill in each step yourself. Tell it who your avatar + persona is.
- 2 Have it write both a long-form and short-form version.
- 3 Then create multiple versions for multiple personas — all from the same formula. A single formula alone can give you 20+ ad copy variations.
- 4 Test every single one with different visual creatives.
- 5 Then move to the next formula. Mix and match.

There are 15 formulas in this guide, but if you get creative, those 15 turn into 150 pretty easily.

Over time you'll notice a pattern: which formulas work best for your audience and which don't. Do more of the ones that work. Less of the ones that don't.

Use the Faith-Scale Framework alongside this to run some killer ads.

There are 15 formulas here — but get creative and those 15 turn into 150. Do more of what works, less of what doesn't.

PART 02

02

The 15 Formulas

One avatar, many personas. Run each formula long-form and short-form.

FORMULA #1

The Revival Reel

Paints the dream, names the pain, then hands them a step-by-step path forward

- 1 Audience callout — Name exactly who you're talking to
- 2 Paint the dream — "Imagine..." + vivid picture of their ideal outcome
- 3 Bridge to reality — "The truth is..." + tell them this dream is actually possible
- 4 Empower them — "You can..." + list 2-3 things they're able to do or change
- 5 Introduce the product — Name it + what it provides
- 6 Bullet the benefits — 3 specific outcomes they'll get (use action verbs)
- 7 Differentiate — "This isn't just... it's..." + what makes it different
- 8 Call to action — Urgency + clear next step

BATTLE-TESTED EXAMPLE

Christian leaders!

Imagine your church filled with the Holy Spirit's presence, vibrant fellowship, and a mission-driven focus that inspires members of all ages to press together in Christ's work.

The truth is, revival isn't a distant hope — it's within reach.

You can rekindle spiritual passion, engage the next generation, and cultivate a church community that lives out the Great Commission with urgency.

From Survival to Revival: A 3-Step Guide for Struggling Churches provides practical, Spirit-led strategies to:

- ✓ Rekindle a sense of mission and purpose among your members.
- ✓ Engage young people in meaningful ways that inspire them to stay.
- ✓ Transform your congregation into a vibrant, thriving light for the community.

This isn't just another set of ideas — it's a Spirit-led, proven approach tailored specifically for churches ready to experience lasting revival and measurable growth.

It's time to move forward in faith and lead your church into a new season of mission and renewal.

Download your FREE copy now and watch your church come alive with purpose!

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 8-step formula into your preferred AI tool.
- 2 Tell it: "Here is my product: [describe your product]. Here is my audience: [your avatar]. Here is the specific persona I'm targeting: [e.g., tired youth pastor, overwhelmed church planter, etc.]"
- 3 Say: "Write me a long-form and a short-form ad using this formula for this persona."
- 4 Review what it gives you. Refine anything that sounds too generic or misses the spiritual tone of your audience.
- 5 Repeat for 3–5 different personas using the same formula.

FORMULA #2

The Third Door

Presents two frustrating options they've already tried, then reveals a better way they didn't see coming

- 1 Open with the core question — The thing they're already wrestling with
- 2 Door #1 — "You could..." + the obvious solution that doesn't really work
- 3 Door #2 — "You could..." + another common attempt that also falls short
- 4 Door #3 — "Or... you could..." + introduce your product as the unexpected answer
- 5 Explain the mechanism — How does it actually work? What makes it different?
- 6 Show the transformation in action — 3 bullets showing what's really happening beneath the surface ("They're learning..." / "They're discovering...")
- 7 The emotional payoff — One line that captures the moment it all clicks
- 8 Offer + urgency — Price, discount, or deadline + clear CTA

BATTLE-TESTED EXAMPLE

How do you teach kids theology... without losing their attention?

You could read another children's devotional.

You could try to explain big words like grace, justice, and kingdom — and watch their eyes glaze over.

Or... you could show them!

Introducing the Upside Down Kingdom Game.

It takes the deep truths of Scripture (the kind most adults still wrestle with) ...and turns them into something kids can actually see, feel, and play.

As they journey with fun characters and colorful lands, they're not just playing.

- They're learning how love defeats pride.
- How grace overcomes failure.
- How Jesus' Kingdom turns the world upside down.

And somewhere between laughter and teamwork... the Gospel starts to click!

And here's the best part — for the next 48 hours you can grab your own set for 17% off...

But hurry! This offer expires soon!

