

Before You Buy the Promise

*How to use AI to question ads
before you spend.*



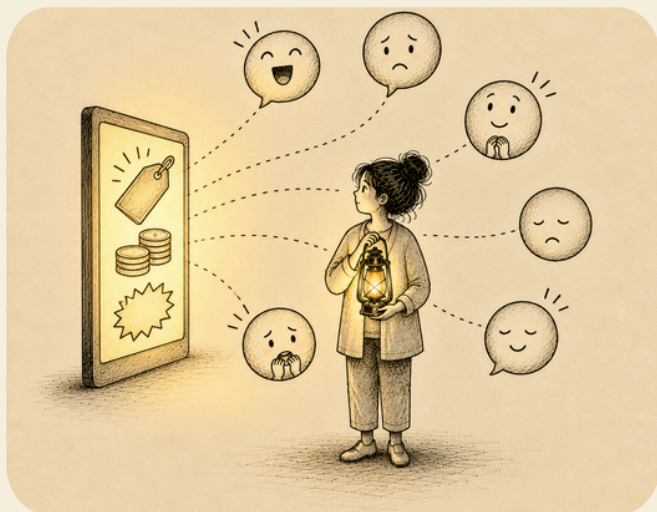
A Human-AI Field Note
for staying human while using artificial intelligence

Because You Matter

Sometimes an ad feels like it found you at the exact right moment.

*With search history, algorithms, and
social media posts,
ads today can speak directly to our
desires and emotions.*

**They know how to get a reaction because reactions help
them make money.**



As humans first and consumers second, we can pause before we buy.

*We can ask a few questions
to make sure the promise is true,
the choice is wise,
and our thoughts still belong to us.*

What An Ad May Want From You

Remember: Being human is valuable, and so is your data. So when a company ad tries to get your attention, be aware of what you are giving away.

10 Things An Ad May Want From You

Your money

To get you to buy the product or service.

Your click

To pull you onto the website, video, or sales page.

Your email address

To keep marketing to you later.

Your attention

To keep your eyes on the ad long enough to influence you.

Your urgency

To make you feel like you need to act now.

Your trust

To make the company, product, influencer, or claim feel believable.

Your insecurity

To make you feel like something is wrong, missing, or behind in your life.

Your identity

To make you think, "People like me buy things like this."

Your loyalty

To get you to return, subscribe, reorder, or become attached to the brand.

Your influence

To get you to share, recommend, post, review, or bring other people in.



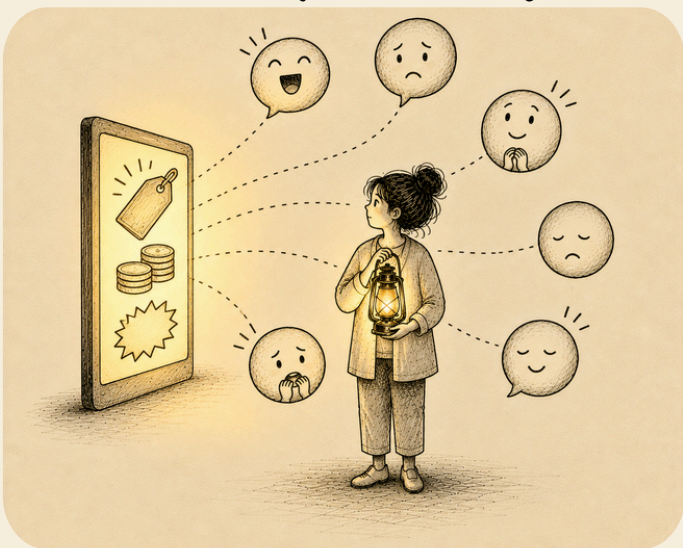
Before you
buy the
promise,
pause and
ask better
questions.

Question 1

What Feeling Is This Ad Trying To Create In Me?

Ads often try to move us from feeling to action before reflection has time to enter.

Pause before you follow the feeling



“Ask AI:

Look at this ad. What emotions is it trying to trigger in me, and how might those emotions shape my decision?”

Human Check

Am I feeling rushed, afraid, hopeful, ashamed, special, behind, relieved, excited, or like this is my only chance?

Question 2

What Is This Ad Actually Claiming, and What Evidence Supports It?

Specific-sounding language is not always evidence.



"Ask AI:

Separate this ad's claims into facts, opinions, testimonials, promises, and vague or unverified language. What evidence would support the factual claims?"

Human Check:

Is this proven for the actual product, or only suggested through stories, ingredients, or impressive-sounding words?

Question 3

What Important Information Might This Ad Be Leaving Out?

What you are not being told can matter as much as what you are being shown.



Ask AI:

“What important information might this ad leave out, such as risks, total cost, subscriptions, cancellation rules, limits of evidence, cheaper alternatives, or professional guidance?”

Human Check:

What would I want to know before this affected my money, health, safety, or dignity?

Question 4

Do I Still Want This?

- You can want something and still wait before you buy it.
- A pause does not mean no; it means, “Let me think before I spend.”
- If it is still a good choice tomorrow, it will still be a good choice after the rush has passed.
- The goal is not to shame yourself for wanting something. The goal is to make sure you are choosing, not just reacting.



Ask AI:

“Help me slow down. If I were calm, informed, and not being pressured, what would I consider before buying this?”

Human Check:

Would I still want this tomorrow? Can I afford it? Have I checked the truth? Does this choice honor my life?

Field Note: I Almost Bought the Drops

I almost bought the drops.
Not because I was foolish.
Because I was hopeful.

The ad sounded close enough to my real life that I
leaned in.

I wanted it to be true.

I wanted healing.

I wanted help.

I wanted the promise to be real.

Then discernment entered the room.

I paused.

I asked AI to help me investigate the company,

the claims, the reviews,

the missing details,

and the medical truth.

That pause gave me my choice back.

A lived experience,

Brandy

Hope is holy. But hope without discernment can be harvested.

The Choice Comes Back to You

*An ad can create a feeling.
AI can help you examine the promise.
But neither one gets to decide
what deserves your money.*

- Pause until the urgency grows quiet.
- Check what is true.
- Notice what you still want when the pressure is gone.



*You are allowed
to hope.
You are allowed
to want
something.
You are also
allowed to wait.*

Do not let urgency spend your money before wisdom has entered the room.