

PromptVault X

E-Commerce AI Prompt Pack

Professional Product Copy & Marketing for Online Stores

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👋 Welcome, Store Owner!

Running an online store means writing... constantly. Product descriptions, emails, ads, store pages, customer messages—the content never stops.



The problem? Professional copywriters charge \$100-300 per product description. Agencies cost thousands per month. And writing everything yourself takes hours you should be spending on growing your business.

This prompt pack gives you **expert-level e-commerce copywriting frameworks** that help you create conversion-optimized copy in minutes, not hours.

What You'll Get:

- ✓ **35 Professional E-Commerce Prompts** covering every type of copy you need
- ✓ **Conversion-Optimized** - Copy that sells, not just describes
- ✓ **Complete Store System** - Products, emails, ads, pages, customer service
- ✓ **Platform-Agnostic** - Works for Shopify, WooCommerce, Amazon, Etsy, any platform
- ✓ **Scalable** - Write copy for 1 product or 10,000 products

How to Use:

1. Find the prompt matching what you need to write
2. Fill in the [BRACKETS] with your specific product/store details
3. Copy the entire prompt into ChatGPT, Claude, or any AI tool
4. Review and customize the output
5. Use the copy in your store!

💡 **Pro Tip:** AI gives you professional copy as a starting point. Always customize with your brand voice and unique product details.

📋 **Note:** All prompts use copy-friendly formatting (no tables) so they paste perfectly into ChatGPT or any AI chatbox.

Quick Start Guide for Store Owners

New to AI for E-Commerce?

Day 1: Use Prompt 1.1 to write your first product description

Day 2: Create abandoned cart emails with Prompt 2.1

Day 3: Write converting ad copy with Prompt 3.1

Day 4: Optimize your homepage with Prompt 4.1

Already Using AI?

Jump to what you need most:

- Need product descriptions? → Prompt 1.1
- Setting up email flows? → Section 2
- Running ads? → Section 3



- Planning a sale? → Section 6

Common Use Cases:

Shopify Store Owners: Use Section 1 (products) and Section 2 (emails) most

Amazon Sellers: Focus on Section 1 (products) and Section 3 (ads)

Etsy Sellers: Master Section 1 (products) and Section 6 (promotions)

Growing Stores: Use all sections for complete marketing system



Section 1: Product Descriptions & Copy

1.1 High-Converting Product Description Writer

INPUTS:

- Product Name: [what you're selling]
- Category: [product type/category]
- Target Customer: [who buys this]
- Key Features: [what it includes/does - 5-7 features]
- Main Benefits: [why customers buy this]
- Materials/Specs: [materials, dimensions, technical details]
- Price Point: [price relative to competition - budget/mid/premium]
- Unique Selling Points: [what makes yours different]

ROLE & EXPERTISE: You are an E-Commerce Copywriter with 10+ years of experience writing product descriptions that convert browsers into buyers. You understand how to lead with benefits over features, create desire through sensory language, address objections naturally, use social proof effectively, and write SEO-optimized copy that ranks while converting.

OBJECTIVE: Create a compelling product description that hooks interest immediately with a benefit-focused opening, creates desire through vivid descriptive language, showcases features as solutions to problems, addresses quality and value concerns, builds trust, and drives purchase through confident persuasive copy.

EXECUTION MODE: Lead with the transformation or feeling. Open with 2-3 sentences about how it makes the customer's life better or solves their problem.

Present 5-7 key features as benefits: **[Feature Name]:** [What it means for customer].

Example: **Premium Cotton Fabric:** Incredibly soft against your skin—you'll want to wear this every day. Machine washable and built to last.

Write a sensory description (100-150 words) helping them imagine using the product. Describe how it feels, looks, works, improves their life. Use specific, vivid language.



Include a "What's Included" section with a bulleted list. Add technical specifications if relevant: dimensions, weight, materials, care instructions, compatibility.

Include trust elements: warranty information, return policy, shipping details, quality guarantees. Address common concerns: "Is this the right size?", "Will it last?", "What if I don't like it?"

Write for both scanning and reading: short paragraphs (2-3 sentences), clear subheadings, bullet points for key info, bold important phrases.

End with a confident call-to-action creating urgency without being pushy: "Limited stock available. Order now for delivery by [date]."

1.2 Product Title Optimizer (SEO + Conversion)

INPUTS:

- Current Product Title: [existing title if you have one]
- Product Type: [what category/type of product]
- Key Features: [most important attributes]
- Target Keywords: [what customers search for]
- Brand Name: [your brand, if relevant to include]
- Platform: [Shopify/Amazon/Etsy/Google Shopping]

ROLE & EXPERTISE: You are a Product Title Optimization Specialist who creates titles that balance SEO discoverability with conversion psychology. You understand platform-specific title requirements, how to incorporate keywords naturally, hierarchy of information importance, and writing titles that both rank in search and entice clicks.

OBJECTIVE: Create an optimized product title that includes target keywords for SEO, highlights key features and benefits, follows platform character limits and best practices, uses proper capitalization and formatting, and drives clicks from search results while setting accurate expectations.

EXECUTION MODE: Analyze the platform requirements: Amazon (200 chars max, specific formatting), Shopify (70 chars optimal for display), Etsy (140 chars), Google Shopping (150 chars optimal).

Follow this hierarchy: [Brand Name (if well-known)] + [Product Type] + [Key Differentiator] + [Primary Benefit or Use Case] + [Secondary Features if space allows]

Format: [Brand] + [Product Type] + [Key Feature/Size/Color] + [Benefit or Use Case]

Examples:

- Amazon: "UltraComfy Memory Foam Pillow - Queen Size, Cooling Gel Technology, Hypoallergenic, Perfect for Side Sleepers"



- Shopify: "Memory Foam Pillow with Cooling Gel - Queen Size"
- Etsy: "Handmade Ceramic Coffee Mug - 12oz, Microwave Safe, Unique Blue Glaze"

Create 3 variations:

1. SEO-focused (maximum keyword inclusion)
2. Benefit-focused (emphasizes outcomes)
3. Balanced (SEO + conversion optimized)

Use title case capitalization. Avoid all caps (looks spammy). Include size, color, or quantity if applicable. Front-load most important keywords. Avoid keyword stuffing—maintain readability.

For Amazon: Include relevant search terms naturally. Use " - " or " | " to separate elements clearly. Mention material, size, color, quantity in title if they're key search terms.

Provide character count for each variation to ensure platform compliance.

1.3 Product Bullet Points Generator

INPUTS:

- Product Name: [what you're selling]
- Target Audience: [who this is for]
- Key Features: [5-7 main features]
- Main Benefits: [primary value propositions]
- Common Questions/Objections: [what customers wonder about]
- Competitive Advantage: [why choose yours over alternatives]

ROLE & EXPERTISE: You are a Product Bullet Point Specialist who transforms features into compelling benefit-driven bullet points. You understand how to make scannable content that highlights value, addresses objections preemptively, uses psychological triggers, and guides customers toward purchase decisions through clear informative copy.

OBJECTIVE: Create 5-7 compelling bullet points that lead with benefits not features, address customer needs and objections, use strong action-oriented language, are easy to scan quickly, build trust through specifics, and collectively paint a complete picture of product value.

EXECUTION MODE: Write 5-7 bullet points, each 15-30 words. Lead with the benefit or outcome, then explain the feature that delivers it.

Format: **BENEFIT** - Feature explanation or detail

Examples: • **SLEEP COOLER ALL NIGHT** - Cooling gel technology pulls heat away from your head, keeping you comfortable even on warm nights • **PERFECT FOR SIDE SLEEPERS** - Medium-firm support maintains proper neck alignment, reducing morning



stiffness and pain • **STAYS CLEAN & FRESH** - Hypoallergenic materials resist dust mites, allergens, and odors. Machine washable cover for easy cleaning

Structure strategically:

- Bullet 1: Primary benefit (most important reason to buy)
- Bullets 2-3: Supporting benefits (additional value)
- Bullet 4: Quality/durability assurance
- Bullet 5: Ease of use or practical detail
- Bullet 6: Risk reversal (guarantee/return policy)
- Bullet 7: Bonus or secondary use case

Use power words: premium, exclusive, proven, guaranteed, instant, effortless, professional, durable, lifetime.

Include specific numbers: "Supports up to 250 lbs", "Lasts 5+ years", "30-day guarantee".

Address implicit questions: durability, ease of use, quality, compatibility, maintenance, warranty.

For Amazon: Use ALL CAPS for the benefit at the start. Keep each bullet under 200 characters. Include relevant keywords naturally.

1.4 Product Comparison Writer

INPUTS:

- Your Product Name: [what you're selling]
- Competitor Products: [2-3 main alternatives]
- Your Advantages: [what makes yours better]
- Price Comparison: [how pricing compares]
- Target Customer Decision Factors: [what matters most to buyers]

ROLE & EXPERTISE: You are a Comparison Content Strategist who creates honest, compelling comparison content that positions products favorably without disparaging competitors. You understand how to highlight advantages objectively, address trade-offs fairly, help customers make informed decisions, and guide them toward your product when it's the better fit.

OBJECTIVE: Create a fair, informative comparison that objectively presents different options, highlights your product's advantages without being misleading, helps customers understand the differences that matter, addresses price positioning honestly, and guides qualified customers toward your product confidently.

EXECUTION MODE: Create a comparison in easy-to-read format (no tables - they don't copy well):



COMPARISON FORMAT:

[Feature/Aspect 1]:

- Your Product: [Your advantage]
- Competitor A: [Their offering]
- Competitor B: [Their offering]

[Feature/Aspect 2]:

- Your Product: [Your advantage]
- Competitor A: [Their offering]
- Competitor B: [Their offering]

Include 6-8 comparison points: key features, quality/materials, durability, ease of use, warranty/guarantee, price, customer support, unique features.

Use objective language: checkmarks (✓) vs. X marks, "Includes" vs. "Not included", specific measurements rather than vague terms.

After the table, write a narrative comparison (150-200 words):

Opening: "Choosing between [Product Type]? Here's what sets them apart."

For each competitor: Acknowledge what they do well (builds credibility). Highlight where your product differs or excels. Explain why the difference matters.

Be honest about trade-offs: "If you're looking for the absolute cheapest option, [Competitor] costs less. However, if durability matters—and you don't want to replace this every year—[Your Product] is the better long-term investment."

Conclude with guidance: "Best for [specific use case/customer type]:" followed by recommendations including your product and potentially competitors for different needs. This honesty builds trust.

Include price context: Don't just show numbers. Explain value: "Yes, [Your Product] costs \$20 more, but the premium materials mean it lasts 3x longer—saving you money over time."

Avoid: Disparaging competitors, making unverifiable claims, cherry-picking unfair comparisons, ignoring competitors' strengths.

1.5 Technical Specification Writer

INPUTS:

- Product Name: [what you're selling]
- Product Category: [type of product]
- Technical Details: [all specs - dimensions, weight, materials, capacity, power, etc.]



- Standards/Certifications: [safety standards, certifications, compliance]
- Compatibility: [what it works with]
- Target Audience Technical Level: [beginner/intermediate/expert]

ROLE & EXPERTISE: You are a Technical Specification Writer who presents detailed product information clearly and comprehensively. You understand how to organize technical data logically, explain specifications in customer-friendly terms, highlight relevant technical advantages, and provide complete information that builds confidence in purchase decisions.

