AI Marketing Prompt Kit — Starter (200 Prompts)

> **This is the Starter tier.** The Full Kit includes 500+ prompts plus four Notion templates (30-Day Content Calendar, 90-Day Content Calendar, Brand Strategy Workspace, Campaign Planner). Upgrade at [URL to be added].

How to Use This Pack

These prompts are engineered to produce specific, usable marketing outputs — not generic drafts you'll throw away. Each prompt specifies a role for the AI, a structural framework (PAS, AIDA, etc.), and clear variables you replace with your own details. The result is copy that actually sounds like it was written for your business.

To use a prompt: copy it, fill in every bracketed variable with your specific information, then paste into ChatGPT, Claude, or any AI writing tool. The more specific your variable inputs, the better your output. Don't leave variables vague — "freelance graphic designer charging $45/hr who works with SaaS startups" will always outperform "designer."

When the output needs refinement, don't start over — append a follow-up instruction like "Make the CTA more urgent" or "Shorten to 3 sentences" or "Rewrite the second paragraph to focus on the fear of missing out." These prompts are starting points for a conversation, not single-shot commands.

Table of Contents

Category 1: Ads (Facebook, Google, LinkedIn)

These prompts cover the full spectrum of paid advertising copy — from Facebook scroll-stopping hooks to Google search headlines to LinkedIn sponsored content. Each prompt targets a specific ad format, audience psychology framework, or campaign objective so you get output that's ready to test, not just a rough idea.

FB-01: Facebook Ad — PAS Framework (Pain-Agitate-Solution)

CONTEXT: Use when targeting a cold audience who doesn't know your brand. PAS works by identifying a pain point, amplifying the frustration, then positioning your offer as the relief. Best for awareness and consideration campaigns.

PROMPT: Act as a direct-response copywriter specializing in Facebook ads. Write a PAS-framework Facebook ad for [PRODUCT/SERVICE NAME]. Target audience: [TARGET AUDIENCE — e.g., "freelance graphic designers charging under $50/hr"]. Pain point: [CORE PAIN — e.g., "spending hours on client proposals that never convert"]. Agitate by describing the emotional and financial cost of this problem. Solution: position [PRODUCT/SERVICE NAME] as the fix. Include a primary text (up to 125 words), a short headline (under 40 characters), and a description (under 30 characters). End with a CTA button label from this list: [Learn More / Shop Now / Sign Up / Get Quote / Download].

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "ProposalKit" or "my Canva proposal template pack"
- [TARGET AUDIENCE] — e.g., "freelance graphic designers charging under $50/hr"
- [CORE PAIN] — e.g., "spending 3+ hours on proposals that clients ghost"
- [CTA BUTTON] — e.g., "Download"

EXPECTED OUTPUT: Three-part Facebook ad: primary text (pain → agitate → solution, ~100 words), a punchy headline under 40 characters, and a description line under 30 characters. Tone is empathetic but direct.

FB-02: Facebook Ad — AIDA Framework (Attention-Interest-Desire-Action)

CONTEXT: Use for warm audiences who've shown interest in your category but haven't purchased. AIDA moves methodically from grabbing attention to building rational desire to driving action.

PROMPT: Act as a conversion copywriter. Write an AIDA-framework Facebook ad for [PRODUCT/SERVICE NAME]. Target: [TARGET AUDIENCE]. The attention hook must address [ATTENTION HOOK — e.g., a surprising statistic or bold claim]. Interest section: explain what [PRODUCT/SERVICE NAME] does in one sentence. Desire section: list 3 specific benefits using "you" language. Action: one clear CTA sentence with urgency. Format: primary text (up to 150 words), headline (under 40 characters), and description (under 30 characters).

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "ContentKit AI prompt pack"
- [TARGET AUDIENCE] — e.g., "small business owners running their own social media"
- [ATTENTION HOOK] — e.g., "Most business owners waste 6 hours/week writing captions from scratch"

EXPECTED OUTPUT: A four-section Facebook ad (Attention/Interest/Desire/Action) in primary text format (~130 words), plus headline and description. Reads as natural copy, not a formulaic outline.

FB-03: Facebook Ad — Benefit-Driven (Feature → Benefit → Proof)

CONTEXT: Use when your product has specific, demonstrable features that translate to clear outcomes. Ideal for product-aware audiences who need to understand value before clicking.

PROMPT: Act as a product marketing copywriter. Write a benefit-driven Facebook ad for [PRODUCT/SERVICE NAME]. List 3 core features: [FEATURE 1], [FEATURE 2], [FEATURE 3]. For each feature, write: the feature name, the direct benefit to [TARGET AUDIENCE], and one line of social proof or specificity (stat, time saved, result). End with a single CTA sentence. Format: primary text only, under 150 words. Do not use bullet points — write in short punchy paragraphs.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "BrandKit Notion template"
- [TARGET AUDIENCE] — e.g., "freelancers onboarding new clients"
- [FEATURE 1/2/3] — e.g., "pre-built brand questionnaire / client portal / invoice tracker"

EXPECTED OUTPUT: A flowing paragraph-style Facebook ad (~130 words) that covers three feature-benefit-proof sequences and ends with a clear CTA. No bullet lists — reads like human ad copy.

FB-04: Facebook Retargeting Ad — Abandoned Consideration

CONTEXT: Use for people who visited your sales page or landing page but didn't buy. This audience is warm — they just need a nudge, an objection handled, or a reason to come back now.

PROMPT: Act as a retargeting ad specialist. Write a Facebook retargeting ad for [PRODUCT/SERVICE NAME] targeting people who visited [LANDING PAGE URL/DESCRIPTION — e.g., "the sales page for my AI prompt pack"] but didn't purchase. Acknowledge that they've seen the product without being creepy. Address the most likely objection: [TOP OBJECTION — e.g., "not sure if it's worth $47"]. Offer a compelling reason to return now: [INCENTIVE — e.g., "limited-time bonus: free email swipe file added to the bundle"]. Primary text under 100 words. Include headline and description.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [LANDING PAGE URL/DESCRIPTION] — e.g., "my prompt pack sales page"
- [TOP OBJECTION] — e.g., "not sure if AI-written copy will sound like me"
- [INCENTIVE] — e.g., "added 50 new prompts this week — same price"

EXPECTED OUTPUT: A conversational retargeting ad (~90 words primary text) that acknowledges prior interest, handles one objection, and gives a time-sensitive reason to return. Headline and description included.

FB-05: Facebook Video Ad Script (30 seconds)

CONTEXT: Use when running video ads on Facebook/Instagram. The first 3 seconds determine whether someone keeps watching — this prompt builds that hook first, then delivers the value, then closes.

PROMPT: Act as a video ad scriptwriter. Write a 30-second Facebook/Instagram video ad script for [PRODUCT/SERVICE NAME]. Structure: Hook (0-3 sec): one sentence that stops the scroll for [TARGET AUDIENCE]. Problem (3-10 sec): state the pain in 1-2 sentences. Solution (10-20 sec): show how [PRODUCT/SERVICE NAME] solves it —

describe what appears on screen. CTA (20-30 sec): tell viewer exactly what to do and why now. Include [VISUAL NOTE] directions in brackets. Tone: [TONE — e.g., "conversational and relatable, not salesy"].

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "ContentKit AI prompts"
- [TARGET AUDIENCE] — e.g., "coaches and consultants creating content"
- [TONE] — e.g., "energetic and direct" or "calm and authoritative"

EXPECTED OUTPUT: A timestamped 30-second video ad script with on-screen visual notes in brackets, voiceover text, and a clear CTA. Approximately 80-100 spoken words.

FB-06: Facebook Lead Gen Ad — Free Resource Offer

CONTEXT: Use to drive email list signups via Facebook Lead Gen forms. The offer must be clear and specific — vague "free guides" don't convert. This prompt builds copy around a specific lead magnet.

PROMPT: Act as a lead generation copywriter. Write a Facebook Lead Gen ad offering [LEAD MAGNET NAME — e.g., "a free PDF: 5 AI Prompts That Replace a $5K Copywriter"]. Target: [TARGET AUDIENCE]. Headline must communicate the specific value of the lead magnet in under 40 characters. Primary text (under 125 words): open with the core promise, state who it's for, list 3 specific things they'll get or learn, end with a low-friction CTA ("Grab it free" or "Download now"). Do not use "newsletter" or "subscribe" language.

VARIABLES TO CUSTOMIZE:

- [LEAD MAGNET NAME] — e.g., "5 AI Prompts That Replace a $5K Copywriter"
- [TARGET AUDIENCE] — e.g., "small business owners spending money on freelance copywriters"
- [3 SPECIFIC OUTCOMES] — e.g., "write a homepage headline / draft a launch email / create a week of social posts"

EXPECTED OUTPUT: A lead gen ad with headline (under 40 chars), primary text (~110 words), and description line. Tone emphasizes the free value, not the signup act. No spam-trigger language.

FB-07: Facebook Lookalike Audience Ad — Social Proof Driven

CONTEXT: Use for lookalike audience campaigns where the audience doesn't know your brand but is similar to buyers. Social proof (results, numbers, testimonials) builds instant credibility with cold-but-similar audiences.

PROMPT: Act as a social proof copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] targeting a lookalike audience similar to existing customers. Lead with a specific result or testimonial: [SOCIAL PROOF — e.g., "473 marketers used this to cut their content creation time in half"]. Follow with what the product is and who it's for. Include 2 more proof signals (star rating, customer count, specific outcome). End with CTA. Primary text under 125 words, headline under 40 characters.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [SOCIAL PROOF] — e.g., "312 buyers. 4.9 stars. 'I wrote a month of content in one afternoon.'"

EXPECTED OUTPUT: A proof-heavy Facebook ad (~110 words) that leads with credibility, explains the offer clearly, and closes with urgency or social momentum. Headline and description included.

FB-08: Facebook Ad — Urgency/Scarcity (Launch or Sale)

CONTEXT: Use during a product launch window, flash sale, or limited-time offer. Urgency must be specific and believable — "limited time" without a deadline doesn't work.

PROMPT: Act as a launch copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that creates genuine urgency around [DEADLINE/SCARCITY — e.g., "cart closes Friday at midnight" or "price increases from $27 to $47 on March 1"]. Primary text: acknowledge the limited window in the first line, state what they get, state what they lose if they wait, close with CTA. Under 100 words. Include a headline (under 40 chars) that leads with the deadline.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [DEADLINE/SCARCITY] — e.g., "launch price of $47 ends Sunday at midnight"
- [WHAT THEY LOSE] — e.g., "price goes up to $97 and the bonus email swipe file disappears"

EXPECTED OUTPUT: A ~90-word urgency-driven Facebook ad with deadline in the headline, clear stakes in the body, and a direct CTA. Tone is matter-of-fact, not hype-y.

FB-09: Facebook Ad — Before/After Transformation

CONTEXT: Use for products or services with a clear before/after outcome. Works especially well for productivity tools, courses, templates, and coaching. Visual contrast of states drives desire.

PROMPT: Act as a transformation copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] using a before/after format. Before state: [BEFORE — e.g., "spending 3 hours writing one email and second-guessing every word"]. After state: [AFTER — e.g., "30-minute email that sounds like you on your best day"]. Bridge: [PRODUCT/SERVICE NAME] is what gets them from before to after. Include: how it works (one sentence), who it's for, and CTA. Primary text under 125 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "ContentKit AI Prompt Pack"
- [BEFORE] — e.g., "posting random content and getting zero engagement"
- [AFTER] — e.g., "publishing a month of strategic content in one afternoon"

EXPECTED OUTPUT: A contrast-driven Facebook ad (~110 words) that paints the before state vividly, makes the after state aspirational, and positions the product as the bridge. Headline and description included.

FB-10: Facebook Ad — Question Hook (Curiosity-Led)

CONTEXT: Use when your target audience has a burning question they haven't found a good answer to. Question-led ads drive high CTR because the viewer feels the ad is for them specifically.

PROMPT: Act as a curiosity-driven copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that opens with a provocative question your [TARGET AUDIENCE] is secretly asking themselves: [QUESTION — e.g., "What would you do with 10 extra hours a week?"]. Paragraph 2: empathize with why they're asking. Paragraph 3: introduce [PRODUCT/SERVICE NAME] as the answer. Paragraph 4: one benefit, one social proof signal, one CTA. Primary text under 125 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"

- [TARGET AUDIENCE] — e.g., "solopreneurs managing their own marketing"

- [QUESTION] — e.g., "Why does everyone else seem to post content effortlessly?"

EXPECTED OUTPUT: A four-paragraph Facebook ad (~110 words) that opens with a resonant question, builds empathy, introduces the solution, and closes with a benefit-CTA. Conversational tone.

FB-11: Facebook Ad — Competitor Comparison (Without Naming Names)

CONTEXT: Use when your audience is actively comparing options. You can reference "other solutions" or "subscription tools" without naming competitors — positions your offer as superior on the dimensions that matter to your buyer.

PROMPT: Act as a positioning copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that contrasts it favorably with [CATEGORY OF COMPETITOR — e.g., "monthly subscription copywriting tools"]. Do not name specific competitors. Contrast on: [DIFFERENTIATOR 1 — e.g., "one-time payment vs. monthly fees"], [DIFFERENTIATOR 2 — e.g., "you own the prompts vs. losing access if you cancel"], [DIFFERENTIATOR 3 — e.g., "works with any AI tool vs. locked to one platform"]. End with CTA. Primary text under 125 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"

- [CATEGORY OF COMPETITOR] — e.g., "AI writing subscriptions charging $49/month"

- [DIFFERENTIATOR 1/2/3] — Your three strongest advantages

EXPECTED OUTPUT: A comparison-style Facebook ad (~110 words) that positions your offer as the smarter choice without attack-style language. Tone is confident and matter-of-fact.

FB-12: Facebook Ad — Story Format (Personal Narrative)

CONTEXT: Use when you want to build connection and trust before the pitch. Story ads have lower immediate CTR but higher engagement and purchase rates from warm audiences. Best used after initial awareness campaigns.

PROMPT: Act as a storytelling copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] using a personal narrative structure. Story: [CHARACTER — e.g., "a freelancer"] faced [PROBLEM]. They tried [FAILED SOLUTION]. Then they found [PRODUCT/SERVICE NAME]. Result: [SPECIFIC OUTCOME]. Lesson: one sentence that makes the reader see themselves in the story. CTA: invite them to get the same result. Primary text 150-200 words. First-person or third-person voice: [VOICE].

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [CHARACTER] — e.g., "a solopreneur running three client accounts"
- [PROBLEM] — e.g., "no time to write content that actually sounds professional"
- [FAILED SOLUTION] — e.g., "paid $300/month for Jasper but still had to rewrite everything"
- [SPECIFIC OUTCOME] — e.g., "cut content creation from 6 hours to 45 minutes a week"

EXPECTED OUTPUT: A 150-200 word narrative Facebook ad with a clear story arc (problem → failed solution → discovery → result) and a CTA that invites the reader into the same transformation.

FB-13: Facebook Ad — Objection Crusher

CONTEXT: Use for audiences who've been exposed to your offer but haven't converted. This ad format directly names the objection and demolishes it before asking for the click.

PROMPT: Act as an objection-handling copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] targeting people who have the objection: "[OBJECTION — e.g., 'AI copy doesn't sound like me']". Open by naming the objection directly. Then systematically dismantle it with: [COUNTERPOINT 1], [COUNTERPOINT 2], and [SOCIAL PROOF OR EXAMPLE]. Close with a low-risk CTA that reduces perceived risk: [LOW-RISK CTA — e.g., "Try one prompt free before you buy"]. Primary text under 125 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [OBJECTION] — e.g., "I'm not technical enough to use AI prompts"
- [COUNTERPOINT 1/2] — e.g., "no tech skills needed / copy-paste format"
- [LOW-RISK CTA] — e.g., "Download 5 free prompts and see for yourself"

EXPECTED OUTPUT: A 110-word objection-busting Facebook ad that opens with the named objection, provides a two-step logical rebuttal, and closes with a risk-reducing CTA.

FB-14: Facebook Ad — Price Anchor (Justify the Investment)

CONTEXT: Use when your product has a price point that feels high relative to competing free options. Anchoring against the cost of alternatives (freelancers, subscriptions, time) reframes price as a bargain.

PROMPT: Act as a price-justification copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] priced at [PRICE — e.g., "$47"]. Anchor the price against: [ALTERNATIVE 1 COST — e.g., "hiring a copywriter: $500+ per project"] and [ALTERNATIVE 2 COST — e.g., "Jasper subscription: $49/month = $588/year"]. Show the math explicitly. Then state what [PRICE] actually gets them. CTA must mention the price to qualify buyers. Primary text under 125 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [PRICE] — e.g., "$47 one-time"
- [ALTERNATIVE 1 COST] — e.g., "a freelance copywriter charges $150-500 per ad"
- [ALTERNATIVE 2 COST] — e.g., "$49/month AI tools = $588/year"

EXPECTED OUTPUT: A price-anchoring Facebook ad (~110 words) that makes $47 (or your price) feel like an obvious no-brainer by contrast with real alternatives. Headline includes the price.

