The ad idea multiplier

Staring at a blank brief? You don't need a better idea. You need three ingredients and a multiplier. Fill this in once and you have 27 ad concepts to work from.

STEP 1 Persona: who is this ad for?

A specific person in a specific moment. Not a demographic.

[Who] who [situation] and wants [outcome]

P1 _____

- Who buys most often?
- Who nearly buys, then doesn't?
- Who buys it for someone else?

P2 _____

P3 _____

STEP 2 Angle: why would they care now?

The reason they stop scrolling. Pick three to start.

Pain · the problem they're sick of
Prize · the result they want
Proof · someone like them got it
Old way · what they do now, and why it fails
Myth · a belief that's holding them back
Moment · what makes it urgent today

A1 _____

A2 _____

A3 _____

STEP 3 Offer: what makes yes easy?

Not just a discount. The reason to act today rather than someday.

Core · the product, as it is
First step · trial, sample, starter size
Bundle · more for the same money
Safety net · guarantee, easy returns
Deadline · seasonal or limited

O1 _____

O2 _____

O3 _____

Now turn the page and multiply.

STEP 4

Multiply: one line per box

Start with P1. Pair every angle with every offer and write one line in each box. Then repeat for P2 and P3.

For [persona], [angle], with [offer].

P __	O1	O2	O3
A1			
A2			
A3			

One grid per persona. Three grids, 27 concepts. Redraw it on a notepad if you run out of boxes.

WORKED EXAMPLE · A COFFEE SUBSCRIPTION

Persona	Angle	Offer
New parent running on four hours' sleep	Moment · the 3pm wall	First step · first bag half price

"For new parents who hit the 3pm wall: get through the afternoon, first bag half price."

WHAT THIS SHEET LEAVES OUT

27 ideas is the easy part.

Which to test first, how to read what comes back, and how one winner becomes your next round of ideas. That's what we build together in the Paid Social Accelerator. Waiting List opens late 2026.