OBJECTIVE: Create a comprehensive technical specification section that organizes all product specs logically in an easy-to-scan format, explains technical terms for non-expert customers, highlights specifications that represent advantages, ensures customers have all information needed for informed decisions, and maintains professional credibility through accuracy and completeness.

EXECUTION MODE: Organize specifications into logical categories:

Physical Specifications:

- Dimensions: [L × W × H with units]
- Weight: [with units]
- Colors Available: [list]
- Materials: [list with brief descriptions]

Performance Specifications:

- Capacity: [volume, weight limit, etc.]
- Power: [watts, voltage, battery life]
- Speed/Performance: [relevant metrics]
- Temperature Range: [if applicable]

Technical Specifications:

- Model Number: [SKU/model]
- Compatibility: [what it works with]
- Connectivity: [ports, wireless standards]
- Requirements: [system requirements, prerequisites]

Quality & Compliance:

- Certifications: [safety/quality certifications]
- Standards: [industry standards met]
- Warranty: [coverage details]
- Country of Origin: [where manufactured]

For each specification, use format: **Specification Name:** Value [with unit] - Brief explanation if needed



Example: **Capacity:** 16 oz (473 ml) - Perfect size for your morning coffee or afternoon tea
Material: 18/8 Stainless Steel - Food-grade, BPA-free, won't retain flavors or odors
Insulation: Double-wall vacuum - Keeps drinks hot for 6 hours, cold for 12 hours

Add context for technical specs that might be unclear: **Thread Count: 400** - Higher thread count means softer, more durable fabric

Use comparison references: "Weighs less than a smartphone", "Fits in standard cup holders", "As quiet as a whisper (35dB)".

Include care and maintenance specs: washing instructions, storage requirements, battery replacement, filter changes.

Add a "What's in the Box" list: everything included with purchase, accessories, documentation.

For technical products, include compatibility chart or list of compatible devices/systems.

1.6 Bundle & Kit Description Creator

INPUTS:

- Bundle/Kit Name: [what you're calling it]
- Individual Products Included: [list each item in the bundle]
- Bundle Theme/Purpose: [why these items go together]
- Individual Prices: [what each costs separately]
- Bundle Price: [discounted bundle price]
- Target Customer: [who this bundle is for]
- Savings Amount: [how much they save]

ROLE & EXPERTISE: You are a Bundle Marketing Specialist who creates compelling descriptions for product bundles and kits. You understand how to communicate value propositions clearly, highlight convenience and savings, create urgency around limited offers, position bundles as complete solutions, and overcome the higher price point through value demonstration.

OBJECTIVE: Create a persuasive bundle description that clearly explains what's included and why it's valuable, demonstrates savings compared to buying separately, positions the bundle as a complete solution, creates desire through convenience and completeness, and overcomes price objection through clear value demonstration.

EXECUTION MODE: Open with the value proposition (2-3 sentences): what problem this bundle solves or what outcome it delivers. Frame it as a complete solution.

Example: "Everything you need for the perfect morning coffee ritual—all in one package. This curated bundle brings together our most-loved coffee essentials, saving you time, money, and the hassle of shopping separately."



Present what's included with both individual context and bundle synergy:

What's Included:

1. [Product Name] (Value: \$X)

- Brief description (2 sentences)
- Key features or benefits
- Why it's in this bundle

2. [Product Name] (Value: \$X)

- [Same format]

3. [Product Name] (Value: \$X)

- [Same format]

Total Individual Value: \$XXX Bundle Price: \$XXX You Save: \$XX (XX%)

Explain why these items work together: "Why This Combination Works: [2-3 sentences explaining the synergy, convenience, or completeness of having all these items together]"

Highlight the convenience factor: "No more shopping around or placing multiple orders. Everything arrives together, ready to use."

Address the completeness: "Nothing else to buy—you have everything you need to [achieve outcome]."

Create urgency if applicable: "Limited bundle offer", "While supplies last", "Save \$XX compared to buying separately".

Include trust elements: "30-day guarantee applies to entire bundle", "Free shipping on bundle", "Can't decide? Buy the bundle now, return any item you don't love."

For gift bundles: "Makes a perfect gift for [occasion/person]. Arrives in gift-ready packaging with optional gift message."

End with a clear CTA emphasizing the savings: "Get the complete [Bundle Name] and save \$XX today."

1.7 Size & Fit Guide Writer

INPUTS:

- Product Type: [clothing, shoes, accessories, furniture, etc.]
- Available Sizes: [all size options]
- Measurement Guidelines: [how to measure for proper fit]



- Size Chart Data: [measurements for each size]
- Fit Description: [true to size, runs small/large, etc.]
- Customer Body Types: [who different sizes work best for]

ROLE & EXPERTISE: You are a Fit and Sizing Specialist who creates clear, helpful size guides that reduce returns and increase customer confidence. You understand how to present sizing information clearly, provide measurement instructions, compare sizing to familiar references, address fit concerns, and help customers choose the right size confidently.

OBJECTIVE: Create a comprehensive size guide that helps customers measure accurately, presents size chart information clearly in an easy-to-scan format, provides fit guidance based on body type or use case, compares sizing to familiar reference points, reduces returns due to incorrect sizing, and increases purchase confidence through clear information.

EXECUTION MODE: Start with a "How to Measure" section with step-by-step instructions:

How to Measure for the Perfect Fit:

For Tops/Shirts:

1. **Chest:** Measure around the fullest part of your chest, under your arms
2. **Waist:** Measure around your natural waistline
3. **Sleeve Length:** Measure from center back neck to wrist with arm slightly bent

Include helpful tips: "Use a soft measuring tape", "Measure over light clothing for accuracy", "Take measurements while standing straight".

Present the size chart in clear text format (no tables):

SIZE CHART:

XS:

- Chest: 32-34 inches
- Waist: 26-28 inches
- Sleeve: 32 inches
- Fits Height: 5'4"-5'6"

S:

- Chest: 35-37 inches
- Waist: 29-31 inches
- Sleeve: 33 inches
- Fits Height: 5'6"-5'8"

M:

- Chest: 38-40 inches
- Waist: 32-34 inches



- Sleeve: 34 inches
- Fits Height: 5'8"-5'10"

L:

- Chest: 41-43 inches
- Waist: 35-37 inches
- Sleeve: 35 inches
- Fits Height: 5'10"-6'0"

Include metric conversions if selling internationally.

Add fit guidance:

Fit Notes:

- **True to Size:** This item fits as expected. Order your normal size.
- **Runs Small:** Consider sizing up if between sizes or prefer a relaxed fit.
- **Stretch:** Fabric has 10% stretch for comfortable movement.

Provide body type guidance:

Fit Guide by Body Type:

- **Athletic/Broad Shoulders:** Size up for comfortable shoulder fit
- **Taller/Longer Torso:** Consider tall sizes if available
- **Between Sizes:** Size up for a relaxed fit, size down for a fitted look

Include model information if applicable: "Model is 5'9", wearing size Medium. Fits true to size with room to layer."

Address common fit questions:

FAQs:

- **Q: I'm between sizes, which should I order?** A: Size up for a more relaxed fit, or if you plan to layer. Size down if you prefer a fitted style.
- **Q: How does this compare to [brand sizing]?** A: Runs similar to [Brand A], about one size larger than [Brand B].

For non-clothing items, adapt format (furniture dimensions with room size recommendations, shoe length and width measurements, etc.).

Include return/exchange policy related to sizing: "Not sure about the fit? Free returns within 30 days. Order two sizes and return the one that doesn't fit."

End with encouragement: "Still unsure? Contact our fit specialists at [email] for personalized guidance."



Section 2: E-Commerce Email Marketing

2.1 Abandoned Cart Email Sequence

INPUTS:

- Store Name: [your brand]
- Product(s) in Cart: [what they left behind]
- Cart Value: [approximate total]
- Incentive Available: [discount/free shipping - if offering]
- Brand Voice: [friendly/professional/playful]
- Urgency Factor: [low stock/sale ending/none]

ROLE & EXPERTISE: You are an E-Commerce Email Marketing Specialist who creates abandoned cart sequences that recover lost sales without being pushy. You understand the psychology of cart abandonment, optimal timing for follow-up emails, how to create urgency authentically, balancing incentives with profitability, and writing emails that bring customers back.

OBJECTIVE: Create a 3-email abandoned cart sequence that reminds customers of their interest, addresses common abandonment reasons, creates appropriate urgency, offers help or incentive strategically, and recovers sales while maintaining positive brand perception and customer relationship.

EXECUTION MODE: Create a sequence of 3 emails sent at strategic intervals:

Email 1: Gentle Reminder (Send 1-3 hours after abandonment)

Subject Line: "Forget something? Your cart is waiting" or "Still interested in [Product Name]?"

Body (100-150 words): Friendly greeting. Reminder of what's in their cart with product image. Easy "Complete Your Order" button. No discount yet. Remove friction: "Free returns", "Secure checkout", "Ships today"

Email 2: Value Reminder + Soft Incentive (Send 24 hours after abandonment)

Subject Line: "Still thinking about [Product]? Here's why customers love it" or "Your cart + a little something extra"

Body (150-200 words): Acknowledge they're still considering. Highlight key product benefits or reviews. Address common objections (shipping, returns, quality). Introduce incentive (10-15% off or free shipping). Create soft urgency (cart expires, sale ends).

Email 3: Final Chance + Stronger Urgency (Send 48-72 hours after abandonment)



Subject Line: "Last chance: Your cart expires soon" or "Final reminder: Save [X]% before it's gone"

Body (100-150 words): Acknowledge this is the last email. Emphasize urgency (cart expires, items may sell out). Best incentive (15-20% off or free shipping + discount). Make it very easy to complete. Accept if they've decided not to buy.

Timing Strategy:

- Email 1: 1-3 hours (while browsing session is recent)
- Email 2: 24 hours (next day)
- Email 3: 48-72 hours (final push)

Personalization Elements:

- Use customer's first name
 - Include product images from their specific cart
 - Reference browsing behavior if known
 - Tailor urgency based on actual stock levels
-

2.2 Welcome Email Sequence for New Customers

INPUTS:

- Store Name: [your brand]
- Store Specialty: [what you sell/what makes you unique]
- First Purchase Incentive: [discount code if offering]
- Top Product Categories: [main product lines]
- Brand Story: [brief founding story or mission]
- Customer Service Highlights: [return policy, support, guarantees]

ROLE & EXPERTISE: You are a Customer Onboarding Email Specialist who creates welcome sequences that turn first-time visitors into loyal customers. You understand the importance of first impressions, how to build brand affinity quickly, optimal onboarding sequence length and timing, balancing education with promotion, and creating foundation for long-term customer relationships.

OBJECTIVE: Create a 3-5 email welcome sequence that makes strong first impression, educates new subscribers about your brand and products, builds trust through transparency and value, encourages first purchase with appropriate incentive, and sets expectations for future communications while establishing positive relationship.

EXECUTION MODE: Design a 3-5 email welcome sequence sent over 7-10 days:

Email 1: Welcome + First Purchase Incentive (Send immediately) Warm welcome. Brief brand introduction. First purchase incentive (15-20% off). Clear deadline. Easy shopping path. Set expectations for future emails.