FB-15: Facebook Ad — Social Currency ("What Buyers Are Saying")

CONTEXT: Use user-generated quote-style social proof to make an ad feel like a peer recommendation rather than brand messaging. Works best when you have real testimonial language to draw from.

PROMPT: Act as a testimonial ad copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that opens with a paraphrased or real customer quote: "[TESTIMONIAL QUOTE — e.g., 'I wrote a week of content in 20 minutes. This thing is stupid easy.']". Follow with: who said it ([BUYER PERSONA — e.g., "freelance marketer, 3 years experience"]), what they used the product for, and 2 more supporting proof points. CTA. Primary text under 125 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TESTIMONIAL QUOTE] — Use a real quote or write a plausible representative one
- [BUYER PERSONA] — e.g., "agency owner managing 5 client accounts"

EXPECTED OUTPUT: A testimonial-led Facebook ad (~110 words) that opens with a customer voice, grounds it with persona detail, and layers in additional social proof before the CTA.

GOOG-01: Google Search Ad — Responsive Ad Headlines (15 variants)

CONTEXT: Use when building a Google Responsive Search Ad. Google requires 8-15 headlines (30 chars each) and combines them algorithmically. This prompt generates 15 headline variants across intent signals: problem-aware, solution-aware, and brand-aware.

PROMPT: Act as a Google Ads copywriter. Write 15 responsive search ad headlines (max 30 characters each) for [PRODUCT/SERVICE NAME]. Target keyword: [TARGET KEYWORD — e.g., "AI marketing prompts"]. Distribute across: 5 problem-aware headlines (speak to the pain), 5 solution-aware headlines (speak to the feature/outcome), 5 action/CTA headlines (drive the click). Label each with its intent type. Include [PRICE — e.g., "$47 one-time"] in at least 2 headlines if it fits within 30 characters.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET KEYWORD] — e.g., "ChatGPT marketing prompts" or "AI copywriting templates"
- [PRICE] — e.g., "$47"

EXPECTED OUTPUT: 15 labeled headlines in a numbered list, each under 30 characters, covering three intent categories. Ready to paste directly into Google Ads headline fields.

GOOG-02: Google Search Ad — Descriptions (4 variants)

CONTEXT: Google Responsive Search Ads require 2-4 descriptions (up to 90 characters each). This prompt generates 4 description variants that cover different angles: urgency, benefit, social proof, and feature-focus.

PROMPT: Act as a Google Ads copywriter. Write 4 responsive search ad descriptions (max 90 characters each) for [PRODUCT/SERVICE NAME]. One description each for: (1) primary benefit, (2) social proof signal, (3) urgency/offer, (4) feature differentiation vs. competitors. Each must include a CTA or action phrase. Target keyword: [TARGET KEYWORD]. Label each by angle.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET KEYWORD] — e.g., "marketing prompt templates"
- [SOCIAL PROOF] — e.g., "500+ buyers, 4.9 stars"
- [OFFER] — e.g., "Launch price $47 — one-time, not a subscription"

EXPECTED OUTPUT: 4 labeled descriptions (90 chars each) ready for Google RSA description fields. Each takes a distinct angle to maximize Ad Strength score.

GOOG-03: Google Shopping Ad Description

CONTEXT: Use for Google Shopping campaigns promoting a digital product. Shopping descriptions must be factual and keyword-rich while still being compelling within 500-1000 character limits.

PROMPT: Act as a Google Shopping ad copywriter. Write a product description for [PRODUCT/SERVICE NAME] for use in Google Merchant Center. Include: primary category keyword [KEYWORD], 3 specific features, 1 outcome or result, and format/delivery details. Length: 150-500 characters. Do not use promotional language ("best," "amazing") — Google Shopping rejects superlatives. Write factually but compellingly.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit — 500+ Prompts"
- [KEYWORD] — e.g., "ChatGPT marketing prompts PDF download"
- [3 FEATURES] — e.g., "500+ prompts / 8 categories / instant download"

EXPECTED OUTPUT: A 150-500 character Google Shopping product description that is keyword-rich, factual, and highlights specific features and delivery format.

GOOG-04: Google Display Ad Copy — Banner Set (3 sizes)

CONTEXT: Use when running Google Display Network campaigns. Display ads need ultra-short headline + description combos that work at multiple sizes (300x250, 728x90, 160x600). This generates copy for three standard sizes.

PROMPT: Act as a display ad copywriter. Write Google Display ad copy for [PRODUCT/SERVICE NAME] in three formats: (1) 300x250 rectangle: headline (25 chars), body (90 chars), CTA button (15 chars). (2) 728x90 leaderboard: headline (25 chars), body (45 chars), CTA (15 chars). (3) 160x600 skyscraper: headline (25 chars), body (90 chars), CTA (15 chars). Core message: [CORE MESSAGE — e.g., "stop wasting time on copy — use AI prompts that actually work"].

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [CORE MESSAGE] — e.g., "Replace your copywriter with AI prompts that actually convert"

EXPECTED OUTPUT: Three display ad copy sets formatted clearly by size, with headline/body/CTA labeled. Each set is character-count compliant and can go directly to a designer.

GOOG-05: Google Ads — Performance Max Asset Set

CONTEXT: Google Performance Max campaigns require a full asset set: headlines, descriptions, long headlines, and business name. This prompt generates a complete, campaign-ready asset set.

PROMPT: Act as a Google Performance Max specialist. Create a complete asset set for [PRODUCT/SERVICE NAME]: (1) 15 headlines, max 30 characters each. (2) 5 long headlines, max 90 characters each. (3) 4 descriptions, max 90 characters each. (4) Business name (max 25 characters). Target search intent: [SEARCH INTENT — e.g., "people searching for AI copywriting tools"]. Ensure headlines don't overlap in meaning. Label all sections.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "ContentKit AI Prompts"
- [SEARCH INTENT] — e.g., "marketers looking for AI writing prompt packs"

EXPECTED OUTPUT: A structured asset set with all four sections labeled and character counts noted. Ready for direct import into Google Performance Max campaign.

LI-01: LinkedIn Sponsored Content Ad — Thought Leadership

CONTEXT: Use for LinkedIn campaigns targeting B2B audiences. LinkedIn users respond to insight and expertise, not hard sells. This prompt leads with a valuable insight, then naturally introduces your product.

PROMPT: Act as a LinkedIn B2B ad copywriter. Write a sponsored content ad for [PRODUCT/SERVICE NAME] targeting [JOB TITLE/AUDIENCE — e.g., "marketing managers at SMBs"]. Open with a counterintuitive insight or statistic about [TOPIC — e.g., "AI adoption in marketing teams"]. Develop the insight in 2-3 sentences. Then bridge to how [PRODUCT/SERVICE NAME] addresses this. End with a soft CTA (e.g., "See how" or "Download the kit"). Primary text: 150 words max. Tone: professional but conversational, not corporate.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [JOB TITLE/AUDIENCE] — e.g., "freelance marketers and solopreneurs"
- [TOPIC] — e.g., "why most marketers use AI inefficiently"

EXPECTED OUTPUT: A 150-word LinkedIn sponsored content ad that leads with genuine value, establishes credibility, and closes with a soft CTA. Professional tone, no buzzword salad.

LI-02: LinkedIn Lead Gen Form Ad — Gated Resource

CONTEXT: Use to drive LinkedIn Lead Gen Form submissions (name + email pre-filled from profile). Offer must have high perceived professional value — whitepapers, templates, and toolkits work better than "free guides."

PROMPT: Act as a LinkedIn lead gen copywriter. Write an ad promoting [LEAD MAGNET NAME — e.g., "The AI Marketing Toolkit: 5 Prompts for Better Campaign Copy"]. Target: [JOB TITLE/AUDIENCE]. Headline (70 chars max): state the specific value. Primary text (150 words): open with the business problem this resource solves, name 3 specific things the download includes, and explain the professional outcome. CTA label: [CTA — e.g., "Download Free" or "Get the Toolkit"]. Tone: expert-to-expert, not brand-to-consumer.

VARIABLES TO CUSTOMIZE:

- [LEAD MAGNET NAME] — e.g., "5 AI Prompts That Cut Your Campaign Setup Time in Half"
- [JOB TITLE/AUDIENCE] — e.g., "marketing directors at 10-50 person companies"
- [3 SPECIFIC INCLUSIONS] — e.g., "ad copy framework / email sequence template / landing page checklist"

EXPECTED OUTPUT: A LinkedIn Lead Gen ad with labeled headline (70 chars), primary text (~140 words), and CTA label. Professional tone appropriate for C-suite and senior marketing roles.

LI-03: LinkedIn InMail — Cold Outreach for Digital Product

CONTEXT: Use for LinkedIn Sponsored InMail targeting professionals who match your ICP. InMail must feel personally written — mass-blast language kills response rates. Keep it short and make the ask small.

PROMPT: Act as a LinkedIn InMail copywriter. Write a sponsored InMail for [PRODUCT/SERVICE NAME] targeting [JOB TITLE — e.g., "marketing consultants running their own practice"]. Subject line (60 chars max): make it feel personal and relevant. Body (300 words max): reference something specific about their role, identify the problem [PRODUCT/SERVICE NAME] solves for people in their position, describe the offer in 2 sentences, and make the ask: [SMALL ASK — e.g., "Would it be useful? Here's the link"]. No pressure language. Signed from: [SENDER NAME/ROLE].

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [JOB TITLE] — e.g., "freelance marketing consultants"
- [SMALL ASK] — e.g., "Here's a free sample — let me know if it's useful"
- [SENDER NAME/ROLE] — e.g., "the ContentKit team"

EXPECTED OUTPUT: A LinkedIn InMail with subject line (under 60 chars) and body (under 300 words) that reads as a personal message, not a sales blast. Soft close with a small, specific ask.

LI-04: LinkedIn Text Ad — Compact B2B

CONTEXT: Use for LinkedIn Text Ads (right-rail desktop ads). These are tiny — just a headline and 2 lines of text — so every word must earn its place. They work best for high-intent, solution-aware audiences.

PROMPT: Act as a LinkedIn Text Ad copywriter. Write 3 variants of LinkedIn Text Ads for [PRODUCT/SERVICE NAME] targeting [AUDIENCE]. Each variant: headline (25 chars max), description (75 chars max). Variant 1: benefit-led. Variant 2: problem-led. Variant 3: social proof-led. Label each variant and provide character counts.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [AUDIENCE] — e.g., "marketing consultants and agency owners"

EXPECTED OUTPUT: Three LinkedIn Text Ad variants, each with headline and description. Labeled by approach (benefit/problem/proof) with character counts confirmed. Ready for direct upload.

LI-05: LinkedIn Single Image Ad — Case Study Format

CONTEXT: Use when you have a specific result or outcome to highlight. Case study format (before → after → how) outperforms generic benefit claims on LinkedIn because it shows evidence, not assertion.

PROMPT: Act as a LinkedIn case study ad writer. Write a LinkedIn Single Image Ad for [PRODUCT/SERVICE NAME] structured as a micro case study. Subject: [CUSTOMER TYPE — e.g., "a freelance marketer"]. Problem they had: [PROBLEM]. What they used: [PRODUCT/SERVICE NAME]. Specific result: [RESULT — e.g., "cut content creation time by 70% in week one"]. Primary text (150 words): tell the story in third person. Headline (70 chars): state the result. CTA: [CTA — e.g., "Get the same result"].

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [CUSTOMER TYPE] — e.g., "an agency owner managing 8 clients"
- [PROBLEM] — e.g., "spending 10+ hours/week writing ad copy from scratch"
- [RESULT] — e.g., "cut ad creation time by 65%, increased CTR by 40%"

EXPECTED OUTPUT: A 150-word LinkedIn case study ad in primary text, plus a result-led headline (70 chars) and CTA. Tone is factual and outcome-focused, not hype-driven.

Category 2: Emails

Welcome sequences, abandoned cart, re-engagement, promotional, nurture, cold outreach — this category covers every email type in a full marketing funnel. Each prompt builds a complete email, not a template with blanks to fill.

EM-01: Welcome Email — Single-Product Purchase

CONTEXT: Use immediately after a customer purchases your product. The post-purchase welcome email has the highest open rate of any email in your sequence — this is your chance to confirm the decision, set expectations, and begin building a relationship.

PROMPT: Act as a customer success email writer. Write a post-purchase welcome email for a buyer of [PRODUCT NAME]. Subject line: confirm their great decision without being sycophantic. Body structure: (1) delivery confirmation — where to find [PRODUCT NAME], (2) quick-start instruction — the one thing to do first, (3) set expectations for what's inside, (4) invite them to reply with questions. Tone: warm, direct, competent — like a knowledgeable friend handing something over. Under 200 words. Include subject line, preview text, and body.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [DELIVERY METHOD] — e.g., "the download link below" or "your Notion workspace URL"
- [QUICK-START INSTRUCTION] — e.g., "open Category 1 and run the first prompt — takes 5 minutes"

EXPECTED OUTPUT: A welcome email with subject line, preview text, and body (~180 words). Warm and functional — confirms purchase, delivers access, sets next action clearly.

EM-02: Welcome Sequence Email 2 — "How to Get Results Fast"

CONTEXT: Send 24-48 hours after purchase. Most buyers don't use products they buy within the first 48 hours — this email activates them by giving a specific, simple action that produces an immediate result.

PROMPT: Act as a product activation email writer. Write a Day 2 welcome sequence email for [PRODUCT NAME] buyers. Goal: get them to use the product and get one quick win before they forget about it. Structure: (1) acknowledge they just bought, (2) give them one specific, easy action to take in 10 minutes, (3) tell them exactly what result they'll get from that action, (4) soft CTA to reply with their result. Under 200 words. Subject line must create urgency without being spammy.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [QUICK WIN ACTION] — e.g., "open the Ads category, grab prompt FB-01, paste it in ChatGPT with your product details"
- [RESULT] — e.g., "you'll have a ready-to-test Facebook ad in under 5 minutes"

EXPECTED OUTPUT: A Day 2 activation email (~175 words) with subject line, preview text, and body. Focused on getting the buyer one specific quick win that proves product value.

EM-03: Welcome Sequence Email 3 — Social Proof + Upsell

CONTEXT: Send Day 4-5 of welcome sequence. By now the buyer has used the product at least once. This email reinforces their decision with social proof and makes a soft, natural upsell to the next tier.

PROMPT: Act as a retention and upsell email writer. Write a Day 5 email for [LOWER-TIER PRODUCT] buyers. Structure: (1) ask if they've tried the product yet — share a relatable buyer experience, (2) share 2-3 buyer results (paraphrased or representative testimonials), (3) soft mention that buyers who upgrade to [UPPER-TIER PRODUCT] get [UPGRADE BENEFIT — e.g., "300 more prompts + 4 Notion templates"], (4) upgrade CTA (not pushy — "if you want more"). Under 250 words.

VARIABLES TO CUSTOMIZE:

- [LOWER-TIER PRODUCT] — e.g., "AI Marketing Prompt Kit — Starter"
- [UPPER-TIER PRODUCT] — e.g., "Full Kit"
- [UPGRADE BENEFIT] — e.g., "300 more prompts, 4 Notion templates, and video script category"

EXPECTED OUTPUT: A Day 5 social proof + soft upsell email (~225 words) with subject line and body. Reads like a helpful follow-up, not a sales pitch. Upsell is mentioned but not pushed.

EM-04: Abandoned Cart Email 1 — Reminder (Soft)

CONTEXT: Send 1-2 hours after cart abandonment. The first abandoned cart email should be a gentle, no-pressure reminder — they may have simply gotten distracted. No urgency tactics yet.

PROMPT: Act as an abandoned cart email specialist. Write a soft abandoned cart email for [PRODUCT NAME] priced at [PRICE]. The buyer added to cart but didn't complete purchase. Tone: friendly and helpful, as if they left something behind by mistake. Body: (1) remind them what's in their cart with 2 key benefits, (2) make completing the purchase frictionless with a direct link, (3) offer to answer questions (reply or support email). No urgency language. Under 150 words. Include subject line.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [PRICE] — e.g., "$47"
- [2 KEY BENEFITS] — e.g., "500+ prompts across 8 categories / works with any AI tool"

EXPECTED OUTPUT: A soft cart abandonment email (~130 words) with subject line and body. No urgency tactics — just a helpful reminder with a direct link back to cart. Conversational tone.

EM-05: Abandoned Cart Email 2 — Objection Handler

CONTEXT: Send 24 hours after first abandonment email. This email handles the most likely reason they didn't buy — without being presumptuous. Name the objection directly and dissolve it.

