

Calmrise UGC / Paid Social Script Pack

DTC Wellness | Meta / Instagram / TikTok

Overview

This speculative sample was created for **Calmrise**, a stress and cortisol-support supplement for women 35–50 dealing with fatigue, brain fog, poor recovery, irritability, disrupted sleep, afternoon crashes, and the exhausted-but-can't-switch-off pattern.

The goal of this sample is to show:

- creative strategy for paid social
- UGC / talking-head scriptwriting
- hook development across awareness stages
- audience-aware messaging for DTC wellness
- testing logic and creative direction

The pack is designed as a small paid-social system, not five disconnected ads.

Core strategic insight

She doesn't just feel tired. She feels unlike herself.

Core reframe

She is not lazy, weak, or failing. She is depleted.

Positioning approach

Calmrise is framed as:

- non-stimulating
 - supportive, not aggressive
 - specific, not overpromising
 - grounded in stress-response support rather than generic “wellness” language
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Script 1 — Tired But Wired

Strategic role

Top-of-funnel problem recognition.

Selected hooks

- **Dead by 2pm. Wide awake at 11. That was my normal for way too long.**
- **How are you this tired all day and still unable to shut your brain off at night?**
- **I was exhausted all day, then fully awake the second I got into bed.**

Primary script

I used to hit this weird point every day where I could barely function by mid-afternoon.

Brain fog, low patience, zero energy.

Then night would come, and suddenly I was awake again. Not productive, not energized, just... tired and wired. Lying there replaying everything, thinking about tomorrow, not able to settle down.

And I remember thinking, how am I this exhausted and still not able to sleep like a normal person?

What I eventually learned is that this pattern can happen when your stress response has been running too hard for too long.

Your body stops feeling steady. So instead of having energy when you need it and winding down when you're supposed to, everything starts to feel off.

That was the first time any of it actually made sense to me.

That's also why Calmrise stood out. It's not a stimulant. It's not another push-through-it product. It's meant to support your stress response, which felt a lot more relevant to what was actually going on.

For me, the shift was subtle, but real. Less of that crash-all-day, restless-all-night pattern. More steadiness.

If this sounds like you, it's worth looking into.

Creative direction notes

Creator style: Calm, credible, understated

Delivery tone: Conversational, slightly frustrated, grounded

Visual direction: afternoon slump, late-night wakefulness, simple product placement

On-screen text: Exhausted by 2pm / Wide awake at 11pm / Tired but wired / Not a stimulant. A support.

Testing note

Primary test: statement-led vs question-led opening.

Script 2 — Depleted, Not Lazy

Strategic role

Cold-to-warm traffic emotional reframe.

Selected hooks

- I really did think I was just lazy for a while.
- If you keep telling yourself you just need more discipline and it keeps not working, discipline might not be the problem.
- The sentence that got me was: you're not lazy, you're depleted.

Primary script

I really did think I was just lazy for a while.

Like maybe I'd gotten worse at handling normal life. Worse at stress. Worse at basic things that used to feel manageable.

So my answer was always the same. Try harder. Wake up earlier. Be more disciplined. Get more consistent. Fix it.

And none of that actually helped. It just gave me one more reason to blame myself.

What changed things for me was realizing this might not be a character issue at all. It might be depletion.

When your body has been under stress for too long, especially that constant low-grade, always-on kind, it catches up to you. You feel foggy. Flat. Irritable. Tired all day and still not able to fully settle at night.

That's not the same thing as being lazy. That's a body that's been carrying too much for too long.

That reframe alone helped. And once I started looking for support that actually matched the problem, Calmrise made more sense to me.

It's not a stimulant. It's not some hyper-motivation product. It's meant to support your stress response, which felt a lot more relevant than just trying to push harder.

So if you've been blaming yourself for feeling off, exhausted, or unlike yourself lately, I'd seriously consider that maybe self-discipline isn't the issue. Maybe you're depleted.

Creative direction notes

Creator style: Warm, real, slightly vulnerable

Delivery tone: Intimate and honest

Visual direction: close-up natural light, quiet stillness, product introduced late

On-screen text: I thought I was lazy / Try harder. Push more. Still exhausted. / Depleted. Not lazy.

Testing note

Primary test: confessional opening vs discipline-focused opening.

Script 3 — Doing Everything Right

Strategic role

Cold-to-warm traffic validation for the health-conscious buyer.

Selected hooks

- I was sleeping, eating well, exercising, taking the supplements, and I still felt off most days.
- I was literally Googling why I felt so bad when I was doing everything right.
- Sleep, exercise, eating well, supplements... still foggy, still crashing, still off.

Primary script

One of the most frustrating parts of this whole thing was that I was actually trying.

I was sleeping enough. Eating pretty well. Exercising. Taking the vitamins. Doing all the stuff you're supposed to do.

And I still felt off. Still flat. Still foggy. Still crashing in the afternoon and wondering why normal life felt harder than it should.

That's what made it so confusing. Because when you're not neglecting yourself, you expect at least some return on that effort.