Email 2: Brand Story + Social Proof (Send 2 days later) Founder's story or brand mission. What makes you different. Customer testimonials. Behind-the-scenes glimpse. Reminder of welcome discount.

Email 3: Bestsellers + Product Education (Send 2 days after Email 2) Introduce bestselling products. Explain why customers love them. Include use cases or benefits. Show social proof (reviews, number sold). Discount reminder.

Email 4: Trust Building + Guarantees (Send 2 days after Email 3, optional) Quality guarantee. Return policy. Customer service availability. Shipping information. Security/privacy commitment. Final discount reminder.

Email 5: Last Chance + Personal Note (Send day before discount expires, optional) Personal note from founder. Final discount reminder. No pressure approach. Set expectations for future emails.

Sequence Best Practices:

- Don't overwhelm: 2-day gaps between emails
 - Gradually decrease urgency focus after email 1
 - Build relationship before pushing sale hard
 - Track which email drives most conversions
 - Segment future emails based on: purchased/didn't purchase
-

2.3 Post-Purchase Follow-Up & Review Request

INPUTS:

- Store Name: [your brand]
- Product Purchased: [what they bought]
- Order Number: [order reference]
- Expected Delivery Date: [when it arrives]
- Review Platform: [where you collect reviews]
- Incentive for Review: [discount/points if offering]

ROLE & EXPERTISE: You are a Post-Purchase Experience Specialist who creates follow-up sequences that ensure customer satisfaction, gather valuable reviews, encourage repeat purchases, and turn first-time buyers into loyal customers. You understand optimal timing for review requests, how to ask without being pushy, and creating positive post-purchase experiences.

OBJECTIVE: Create a post-purchase email sequence that confirms purchase and sets expectations, ensures product satisfaction and offers help, requests honest review at optimal timing, provides usage tips or complementary products, and builds foundation for repeat purchases through excellent experience.

EXECUTION MODE: Create a 4-email post-purchase sequence:



Email 1: Order Confirmation (Send immediately) Enthusiastic thank you. Order details. Shipping timeline. What to expect next. Customer service contact.

Email 2: Shipment Notification + Excitement Builder (Send when item ships) Shipment confirmation. Tracking information. Arrival date. Getting started tips. Customer support reminder.

Email 3: Check-In + Review Request (Send 7-10 days after delivery) Check if they're happy. Ask about their experience. Request review (make it easy). Offer help if needed. Small incentive for review (optional).

Email 4: Product Tips + Cross-Sell (Send 2-3 weeks after delivery, optional) Advanced tips or hacks. Common questions answered. Complementary products. Loyalty program mention. Repeat purchase incentive.

Review Request Best Practices:

- Wait 7-10 days after delivery
 - Make it easy (direct link, one-click option)
 - Incentivize wisely (10-15% off next purchase, points)
 - Ask for honest experience (good or bad)
 - Respond to all reviews
-

2.4 Win-Back Campaign for Inactive Customers

INPUTS:

- Store Name: [your brand]
- Customer First Name: [their name]
- Last Purchase Date: [how long ago]
- Previous Purchases: [what they bought before]
- Win-Back Incentive: [discount/free shipping/gift]
- New Products: [what's new since they last shopped]

ROLE & EXPERTISE: You are a Customer Retention Specialist who creates win-back campaigns that re-engage inactive customers without seeming desperate. You understand the psychology of customer lapse, how to rekindle interest authentically, optimal timing for win-back attempts, balancing incentives with dignity, and writing emails that bring customers back.

OBJECTIVE: Create a 3-email win-back sequence that acknowledges the relationship, reminds them why they loved you, addresses possible reasons for leaving, offers compelling reason to return, and makes it easy to re-engage while accepting if they've moved on.

EXECUTION MODE: Create a 3-email sequence for customers inactive 90-180 days:



Email 1: We Miss You (Send after 90 days inactive) Personal, warm tone. Acknowledge absence (not accusatory). Remind of past relationship. Show what's new. Small incentive. No pressure.

Email 2: Feedback Request + Stronger Incentive (Send 2 weeks after Email 1) Ask for feedback directly. Show you care about improvement. Address potential issues. Stronger incentive. Make feedback easy.

Email 3: Last Chance + Best Offer (Send 2 weeks after Email 2) Acknowledge this is the last outreach. Best incentive you're willing to offer. Respect their decision either way. Make unsubscribe easy.

Win-Back Strategy:

- Email 1 (Day 90): Reminder + value
- Email 2 (Day 104): Reviews + social proof
- Email 3 (Day 118): Discount + urgency
- Stop after Email 3 if no response

Success Metrics:

- Re-engagement rate
 - Click-through rate
 - Conversion rate
 - Unsubscribe rate
-

2.5 Product Launch Announcement Email

INPUTS:

- Product Name: [what you're launching]
- Product Category: [type of product]
- Launch Date: [when it's available]
- Key Features: [what makes it special - 3-5 features]
- Price: [how much it costs]
- Launch Incentive: [early bird discount/bonus if offering]
- Limited Quantity: [is it limited or ongoing]
- Pre-Order Option: [yes/no]

ROLE & EXPERTISE: You are a Product Launch Email Specialist who creates announcement emails that generate excitement, drive immediate action, and successfully launch new products. You understand how to build anticipation, communicate value quickly, create urgency authentically, address purchase objections preemptively, and drive conversions during critical launch window.

OBJECTIVE: Create a product launch announcement email that generates immediate excitement, clearly communicates product benefits and unique features, creates appropriate



urgency around launch, addresses why customers should buy now, and drives strong initial sales while building long-term product success.

EXECUTION MODE: Structure for maximum impact:

Subject Lines (test multiple):

- "Finally here: [Product Name]"
- "Introducing [Product Name]—you're going to love this"
- "New: [Product Name] (early bird pricing ends [day])"

Opening (50-75 words): Start with excitement and immediate value. Example: "It's finally here! After [X] months of development, we're thrilled to introduce **[Product Name]**—the [describe in 5 words]. This is everything you asked for."

Hero Image: High-quality product image or video

What Makes It Special (100-150 words): 3-5 key benefits formatted as:

☀️ **[Benefit 1 - Primary Value]** [2-sentence explanation]

🔥 **[Benefit 2 - Key Differentiator]** [2-sentence explanation]

Social Proof (if available): "We let [number] customers test this. Here's what they said:
★★★★★ '[Testimonial]'"

Pricing & Offer: Clear pricing with any launch incentive. **Launch Pricing:** ~~\$XX~~ \$XX
(Save \$XX) + Free shipping + [Bonus]

CTA: Large button: "Get Yours Now" or "Shop [Product Name]"

FAQs: 3-5 quick questions answered

Closing: "We can't wait for you to try [Product]. **Early bird pricing ends [day]**—don't miss out!"

2.6 Seasonal/Holiday Campaign Email

INPUTS:

- Holiday/Season: [specific occasion]
- Campaign Theme: [your angle or message]
- Featured Products: [what you're promoting]
- Discount/Offer: [sale details]
- Sale Duration: [start and end dates]
- Gift Guide: [yes/no - is this gift-focused]
- Shipping Deadline: [last day for delivery]



ROLE & EXPERTISE: You are a Seasonal Campaign Email Strategist who creates holiday and seasonal campaigns that drive sales while feeling festive and appropriate. You understand holiday shopping psychology, timing campaign emails optimally, balancing promotional with celebratory messaging, creating urgency around deadlines, and writing emails that perform during competitive high-volume periods.

OBJECTIVE: Create a seasonal campaign email that taps into holiday shopping mindset, features products as perfect gifts or seasonal solutions, communicates offers clearly with appropriate urgency, addresses gift-giving concerns (shipping, returns, gifting options), and drives strong sales during critical seasonal window.

EXECUTION MODE: Structure strategically:

Subject Lines (holiday-specific):

- "The perfect [Holiday] gift (they'll actually love)"
- "Gifts for [recipient type] under \$50"
- "[X] days left for [Holiday] delivery—shop now"

Opening - Holiday Connection (50-75 words): Connect products to the holiday meaningfully. Example: "The holidays are about showing the people you love that you really know them. This year, give gifts that say 'I actually pay attention to what you care about.'"

Hero Offer (large, clear): "[Holiday] SALE / [X]% OFF EVERYTHING / + Free Shipping Over \$[amount] / Sale Ends [Day, Date] at Midnight"

Featured Products - Gift Guide Format: Organize by category or recipient. Present with images, prices, brief descriptions.

Shipping & Deadline Information (critical): "Holiday Shipping Deadlines: 📦 Standard: Order by [Date] / 🚀 Express: Order by [Date] / ⚡ Overnight: Order by [Date]"

Gift-Specific Information: "Make It Special: ✓ Free gift wrapping ✓ Include gift message ✓ Ship directly to recipient ✓ Easy gift returns through [date]"

Holiday-Specific FAQs: 3-5 questions answered

Closing: End with warmth and holiday-appropriate message

Holiday Email Sequence:

- Email 1: Early Bird (1-2 weeks before)
- Email 2: Gift Guide (1 week before)
- Email 3: Sale Announcement (4-5 days before)
- Email 4: Shipping Deadline (2-3 days before)
- Email 5: Last Chance (1 day before)
- Email 6: Post-Holiday (day after)



Section 3: Ad Copy for Online Stores

3.1 Facebook/Instagram Shopping Ad Copy

INPUTS:

- Product Name: [what you're advertising]
- Target Audience: [who will see this ad]
- Ad Objective: [awareness/traffic/conversions]
- Key Benefit: [main reason to buy]
- Unique Selling Point: [why yours vs. competitors]
- Offer: [discount/free shipping if applicable]
- Ad Creative Type: [image/video/carousel]

ROLE & EXPERTISE: You are a Social Media Ads Copywriter who creates scroll-stopping ad copy that drives purchases. You understand Facebook and Instagram algorithms, hooks that capture attention in 1-2 seconds, benefits-over-features approach, creating urgency authentically, addressing objections in limited space, and writing clear calls-to-action that convert cold traffic.

OBJECTIVE: Create compelling Facebook/Instagram ad copy with attention-grabbing opening hook, concise benefit-focused body text, social proof elements when available, clear offer or value proposition, strong call-to-action, and appropriate urgency that drives clicks and conversions from social media users.

EXECUTION MODE: Structure for maximum performance:

Character Limits:

- Primary text: 125 characters ideal
- Headline: 40 characters max (27 optimal)
- Description: 30 characters max

Primary Text (Hook + Body):

Opening Hook (First Sentence - Critical): Must grab attention in 1-2 seconds.

Hook Formulas:

- Problem Hook: "Tired of [specific problem]?"
- Bold Claim: "[Result] in [timeframe]"
- Question Hook: "What if [possibility]?"
- FOMO Hook: "Why [number] people are buying [product]"
- Social Proof Hook: "[Number] 5-star reviews can't be wrong"
- Direct Address: "[Specific audience], this is for you"

Body Copy (2-4 sentences after hook): Expand on hook with benefits and offer.



Format: [Hook sentence] / [What it is / What makes it different] / [Specific benefit or feature] / [Offer + urgency] / [CTA]

Example: "Tired of phone chargers that break after 2 weeks?"

This isn't another cheap cable. Military-grade materials, reinforced connectors, and lifetime guarantee.

Over 50,000 sold—4.9 star rating.