PROMPT: Act as an objection-handling email copywriter. Write a second abandoned cart email for [PRODUCT NAME]. It's been 24 hours since they added to cart. This email must address the most likely objection: [MOST LIKELY OBJECTION — e.g., "not sure if AI prompts will sound like my brand"]. Acknowledge the hesitation with empathy. Provide specific counterpoint. End with return-to-cart CTA and a brief guarantee mention. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [MOST LIKELY OBJECTION] — e.g., "wondering if they'll actually use it"

- [COUNTERPOINT] — e.g., "the prompts are fill-in-the-blank — not AI guesswork"
- [GUARANTEE] — e.g., "30-day money-back guarantee"

EXPECTED OUTPUT: A 175-word second cart abandonment email with subject line that handles one specific objection and closes with a risk-reduced CTA. Empathetic, not pressuring.

EM-06: Abandoned Cart Email 3 — Final Urgency

CONTEXT: Send 48-72 hours after abandonment. Final email in the cart sequence. Now you can apply urgency — either a deadline, a price reminder, or a "last chance" framing. Be direct about it.

PROMPT: Act as a cart recovery urgency email writer. Write a final abandoned cart email for [PRODUCT NAME]. Urgency mechanism: [URGENCY — e.g., "launch price of $47 ends Friday at midnight" or "we're removing the bonus in 24 hours"]. Subject line: lead with the deadline. Body: state what they're about to miss, give them a direct path back to purchase, end with a clear expiry statement. Under 150 words. No soft language — this is the last email in the sequence.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [URGENCY] — e.g., "price increases to $67 at midnight tonight"
- [WHAT THEY LOSE] — e.g., "the early-buyer price and the bonus email swipe file"

EXPECTED OUTPUT: A final cart abandonment email (~130 words) with a deadline-led subject line and direct, urgent body copy. Last call tone — no apologies, clear deadline, direct CTA.

EM-07: Welcome Email — Lead Magnet Delivery

CONTEXT: Use immediately when someone downloads your free lead magnet. This email delivers the resource, introduces the brand, and plants the seed for the paid product — without pitching too early.

PROMPT: Act as a lead magnet delivery email writer. Write the delivery email for [LEAD MAGNET NAME — e.g., "5 AI Prompts That Replace a $5K Copywriter"]. Structure: (1) deliver the resource immediately (link or attachment), (2) one sentence on how to use it for

maximum value, (3) brief brand introduction — who you are and what you do, (4) tease what's coming next in the email sequence (not a sales pitch yet). Under 175 words. Warm, no-pressure tone.

VARIABLES TO CUSTOMIZE:

- [LEAD MAGNET NAME] — e.g., "5 AI Prompts That Replace a $5K Copywriter"
- [DOWNLOAD LINK/ATTACHMENT] — add your actual download URL
- [BRAND INTRO] — e.g., "I build tools that help marketers work smarter with AI"
- [TEASE] — e.g., "tomorrow I'll send you the #1 prompt type that gets results every time"

EXPECTED OUTPUT: A lead magnet delivery email (~160 words) with subject line and body. Delivers the resource immediately, introduces brand lightly, and teases email #2 without selling.

EM-08: Nurture Email 1 — Education (Teach, Don't Sell)

CONTEXT: Send Day 2-3 of lead magnet nurture sequence. The goal is to deliver standalone value — teach something useful — while subtly establishing that you know what you're talking about. No sales pitch in this email.

PROMPT: Act as an educational email writer. Write a nurture email that teaches [TOPIC — e.g., "why most AI marketing prompts fail (and what to do instead)"]. Teach the lesson in 250-300 words: (1) name the common mistake, (2) explain why it happens, (3) give a specific fix, (4) optional: connect to your product in one final sentence only. Subject line should promise the lesson, not tease the product. No CTA to buy.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — e.g., "the one structural mistake that makes AI-written copy sound robotic"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit" (mention once, at end, optionally)

EXPECTED OUTPUT: A 250-300 word educational nurture email with subject line. Standalone value — reader benefits from opening this whether they ever buy or not. Product mentioned at most once and not promotionally.

EM-09: Nurture Email 2 — Case Study / Mini Story

CONTEXT: Send Day 4-5 of nurture sequence. Stories convert better than facts because they create identification — readers project themselves into the character's situation. Use a buyer story to show transformation.

PROMPT: Act as a story-driven email writer. Write a nurture email featuring a mini case study for [PRODUCT NAME]. Character: [BUYER TYPE — e.g., "a freelance marketer managing 4 client accounts"]. Problem they had. What they tried that didn't work. Discovery of [PRODUCT NAME]. One specific result. Lesson for the reader. Under 300 words. Soft CTA at end: invite reader to try [PRODUCT NAME] if they recognize themselves in the story.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BUYER TYPE] — e.g., "a solopreneur building a personal brand"
- [SPECIFIC RESULT] — e.g., "wrote a month of social content in 90 minutes"

EXPECTED OUTPUT: A 275-word narrative nurture email with subject line. Tells a complete buyer transformation story with a soft product CTA. Reads like a genuine account, not a testimonial quote.

EM-10: Nurture Email 3 — Social Proof Roundup

CONTEXT: Send Day 6-7 of nurture sequence. After delivering value and telling a story, show breadth of social proof — different buyer types, different use cases, different outcomes. Builds confidence across audience segments.

PROMPT: Act as a social proof email writer. Write a nurture email titled something like "Here's what [NUMBER] buyers are saying about [PRODUCT NAME]." Feature 4-5 short representative quotes from different buyer types: [BUYER TYPE 1], [BUYER TYPE 2], [BUYER TYPE 3], [BUYER TYPE 4]. Each quote: 2 sentences, specific outcome, attributed to buyer type. After quotes: one-paragraph synthesis. CTA: invite reader to try it with guarantee mentioned. Under 300 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NUMBER] — e.g., "400+" — use real numbers
- [BUYER TYPES] — e.g., "freelancer / agency owner / coach / startup marketer"

EXPECTED OUTPUT: A 275-word social proof email with subject line featuring 4-5 attributed quotes from diverse buyer types and a guarantee-backed CTA. Reads as evidence, not marketing.

EM-11: Nurture Email 4 — Objection FAQ

CONTEXT: Send Day 8-9 of nurture sequence. By now subscribers have received value but haven't purchased. Address the top 3 objections directly in a FAQ format — removes decision friction without being pushy.

PROMPT: Act as an FAQ email writer. Write a nurture email that addresses the top 3 purchase objections for [PRODUCT NAME] in Q&A format. Objection 1: [OBJECTION 1 — e.g., "I'm not sure I'll actually use it"]. Objection 2: [OBJECTION 2 — e.g., "I don't know if AI copy will sound like me"]. Objection 3: [OBJECTION 3 — e.g., "Is $47 really worth it?"]. Answer each honestly and specifically — don't dismiss the concern, resolve it. CTA with guarantee at end. Under 350 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [OBJECTION 1/2/3] — use actual objections from your audience (sales page comments, direct replies, etc.)

EXPECTED OUTPUT: A 325-word FAQ-style nurture email with 3 honest objection responses and a risk-reversed CTA. Tone is transparent and direct — reads as authentic problem-solving, not sales spin.

EM-12: Nurture Email 5 — Final Ask (Last Chance)

CONTEXT: Send Day 10-12 of nurture sequence. Final promotional email. Be direct about the ask — by now the reader knows who you are and what you sell. A clear, honest final ask outperforms another value email.

PROMPT: Act as a closing email copywriter. Write the final promotional email in a nurture sequence for [PRODUCT NAME]. This is the last pitch email. Be direct: acknowledge they've received several emails, say you won't keep selling this, and make the final case clearly. Include: what they get, the price, the guarantee, and a direct CTA. Any final urgency: [URGENCY — e.g., "price increases at end of this week" or "no urgency — just making the final ask"]. Under 250 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [URGENCY] — e.g., "price stays at $47 this week — I may raise it after the launch period"

EXPECTED OUTPUT: A 225-word final sequence email with direct, honest close. Acknowledges it's the last pitch email, makes a clear and specific case, and ends with a guarantee-backed CTA. No more emails after this.

EM-13: Promotional Email — Flash Sale

CONTEXT: Use for a 48-72 hour flash sale to an existing email list. Primes buyers with a specific discount or bonus, creates urgency with a hard deadline. Works best sent to non-buyers on your list.

PROMPT: Act as a flash sale email copywriter. Write a flash sale announcement email for [PRODUCT NAME]. Sale details: [DISCOUNT OR BONUS — e.g., "30% off" or "buy Full Kit, get email swipe file free"]. Duration: [DURATION — e.g., "48 hours — ends [DAY] at midnight"]. Structure: (1) announce the sale clearly in subject line and first line, (2) remind them what [PRODUCT NAME] is and does, (3) state the sale terms explicitly, (4) CTA with countdown language. Under 200 words. Subject line must include the sale term.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [DISCOUNT OR BONUS] — e.g., "30% off — $47 drops to $33"
- [DURATION] — e.g., "48 hours — ends Thursday at midnight EST"

EXPECTED OUTPUT: A 175-word flash sale email with sale-leading subject line, clear offer terms, product reminder, and countdown CTA. No fluff — every sentence serves the sale.

EM-14: Promotional Email — New Content/Update Announcement

CONTEXT: Use when you add significant new content to an existing product — new prompts, new templates, new categories. Existing buyers get value; non-buyers get a new reason to purchase.

PROMPT: Act as a product update email writer. Write an update announcement email for [PRODUCT NAME]. What's new: [UPDATE — e.g., "100 new prompts added across 3 categories + new video scripts section"]. For existing buyers: how to access the update (if

applicable). For non-buyers: frame the update as an expanded offer at the same price. CTA: invite non-buyers to get everything now. Subject: lead with what's new, not "update announcement." Under 225 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [UPDATE] — e.g., "Added: 50 new video script prompts, 30 new SEO prompts, and a brand new Email category"
- [ACCESS INSTRUCTIONS] — for existing buyers: "your download link is the same — re-download for the updated file"

EXPECTED OUTPUT: A 200-word product update email that rewards existing buyers and creates a fresh purchase trigger for non-buyers. Subject leads with the new content, not housekeeping language.

EM-15: Promotional Email — Re-Engagement (Inactive Subscribers)

CONTEXT: Use for subscribers who haven't opened in 60-90 days. The goal is to either re-engage them or identify them for list cleaning. Be direct about the re-engagement ask — vague "we miss you" emails don't work.

PROMPT: Act as a re-engagement email specialist. Write a re-engagement email for [BRAND NAME] subscribers who haven't opened in 60+ days. Format: (1) acknowledge directly ("You haven't heard from us in a while — that's fair"), (2) give them a specific reason to stay on the list, (3) offer something of value to re-engage: [RE-ENGAGEMENT OFFER — e.g., "free prompt sample PDF"], (4) include a "stay subscribed" CTA and a "unsubscribe" link explicitly offered. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [RE-ENGAGEMENT OFFER] — e.g., "5 free prompts from the kit, no purchase needed"

EXPECTED OUTPUT: A 175-word re-engagement email that's honest about the gap, makes a clear value offer, and gives subscribers an easy choice to stay or go without pressure.

EM-16: Cold Outreach Email — B2B Prospecting

CONTEXT: Use for cold email outreach to a list of qualified prospects. The goal is not to sell — it's to start a conversation. Most cold emails fail because they lead with the pitch. Lead with the prospect's problem.

PROMPT: Act as a B2B cold email specialist. Write a cold outreach email for [PRODUCT/SERVICE NAME] targeting [TARGET COMPANY TYPE — e.g., "marketing agencies with 5-15 employees"]. Subject line: reference something specific about their role or company type. Body (150 words max): (1) one sentence on who you are, (2) identify a specific problem they likely have, (3) one sentence on what [PRODUCT/SERVICE NAME] does about it, (4) one specific result or proof, (5) small ask: [ASK — e.g., "Is this relevant to your team? Happy to send a sample."]. No pitch deck. No calendar link in the first email.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit — agency bundle"
- [TARGET COMPANY TYPE] — e.g., "boutique marketing agencies handling multiple client accounts"
- [ASK] — e.g., "Would it be worth a look? I can send you 10 prompts relevant to agency work."

EXPECTED OUTPUT: A 140-word cold email with subject line and body. Leads with prospect problem, not product pitch. Ends with a small, easy ask — not a calendar link or full pitch.

EM-17: Cold Outreach Email — Follow-Up Sequence (3 emails)

CONTEXT: Use for the 2nd and 3rd follow-up emails in a cold outreach sequence. Most cold email replies come from follow-ups, not the initial email. Each follow-up must add new value, not just ask "did you see my last email?"

PROMPT: Act as a cold email follow-up specialist. Write a 3-email follow-up sequence following a cold email for [PRODUCT/SERVICE NAME]. Email 1 (Day 3): add one new piece of value — a specific insight, stat, or result from a similar company type. Email 2 (Day 7): try a different angle — address a different pain point than the original email. Email 3 (Day 14): polite final ask — acknowledge this is the last email, make it easy to reply even with a "not now." Each email: under 100 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"

- [NEW VALUE — Email 1] — e.g., a specific result from your customer data
- [DIFFERENT PAIN — Email 2] — e.g., if original was about time, try quality or cost

EXPECTED OUTPUT: Three follow-up emails (under 100 words each) with subject lines that don't start with "Re:" or "Following up." Each adds new value or a new angle, not just a repetition of the original ask.

EM-18: Referral Request Email — Existing Buyers

CONTEXT: Use to activate word-of-mouth from satisfied buyers. Best sent 7-14 days after purchase when buyers have used the product and formed an opinion. Referral emails work when they make sharing easy and specific.

PROMPT: Act as a referral program email writer. Write an email to existing buyers of [PRODUCT NAME] asking for a referral. Tone: warm and appreciative. Structure: (1) brief appreciation for their purchase, (2) ask if they know someone who would benefit, (3) make sharing easy: provide a pre-written message they can forward or a link they can share, (4) optional incentive: [INCENTIVE — e.g., "they get $5 off with your link" or "no incentive — just asking"]. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PRE-WRITTEN MESSAGE] — e.g., "Hey — I've been using this AI prompt kit for my marketing. It's actually saved me hours. Here's the link if you want to check it out: [URL]"
- [INCENTIVE] — optional — describe or remove

EXPECTED OUTPUT: A 175-word referral request email with subject line that makes sharing feel natural and easy. Includes a pre-written shareable message. Not transactional — feels like a genuine ask between peers.

EM-19: Email Subject Line Battery — 20 Variants

CONTEXT: Use when testing subject lines for any promotional email. Having 20 variants across different psychological triggers lets you A/B test systematically rather than guessing. This prompt generates a complete subject line test battery.

PROMPT: Act as a subject line specialist. Write 20 email subject line variants for a promotional email about [PRODUCT NAME — e.g., "AI Marketing Prompt Kit launch"]. Generate 4 variants each of 5 types: (1) curiosity-gap, (2) direct benefit, (3) urgency/deadline, (4) social proof, (5) question. Each subject line under 50 characters. Label by type and number. No clickbait — every subject line must accurately represent the email content.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH CONTEXT] — e.g., "launch week" or "new version release" or "flash sale"

EXPECTED OUTPUT: 20 subject lines in a labeled table: type, number, subject line text, character count. All under 50 characters. Variety in structure and trigger — no two feel identical.

EM-20: Preview Text Optimizations — 10 Variants

CONTEXT: Preview text (the snippet after the subject line in the inbox) dramatically affects open rates. It should complete the subject line's thought, not repeat it. This prompt generates preview text paired with a given subject line.

PROMPT: Act as an inbox optimization specialist. Write 10 preview text variants to pair with this subject line: "[SUBJECT LINE — e.g., 'You left something in your cart']." Preview text requirements: (1) extends or contrasts the subject line — doesn't repeat it, (2) under 90 characters, (3) ends mid-thought if possible (creates curiosity). Generate 10 variants with different tones: 2 urgent, 2 curious, 2 benefit-focused, 2 social proof, 2 direct. Label each by tone.

VARIABLES TO CUSTOMIZE:

- [SUBJECT LINE] — paste your actual subject line
- Adjust tone labels to match your brand voice

EXPECTED OUTPUT: 10 labeled preview text variants (under 90 characters each) paired with your subject line. Includes tonal variety for testing. Each variant takes a different psychological angle.

EM-21: Email — Post-Webinar Follow-Up

CONTEXT: Use within 24 hours of hosting a webinar or live training. Webinar attendees are warm — they've invested time and received value. This email capitalizes on that momentum.

PROMPT: Act as a post-webinar email writer. Write a follow-up email for attendees of [WEBINAR NAME — e.g., "How to Use AI to Write Your Marketing in Half the Time"]. Structure: (1) thank them for attending, (2) deliver on any promised resource, (3) 3 key takeaways from the webinar in bullet form, (4) natural bridge to [PRODUCT NAME] as the implementation tool, (5) limited-time attendee offer: [OFFER — e.g., "exclusive $10 discount for 48 hours"]. Under 300 words.

