

AI-POWERED ECOM SPRINT

5 DAY CHALLENGE

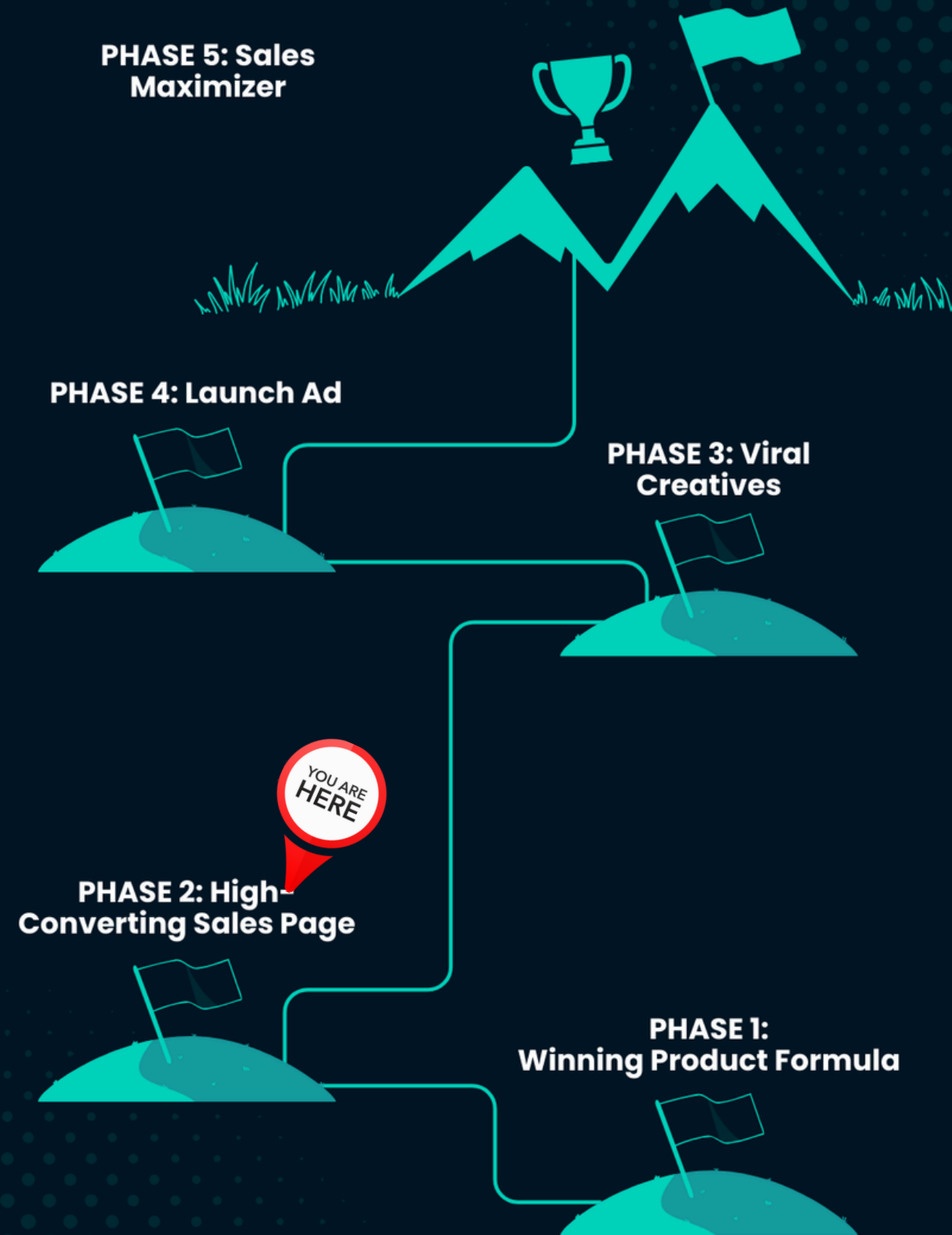
(No Coding and No Wasting Money on Ads!)

Welcome to Day 3!

5 Day Road Map

Recap

AI-POWERED ECOM SPRINT ROADMAP



By The End of Day 3...

