

TEACHERS CAN'T DO IT ALL, PART TWO

Creator brief for Naiome · 16 Educational Posters · 3 hooks, 1 hold · 9:16

CONCEPT

Same angle, amplified. Your accusation, your credential (third kid), one mechanism, your kid proving it.

DESIRE

I want to take control of my kid's learning instead of waiting on a teacher.

ANGLE

The teacher gets them 8 months a year. The wall gets them every morning.

EMOTION

Indignation, then resolve · Problem aware

WATCH THESE FIRST

- [Iteration of winning ad](#) (your 1.47M view video, our biggest posters spender on Meta). The hook works. After second 5 it is a topic list and a deal clock. We add a reason and a kid.
- [Imitation of winning ad](#): our best posters ad ever opens with the same accusation plus a credential, then explains "your child's brain is like a tiny camera, recording everything." We are adding the credential and the camera.

THE HOOKS - FILM ALL THREE

HOOK (SAY IT)

#1 Teachers can't do it all. This is my third kid and I finally figured out what the teacher actually needs from me.

#2 Stop waiting on the teacher. My Pre-K baby learned the planets off a wall and I did not teach her one of them.

#3 Kindergarten teachers can tell on day one which kids had this at home. I have sent two kids in. I know.

VISUAL / TEXT OVERLAY

Visual: you at the wall, the 4-year-old already looking at a poster. Text overlay: THIRD KID. FINALLY FIGURED IT OUT.

Visual: the 4-year-old pointing at the solar system poster, live audio. Text overlay: SHE LEARNED THIS OFF THE WALL

Visual: straight to camera, the big kids' backpacks in frame, then the wall. Text overlay: THEY CAN TELL ON DAY ONE

THEN THE BODY - ONE TAKE

BRIDGE

Your credential, then the mechanism. No product yet. Two kids sent to kindergarten; the teacher could tell day one which kids saw their letters every day at home. The mechanism: kids learn what they see every day, and a wall cannot be swiped away.

SAY IT LIKE THIS

"I have sent two kids to kindergarten. The teacher could tell on day one which kids had been seeing their letters and numbers every day at home. It was never the flashcards. It was what they saw every morning. So with my third, I put it on the wall. She cannot swipe a wall."

BODY

Show the wall. Ask her one thing (a color, a planet, the day). Let her answer, uncut. Then the facts in your words: 16 posters, laminated, made in the USA, designed by a Pre-K teacher who homeschools four (trust, not the reason it works). Name three topics, not sixteen. Kill "I don't have time": it is not a lesson, she looks at it while you make breakfast.

SAY IT LIKE THIS

"This is my wall. [What day is it? Let her answer.] I did not sit her down for that. 16 posters, laminated, so sticky fingers do not matter."

Letters, numbers, days of the week, the planets. A Pre-K teacher designed them. There is no lesson. She looks at it while I make breakfast."

CTA

"If you have got a kid going into pre-K or kindergarten next year, get these before back to school clears them out." Price only off the page. No made-up deadline.

SCRIPT DNA

Accusation (teachers can't) + credential (third kid) -> mechanism (what they see every day) -> kid proves it at the wall -> facts as trust -> availability close.

FOUR RULES

THE KID

Your 4-year-old at the wall, her own voice, uncut.

ONE MECHANISM

One reason it works, not a list of topics.

QUOTE, NEVER PROMISE

Reviews say it. You never say "your child will".

AVAILABILITY

Close on "before they clear out". No made-up deal.

EDITOR NOTES

No music under the kid clip. Product in frame by second 5. Never "your child will".

[Use this checklist after the video is created to ensure it is as good as possible](#)

Format: UGC, you at the wall, your 4-year-old on camera