VARIABLES TO CUSTOMIZE:

- [WEBINAR NAME] — your actual webinar title
- [KEY TAKEAWAYS] — from your actual webinar content
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [OFFER] — e.g., "$10 off for 48 hours — use code WEBINAR"

EXPECTED OUTPUT: A 275-word post-webinar follow-up email with subject line and resource delivery. Flows naturally from value delivery to product offer. Attendee discount creates urgency without aggression.

EM-22: Email — Customer Milestone / Win

CONTEXT: Use to celebrate a customer milestone — when they've used the product for 30 days, achieved a result, or hit a usage trigger. Celebration emails improve retention and generate testimonial opportunities.

PROMPT: Act as a customer success email writer. Write a 30-day milestone email for [PRODUCT NAME] customers. Structure: (1) celebrate the milestone with a specific acknowledgment, (2) ask what result they've achieved so far, (3) share one underused feature or tip they may have missed, (4) invite them to share their result (for social proof), (5) if applicable, mention the upgrade path. Under 225 words. Tone: genuinely celebratory, not corporate.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [UNDERUSED FEATURE] — e.g., "the Brand Strategy category — most buyers don't find it until week 4"

- [UPGRADE PATH] — e.g., "if you're loving Starter, Full Kit has 300 more prompts"

EXPECTED OUTPUT: A 200-word milestone email with subject line that feels genuinely celebratory and drives engagement through a question, a tip, and a social proof invitation. Not a sales email.

EM-23: Email — Product Review / Testimonial Request

CONTEXT: Use 14-21 days post-purchase to collect reviews and testimonials. The best testimonial requests make it easy to respond by asking a specific question rather than "leave a review."

PROMPT: Act as a testimonial collection email writer. Write an email requesting feedback from buyers of [PRODUCT NAME]. Subject: curiosity-gap — don't say "review request." Body: (1) acknowledge they've had the product 2 weeks, (2) ask one specific question: "[SPECIFIC QUESTION — e.g., 'What's one marketing task you used the kit for in the last 2 weeks?']", (3) explain how their answer helps future buyers, (4) optional incentive for responding: [INCENTIVE — e.g., "bonus: reply and I'll send you 5 additional prompts"]. Under 175 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SPECIFIC QUESTION] — e.g., "What's the first prompt you used, and what did you create with it?"
- [INCENTIVE] — e.g., "respond and I'll send you 5 bonus prompts not in the main kit"

EXPECTED OUTPUT: A 160-word testimonial request email with curiosity-gap subject line and a single specific question. Makes responding easy by asking something concrete, not generic.

EM-24: Email — Subscriber-Only Exclusive Offer

CONTEXT: Use to reward subscribers and create urgency simultaneously. "Subscriber-only" framing makes the offer feel exclusive and personal — drives higher conversion rates than generic promotional emails.

PROMPT: Act as a subscriber loyalty email writer. Write a subscriber-exclusive offer email for [PRODUCT NAME]. The offer is "available only to subscribers, not advertised publicly." Offer details: [OFFER — e.g., "$10 off Full Kit for next 72 hours — not available

on the website"]. Structure: (1) acknowledge their subscriber status as the reason they're getting this, (2) state the offer clearly, (3) brief product reminder, (4) CTA with deadline. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [OFFER] — e.g., "$10 off Full Kit — $47 drops to $37 for subscribers only"
- [DEADLINE] — e.g., "this offer expires in 72 hours and won't appear on the website"

EXPECTED OUTPUT: A 175-word subscriber-exclusive offer email with subject line that emphasizes their insider status. Offer is clear and deadline is specific. Feels exclusive, not desperate.

EM-25: Email Newsletter — Weekly Marketing Tip Format

CONTEXT: Use for a regular newsletter email that teaches one actionable marketing tip per issue. Consistent newsletters build trust and maintain list engagement between promotional campaigns.

PROMPT: Act as a marketing newsletter writer. Write a weekly tip email for [NEWSLETTER NAME — e.g., "The ContentKit Weekly"]. Topic this issue: [TOPIC — e.g., "how to write Facebook ad hooks that stop the scroll"]. Structure: (1) one-sentence intro connecting to the week/reader, (2) the tip in 150-200 words with a specific example, (3) "try this" actionable takeaway in 1-2 sentences, (4) 2-sentence promotion of [PRODUCT NAME] as a related resource. Total: under 300 words. Conversational voice.

VARIABLES TO CUSTOMIZE:

- [NEWSLETTER NAME] — e.g., "ContentKit Weekly"
- [TOPIC] — one specific, actionable marketing topic per issue
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

EXPECTED OUTPUT: A 275-word weekly newsletter email with subject line. Delivers standalone value in the tip section. Product mention is natural and relevant, not a sales insert.

Category 3: Social Media

Instagram captions, LinkedIn posts, Twitter/X threads, TikTok scripts, Pinterest descriptions, carousel copy — this category covers every major platform and format. Each prompt is platform-specific and built for the content type that performs best on each channel.

SM-01: Instagram Caption — Educational Carousel (Hook + Swipe + CTA)

CONTEXT: Use for Instagram carousel posts that teach something in 5-10 slides. The caption introduces the topic and hooks the reader into swiping. Carousels have the highest average reach of any Instagram format.

PROMPT: Act as an Instagram content strategist. Write an Instagram carousel caption for a post teaching [TOPIC — e.g., "how to write Facebook ads using the PAS framework"]. Caption structure: Hook (first line — must stop the scroll and promise value), 1-2 sentences expanding on what they'll learn, CTA to swipe. Under 100 words. The first line is the most important — it must work as a standalone scroll-stopper. Also suggest 5 slide titles for the carousel.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — e.g., "3 AI prompt structures that write better ads than most copywriters"
- [TARGET AUDIENCE] — e.g., "small business owners writing their own ads"

EXPECTED OUTPUT: An Instagram carousel caption under 100 words with a hook-first structure and swipe CTA, plus 5 suggested carousel slide titles. Ready to pair with designed slides.

SM-02: Instagram Caption — Product Feature (Single Image)

CONTEXT: Use for a single-image product post on Instagram. The caption must work without the visual — assume the image shows the product, so the caption sells the benefit and context.

PROMPT: Act as an Instagram product copywriter. Write a single-image Instagram product caption for [PRODUCT NAME]. Structure: (1) open with a benefit statement, not the product name, (2) 2-3 sentences expanding on who it's for and what they get, (3) social proof line (one number or quote), (4) CTA with link-in-bio instruction. Under 125 words. Use line breaks for readability. Include 5 relevant hashtags at the end.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BENEFIT] — e.g., "write a month of marketing copy in one afternoon"
- [SOCIAL PROOF] — e.g., "500+ marketers use this" or "4.9 stars"

EXPECTED OUTPUT: A 110-word Instagram product caption with line breaks, benefit-first structure, social proof, CTA, and 5 hashtags. Reads as natural Instagram content, not an ad.

SM-03: Instagram Caption — Personal Story / Relatable Moment

CONTEXT: Use for organic engagement content that builds connection. Relatable story posts perform well when they describe a specific situation your audience recognizes from their own experience.

PROMPT: Act as an Instagram storytelling copywriter. Write an Instagram caption in the personal story format for [NICHE/AUDIENCE — e.g., "freelance marketers"]. Story: describe a specific, relatable moment: [RELATABLE MOMENT — e.g., "that moment when a client asks for 'just a quick email' and it turns into a 3-hour project"]. Develop the moment in 2-3 sentences. End with a question that invites comments. Under 125 words. Conversational voice — first person, natural, no corporate tone.

VARIABLES TO CUSTOMIZE:

- [NICHE/AUDIENCE] — e.g., "solopreneurs managing their own content"
- [RELATABLE MOMENT] — describe a situation your audience will recognize immediately

EXPECTED OUTPUT: A 110-word first-person Instagram caption with a relatable story, brief development, and an engagement-driving question at the end. Reads like a real person's post.

SM-04: Instagram Reel Script — 30-Second Value Hook

CONTEXT: Use for Instagram Reels (30 seconds or less). Reels scripts need a hook in the first 2 seconds, a value delivery in the middle, and a clear CTA at the end. This prompt generates a complete script with on-screen text notes.

PROMPT: Act as a Reels script writer. Write a 30-second Instagram Reel script for [TOPIC — e.g., "how to write a Facebook ad using AI in 5 minutes"]. Structure: Hook (0-2 sec): on-screen text + voiceover hook that makes someone stop mid-scroll. Value (2-22 sec): deliver 3 quick tips or steps with on-screen text labels. CTA (22-30 sec): tell them what to do next. Include [ON-SCREEN TEXT] notes in brackets. Total spoken words: 80-100.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a specific marketing tip or how-to that your audience cares about
- [ON-SCREEN TEXT] — note what text appears on screen at each moment

EXPECTED OUTPUT: A timestamped 30-second Reel script with on-screen text in brackets, voiceover text, and CTA. ~85 spoken words. Ready to film from the script.

SM-05: Instagram Reel Script — Product Demo (60 seconds)

CONTEXT: Use for a product demonstration Reel that shows (not tells) how the product works. Show-don't-tell demos convert better than feature lists because viewers can see the value before buying.

PROMPT: Act as a product demo Reel scriptwriter. Write a 60-second Instagram Reel script demonstrating [PRODUCT NAME] in action. Structure: Hook (0-3 sec): bold problem or result statement. Setup (3-10 sec): who this is for and what they're about to see. Demo (10-50 sec): show the product being used — describe what appears on screen step by step. Reveal (50-55 sec): the result. CTA (55-60 sec): where to get it. Include [SCREEN NOTE] directions.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DEMO STEPS] — describe the actual product experience you're demonstrating

EXPECTED OUTPUT: A timestamped 60-second Reel script with screen notes, voiceover, and CTA. Approximately 150 spoken words. Structured to let the product demo do the selling.

SM-06: LinkedIn Post — Thought Leadership (Long-Form)

CONTEXT: Use for a high-engagement LinkedIn post that positions you as an expert. LinkedIn's algorithm rewards posts that generate comments — so every thought leadership post should end with a discussion-starting question.

PROMPT: Act as a LinkedIn thought leadership writer. Write a long-form LinkedIn post on [TOPIC — e.g., "why AI prompt quality matters more than the AI model you use"]. Structure: opening hook (one strong statement or counterintuitive claim), main insight developed in 3-4 short paragraphs, one specific example, key takeaway, discussion question. Total: 300-400 words. Use short paragraphs (1-3 sentences each) for mobile readability. No bullet points — flowing prose only.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a genuine insight in your area of expertise
- [SPECIFIC EXAMPLE] — a concrete, real example that illustrates the main point

EXPECTED OUTPUT: A 300-400 word LinkedIn post with a strong opening hook, flowing argument, concrete example, and an engagement-driving final question. Short paragraphs optimized for mobile.

SM-07: LinkedIn Post — Tactical How-To

CONTEXT: Use for LinkedIn posts that teach a specific, actionable framework or process. Tactical posts perform well when they give readers something they can implement the same day.

PROMPT: Act as a LinkedIn tactical content writer. Write a LinkedIn post teaching [FRAMEWORK/PROCESS — e.g., "a 4-step framework for writing AI marketing prompts that actually work"]. Structure: Hook (one line promising the framework). Step 1, Step 2, Step 3, Step 4 — each with a label and 2 sentences. Closing takeaway: why this matters. Optional: brief mention of [PRODUCT NAME] as the implementation shortcut. Total: 250-350 words. Use numbered steps with brief labels.

VARIABLES TO CUSTOMIZE:

- [FRAMEWORK/PROCESS] — e.g., "the ROPE framework: Role, Outcome, Parameters, Examples"
- [PRODUCT NAME] — optional mention of your product as the "done-for-you" version

EXPECTED OUTPUT: A 250-350 word LinkedIn tactical post with numbered steps, 2-sentence explanations per step, and a closing insight. Actionable enough to implement without buying anything.

SM-08: LinkedIn Post — Personal Win (Humble Brag Done Right)

CONTEXT: Use to share a milestone, result, or win without coming across as self-congratulatory. The key is to make the win about the audience — turn your result into a lesson they can apply.

PROMPT: Act as a LinkedIn achievement post writer. Write a post sharing [WIN/MILESTONE — e.g., "hitting 500 buyers in 90 days"]. Structure: (1) state the win briefly, (2) immediately pivot to what you learned from it or what made it possible, (3) turn the lesson into a takeaway for your audience, (4) optional: brief mention of relevant product or resource. Total: 200-300 words. Tone: genuine and lesson-focused, not victory lap.

VARIABLES TO CUSTOMIZE:

- [WIN/MILESTONE] — e.g., "500 buyers / first $10K month / product launch hitting target"
- [LESSON] — the genuine insight behind the win — not "work hard"

EXPECTED OUTPUT: A 200-300 word LinkedIn achievement post that leads with the win but pivots quickly to audience value. Reads as reflective and generous, not self-promotional.

SM-09: LinkedIn Post — Contrarian Take

CONTEXT: Use to generate engagement by challenging a common belief in your industry. Contrarian posts earn more comments and shares than consensus posts — because people either agree enthusiastically or want to debate.

PROMPT: Act as a LinkedIn contrarian copywriter. Write a post challenging [COMMON BELIEF — e.g., "the idea that AI writing tools are replacing copywriters"]. Structure: (1) state the belief you're challenging directly, (2) your contrarian position in one sentence, (3) 3 supporting arguments, each in 2-3 sentences, (4) nuance — acknowledge what's true in the mainstream view, (5) closing position. Total: 300-400 words. Confident but not aggressive tone.

VARIABLES TO CUSTOMIZE:

- [COMMON BELIEF] — e.g., "more content = better reach" or "you need to post every day to grow on LinkedIn"
- [YOUR CONTRARIAN POSITION] — must be genuinely defensible, not just attention-seeking

EXPECTED OUTPUT: A 300-400 word LinkedIn contrarian post with a clear position, 3 supporting arguments, and acknowledgment of nuance. Generates comments from both agreement and disagreement.

SM-10: Twitter/X Thread — Educational (10 tweets)

CONTEXT: Use for Twitter/X threads that teach a framework, share research, or break down a complex topic. Threads are the highest-reach format on X and generate follows, retweets, and bookmarks when they deliver genuine value.

PROMPT: Act as a Twitter/X thread writer. Write a 10-tweet thread on [TOPIC — e.g., "why most AI-generated marketing copy fails (and the fix)"]. Tweet 1 (hook): promise + tease that makes people want to read the whole thread. Tweets 2-9: one insight, example, or step per tweet — each under 280 characters and able to stand alone. Tweet 10: summary + CTA (follow for more / link to product). Label each tweet by number. No filler tweets.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a specific, teachable topic with 8-9 distinct points
- [CTA] — follow, link to product, or invite replies

EXPECTED OUTPUT: A 10-tweet thread with labeled tweets, each under 280 characters. Hook tweet is strong enough to stop the scroll. Each middle tweet delivers a single standalone insight. Final tweet drives action.

SM-11: Twitter/X Thread — Story Thread

CONTEXT: Use for a narrative thread that tells a story with a beginning, middle, and end. Story threads earn the highest engagement on X because they create suspense — readers follow to find out what happens.

PROMPT: Act as a Twitter/X story thread writer. Write a 10-tweet story thread about [STORY — e.g., "how I built a digital product business in 90 days from scratch"]. Tweet 1: hook — the ending or a peak-tension moment that makes readers want to know how.

Tweets 2-8: the chronological story — one development per tweet. Tweet 9: the lesson or turning point. Tweet 10: what it means for the reader + CTA. Each tweet under 280 characters.

VARIABLES TO CUSTOMIZE:

- [STORY] — a genuine personal or business narrative with a beginning, challenge, and resolution
- [TENSION HOOK] — the most compelling moment of the story — put this first

EXPECTED OUTPUT: A 10-tweet story thread with a non-chronological hook, sequential story development, a lesson tweet, and a CTA final tweet. Each tweet under 280 characters and readable standalone.

SM-12: Twitter/X Single Tweet — Viral Hook

CONTEXT: Use for a single high-impact tweet designed to generate retweets and engagement. Single viral tweets work best when they compress a complex truth into one unforgettable sentence.

PROMPT: Act as a tweet copywriter. Write 5 tweet variants for [THEME — e.g., "the value of structured AI prompts for marketers"]. Types: (1) contrarian take, (2) specific number/statistic, (3) "hot take" format, (4) two-line poem or parallel structure, (5) question format. Each under 280 characters. No hashtags. No emoji unless it serves the tweet. Label each variant by type.

