

Facebook Ads

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AD copy 1

You are building a **direct-response funnel to sell an AI receptionist / automation for HVAC companies** that:

- Instantly calls **Meta (Facebook) ad leads**
- **Qualifies** them (homeowner vs renter, intent, urgency)
- **Books real jobs** directly into the calendar
- Works **24/7**, especially after hours
- Prevents **lost jobs due to slow or missed follow-ups**

In practical terms, you are:

- Creating a **high-conversion landing page** that *demonstrates* the AI in action (live call simulator, speed-to-lead, ROI calculator)
- Positioning the product as a **revenue recovery system**, not “AI software”
- Targeting **HVAC owners running paid ads** who are already spending money but leaking revenue
- Using **Facebook ads** built around three core pain angles:
 1. Competitors calling first
 2. Lost jobs after hours
 3. Wasted Meta ad spend from missed leads

The end goal:

“**Turn existing HVAC ad spend into more booked jobs without hiring staff**, by replacing slow human follow-up with instant AI calling and qualification.

In short:

You’re selling **speed, certainty, and recovered revenue** to HVAC owners who already know leads are expensive — they just don’t realize how many they’re losing.

Text Copy:

Ever wonder why some HVAC jobs “disappear”?

It’s not price.

It’s not service.

It’s speed.

The first contractor to call usually wins.

Our AI calls your Meta leads instantly, qualifies them, and books real jobs before competitors even open the CRM.

Headline

Speed Wins HVAC Jobs

Description

Call leads instantly. Book more jobs.

CTA

Watch the AI Call a Lead

Video Visuals

.

□ FORMAT

9:16 vertical

20-30 seconds

Screen recording + text overlays

Optional AI call audio (VERY strong if you have it)

□ STRUCTURE (Second-by-Second)

0-3s: Pattern Interrupt

On Screen Text (Big):

Most HVAC jobs are lost in the first 5 minutes

Visual:

Phone buzz / lead notification

Timer appears: "00:00"

3-7s: Tension

On Screen Text:

It's not price
It's not service
It's speed

Visual:

Timer continues counting

CRM inbox filling up

Missed calls icon

7-12s: Reveal

On Screen Text:

Watch what happens when a lead comes in...

Visual:

Lead form submitted

AI immediately starts calling (call screen)

12-18s: Proof

On Screen Text:

AI calls in 27 seconds

Visual:

Call in progress

Optional captions from call:

"Are you the homeowner?"

"What seems to be the issue?"

"Let's get you scheduled"

18-23s: Outcome

On Screen Text:

Job booked before competitors even call

Visual:

Calendar slot fills

Confirmation SMS

23-27s: CTA

On Screen Text:

Speed wins HVAC jobs

Button / Caption:

Watch the AI Call a Lead

⚠ CREATIVE RULES (IMPORTANT)

No talking head until retargeting

Show real speed (timer matters)

Avoid "AI" in first 3 seconds

Minimal music, no hype beats

PROMPT

A 9:16 vertical video ad for HVAC companies, 25 seconds long, screen-recording style with text overlays. No human faces. Minimal background music, subtle tech ambient sound. Clean, professional, urgent tone.

SCENE 1 (0-3 seconds):

Close-up of a smartphone on a desk. SCREEN RECORDING STYLE. Phone buzzes loudly with a Facebook/Meta notification: "New Lead: John M., AC Repair". A bold digital timer appears above the phone, reading "00:00" and starts counting in real-time. TEXT OVERLAY (top, bold white font): "Most HVAC jobs are lost in the first 5 minutes". The background is a slightly blurred office desk. Urgent but not chaotic.

SCENE 2 (3-7 seconds):

Same phone setup. The timer continues counting past 00:03, 00:04. Multiple missed call notifications and voicemail icons appear on screen, stacking on the phone display. CRM app notifications ("New Lead") fill the screen but are ignored. TEXT OVERLAY (center, white): "It's not price. It's not service. It's speed." Each sentence appears on separate lines, syncing with the timer. The phone screen gets cluttered with unread notifications. Tension builds visually.

SCENE 3 (7-12 seconds):

Transition: Lead form submission animation. A Facebook lead form appears on screen with fields auto-filling: Name, Phone, Service Needed. The moment the "Submit" button is clicked, the screen shifts to a phone call interface. The AI immediately starts dialing - show the call screen with a ringing animation. TEXT OVERLAY (top): "Watch what happens when a lead comes in..." The timer is still visible, now at 00:08.