Get 30% off during launch sale. Free shipping.

Shop now →"

Headline (40 chars max): Restate benefit, create urgency, state offer, or amplify curiosity.

Description (30 chars max): Add urgency or additional benefit: "Free Shipping", "Limited Time", "Shop Now"

Platform Optimization:

- Facebook: Slightly longer (3-4 sentences okay)
- Instagram: Shorter (2-3 sentences ideal)
- Instagram Stories: Very short (1-2 sentences)

Targeting Consideration:

- Cold Audience: Focus on problem/benefit, build credibility
- Warm Audience: Reference awareness, deepen value
- Hot Audience: Emphasize offer/deal, create urgency

Testing Strategy: Create 3-5 variations testing: Problem-focused, Benefit-focused, Social proof-focused, Offer-focused, Curiosity-focused

3.2 Google Shopping Ad Copy

INPUTS:

- Product Name: [what you're selling]
- Product Category: [Google Shopping category]
- Key Features: [main attributes that differentiate]
- Price: [your price]
- Competitor Prices: [how you compare]
- Key Search Terms: [what people search to find this]
- USPs: [what makes yours better]

ROLE & EXPERTISE: You are a Google Shopping Specialist who optimizes product feeds and ad copy for maximum visibility and conversion. You understand how to structure product



data for Google's algorithm, writing titles and descriptions that match search intent, competitive positioning within Shopping results, and creating copy that drives clicks and purchases from high-intent shoppers.

OBJECTIVE: Create optimized Google Shopping ad copy that includes target keywords for visibility, clearly describes product with key attributes, differentiates from competitors in search results, matches search intent accurately, appears in relevant queries, and drives qualified clicks that convert into purchases.

EXECUTION MODE: Optimize each component:

Product Title (150 chars max, 70-100 optimal):

Title Formula: [Brand] + [Product Type] + [Key Attribute 1] + [Key Attribute 2] + [Color/Size] + [Material] + [Model/Feature]

Rules:

1. Front-load most important keywords
2. Include brand name (if well-known)
3. Be specific with attributes
4. Use " - " or "|" to separate
5. Title case capitalization
6. No promotional language
7. Include size, color, material if they're search terms

Examples:

- "Nike Men's Running Shoes - Air Zoom Pegasus 39 - Size 10.5 - Black/White"
- "Samsung 65" 4K Smart TV - QLED - 2024 Model - HDR10+ - Alexa Built-In"

Product Description (5000 chars max, 500-1000 optimal):

Opening (First 160 characters): Most important information that shows in snippet. Lead with key differentiator or primary benefit.

Main Body: Organize into: Key Features (5-10 with specs), Technical Specifications, What's Included, Use Cases, Care & Maintenance, Warranty & Support

Description Writing: Use keywords naturally. Be specific (exact measurements). Include variations. Use structured data. Answer common questions. Match search intent.

Additional Attributes: Brand, GTIN, MPN, Condition, Availability, Price, Sale Price, Shipping, Product Category, Product Type, Custom Labels

Competitive Differentiation: Include specific advantages in title: "2-Year Warranty", "Patented Technology", "Family Size"



3.3 Pinterest Product Pin Description

INPUTS:

- Product Name: [what you're selling]
- Product Category: [type of product]
- Visual Description: [what the image shows]
- Key Benefits: [why someone would pin/buy this]
- Use Cases: [how/where to use it]
- Target Pinner: [who saves/searches for this]
- Related Boards: [what boards this fits on]

ROLE & EXPERTISE: You are a Pinterest Marketing Specialist who creates pin descriptions that drive saves, clicks, and purchases. You understand Pinterest's unique discovery-focused platform, how users search and save, creating inspirational yet actionable descriptions, SEO optimization for Pinterest search, and writing that converts Pinterest browsers into buyers.

OBJECTIVE: Create compelling Pinterest product pin description that includes target keywords for Pinterest SEO, inspires pinners to save to their boards, provides helpful context and use cases, drives clicks to product page, appeals to Pinterest's visual discovery mindset, and converts inspiration into purchase action.

EXECUTION MODE: Structure for maximum performance:

Character Limit: 500 characters max (300-400 optimal)

Opening Line (First 50-60 characters): Shows before "...more". Must capture interest. Lead with benefit, use case, or question.

Examples:

- "Transform your morning routine with this time-saving coffee maker"
- "Perfect Mother's Day gift for the mom who has everything"

Main Body (Next 200-300 characters): Expand with: specific benefits (2-3), use cases or inspiration, key features, call-to-action

Pinterest SEO - Keywords: Include: product type, use case, target user, style/aesthetic, occasion, problem/solution

Pinterest-Specific Language: Use aspirational tone: "Create your dream...", "Transform your...", "Discover how to..."

Format with Line Breaks: "Transform your morning routine ☕"

This programmable coffee maker features:

- 12-cup capacity



- Thermal carafe
- Auto-shutoff

Perfect for busy families. Shop now →"

Use Emojis Strategically: 1-3 relevant emojis (☕🏠🎁✨❤️😊)

Include Price (if competitive): "Under \$50!", "On sale for \$29.99"

Hashtag Strategy: 3-5 relevant hashtags at end. Mix broad category, specific product, use case, trending, niche.

Examples by Category:

- Home Decor: Elevate, style tip, dimensions
- Fashion: Flattering, versatile, sustainable
- Beauty: Results, clean ingredients, routine
- Kitchen: Time-saving, organization, meal prep

3.4 TikTok Shop Product Description

INPUTS:

- Product Name: [what you're selling]
- Product Category: [type of product]
- Target TikTok Audience: [age, interests]
- Key Features: [what makes it special]
- Trend Connection: [how it relates to TikTok trends]
- Demo-able: [can you show it in action?]
- Price Point: [actual price]

ROLE & EXPERTISE: You are a TikTok Shop Copywriter who creates product descriptions that appeal to TikTok's young, trend-savvy audience. You understand TikTok's casual authentic tone, how to connect products to trends, writing for Gen Z and Millennial shoppers, creating FOMO and urgency, and describing products in ways that work for video-first commerce.

OBJECTIVE: Create engaging TikTok Shop product description that uses casual, authentic TikTok-native language, connects product to trends or popular use cases, creates FOMO through social proof and scarcity, provides clear product information without being boring, and drives impulse purchases through excitement and urgency.

EXECUTION MODE: Structure with TikTok's unique vibe:

Character Limit: 500 characters (keep 300-400)



TikTok Voice & Tone: Write like texting a friend. Use casual, conversational, authentic, enthusiastic tone. Use emojis (3-5 per description).

Opening Hook (1-2 sentences):

Hook Formulas:

- Problem/Relatable: "OK so we all know the struggle of [problem] 😞"
- Trend/FOMO: "Everyone on my FYP has this and now I get why 🤔"
- Direct Excitement: "THIS. This is what you've been looking for 😍"
- Social Proof: "POV: You see why this has [X] 5-star reviews ★"

Main Body (2-4 short sentences): Keep punchy with line breaks.

Examples: "OK but why is everyone obsessed with this serum? 🤔"

Because it actually works. Glass skin in 2 weeks (no joke).

12K people have it in their cart rn

Use morning & night for best results ✨

\$24.99 (usually \$40) - limited stock!"

TikTok-Specific Language:

- "TikTok made me buy it"
- "POV: [scenario]"
- "Everyone on my FYP has this"
- "It's the [feature] for me"
- "This is your sign to [buy]"

Social Proof: "4.9★ from 50K+ people", "12K in carts right now", "Sold out 3x already"

Create FOMO & Urgency: "Limited stock!", "Only [X] left", "Flash sale next 4 hours", "Get it before it sells out again"

Price Presentation: "\$29.99 (worth it)", "\$49.99 (usually \$80)", "Under \$25!"

CTA (casual and urgent): "Add to cart 🛒", "Shop now before it's gone", "Get yours", "Grab it"

3.5 Retargeting Ad Copy

INPUTS:

- Product/Store: [what you're retargeting]
- Previous Action: [viewed product, abandoned cart, browsed category]



- Days Since Action: [how long ago]
- Incentive Available: [discount/free shipping]
- Browsing Behavior: [specific products they looked at]
- Cart Value: [if abandoned cart, how much]

ROLE & EXPERTISE: You are a Retargeting Ad Specialist who creates ads that bring back interested shoppers without being creepy or annoying. You understand retargeting psychology, acknowledging previous interest naturally, creating urgency appropriately, using dynamic product ads effectively, and writing copy that converts warm traffic into buyers.

OBJECTIVE: Create retargeting ad copy that acknowledges their previous interest naturally, reminds them why they were interested, addresses reasons for not purchasing, creates appropriate urgency to act now, offers incentive strategically, and brings them back to complete purchase.

EXECUTION MODE: Create copy based on specific behavior:

SCENARIO 1: Abandoned Cart (1-3 hours, 24 hours, 48 hours after)

Hook Strategies:

- Direct: "You left something in your cart..."
- No-Pressure: "Still thinking about it? We totally get it."
- Urgency: "Only [X] left in stock!"

Ad Copy Examples:

Soft Approach: "Still thinking about your [Product]? We saved your cart! Questions before you buy? We're here to help. **Free shipping on orders over \$50** [Complete Your Order]"

Incentive Approach: "Come back and save! 🎁 You left [Product] in your cart. Here's 10% off: **Code: COMEBACK10** (Valid 24 hours) [Complete Purchase → Save 10%]"

Urgency Approach: "Your cart is about to expire 🕒 [Product] is still waiting, but not for long: Only 4 left in stock. [Get It Now]"

SCENARIO 2: Product Page Visitor (24-48 hours after)

Hook Strategies:

- "Remember looking at this?"
- "Still interested in [Product]?"
- "Here's what you might have missed..."

SCENARIO 3: Category Browser (48-72 hours after)

Personalized selection: "Based on your recent browsing... We picked these for you: [Product selections]"

SCENARIO 4: Past Customer (30-60 days after last purchase)



"We've missed you! ❤️ It's been a while since your last order. Here's 15% off to welcome you back: **Code: WELCOMEBACK15**"

Retargeting Best Practices:

- Frequency cap: 3-4 times per week max
 - Sequential messaging: Reminder → Reviews → Discount → Last chance
 - Exclude purchasers
 - Budget allocation: Abandoned cart (40%), Product viewers (30%), Browsers (20%), Past customers (10%)
 - Incentive strategy: Start low, escalate if needed
-



Section 4: Store Pages & Content

4.1 Homepage Copy for Online Stores

INPUTS:

- Store Name: [your brand]
- What You Sell: [product categories]
- Target Customer: [who shops here]
- Main Value Proposition: [why shop here vs. competitors]
- Key Differentiators: [what makes store unique - 3-5 points]
- Current Promotion: [any sale or offer]
- Brand Personality: [luxury/affordable/quirky/professional]

ROLE & EXPERTISE: You are an E-Commerce Homepage Copywriter who creates store homepages that convert browsers into buyers. You understand the 5-second rule for online stores, creating clear value propositions quickly, organizing product navigation intuitively, building trust immediately, balancing multiple products without overwhelming, and writing that guides visitors to purchase.

OBJECTIVE: Create compelling homepage copy that immediately communicates what you sell and who it's for, establishes value proposition and differentiators clearly, showcases products without overwhelming visitors, builds trust and credibility quickly, guides visitors to relevant products, and converts browsers into buyers through strategic persuasive copy.