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 8-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it]. Here is the problem my audience has been trying to solve: [the frustration]. Here are two common solutions they've already tried that don't fully work: [Door #1] and [Door #2]."
- 3 Say: "Write me a long-form and short-form ad using this formula. Make Door #3 feel like a genuine discovery, not a sales pitch."
- 4 Review and refine — make sure the emotional payoff line feels real, not forced.
- 5 Repeat for different personas (e.g., homeschool moms, children's ministry leaders, grandparents buying gifts).

FORMULA #3

The Straight Shot

Problem in one line, product in the next, benefits fast, CTA faster

- 1 One-line problem or question — The thing they're struggling with, stated simply
- 2 Introduce the product immediately — "Introducing..." + name + one-line description of what it is
- 3 3 rapid-fire benefit bullets — What it does for them emotionally or spiritually (not features)
- 4 Availability + offer — When they can get it + any incentive (discount, bonus, limited time)
- 5 CTA — One clear action to take right now

BATTLE-TESTED EXAMPLE

Teaching kids theology without losing their attention?

Introducing Upside Down Kingdom — a faith-filled board game where Scripture meets fun characters, colorful lands & cooperative play.

- Love defeats pride
- Grace overcomes failure
- Jesus' Kingdom flips everything upside down

Now available for pre-order (shipping July 2026).

Save \$15 before launch and bring Kingdom conversations to your table.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 5-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it]. Write me 5 different versions of this short-form ad, each targeting a different persona: [list 3–5 personas]."
- 3 Tell it to keep each version under 75 words. Short-form only works if it stays short.
- 4 Review and cut anything that sounds like marketing. This formula wins by being calm and clear — not loud.

→ This formula pairs perfectly with #2 (The Third Door). Run both at the same time — the long version for people who need convincing and this short version for people who just need a nudge. Same product, two different buyer mindsets.

FORMULA #4

The Confession

Opens with a funny, honest admission that makes them think “that’s my house,” then reveals how you solved it

- 1 Humorous or brutally honest opening question — Call out a shared experience everyone recognizes but nobody talks about
- 2 Personal confession — “I was so tired of...” + the real frustration behind the humor
- 3 What you did about it — “So I built / found / discovered...” + your product as the personal solution
- 4 Reframe the category — Explain what makes this different from everything else in its space (flip the expectation)
- 5 Paint what it feels like — 2–3 short lines showing the emotional experience of using it (not features — feelings)
- 6 Invite them in — Don’t just sell. Ask them to be part of something bigger
- 7 Offer + CTA — Discount, incentive, or reason to act now

BATTLE-TESTED EXAMPLE

Is it really a “Christian family game night” if someone ends up crying because they lost at Monopoly?

I was so tired of my kids’ competitive streaks turning our quality time into a battlefield.

So, I built a game where the only way to win is to help each other.

In The Upside Down Kingdom, there is no “first place.”

We are one Body, working together to spread the Gospel to the ends of the earth before time runs out.

No losers. No gloating.

Just teamwork and a whole lot of “I’ve got your back!”

Become an early backer today. Help bring Upside Down Kingdom to homes across the world...

and enjoy our pre-order discount! (save \$15)

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 7-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it]. Here is the awkward, funny, or painfully relatable moment my audience has experienced that my product solves: [describe the moment]."
- 3 Say: "Write me 5 different opening lines — make them funny, honest, and specific. No generic humor. It needs to sound like something a real person would say at a church potluck."
- 4 Pick the best opening line, then have AI complete the rest of the formula around it.
- 5 Make sure the confession feels personal, not scripted. If it reads like an ad, rewrite it until it reads like a text you'd send a friend.

FORMULA #5

The Toy Box

Designed for products with a specific age range or demographic — leads with the parenting frustration, then lets the product details do the heavy lifting

- 1 Parenting/leader frustration in one line — “Tired of...” or “Ever tried to...” + the specific struggle
- 2 Introduce the product — “Introducing...” + name + one line on what it is
- 3 Who it’s for + what happens — Age range or audience + the journey or experience they’ll have
- 4 Character or feature bullets — 3 specific, fun examples that show how it works (make these vivid and concrete, not abstract)
- 5 Experience line — What it feels like in practice (time, energy, mood — the practical stuff parents care about)
- 6 Offer + urgency + CTA — Price incentive, shipping timeline, and a clear reason to act now

BATTLE-TESTED EXAMPLE

Tired of explaining big Christian words to your kids and watching them zone out?