SCENE 4 (12-18 seconds):

Split screen effect. LEFT SIDE: Phone call screen active, timer visible showing "00:27". RIGHT SIDE: Subtle audio waveform visualization with captions appearing in real-time as if from the call:

[Caption 1]: "Are you the homeowner?" (appears at 00:12)

[Caption 2]: "What seems to be the issue?" (appears at 00:14)

[Caption 3]: "Let's get you scheduled today." (appears at 00:16)

TEXT OVERLAY (top): "AI calls in 27 seconds". Show the call duration timer hitting 00:27 on screen.

SCENE 5 (18-23 seconds):

Smooth transition to a calendar app interface. A time slot fills automatically with "AC Repair - John M." Confetti animation or subtle highlight effect. A confirmation SMS pops up on the phone: "Confirmed: Tech arriving today 2-4pm". TEXT OVERLAY (top): "Job booked before competitors even call". The original timer is still visible, now past 00:45, emphasizing the speed gap.

SCENE 6 (23-25 seconds):

Final shot: Phone on desk, call ended, calendar updated. TEXT OVERLAY (center, largest font): "Speed wins HVAC jobs". Lower third CTA appears as a button graphic: "Watch the AI Call a Lead →". Clean fade to black with company logo appearing for final 1 second.

VISUAL STYLE NOTES:

- Use HVAC brand colors: deep blue (#1E3A8A), orange (#F97316), white
- All text overlays must be bold, sans-serif, high contrast
- Screen recordings should look authentic, not polished mockups
- Show actual phone interfaces (iOS/Android style)
- Timer must be prominent and continuous throughout
- No AI branding or mentions in first 12 seconds
- Subtle sound effects: phone buzz, notification dings, call ringing

UGC COPY:

A raw, single-take UGC-style video for HVAC contractors. 9:16 vertical, 25 seconds. Shot handheld on iPhone for authenticity. Over-the-shoulder and selfie-style mix. No studio lighting. Background is a real HVAC office or service truck cab. Casual, peer-to-peer tone.

SCENE 1 (0-3 seconds):

SELFIE STYLE - Middle-aged contractor in truck, messy hair, coffee in hand. Looks directly at camera, slightly frustrated but relatable. TEXT OVERLAY (his words appearing as he speaks): "Real talk? I was bleeding \$800 a week in lost leads." He glances down at phone as it BUZZES loudly on

his dashboard. Shows Meta notification: "New Lead - AC Repair". He doesn't touch it.

SCENE 2 (3-7 seconds):

OVER-THE-SHOULDER - Camera points at his phone screen. Timer appears: "00:00". He sighs. TEXT OVERLAY: "It's not your price, man. It's speed." Show missed call icons stacking up on his phone. He says off-camera: "By the time I call, they're already talking to my competitor." CRM notifications fill screen, ignored.

SCENE 3 (7-12 seconds):

SELFIE STYLE - He holds phone up, smirking. TEXT OVERLAY: "So I tried this AI thing..." Quick cut to screen recording: Lead form submits. Immediately, phone call interface appears with AI dialing. He says: "Look at this." Timer hits 00:08.

SCENE 4 (12-18 seconds):

SPLIT SCREEN - LEFT: Real phone screen, timer at 00:27, AI call active. RIGHT: Captions from actual call audio:

[Caption 1]: "You the homeowner?" (00:12)

[Caption 2]: "What's going on with your unit?" (00:14)

[Caption 3]: "Got you booked for today." (00:16)

He whispers off-camera: "Twenty-seven seconds."

SCENE 5 (18-23 seconds):

OVER-THE-SHOULDER - Shows HIS calendar app on phone. Slot auto-fills with job. Confirmation text pops up. He taps it, nods. TEXT OVERLAY: "Job's booked before I even grab my tools." Timer shows 00:45.