- 1 Ready to use Video
- 1 Ad copy
- 3 Image Ads

Parts of a Creative

Hook

Value

Offer



Hook

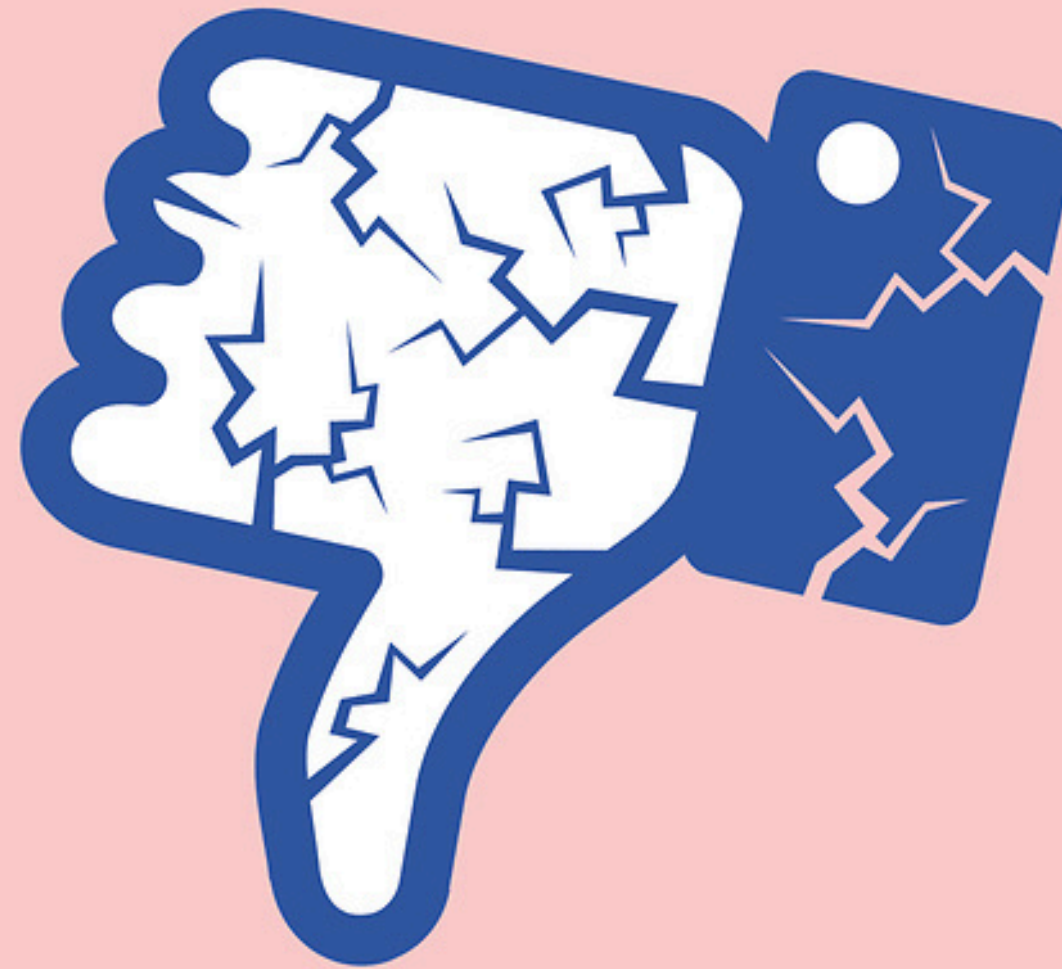
H.I.T. Framework

H – Hook the Right Person

I – Ignite Curiosity

T – Touch Their Pain or Desire

Backstory





Hook

H.I.T. Framework

H – Hook the Right Person

I – Ignite Curiosity

T – Touch Their Pain or Desire

VALUE

V – Vision Result

A – Assurance of Result

L – Less Waiting

U – User Effort

E – Ease of Action

Backstory

The Fastest Path to Your **First Online Customers:**
AI-Powered eCommerce
in Just 5 Days
(No Tech Skills Needed or Wasting Money on Ads!)

Offer (Call to Action)

TAP FRAMEWORK

T – Tell Them What to Do

A – Add a Benefit

P – Push Urgency

Backstory



Size of Video

1x1

4:5

9x16

Which one??

