

AD SCRIPT PACK · SPEC

Jayflex Hyperbell

Jayflex HYPERBELL Bar — jayflexfitness.com. Three scripts, three hooks each, written from what real customers already say.

3x3

scripts x hooks

9

hooks to test

VOC

research first

DELIVERED OCT 2026

Jayflex Hyperbell — Ad Script Pack #2

PRODUCT	FORMAT(S)	LENGTH	ON-SCREEN TEXT
Jayflex HYPERBELL Bar — jayflexfitness.com	UGC talking head (A, B) · UGC "I tested it" (C)	A ~45s · B ~40s · C ~40s	Captions only

Spec work. Not affiliated with or commissioned by Jayflex Fitness.

■ 1. Research Snapshot

Who's buying: People who train at home with dumbbells they already own, and don't have the room for a rack, a barbell and plates. Mostly women training glutes at home, adjustable-dumbbell owners in apartments, and people who lost their rack in a move.

Top pains (customer words):

- "I live in a small space and have to workout in my bedroom. [...] I really don't have the space for a proper bar."
- "I've been using dumbbells only and was feeling really limited in my workouts"
- "We recently moved and I had to give up my weight rack."

Top desires:

- "I loved that I could use the dumbbells I already had."
- "Makes it so easy to increase weight especially for deadlifts and hip thrusts"

Main objections: "I was worried it wouldn't accommodate my Bowflex dumbbells" · "All these gimmicks companies come up with for the people that... don't really wanna train."

■ 2. Angles Used

SCRIPT	ANGLE	AWARENESS LEVEL	WHY THIS ANGLE
A	Identity: glute training at home	Problem → Solution	Builds on Jayflex's proven "woman working out at home" territory (299-day ad), with a sharper desire: progressing hip thrusts and RDLs in a small room.
B	Mechanism: two dumbbells, one load	Solution	Explains <i>why</i> the bar matters (both dumbbells become one centered load) instead of listing features. No current Hyperbell ad explains the mechanism.
C	Enemy: "it's a gimmick"	Product → Problem	The most-liked objection from non-buyers, flipped by a strong guy who tests it with real lifts.

"Glute training on the bedroom floor" (Identity)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"I really wanted a squat rack, but my bedroom is too small."	She sits on the edge of her bed and talks straight to camera, half-laughing, like she's venting to a friend. The small room is visible behind her.
H2	"If you train glutes on your bedroom floor, this is for you."	She's sitting on her mat between sets, a little out of breath, and points at the camera as she says "you".
H3	"Here's how I do barbell hip thrusts in a bedroom this small."	Selfie-style, phone in hand. She talks to camera, then flips it around for a quick look at how small the room is.

Opening line of the body (changes per hook):

- H1: "So for a long time, it was just me and my dumbbells on this floor."
- H2: "A rack was never going to fit in my room. So it was just me and my dumbbells."
- H3: "No rack, no plates. For a long time, it was just me and my dumbbells."

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:03-0:08	<i>(opening line per hook, above)</i>	Still her, talking to camera. Dumbbells only in the background, out of focus.
0:08-0:15	"Hip thrusts were the worst. The dumbbell kept rolling off my hips, and I'd already maxed out my dumbbells."	Hip thrust with one dumbbell, it tips, she grabs it. Close on the dumbbell set to its top weight.
0:15-0:22	"But then I found something that fixed it. This is the Hyperbell from Jayflex. It clamps onto the dumbbells I already have and turns them into a barbell."	Unboxing on the bed, clamps closing on her own dumbbells.
0:22-0:31	"Now both dumbbells go on one bar. Hip thrusts, RDLs, everything, right here. And it's small enough to fit under my bed."	Hip thrust with the bar and pad, quick RDL, then she slides the bar under the bed.
0:31-0:40	CTA: "If you train at home with dumbbells and want to improve your gym, link's below."	The bar on the mat next to her dumbbells, she points down.