SCENE 6 (23-25 seconds):

SELFIE STYLE - Back in truck, he points at camera, dead serious but friendly. TEXT OVERLAY: "Speed wins jobs. Period." He glances at phone. CTA (lower third, handwritten font): "Link in bio to hear the call →"

UGC AUTHENTICITY MARKERS:

- Slight camera shake, natural movement
- Background noise: truck engine, radio faintly playing
- His voice: slightly tired, direct, no corporate polish
- Text overlays use casual fonts (Marker Felt, handwritten style)
- One minor "imperfection": phone screen glare or finger smudge visible
- He scratches his head at 00:05, looks away briefly
- Call audio is slightly muffled, like real phone speaker

VISUAL STYLE:

- No brand colors - use his real phone's dark mode
- All text feels like his own words, not marketing
- Keep the timer prominent but use a simple digital font
- Final shot: his service truck logo visible but not focused

AD Copy 2

You are building a **direct-response funnel to sell an AI receptionist / automation for HVAC companies** that:

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Text COpy:

Primary Text

Running Meta ads for HVAC leads?

You're probably paying for leads you never talk to.

Missed calls.

Slow follow-ups.

After-hours forms.

Our AI calls every lead instantly, qualifies them, and books jobs automatically — so your ad spend actually turns into revenue.

Headline

Stop Wasting HVAC Ad Spend

Description

Recover lost jobs automatically

CTA

Calculate Lost Revenue

Video Copy

STRUCTURE (Second-by-Second)

0-3s: Hook

On Screen Text (Big):

Running Meta ads for HVAC leads?

Visual:

Meta ad dashboard

Lead count increasing

3-7s: Pain

On Screen Text:

You're probably paying for leads you never talk to

Visual:

Missed calls

Unopened lead notifications

After-hours timestamp

7-12s: Breakdown

On Screen Text (stacked):

Missed calls

Slow follow-ups

After-hours forms

Visual:

Each item flashes as visual example

12-18s: Solution

On Screen Text:

Our AI calls every lead instantly

Visual:

Lead comes in

AI starts call immediately

18-23s: Proof

On Screen Text:

Qualifies. Books. No staff needed.

Visual:

Calendar booking

“Confirmed” message

23-27s: CTA

On Screen Text:

Make your ad spend turn into revenue

Button / Caption:

Calculate Lost Revenue

Facebook Mindset and Strategy

Facebook Ads Handbook (Mindset ? Strategy ? Execution)

This is **not a tool tutorial**.

This is how to *think* about Facebook ads in 2025.

PART 1: THE RIGHT MINDSET (Before You Open Ads Manager)

1. Facebook Ads Is Not Media Buying. It's Demand Engineering.

You are not:

- “Running ads”
- “Buying traffic”
- “Gaming the algorithm”

You are:

- Translating **market pain** → **offer** → **creative**
- Feeding Meta **signals**
- Letting the system find buyers

☐ If your ad fails, it's **not a Facebook problem**.

It's usually:

- Weak offer
- Wrong angle

- Poor value perception
-

2. Facebook Rewards Clarity, Not Cleverness

The algorithm is insanely good at:

- Distribution
- Pattern recognition
- Optimization

It is bad at:

- Understanding vague offers
- Fixing confusing messaging

Your job:

- Be **obvious**
 - Be **specific**
 - Be **outcome-driven**
-

PART 2: CORE MENTAL MODELS (Your Notes ? Clean Framework)

3. The Value Equation (Your Most Important Learning)

Every ad is judged by **perceived value**, not features.

Value =

(Dream Outcome × Perceived Likelihood)

(Time Delay × Effort)

What this means practically:

- People don't buy AI
- They buy **faster outcomes**

- With **less effort**
- And **lower risk**

☐ The biggest lever here is the **Offer**, not the creative.

4. Offers Sell. Ads Only Amplify Offers.

A bad offer with a good ad = still bad

A great offer with a bad ad = might still work

A strong offer includes:

- Clear result
- Risk reversal (guarantee)
- Social proof
- Scarcity or urgency

Example thinking:

“Why should someone act NOW and not later?”

PART 3: MARKET & ANGLE THINKING

5. Volume × Intent × Mass-Market Benefit

Before running ads, validate this mentally:

- **Volume** → Enough people exist?
- **Intent** → Are they problem-aware?
- **Mass benefit** → Is the outcome simple and universal?

If any one is weak → ads struggle.

6. Angle Matrix (Different Problems, Same Product)

One product $\neq$ one ad.

List:

- 5-10 related problems
- Each problem = separate angle
- Each angle = separate creative

Example (HVAC AI receptionist):

- Missed calls
- Slow callbacks
- Unqualified leads
- After-hours calls
- Owner burnout

☐ Scaling comes from **new angles**, not tweaking headlines.

