

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

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□ 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