

Facebook and Instagram: 10 Ads

Business Vision Academy · affiliate program

Document 3.1

Every ad below has been written against Meta's advertising policies. The specific rule that catches most affiliate education ads is **personal attributes**: you may not assert or imply that you know something about the viewer. "Are you falling behind?" is a rejection. "The people getting promoted learned one thing first" is not.

Meta rejects raw affiliate links. All traffic goes through a landing page from folder 02.

Format for each: Primary text → Headline (40 char limit) → Description (30 char limit) → CTA button.

FB-1 — Structure angle · AI Made Simple \$28 · Persona P1

Landing: `ai-made-simple_sub_v4-quiz` · **tid:** `fb-simple28-structure-v1`

PRIMARY TEXT

Ten courses. One a month. That's the whole plan.

Not a playlist you'll never finish. Not a 40-hour bootcamp you'll open once.
One course a month for ten months, in order, each one assuming the last.

Built for people who don't work in tech. No coding at any point.

\$28 a month for ten months. \$280 total, then the access is permanent.

HEADLINE

Ten AI courses, one a month

DESCRIPTION

\$28/mo for 10 months

CTA

Learn more

FB-2 — Overwhelm angle · AI Made Simple \$28 · Persona P1

Landing: `ai-made-simple_sub_v3-listicle` · tid: `fb-simple28-overwhelm-v1`

PRIMARY TEXT

Forty AI videos saved. Zero of them finished.

That's not a discipline problem. Free content is built to be watched, not followed. There's no order to it, no ending, and nothing tells you what comes next.

A curriculum solves that. Ten courses, one a month, in sequence.

\$28/month for 10 months (\$280 total), then permanent access.

HEADLINE

In order, with an ending

DESCRIPTION

10 courses. No coding.

CTA

Learn more

FB-3 — Task-specific angle · AI Made Simple \$28 · Persona P1

Landing: `ai-made-simple_sub_v3-listicle` · tid: `fb-simple28-tasks-v1`

PRIMARY TEXT

Seven things at work that get dramatically faster with AI:

The weekly status report. The 40-page document you need two things from.
The email you rewrite six times. The spreadsheet somebody exported badly.
Meeting notes. First drafts. Explaining your work to a different audience.

None of them need code. The hard part is knowing they were candidates in the first place.

Ten courses on exactly that. \$28/month for 10 months.

HEADLINE

Seven tasks that get faster

DESCRIPTION

Practical, no coding

CTA

Learn more

FB-4 — Price clarity angle · AI Made Simple \$28 · All personas

Landing: `ai-made-simple_sub_v6-express` · tid: `fb-simple28-price-v1`

PRIMARY TEXT

\$28 a month for ten months. \$280 in total. Then it's yours permanently – no renewal, no annual charge, nothing that quietly bills you next year.

Ten courses on using AI at work, one released each month, built for people with no technical background.

You can stop after course one and keep it.

HEADLINE

\$28/mo x 10, then permanent

DESCRIPTION

Cancel anytime

CTA

Learn more

FB-5 — Capability angle · AI Made Simple \$28 · Persona P5

Policy-checked. Written in the third person on purpose. Do not rewrite this as a question aimed at the reader.

Landing: ai-made-simple_sub_v2-story · **tid:** fb-simple28-capability-v1

PRIMARY TEXT

The people getting promoted this year aren't smarter. They learned one thing first.

And the gap is smaller than it looks – it isn't technical, it's about ten hours of structured material that nobody at work hands out.

Ten courses, one a month, built for non-technical roles. No coding. \$28/month for 10 months (\$280 total).

HEADLINE

Ten courses, one a month

DESCRIPTION

Built for non-tech roles

CTA

Learn more

FB-6 — Peer observation angle · AI Made Simple \$28 · Persona P5

Landing: ai-made-simple_sub_v2-story · **tid:** fb-simple28-peer-v1

PRIMARY TEXT

Most people at most companies are quietly pretending to know how to use this.