PART 4: AUDIENCE & TARGETING (Modern Meta Thinking)

7. Targeting Is Input Signals, Not Control

You've learned this clearly:

- Use **original / native audiences**
- Use **detailed targeting** as guidance
- Avoid over-engineering audiences early

Meta decides **who converts**

You decide **what message to push**

8. Broad + Intent Beats Narrow + Clever

In 2025:

- Broad with a strong offer > hyper-narrow targeting
- Algorithm finds buyers faster than humans

Your responsibility:

- Feed it clean signals
 - Don't choke it with restrictions
-

PART 5: CAMPAIGN STRUCTURE (Simple & Intentional)

9. Understand the 3 Layers (No Overthinking)

- **Campaign** → Objective (Leads / Sales)
- **Ad Set** → Budget + targeting logic
- **Ad** → Messaging + creative

Performance usually lives at the **ad level**, not structure hacks.

10. Separate Campaigns by Intent or Offer

Don't mix:

- Different offers
- Different intent levels

Why?

- Cleaner learning
 - Better optimization
 - Easier scaling decisions
-

PART 6: CREATIVE STRATEGY (Where Most Wins Come From)

11. Creative Is the Algorithm's Fuel

Targeting doesn't scale.
Creatives do.

You already know:

- Ads fatigue fast
- New creators = new performance
- UGC > polished ads

Treat creatives as:

- Ongoing R&D
 - Not one-time assets
-

12. Test Message, Not Just Format

Don't just test:

- Image vs video

Test:

- Pain vs outcome
 - Fear vs relief
 - Cost of inaction vs dream result
-

PART 7: SPEED, TRACKING & FEEDBACK LOOPS

13. Speed Is a Hidden Advantage

Fast systems win:

- Instant lead notification
- Instant follow-up
- Instant feedback

This improves:

- Conversion rates
- Lead quality
- Algorithm learning

☐ This is where your AI automation product fits perfectly.

PART 8: HOW TO USE THIS HANDBOOK (Very Important)

Before launching any Facebook ad, ask:

1. Is the **offer strong enough**?
2. Is the **outcome obvious in 3 seconds**?
3. Which **problem angle** am I pushing?
4. Does this increase **perceived value**?
5. Am I letting Meta optimize, or fighting it?

If you can answer these → then open Ads Manager.

Facebook Ads OS

Facebook Ads OS – Vision & System Blueprint

1. Vision (Why We Are Building This)

The Big Idea

We are not building tools to "run Facebook ads".

We are building a **Facebook Ads Operating System (Ads OS)** — a plug-and-play, AI-powered performance layer that sits **on top of Meta ads** and optimizes what actually matters:

- Speed of response
- Lead quality
- Message-market fit
- Creative iteration velocity

The Ads OS should be:

- **Used internally** by our agency
- **Sold externally** to advertisers and agencies
- **Composable** (each module works independently)
- **Human-safe** (AI assists, humans decide where risk is high)

Our competitive edge is **systems + feedback loops**, not media buying tricks.

2. Core Design Principles (Non-Negotiable)

1. **Speed beats optimization**

Fast follow-up and iteration outperform perfect targeting.

2. **Offer & creative > targeting**

The OS optimizes messaging, not audiences.

3. **AI generates, humans approve when risk is high**

Especially for video, claims, and brand tone.

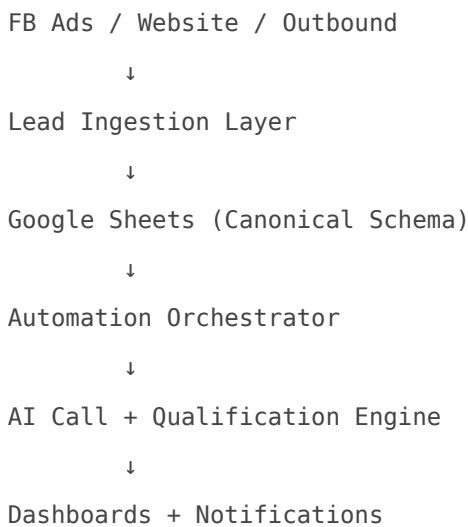
4. **Everything must be measurable**

If it cannot be measured, it does not exist.