Size of Video

1x1



4:5

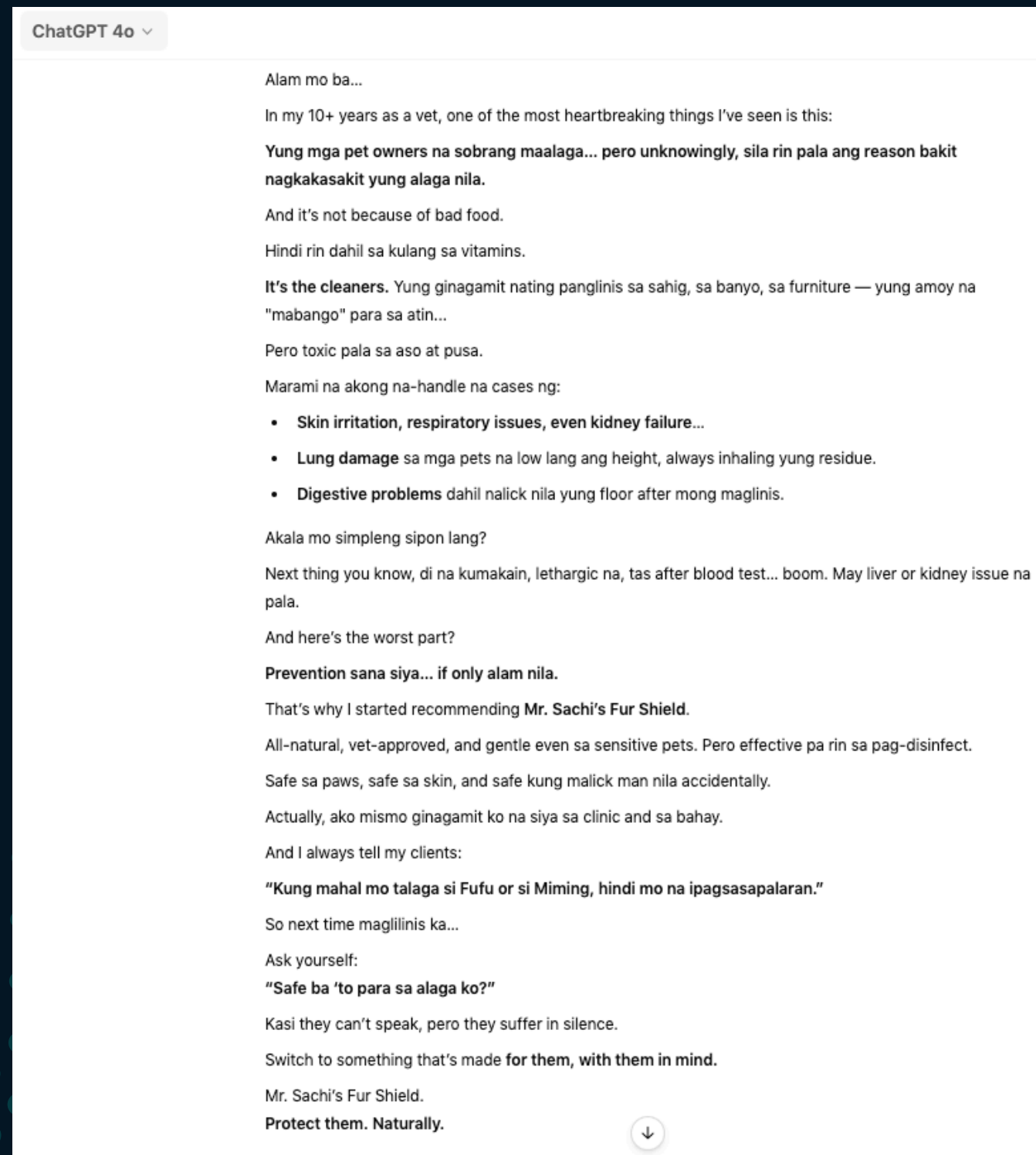


9x16

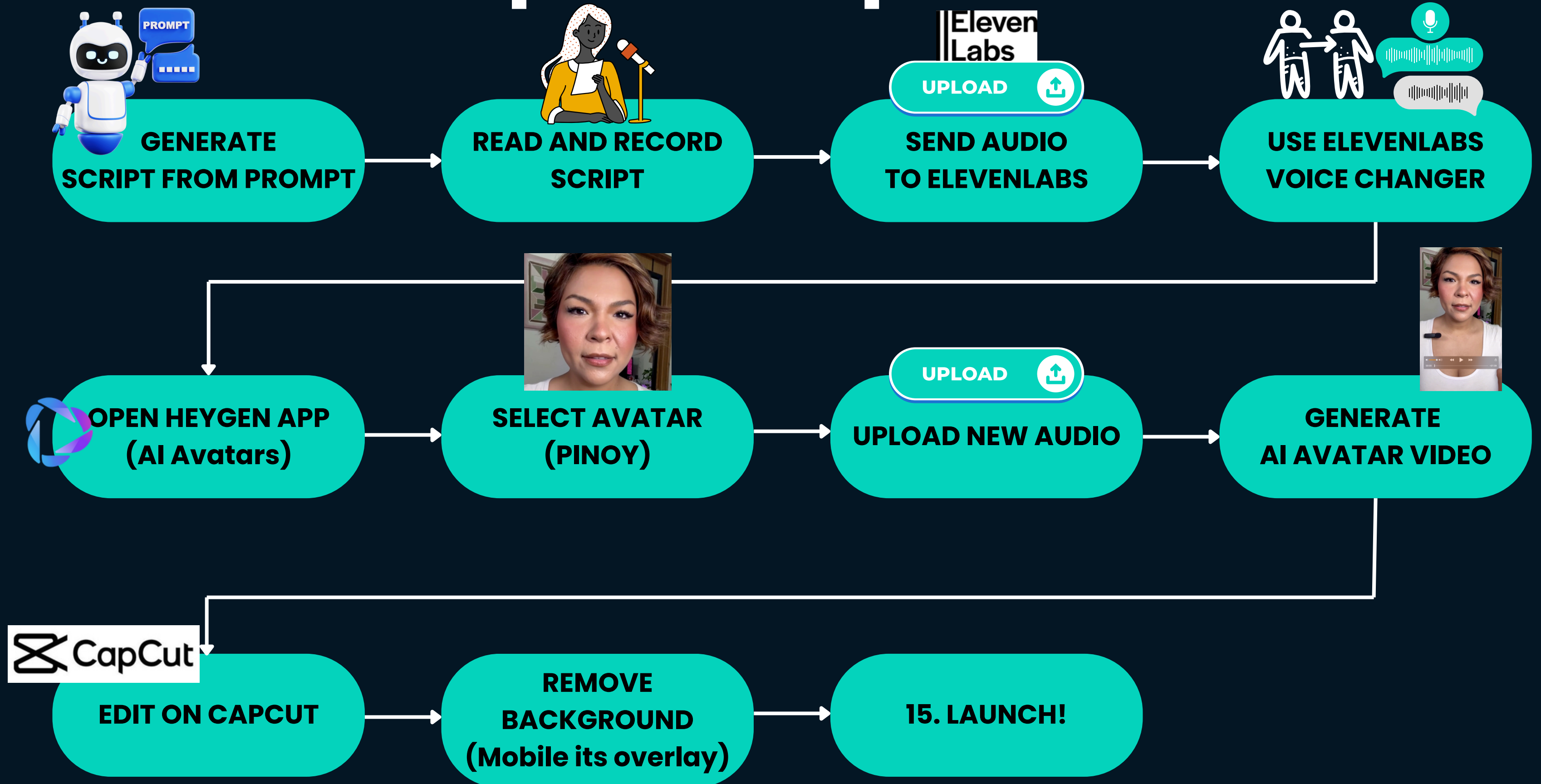


Tiktok Style

From raw script to AI-powered video



From raw script to AI-powered video



AI Scripting

Viral Expert Story (Soft-Sell Format) Ad Script Prompt

Prompt 4: (Difficulty Easy)

Write a modern conversational Taglish script for an expert with 10+ years of experience in the field.

The goal is to:

- Educate the audience on a common problem they don't know is hurting them
- Share a **personal story, observation, or anecdote** that establishes your **credibility and authority**
- Explain how this issue causes a specific problem (e.g., financial, emotional, etc.)
- Speak in a way that's natural and relatable
- Softly introduce a product or service that **personally uses or recommends** the solution
- Highlight the **key benefits** of the solution and how it fits into their routine or product
- End with an emotional appeal or a strong call to action

Use a tone that's light and conversational. Make sure the script is easy to read and sounds like a real person speaking.

User Only Needs

7-FIGURE VIDEO SALES LETTER AD SCRIPT

Prompt 1: (Difficulty Hard)

I would like to create a persuasive video sales letter script for my landing page.

My product is [PRODUCT], targeting [TARGET MARKET].

The goal is to educate them on the pain points and fears they might not be aware of while making them believe in the unique selling proposition of the product, which is [UNIQUE SELLING PROPOSITION].

I'd like the video sales letter to have this structure:

1. Strong High Emotion Hook
2. Two enrolling questions that target their pain points and fears.
3. A strong hook.
4. Lead-in copy that highlights their pain points and creates an emotional connection.
5. Three lessons or pieces of education that help them believe in the product and its unique mechanism.
6. Address objections using a show-don't-tell approach.
7. Build urgency and FOMO (e.g., emphasizing how other customers are switching to this product).
8. Create a villain or an enemy (e.g., outdated products or misinformation in the market).
9. A strong call to action with clear pricing and delivery options.

Prompt 3: (Difficulty Easy)

The goal is to write a sales copy for a Video Ad Script. My product is [Insert Product]. My product is different because [Insert Uniqueness].

Write a script that educates and understands my target market [Insert Target Market].

Use an expert copywriter's structure.