Introducing the Upside Down Kingdom board game!

Ages 4–12 journey from God’s throne to spread His light, learning about the Already/Not Yet Kingdom in a fun way.

- Humility defeats King All Mine (greed)
- Joy overcomes Lady Grumpington (complaining)
- Faithfulness expels Jester Tricksy (cheating)

Laugh & learn together! Games last 20–30 min.

Pre-order now, save \$15 & spark Gospel conversations!

Deliveries start July. Limited time offer!

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 6-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it]. Here is the age range or specific audience: [details]. Here are 3 specific features, characters, or moments from the product that show what makes it special: [list them]."
- 3 Say: "Write me a short-form ad using this formula. Make the bullets vivid and concrete — I want the reader to picture their kid actually experiencing this. No vague promises."
- 4 Have it write 3–5 versions, each emphasizing different features or characters in the bullets.
- 5 Keep it tight. This formula works because it gives parents everything they need to say yes in under 15 seconds of reading.

→ Compare this to #3 (The Straight Shot) — same short format, but this one works harder because the bullets are specific and playful instead of thematic. Test both and see which your audience responds to.

FORMULA #6

The Moment

Anchors the product to a specific holiday, season, or cultural moment — rides the wave of what people are already feeling

- 1 Declare the moment — A bold, short statement that captures the energy of the season or event
- 2 Tie the product to the occasion — “This [holiday/season], [do something different]”
- 3 Reframe the experience — “Instead of just [passive thing everyone does], [active thing your product enables]”
- 4 Introduce the product — Name + one line on what it is and what makes it tangible
- 5 Three short “it’s...” lines — Each one a different reason to care (practical, emotional, spiritual)
- 6 Scarcity + timing — Limited stock, shipping deadline, seasonal cutoff — something real
- 7 CTA tied to the moment — Connect the action of buying to the action of celebrating

BATTLE-TESTED EXAMPLE

Jesus is alive!

This Easter, celebrate the Resurrection in a whole new way.

Instead of just hearing the story, build it.

The Bible Bricks Resurrection Set brings the empty tomb to life — complete with a rolling stone mechanism and Scripture-guided instructions.

It's hands-on.

It's meaningful.

It centers the day on what matters most.

Limited stock available before Easter.

Order now so you're ready to build and celebrate together.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 7-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it]. Here is the holiday or season I want to tie it to: [Christmas, Easter, back to school, Father's Day, etc.]. Here is what people normally do during this time: [the passive default]. Here is what my product lets them do instead: [the active alternative]."
- 3 Say: "Write me an ad using this formula. The opening line should feel like a declaration, not a sales pitch. It should match the emotional energy of the moment."
- 4 Generate versions for every relevant season your product fits — most Christian e-com products can anchor to at least 3–4 moments per year.
- 5 Schedule these in advance. The best seasonal ads go live 2–3 weeks before the event, not the week of.

→ This formula has a short shelf life by design — that's what makes it powerful. The built-in deadline is real (the holiday is coming whether they buy or not), so you don't need to manufacture urgency.

FORMULA #7

| The Zoom In

Ignores the big picture entirely — starts with one tiny, specific detail of the product and lets that single moment sell everything

- 1 One specific physical detail — Describe a single feature, mechanism, or moment so vividly the reader can picture it in their hands
- 2 The action — What happens when they interact with that detail (keep it sensory — turn, open, pull, touch)
- 3 The emotional landing — 3 short parallel lines showing what that single moment creates internally (“They don’t just [passive]... They [active]”)
- 4 Pull back and name the product — Now reveal what it is + one line connecting it to the bigger purpose
- 5 Quick specs — Age range, size, pieces, compatibility — whatever the practical buyer needs
- 6 Scarcity + CTA — Short and direct

BATTLE-TESTED EXAMPLE

There's a small hidden handle built into the landscape.

Turn it — and the stone moves.

And in that moment, kids don't just hear that the tomb was empty.

They see it.

They built it.

They understand it.

The Bible Bricks Resurrection Set brings Easter to life through play, story, and Scripture.

Ages 6+

192 LEGO®-compatible pieces

Limited Stock!