5. **Sheets-first, DB-ready**

Google Sheets is temporary UI, schema is permanent logic.

3. High-Level System Architecture



Parallel Systems:

- Creative OS (Text / Image / Video)
- Ad Intelligence OS (Scraping + Patterns)
- Growth OS (Outbound selling of Ads OS)

4. System 1: Universal Lead Handling & Qualification OS

Purpose

Convert leads faster than competitors and surface *qualified intent*, not raw leads.

Inputs

- Facebook Lead Forms
- Website forms
- Manual / outbound leads

Core Flow

```
New Lead
→ Google Sheets (lead_id created)
→ Telegram notification
→ AI call triggered
→ Call status updated
→ AI summary + qualification score
→ Dashboard updated
```

Canonical Lead Schema (v1)

```
lead_id (uuid)
source (fb / web / outbound)
campaign_id
ad_id
timestamp

call_status
call_attempts
call_duration
call_recording_url

qualified (yes / no)
qualification_score (0-100)

ai_summary
next_action
assigned_human
```

Call State Machine

NEW
NOTIFIED
CALL_ATTEMPTED
CONNECTED
NO_ANSWER
QUALIFIED
NOT_QUALIFIED
CALLBACK_SCHEDULED
ESCALATED_TO_HUMAN

Non?Negotiables

- No silent failures
- Every lead must always have a state
- AI summaries must be readable by a client

5. System 2: Creative OS (Ad Creation Engine)

Purpose

Generate high-quality ads faster than human teams using AI + critique loops.

Inputs (Client Intake, Mandatory to write down always)[Make web/form to take these details]

- ICP definition
- Core pain points
- Desired outcome
- Client story / belief
- Offer details

5.1 Text Ads System

Flow:

Claude → strategy & angle
Kimi → copy generation
Claude → persuasion critique
Policy checker → compliance
Human (optional) → approval

Outputs:

- Primary text
 - Headlines
 - CTA variants
 - Angle tagging
-

5.2 Image Ads System

Flow:

Claude → visual concept
Kimi → image prompt
Nano Banana → image
Claude → clarity + compliance review

Outputs:

- Image
 - Prompt
 - Angle & message metadata
-

5.3 Video Ads System (Human-in-the-loop)

Flow:

Claude → hook + script
ChatGPT → clarity & pacing feedback
Claude → refined script
Claude → ArcAds/HiggsField
Human → approval / edits

Why Human Required:

- Brand risk
 - Policy risk
 - Claim risk
-

6. System 3: Ad Intelligence OS (Scraping & Pattern Mining)

Purpose

Never start creatives from scratch.

Capabilities

- Scrape FB ads in same market
- Identify:
 - Long-running ads
 - Repeated hooks
 - Offer framing

Stored Metadata

- Runtime duration
- Hook type
- Angle category
- CTA structure

Output

- "Pattern-based" ad drafts mapped to **our offer**
 - Never direct copying
-

7. System 4: Growth OS (Selling the Ads OS)

Purpose

Use our own system to acquire clients.

Flow

```
Scrape advertisers / agencies
→ Enrich contact
→ Personalized outreach / form fill
→ Monitor response time
→ If no callback < 1 hour
→ Pitch Ads OS
```

Positioning

Not:

“You didn’t call us”

But:

“Your response time was X minutes. Here’s what happens at 60 seconds.”

Attach:

- Sample dashboard
- AI call summary

8. System 5: Website Analytics (Optional / Later)

Purpose

Understand intent, not vanity metrics.

Track

- Pages before conversion
- Time to submit
- Entry source

Later used to:

- Improve ad messaging
 - Improve AI call context
-

9. Build Phases (For the Team)

Phase 1 (Must Ship First)

- Lead handling OS
- AI calls + summaries
- Telegram alerts
- Dashboard (basic)

Phase 2

- Text Ads Creative OS
- Client intake form

Phase 3

- Image Ads System

Phase 4

- Video Ads (human-in-loop)

Phase 5

- Scraping + Growth OS
-

10. What We Are NOT Building (Important)

- Auto-publishing ads without approval
 - Fully autonomous video ads
 - Complex audience hacks
 - Over-engineered infra
-

Final Note to the Team

We are building an **Ads OS**, not an agency workflow.

Every system must:

- Reduce time
- Increase clarity
- Improve decisions

If a feature does not do this — it does not ship.