Start with a drama hook, to grab attention. Use a writing framework (PAS).

Use a show-don't-tell copywriting principle.

Use a pain point to increase or decrease status. Use a pain ticket, focus on benefits.

Use a pain

Use a pain ticket, focus on benefits.

Use a pain ticket, focus on benefits.

Use a pain ticket, focus on benefits. Use a pain ticket, focus on benefits. Use a pain ticket, focus on benefits.

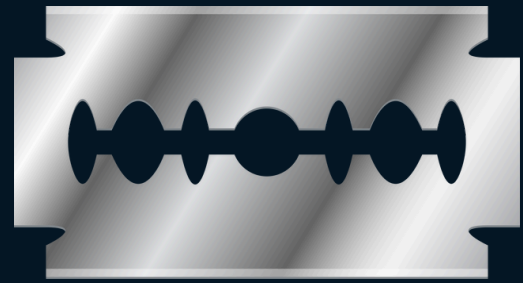
Use a pain ticket, focus on benefits.

AI Videos

The screenshot displays the HeyGen AI Video platform interface. On the left is a navigation sidebar with the following items: Exponential (1 Creator), Create video, Create a Team, Home, Projects, Templates, Assets (Avatars, AI Voice, Brand, Uploads), Integrations, and Labs (New). The main content area is titled "Avatar" and features a search bar with the text "filipino" and a "Search by tag" dropdown. Below the search bar is a grid of 12 avatar cards, each with a video thumbnail, a name, and a "looks" count:

Avatar Name	Looks Count
Lea	11 looks
Daran	5 looks
Valorian	1 look
Juan	7 looks
Shirley	18 looks
Lucas	5 looks
Gerardo	8 looks
Belinda	5 looks
Grayson	-
Piper	-
Lara	-
Avelora	-

Editing



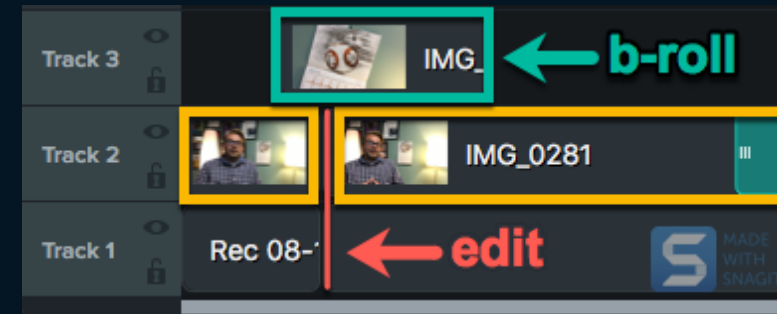
**Cut
Blade Tool**



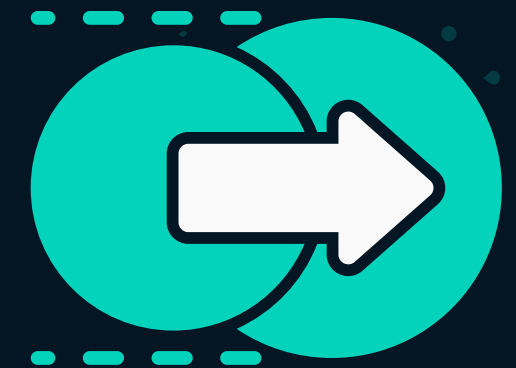
**Audio
Background Music
Sound Effects**



