Gerardo Perez:

In this section, I'm going to be walking you through how I actually create my ad scripts, how I format them, and give you insights to see if you want to replicate that for yourself.

I think it's very important to have a visual on how you're going to go about developing your creatives. In addition to that, if you're outsourcing your creatives or maybe sending it off to a creator, it's very helpful for them to be able to see what you want on a frame-by-frame sequence. One of my personal suggestions is, if you do have creative control and you're outsourcing to a specific creator, use a recording software like Loom to be able to break down scene by scene and give them a better picture of what it is that you want executed. With that being said, I'm going to go ahead and show you how I actually format this.

At the top, you'll notice how I have a section called "hook". Then in the first line, you'll see that I have a little asterisk that says, "Pull product out of screen." In addition to that right below it, you'll see that I have a quote that says, "I bought this mouse I saw on TikTok so you don't have to." That's going to be the exact line that I'm going to be saying within that first scene. And right under it, you'll notice how I have words between brackets. I use brackets to showcase what I want as a text insert within that given frame.

Next up, we have "benefits". I went ahead and wrote that I want to do a little bit of a product 360 and then showcase the product within my hand. I'm going to go ahead and say something along the lines of, "As you can see here, it's very crazy looking, but it's also crazy comfortable. It literally moulds to my hand like a glove." And I went ahead and listed my text insert for that specific scene. Then I prompted myself to match up with the actions that I will be saying or shown on screen. For example, "It's also fully programmable. We have forward and back buttons here, a scroll wheel with an everscroll feature, and even a sideways scroll for those pesky Excel files." Then for my text insert, "I can't work on my computer without it."

Finally, for the last section of the body of the ad, I'm going to be saying, "And don't even get me started about the sound of the clicks. Just listen." And then just give people a little bit of ASMR with the sound of the clicks.

Finally, for my CTA, I'm just going to be holding the product in my hand and saying something like, "I wish I would've bought this sooner. I refuse to use my laptop without it." Super simple. This is kind of like a soft CTA, not a, "Hey, go buy now. Hurry before it sells out." Anything like that. I'm just implying that I'm super satisfied with the product so that hopefully other people are inclined to buy it as well.

Now that I've showed you how I actually go about scripting and breaking down my ad sequencing, I'm going to go ahead and show you the behind the scenes of how I create this ad on TikTok.