

YouTube: 10 Ad Scripts

Business Vision Academy · affiliate program

Document 3.3

Two uses: paid video campaigns, and organic descriptions for creators promoting the offer.

Google policy: the first five seconds decide everything, but they also decide whether the ad gets approved. Do not open with an income claim, a countdown, or a question that assumes a negative fact about the viewer.

Paid YouTube requires a landing page. Raw hoplinks in ad destinations get disapproved.

YT-1 — Bumper, 6 seconds · AI Made Simple \$28

Non-skippable. One idea only.

Forty AI videos saved, none of them finished?

Ten courses. One a month. In order. Twenty-eight dollars a month for ten months. Link below.

YT-2 — In-stream, 15 seconds · AI Made Simple \$28

[0-4s]

I had an AI tab open for two years and used it about six times.

[4-11s]

Not because I'm lazy. Because every time I opened it, I didn't know what to actually ask it. That's a curriculum problem, not a you problem.

[11-15s]

Ten courses, one a month, no coding. Twenty-eight dollars a month for ten months. Link in the description.

YT-3 — In-stream, 30 seconds · AI Made Simple \$28 · Persona P1

The workhorse script. Test this one first.

[0-5s]

I had an AI tab open for two years and used it maybe six times. Not because I'm lazy – because I didn't know what to actually ask it.

[5-15s]

Here's what I eventually worked out: the skill isn't writing clever prompts. It's knowing which parts of your own job are even candidates for handing over. Nobody teaches that, because it's boring and it doesn't make a good video.

[15-25s]

So I stopped collecting tutorials and worked through an actual program. Ten courses, one a month, in order. Built for people who don't work in tech – no coding, nothing to install.

[25-30s]

Twenty-eight dollars a month for ten months, then it's permanent. Link's below. Start with course one.

YT-4 — In-stream, 30 seconds · Task-led · Persona P1/P5

[0-5s]

Seven things at work that stopped taking me all afternoon. None of them need code.

[5-16s]

The weekly report. The forty-page document I need two things from. The email I rewrite six times. The spreadsheet somebody exported badly. Meeting notes. First drafts. And explaining my own work to a different audience, which is the one nobody thinks to try.

[16-25s]

What unlocked it wasn't a better prompt. It was finding out those were candidates in the first place. That's what a structured course does and a playlist doesn't.

[25-30s]

Ten courses, one a month. Twenty-eight dollars a month for ten months. Link below.

YT-5 — In-stream, 60 seconds · AI Mastery \$260 · Persona P3

[0-6s]

Job listings that had nothing to do with tech two years ago now ask for AI proficiency. Yours probably will within the year.

[6-20s]

The problem is what you do about it. You can't put "I watched some videos" on a resume, and you definitely can't demonstrate it when someone in an interview asks you to walk through how you'd use it on a real task.

[20-40s]

This is twenty-one courses, beginner to advanced, in a fixed order. It starts with getting reliable output. Then it moves into actual work – documents, data, research, meetings, presentations. Then the advanced third: processes you run every week without rebuilding them each time.

No coding at any point. Nothing to install beyond a browser tab.

[40-55s]

Two hundred and sixty dollars as a single payment with everything unlocked, or ten payments of forty-seven if you'd rather spread it.

[55-60s]

Link's in the description. Read the curriculum before you decide anything.

YT-6 — In-stream, 45 seconds · AI for Professionals · Persona P2

[0-5s]

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

[5-18s]

That's the whole shape of this. Not clever tricks – recurring work. Board packs you need two pages from. Escalation emails you draft five times. Option comparisons you don't have a week to research.

[18-35s]

Eleven courses aimed specifically at professional and managerial work. Not tool tutorials – method. And no coding at any point, which matters because most "AI for business" courses quietly stop being non-technical around week three.

[35-45s]

A hundred and fifty-two dollars once, or ten payments of thirty-nine. Link below.

YT-7 — In-feed / Discovery, 40 seconds

In-feed ads are chosen by the viewer, so the hook competes with a thumbnail rather than a skip button. Opens slower, more informational.

[0-8s]

If you've been meaning to learn to use AI at work for about a year and keep not doing it, this is probably the reason.

[8-22s]

Free content is built to be watched, not followed. There's no order to it, there's no ending, and nothing tells you what comes next or assumes you did the previous thing. Nobody learns to drive from a playlist.

[22-34s]

The alternative is a curriculum: ten courses, one a month, each assuming the last, built for people with no technical background.

[34-40s]

Twenty-eight a month for ten months, then permanent access. Link below.

YT-8 — Contrarian, 20 seconds

Strong retention hook. Works well as a second creative once YT-3 has data.

[0-4s]

Stop learning prompts. Prompts aren't the skill.

[4-13s]

Every prompt guide you've saved goes stale the next time the tool updates. What doesn't go stale is knowing what to delegate, how to describe it, and how to check what comes back.

[13-20s]

That's a curriculum, not a cheat sheet. Ten courses, one a month, twenty-eight dollars. Link below.

YT-9 — Solo operator, 35 seconds · AI Mastery \$260 · Persona P4

[0-6s]

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

[6-18s]

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.

[18-30s]

Twenty-one courses on the throughput of a one-person operation. Proposals, research, drafts, admin, and then the systems layer, which is where the actual time comes back. No developer, no new software stack to maintain.

[30-35s]

Two hundred and sixty dollars once. Link below.

YT-10 — Organic creator description template

For content creators promoting the offer on their own channel rather than buying ads.

The program I mentioned: [LINK]

Twenty-one courses, beginner to advanced, built for people with no technical background. No coding at any point.

Two payment options: \$260 once with everything unlocked, or ten payments of \$47.

Disclosure: this is an affiliate link. If you buy through it I earn a commission at no extra cost to you. I went through the program myself before linking it.

Timestamps:

0:00 The tab I never used

1:12 Why free tutorials didn't stick

3:40 What actually changed

6:05 What's in the program

9:20 Who it isn't for

Disclosure is mandatory in two places for organic video: written in the description, and spoken in the video itself at the point the link is discussed. FTC 16 CFR Part 255. Putting it only in the description is a known enforcement target.

Production rules

Element	Rule
Captions	Burned in, always. A large share of views are muted.
Aspect ratio	16:9 for in-stream, 9:16 for Shorts. Do not letterbox one into the other.
First frame	A face or a legible sentence. Never a logo.
Price	Spoken in full: "twenty-eight dollars a month for ten months"
Music	Low, neutral. Avoid trending audio on paid ads — it attracts the wrong traffic.
End card	Banner from folder 04, <code>_social-story</code> or <code>_social-square</code>

Campaign settings

Campaign type	Video
Objective	Website traffic, switch to Conversions after 15 conversions
Format	Skippable in-stream (test) + In-feed (scale)
Budget	\$35/day per ad group
Bidding	Target CPV to start, Maximize conversions later
Location	United States
Custom segment	People who searched for: ai course, learn ai without coding, chatgpt for work, ai skills for resume
Placements	Channels covering AI tools, productivity, career advice
Exclusions	Made for kids, gaming, live streams, programming tutorials, embedded video on unknown sites
Frequency cap	4 impressions per user per week
Destination	Landing page from folder 02 – never a raw hoplink