

VIDEO POWERED MARKETING SYSTEM

The AI Video Ad Builder Toolkit

Your step-by-step system for building high-converting
video ads with AI - no camera or editing skills required.

The 5-Step AI Ad Build Framework

Step 1 - HOOK: Open with a pattern interrupt in the first 3 seconds. Use a bold claim, a surprising stat, or a direct call-out of your audience.

Step 2 - PROBLEM: Agitate the #1 frustration your buyer feels today. One problem per ad. Specificity beats cleverness.

Step 3 - MECHANISM: Introduce your unique method as the reason old solutions failed and yours works.

Step 4 - PROOF: Show one concrete result (number, screenshot, or testimonial quote).

Step 5 - CTA: Give one action with urgency. Repeat it verbally and on screen.

Your AI Tool Stack

- Script generation: use the 47 Plug-and-Play Prompts (included in this toolkit)
- AI avatars & voiceover: record once, personalize at scale
- Captions & hooks: auto-caption every ad - 85% of feed video is watched muted
- Testing: pair with the July 2026 Ad Testing Calendar (included) to know exactly what to launch each week

Ad Structure Cheat Sheet (30/60/90 sec)

30 sec - Hook (3s) > Problem (7s) > Mechanism (10s) > CTA (10s)

60 sec - Hook (5s) > Problem (10s) > Mechanism (20s) > Proof (15s) > CTA (10s)

90 sec - Hook (5s) > Story open (15s) > Problem (15s) > Mechanism (25s) > Proof (20s) > CTA (10s)

Launch Checklist

- ☐ 3 hook variations filmed or generated
- ☐ Captions on every cut
- ☐ First frame readable without sound
- ☐ One CTA per ad
- ☐ UTM tags set before launch
- ☐ Testing calendar slot assigned