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Before opening AI, answer this question: “What is the single coolest, most memorable physical detail or moment in my product?” Not the biggest selling point. The most specific, tangible one.
- 2 Copy the 6-step formula into your AI tool.
- 3 Tell it: “Here is my product: [describe it]. Here is the one specific detail I want to build the entire ad around: [describe the moment]. Write an ad that starts zoomed in on this detail, lets the reader experience it, then pulls back to reveal the full product.”
- 4 Tell it to keep the emotional landing to exactly 3 short parallel lines. No more. The rhythm matters.
- 5 This formula works best as short-form copy. If AI gives you anything longer than 100 words, cut it down.

→ This is one of the most powerful formulas for products you can photograph or film. Pair this copy with a close-up image or short video of the exact detail you're describing and it becomes almost impossible to scroll past.

FORMULA #8

The Tool Belt

Speaks directly to someone who already does the job — skips all persuasion and just hands them the thing they've been wishing existed

- 1 Acknowledge their role and the specific difficulty — “If you [do this thing regularly], you already know [the hard part]”
- 2 Solve it in one line — “This [product] solves that.” No buildup. No story. Just the answer.
- 3 What it is in practical terms — One or two lines describing what it actually is and how it works in their context
- 4 Two short “Built for...” lines — Each one reinforcing that this was made for people like them, not the general public
- 5 Offer + CTA — Preorder, discount, or clear next step

BATTLE-TESTED EXAMPLE

If you teach the sanctuary regularly, you already know how hard it is to help people visualize it.

This set solves that.

A detailed, hands-on model students can walk around, point to, and study.

Built for clarity. Built for teaching.

Preorder now and save \$10.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 5-step formula into your AI tool.
- 2 Tell it: “Here is my product: [describe it]. Here is the specific role my buyer plays: [pastor, teacher, homeschool parent, worship leader, etc.]. Here is the one recurring frustration they face in that role that my product directly solves: [describe it].”
- 3 Say: “Write me an ad using this formula. No storytelling. No emotional buildup. Speak to them like a colleague handing them a solution. Keep it under 60 words.”
- 4 Generate 3–5 versions for different roles — the same product often serves multiple types of leaders.
- 5 Do not let AI add extra persuasion. If it starts adding “imagine...” or “what if...” lines, delete them. This formula works because it respects the reader's intelligence and time.

→ This is your go-to formula when your buyer already knows they need something — they just haven't found the right one yet. No convincing required. Just show up with the answer.

FORMULA #9

The Triple Threat

Calls out multiple audiences at once, then unites them under a single dream outcome

- 1 Multi-audience callout — “For [audience 1], [audience 2] & [audience 3] who want to [shared goal]:”
- 2 “Imagine if...” statement — One line painting the dream outcome they all share
- 3 Introduce the product — “Introducing [name]...” + what it is in one descriptive line
- 4 Three short “It’s...” lines — Each one removes a different objection or highlights a different benefit (practical, simple, meaningful)
- 5 CTA + offer — Clear action + incentive

BATTLE-TESTED EXAMPLE

For Christian Parents, Teachers & Churches who Want to Make Faith Unforgettable:

Imagine If Your Kids Could Build the Bible Stories They Already Love.

Introducing Bible Bricks... built like LEGO®, rooted in Scripture, and made to bring God’s story to life!

It’s screen-free. It’s simple. And it’s the kind of faith-building that sticks.

Tap below to back the first set + save \$10

HOW TO USE IT WITH AI

You don’t need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 5-step formula into your AI tool.
- 2 Tell it: “Here is my product: [describe it]. Here are the 2–3 different types of people who buy this product: [list them]. Here is the one desire they all share: [the common dream outcome].”
- 3 Say: “Write me an ad using this formula. The opening line should name all the audiences and unite them under one goal. Keep the ‘It’s...’ lines to exactly three — one practical, one simple, one emotional.”
- 4 Then have it write separate versions where each audience gets their own solo ad using a different formula from this guide. The Triple Threat is your wide net. The solo versions are your spears.
- 5 Keep it short. This formula works best under 80 words.

→ This formula is especially powerful early in a campaign when you’re still figuring out which audience segment responds best. Run it broad, watch which group engages most, then build dedicated ads for that group using the other formulas.

FORMULA #10

The Menu

Opens with a felt need, introduces the product with rich description, then lays out the reasons to buy — each one answering a different “why”

- 1 Question that names the felt need — “Looking for...” or “Want a...” + the thing they’ve been searching for
- 2 Rich product introduction — Name + 1–2 lines of sensory, descriptive detail (what it looks like, feels like, how substantial it is)
- 3 Context line — Where and when they’d use it (give them 2–3 specific scenarios so they can picture it in their life)
- 4 “Why it works” section — 3–5 labeled bullets, each with a short heading and one-line explanation. Every bullet answers a different objection or desire
- 5 Closing line that elevates — Pull it back up to the mission, the meaning, the bigger purpose behind the product

BATTLE-TESTED EXAMPLE

Looking for a Bible study that actually sparks great conversation?