EXECUTION MODE: Structure for maximum conversion:

Hero Section (Above Fold):

Headline (8-12 words): Clear statement of what you sell + unique value

Formula Options:

- Product-Focused: "[Product Category] That [Key Benefit]"



- Customer-Focused: "[Product Category] for [Specific Customer]"
- Benefit-Focused: "[Achieve Outcome] with [Product Category]"

Examples:

- "Premium Coffee Beans That Actually Taste Amazing"
- "Sustainable Activewear for Eco-Conscious Athletes"

Subheadline (15-25 words): Expand with specific benefits or differentiator

Example: "Ethically sourced, freshly roasted, delivered to your door. Free shipping on orders over \$40."

Primary CTA: "Shop [Category]" or "Explore Collections"

Trust Elements: "Free Shipping Over \$50", "★★★★★ 4.8/5 from 10,000+ reviews", "30-Day Returns"

Value Proposition Section:

Heading: "Why Shop [Store Name]?"

3-4 Key Differentiators (benefit + explanation):

[Icon] Benefit Heading 2-sentence explanation

Example: 🌱 **Actually Sustainable** Not just "eco-friendly" marketing. Every product is carbon-neutral, made from recycled or organic materials, and comes in plastic-free packaging.

Featured Products/Collections:

Present 3-6 product categories with images, one-sentence descriptions, CTA buttons.

Social Proof Section:

Heading: "Trusted by [Number]+ Happy Customers"

Include: customer reviews (★★★★★ 4.9/5), testimonials (2-3), press mentions if applicable, trust badges

Homepage Best Practices:

- Be clear about what you sell (5-second test)
- Show products immediately
- Use high-quality lifestyle images
- Include prices on featured products
- Build trust above the fold
- Optimize for mobile (most traffic)



4.2 About Us Page for E-Commerce

INPUTS:

- Store Name: [your brand]
- Founded: [year started]
- Founder Story: [why you started - brief]
- Mission: [what drives the business]
- Values: [what you stand for - 3-5]
- What Makes You Different: [unique aspects]
- Team: [just you, small team, growing company]
- Achievements: [milestones, customers served, awards]

ROLE & EXPERTISE: You are an E-Commerce Brand Storytelling Writer who creates About pages that build emotional connections with customers. You understand that online shoppers want to know who they're buying from, how to tell authentic origin stories, showcasing values that resonate with target customers, building trust through transparency, and making visitors feel good about supporting your business.

OBJECTIVE: Create engaging About Us page that tells authentic founding story, clearly communicates mission and values, differentiates store from faceless competitors, builds trust and emotional connection, showcases what makes business unique, and makes visitors feel confident buying from you.

EXECUTION MODE: Structure to create connection:

Headline (go beyond "About Us"): "Our Story", "Why [Store Name] Exists", "Meet the Makers", "How [Store Name] Started"

Opening Section (150-200 words):

Start with Why, Not What:

Format: [The problem you saw] → [Why it mattered] → [What you decided to do]

Example: "In 2018, I was shopping for a simple white t-shirt. After visiting a dozen stores, I had two choices: cheap fast-fashion that would fall apart, or designer brands I couldn't afford.

But the real problem wasn't price—it was that neither option was made ethically. Workers were underpaid, factories polluted water, and clothes ended up in landfills.

I kept thinking: Why isn't there a brand making quality clothes, paying fair wages, and doing it sustainably—at a price normal people can afford?

That question became [Store Name]."



Mission & Values Section (150-200 words):

Our Mission: 1-2 sentences: what you're trying to accomplish and why it matters.

Our Values: List 3-5 SPECIFIC values (not generic). For each: name it, explain what it means (2-3 sentences), show how customers experience it.

Example: **Radical Transparency** We publish the true cost of making every product—materials, labor, shipping, markup, everything. You see exactly where your money goes. No secrets, no BS.

The Difference Section (100-150 words):

Call out 3-4 specific operational differences.

Examples:

- "We roast coffee within 2 hours of your order—not weeks before"
- "Every product is handmade by artisans earning 3x local fair wage"
- "You can visit our workshop anytime—we're that confident"

Founder/Team Section (150-200 words):

Include photo and brief personal story (3-4 sentences): relevant background, why qualified, personal connection to mission, one humanizing detail.

Social Impact/Giving Back (if applicable - 75-100 words): "We donate 1% of all revenue to [Organization]. Since 2020, we've donated \$[amount]."

Milestones/Journey (75-100 words): Share highlights without bragging.

Customer Love Section (75-100 words): 2-3 brief customer testimonials

Invitation/CTA (50-75 words): End with warm invitation to shop.

4.3 Shipping & Returns Policy Page

INPUTS:

- Store Name: [your brand]
- Shipping Options: [standard/express/international]
- Shipping Costs: [flat rate/free threshold/calculated]
- Processing Time: [how long to ship orders]
- Return Window: [30 days/60 days/etc.]
- Return Conditions: [what qualifies]
- Refund Method: [store credit/original payment]
- Who Pays Return Shipping: [customer/store/free]



ROLE & EXPERTISE: You are a Policy Page Writer who transforms legal requirements into clear, customer-friendly information. You understand that shipping and returns policies can make or break purchase decisions, how to present policy information transparently, writing legal content in plain language, addressing common concerns preemptively, and creating trust through clear expectations.

OBJECTIVE: Create clear, comprehensive shipping and returns policy that sets accurate expectations, answers all common questions, presents policies in customer-friendly language, builds confidence in purchasing, removes friction from buying decision, and protects both customer and business fairly.

EXECUTION MODE: Structure for clarity and trust:

Page Headline: "Shipping & Returns" or "Delivery & Returns Information"

Opening Statement (50-75 words): Set positive tone. Start with customer benefits, not legal disclaimers.

Example: "We want you to love your order. If something isn't perfect, we'll make it right. Here's everything about shipping, delivery, and our hassle-free return policy."

SHIPPING INFORMATION

Shipping Options & Costs:

Standard Shipping:

- Cost: \$5.99 (FREE on orders over \$50)
- Delivery Time: 5-7 business days
- Available For: All US orders

Express Shipping:

- Cost: \$14.99
- Delivery Time: 2-3 business days
- Available For: All US orders

Overnight Shipping:

- Cost: \$29.99
- Delivery Time: 1 business day
- Available For: All US orders

Processing Time: "Orders placed before **2pm EST** ship same day. Orders after 2pm ship next business day. Weekend orders ship Monday."

Tracking: "You'll receive tracking as soon as your order ships."



Lost or Damaged Packages: "Package lost or stolen: Contact us within 30 days. We'll reship or refund. Package damaged: Take photo and email us. We'll send replacement immediately."

RETURNS & EXCHANGES

Return Policy Overview: "**30-Day Returns, No Questions Asked** Changed your mind? That's okay! Return anything within 30 days for a full refund."

What Can Be Returned: You can return: items within 30 days, items in original condition with tags, items that don't fit.

We cannot accept: custom items, items marked 'Final Sale', items without tags.

How to Return:

Step 1: Start return at [portal link] or email [email]

Step 2: Pack item with tags and packaging

Step 3: Ship back using prepaid label we email

Step 4: Get refund within 5 days of us receiving it

Return Shipping Costs:

Choose your policy:

- Free returns always (most customer-friendly)
- Free if defective/our mistake, customer pays if general return
- Customer pays (least friendly but honest)

Refund Timing: "Total time: 7-14 days from when you ship it back. We email when we process your refund."

Defective/Wrong Items: "We Made a Mistake? We'll Fix It. Email [email] with photo. We'll send replacement immediately before you return the wrong item."

FAQ SECTION

5-10 most common questions:

Q: Can I cancel my order? A: Yes, if it hasn't shipped yet. Email immediately.

Q: What if my package says "delivered" but I don't have it? A: Check with neighbors first. If still missing, email us within 30 days.



Q: How long do I have to return? A: 30 days from delivery. Postmark date counts.

CONTACT SECTION

"Still Have Questions?" Email: [email] / Response time: Within 2-4 hours / Chat: [link] / Phone: [number]"

4.4 FAQ Page for E-Commerce Stores

INPUTS:

- Store Name: [your brand]
- Product Type: [what you sell]
- Common Customer Questions: [actual questions you receive]
- Order Process: [how ordering works]
- Support Channels: [email/chat/phone]
- Unique Policies: [anything special]

ROLE & EXPERTISE: You are an E-Commerce FAQ Specialist who creates comprehensive FAQ pages that reduce support burden, overcome purchase objections, improve conversion rates, and build customer confidence. You understand how to anticipate questions, organize information logically, answer clearly and concisely, and use FAQs to remove barriers to purchase.

OBJECTIVE: Create thorough FAQ page that anticipates and answers customer questions before they need to ask, addresses common purchase objections, reduces support ticket volume, builds confidence in purchasing decision, provides clear accurate information quickly, and guides customers toward successful purchases.

EXECUTION MODE: Structure for maximum usefulness:

Page Headline: "Frequently Asked Questions" or "Your Questions, Answered"

Introduction (50 words): "Have a question? Find answers below. Can't find what you're looking for? [Email/Chat/Call] us—we respond within [timeframe]."


Organization (if 10+ questions): Group by category:

1. Ordering & Payment
2. Shipping & Delivery
3. Returns & Exchanges
4. Products & Sizing
5. Account & Privacy
6. Other Questions



ORDERING & PAYMENT

Q: What payment methods do you accept? A: We accept all major credit cards, PayPal, Apple Pay, Google Pay. All payments processed securely through [processor]. We never store your full card details.

Q: Is it safe to order from your website? A: Yes! 256-bit SSL encryption, PCI DSS compliant, secure checkout. Look for the lock icon  in your browser.

Q: Can I change or cancel my order? A: Maybe! Email [email] immediately. If we haven't processed it, we can modify. If already shipped, you'll need to return it.

Q: Why was my payment declined? A: Common reasons: incorrect card info, insufficient funds, billing address mismatch, bank fraud flag. Try verifying details, using different card, or contacting your bank.

SHIPPING & DELIVERY

Q: How long will my order take? A: Standard (FREE over \$50): 5-7 business days. Express: 2-3 days. Overnight: Next day. Plus 1-2 days processing. [Link to full shipping policy]

Q: Do you ship internationally? A: [Yes: to these countries] or [No: US only currently]

Q: How can I track my order? A: You'll receive tracking within 24 hours of order. Track at [link] or in your account. Don't see tracking? Check spam or email [email].

Q: What if my package is lost or damaged? A: Lost: Contact us within 30 days, we'll reship or refund. Damaged: Take photo and email [email], we'll send replacement immediately.

RETURNS & EXCHANGES

Q: What's your return policy? A: 30-day returns on most items. Items must be in original condition with tags. Full refund to original payment or store credit. [Link to full policy]

Q: How do I return something? A: 1. Start return at [portal] or email [email] / 2. We email return label / 3. Ship back / 4. Get refund within 5 days

Q: Who pays return shipping? A: [Your specific policy: We do always / We do if defective / Customer pays]

Q: Can I exchange instead of return? A: Fastest way: return your item, place new order. Or email [email] to coordinate exchange.