Word count: ~110-112 · **Est. length:** ~45s

Creator notes: Woman, 25-40, trains at home and doesn't look like a fitness influencer. A real small bedroom, morning light, phone propped on the dresser. Moderate weight that she controls. The win is "I can do barbell moves at home", not "look how heavy I lift". Show her own adjustable dumbbells (Bowflex 552-style, which

are listed as compatible). Every hook and the first body line are her face, talking to camera. People stop for people, not for gear.

SUGGESTION All visuals and scene directions are suggestions. If the creator feels more natural in another setup, angle or delivery, go with hers. Comfortable and real beats following the script.

Structure: story → pain (dumbbell rolling, maxed out) → discovery → new routine → honest CTA.

Rationale: Identity angle → women training glutes at home with adjustable dumbbells and no room for a rack → problem-to-solution aware → takes Jayflex's proven "woman working out at home" territory and gives it a specific job (hip thrusts and RDLs in a bedroom), which no current Hyperbell ad speaks to.

Flags:

- **COMPLIANCE** No glute-growth or body-change promises, and no before/after. Her goal is progressing her lifts, not a result the product guarantees.
- **COMPLIANCE** Never say "fits any dumbbell." Compatibility (the #1 objection) isn't addressed in the script, so the landing page needs to show the compatible dumbbell list.
- **COMPLIANCE** No weight numbers (the 200 lb rating is disputed by customers), and no kettlebell grip.
- **CREATOR'S REAL** "I'd already maxed out my dumbbells" has to be true for her.
- **NEEDS PROOF** "Slides under my bed": the creator has to show it in her own room.
- **NEEDS PROOF** Use the bar pad only if it ships with the bundle being promoted (Bar + Kettlebell + Pad, \$134 on site, Oct 2026).

"Two dumbbells, one load" (Mechanism)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"I discovered a way to double the weight on my hip thrusts without buying a single plate."	Glute check: she walks up to the mirror in leggings, does the classic turn-and-look, then turns back to camera and talks.
H2	"This little clamp changed my whole home workout."	She talks to camera like it's a FaceTime with a friend, holds the clamp right up to the lens: "look at this."
H3	"Here's why the same weight feels completely different on a barbell."	Just her, talking to camera, sitting on her mat. No product in frame yet.

Opening line of the body (changes per hook):

- H1 and H2: no bridge. Go straight to "I used to balance one dumbbell..."
- H3: "Take hip thrusts."

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:04-0:11	"I used to balance one dumbbell on my hips. It kept rolling around, and it was only half the weight I had."	Hip thrust with a single dumbbell, it tips, she grabs it. The second dumbbell sits unused on the floor.
0:11-0:15	"Then I found the Hyperbell from Jayflex."	She holds up the bar.
0:15-0:23	"This clamp grips the handle of each dumbbell, and the bar connects them. So my two dumbbells become one barbell."	Close: clamp closing on the handle, collar twisted, then the other side.
0:23-0:32	"Now the weight sits flat across my hips, right in the center, and I'm using both dumbbells instead of one. And nothing rolls."	Hip thrust with the bar and pad, side angle, controlled reps.
0:32-0:40	CTA: "If you train at home with dumbbells and want to lift heavier, link's below."	Bar on the mat next to her dumbbells, she points down.

Word count: ~95-100 · **Est. length:** ~40s

Creator notes: Woman, 25-35, lifts at home with adjustable dumbbells and cares about progressing her numbers. Living room or home-gym corner. Tone: excited discovery, like telling a friend about a trick, not a product review. Hooks are all her, no product shots up front. In the body, the mechanism shots (clamp closing, bar centered on hips) do the explaining. Shoot them tight and well lit.

SUGGESTION All visuals and scene directions are suggestions. If the creator feels more natural in another setup, angle or delivery, go with hers. Comfortable and real beats following the script.