The Road is a minimalist, beautifully designed 288-page guide that makes exploring the core doctrines of the Christian faith feel like a journey, not a lecture.

It’s the perfect resource for your next small group, Friday night gathering, or Sunday School.

Why it’s a small group favorite:

- ✓ Minimalist Aesthetic: A modern layout that looks great and feels approachable.
- ✓ Story-Driven: No jumping between random topics; follow one cohesive narrative.
- ✓ Discussion Ready: QR codes link to video lessons that act as the perfect conversation starter.
- ✓ Jesus-Centered: Keeps the group focused on the heart of the Gospel.

Bring your community together around a study that is as beautiful as the message it shares.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 5-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it in detail — size, page count, design style, format]. Here are 3 situations where someone would use this: [list them]. Here are the top 4–5 things people love about it or reasons they buy: [list them]."
- 3 Say: "Write me an ad using this formula. Each bullet needs a short bolded heading followed by one sentence. The headings should each answer a different question the buyer has — design, content, usability, and spiritual depth."
- 4 For the closing line, tell AI: "End with one sentence that connects the product to something bigger than the product itself — community, mission, or spiritual growth."
- 5 Test different bullet orders. Sometimes leading with the most surprising feature outperforms leading with the most spiritual one.

→ This formula works especially well for products that are hard to explain quickly — things with multiple features, physical details, or a unique format. It also pairs well with carousel ads where each slide can match a bullet.

The Handoff

Speaks to the leader, not the end user — sells the product as something that makes their job easier and their people more engaged

- 1 Call out the leader by role — “[Role]: Imagine a [product type] that your [people they lead] actually [desired response]”
- 2 Product description through their lens — What it is + how it serves the group they’re responsible for (frame everything as what it does for their people, not for them)
- 3 “What you’ll love for your group” section — 3–4 labeled bullets, each one showing how the product solves a leadership problem (engagement, relevance, depth, ease of use)
- 4 Closing commission — One line that gives them permission to act — frame buying as an act of leadership and service, not consumption

BATTLE-TESTED EXAMPLE

Christian Youth Leaders: Imagine a Bible study that your teens actually look forward to every week.

The Road is a 30-chapter journey that brings core Christian beliefs to life through an engaging, story-driven approach. It’s designed to help the next generation build a lasting relationship with Jesus while discovering the richness of their faith heritage.

What you’ll love for your group:

- ✓ Engaging Narrative: One continuous story from Genesis to Revelation.
- ✓ Interactive Media: Integrated QR codes link directly to video lessons.
- ✓ Modern Clarity: Language that resonates with today’s students.
- ✓ Full Discipleship: Perfect for baptismal classes and small groups.

Give your youth a resource that makes the Bible feel personal, relevant, and alive.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 4-step formula into your AI tool.
- 2 Tell it: "Here is my product: [describe it]. The person buying this is NOT the end user. The buyer is a [leader role: youth pastor, homeschool parent, small group leader, etc.]. The end users are [the people they serve: teens, kids, new believers, etc.]. The buyer's biggest frustration is [the leadership challenge: disengaged teens, boring curriculum, etc.]."
- 3 Say: "Write me an ad that speaks to the leader. Everything should be framed as how this product makes their job easier and their people more engaged. Do not sell features — sell what happens in the room when they use this."
- 4 For the closing line, tell AI: "End with a line that frames the purchase as an act of service and leadership, not shopping."
- 5 Generate versions for every leader type who buys your product — youth pastor, Sunday School teacher, homeschool parent, campus ministry leader. Same product, different leadership frustrations.

→ This is one of the most underused formulas in Christian e-com. Most brands only talk to the end user. But in the faith space, a huge percentage of purchases are made by leaders buying on behalf of their people. If your product is used in group settings, this formula should be in heavy rotation.