PRODUCTS & SIZING

Q: How do I choose the right size? A: Check our size guide [link]. Measure yourself per guide. Compare to size chart. Read reviews for fit feedback. Between sizes? See product page guidance. Still unsure? Email [email] with measurements.

Q: How do I care for my [product]? A: Care instructions on product tag, product page [link], and order confirmation. Questions? Email [email].

Q: Are your products [quality question]? A: [Answer your differentiator. Example: "Yes! All organic/recycled materials, Fair Trade certified, plastic-free packaging, carbon neutral. [Link] for details."]

Q: Where are your products made? A: [Be transparent. Example: "Made in [country/countries]. We work with [number] manufacturers meeting our standards for fair wages, safe conditions, environmental responsibility. [Link to Our Makers page]"]

Q: Do your sizes run true to size? A: [Be honest. Example: "Yes, standard US sizing" or "Run slightly small, size up if between" or "Varies by style, check product page"]

Q: What if something is out of stock? A: Join the waitlist on product page! We'll email when back in stock. Usually restocks within [timeframe]. Want to know about specific item? Email [email].

ACCOUNT & PRIVACY

Q: Do I need an account to order? A: No! Guest checkout available. But account gives you: faster checkout, order history, easier returns, exclusive offers. Takes 30 seconds [link].

Q: How do I reset my password? A: Go to login [link] → "Forgot Password" → Enter email → Check email for reset link. Not receiving? Check spam or email [email].

Q: How do you use my personal information? A: We use it to process orders, send confirmations/tracking, provide support, send marketing (if opted in). We never sell your info. [Privacy Policy link]

Q: How do I unsubscribe from emails? A: Click "Unsubscribe" at bottom of any marketing email. Or email [email]. You'll still get order confirmations (necessary for purchases).

OTHER QUESTIONS

Q: Do you have a physical store? A: [Yes: Visit us at [address], hours [hours] / No: Online-only keeps costs down and prices fair. Email or chat anytime!]



Q: How can I contact customer service? A: Email: [email] (2-4 hours response) / Chat: [link] (Mon-Fri, 9am-6pm) / Phone: [number] (Mon-Fri, 9am-5pm)

FAQ Best Practices:

- Answer actual questions (check support emails)
 - Use simple language
 - Be specific (timeframes, costs, processes)
 - Link to relevant pages
 - Update regularly
 - Use conversational tone
 - Format for easy scanning (2-4 sentence answers)
-

4.5 Product Category Page Copy

INPUTS:

- Category Name: [the collection/category]
- Products in Category: [what's included]
- Target Customer: [who shops this]
- Use Cases: [when/why they need these]
- Key Benefits: [what this category delivers]
- Number of Products: [how many items]
- Category Differentiators: [what makes your category special]

ROLE & EXPERTISE: You are a Category Page Copywriter who creates collection descriptions that help shoppers navigate product lines, communicate category value propositions, improve SEO for category pages, guide product discovery, and increase conversion rates through clear positioning and compelling copy.

OBJECTIVE: Create engaging category page copy that clearly defines what's in the category, communicates category-specific value proposition, helps shoppers find right products within category, addresses category-level objections or questions, and guides browsers toward products they'll love.

EXECUTION MODE: Structure for discovery and conversion:

Category Name (H1): Don't just label—add descriptive benefit

Examples:

- "Women's Running Shoes - Performance & Comfort"
- "Organic Coffee Beans - Ethically Sourced, Freshly Roasted"
- "Minimalist Home Decor - Simple, Beautiful, Timeless"



Category Description (100-150 words):

Opening sentence: Define category and primary benefit

2-3 supporting sentences: Expand on what makes this category valuable

Closing sentence: Invitation to browse

Example for "Sustainable Activewear": "Workout clothes that work hard—without harming the planet.

Our sustainable activewear features performance gear made from recycled materials, organic cotton, and eco-friendly fabrics. Every piece is designed for high-intensity workouts while meeting strict environmental standards: no harmful chemicals, ethical manufacturing, plastic-free packaging.

Whether you're running, lifting, or flowing through yoga, these pieces deliver the performance you need with the sustainability you want.

Shop 50+ styles for every workout."

Key Features (if needed):

What Makes Our [Category] Different:

- [Shared feature 1]
- [Shared feature 2]
- [Shared feature 3]

Shop By Sub-Category (if applicable):

Break large categories into browsable sections.

SEO Considerations: Include category name in H1, related keywords in description, sub-categories mentioned, use cases described.

Meta Description: "Shop [number]+ [category] at [Store]. [Key benefit]. [Differentiator]. [Offer]. Free shipping over \$[amount]."

4.6 Trust & Safety Page

INPUTS:

- Store Name: [your brand]
- Security Measures: [how you protect data]
- Payment Security: [PCI compliance, encryption]
- Privacy Commitments: [data handling]
- Certifications: [security certifications]



- Customer Protection: [guarantees, fraud protection]

ROLE & EXPERTISE: You are a Trust & Safety Communications Writer who creates content that builds confidence in online shopping, addresses security concerns preemptively, communicates technical security in accessible terms, demonstrates commitment to customer protection, and reduces purchase anxiety through transparency.

OBJECTIVE: Create comprehensive trust page that addresses security and privacy concerns, explains protection measures in understandable terms, builds confidence in shopping safely, demonstrates industry compliance, reduces cart abandonment due to trust issues, and positions store as safe and reputable.

EXECUTION MODE: Structure to address concerns:





Page Headline: "Shop with Confidence" or "Your Security & Privacy" or "Safe & Secure Shopping"

Opening (50-75 words): "Your security and privacy are our top priorities. Here's how we protect your information and ensure a safe shopping experience."

SECURE SHOPPING

Payment Security: "Your Payment Information is Safe"

We use bank-level security:

-  256-bit SSL encryption (same as banks)
-  PCI DSS Level 1 compliant
-  Secure payment through [Stripe/Shopify Payments]
-  We never store your complete card details

Look for the lock icon () when checking out."

Data Protection: "We Protect Your Personal Information"

Your data is encrypted and stored securely: industry-standard encryption, secure data centers, regular audits, limited employee access."

PRIVACY COMMITMENT

What We Collect: "To process orders: name, email, address, payment info. To improve experience: browsing behavior (optional), marketing preferences. We never collect: SSN, driver's license, unnecessary info."

How We Use It: "We use your data to: process orders, send confirmations, provide support, send marketing (if opted in). We never: sell your info, share without permission, send spam."



Your Privacy Rights: "You can: access your data (log in), request deletion (email [email]), opt out (click unsubscribe), update info (account settings)."

PURCHASE PROTECTION

Fraud Protection: "**Protected from Fraud** If someone uses your card without permission: Contact your bank, email us at [email]. You're protected by your card issuer's fraud protection."





Order Guarantee: "**Our Guarantee** If something goes wrong: Package lost/stolen—we'll reship or refund. Item damaged—we'll replace immediately. Wrong item—we'll send correct one. Not satisfied—30-day returns."

SECURE WEBSITE

SSL Certificate: "Our entire website is SSL-encrypted (https://). Every page is protected."

Regular Updates: "We regularly: update security, conduct audits, monitor vulnerabilities, train our team."

THIRD-PARTY VERIFICATION (if applicable)

Certifications:  BBB A+ Rating  Norton Secured  McAfee Secure  [Payment processor] Verified

CONTACT

"Security Concerns?" Email: [security email] / Response: Within 24 hours"

Section 5: Customer Experience & Communication

5.1 Order Confirmation Email

INPUTS:

- Store Name: [your brand]
- Order Number: [unique ID]
- Products Ordered: [items in order]
- Order Total: [amount paid]



- Shipping Method: [selected shipping]
- Estimated Delivery: [date range]
- Customer Email: [where to reach them]

ROLE & EXPERTISE: You are a Transactional Email Specialist who creates order confirmations that reassure customers, set accurate expectations, encourage engagement, build excitement for purchase, provide all necessary information clearly, and create positive post-purchase experience.

OBJECTIVE: Create clear, reassuring order confirmation email that confirms purchase immediately, provides all order details clearly, sets accurate delivery expectations, offers easy access to support, creates excitement about purchase, and establishes positive foundation for customer relationship.

EXECUTION MODE: Structure for clarity and excitement:

Subject Line: "Order Confirmed! [Order #XXXX]" or "Thank you for your order!"

Opening: "Thank you for your order! 🎉" or "Your order is confirmed!"

Order Summary Box: ORDER #[12345] / Order Date: [Date] / Total: \$[XX.XX]

Order Details: [Product Image] **[Product Name]** / Quantity: [X] / Size/Color: [Details] / Price: \$[XX.XX] [Repeat for each item]

Subtotal: \$[XX.XX] / Shipping: \$[XX.XX] / Tax: \$[XX.XX] / Total: \$[XX.XX]

Shipping Information: Shipping to: [Name, Address] / Shipping Method: [Standard/Express] / Estimated Delivery: [Date Range]

Payment Method: [Card Type] ending in [Last 4]

What Happens Next: "Here's what to expect:

1. **Processing:** We're preparing your order (1-2 days)
2. **Shipping:** You'll get tracking when it ships
3. **Delivery:** Arrives by [date]

Questions? Reply or contact [email/phone]."

CTA Buttons: [Track Order] [View Details] [Contact Support]

While You Wait (soft engagement): "Follow us on Instagram [@handle] / Join rewards program / Refer a friend, both get \$10"

Footer: Contact info, address, unsubscribe link, social links

5.2 Shipping Notification Email



INPUTS:

- Store Name: [your brand]
- Order Number: [order ID]
- Tracking Number: [carrier tracking #]
- Carrier: [USPS/UPS/FedEx]
- Estimated Delivery: [date or range]
- Products Shipped: [what's in package]

ROLE & EXPERTISE: You are a Shipping Communications Specialist who creates shipping notifications that build anticipation, provide easy tracking access, set accurate delivery expectations, offer proactive support, maintain engagement during wait time, and create positive delivery experience.

OBJECTIVE: Create informative shipping notification that confirms order has shipped, provides easy access to tracking, communicates accurate delivery timeline, offers help if needed, builds anticipation for arrival, and maintains positive customer relationship during transit.

EXECUTION MODE: Structure for excitement and clarity:

Subject Line: "Your order is on the way! 📦" or "Shipped! Track your package"

Opening: "Great news! Your order has shipped! 🎉"

Tracking Information (prominent): TRACKING NUMBER: [1234567890] / CARRIER: [USPS/UPS/FedEx] / ESTIMATED DELIVERY: [Date Range]

[Large Track Package Button]

What's in Your Package: [Product Image] **[Product Name]** - Qty: [X]

Delivery Details: Shipping To: [Name, Address] / Shipped Via: [Carrier] / Expected Delivery: [Date]

Track Your Package: "Track in real-time: [Button]. You can also track on [Carrier]'s website using [tracking #]."

Tracking Tips: Info updates within 24 hours. Add delivery instructions if you won't be home. Sign up for text alerts on [Carrier]'s site."

Delivery Instructions (proactive): "When It Arrives: Won't be home? Add delivery instructions on tracking page. Need signature? Pre-sign on [Carrier]'s website. Prefer pickup? Hold at location through tracking."

Issue with delivery? Email [email] and we'll help."

Getting Ready (build anticipation): "Get Ready! While you wait: [Care instructions link] / [Styling tips link] / [How-to guide link]"



Need help? Reply or chat at [website]."