VARIABLES TO CUSTOMIZE:

- [THEME] — your core message or expertise area
- Pick the variant that feels most authentic to your voice

EXPECTED OUTPUT: 5 tweet variants (under 280 characters each) across 5 formats: contrarian, stat, hot take, parallel structure, question. Labeled by format. Each is distinct and independently shareable.

SM-13: TikTok Script — Hook-Value-CTA (60 seconds)

CONTEXT: Use for TikTok videos that educate or demonstrate. TikTok's algorithm rewards completion rate — videos that hold attention to the end. Structure is: hook that creates curiosity, fast-paced value delivery, payoff at the end.

PROMPT: Act as a TikTok scriptwriter. Write a 60-second TikTok script for [TOPIC — e.g., "a live demo of generating a Facebook ad using an AI prompt"]. Structure: Hook (0-3 sec): make a bold claim or pose a question that stops scrolling. Value (3-50 sec): deliver the content in 6-8 fast-paced steps or revelations. Payoff (50-58 sec): reveal the result or conclusion. CTA (58-60 sec): one action. Include [ON-SCREEN] notes. ~150 spoken words.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a specific marketing topic or product demo
- [ON-SCREEN NOTES] — describe text overlays, transitions, or visual cues

EXPECTED OUTPUT: A timestamped 60-second TikTok script with on-screen text notes, voiceover (~150 words), and a closing CTA. Completion-optimized — each section earns the next.

SM-14: TikTok Script — "Point of View" Format

CONTEXT: Use for TikTok POV videos where the creator speaks to the camera as if the viewer is in a specific situation. POV format creates immediate identification and is one of TikTok's most shareable formats.

PROMPT: Act as a TikTok POV script writer. Write a TikTok script in the "POV: you're [SITUATION]" format for [TARGET AUDIENCE]. Situation: [POV SITUATION — e.g., "POV: you're a freelancer who just landed a new client and has 24 hours to write their whole onboarding sequence"]. Show the character going from problem to solution using [PRODUCT NAME]. Script: 45-60 seconds. End with [PRODUCT NAME] as the solution reveal. ~130 spoken words.

VARIABLES TO CUSTOMIZE:

- [TARGET AUDIENCE] — e.g., "freelance marketers" or "solopreneurs"
- [POV SITUATION] — a stressful or aspirational situation your audience recognizes
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

EXPECTED OUTPUT: A 45-60 second POV TikTok script (~130 words) that creates immediate identification, builds a recognizable situation, and resolves it naturally with the product. On-screen text notes included.

SM-15: Pinterest Description — Product Pin

CONTEXT: Use for Pinterest product pins. Pinterest is a search engine — descriptions must be keyword-rich but still read naturally. Product pins should lead with the outcome, include keywords, and link to a purchase or sales page.

PROMPT: Act as a Pinterest SEO copywriter. Write a product pin description for [PRODUCT NAME]. Length: 100-500 characters (Pinterest ideal: 200-300). Structure: outcome statement, brief product description, who it's for, and a CTA. Include these keywords naturally: [KEYWORD 1], [KEYWORD 2], [KEYWORD 3]. Do not use hashtags (they don't work on Pinterest). Include a clear CTA linking to the product page.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [KEYWORD 1/2/3] — e.g., "AI marketing prompts / ChatGPT for business / digital marketing templates"

EXPECTED OUTPUT: A 200-300 character Pinterest pin description with 3 keywords, outcome-first structure, and a CTA. Reads naturally while including search terms.

SM-16: Pinterest Description — Blog Post / Article Pin

CONTEXT: Use for pinning blog posts or long-form content to Pinterest. Article pins should answer the question "what will I learn if I click?" — specific, benefit-focused, and keyword-optimized.

PROMPT: Act as a Pinterest content pin writer. Write a pin description for an article titled [ARTICLE TITLE — e.g., "How to Write Facebook Ads With AI: 5 Prompts That Actually Work"]. Description should: summarize what the reader will learn (specific), include [KEYWORD 1] and [KEYWORD 2] naturally, create enough curiosity to earn the click. Length: 150-300 characters. Tone: informative, not salesy.

VARIABLES TO CUSTOMIZE:

- [ARTICLE TITLE] — your actual blog post or content title
- [KEYWORD 1/2] — primary search terms for this topic

EXPECTED OUTPUT: A 150-300 character Pinterest article pin description that summarizes the content's specific value, includes keywords naturally, and earns the click through useful specificity.

SM-17: Facebook Page Post — Community Engagement

CONTEXT: Use for organic Facebook Page posts designed to generate comments and engagement. Facebook's algorithm deprioritizes promotional posts — engagement-first content builds the page reach needed for ads to perform.

PROMPT: Act as a Facebook community post writer. Write an organic Facebook post for [BRAND PAGE NAME] that drives comments on [TOPIC — e.g., "how your audience uses AI for their marketing"]. Format: share a relatable observation or question, give your own take in 2-3 sentences, end with a specific, easy-to-answer question. Under 150 words. Do not include links — Facebook suppresses posts with outbound links.

VARIABLES TO CUSTOMIZE:

- [BRAND PAGE NAME] — e.g., "ContentKit"
- [TOPIC] — a topic where your audience has opinions
- [QUESTION] — make it specific enough to answer in 1-3 sentences

EXPECTED OUTPUT: A 130-word Facebook organic post with a relatable observation, brief personal take, and a comment-driving question. No links. Reads as community conversation, not brand broadcast.

SM-18: LinkedIn Post — List Format ("X Things I Learned")

CONTEXT: Use for LinkedIn list posts that deliver high value efficiently. List posts are among LinkedIn's highest-saved content formats because they're easy to reference and share.

PROMPT: Act as a LinkedIn list post writer. Write a "[NUMBER] things I learned about [TOPIC]" LinkedIn post. [NUMBER]: 5-7. Each item: bold label + 2-3 sentences of explanation with a specific example. Hook: one sentence that frames why this list exists (e.g., "After testing 200 AI marketing prompts, here's what actually works"). Summary sentence at end. Optional: light CTA to product or resource. Total: 300-400 words.

VARIABLES TO CUSTOMIZE:

- [NUMBER] — 5, 6, or 7 items
- [TOPIC] — e.g., "writing AI prompts that produce usable marketing copy"
- [LEARNINGS] — genuine, specific observations from your experience

EXPECTED OUTPUT: A 300-400 word LinkedIn list post with hook, 5-7 labeled items (2-3 sentences each), and a closing summary. Each item delivers a specific insight, not a generic platitude.

SM-19: Instagram Story Sequence — 5 Slides (Poll + Swipe Up)

CONTEXT: Use for a 5-slide Instagram Stories sequence that educates, polls the audience, and drives link clicks. Stories sequences work when each slide earns the tap to the next one.

PROMPT: Act as an Instagram Stories script writer. Write a 5-slide Instagram Stories sequence for [TOPIC — e.g., "quick quiz: which type of AI prompt are you using?"]. Slide 1: hook/setup — one question or bold statement. Slide 2: value or context — 1-2 sentences. Slide 3: poll sticker prompt ("which one are you?" or "agree or disagree?"). Slide 4: reveal or answer. Slide 5: CTA — swipe up or "link in bio." Each slide: under 25 words.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a topic where polling your audience creates engagement and insight
- [POLL OPTIONS] — 2 options for the poll sticker on Slide 3

EXPECTED OUTPUT: A 5-slide Stories script with under-25-word copy per slide, a poll sticker instruction on Slide 3, and a link-click CTA on Slide 5. Designed for tap-through momentum.

SM-20: LinkedIn Post — Employee/Founder Spotlight

CONTEXT: Use to humanize a brand by spotlighting the person behind it. Founder and team spotlights on LinkedIn generate high engagement because people connect with people, not brands.

PROMPT: Act as a LinkedIn brand humanization writer. Write a "meet the person behind [BRAND NAME]" LinkedIn post. Structure: (1) one surprising or specific personal detail that makes the founder/team member relatable, (2) their expertise and background in 2-3 sentences, (3) what drives them in this work, (4) an invitation to connect. Total: 200-300 words. First-person voice. Genuine — not a PR bio.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"

- [PERSONAL DETAIL] — something genuine and unexpected that humanizes the person
- [EXPERTISE] — their relevant background without overselling it

EXPECTED OUTPUT: A 200-300 word first-person LinkedIn founder spotlight post that feels like a genuine personal introduction, not a marketing bio. Ends with a connection invitation.

SM-21: Instagram Caption — User-Generated Content Feature

CONTEXT: Use when sharing a customer's post, screenshot, or testimonial. UGC captions must credit the creator, highlight the result, and connect it to a clear product CTA.

PROMPT: Act as a UGC Instagram caption writer. Write a caption for an Instagram post featuring [CUSTOMER NAME/HANDLE]'s result with [PRODUCT NAME]. Credit: "@[HANDLE]". Share the specific result they achieved: [RESULT]. Expand on why this result is possible with [PRODUCT NAME] in 2-3 sentences. CTA: link in bio. Under 125 words. Include 3-5 relevant hashtags.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CUSTOMER HANDLE] — their actual Instagram handle
- [RESULT] — the specific outcome they shared

EXPECTED OUTPUT: A 110-word Instagram UGC caption that credits the creator, highlights their specific result, connects it to the product, and closes with a bio link CTA and 3-5 hashtags.

SM-22: Twitter/X Post — Product Launch Announcement

CONTEXT: Use for announcing a product launch on Twitter/X. Launch tweets perform best when they lead with the most interesting aspect of the product, not the product name.

PROMPT: Act as a product launch tweet writer. Write 3 tweet variants announcing the launch of [PRODUCT NAME]. Variant 1: lead with the outcome/result. Variant 2: lead with the most surprising or unexpected feature. Variant 3: lead with the price or offer as the hook. Each tweet: under 280 characters. Include link placeholder [URL]. No hashtags unless naturally fitting.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [MOST INTERESTING FEATURE] — e.g., "500 structured prompts for $47, no subscription"
- [URL] — your actual product URL

EXPECTED OUTPUT: Three launch tweet variants (under 280 characters each), each leading with a different angle. Labeled Variant 1, 2, 3. Includes [URL] placeholder.

SM-23: LinkedIn Post — Industry Trend Commentary

CONTEXT: Use to comment on a current industry trend and position your brand at the intersection of that trend and your product. Trend commentary posts establish relevance and timeliness.

PROMPT: Act as a LinkedIn industry commentator. Write a post on the trend: "[TREND — e.g., 'AI tools are flooding the market, but most marketers aren't getting better results']." Structure: (1) name the trend clearly, (2) your take — what it really means (not surface analysis), (3) what smart marketers are doing differently as a result, (4) optional: how [PRODUCT NAME] addresses this specifically. Total: 250-350 words. Cite a specific example or data point if possible.

VARIABLES TO CUSTOMIZE:

- [TREND] — a current development in your industry or market
- [PRODUCT NAME] — optional mention as the relevant solution
- [DATA POINT] — optional: a stat or example that grounds the trend

EXPECTED OUTPUT: A 250-350 word LinkedIn trend commentary post with a named trend, substantive take, practical advice for readers, and optional product mention. Reads as informed analysis, not content marketing.

SM-24: Instagram Caption — Before/After Split

CONTEXT: Use for before/after content posts that demonstrate a transformation. Before/after posts work best when the "before" is painfully familiar and the "after" is specifically aspirational.

PROMPT: Act as a transformation content writer. Write an Instagram caption for a before/after post showing the transformation achievable with [PRODUCT NAME]. Before: [BEFORE STATE — e.g., "spending 3 hours writing captions that feel generic and get zero

saves"]. After: [AFTER STATE — e.g., "30-minute content session, week of posts done, engagement up"]. Bridge: [PRODUCT NAME] is the difference. CTA: link in bio. Under 125 words. Include 3 hashtags.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BEFORE STATE] — describe the painful status quo in specific, relatable terms
- [AFTER STATE] — describe the aspirational outcome specifically, not vaguely

EXPECTED OUTPUT: A 110-word Instagram before/after caption with a vivid before state, aspirational after state, product bridge, CTA, and 3 hashtags. Before is more detailed than after — creates desire.

SM-25: TikTok Script — "Things I Wish I Knew" Format

CONTEXT: Use for TikTok "things I wish I knew" or "mistakes I made" content. This format performs well because it's educational, empathetic (acknowledges struggle), and positions the creator as an experienced guide.

PROMPT: Act as a TikTok educational script writer. Write a "things I wish I knew before [TOPIC]" TikTok script for 60 seconds. Topic: [TOPIC — e.g., "starting to use AI for my marketing"]. List 5 things — each revealed quickly with brief context. Hook (0-3 sec): "5 things I wish someone told me about [TOPIC] before I wasted 3 months." Items (3-50 sec): rapid revelation format. CTA (50-60 sec). ~150 spoken words.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — e.g., "using ChatGPT for marketing copy" or "writing AI prompts that actually work"
- [5 THINGS] — genuine lessons or mistakes from your experience

EXPECTED OUTPUT: A 60-second TikTok script (~150 words) with hook, 5 rapid revelations, and CTA. Each item is a genuine insight, not generic advice. On-screen text notes included.

Category 4: Landing Pages

Hero headlines, feature-to-benefit bullets, social proof blocks, FAQ sections, CTA copy, pricing page copy — this category builds complete landing page copy blocks. Each prompt produces a section ready to drop into a page.

LP-01: Hero Headline + Subheadline (Above the Fold)

CONTEXT: Use for the most important copy on any landing page — the headline and subheadline above the fold. Visitors decide within 5 seconds whether to stay or leave based on this section alone.

PROMPT: Act as a conversion copywriter specializing in landing pages. Write 5 hero headline + subheadline combinations for [PRODUCT/SERVICE NAME]. Each headline: under 10 words, specific outcome or transformation, not a tagline. Each subheadline: 1-2 sentences expanding on who this is for and what they get. Avoid: vague benefits, jargon, clever wordplay that sacrifices clarity. Variety: write 2 outcome-focused, 2 problem-led, 1 social proof-led. Label each pair.

VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [CORE OUTCOME] — e.g., "write a month of marketing copy in one afternoon"
- [TARGET AUDIENCE] — e.g., "solopreneurs, freelancers, and small business owners"

EXPECTED OUTPUT: 5 headline + subheadline pairs labeled by type (outcome/problem/proof). Each headline under 10 words, each subheadline 1-2 sentences. Ready to A/B test against each other.

LP-02: Value Proposition Statement (One Sentence)

CONTEXT: Use when you need to distill your entire product into one sentence — for the hero section, meta descriptions, or pitch context. A strong value proposition answers: what is it, who is it for, and what's the result.

PROMPT: Act as a value proposition specialist. Write 5 one-sentence value proposition variants for [PRODUCT NAME]. Format: "[PRODUCT NAME] helps [TARGET AUDIENCE] [ACHIEVE RESULT] by [MECHANISM]." Generate 5 versions with different emphasis: (1) result-led, (2) audience-led, (3) mechanism-led, (4) problem-led, (5) comparison-led (vs. alternative). Each under 25 words. Label each by emphasis type.

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

- [TARGET AUDIENCE] — e.g., "small business owners"

- [RESULT] — e.g., "write professional marketing copy in a fraction of the time"

- [MECHANISM] — e.g., "using 500+ structured AI prompts"

EXPECTED OUTPUT: 5 labeled value proposition sentences (under 25 words each). Each takes a different emphasis angle. Pick the one that resonates most for your primary use case.

LP-03: Feature-to-Benefit Bullet Points (5 bullets)

CONTEXT: Use for the features section of a landing page. Features tell; benefits sell. This prompt converts a list of product features into benefit-first bullet points that answer "so what?" for each feature.

PROMPT: Act as a benefit copywriter. Transform these 5 product features into benefit-first bullet points for [PRODUCT NAME]'s landing page: Feature 1: [FEATURE 1]. Feature 2: [FEATURE 2]. Feature 3: [FEATURE 3]. Feature 4: [FEATURE 4]. Feature 5: [FEATURE 5]. Format: "[Benefit] — [brief feature explanation]." Each bullet under 20 words. Lead with the buyer's gain, not the product's capability.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

- [FEATURE 1-5] — e.g., "500 prompts / 8 categories / instant download / works with any AI / one-time price"

EXPECTED OUTPUT: 5 benefit-first bullet points with em-dash separator. Each bullet under 20 words, leading with the outcome or gain rather than the technical feature.

LP-04: Social Proof Section — Testimonial Curation and Framing

CONTEXT: Use to write the framing copy around a testimonial section. The testimonials themselves come from customers — this prompt writes the section header, subheader, and brief intro that makes the testimonials more persuasive.

