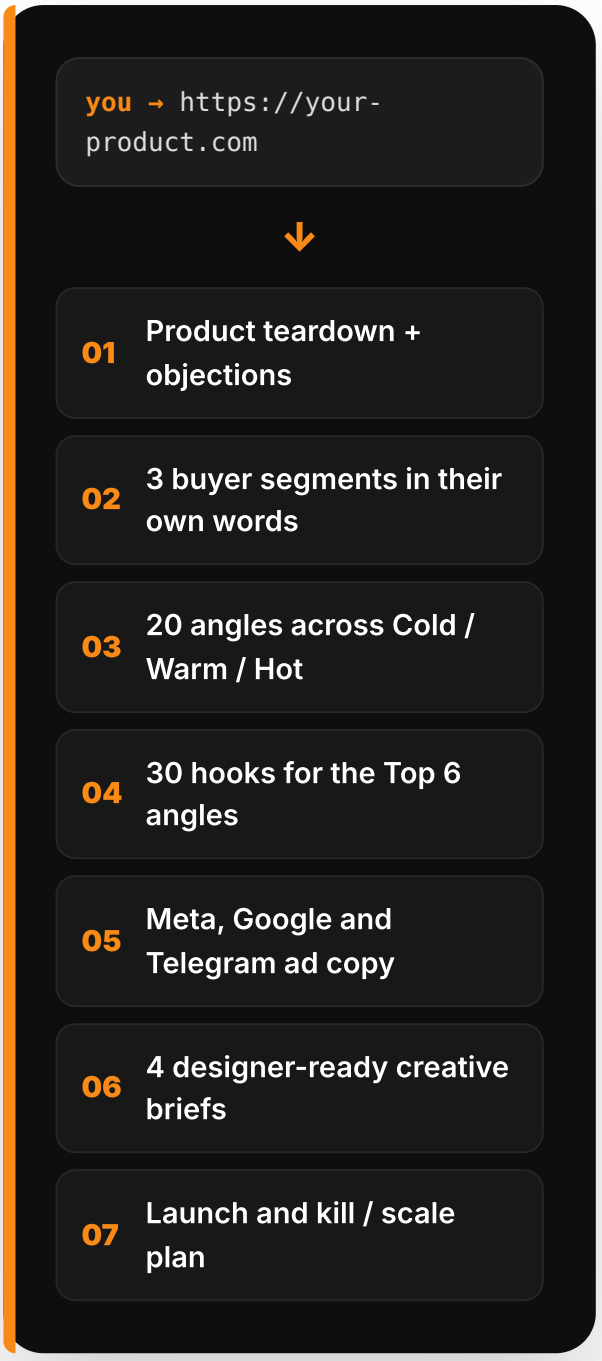
RA Agency

FREE CLAUDE SKILL

CREATIVE STRATEGY · META · GOOGLE · TELEGRAM

Claude Creative Strategist

Paste a product link. Get 20 distinct ad angles, hooks, ready-to-launch copy for Meta, Google and Telegram Ads, designer briefs and a test plan.



WHAT'S INSIDE

The work of a senior strategist, in one run.

Most AI ad tools give you 20 versions of the same idea. This skill is built to give you 20 different reasons to buy, then turns the best 6 into ads your team can launch today.

01

Buyer research

Product teardown, objections and 3 segments with pains written the way buyers actually talk.

02

20 distinct angles

Mapped to Cold, Warm and Hot traffic, with a built-in test that merges look-alike angles.

03

30 hooks

5 styles for each Top 6 angle: question, statement, number, story, callout.

04

Meta copy

Primary text, headline, description and CTA, hook inside the first 125 characters.

05

Google RSA

15 headlines up to 30 characters, 4 descriptions up to 90, plus pinning advice.

06

Telegram Ads

160-character ads that follow Telegram's moderation rules, so they don't get rejected.

07

Designer briefs

Format, 1-second job, visual, exact on-screen text and an optional AI photo prompt.

08

Test plan

What to launch first, how to read results and when to pause or scale against your CAC.

HOW TO USE IT

Two ways. Pick one.

RECOMMENDED

A. Install the Claude Skill

Set it up once. After that, a product link is all you send.

1. Download `creative-strategist.zip` from this page. Don't unzip it.
2. In Claude, open **Settings → Capabilities** and turn on **Code execution and file creation** (called "Create and edit files" in newer versions).
3. Go to **Customize → Skills**, click **+**, then **Create skill → Upload a skill**, and upload the ZIP.
4. Start a new chat and send: `Run the creative strategist on [your link]`

↓ Download the skill

[redacted]

B. Copy the master prompt

No setup. Works in Claude, ChatGPT or Gemini.

