

[M] marcosmaia.ai

• THE FRAMEWORK

The C·O·R·E Method.

The 4-step engine I use to ship 30+ ads a week, solo, with AI.
Tool-agnostic. Skip a letter — you ship dead creative.

by **Marcos Maia // AI** · 2026 · battle-tested · same framework runs at Maia Digital

Most ads die because someone skipped a letter.

A pretty ad with no Concept won't convert. A killer Concept that's never Run can't be measured. Concept + Output + Run with no Evolve burns budget on day 12. C·O·R·E is the smallest loop where every stage is non-negotiable — and the tool stack swaps freely under it.

THE PROMISE

Run all four letters in order and you compound. Run three and you ship. Run two and you guess. Run one and you're a hobbyist.

WHAT THIS PDF GIVES YOU

A **1-page diagram**, **4 deep dives** (one per letter), and a **15-item checklist** for the next ad you'll ship. By the end of page 8 you should be able to run your next ad through C·O·R·E in under 30 minutes.

C

CONCEPT

specific hook, not vague theme



O

OUTPUT

platform-native format



R

RUN

5 variants, not 1



E

EVOLVE

winner feeds next Concept

↳ THE WINNER OF E BECOMES THE INPUT FOR THE NEXT C. THE LOOP CLOSSES.

C

Concept.

A specific angle on the offer, anchored to one viewer state. Never a vague theme.

THE RULE

Every Concept must answer: **"Who's watching, and what state are they in when they scroll past?"** If you can't name the state in 5 words, you have a theme, not a Concept. Themes don't convert.

THEME VS CONCEPT (THE TEST)

Theme — "AI saves time."

Concept — "Founder at 9 PM is still editing the v3 her agency promised by noon. The clock is the villain."

The Concept has a person, a moment, a tension. That's what makes a hook writable.

HOW I WRITE CONCEPTS IN 90 SECONDS

1. Pick one of 50 hooks from the Hook Starters PDF.
2. Underline the viewer-state inside the hook ("\$500/week" = budget-anxious DTC operator).
3. Imagine that state at the moment of scroll. Write 2 lines of voiceover. That's a Concept. You're now ready for O.

FAILURE MODE

Skipping straight to "let's make a video about AI." You will produce a perfectly fine ad that converts zero people, because no one sees themselves in it.



Output.

The Concept rendered in the format the platform actually rewards. Not what your director thinks looks "premium."

THE RULE

Format follows feed. 9:16 vertical for IG Reels / TikTok / YouTube Shorts. 1:1 for static placements. Bake the hook into seconds 0–3 with on-screen text. Music sized to the platform's mute-rate (85% of viewers).

MY NON-NEGOTIABLES FOR OUTPUT

9:16 base. Always start vertical. Resize down to 1:1 / 16:9 later.

Hook on screen by frame 30. If the text doesn't land by 1 second, the algo won't promote it.

Logo at second 8+. Never frame 0. Brand-recognition kills scroll attention.

Word-by-word captions. Mute-watchers are the majority. Captions are a placement, not an option.

TOOL ROUTING (MY MULTI-STACK — PICK BY SHOT)

UGC talking-head ads → Arcads AI (300+ avatars, <5 min per script).

Premium avatar + dubbing 175+ languages → HeyGen Avatar IV.

Mobile post-production (captions + edit) → Captions AI.

Bilingual talking-head, cost-zero → Veo 3.1 Fast inside Google Flow (if you already pay Ultra).

The Concept tells you which tool to fire — not the reverse. Full ranked stack at marcosmaia.ai/stack.

FAILURE MODE

Shooting a 16:9 director's cut and asking your editor to "make it work for Reels."
The pacing, framing, and pacing-of-information are completely different beasts.
Re-cut from vertical first.

R

Run.

5 variants of the same Concept tested in 1 ad set. The algorithm picks the winner — not your taste, not your client's.

THE RULE

1 Concept × 5 hook variations = 1 Run. Same offer, same Output specs, 5 different opening 3-seconds. Same ad set, same budget. Let the algo split.