FORMULA #12

The Gut Check

Opens with a question that triggers parental concern, then positions the product as the answer to a fear they already carry

- 1 Pointed question that hits a nerve — Ask something the reader has quietly worried about but hasn't said out loud (aim for the gap between what they hope and what they fear)
- 2 Product as the bridge — Introduce your product as something designed specifically to address that concern + describe how it approaches the problem differently than they'd expect
- 3 3 bullets that answer the deeper fears — Each one should address an unspoken worry beneath the surface question (identity, relevance, depth — not features)
- 4 No CTA needed — This formula often works best without a hard ask. The question does the work. If you add a CTA, keep it soft.

BATTLE-TESTED EXAMPLE

Is your teen getting the spiritual foundation they need to navigate a secular world?

The Road is a 30-chapter journey designed to help them discover their Christian identity through a lens they actually understand: the beautiful, life-changing story of Jesus.

- ✓ Explores the core beliefs of the faith as a cohesive story of belonging.
- ✓ Speaks to the culture they live in without compromising the truth.
- ✓ Moves beyond “dos and don'ts” to build a deep, personal love for Jesus.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Before opening AI, ask yourself: “What is the thing my buyer is quietly worried about but would never post about publicly?” That's your opening line.
- 2 Copy the 4-step formula into your AI tool.
- 3 Tell it: “Here is my product: [describe it]. Here is the role of my buyer: [parent, grandparent, pastor, etc.]. Here is the quiet fear they carry about the person they love: [describe the worry]. Write me an ad that opens with a question that hits that nerve — not aggressively, but in a way that makes them stop and think.”
- 4 For the bullets, tell AI: “Each bullet should address an unspoken fear, not a product feature. The first should be about identity. The second about cultural relevance. The third about spiritual depth.”
- 5 Test this with and without a CTA. Sometimes the question alone drives more clicks than any call to action could.

→ This formula is incredibly effective for products aimed at someone's children, spouse, or mentee — anyone the buyer loves and feels responsible for. The question creates an emotional urgency that no discount or deadline can match.

FORMULA #13

The Courtroom

Lets the customers do the convincing — stacks multiple testimonials from different types of people to prove it works for everyone

- 1 Audience callout + purpose — “For [audience] passionate about [mission/goal]”
- 2 Product intro with credibility markers — Name + accolades or milestones that establish authority (bestseller, awards, media features — anything earned, not claimed)
- 3 3 key differentiators in one line — “It’s [quality]. [Quality]. And [quality].” — rapid-fire, separated by periods for punch
- 4 Testimonial stack — 3 testimonials, each from a visibly different type of customer. Name them. Quote them. The diversity of voices IS the proof
- 5 Bonus or added value line — Something extra they get that they didn’t expect
- 6 Social proof bar — Star rating + units sold + who uses it — all in one dense line
- 7 CTA — Simple, low-pressure

BATTLE-TESTED EXAMPLE

For Christians passionate about sharing Jesus with youth and unchurched friends.

“The Road” is a 2x Amazon bestselling Bible study guide like no other. It’s Christ-centred. Uses modern, non-churchy language. And is centred on relationship, not religion.

Former New Age coach Martine De Luna says, “This study healed so much about God for me.”

Student Julia C. says, “My high school friends and I just recently started... and it’s been a ride already!”

And Virnalisia R. says, “As someone who grew up in church, I’ve never thought of or seen God in the way this book inspires me to!”

Includes a free online video school for deeper reflections into the heart of God.

★ 4.6 Stars on Amazon | Over 3,000 Copies Sold | Loved by Pastors, Youth Leaders, Parents, Teenagers & Seekers!

Click the link to learn more and grab your copy today.

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Gather your best customer testimonials. You need at least 3 from noticeably different types of people — different ages, different backgrounds, different reasons they love the product.
- 2 Copy the 7-step formula into your AI tool.
- 3 Tell it: "Here is my product: [describe it]. Here are my credibility markers: [bestseller status, units sold, star rating, etc.]. Here are 3 real customer testimonials: [paste them]. Write me an ad using this formula. Keep each testimonial to one or two sentences max."
- 4 For the 3 differentiators line, tell AI: "Give me a single sentence with 3 qualities separated by periods. Each one should counter a common objection."
- 5 If you don't have enough testimonials yet, this formula isn't ready for your product. Use other formulas until you've collected enough real customer feedback. Never fabricate quotes.

→ The secret to this formula is the diversity of voices, not the number. Three testimonials from three similar people won't work nearly as well as three from wildly different walks of life. The reader needs to see someone like them in the stack.