Structure: old way (one dumbbell, half the weight) → discovery → how it works → what changed → CTA.

Rationale: Mechanism angle → women training at home with dumbbells who want to lift heavier → solution-aware → instead of listing features, it shows the one idea that makes the product click: your two dumbbells become a single, centered load. "Double the weight" is simple math (two dumbbells instead of one), not a performance claim.

Flags:

- **COMPLIANCE** "Double the weight" means two dumbbells instead of one on the same lift. Never "double your results" or any body-change promise. No before/after.
- **COMPLIANCE** No weight numbers spoken or shown (the 200 lb rating is disputed by customers).
- **COMPLIANCE** Glute check (H1): no before/after framing, no "results"/"in 4 weeks" text, no comparison shot. It's a vibe, not a claim. Keep the outfit standard gym wear; Meta flags overly body-focused openers.
- **NEEDS PROOF** The bar pad has to be in the bundle being promoted.

"So I bought one to find out" (Enemy)

HOOKS · PICK ONE PER VERSION, TEST ALL 3

#	SPOKEN LINE	VISUAL
H1	"People keep calling this a gimmick, so I bought one to find out."	Strong guy holding the bar normally, like any piece of gear, talking to camera.
H2	"If you lift at home with dumbbells, you've probably seen this and thought it was a joke."	Just him talking, head and shoulders in frame, like the start of any content video.
H3	"You don't need a full home gym to train with a barbell."	Him in the garage, sitting on a bench, talking to camera. One pair of dumbbells next to him.

Opening line of the body (changes per hook):

- H1: no bridge. Go straight to "Honestly, I expected cheap plastic."
- H2: "Same. So I bought one to test it."
- H3: "I know. I thought this was a gimmick too. So I tested it."

BODY

TIME	SPOKEN (CREATOR)	STORYBOARD
0:04-0:11	"Honestly, I expected cheap plastic. But it clamps onto my own dumbbells, and once it's locked in, it's solid."	Clamp closing on his dumbbell handle, collar twisted, he shakes the bar to show it doesn't move.
0:11-0:19	"So I trained with it like any other bar. Deadlifts, rows, curls."	Quick cuts: deadlift, bent-over row, curl. Real reps, real effort.
0:19-0:26	"And it doesn't feel like a toy. It feels like a barbell, just with weight I already owned."	He sets the bar down, looks at camera.
0:26-0:31	"So no, it's not a gimmick. It's a barbell for people who already have dumbbells."	Talking to camera, bar resting on the bench.
0:31-0:37	CTA: "If you've got dumbbells at home and want real barbell lifts, link's below."	Points down.

Word count: ~90-102 · **Est. length:** ~36-41s

Creator notes: Strong guy, 25-40, clearly lifts. That's the whole point: if he takes it seriously, the viewer does too. Garage or home-gym corner. Tone: honest skeptic who got proven wrong, not a hype guy. Never mocks the product or holds it like a toy.

SUGGESTION All visuals and scene directions are suggestions. If the creator feels more natural in another setup, angle or delivery, go with his. Comfortable and real beats following the script.

Structure: doubt → test → what he found → verdict → CTA.

Rationale: Enemy angle (the "gimmick" label) → people with dumbbells at home who've seen the product and doubt it → Product aware (H1), Solution aware (H2), Problem aware (H3) → the most-liked comments on Jayflex content call it a gimmick. A strong guy testing it with real lifts flips that objection without arguing with anyone.

Flags:

- **COMPLIANCE** No weight numbers spoken or shown (the 200 lb rating is disputed). Moderate loads he fully controls.
- **COMPLIANCE** No kettlebell grip, no squats from the floor without a rack, no "fits any dumbbell." He says "my dumbbells" only.
- **COMPLIANCE** Don't say or imply "easy setup." The collars are the #1 complaint from buyers.
- **CREATOR'S REAL** His dumbbells must be on the compatible list, and "it's solid" has to be what he actually saw.