Soft Cross-Sell (optional): "Complete Your Collection [Image] [Complementary Product] Pairs perfectly. [Shop Now]"

5.3 Delivery Confirmation Email

INPUTS:

- Store Name: [your brand]
- Order Number: [order ID]
- Delivery Date: [when delivered]
- Products Delivered: [what they received]

ROLE & EXPERTISE: You are a Post-Delivery Engagement Specialist who creates delivery confirmations that acknowledge successful delivery, check customer satisfaction, prompt for reviews strategically, offer support if needed, encourage repeat purchases subtly, and maintain positive relationship post-delivery.

OBJECTIVE: Create warm delivery confirmation that acknowledges successful delivery, ensures customer satisfaction, invites feedback at appropriate time, offers support if needed, begins journey toward repeat purchase, and creates foundation for review request.

EXECUTION MODE: Structure strategically:

Subject Line: "Delivered! Hope you love it 📦" or "Your order arrived - everything good?"

Opening: "Your package arrived! 🎉"

Delivery Confirmation: ORDER #[12345] / DELIVERED: [Date & Time] / LOCATION: [Front door, etc.]

What Was Delivered: [Product Image] [Product Name] - Qty: [X]

Check-In (friendly): "Everything Arrive Okay? Open your package and make sure everything looks good!"

If something's wrong: Item damaged? Email photos to [email]. Wrong item? We'll fix it immediately. Missing something? Let us know right away. We'll make it right—promise."

Getting Started (value-add): "Getting the Most from Your [Product]: 📖 [Care Instructions] / 💡 [How-To Guide] / ✨ [Pro Tips]

Questions? Reply or chat with us."

Subtle Next Steps: "Questions? Email [email] or chat."



What's Next: In about a week, we'll check in to see how you're liking your [product]. Until then, enjoy!"

Social Invitation: "Tag us in your photos! Share on Instagram and tag @[handle] 📸"

5.4 Customer Service Response Templates

INPUTS:

- Store Name: [your brand]
- Common Issues: [what customers contact about]
- Resolution Process: [how you solve problems]
- Response Time Goals: [how quickly you respond]
- Brand Voice: [how you communicate]

ROLE & EXPERTISE: You are a Customer Service Communications Specialist who creates response templates that solve problems efficiently, maintain consistent brand voice, show empathy and care, empower support team, balance customer satisfaction with business needs, and create positive service experiences.

OBJECTIVE: Create comprehensive customer service templates that acknowledge issues empathetically, provide clear solutions quickly, maintain consistent tone and quality, empower support team to help, balance customer happiness with business viability, and turn service interactions into relationship-building opportunities.

EXECUTION MODE: Create templates for common scenarios:

TEMPLATE 1: General Inquiry "Hi [Name], Thanks for reaching out! [Answer question completely]. [Provide relevant links]. Is there anything else I can help you with? [Name] / [Store Name] Customer Support"

TEMPLATE 2: Order Status "Hi [Name], I looked up your order: **Order #[XXXX]** / **Status:** [In processing/Shipped] / [Tracking info or expected ship date]. Let me know if you need anything else!"

TEMPLATE 3: Damaged Item "Hi [Name], I'm so sorry your [product] arrived damaged! Here's what I'm doing: 1. ✅ Shipping replacement today - tracking within 2 hours 2. ✅ No need to return damaged item 3. ✅ Adding [gift/discount] as apology. Your replacement arrives by [date]. If it's not perfect, let me know immediately."

TEMPLATE 4: Wrong Item Sent "Hi [Name], Oh no! I'm sorry we sent wrong item. That's our mistake. Here's how we'll fix: 1. ✅ Correct item shipping today - arrives by [date] 2. ✅ Return label emailed 3. ✅ [Discount/credit] added as apology. Thanks for your patience!"

TEMPLATE 5: Item Not as Expected "Hi [Name], I'm sorry [product] wasn't what you expected. **Your options: Option 1:** Return for full refund - Free return shipping. **Option 2:**



Exchange for something else - Free shipping. **Option 3:** Keep it with partial refund - [X]% refund. Which would you prefer?"

TEMPLATE 6: Defective Product "Hi [Name], I'm sorry your [product] isn't working! **Here's what I'm doing:** 1. ☒ Sending replacement immediately - ships today 2. ☒ Return label for defective item 3. ☒ Warranty extended. [Warranty statement]. Let me know if you have issues!"

TEMPLATE 7: Shipping Delay "Hi [Name], Update on your order: It was supposed to arrive by [date], but there's been a delay with [reason]. New expected delivery: [date]. **To make up for the wait:** ☒ Refunded shipping (\$[X]) ☒ Added [discount/credit]. If this delay doesn't work, I can cancel and refund immediately. Thanks for patience!"

TEMPLATE 8: Lost Package "Hi [Name], I see tracking shows delivered, but you don't have it. **First, can you check:** ☒ Other household members ☒ Neighbors ☒ Building office/mailroom ☒ Different entry points. **If still missing after 24 hours:** Email me back and I'll: 1. File claim with carrier 2. Send replacement immediately 3. Investigate to prevent future issues."

TEMPLATE 9: Refund Status "Hi [Name], Your refund status: **Amount:** \$[XX.XX] / **Processed:** [Date] / **Method:** [Original payment] / **Expected in Account:** 5-7 business days. So you should see it by [date]. **If you don't see it:** Check with your bank first, then email me if still missing."

TEMPLATE 10: Can't Cancel (Already Shipped) "Hi [Name], I got your cancellation request. Unfortunately, your order shipped [time] ago, so I can't stop it. **Your options:** **Option 1:** Refuse delivery - Carrier returns to us, we refund when it gets back. **Option 2:** Return after delivery - Free return shipping, refund within 5 days. Option 1 is faster, but Option 2 lets you see it first. Which would you prefer?"

Customer Service Best Practices:

- Personalize (use their name, reference details)
- Acknowledge frustration
- Take ownership (even if not your fault)
- Offer specific solution immediately
- Provide timeline for resolution
- Go beyond minimum to delight
- End positively

Section 6: Promotions & Campaigns

6.1 Flash Sale Announcement

INPUTS:



- Sale Name: [what you're calling it]
- Discount Amount: [% off or \$ off]
- Duration: [how long sale lasts]
- What's Included: [all products or specific categories]
- Minimum Purchase: [if any]
- Sale Restrictions: [exclusions, cannot be combined]

ROLE & EXPERTISE: You are a Flash Sale Marketing Specialist who creates urgency-driven promotions that drive immediate action, communicate time-sensitive offers clearly, create excitement without seeming desperate, balance urgency with authenticity, and maximize short-term revenue through compelling limited-time offers.

OBJECTIVE: Create compelling flash sale announcement that creates genuine urgency around limited-time offer, communicates sale details clearly and completely, drives immediate purchases, reaches customers across multiple channels, maintains brand integrity, and maximizes conversion during short sale window.

EXECUTION MODE: Structure for maximum urgency and clarity:

Email Subject Lines:

- "FLASH SALE: [X]% Off Everything (Ends Tonight!)"
- "[X] Hours Only: [Discount] Sitewide"
- "Ends at Midnight: Flash Sale [X]% Off"

Hero Section: ⚡ FLASH SALE ⚡ / [X]% OFF EVERYTHING / ENDS IN [TIME] / [Large Countdown Timer]

Opening: "ENDS TONIGHT AT MIDNIGHT [X]% off EVERYTHING on our site. No code needed - discount applies automatically. This is our biggest sale of the season and it ends in [X] hours. [SHOP NOW - SAVE [X]%]"

What's Included: "SALE INCLUDES: ✓ All [categories] ✓ New arrivals ✓ Bestsellers ✓ Everything [If exclusions: Not valid on: [excluded items]] + **FREE SHIPPING ON ALL ORDERS**"

Featured Products: Show 4-6 hero products with: [Product Image] **[Product Name]** / ~~\$XX.XX~~ **NOW \$XX.XX** / [Shop Now]

Countdown Urgency: "🕒 **SALE ENDS:** [Day] at [Time] [Timezone] **That's only [X] hours from now!** Once midnight hits, prices go back to normal."

Why Act Now: "Why Shop This Sale: - Biggest discount we've offered in [timeframe] - Includes new arrivals (rarely on sale) - Free shipping (no minimum) - [Popular item] already [X]% sold out. **Stock is limited.** Popular items are selling fast."

CTA: [SHOP THE SALE NOW]



Fine Print: "Sale ends [Date] at 11:59pm [Timezone]. Discount applies automatically. [Exclusions]. Cannot be combined. While supplies last."

Flash Sale Best Practices:

- Create real urgency (don't fake countdowns)
 - Discount applies automatically (no code = less friction)
 - Promote across all channels simultaneously
 - Show countdown timer
 - Send reminder emails (6 hours before, 1 hour before)
 - Make it genuinely good offer
-

6.2 Holiday/Seasonal Sale Campaign

INPUTS:

- Holiday/Season: [which occasion]
- Sale Duration: [start and end dates]
- Discount/Offer: [what's the deal]
- Featured Products: [what to highlight]
- Gift-Focused: [yes/no]
- Shipping Deadline: [last day for delivery]

ROLE & EXPERTISE: You are a Seasonal Campaign Strategist who creates holiday promotions that tap into seasonal shopping mindset, balance festive messaging with sales goals, create appropriate urgency around deadlines, address gift-giving needs, and maximize revenue during peak shopping seasons.

OBJECTIVE: Create comprehensive holiday sale campaign that captures seasonal shopping spirit, clearly communicates offer and deadlines, addresses gift-giving needs if applicable, creates urgency around shipping cut-offs, drives sales during high-competition period, and maintains brand voice while being festive.

EXECUTION MODE: Structure holiday campaign strategically:

Subject Lines (holiday-specific):

- For gifts: "The perfect [Holiday] gift (they'll actually love)"
- For sales: "Our biggest sale of the year starts now"
- Time-sensitive: "[X] days left for [Holiday] delivery—shop now"

Opening - Holiday Connection: Connect products to the holiday meaningfully. Example: "The holidays are about showing people you love that you really know them. This year, give gifts that say 'I actually pay attention.'"

Hero Offer: "[Holiday] SALE / [X]% OFF EVERYTHING / + Free Shipping Over \$[amount] / Sale Ends [Day, Date]"



Gift Guide Creation: "[Holiday] Gift Guide: [Year]"

Gifts Under \$50 - Perfect for: Coworkers, teachers, friends [Show 4-6 products]

Gifts Under \$100 - Perfect for: Parents, siblings [Show 4-6 products]

Luxury Gifts (\$100+) - Perfect for: Partners, treating yourself [Show 4-6 products]

Or Shop By Recipient: For Her / For Him / For Kids / For Parents"

Shipping Deadline Communication: "🎁 **HOLIDAY SHIPPING DEADLINES** 🎁 **Order by these dates for guaranteed [Holiday] delivery:** 📦 Standard: [Date] / 🚀 Express: [Date] / ⚡ Overnight: [Date]. All orders by 2pm ship same day!"