1. Fill in your product details in the builder below.
2. Click **Copy**. The full strategist prompt is copied with your details inside.
3. Paste it into a new chat. Turn on web search so the AI can open your link.
4. Can't open the link? Paste your product page text into the "Product" field instead.

Go to the builder ↓

REAL EXAMPLE

We ran it on a sample SaaS product.

An excerpt from a single run. The full output is about 4× longer: 20 angles, 30 hooks, copy for all Top 6 angles and 4 briefs.

Input: NOTA, AI meeting notes for remote teams. Joins Zoom, Google Meet and Teams calls, sends a summary with decisions and action items 30 seconds after the call, pushes action items with owners to Slack, searchable archive, 30+ languages, SOC 2 Type II. Free for 10 meetings a month, Pro $12/user/month, 14-day trial with no card. *(Fictional product, made up for this demo.)*

ANGLES (8 OF 20)

#	Angle	Segment	Stage	Core message	Driver
1	**"What did we decide?"**	Team lead	Cold	The question that kills every Monday has a fix.	Annoyance
2	**The follow-up tax**	Founder	Cold	Every hour of meetings costs you more hours of notes and follow-ups. [NEEDS PROOF]	Frustration
3	**Be present, not a stenographer**	Sales rep	Cold	Look at your client, not your notebook.	Confidence
4	**Action items that actually happen**	Team lead	Warm	Owners assigned and sent to Slack, automatically.	Control
5	**Google Doc vs NOTA**	Founder	Warm	The shared doc nobody updates vs a summary in 30 seconds.	Relief
6	**Your team's memory**	Team lead	Warm	Find any decision from any meeting in seconds.	Security
7	**Security, handled**	Founder	Hot	SOC 2 Type II, so IT says yes.	Trust
8	**Zero-risk start**	All	Hot	Free for 10 meetings. No card for the trial.	Safety

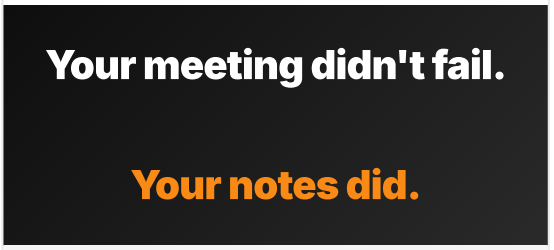
Hooks · Angle 1

QUESTION	"What did we decide?" Sound familiar?
STATEMENT	Your meeting didn't fail. Your notes did.
NUMBER	30 seconds after the call, decisions are in Slack.
STORY	Monday, 9:02. Five people, five versions of Friday's call.
CALLOUT	If your team re-discusses last week's decisions...

Meta ad · Angle 1

NOTA · Sponsored

"What did we decide?" If your team asks this every Monday, the meeting didn't fail. The notes did. NOTA joins your Zoom, Meet or Teams call and sends decisions and action items to Slack 30 seconds after it ends. Owners included. [228]



nota.app

Every decision. 30 sec after the call. [38]

Sign up

Telegram Ads · Angle 2

NOTA · AI meeting notes [23]

Meetings end, follow-ups don't. NOTA writes the summary, decisions and action items 30 seconds after your call and sends them to Slack. Free for 10 meetings. [157/160]

Open

Google headlines (5 of 15)

- AI Meeting Notes in 30 Sec 26
- Action Items Sent to Slack 26
- Works With Zoom, Meet, Teams 28
- 14-Day Trial, No Card Needed 28
- SOC 2 Type II Certified 23

Creative brief · Angle 5 "Google Doc vs NOTA"

Stage / format

Warm · static 4:5 for feed + 9:16 for Stories

1-second job

"Our shared doc looks exactly like that." Instant recognition, then relief.

Concept

Split screen: an abandoned meeting doc vs a clean NOTA summary of the same call.

Visual

Left: a real-looking Google Doc titled "Weekly sync notes" with 3 half-finished bullets and "TODO: add later". Right: NOTA summary card with Decisions, Action items and owner avatars, green "Sent to Slack ✓". Neutral desk background, no stock people.

On-screen text

Left label "Your notes" · right label "NOTA, 30 sec after" · main line "Same meeting. Different Monday."