They've opened it, typed something vague, got something vague back, and decided it was overrated. That's the normal experience, and it has nothing to do with intelligence.

What changes it is order: ten courses, one a month, each assuming the last.

\$28/month for ten months, then permanent access.

HEADLINE

The part nobody explains

DESCRIPTION

10 courses, in order

CTA

Learn more

FB-7 — Time recovered angle · AI for Professionals · Persona P2

Landing: `ai-for-professionals_inst_v6-express` · tid: `fb-pro152-time-v1`

PRIMARY TEXT

The recurring report that eats a morning every month takes about half an hour once the structure is written down properly one time.

Same for the 100-page board pack you need two pages from. Same for the escalation email you draft five times.

Eleven courses on delegating professional work. No coding at any point.

\$152 once, or ten payments of \$39 (\$390 total).

HEADLINE

Eleven courses for managers

DESCRIPTION

\$152 once, or \$39 x 10

CTA

Learn more

FB-8 — Depth angle · AI Mastery Accelerator \$260 · Persona P3

Landing: `ai-mastery-accelerator_inst_v1-direct` · tid: `fb-mastery260-depth-v1`

PRIMARY TEXT

21 courses, beginner to advanced, in a fixed order.

Foundation first – getting reliable output, writing, reading, checking what's true. Then your actual work: data, documents, research, meetings, presentations. Then the advanced third: repeatable systems that run without you rebuilding them each time.

No coding at any stage.

\$260 once, everything unlocked immediately. Or ten payments of \$47.

HEADLINE

21 courses, beginner to advanced

DESCRIPTION

\$260 once. No coding.

CTA

Learn more

FB-9 — Throughput angle · AI Mastery Accelerator \$260 · Persona P4

Landing: `ai-mastery-accelerator_inst_v1-direct` · tid: `fb-mastery260-solo-v1`

PRIMARY TEXT

If you run a business by yourself, the constraint isn't ambition. It's how many hours you can personally put into the work.

Which is uncomfortable when a competitor starts delivering in two days what takes you two weeks, and you find out they didn't hire anyone.

21 courses on the throughput of a one-person operation. No developer, no new software stack to maintain.

\$260 once, or ten payments of \$47.

HEADLINE

Do the work of a small team

DESCRIPTION

For solo operators

CTA

Learn more

FB-10 — Objection-first angle · Any product · All personas

Runs well as a second-touch ad to people who visited a landing page and didn't buy.

Landing: `ai-made-simple_sub_v5-review` · tid: `fb-simple28-objection-v1`

PRIMARY TEXT

"Isn't all of this free somewhere?"

Yes. So is every language, every instrument and every trade.

People still pay for the version that's in order, has an ending, and doesn't ask them to work out what comes next. You're not paying for information. You're paying for sequence.

Ten courses, one a month. \$28/month for ten months (\$280 total).

HEADLINE

Yes, it's free somewhere

DESCRIPTION

You're buying the order

CTA

Learn more

Testing sequence

Do not launch ten ads. Launch three.

Round	Ads	What you learn
1	FB-1, FB-2, FB-3	Which angle the audience responds to
2	Winner from round 1, in three creative formats	Which format
3	Winner, against FB-5 or FB-9	Whether a different persona is cheaper
4	Winner, retargeting with FB-10	Whether the objection ad recovers non-buyers

Minimum 100 clicks per ad before you judge it. Below that you are reading noise.

Copy rules for anything you write yourself

Never write: - A question that assumes something about the reader ("Are you struggling with...") - A guarantee of a job, promotion, salary or income - A price without its full structure ("\$28" alone is a violation) - A countdown or deadline that isn't real - "Results not typical" as a fix for an exaggerated claim — it isn't one - Anything implying accreditation or a recognised qualification

Always include: - The full payment structure, in the primary text, not only on the landing page - Third-person framing for anything touching employment - A landing page URL, never a raw ClickBank hoplink