Captions

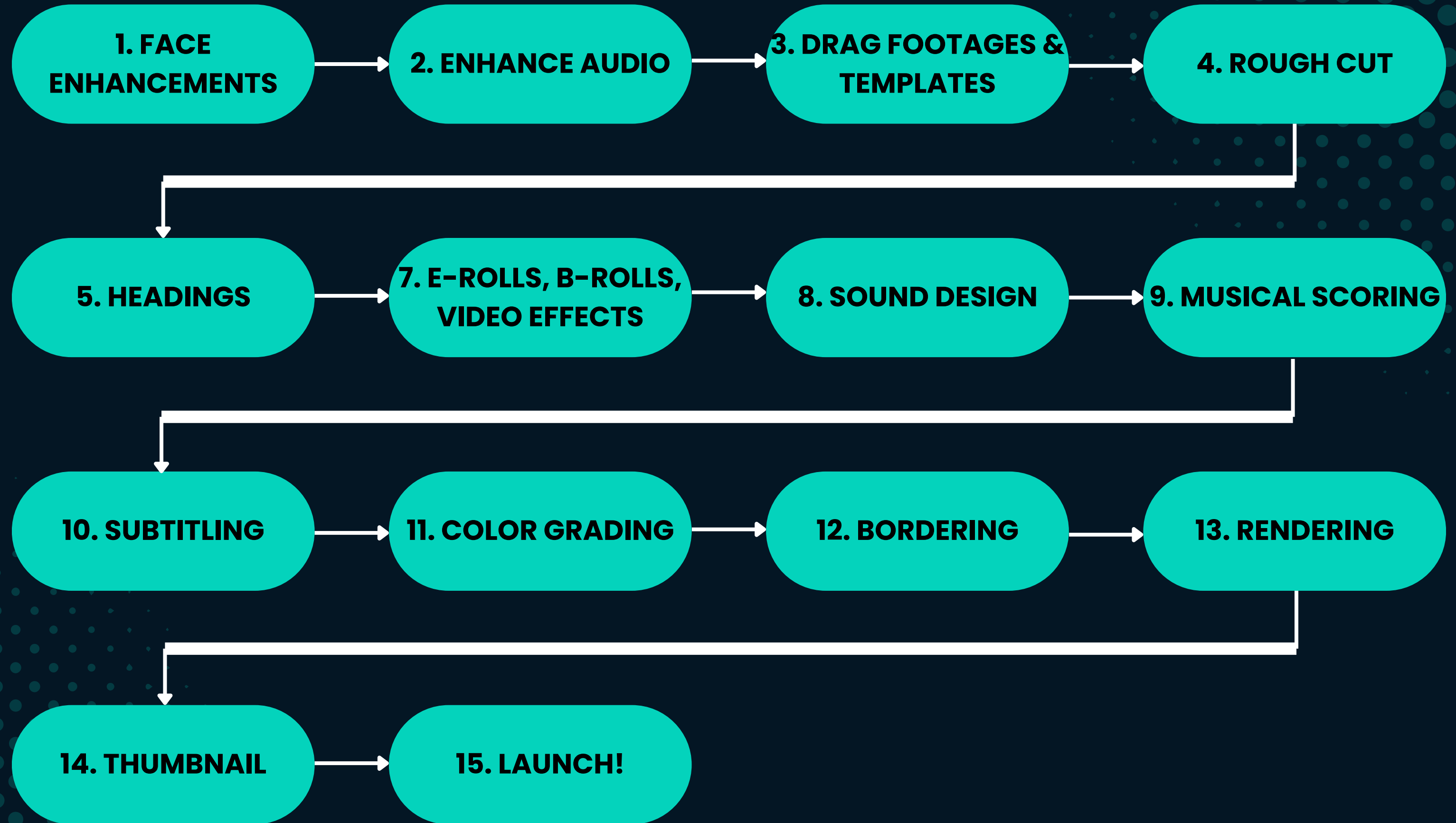


B-Roll



Transitions

AI editing



Captions AI Instant Editing