The Endorsement Ladder

Stacks testimonials in a deliberate hierarchy — authority figure first, trusted peer second, end user third — building credibility from a different angle at each rung

- 1 Audience callout + “if you’re looking for” statement — Name the audience and describe the exact product they’ve been searching for, including 2–3 qualities that matter most
- 2 One-line mission statement — What the product was specifically created to do and who it was created for
- 3 Testimonial ladder — 3 quotes arranged by authority level: (1) The authority figure — a pastor, leader, or recognized name; (2) The practitioner — someone who uses it in their ministry or work; (3) The end user — the actual person the product is for
- 4 Mission-driven line — Something that connects the purchase to a bigger cause (giving back, supporting ministry, furthering the Gospel)
- 5 CTA that ties back to the mission — Frame the action as both practical and purposeful

BATTLE-TESTED EXAMPLE

Christian parents and leaders! If you are looking for a youth Bible study guide that explores the foundations of the faith with Jesus at the center, grace in every chapter, and love as its goal... this is it!

The Road was especially written to share the beauty of the Gospel with young and unchurched generations.

Pastor Ty Gibson says, “This resource is very NOW. Get it and you’ll see what I mean!”

Youth Leader Fermin Agonoy says, “I’ve had the privilege of studying this with several youth in preparation for baptism. It is such a beautiful resource!”

High school student Julia Cortez says, “My friends and I just recently started and it has been a ride already!”

10% of all annual proceeds go toward supporting mission work around the world.

Grab your copy today & help your youth fall in love with Jesus!

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Sort your testimonials into three categories: authority figures (pastors, authors, leaders with name recognition), practitioners (teachers, youth leaders, small group facilitators), and end users (the actual customer your product is made for).
- 2 Copy the 5-step formula into your AI tool.
- 3 Tell it: "Here is my product: [describe it]. Here are my three testimonials, arranged from highest authority to end user: [paste them in order]. Here is a cause or mission my brand supports: [describe it]. Write me an ad using this formula."
- 4 For the opening line, tell AI: "List 2–3 qualities the buyer cares about most, separated by commas, ending with '...this is it!' Make them feel like the search is over."
- 5 If you have a giving-back element (tithing proceeds, supporting missions, partnering with a nonprofit), always include it. For Christian audiences, knowing their purchase furthers Kingdom work is often the final nudge they need.

→ Compare this to #13 (The Courtroom). Both use multiple testimonials, but The Courtroom focuses on diversity of background while The Endorsement Ladder focuses on hierarchy of authority. Test both — some audiences trust a peer more than a pastor, and some trust a pastor more than a peer. The data will tell you.

FORMULA #15

The Invite

Short, direct, event-driven — treats the ad like a personal invitation from a friend, not a sales pitch

- 1 Call out the role, not just the audience — “For [specific roles]...” — list 2–3 titles they identify with
- 2 “Want to...” + the outcome they care about, framed as a question — Name the challenge and the aspiration in one line
- 3 The invitation — “Join my...” + what it is + when it is + one key detail that removes friction (recorded access, replay available, no travel needed)
- 4 CTA — Two words. “Register now” / “Save your seat” / “Grab your spot” — nothing more

BATTLE-TESTED EXAMPLE

For Christian pastors, preachers, and church members...

Want to share Daniel and Revelation in a way that connects deeply with today's streaming generations?

Join my 2-hr workshop on Sept 1st (or get lifetime recorded access) to learn how to effectively reach secular youth & the unchurched with Bible prophecy.

Register now!

HOW TO USE IT WITH AI

You don't need AI to use this — just follow the steps above and fill each one in for your product. But if you want to move faster:

- 1 Copy the 4-step formula into your AI tool.
- 2 Tell it: “Here is my event or offer: [describe it — format, length, date, topic]. Here are the roles of people I want to attend: [list 2–3 titles]. Here is the one outcome they care about most: [the aspiration]. Here is the one thing that makes attending easy: [recorded access, free replay, short time commitment, etc.]”
- 3 Say: “Write me 5 versions of this ad. Each one should be under 50 words. The tone should feel like a personal invitation, not a webinar funnel. No hype. No countdown timers. Just one friend telling another about something worth showing up for.”
- 4 Test different role combinations in the callout. “For pastors and youth leaders” will attract a different crowd than “For parents and small group leaders” — even if it's the same event.
- 5 Always include the friction remover (recorded access, short duration, free entry). People don't skip events because they're not interested. They skip because they're busy. Remove that excuse in the ad itself.

