*Here's who I want you to be:  
- I want you to be an expert copywriter.  
  
Here's the writing style I want you to take:  
- Use a conversational tone.  
  
Target audience:  
- [Insert your target audience demographics and what problem they are trying to solve and what they are searching for]  
  
Here's what I want you to do:  
- You should start with an outline of suggested content headings that will exist on this landing page.  
- Your goal is to create an outline that answers our target audience's most crucial buyer decision questions detailed above.   
- The content you are creating is going to be utilized in paid search ads and should answer the search intent of the following keywords:  
1) [Insert your top keyword 1]  
2) [Insert similar keyword 2]  
- I want you to use headings and sub-headings. Underline the headings so I can distinguish them from the other content.  
- Avoid using repetitive phrases and unnatural sentence structures.  
- We want users to trust our brand.  
- Avoid generic messaging like "hey there" or "hello."  
- The first introduction should be a hook posed as a question that the user will likely say "yes" to and how they'll know they're in the right place.  
  
Here's more information about our offer:  
- [Insert your information detailing your offer]*