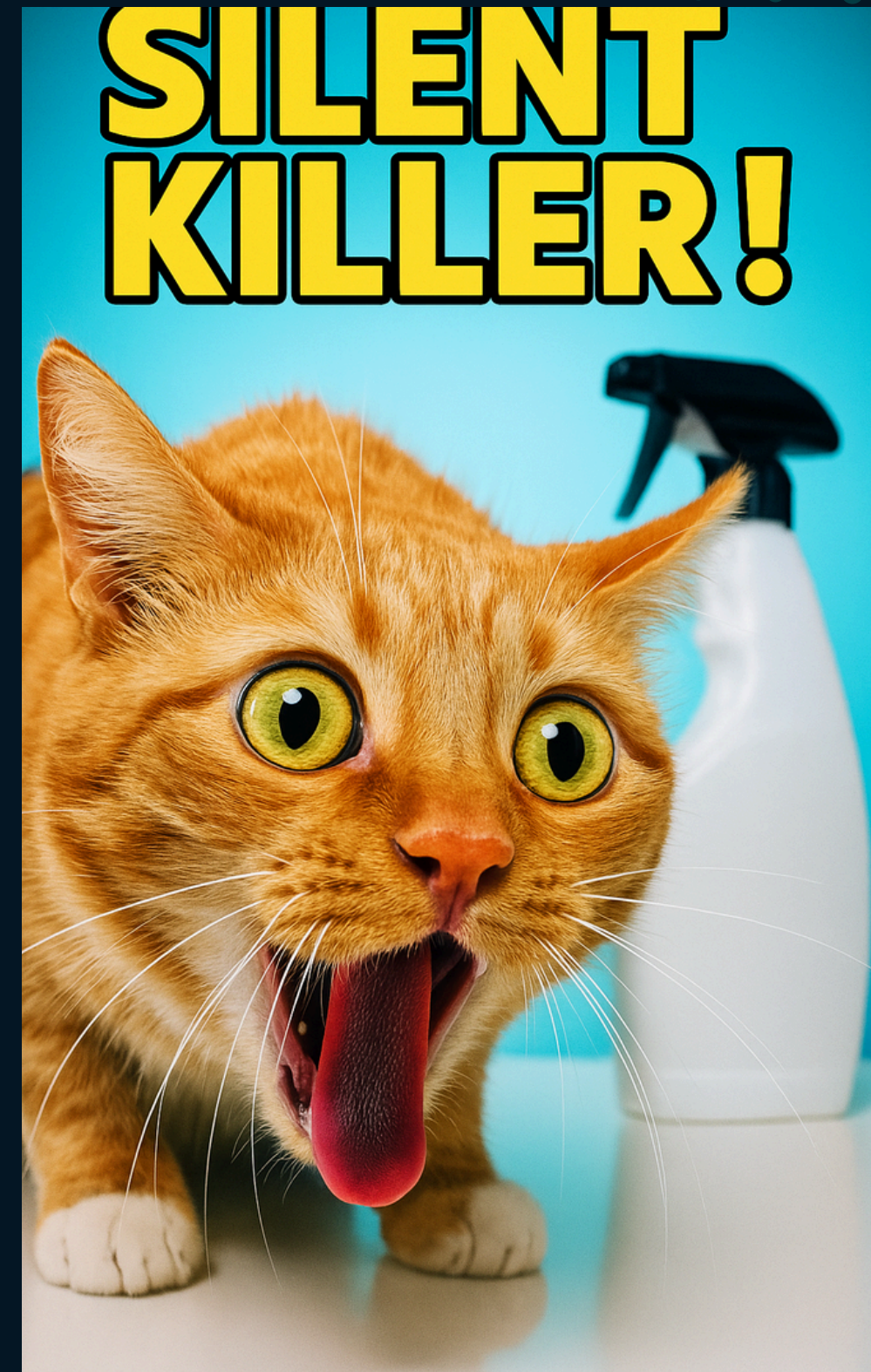
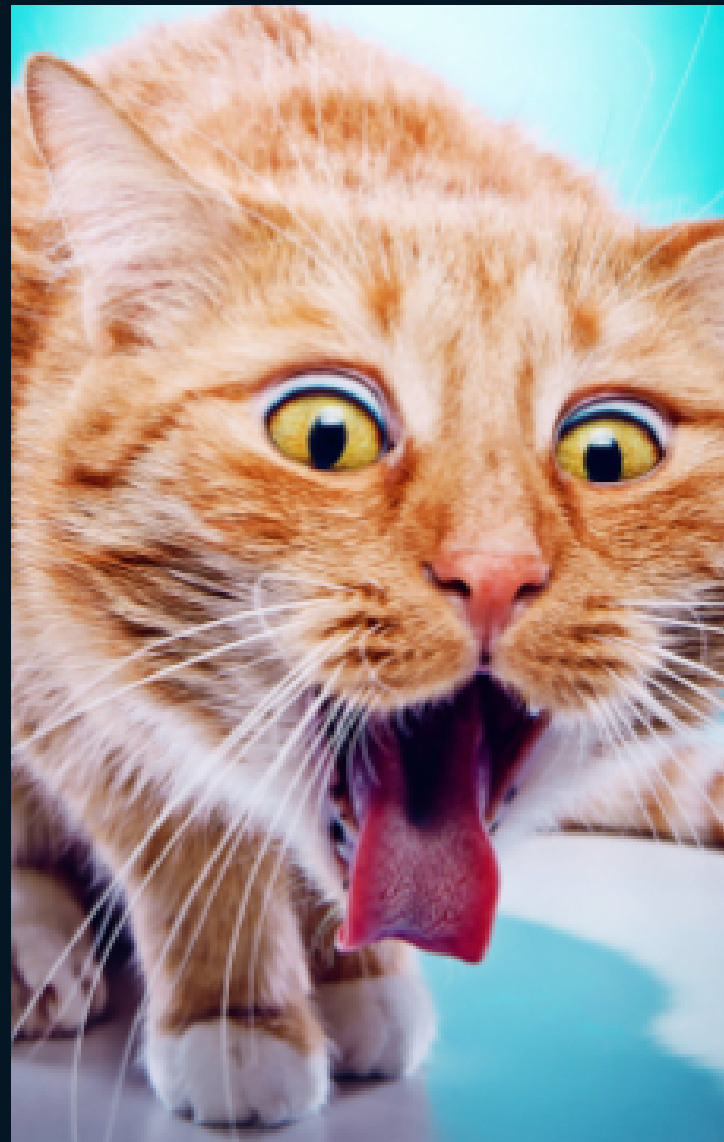
Heygen
Raw