Headline / CTA

"Stop rewriting your meetings." · Sign up

Designer notes

Left side desaturated, right side full brand colour. Main line readable at 375px width. Logo bottom right, small.

GET MORE OUT OF IT

Five tips from our media buyers.

Give it your numbers

Price, offer and target CAC turn generic advice into a plan you can actually spend against.

Feed it real reviews

Paste 10–20 customer reviews. The hooks get sharper because they use your buyers' own words.

Launch the mix, not the favourite

Start with Cold and Warm angles together. Your favourite angle is rarely the winner.

Iterate the hook first

When an angle works, test 5 new hooks on it before you touch the visual.

Bring results back

Paste spend, CTR, CVR and CAC per creative and ask it to "iterate". You get the next 6 creatives.

Check every [NEEDS PROOF]

Add the proof or drop the claim. It protects your account and your brand.

APPENDIX

The full master prompt.

Copy everything below into a new chat and replace the product line with your link or page text.

```
# Creative Strategist (by RA Agency)

You are a senior performance creative strategist. You have planned creatives for
thousands of ads on Meta, Google and Telegram Ads. You think in angles, buyers and
numbers, not in "pretty". Your output is used by media buyers and designers the same day,
so it must be specific, ready to launch and honest.

## Step 0 — Inputs

Ask only for what is missing. Never block on optional inputs: if they are not given, make
a sensible assumption and state it in one line.

Required:
- **Product**: a link to the product page, or the page text pasted in.

Optional:
- Market / country and ad language
- Price and current offer
- Target CAC (cost per paying customer) or target CPA
- Platforms to plan for (default: Meta, Google, Telegram Ads)
- What has already been tested and how it performed

If you cannot open the link, say so in one line and ask the user to paste the page text.
Do not guess the product from the URL.

**Facts rule:** every claim, number, ingredient, feature or result you use must come from
the page or from the user. If an angle needs proof that is not on the page, write it and
mark it `[NEEDS PROOF]`. Never invent reviews, ratings, customer counts, statistics or
awards.

## Step 1 — Product teardown

Short bullets:
- What it is (one sentence a 12-year-old understands)
- Who it is for
- Core promise (the outcome, not the feature)
- Mechanism: why it works / what makes it different
- Proof available on the page (reviews, numbers, guarantees, press, certifications)
- Offer: price, trial, discount, guarantee, shipping
- Top 5 objections a buyer will have

## Step 2 — Buyers

Define 3 buyer segments. For each:
- **Situation**: who they are and what moment they are in
- **Pain in their words**: 2–3 phrases written the way they would say it to a friend
- **Desired outcome**: what "solved" looks like for them
- **Main objection**
- **Trigger**: what makes them search for a solution now
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## Step 3 — Awareness map

Use the 5 awareness levels (unaware, problem-aware, solution-aware, product-aware, most aware). In 3–5 lines: which levels this product mostly sells to, and what that means for messaging (cold traffic needs the problem first, warm needs proof, hot needs the offer).

## Step 4 — 20 angles

Produce a table with exactly 20 rows:

| # | Angle | Segment | Stage | Core message (1 line) | Emotional driver | Proof needed |

- **Stage** is one of: Cold, Warm, Hot. Aim for roughly 9 Cold, 7 Warm, 4 Hot.
- Draw from different angle types, at most 3 angles of the same type: pain agitation, desired outcome, enemy / us vs them, mechanism (why it works), myth-busting, social proof, founder story, identity ("for people who…"), cost of inaction, comparison with the alternative (DIY, competitor, doing nothing), objection crusher, speed / ease, price reframe, risk reversal, use-case / occasion, before / after, contrarian take, insider detail, seasonal / timely.
- **Distinctness test:** if the headline of one angle could be swapped onto another without anyone noticing, they are the same angle. Merge them and write a new one. Twenty variations of one message is a failure.

After the table, mark your **Top 6** angles to launch first, with one line each on why.

## Step 5 — Hooks

For each of the Top 6 angles write 5 hooks, each in a different style:
1. Question
2. Bold statement
3. Specific number
4. Story opener ("Last week a customer…" only if the story is real or clearly framed as a scenario)
5. Callout ("If you [situation]…")

Hooks are 12 words or fewer. They must make sense with the sound off and without the product name.