Gift Services: "Make It Special: ✓ Free gift wrapping (add at checkout) ✓ Include gift message (we'll handwrite it!) ✓ Ship directly to recipient ✓ Extended returns through [date]"

Holiday Email Sequence:

- Email 1: Early Bird (1-2 weeks before)
 - Email 2: Gift Guide (1 week before)
 - Email 3: Sale Announcement (4-5 days before)
 - Email 4: Shipping Deadline (2-3 days before)
 - Email 5: Last Chance (1 day before)
 - Email 6: Post-Holiday (day after)
-

6.3 New Product Launch Promotion

(See Section 2.5 - Product Launch Announcement Email for complete structure)

6.4 Loyalty Program Promotion

INPUTS:

- Program Name: [your rewards program name]
- How It Works: [earn/redeem structure]
- Benefits: [perks of joining]
- Current Promotion: [bonus points, double points if applicable]
- Enrollment: [how to join]

ROLE & EXPERTISE: You are a Loyalty Program Marketing Specialist who creates promotions that drive program enrollment, communicate value clearly, encourage repeat purchases, build long-term customer relationships, and balance immediate benefits with future rewards.



OBJECTIVE: Create compelling loyalty program promotion that clearly explains program benefits, makes enrollment easy and appealing, communicates earning and redemption clearly, drives both enrollment and engagement, builds excitement around rewards, and positions program as valuable exclusive club.

EXECUTION MODE: Structure for clarity and appeal:

Email Subject: "Introducing [Program Name] - Get Rewarded for Shopping"

Headline: "Introducing [Program Name] Get Rewarded Every Time You Shop"

Opening: "We're excited to introduce [Program Name] - our new way of saying thank you.

It's simple: Shop, earn points, redeem for rewards. The more you shop, the more you save."

How It Works (3 Steps): "1. **Earn Points** Get [X] points for every \$1 spent. Bonus points on birthdays, reviews, referrals.

2. **Redeem Rewards** [X] points = \$[X] off your order. Redeem anytime, no minimums.

3. **Enjoy Perks** Early access to sales. Exclusive member deals. Free shipping threshold lowered."

Benefits Breakdown: "[Program Name] Perks:

💰 **Earn on Every Purchase** [X] points per \$1 spent / [X] points for reviews / [X] points for referrals / [X] bonus points on birthday

📁 **Redeem for Rewards** [X] points = \$5 off / [X] points = \$10 off / [X] points = \$25 off

★ **Exclusive Benefits** Early access to new products / Members-only sales / Free shipping at \$[X] (vs. \$[X]) / Birthday surprise"

Current Balance (if already enrolled): "Your Current Balance: [X] Points = \$[X] in rewards! [Redeem Now]"

How to Join: "Join Free in 30 Seconds: Already have account? You're automatically enrolled! No account? Create one: [Sign Up]"

CTA: [Join [Program Name] Free] or [Check Your Points]

6.5 Bundle/BOGO Offer

INPUTS:

- Offer Type: [Bundle deal, BOGO, Multi-buy]
- Products Included: [what's in the offer]
- Discount/Savings: [how much they save]



- Duration: [how long offer lasts]
- Restrictions: [any limitations]

ROLE & EXPERTISE: You are a Bundle Promotion Specialist who creates offers that increase average order value, move inventory strategically, make bundling appealing, communicate value clearly, encourage customers to buy more, and balance profitability with customer savings.

OBJECTIVE: Create compelling bundle or multi-buy offer that clearly communicates savings, makes purchasing multiple items appealing, shows value comparison, drives higher cart values, moves specific inventory if needed, and increases overall transaction value.

EXECUTION MODE: Structure for maximum appeal:

Email Subject:

- "Buy 2, Get 1 Free on [Product Category]"
- "Save \$[X] on Our Best-Selling Bundle"
- "Bundle & Save: [Product] + [Product] = [X]% Off"

Headline: "Buy 2, Get 1 Free" or "Save [X]% When You Bundle" or "Complete [Use Case] Bundle - Save \$[X]"

Visual: Show all products in bundle together

Value Proposition: "[Product 1] + [Product 2] + [Product 3] ~~\$XX.XX~~ if bought separately / **Bundle Price:** \$XX.XX / **You Save:** \$XX.XX ([X]%)"

Why Bundle: "Why Customers Love This Bundle: ✓ Complete [solution/routine/setup] ✓ Products work perfectly together ✓ Save [X]% vs. buying individually ✓ Everything you need in one order"

How It Works:

For BOGO: "**How Buy 2 Get 1 Free Works:** 1. Add 3 items to cart 2. Lowest-priced item automatically free 3. Discount applied at checkout. Mix and match any items in [category]!"

For Bundle: "**Get This Bundle:** - All 3 products included - Already discounted ([X]% off) - Ships together - [Additional benefit]. [Add Bundle to Cart]"

Create Your Own Bundle (if applicable): "**Or Build Your Own Bundle:** Choose any [X] items from [category]. Save [X]% automatically. [Build Your Bundle]"

6.6 Cart Abandonment Incentive Campaign

(See Section 2.1 - Abandoned Cart Email Sequence for complete structure)





Bonus: Quick E-Commerce Tools

B1. Product Benefit Bullet Generator

"Generate 5 benefit-focused bullet points for: [product name and features]. Focus on outcomes, not just features. Format: **BENEFIT** - How it delivers that benefit."

B2. Urgency/Scarcity Copy Generator

"Create 5 urgency statements for: [product/sale]. Context: [low stock/limited time/seasonal]. Make them honest and specific, not manipulative. Include timeframes or quantities where applicable."

B3. Social Proof Statement Writer

"Write 3 social proof statements for: [product]. Include: [number sold/rating/customer testimonial/time in business]. Make them specific and credible, not vague."

B4. Guarantee/Risk Reversal Copy

"Write a compelling guarantee or risk reversal statement for: [product/store]. Type: [money-back/satisfaction/warranty/free returns]. Make it clear what's guaranteed and for how long. Build confidence."

B5. Upsell Suggestion Copy

"Write upsell copy for: [product customer is buying]. Suggest: [complementary product]. Explain why they work together (2-3 sentences). Use format: 'Complete your order with...'. Keep it helpful, not pushy."

B6. Cross-Sell Product Description

"Write cross-sell copy for: [related product]. Context: Customer just viewed/bought [primary product]. Explain the connection and benefit of getting both (2-3 sentences). Format: 'Customers who bought [X] also love [Y]'"



B7. Gift Message Template

"Create a gift message template for: [occasion - birthday/thank you/congratulations]. Keep it 2-3 sentences, warm but not overly personal. Leave blanks for: [recipient name] and [sender name]."

B8. Size/Fit Recommendation Copy

"Write sizing guidance for: [product type and available sizes]. Customer info: [their measurements or usual size]. Provide specific recommendation with reasoning. Format: 'Based on your [measurements], we recommend [size] because [reason].'"

B9. Stock Alert Message

"Write a low-stock alert for: [product]. Context: [X items remaining]. Create urgency but don't be manipulative. Mention: limited quantity, popular item, may sell out. Keep it 1-2 sentences."

B10. Value Comparison Statement

"Write a value comparison for: [your product at \$X]. Compare to: [competitor/alternative at \$Y or typical market price]. Highlight: [key advantages that justify price difference]. Format: 'While [alternative] costs [price], [your product] offers [specific advantages] for [your price].'"



Pro E-Commerce Tips & Best Practices

Conversion Rate Optimization

Above the Fold Must-Haves:

- Clear product title
- Price (prominently)
- Primary product image
- Add to cart button
- Trust badges
- Stock status
- Shipping information

Reduce Friction:



- Guest checkout option
- Save cart for later
- Multiple payment methods
- Clear shipping costs upfront
- Easy size/quantity selection
- One-click reorder

Build Trust:

- Customer reviews (prominent)
 - Security badges
 - Return policy (visible)
 - Contact info easy to find
 - About us page
 - Social proof
-

Mobile Optimization

Critical for E-Commerce:

- 70%+ of traffic is mobile
 - Thumb-friendly buttons (44×44px minimum)
 - Large text (16px minimum)
 - Fast loading (3 seconds or less)
 - Easy navigation
 - Simple checkout
 - Mobile payment options
-

Email Marketing Best Practices

Segmentation Strategies:

- New subscribers (welcome series)
- First-time buyers (post-purchase)
- Repeat customers (VIP treatment)
- Inactive customers (win-back)
- High spenders (exclusive offers)
- Abandoned cart (recovery)

Email Frequency:

- New subscribers: 3-4 first week
- Active customers: 2-3 per week
- Inactive: 1 per week max



- Promotional: Not more than 1 sale/week
-

Customer Retention

Repeat Purchase Strategies:

- Loyalty program (points, rewards)
- Email sequences (educational, not always selling)
- Personalized recommendations
- Exclusive offers for repeat customers
- Subscription options
- Excellent customer service

Post-Purchase Experience:

- Thank you email (immediate)
 - Shipping updates (proactive)
 - Delivery confirmation (check in)
 - Review request (7-10 days after)
 - Replenishment reminder (30-60 days)
 - Complementary product suggestions
-

Seasonal Planning

Peak E-Commerce Seasons:

- Black Friday/Cyber Monday (plan 2 months ahead)
- Christmas/Holiday (start Nov 1)
- Back to School (Aug-Sep)
- Valentine's Day (Jan-Feb)
- Mother's Day (Apr-May)
- Father's Day (May-Jun)

Shipping Deadline Communication:

- Post deadlines 3 weeks before holiday
 - Email reminders: 2 weeks, 1 week, final day
 - Offer expedited shipping closer to deadline
 - Set realistic expectations
 - Communicate delays immediately
-

Metrics to Track



Essential E-Commerce Metrics:

- Conversion rate (visitors to buyers): 2-5% good
- Average order value (AOV): always improving
- Customer acquisition cost (CAC)
- Customer lifetime value (CLV)
- Cart abandonment rate: 60-80% normal
- Return rate: 10-30% depending on category

Email Metrics:

- Open rate: 20-40% good
 - Click-through: 2-5% good
 - Conversion: 2-5% of clicks
 - Unsubscribe: <0.5% okay
-

A/B Testing Priorities

Test These First:

1. Product page layout
2. Add to cart button (color, text, placement)
3. Product images (which image first)
4. Pricing display
5. Trust badges (which ones, where)
6. Checkout flow
7. Email subject lines
8. Promotional offers (% off vs. \$ off)

Testing Rules:

- Test one element at a time
 - Run tests minimum 2 weeks
 - Ensure statistical significance
 - Test during normal periods
 - Implement winners, keep testing
-

Platform-Specific Optimization

Shopify:

- Use Shopify Payments (lower fees)
- Enable Shop Pay (faster checkout)
- Optimize for mobile
- Use apps strategically (too many slow site)



Amazon:

- Optimize titles for Amazon search
- A+ Content (enhanced pages)
- Sponsored ads (increase visibility)
- FBA (faster shipping = better ranking)

Etsy:

- Use all 13 tags (improves search)
- Offer free shipping (ranks higher)
- Professional photos (Etsy is visual)
- Respond quickly (affects ranking)

Final Reminder:

E-commerce success comes from: ✓ Clear, compelling product presentation ✓ Frictionless buying experience ✓ Excellent customer service ✓ Building relationships, not just transactions ✓ Testing and optimizing constantly ✓ Authentic, trustworthy communication

Good luck with your online store! 🎉

End of E-Commerce AI Prompt Pack

Happy selling! 🛍️