THE 5 HOOK TYPES I ALWAYS TEST

- 1. Question** ("When was the last time you actually liked an ad you ran?")
- 2. Data shock** ("60% of your ads die in frame 1.")
- 3. Inversion** ("You don't need a videographer. You need a prompt.")
- 4. Callout** ("If you're still running last quarter's ad, this is for you.")
- 5. Promise** ("By the end of this video you'll know exactly what to fix.")

One of each = a Run. Always.

BUDGET SIZING

Minimum \$5/variant/day for 3 days = \$75 to find a winner. Below that you're reading noise, not signal. Cut variants under 0.8% CTR at day 2.

FAILURE MODE

Running 1 variant and "iterating." That's not iteration — that's serial guessing. Run 5 at once. The algorithm finishes in 48 hours what you'd burn 3 weeks doing one-at-a-time.

E

Evolve.

The winner of the Run becomes the input for the next Concept. The loop closes. Compound advantage starts.

THE RULE

The winning hook is now your new C. You don't ship the same ad again. You ship 5 NEW variants — each one a refinement of the winning angle. That's how a single insight turns into a 30-ad pipeline.

WHAT "EVOLVE" ACTUALLY LOOKS LIKE

Week 1: Run tests 5 hook types. Winner: **Data shock.**

Week 2: New Run, all 5 variants are Data shock — but with 5 different stats.

Week 3: Winner = a specific stat ("60% die in frame 1"). New Run = 5 variants of that stat in 5 settings (podcast, lifestyle, B-roll, talking head, UGC).

Week 4: You now have 4 weeks of compounding signal. Your worst ad in week 4 outperforms your best ad in week 1.

THE 11-DAY RULE

Even the best winner decays around day 11. Cap each evolved variant at 2 weeks of spend. If the chain breaks (winner becomes loser), go back to a clean C·O·R·E with a fresh Concept. Don't force compounding through fatigue.

FAILURE MODE

Running winners until they die. That's not Evolve — that's milking. The loop only compounds if you treat the winner as an input, not an output.

Run your next ad **through this.**

15 boxes. If 12+ check, ship it. If under 12, you have a letter still missing.

- C1.** I can name the viewer state in 5 words or fewer.
- C2.** The hook references a specific moment (time, place, money, deadline).
- C3.** The offer is implicit in the first 3 seconds — not in the CTA.
- O1.** Render is 9:16, hook on-screen by frame 30.
- O2.** Word-by-word captions sized for mobile mute viewing.
- O3.** Logo first appears no earlier than second 8.
- O4.** Disclosure overlay (AI-generated) baked into the first 3 seconds.
- R1.** Same Concept, 5 distinct hook variants.
- R2.** All 5 variants live in **one** ad set, equal budget.
- R3.** Minimum \$5/variant/day, 3-day test window.
- R4.** CTA is a single action ("Comment AD" — never two).
- E1.** Day 3 → declare a winner by CTR + CPC.
- E2.** The winning hook becomes the C for next week's Run.
- E3.** Day 11+ → check decay. Cap each variant at 2 weeks of spend.
- E4.** If the chain breaks, restart C with a fresh angle. Don't force.

The framework is yours. Stack is honest.

C·O·R·E is the method. The stack swaps under it depending on the shot. Arcads for UGC, HeyGen for avatar + dubbing, Captions for mobile post, Veo 3.1 for talking-head when you already pay Google Ultra. Ranked + affiliate-disclosed at marcosmaia.ai/stack.

STACK

marcosmaia.ai/stack — the multi-tool stack I actually run. Ranked, honest, affiliate-disclosed.

AD

DM "AD" → I run C·O·R·E on your offer. One ad in 3 formats, \$100, 24h delivery.

AUDIT

DM "AUDIT" with your worst-performing ad. Free. 3 specific fixes in 24h.

WAITLIST

The Academy teaches C·O·R·E + multi-tool stack in 30 days. Tool-agnostic. Doors Q3, \$50 off on waitlist.