→ This is the leanest formula in the guide. Four steps. Under 50 words. It works because it doesn't try to convince — it just invites. Use it for workshops, webinars, live events, group launches, and community openings. If your offer has a date attached to it, start here.

PART 03

03

Field Notes

The questions I get asked most.

| Common Questions

Should I mention the price in my ad copy?

It depends on your strategy. If your product is a low-ticket impulse buy (under \$50), mentioning the price can actually increase clicks because it removes the “how much is this going to cost me?” anxiety. Something like “for less than the price of a coffee run” works great.

For higher-ticket products (\$100+), it's usually better to sell the value first and let the landing page handle the price reveal. The ad's job at that point is to generate curiosity and clicks, not close the sale.

Where should I introduce special offers or discounts?

In general, I introduce special offers in the ad itself when the offer is the main hook — like a limited-time launch price or a bundle deal. If the offer is secondary (like a bonus or order bump), save it for the landing page or checkout page. You don't want to clutter the ad with too many things. One clear message, one clear CTA.

If you're running a time-limited promotion, make the ad about the promotion. If you're running evergreen ads, focus on the transformation and save the pricing details for the page.

Does my landing page copy have to match the ad exactly?

Not word for word, but the message and energy must match. This is called “scent continuity.” Here's what breaking it looks like:

Your ad says “Teach your kids theology through play — no screen time required.” They click. Your landing page opens with “Welcome to our store! Browse our full collection of faith-based family products.” That's a broken scent. They clicked for one specific thing and landed in a department store. They'll bounce.

Or your ad targets struggling youth pastors with “Imagine a Bible study your teens actually look forward to.” They click. Your landing page talks about how parents love it for homeschool. Same product, wrong person. The youth pastor feels like the ad wasn't really for them. Gone.

The landing page should feel like the natural next chapter of the ad. Same tone. Same promise. Same persona. Just deeper.

How many formulas should I test at once?

It depends on where your brand is at.

If you're a mature brand with a trained pixel, warm audiences, and a track record of sales — you can afford to test more aggressively. Start with 3–4 formulas and create 2–3 persona variations of each. That gives you 6–12 unique ad copies in your first round, which is a solid batch for your Test Campaign.

If you're a brand new brand with no audience, no pixel data, and no sales history yet — slow down. Start with 1 formula. Create 5–10 variations of it across different personas and creatives. Let the algorithm learn who your buyer is before throwing more variables at it. Use the Faith-Scale Framework from the main guide to structure your Test Campaign and scale from there.

Once you have data on which formulas resonate, double down on the winners and retire the losers. Then introduce 2–3 new formulas and repeat.

Should I write the copy myself or let AI do it all?

Use AI as your first draft engine, not your final word. AI is excellent at structure and speed, but it can miss the spiritual nuance and real-life texture that makes Christian e-com copy connect. Feed it the formula, your avatar, and your persona details — then read what it gives you and refine it with your own voice and experience.

The best ads I've written are AI-assisted but human-finished.

How long should I run an ad before killing it?

Follow the guidelines from the Faith-Scale Framework: 7–14 days minimum in the Test Campaign. Don't kill an ad until it's spent at least 2x the product's price. If a \$27 product ad hasn't spent \$54 yet, it hasn't had a fair chance. Patience is part of the process.

Can I use these formulas for email and organic content too?

Absolutely. These formulas were designed for paid ads, but the principles of clear messaging, persona targeting, and copy structure work everywhere — emails, Instagram captions, landing pages, even sermon promo graphics. The framework is the framework.

What if none of my ads are working?

If you've tested 10–20 creatives across multiple formulas and personas and nothing is converting, the problem is usually not the copy. It's either the offer (is the product validated?) or the landing page (is it leaking leads?). Go back to the Faith-Scale Framework troubleshooting section and diagnose before writing more ads.

GO BUILD SOMETHING

Now go build something for the Kingdom.

You have 15 battle-tested formulas, three core principles, and a system for turning each one into dozens of variations. But formulas without faith are just words on a page. Pray over your campaigns. Steward your budgets wisely. Serve your audience before you sell to them — and trust that the God who gave you this product will give you the people who need it.

I'm cheering for you.

[BOOK A FREE STRATEGY CALL →](#)

MARCOS TORRES · FOUNDER, HIVE COPYWRITING · HIVECOPYWRITING.COM

"He will be like a tree planted by the streams of water... Whatever he does shall prosper." — Psalm 1:3