

## Marketing & Advertising / Facebook Ads

Generate short (50 words) and long (150-250 words) ad copy following the Problem → Solution → Proof → Action structure — optimized for mobile feed and different attention levels.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Facebook Ads, Copywriting, Creative Testing

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Why This Prompt Exists

Most Facebook ad copy fails because it's written for the desktop, not the thumb.

You get:

- long paragraphs no one reads on mobile
- no structure — just sentences in a row
- copy that agitates the problem without solving it
- proof that's vague (“thousands of happy customers”)
- CTAs that ask for commitment too early

But ad copy is not brand storytelling.

It is persuasion under attention constraints.

- Short copy (under 50 words) is for mobile-first, low-attention placements
- Long copy (150-250 words) is for newsfeed and high-intent audiences
- Problem → Solution → Proof → Action is a proven structure
- No emoji explosions or ALL CAPS — they look amateur

Without structure, your copy burns budget on confusion.

This framework forces AI to write copy that persuades, not describes.

The Prompt

Assume the role of a Facebook Ads copywriter who writes for the scroll  
– not the desktop.

Your task is to write two versions of ad copy using the Problem →  
Solution → Proof → Action structure.

Generate:

VERSION 1 – SHORT COPY (under 50 words)

For mobile-first, low-attention placements (Instagram feed, stories)

VERSION 2 – LONG COPY (150-250 words)

For newsfeed and audiences who need more convincing

STRUCTURE FOR BOTH:

- Agitate the problem
- Present the solution
- Prove it works (testimonial, statistic, or social proof)
- Tell them what to do next

INPUTS:

Hook (provide or describe):

[YOUR HOOK HERE]

Offer:

[WHAT YOU'RE PROMOTING]

Proof Point:

[A TESTIMONIAL, STATISTIC, OR SOCIAL PROOF]

Target Audience:

[WHO ARE YOU TALKING TO?]

Call to Action Type:

[COMMENT / TAP TO LEARN MORE / GET THE GUIDE / DM "INFO"]

RULES:

- No emoji explosions (max 2 emojis if any)
- No ALL CAPS phrases
- No "click the link below" (use platform-native CTAs)
- Short copy must be under 50 words (count them)
- Proof point must be specific, not "people love it"

How To Use It

- Test short copy against long copy — different audiences prefer different lengths.
- Short copy is harder to write; spend more time on it.
- If your proof point has a number, put it in the first sentence of the proof section.
- Read both versions aloud; if you stumble, rewrite.
- Keep a swipe file of winning copy structures, not just individual ads.

Example Input

**Hook:** "Your Facebook ads are bleeding money. Here's why."

**Offer:** Free 5-day email course on Facebook Ads fundamentals for small business owners

**Proof Point:** “One student went from \$0 to \$10k in sales in 6 weeks using just the first 3 lessons.”

**Target Audience:** Small business owners spending \$500-\$5k/month on Facebook Ads with low ROAS

**Call to Action Type:** Comment “ADS” for the free course link

Why It Works

Most ad copy fails because it has no architecture.

This framework improves outcomes by forcing:

- a clear problem → solution → proof → action structure
- both short and long versions for testing
- specific proof points (not vague claims)
- no emoji or ALL CAPS amateur signals
- platform-native CTAs (not “click here”)

Great ad copy doesn't describe the product — it makes the reader feel the problem and see the solution.

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