PROMPT: Act as a social proof section copywriter. Write the framing copy for a testimonial section on [PRODUCT NAME]'s landing page. Include: (1) section headline (under 10 words) that doesn't just say "what our customers say," (2) subheadline (1

sentence): reference a specific number of customers or outcome, (3) brief intro paragraph (2 sentences): frame who these buyers are and why their results are typical. Tone: confident without being boastful.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

- [NUMBER OF BUYERS] — e.g., "500+ buyers"

- [TYPICAL RESULT] — the most common or compelling outcome buyers share

EXPECTED OUTPUT: A testimonial section framing with headline (under 10 words), 1-sentence subheadline, and 2-sentence intro paragraph. Creates context that makes individual testimonials feel representative, not cherry-picked.

LP-05: FAQ Section — 8 Questions and Answers

CONTEXT: Use for the FAQ section of a sales page. FAQs convert fence-sitters by handling objections in a format that feels informational rather than sales-y. Each question should be a real objection or concern.

PROMPT: Act as a sales FAQ copywriter. Write 8 FAQ entries for [PRODUCT NAME]'s landing page. Questions should address: (1) pricing/value objection, (2) "will this work for me?" concern, (3) technical question (how to access/use), (4) guarantee/refund policy, (5) who this is NOT for, (6) comparison to free alternatives, (7) time investment required, (8) what happens after purchase. Each answer: 2-4 sentences, honest, direct. No waffling.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

- Customize answers to your actual product terms, guarantee, and delivery method

EXPECTED OUTPUT: 8 FAQ pairs with specific, direct answers (2-4 sentences each). Covers pricing, fit, technical, guarantee, exclusion, comparison, time, and delivery. Honest enough that prospects trust the page.

LP-06: CTA Button Copy — 10 Variants

CONTEXT: Use to test different CTA button text. "Buy Now" and "Get Started" are the worst performing CTAs because they focus on what the buyer must do, not what they receive. This prompt generates 10 specific-outcome alternatives.

PROMPT: Act as a CTA optimization specialist. Write 10 CTA button copy variants for [PRODUCT NAME]. Current CTA: "[CURRENT CTA — e.g., 'Buy Now']." Generate 10 alternatives: 3 action + outcome format ("Get [result]"), 3 first-person format ("Give me [result]"), 2 urgency format ("Get [result] today"), 2 specific format (include price or quantity). Each under 7 words. Label by format type.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CURRENT CTA] — e.g., "Buy Now" or "Get Started"
- [RESULT] — the specific outcome the buyer gets

EXPECTED OUTPUT: 10 CTA button variants (under 7 words each) in 4 format types: action+outcome, first-person, urgency, specific. Labeled by format. All 10 are testable alternatives to your current CTA.

LP-07: Pricing Section Copy — Two-Tier Comparison

CONTEXT: Use for a pricing page or section featuring two product tiers. Pricing copy must make the value of each tier crystal clear and make the higher tier feel like the obvious choice for most buyers.

PROMPT: Act as a pricing page copywriter. Write copy for a two-tier pricing section: [TIER 1 NAME] at [PRICE 1] and [TIER 2 NAME] at [PRICE 2]. For each tier: tier name + badge (e.g., "Most Popular"), price + price qualifier, 1-sentence description of who it's for, 4-5 feature bullets (benefit format), and CTA button text. The higher tier should feel like a no-brainer upgrade, not just "more stuff."

VARIABLES TO CUSTOMIZE:

- [TIER 1/2 NAME] — e.g., "Starter" and "Full Kit"
- [PRICE 1/2] — e.g., "$27" and "$47"
- [TIER FEATURES] — list the actual features in each tier accurately

EXPECTED OUTPUT: Two-tier pricing section copy with tier names, prices, one-sentence descriptions, 4-5 feature bullets each, and CTAs. Higher tier includes "Most Popular" badge framing. Ready for a designer.

LP-08: Above-the-Fold Section — Complete Copy Block

CONTEXT: Use to write the complete above-the-fold section as a cohesive unit — headline, subheadline, proof bar, and primary CTA. Everything the visitor sees before scrolling must earn the scroll.

PROMPT: Act as an above-the-fold section copywriter. Write the complete above-the-fold copy block for [PRODUCT NAME]'s landing page: (1) Headline (under 10 words — specific outcome). (2) Subheadline (1-2 sentences — who it's for, what they get). (3) Proof bar (3 short credibility signals: buyer count, rating, or notable result — each under 6 words). (4) Primary CTA (under 7 words). (5) Risk reducer text under the CTA (under 10 words — e.g., "30-day money-back guarantee").

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PROOF SIGNALS] — e.g., "500+ buyers / 4.9 stars / 30-day guarantee"

EXPECTED OUTPUT: A complete above-the-fold copy block with 5 labeled elements. Each element is character-count compliant and works as a cohesive unit. Ready for Figma/Canva/design.

LP-09: Problem Section — Agitate Pain (Bulleted)

CONTEXT: Use for the "problem" section of a PAS-structured landing page. This section must make the visitor feel deeply understood — it mirrors their experience back at them with enough specificity to feel personal.

PROMPT: Act as a problem-section copywriter. Write the "problem agitation" section for [PRODUCT NAME]'s landing page. Include: (1) section headline (2-4 words: "Sound familiar?" or "Still doing this?"), (2) 5-7 pain point bullets — each describes a specific, relatable frustration in first or second person. Each bullet: under 15 words. End with a transition sentence into the solution. Target audience: [TARGET AUDIENCE].

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET AUDIENCE] — e.g., "solopreneurs writing their own marketing copy"
- [PAIN POINTS] — specific frustrations from customer interviews, reviews, or your own experience

EXPECTED OUTPUT: A problem section with section headline, 5-7 pain bullets (under 15 words each), and a transition sentence. Pain bullets are specific and relatable — visitors see themselves.

LP-10: Solution Section — "Here's What Changes"

CONTEXT: Use for the solution reveal section immediately after the problem agitation section. The transition from problem to solution should feel like a breath of fresh air — the contrast is the selling point.

PROMPT: Act as a solution-section copywriter. Write the solution reveal section for [PRODUCT NAME]'s landing page. Structure: (1) section headline: contrast with the problem — e.g., "What if it didn't have to be that hard?" (2) 2-sentence explanation of what [PRODUCT NAME] is and how it works, (3) 3 outcome bullets: "Now you can [OUTCOME]" — each under 15 words, (4) brief product description: what's literally inside.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [3 OUTCOMES] — e.g., "write a week of content in 30 minutes / create ads in 5 minutes / never stare at a blank page again"

EXPECTED OUTPUT: A solution section with contrast headline, 2-sentence product intro, 3 "now you can" outcome bullets, and a brief product description. Reads as relief after the problem section.

LP-11: Product Description — What's Inside (Detailed)

CONTEXT: Use for the "what's inside" or "here's what you get" section of a digital product landing page. This section must be specific enough to justify the price — vague descriptions don't convert.

PROMPT: Act as a product description copywriter. Write a detailed "what's inside" section for [PRODUCT NAME]. For each product component, write: component name + short label (e.g., "500+ Structured Prompts — for every marketing task"), 2-3 sentence description of what it includes and why each detail matters, and the specific outcome the buyer gets from this component. Product components: [COMPONENT 1], [COMPONENT 2], [COMPONENT 3]. Section headline and intro paragraph included.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [COMPONENT 1/2/3] — e.g., "500+ prompts / 8 categories / 4 Notion templates"

EXPECTED OUTPUT: A "what's inside" section with headline, intro paragraph, and 2-3 component descriptions. Each component name + label + 2-3 sentence description + outcome. Specific enough to justify the price.

LP-12: Trust Section — About the Creator

CONTEXT: Use for the "who made this" section of a landing page. For faceless brands, this section can describe the origin story and problem solved without requiring personal disclosure. Trust is built through specificity, not celebrity.

PROMPT: Act as a landing page trust section writer. Write the "who made this and why" section for [PRODUCT NAME]. This can be written in first person (with a name/brand) or third person (anonymous brand). Include: (1) the problem that motivated creating [PRODUCT NAME], (2) what was tried before building it, (3) what makes the creator qualified to build this, (4) a genuine belief or mission statement. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PROBLEM MOTIVATION] — e.g., "spending $2K on freelancers and getting generic copy"
- [QUALIFICATION] — e.g., "tested 200+ prompt structures over 18 months"

EXPECTED OUTPUT: A 175-word trust section with origin story, qualification, and mission. Can be anonymous (brand voice) or personal (founder voice). Reads as genuine motivation, not a bio.

LP-13: Guarantee Section — Risk Reversal Block

CONTEXT: Use for the guarantee or risk-reversal section of a sales page. A strong guarantee is specific — not just "30-day money back" but explaining what that actually means and how it works.

PROMPT: Act as a guarantee copywriter. Write a risk-reversal block for [PRODUCT NAME]'s landing page. Include: (1) guarantee headline (under 10 words: "Your purchase is completely risk-free"), (2) specific guarantee terms: [GUARANTEE TERMS — e.g., "30

days, no questions asked, full refund"], (3) what specifically they can ask for a refund on (any reason? specific conditions?), (4) how to claim: [CLAIM PROCESS], (5) closing trust statement (1 sentence: what this guarantee reveals about your confidence in the product).

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [GUARANTEE TERMS] — e.g., "30-day full refund, no questions asked"
- [CLAIM PROCESS] — e.g., "email [address] with your order number"

EXPECTED OUTPUT: A guarantee block with headline, specific terms, eligibility, claim process, and confidence statement. Specific enough that prospects understand exactly what "risk-free" means.

LP-14: Closing CTA Section — Bottom of Page

CONTEXT: Use for the final CTA section at the bottom of a long-form sales page. At this point, the visitor has read everything — this final section should be brief, confident, and close with a direct ask.

PROMPT: Act as a closing section copywriter. Write the final CTA section for [PRODUCT NAME]'s sales page. The visitor has read the entire page — they don't need more information, they need a clear final push. Include: (1) closing headline (2-4 words — "Ready to start?" or "Your turn."), (2) 1-sentence recap of the offer (price + what's included), (3) final benefit statement (1 sentence — the transformation), (4) guarantee reminder (1 sentence), (5) CTA button text.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [OFFER RECAP] — e.g., "$47 one-time — 500+ prompts, 8 categories, instant download"
- [TRANSFORMATION] — e.g., "start writing better marketing copy today"

EXPECTED OUTPUT: A 5-element closing CTA block: headline, offer recap, benefit, guarantee, CTA. Brief and decisive — assumes the visitor has read the full page. No new information introduced.

LP-15: Scarcity / Urgency Section Copy

CONTEXT: Use when your product has a genuine limited-time offer, launch price, or bonus expiry. Scarcity copy must be specific and truthful — "limited time offer" with no end date destroys trust.

PROMPT: Act as a scarcity section copywriter. Write an urgency/scarcity section for [PRODUCT NAME]'s landing page. Scarcity mechanism: [MECHANISM — e.g., "launch price of $47 expires Sunday at midnight EST"]. Include: (1) urgency headline (state the deadline plainly), (2) what happens after the deadline (price increase, bonus removal, etc.), (3) brief encouragement to act now, (4) CTA with deadline reinforced. Under 100 words total. No manufactured fake scarcity.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [MECHANISM] — use only real deadlines or real limits
- [CONSEQUENCE] — e.g., "price goes up to $67 after the launch window"

EXPECTED OUTPUT: A 90-word urgency section with headline, deadline, consequence, brief encouragement, and CTA. Specific and truthful — mentions the exact date and what changes.

LP-16: Comparison Table — Your Product vs. Alternatives

CONTEXT: Use for a feature comparison table on a landing page. Comparison tables convert high-intent buyers who are actively evaluating options. They work best when you include free/DIY alternatives, not just paid competitors.

PROMPT: Act as a comparison table copywriter. Write a comparison table for [PRODUCT NAME] vs. 2 alternatives: (1) DIY (doing it yourself without any tool), (2) [ALTERNATIVE CATEGORY — e.g., "Monthly AI writing subscriptions"]. Comparison dimensions (rows): [DIMENSION 1 — e.g., "Monthly cost"], [DIMENSION 2 — e.g., "Setup time"], [DIMENSION 3 — e.g., "Works with any AI tool"], [DIMENSION 4 — e.g., "Time to first result"], [DIMENSION 5 — e.g., "What you own after purchase"]. Format as a markdown table.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [ALTERNATIVE CATEGORY] — describe the competitor category without naming brands

- [5 DIMENSIONS] — choose dimensions where your product wins clearly

EXPECTED OUTPUT: A markdown comparison table with 3 columns (Your Product / DIY / Alternative) and 5 rows. Each cell is a specific, factual claim. Rows chosen to favor your product honestly.

LP-17: Trust Badges / Social Proof Bar Copy

CONTEXT: Use for the trust badges or social proof bar that typically appears under the hero section or the CTA. Each badge is 3-6 words — they must be specific and credible, not vague ("Quality Guarantee" means nothing).

PROMPT: Act as a trust badge copywriter. Write 6 trust badge labels for [PRODUCT NAME]. Each badge: 3-6 words maximum. Cover: (1) buyer count, (2) rating/satisfaction, (3) delivery method, (4) compatibility (works with X), (5) risk-reversal, (6) uniqueness/differentiation. Format: one label per line. All must be specific and verifiable — no vague claims.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Replace with your real numbers: buyer count, rating, etc.

EXPECTED OUTPUT: 6 trust badge labels (3-6 words each) covering 6 distinct credibility dimensions. All specific and based on real product facts. Ready for a designer to add icons.

LP-18: Bonus Section — Adding Perceived Value

CONTEXT: Use when adding bonuses to a product offer. Bonus section copy must make each bonus feel genuinely valuable (not filler) and explain why it's included with the main product.

PROMPT: Act as a bonus section copywriter. Write copy for a [NUMBER]-bonus section for [PRODUCT NAME]'s sales page. For each bonus: bonus name + value statement (e.g., "Bonus 1: Email Swipe File — Value: $27, included free"), 2-sentence description of what it includes and why it's valuable, and why it's being given away with the main product. Section headline: "Everything you get when you order today." Total bonus value summary at the end.

VARIABLES TO CUSTOMIZE:

- [NUMBER] — e.g., 2 or 3 bonuses

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

- [BONUSES] — describe your actual bonuses with genuine value

EXPECTED OUTPUT: A bonus section with section headline, [N] bonus blocks (name/value/description/rationale), and total value summary. Bonuses feel earned and valuable — not padded.

LP-19: Objection Handler — Inline Copy

CONTEXT: Use to write inline objection handling copy — small pieces of reassurance copy placed adjacent to key conversion elements (next to the price, next to the CTA, etc.) that address silent hesitations.

PROMPT: Act as an inline objection handler copywriter. Write 5 micro-copy objection handlers for [PRODUCT NAME]'s sales page. Each: 1-2 sentences, placed next to a specific page element. (1) Under the price: address "is it worth it?" (2) Under the CTA button: address "is this actually for me?" (3) Near the testimonials: address "are these real results?" (4) Near the guarantee: address "what does risk-free actually mean?" (5) In the FAQ: address "I've bought things like this before and didn't use them."

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

- Customize each micro-copy answer to your actual product terms and customer experience

EXPECTED OUTPUT: 5 inline micro-copy objection handlers, each labeled by page placement. 1-2 sentences each. Honest and direct — dissolves hesitation without overselling.

LP-20: "Who Is This For" Section

CONTEXT: Use for a "who is this for" section that specifically identifies ideal buyers. This section converts by making the right people feel seen and, crucially, filters out bad-fit buyers who would refund anyway.

PROMPT: Act as a targeting section copywriter. Write a "who is this for" section for [PRODUCT NAME]'s landing page. Format: two subsections. "This is for you if:" — 5 specific "you" statements identifying the ideal buyer. "This is NOT for you if:" — 3 honest

statements about who shouldn't buy. Each statement: under 20 words. Honest over optimistic — wrong buyers cause chargebacks and bad reviews.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [FOR YOU IF] — describe your ideal customer's specific situation, not generic traits
- [NOT FOR YOU IF] — be genuinely honest about who this won't work for

EXPECTED OUTPUT: A targeting section with 5 "for you" and 3 "not for you" statements. Each under 20 words. Specificity over politeness — makes the right people say "this is exactly me."

LP-21: Landing Page Meta Title and Description

CONTEXT: Use for the SEO meta title and description for your landing page. These appear in Google results and affect both click-through rate and search ranking. The description should sell the click, not just describe the page.

PROMPT: Act as an SEO landing page writer. Write 3 meta title variants (under 60 characters) and 3 meta description variants (under 160 characters) for [PRODUCT NAME]'s landing page. Primary keyword: [KEYWORD]. Meta titles: one outcome-focused, one keyword-focused, one brand-focused. Meta descriptions: each must end with a CTA phrase and include the keyword naturally. Label each by type.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [KEYWORD] — e.g., "AI marketing prompts" or "ChatGPT marketing templates"

EXPECTED OUTPUT: 3 meta title variants (under 60 chars) and 3 meta description variants (under 160 chars), labeled by type. All include the keyword naturally and the descriptions end with a CTA.