What finally made sense to me was that stress can throw off the whole system underneath those habits. So even if the habits are good, your body may not be responding to them the way it normally would.

That was the missing piece for me. Not that I was doing the wrong things. Just that I wasn't supporting the part that was making everything feel harder.

That's where Calmrise fit. Not as a replacement for sleep or exercise or any of the basics. Just as support for the stress-response side of the equation.

And that was the first time it felt like I was addressing the actual problem instead of randomly adding more "healthy" things and hoping one of them worked.

So if you're doing a lot right and still feeling weirdly bad, I wouldn't assume you're failing. There may just be a missing piece.

Creative direction notes

Creator style: Thoughtful, capable, mildly frustrated

Delivery tone: Smart, grounded, observant

Visual direction: checklist overlays, kitchen counter or desk setup, supplement routine shots

On-screen text: Sleep ✓ Exercise ✓ Eating well ✓ Still off ✓ / Doing everything right / The missing piece

Testing note

Primary test: frustration-led opening vs missing-piece framing.

Script 4 — What Calmrise Does, and Doesn't Do

Strategic role

Warm-traffic trust builder.

Selected hooks

- **I actually trust this product more because the first thing the brand told me was what it doesn't do.**
- **This is not an energy supplement, and honestly, that's part of why I trust it.**
- **What made me take this seriously was that the formula actually made sense.**

Primary script

Let me say this the simplest way I can.

Calmrise is not an energy boost. It's not going to make you feel hyped up, wired, or suddenly superhuman.

And honestly, that's part of why I liked it.

A lot of wellness products try to promise everything. Better energy, better mood, better focus, better sleep, less stress, all at once. That usually makes me trust them less, not more.

Calmrise felt different because it's more specific. It's built around stress-response support.

So if the real issue is that your body has been running too hot for too long, and that's showing up as brain fog, poor recovery, restless sleep, or that tired-but-wired feeling, this makes a lot more sense than just throwing another stimulant at it.

The formula is also grounded. Ashwagandha, rhodiola, L-theanine, ingredients that are there for a reason, not just to make the label look impressive.

That doesn't mean it's magic. It means it feels targeted.

And that's really the best way I can describe it. Not dramatic. Not flashy. Just a more sensible kind of support.

If you've been burned by overhyped wellness products before, I'd start by reading the formula and seeing if it makes sense to you too.

Creative direction notes

Creator style: Grounded, smart, slightly skeptical

Delivery tone: Direct, measured, honest

Visual direction: product in frame, close-up label shots, simple ingredient overlays

On-screen text: Not an energy boost / Not trying to do everything / Stress-response support / Targeted, not trendy

Testing note

Primary test: anti-hype opening vs not-a-stimulant opening vs formula-first opening.

Script 5 — I've Tried Supplements Before

Strategic role

Warm-to-bottom-of-funnel objection handling.

Selected hooks

- **If you've tried supplements before and got basically nothing from them, I get it.**
- **I was pretty over the whole supplement category before I tried this.**
- **I have a drawer full of half-finished supplement bottles, so I was not looking for another one.**

Primary script

If you've tried supplements before and felt underwhelmed, I get it.

That was exactly my mindset. I'd bought things that sounded promising, took them for a while, and felt little to nothing. So by the time I looked at Calmrise, I was already skeptical.

What made me give it a chance was that it felt more specific. It wasn't trying to fix everything. It was focused on stress-response support, which honestly matched what I was actually dealing with a lot better.

That mattered to me. Because if you're dealing with brain fog, poor recovery, restless sleep, irritability, or that tired-but-wired pattern, a vague "wellness" product usually isn't enough.

I also liked that it wasn't positioned like some intense energy product. It felt calmer than that. More targeted.

And the other practical thing is, there's a trial window. So if you try it and it does nothing for you, you're not just stuck regretting the purchase.

What I noticed wasn't dramatic. It was more that I felt steadier. Less erratic during the day. A little easier to settle at night. More like myself again.

So no, I wouldn't treat this like a miracle product. But if you've written off the whole category and you're still dealing with this stuff, I do think this one is worth a proper look.

Creative direction notes

Creator style: Honest, grounded, not easily impressed

Delivery tone: Mildly skeptical but fair

Visual direction: relaxed seated talking head, natural product handling, optional supplement-drawer shot

On-screen text: I was skeptical too / More specific. Less hype. / Not a miracle product / Worth a proper look

Testing note

Primary test: skepticism-first vs category-fatigue vs empathy-first opening.

Why this sample works as a portfolio piece

This pack is designed to demonstrate:

- strategic angle development across funnel stages
- believable paid-social hook writing
- UGC / talking-head scripting
- DTC wellness positioning
- testing awareness, not just copy execution

- message continuity from problem recognition to objection handling

It is intended to position the work not just as ad writing, but as **strategy-led creative development for performance-minded DTC brands**.

Speculative sample created to demonstrate creative strategy, paid-social concepting, hook development, and UGC scriptwriting for a DTC wellness brand.