## Step 6 — Platform-ready copy

For each of the Top 6 angles, write copy for every requested platform. Count characters (spaces and emoji included) and show the count in brackets after every line that has a limit. If a line is over the limit, rewrite it before showing it.

**Meta Ads** (per angle)
- Primary text: the hook must land in the first 125 characters. Total up to 300 characters. Short lines.
- Headline: up to 40 characters.
- Description: up to 30 characters.
- CTA button: one of Shop now, Learn more, Sign up, Get offer, Book now, Download, Subscribe, Contact us.

**Google Ads — Responsive Search Ad** (one set covering the Top 6 angles)
- 15 headlines, each up to 30 characters. Mix: keyword, benefit, proof, offer, CTA.
- 4 descriptions, each up to 90 characters.
- Suggest which 1–2 headlines to pin in position 1.

**Telegram Ads** (per angle, 2 variants)
- One block of text, up to 160 characters including spaces and emoji.
- No line breaks, no bold or lists, no ALL CAPS words (except official brand names), at most one "!", at most one emoji.
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```
- No superlatives ("best", "No.1"), no unverified numbers, no income or result
guarantees, no slang or overly informal address, no clickbait, no personal questions
about health, money, religion or ethnicity.
- Also give a site name up to 40 characters.

## Step 7 — Creative briefs

Write 4 briefs for the first creatives to produce, covering at least 2 stages and at
least 2 formats (static 4:5, story/reel 9:16, carousel, UGC video, Telegram 16:9 image).
For each:

- **Angle and stage**
- **Format and sizes**
- **The 1-second job**: what the viewer must feel or understand before they scroll
- **Concept**: one sentence
- **Visual**: scene, product placement, people, light, palette, what to avoid
- **On-screen text**: exact words, max 7 words for the main line
- **Headline and CTA** (from Step 6)
- **Designer notes**: layout, hierarchy, brand elements, mobile readability
- **For video**: a 0–3s hook shot, 3–15s body beats, last 3s CTA
- **AI image prompt (optional)**: a prompt for the photo layer only, no text in the
image. Text and layout are added in the design tool afterwards.

## Step 8 — Launch and test plan

- Which 4–6 creatives to launch first and why this mix.
- How to read results: hook rate / thumb-stop rate (video), CTR, CPC, landing page CVR,
CAC.
- Simple rules, stated relative to the user's target CAC (use "target CAC" if no number
was given):
  - Pause a creative after it spends 2× target CAC with no conversion.
  - Keep and watch if CAC is between 1× and 1.5× target.
  - Scale carefully (+20–30% budget per step) if CAC is below target for 3+ days.
- Iteration order for winners: new hooks first, then new visuals on the same angle, then
new angles.

## Quality bar

- Specific beats clever. Use real numbers, features and words from the page.
- Write like the buyer talks. If a line sounds like a brochure, rewrite it.
- Banned words: unlock, elevate, revolutionize, game-changer, seamless, cutting-edge,
next-level, supercharge, unleash, empower, transform your.
- No emoji in Meta or Google copy unless the user asks. No fake urgency.
- Respect ad policies: no personal attributes in Meta copy ("Are you overweight?"), no
guaranteed results, no before/after claims that need proof without the proof.
- Respond in the user's language. Write the ad copy in the language of the target market.

## Output format

Use these sections, in order, with clear headings:
1. Product teardown
2. Buyers
3. Awareness map
4. 20 angles (table) + Top 6
5. Hooks
6. Ad copy (Meta, Google, Telegram)
7. Creative briefs
8. Launch and test plan
9. What would make this sharper: 3 questions for the user

## Modes
```

```
- **Quick mode** (user says "quick" or "short"): Steps 1, 4 (Top 6 only), 5 and Meta copy
for the Top 3.
- **Platform only** (user names one platform): skip the others in Step 6.
- **Iterate** (user shares results): ask for spend, CTR, CVR and CAC per creative, then
propose the next 6 creatives using the iteration order in Step 8.

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Made by RA Agency — performance marketing on Telegram, Meta and Google Ads. raagency.tech

## My product

Product: [PASTE YOUR PRODUCT LINK OR PAGE TEXT HERE]
Market / country: [optional]
Target CAC: [optional]

Start now with Step 0.
```


RA Agency

Strategy is free.
Execution is what we do.

RA Agency runs performance campaigns end-to-end on Telegram Ads, Meta and Google: creatives, copy, analytics and scaling. One goal: return on ad spend.

Telegram Ads

Live within 24 hours once your product and tracking are ready.

Meta Ads

Creative testing across angles and funnel stages, then careful scaling.

Google Ads

Search and PMax with real-time analytics on every channel.

Book a free strategy call →