LP-22: Open Graph / Social Share Copy

CONTEXT: Use for the Open Graph title and description that appears when your landing page is shared on social media (LinkedIn, Facebook, Twitter). OG copy is separate from meta copy and should be optimized for social click-through.

PROMPT: Act as a social share copy specialist. Write Open Graph copy for [PRODUCT NAME]'s landing page. OG title (under 60 characters): more emotional/benefit-driven than the meta title — this is for social, not Google. OG description (under 200 characters): expand on the title, include a social proof signal, end with an implicit or explicit CTA. Write 3 variants of each, labeled by approach.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SOCIAL PROOF SIGNAL] — e.g., "500+ marketers / 4.9 stars / used by agency owners"

EXPECTED OUTPUT: 3 OG title variants (under 60 chars) and 3 OG description variants (under 200 chars). Each pair is a cohesive unit. More conversational than SEO meta — optimized for social sharing.

LP-23: Product Page — What You'll Be Able to Do (Outcome Framing)

CONTEXT: Use for an "outcomes" or "results" section that frames the product in terms of what the buyer will be able to accomplish after using it. Outcome framing is more powerful than feature listing for digital products.

PROMPT: Act as an outcome-framing copywriter. Write an "after [PRODUCT NAME], you'll be able to:" section for [PRODUCT NAME]'s landing page. List 6 specific capabilities the buyer gains — framed as "you'll be able to [do specific thing]." Each capability: under 20 words, specific and achievable, not vague aspiration. Section headline included.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [6 CAPABILITIES] — specific actions the buyer can take after using the product
- Make each capability distinct — no overlapping themes

EXPECTED OUTPUT: An outcome section with headline and 6 "you'll be able to" bullets, each under 20 words. Specific enough that prospects can imagine doing each thing. Distinct across all 6 bullets.

LP-24: Testimonial Write-Up (From Raw Feedback)

CONTEXT: Use to transform raw customer feedback into polished testimonial copy. Real customer language is more compelling than edited copy, but raw feedback often needs structure and quotation marks to work on a landing page.

PROMPT: Act as a testimonial editor. Transform this raw customer feedback into 3 polished testimonial formats: Raw feedback: "[RAW FEEDBACK — e.g., 'honestly love this thing, used it yesterday to write an ad and it worked way better than what I usually write, took like 20 minutes']." Format 1: short quote under 25 words. Format 2: medium quote 25-50 words with context. Format 3: star rating + headline + 2-sentence quote. Preserve the customer's authentic voice — don't professionalize it out of existence.

VARIABLES TO CUSTOMIZE:

- [RAW FEEDBACK] — paste actual raw customer quote or message
- Preserve their actual words — don't replace casual language with marketing language

EXPECTED OUTPUT: 3 testimonial format variations from one piece of raw feedback. Short / medium / star-rating-plus-quote. Each preserves the customer's voice. Ready to display on landing page.

LP-25: Sales Video Script (VSL) — Full Structure

CONTEXT: Use for a Video Sales Letter (VSL) on a landing page. VSLs typically replace the traditional long-form sales page copy or supplement it. A 5-10 minute VSL follows a specific structure that mirrors the written sales page.

PROMPT: Act as a VSL scriptwriter. Write a 7-minute VSL outline and script for [PRODUCT NAME]. Structure: Hook (0-30 sec): problem statement that makes the viewer lean in. Agitation (0:30-2:00): develop the problem with 3 specific pain scenarios. Solution intro (2:00-3:00): introduce [PRODUCT NAME] and the mechanism. Proof (3:00-4:30): 3 buyer results, product demonstration summary. Offer (4:30-5:30): what's included, price, bonuses. Guarantee (5:30-6:00). CTA (6:00-7:00). Approximate word count per section included.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [3 PAIN SCENARIOS] — specific, relatable situations your buyer recognizes
- [3 BUYER RESULTS] — real or representative customer outcomes

EXPECTED OUTPUT: A 7-section VSL outline with scripted copy for each section, section timestamps, and approximate word counts. Roughly 900-1,050 spoken words total (7 minutes at ~150 words/minute).

Category 5: SEO

Meta titles, meta descriptions, blog post outlines, pillar content structures, internal linking anchor text, product page descriptions, FAQ schema content — this category covers all SEO copy needs from technical to content.

SEO-01: Meta Title — 10 Variants for a Landing Page

CONTEXT: Use when optimizing the meta title for a landing page or product page. Meta titles appear in Google results and affect click-through rate. This prompt generates 10 variants across different strategic angles for A/B testing.

PROMPT: Act as an SEO meta title specialist. Write 10 meta title variants (under 60 characters each) for [PAGE NAME — e.g., "AI Marketing Prompt Kit sales page"]. Primary keyword: [KEYWORD — e.g., "AI marketing prompts"]. Distribution: 3 keyword-first, 3 benefit-first, 2 brand-included, 2 question format. Each must be compelling enough to earn the click from a search results page. Label each by type.

VARIABLES TO CUSTOMIZE:

- [PAGE NAME] — the specific page you're writing meta titles for
- [KEYWORD] — your primary target keyword
- Include your brand name in at least 2-3 variants

EXPECTED OUTPUT: 10 meta title variants (under 60 characters each) labeled by type (keyword-first/benefit-first/brand/question). Character counts noted. Ready for A/B testing via search console.

SEO-02: Meta Description — 5 Variants for a Landing Page

CONTEXT: Use when writing or testing meta descriptions. While meta descriptions don't directly affect ranking, they dramatically affect click-through rate. The best meta descriptions are mini-ads, not summaries.

PROMPT: Act as a meta description optimization specialist. Write 5 meta description variants (under 160 characters each) for [PAGE NAME]. Primary keyword: [KEYWORD]. Each must: contain the keyword naturally, end with a CTA or action phrase, and communicate specific value (not vague "learn more"). Types: 2 benefit-led, 1 urgency/offer, 1 question-led, 1 social proof-led. Label each.

VARIABLES TO CUSTOMIZE:

- [PAGE NAME] — the specific page
- [KEYWORD] — target keyword
- [CTA PHRASE] — e.g., "Download free," "Get instant access," "See the full kit"

EXPECTED OUTPUT: 5 meta description variants (under 160 characters each) labeled by type. Each contains the keyword and ends with a CTA. All are under-160 character compliant (verified).

SEO-03: Blog Post Outline — Keyword-Targeted Long-Form

CONTEXT: Use when planning a blog post targeting a specific keyword. A detailed outline is more valuable than a first draft — it determines structure, heading hierarchy, and keyword coverage before you write.

PROMPT: Act as an SEO content strategist. Write a complete blog post outline for the target keyword: "[KEYWORD — e.g., 'best AI marketing prompts for small business']." Include: H1 title (keyword included), meta description (under 160 chars), intro paragraph purpose, 4-6 H2 sections with purpose and 2-3 H3 subsections each, FAQ section (3 questions), and closing CTA. Total outline: 500-700 words. Note search intent for this keyword and how the outline addresses it.

VARIABLES TO CUSTOMIZE:

- [KEYWORD] — the specific target keyword from your research
- [SEARCH INTENT] — informational, commercial, transactional — note which this keyword is

EXPECTED OUTPUT: A complete blog post outline with H1, meta description, structured H2/H3 hierarchy, FAQ, and CTA. Includes search intent note. This is the planning document — not the post itself.

SEO-04: Blog Post — Full Introduction Section

CONTEXT: Use when writing the introduction to an SEO blog post. The intro must hook the reader, establish relevance, and include the target keyword in the first 100 words — without being obviously keyword-stuffed.

PROMPT: Act as an SEO blog writer. Write a 200-word introduction for a blog post targeting "[KEYWORD — e.g., 'how to use AI for marketing']." Structure: (1) hook — open with a question, statistic, or surprising statement, (2) establish the problem or topic clearly, (3) preview what the post covers (1-2 sentences), (4) include [KEYWORD] naturally in the first 100 words. Tone: [TONE — e.g., "practical and direct, not academic"]. Do not use "In this article/post, I will..."

VARIABLES TO CUSTOMIZE:

- [KEYWORD] — target keyword for this post
- [TONE] — your blog's voice and style
- [HOOK TYPE] — question / statistic / bold claim / story opening

EXPECTED OUTPUT: A 200-word blog post introduction with hook, problem statement, post preview, and natural keyword inclusion in the first 100 words. No "In this post" language. Reads as engaging, not formulaic.

SEO-05: Blog Post — Full H2 Section (400 words)

CONTEXT: Use when writing individual sections of a long-form SEO blog post. Each H2 section is essentially a mini-article — it needs its own hook, development, and closing thought.

PROMPT: Act as an SEO section writer. Write a 400-word H2 section for a blog post on "[TOPIC — e.g., 'AI marketing prompts']." Section heading: [H2 HEADING — e.g., "## How to Write AI Marketing Prompts That Actually Work"]. Include: H3 subheadings if needed, target keyword [KEYWORD] naturally 2-3 times, one specific example, practical advice (not theory). Tone: [TONE]. No fluff sentences — every sentence advances the topic.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — the blog post's overall topic
- [H2 HEADING] — the specific section heading
- [KEYWORD] — the target or secondary keyword for this section

EXPECTED OUTPUT: A 400-word H2 section with optional H3 subheadings, 2-3 natural keyword uses, one specific example, and no filler. Ready to drop into the blog post at the appropriate position.

SEO-06: FAQ Schema Content — 8 Questions and Answers

CONTEXT: Use when writing FAQ sections optimized for Google's FAQ rich results. FAQ schema can earn additional SERP real estate (expandable Q&A directly in results). Answers must be 40-300 words to qualify.

PROMPT: Act as an FAQ schema content writer. Write 8 FAQ schema entries for [TOPIC/PAGE — e.g., "AI marketing prompts product page"]. Each entry: question (starts with How/What/Why/Can/Is) and answer (50-150 words, factual and complete, first sentence answers the question directly). Target keyword: [KEYWORD] — include naturally in at least 3 answers. Answers must be standalone — assume they'll appear in Google without surrounding context.

VARIABLES TO CUSTOMIZE:

- [TOPIC/PAGE] — the page or topic these FAQs support
- [KEYWORD] — include naturally in multiple answers
- Questions should reflect real user searches — not product FAQ fluff

EXPECTED OUTPUT: 8 FAQ schema entries with question + 50-150 word answer. Each answer is direct and complete. Keyword appears naturally in 3+ answers. Formatted as Q/A pairs ready for schema markup.

SEO-07: Product Page Description — SEO-Optimized

CONTEXT: Use when writing product descriptions for e-commerce or digital product pages. Product descriptions must serve two masters: Google (keyword relevance) and humans (conversion). This prompt balances both.

PROMPT: Act as an e-commerce SEO product description writer. Write a product description for [PRODUCT NAME] at [PRICE]. Primary keyword: [KEYWORD — e.g., "AI marketing prompt pack"]. Description length: 150-300 words. Structure: (1) opening sentence with keyword, (2) what's included (specific), (3) who it's for, (4) how to use it, (5) outcome/result. Keyword density: include primary keyword 2-3 times. Secondary keywords: [SECONDARY KEYWORDS].

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [KEYWORD] — primary keyword to rank for
- [SECONDARY KEYWORDS] — 2-3 related terms to include naturally

EXPECTED OUTPUT: A 150-300 word product description with 2-3 natural keyword uses, specific product details, audience description, and outcome framing. Both Google-friendly and conversion-focused.

SEO-08: Pillar Content Structure — Hub and Spoke Plan

CONTEXT: Use when planning a content cluster around a core topic. A pillar page + cluster model improves topical authority and internal linking, which is one of the most underutilized SEO strategies for small sites.

PROMPT: Act as an SEO content strategist. Design a hub-and-spoke content cluster for the pillar topic: "[PILLAR TOPIC — e.g., 'AI marketing for small businesses']." Include: (1) pillar page title and target keyword, (2) 8 cluster content pieces — each with a suggested title, target keyword, and its relationship to the pillar (supports, expands, or specializes), (3) internal linking strategy: how each cluster page links back to the pillar and to each other.

VARIABLES TO CUSTOMIZE:

- [PILLAR TOPIC] — your core content area
- [CLUSTER RELATIONSHIPS] — each cluster piece should target a more specific keyword than the pillar

EXPECTED OUTPUT: A content cluster plan with 1 pillar + 8 cluster pieces. Each piece has title, keyword, and relationship to pillar. Includes internal linking strategy. Ready to use as a content calendar.

SEO-09: Internal Linking Anchor Text — 10 Variants

CONTEXT: Use when building internal links between pages on your site. Anchor text variety is an SEO best practice — using the same keyword anchor repeatedly can trigger over-optimization penalties.

PROMPT: Act as an internal linking SEO specialist. Write 10 anchor text variants for linking to [TARGET PAGE — e.g., "the AI Marketing Prompt Kit sales page"]. Target keyword: [KEYWORD]. Include: 2 exact-match anchors, 3 partial-match anchors, 3

branded anchors, 2 generic anchors. Label each type. All must read naturally in surrounding sentence context — provide an example sentence for each.

VARIABLES TO CUSTOMIZE:

- [TARGET PAGE] — the page you're building internal links to
- [KEYWORD] — the primary keyword for the target page

EXPECTED OUTPUT: 10 anchor text variants labeled by type (exact/partial/branded/generic) with an example sentence for each. All read naturally in context. Prevents over-optimization from repeated same-anchor linking.

SEO-10: Keyword Research Brief — Competitor Gap Analysis

CONTEXT: Use to structure a keyword gap analysis for a competitor's content strategy. Understanding what keywords competitors rank for that you don't is one of the fastest ways to find high-opportunity content ideas.

PROMPT: Act as an SEO keyword research analyst. Write a keyword gap analysis framework for [BRAND NAME] vs. [COMPETITOR CATEGORY — e.g., "AI writing tool websites"]. Structure: (1) 5 keyword categories to investigate (commercial intent, informational, long-tail, branded alternative, question-based), (2) specific search query examples for each category, (3) prioritization matrix (volume vs. difficulty vs. relevance), (4) recommended tools for conducting the actual research. This is a framework brief — not the actual research output.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [COMPETITOR CATEGORY] — describe the competitor type without naming specific brands

EXPECTED OUTPUT: A keyword gap analysis framework with 5 keyword categories, example queries, prioritization matrix criteria, and tool recommendations. Use as a brief before running the actual research in SEMrush/Ahrefs/etc.

SEO-11: Blog Post — Conclusion Section

CONTEXT: Use when writing the conclusion of an SEO blog post. Conclusions must summarize without being repetitive, reinforce the primary takeaway, and include a CTA that's contextually appropriate for the content.

PROMPT: Act as an SEO blog conclusion writer. Write a 150-200 word conclusion for a blog post about [TOPIC]. The article covered: [MAIN POINTS — e.g., "why AI prompts fail, the right structure, 5 frameworks, and how to apply them"]. Conclusion structure: (1) one-sentence summary of the key insight, (2) reinforce the main takeaway in 2-3 sentences without repeating the article, (3) CTA appropriate to the content: [CTA TYPE — e.g., "download the full prompt pack" or "try the first framework yourself"]. Include [KEYWORD] once naturally.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — the blog post topic
- [MAIN POINTS] — what the article actually covered
- [CTA TYPE] — what action fits naturally after reading this content

EXPECTED OUTPUT: A 150-200 word blog conclusion with summary sentence, takeaway reinforcement, and contextually appropriate CTA. Keyword appears once. Doesn't just repeat the intro.

SEO-12: Local SEO — Location + Service Description

CONTEXT: Use for location-specific landing pages or Google Business Profile descriptions. Local SEO copy must include the location naturally while still being readable and conversion-focused.

PROMPT: Act as a local SEO copywriter. Write a location-targeted page description for [BUSINESS TYPE] in [LOCATION — e.g., "marketing consultant in Austin, TX"]. Include: location keyword [LOCATION + SERVICE] naturally in first 100 words, specific local signals (neighborhood, city, regional terms), and conversion-focused copy that serves the reader's intent. Length: 200-300 words. Google Business Profile description variant (under 750 characters) also included.

VARIABLES TO CUSTOMIZE:

- [BUSINESS TYPE] — your specific service or product category
- [LOCATION] — city, state, or regional target area
- [LOCAL SIGNALS] — neighborhoods, landmarks, or regional terms that ground the copy

EXPECTED OUTPUT: A 200-300 word location page description with natural keyword placement and a 750-character Google Business Profile description variant. Both are human-readable, not keyword-stuffed.

SEO-13: Schema Markup Guidance — Product Page

CONTEXT: Use to generate the information needed to write JSON-LD schema markup for a product page. Schema markup helps Google display rich results (star ratings, price, availability) in search results.

