

The Angle Mining Sheet

Turn reviews, comments and customer questions into testable paid social angles. Use this to find the message before you brief the ad.

Start with the raw material

Collect 10–20 customer quotes from reviews, comments, support tickets, surveys or sales calls. Keep the original wording. Note where each quote came from.

1. Pull out the signal

For each quote, underline the desire, frustration, doubt or moment of change. What is the person trying to do? What is getting in the way?

2. Group recurring themes

CUSTOMER WORDS	WHAT IT MAY SIGNAL	FOLLOW-UP QUESTION
"I wanted something simple."	Ease / low effort	What feels complicated today?
"I wasn't sure it would work for me."	Proof / fit / risk	What would make this feel believable?
"I keep going back to..."	Habit / preference	What makes the old solution hard to leave?

3. Write the angle

For [customer] who [tension/desire], show how [product truth] helps them [outcome] — because [reason to believe].

4. Turn it into a test

Angle: _____

Customer tension: _____

Product proof: _____

Hook / first 3 seconds: _____

What will the ad show? _____

What are we testing? _____

Keep angles meaningfully different. Change the underlying customer reason, not only the headline. Validate each idea against the product, brand and available proof.