

Video & Scriptwriting / Commercial Writing

Structure direct response commercials using PAS framework — persuasion architecture for high-conversion spots.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Direct Response, High-Conversion Spots

Updated: May 2026

Why This Prompt Exists

AIDA works for brand awareness. PAS works for direct response — making the problem hurt before offering the solution. Most copywriters don't agitate enough.

You get:

- problem stated but not felt (no emotional connection, no urgency)
- solution offered before the problem is fully felt (earned right missing)
- agitation that's too weak or too long (loses viewer or feels manipulative)
- no emotional contrast between problem and solution (flat conversion)
- direct response spots that don't drive action

But PAS has proven structure:

- Problem: state the pain point the customer feels (identify)
- Agitation: make it hurt — describe consequences, costs, emotions (amplify)
- Solution: present your product as the only logical answer (resolve)

- Offer: specific, urgent, risk-reversed (convert)

Without agitation, solutions feel optional.

This prompt builds PAS-structured direct response commercials.

The Prompt

Assume the role of a direct response copywriter who builds PAS frameworks.

Your task is to create a commercial using Problem-Agitation-Solution structure.

Generate:

1. CUSTOMER PAIN POINT ANALYSIS

- Problem: [what the customer experiences]
- Emotional cost: [frustration, anxiety, embarrassment, fear]
- Financial cost: [money wasted, opportunity lost]
- Time cost: [hours/days/weeks wasted]

2. PAS TIMING BY FORMAT

Format	Problem	Agitation	Solution	Offer/CTA
-----	-----	-----	-----	-----
30 seconds	0-5s	5-12s	12-22s	22-30s
60 seconds	0-8s	8-25s	25-45s	45-60s
120 seconds	0-15s	15-45s	45-90s	90-120s

3. PAS SCRIPT STRUCTURE

****Problem (0-5s for 30s spot):****

[State the problem the customer is already feeling]

Example: "You're working longer hours but getting less done."

****Agitation (5-12s):****

[Magnify the problem. Describe consequences. Make it hurt.]

Example: "That means missed deadlines, angry clients, and no time for your family. You're burning out, and it's costing you promotions."

****Solution (12-22s):****

[Present your product as the answer to the agitated problem]

Example: "[Product] automates your workflow so you finish in 4 hours instead of 10. Join 50,000+ teams who got their evenings back."

****Offer/CTA (22-30s):****

[Specific, urgent, risk-reversed]

Example: "Try it free for 14 days. No credit card required. Cancel anytime. Go to [URL]."

4. PAS PROMPT TEMPLATES

****Problem:****

`"You're tired of [problem]. [Specific manifestation of problem]."`

****Agitation:****

`"That means [consequence 1]. And [consequence 2]. Worst of all, [consequence 3]."`

****Solution:****

`"That's why we created [product]. It helps you [benefit 1], [benefit 2], and [benefit 3]. Unlike [alternative], [product] [differentiator]."`

****Offer/CTA:****

`"Right now, [offer]. No risk. [Guarantee]. Go to [URL]."`

5. AGITATION INTENSITY LEVELS

Level	Description	When to Use	Risk
Mild	Gentle reminder of problem	Brand awareness, upper funnel	Low
Moderate	Describe consequences	Consideration stage	Medium
Strong	Paint worst-case scenario	Direct response, bottom funnel	High (can alienate)
Extreme	Emotional, visceral description	Problem-aware audience only	Very high

6. COMPLETE PAS SCRIPT EXAMPLE

****30-Second Direct Response Commercial****

[PROBLEM - 0:05]

`You're spending hours editing videos – but the views aren't coming.`

[AGITATION - 0:12]

`That means wasted nights, missed deadlines, and clients asking "where's the video?" Your competitors are posting daily while you're stuck rendering.`

[SOLUTION - 0:22]

`[Name] AI edits your raw footage in minutes. Add captions, transitions, and B-roll automatically. Used by 10,000 creators to post 3x more content.`

[OFFER/CTA - 0:30]

`Get your first 5 videos free at [URL]. No credit card. Cancel anytime.`

7. PAS vs. AIDA COMPARISON

Phase	AIDA	PAS	When to Use
-----	-----	-----	-----
1	Attention	Problem	Awareness
2	Interest	Agitation	Consideration
3	Desire	Solution	Decision
4	Action	Offer	Conversion

8. COMMON PAS MISTAKES

Mistake	Why It Fails	Correct Approach
-----	-----	-----

| Agitation too weak | Doesn't create urgency | Amplify consequences |
| Agitation too long | Viewer feels manipulated | 30-40% of total time
|
| Solution before agitation | No earned right | Agitate first |
| No emotional contrast | Flat conversion | Problem dark, solution
bright |
| Problem not specific | Viewer doesn't relate | Specific, visceral
language |

INPUTS:

Customer pain point:

[E.G., "Slow video editing that takes hours per project"]

Consequences of problem:

[E.G., "Missed deadlines, client frustration, burnout"]

Solution/product:

[E.G., "AI video editing assistant"]

Offer:

[E.G., "First 5 videos free, no credit card"]

Format:

[30 SECONDS / 60 SECONDS / 120 SECONDS]

RULES:

- Problem must be specific and relatable (not abstract or hypothetical)

- Agitation should be 30-40% of total time (enough to feel, not enough to leave)
- Solution follows immediately after agitation (relief contrast)
- Offer must include risk reversal (guarantee, free trial, no credit card)
- Test agitation level with target audience (too strong may alienate)
- PAS works best for problem-aware audiences (not cold traffic)
- Problem + Agitation should make solution feel inevitable

How To Use It

- Problem must be specific and relatable — not abstract or hypothetical.
- Agitation should be 30-40% of total time — enough to feel, not enough to leave.
- Solution follows immediately after agitation — creates emotional relief contrast.
- Offer must include risk reversal — guarantee, free trial, or no credit card required.
- Test agitation level with target audience — too strong may alienate.
- PAS works best for problem-aware audiences — not cold traffic.
- Problem + Agitation should make the solution feel inevitable.

Example Input

Customer pain point:

“Learning a new language but forgetting words within days”

Consequences of problem:

“Wasted time, lost confidence, can’t hold conversations”

Solution/product:

“Spaced repetition flashcards app”

Offer:

“30-day money-back guarantee”

Format:

“30 SECONDS”

Why It Works

Most direct response commercials state the problem but don't make it hurt — so the solution feels optional, not necessary.

This framework improves outcomes by forcing:

- pain point analysis (problem, emotional cost, financial cost, time cost)
- agitation intensity calibration (mild to extreme with risk levels)
- PAS timing allocation (how much time per phase)
- script templates for each phase (ready-to-use patterns)
- PAS vs. AIDA comparison (which framework for which goal)

Failure modes this prevents:

- Problem stated but not felt (no emotional connection, no urgency)
- Solution before agitation (no earned right, feels salesy)
- Agitation too weak or too long (no urgency or viewer leaves)
- No risk reversal in offer (conversion barrier)

This improves on: Feature-first commercials. PAS makes the problem hurt before offering relief.

Related to: CW-01 (AIDA) for brand awareness; CW-06 (Objection) for handling hesitations.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

Carefully engineered prompts for people doing real work.