Captions AI Instant Editing



Edited

3 AI photo Thumbnail Creative



create a 9x16 thumbnail. scroll stopper and high emotion. add a mystery silent killer at the back (its home cleaning agents, but don't reveal)
have a border that is color orange



Challenge:



1 Video Ad



3 Image Ad

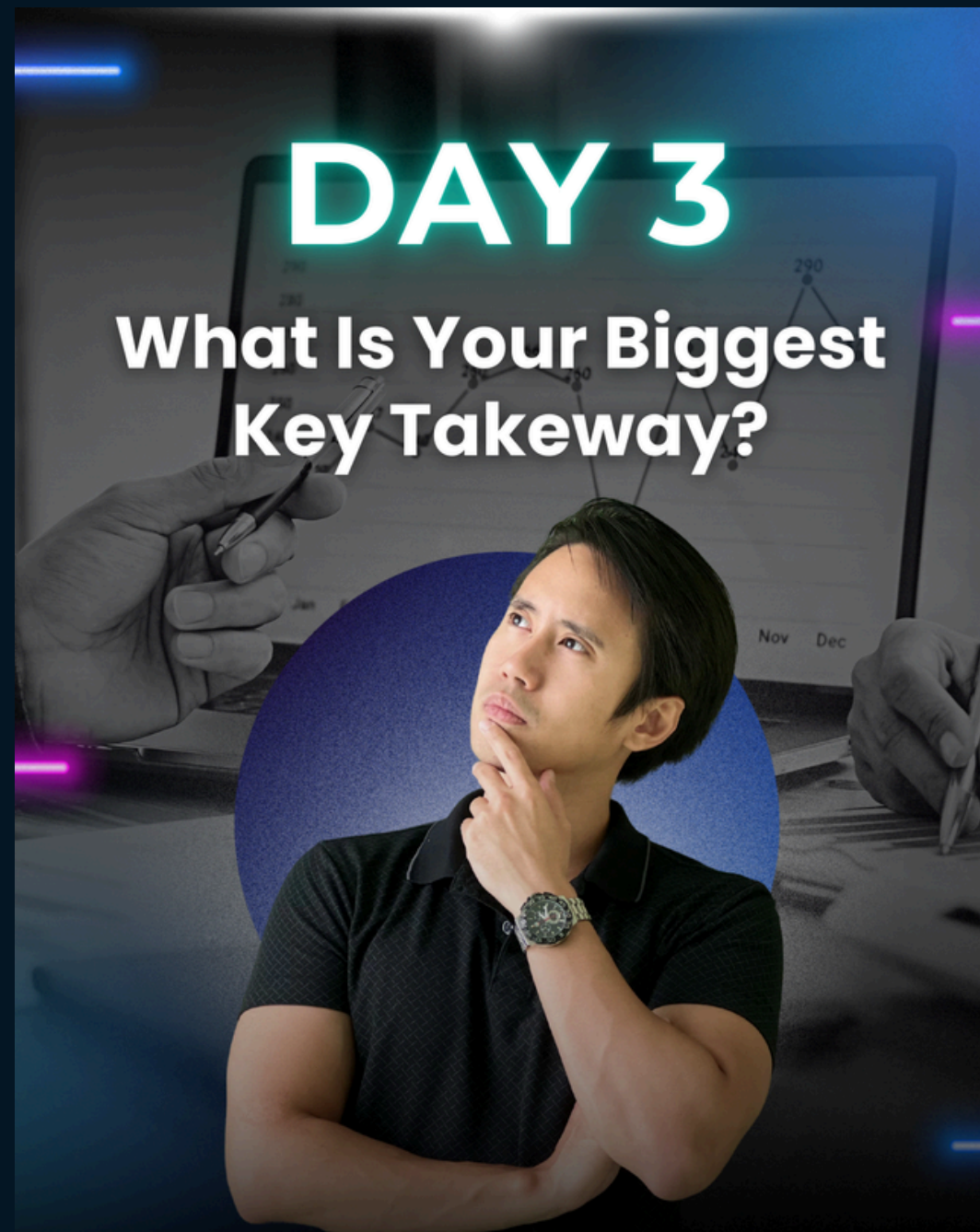


Ad copy

Recording will be available tonight!

<https://www.exponential-university.com/ai-ecom-sprint-recordings>

What Are Your Biggest Key Takeaway for Day 3



Q&A