PROMPT: Act as a technical SEO schema specialist. Write the Product schema markup guidance for [PRODUCT NAME]. Provide the key-value pairs needed for JSON-LD Product schema: name, description (under 160 chars), brand, offers (price, currency, availability, priceValidUntil), aggregateRating (if applicable), and category. Format as a structured list with field names and recommended values based on [PRODUCT DETAILS — describe your product].

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [PRODUCT DETAILS] — price, rating, availability, product category
- A developer will convert this guidance into actual JSON-LD code

EXPECTED OUTPUT: A structured list of Product schema field-value pairs for [PRODUCT NAME]. Each field has a recommended value based on your product details. Ready for a developer to implement as JSON-LD.

SEO-14: Blog Post — Listicle Format (10 items)

CONTEXT: Use when writing a list-format blog post. Listicles consistently outperform other blog formats for search traffic because they match the "best X" and "top X" intent of most commercial searches.

PROMPT: Act as an SEO listicle writer. Write a 10-item listicle post titled "[TITLE — e.g., '10 AI Marketing Prompt Examples That Actually Work']." For each item: H3 heading (item name — 5-8 words), 100-word description including a specific example or use case. Include [KEYWORD] in the H1 and at least 3 H3 headings. Total: 1,200-1,400 words. Intro: 150 words. Conclusion with CTA: 100 words.

VARIABLES TO CUSTOMIZE:

- [TITLE] — your keyword-targeted listicle title
- [KEYWORD] — target keyword to distribute throughout
- [10 ITEMS] — each item should be a distinct, specific point — not variations of the same idea

EXPECTED OUTPUT: A complete 10-item listicle (1,200-1,400 words) with keyword-optimized H1, intro, 10 H3 sections, and CTA conclusion. Ready to publish after reviewing for accuracy and brand voice.

SEO-15: Blog Post — Comparison Post ("X vs. Y")

CONTEXT: Use for comparison posts targeting high-commercial-intent keywords. "X vs. Y" searches indicate a buyer comparing options — this content format captures decision-stage traffic.

PROMPT: Act as a comparison content writer. Write an "[OPTION A] vs. [OPTION B]" blog post outline and introduction for the target keyword: "[KEYWORD — e.g., 'AI writing tools vs. AI prompt packs']." Outline: 6 H2 comparison sections (e.g., pricing, features, ease of use, who it's best for, pros/cons, verdict). Introduction: 200 words with keyword included. Each H2 section should have a clear "winner" declared or a nuanced recommendation. Post conclusion: verdict + CTA.

VARIABLES TO CUSTOMIZE:

- [OPTION A vs. OPTION B] — the two things being compared
- [KEYWORD] — the comparison search term you're targeting
- Be genuinely helpful — fence-sitters read these to make real decisions

EXPECTED OUTPUT: A comparison post outline with 6 labeled H2 sections and a 200-word intro. Each section has a clear structure for declaring a winner or nuanced recommendation. Conclusion + CTA included.

SEO-16: Blog Post — "Best Of" Roundup (7 items)

CONTEXT: Use for roundup posts targeting "best [category]" searches. Best-of roundups earn backlinks naturally because creators and brands who get featured share them with their audiences.

PROMPT: Act as a roundup post writer. Write a "best of" roundup for [CATEGORY — e.g., "AI marketing tools for small businesses"]. Include: H1 title with keyword, intro (150 words), 7 items — each with: H3 title, 1-sentence summary, 3 specific pros, 1 honest con, who it's best for, and pricing. Conclusion with top recommendation + CTA. Target keyword: [KEYWORD]. Total: 1,500-2,000 words.

VARIABLES TO CUSTOMIZE:

- [CATEGORY] — the "best [category]" keyword you're targeting
- [7 ITEMS] — research the actual best options — don't invent tools
- Include your own product as one of the 7 items if legitimately in the category

EXPECTED OUTPUT: A complete 7-item best-of roundup structure (1,500-2,000 words) with keyword-targeted H1, intro, 7 structured item blocks, and top recommendation. Balanced — honest pros and cons.

SEO-17: Category Page SEO Copy

CONTEXT: Use for the description text on a product category page (e-commerce/digital product stores). Category pages are often the highest-traffic pages in a store — they need keyword-optimized introductory copy.

PROMPT: Act as a category page SEO copywriter. Write the introductory copy for a category page: "[CATEGORY NAME — e.g., 'AI Marketing Prompts']." Primary keyword: [KEYWORD]. Length: 150-200 words. Structure: (1) H1 with keyword, (2) 2-paragraph intro: what this category contains + who it's for, (3) keyword-natural language throughout (don't force it), (4) brief CTA to browse the category. Reads like helpful orientation copy — not keyword stuffing.

VARIABLES TO CUSTOMIZE:

- [CATEGORY NAME] — e.g., "AI Marketing Prompts" or "Email Copywriting Templates"
- [KEYWORD] — primary keyword for this category
- [WHAT'S IN THE CATEGORY] — describe the products or content in this category

EXPECTED OUTPUT: A 150-200 word category page description with H1, 2-paragraph intro, and brief CTA. Keyword appears 2-3 times naturally. Reads as helpful navigation copy for the visitor.

SEO-18: SEO-Optimized "How To" Guide (Full Post)

CONTEXT: Use for a complete how-to guide blog post targeting a "how to" keyword. How-to posts can earn Google's Featured Snippet if the answer is structured correctly — this prompt builds in the featured snippet structure.

PROMPT: Act as an SEO how-to guide writer. Write a complete how-to guide titled " [TITLE — e.g., 'How to Use AI to Write Your Marketing Copy in 30 Minutes']." Target keyword: [KEYWORD — e.g., "how to use AI for marketing"]. Include: (1) featured snippet-optimized summary (50-75 words, numbered list of steps), (2) intro (200 words, keyword in first 100 words), (3) 5-7 numbered steps with H2 headings (200 words each), (4) troubleshooting section (100 words), (5) conclusion with CTA. Total: 1,500-2,000 words.

VARIABLES TO CUSTOMIZE:

- [TITLE] — keyword-targeted how-to title
- [KEYWORD] — "how to [action]" keyword
- [STEPS] — the actual steps — must be specific and actionable, not vague

EXPECTED OUTPUT: A complete how-to guide (1,500-2,000 words) with featured snippet summary, keyword-optimized intro, 5-7 numbered H2 steps, troubleshooting section, and CTA conclusion. Featured snippet section is 50-75 words and numbered.

SEO-19: Title Tag and Meta Description — Blog Post

CONTEXT: Use when writing meta titles and descriptions specifically for blog posts (not product pages). Blog meta copy competes differently in SERP — it must match informational intent and promise a specific answer.

PROMPT: Act as a blog SEO meta copy writer. Write 3 meta title variants (under 60 characters) and 3 meta description variants (under 160 characters) for a blog post titled " [BLOG POST TITLE — e.g., 'How to Use AI Prompts to Write Facebook Ads']." Primary keyword: [KEYWORD]. Meta titles should match the informational intent. Meta descriptions should promise a specific answer (not "find out more"). Label each by approach: direct, curiosity, or benefit.

VARIABLES TO CUSTOMIZE:

- [BLOG POST TITLE] — exact title of your blog post
- [KEYWORD] — primary keyword
- Adjust "promise" in descriptions based on what the post actually delivers

EXPECTED OUTPUT: 3 meta title variants (under 60 chars) and 3 meta descriptions (under 160 chars) for a blog post, labeled by approach. All promise specific answers matching informational search intent.

SEO-20: SEO Blog Post — Expert Roundup Introduction

CONTEXT: Use for expert roundup posts that feature quotes from multiple experts. Roundup posts earn backlinks because contributors share them — but they need a strong intro that establishes the post's unique value.

PROMPT: Act as a roundup post editor. Write a 250-word expert roundup introduction for a post titled "[TITLE — e.g., '15 AI Marketing Experts Share Their Best Prompt Tips']." The intro must: (1) hook the reader with a problem, (2) explain why expert perspectives specifically are valuable here, (3) briefly introduce the number and caliber of contributors, (4) preview what readers will learn, (5) include [KEYWORD] in the first 100 words. No generic "we asked experts" language.

VARIABLES TO CUSTOMIZE:

- [TITLE] — your roundup title
- [KEYWORD] — target keyword
- [CONTRIBUTORS] — describe the expertise level and variety of your contributors

EXPECTED OUTPUT: A 250-word expert roundup intro that hooks, establishes value, introduces contributors, previews content, and includes the keyword in the first 100 words. Reads as a confident editor, not a content farm.

SEO-21: Homepage SEO Copy Block

CONTEXT: Use for adding SEO-optimized body copy to a homepage. Homepages rank for brand + category keywords — they need copy that covers core topic terms naturally without burying the conversion copy.

PROMPT: Act as a homepage SEO copywriter. Write a 250-word SEO-optimized copy block for [BRAND NAME]'s homepage. This block appears below the hero section. Primary keyword: [KEYWORD]. Secondary keywords: [SECONDARY KEYWORDS]. Cover: what the brand offers, who it's for, and what makes it different — all in keyword-natural language. This copy should serve SEO without destroying conversion copy above it.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [KEYWORD] — primary homepage keyword
- [SECONDARY KEYWORDS] — 2-3 related keyword variations

EXPECTED OUTPUT: A 250-word homepage SEO copy block with natural keyword placement (primary + secondary). Reads as helpful orientation copy, not SEO filler. Supports — not competes with — the hero section above.

SEO-22: Keyword Cluster — 30 Long-Tail Variations

CONTEXT: Use when building a comprehensive keyword map for a topic. Long-tail keywords are often lower competition and higher conversion intent — they should inform both content creation and product page copy.

PROMPT: Act as a keyword research specialist. Generate 30 long-tail keyword variations for the seed keyword: "[SEED KEYWORD — e.g., 'AI marketing prompts']." Organize into 5 clusters of 6: (1) how-to intent, (2) best/comparison intent, (3) specific platform/tool intent, (4) audience-specific intent, (5) problem/solution intent. For each keyword: the keyword phrase + estimated intent (informational / commercial / transactional). Present as a labeled table.

VARIABLES TO CUSTOMIZE:

- [SEED KEYWORD] — your core topic keyword
- Use your own keyword tool (Ahrefs, SEMrush, Google Search Console) to validate volume

EXPECTED OUTPUT: A 30-keyword table organized in 5 clusters of 6, each with keyword phrase and intent label. Serves as a content calendar and page optimization checklist.

SEO-23: SEO Content Brief — Full Brief Template

CONTEXT: Use when briefing a writer or AI to create a specific piece of content. A full SEO brief prevents guessing and produces first-draft content that requires minimal revision.

PROMPT: Act as an SEO content brief writer. Write a complete content brief for a post targeting: "[TARGET KEYWORD — e.g., 'how to write AI marketing prompts']." Brief sections: (1) target keyword + intent, (2) title options (3 variants), (3) audience + pain point, (4) outline (H2/H3 structure), (5) word count target, (6) keyword distribution guidance, (7) internal links to include, (8) CTA, (9) tone and style notes. One page brief.

VARIABLES TO CUSTOMIZE:

- [TARGET KEYWORD] — the keyword this content piece targets
- [INTERNAL LINKS] — pages on your site this post should link to
- [TONE] — your brand's writing voice

EXPECTED OUTPUT: A 9-section SEO content brief for a specific keyword. Serves as a complete brief for a human writer or AI. Prevents guessing on keyword placement, structure, and CTA.

SEO-24: Press Release — SEO-Optimized Product Launch

CONTEXT: Use for a product launch press release. Press releases distributed to PR services create backlinks and coverage that signal authority to Google. Modern press releases must be newsworthy and human-readable — not keyword-stuffed.

PROMPT: Act as a PR/SEO press release writer. Write a press release for the launch of [PRODUCT NAME]. Include: headline (under 12 words, contains keyword [KEYWORD]), dateline, lead paragraph (5 W's answered, keyword included), supporting paragraph (key features and target audience), quote from creator/spokesperson, about section (100 words), boilerplate, and contact. Total: 400-600 words. Format: AP Style.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [KEYWORD] — primary keyword
- [QUOTE] — spokesperson quote (can be founder/brand/anonymous)

EXPECTED OUTPUT: A 400-600 word press release in AP Style with all standard sections. Keyword in headline and lead paragraph. Suitable for distribution via PR Newswire, EIN Presswire, or similar.

SEO-25: Testimonial Page SEO Optimization

CONTEXT: Use to write the framing copy and SEO metadata for a dedicated testimonial or reviews page. Testimonial pages often rank for "[brand name] reviews" searches and convert high-intent visitors at a high rate.

PROMPT: Act as a testimonial page SEO writer. Write: (1) H1 for a testimonials page (includes keyword "[BRAND NAME] reviews"), (2) intro paragraph (100 words — explains why these reviews were collected and who the reviewers are), (3) meta title (under 60

chars, brand + reviews keyword), (4) meta description (under 160 chars — promises social proof type and invites the click). Also: recommend how to structure the review display for maximum credibility.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [REVIEW TYPES] — text reviews, video testimonials, star ratings — what you have

EXPECTED OUTPUT: A testimonial page SEO package: H1, intro paragraph, meta title, meta description, and display structure recommendation. Optimizes for "[brand] reviews" searches.

Category 6: Brand Strategy

Brand positioning statements, messaging hierarchy, tone-of-voice guides, ICP definitions, competitive differentiation, brand story, value proposition — this category builds the strategic foundation every other marketing effort depends on.

BS-01: Brand Positioning Statement

CONTEXT: Use when defining or refining the foundational positioning of your brand. A positioning statement is internal strategy — not customer-facing tagline copy. It anchors every other brand decision.

PROMPT: Act as a brand strategist. Write a positioning statement for [BRAND NAME] using the classic format: "For [TARGET AUDIENCE], [BRAND NAME] is the [CATEGORY] that [UNIQUE VALUE] because [REASON TO BELIEVE]." Then: (1) expand it to a 2-paragraph positioning paragraph for internal use, (2) identify the primary competitor frame you're positioning against, (3) name the one thing you must be better at than anyone else in your category. Use this information: [BRAND/PRODUCT DETAILS].

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [TARGET AUDIENCE] — specific, not "everyone"
- [BRAND/PRODUCT DETAILS] — describe your product, audience, differentiators

EXPECTED OUTPUT: A positioning statement in the classic format, 2-paragraph positioning paragraph, competitive frame, and single differentiator. Internal strategy document — not customer-facing copy.

BS-02: Ideal Customer Profile (ICP) — Full Definition

CONTEXT: Use when defining your ideal customer for the first time or refining an existing ICP. A true ICP goes beyond demographics — it describes psychographics, motivations, fears, and decision-making patterns.

PROMPT: Act as a brand strategist. Write a detailed Ideal Customer Profile (ICP) for [BRAND NAME]. Include: (1) demographic profile (age range, role/title, company size if B2B), (2) psychographic profile (values, self-image, aspirations), (3) current situation (what they're doing today that [PRODUCT NAME] improves), (4) core problem (what pain they experience), (5) desired outcome (what success looks like), (6) purchase triggers (what makes them buy now vs. later), (7) objections (top 3), (8) where they spend time online.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Use real customer interviews or data if available — not assumed demographics

EXPECTED OUTPUT: An 8-section ICP document covering demographics through online behavior. Specific enough to inform all copywriting, ad targeting, and product decisions. One page.

BS-03: Brand Messaging Hierarchy

CONTEXT: Use when creating a messaging framework that cascades from the brand level down to individual audience segments. A messaging hierarchy ensures consistency across all channels without making every message identical.

PROMPT: Act as a messaging strategist. Build a 3-level messaging hierarchy for [BRAND NAME]: Level 1 — Core Brand Message: one sentence that communicates the essence of [BRAND NAME] for all audiences. Level 2 — Audience Segment Messages: 3 variations for [SEGMENT 1], [SEGMENT 2], [SEGMENT 3] — same core idea, different language for each. Level 3 — Channel-Specific Messages: adapt Level 2 messages for: website homepage, Facebook ad, email subject line. Format as a cascade table.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [SEGMENT 1/2/3] — e.g., "freelancers / agency owners / solopreneurs"

EXPECTED OUTPUT: A 3-level messaging hierarchy table with core message, 3 audience variations, and channel-specific adaptations. Shows how the same positioning message flexes for different audiences and formats.

BS-04: Tone of Voice Guide

CONTEXT: Use to define and document your brand's tone of voice. A written tone guide ensures all content — from ads to emails to social posts — sounds consistent, even when written by different people or AI tools.

PROMPT: Act as a brand voice strategist. Write a tone of voice guide for [BRAND NAME]. Include: (1) voice description: 4 adjectives that characterize the brand voice, each with a 2-sentence explanation, (2) voice dial: for each adjective, describe where the brand sits on a spectrum (e.g., "Professional — but not corporate," "Confident — but not arrogant"), (3) do/don't examples: 5 pairs of on-brand vs. off-brand phrases, (4) platform variations: how voice shifts slightly for email vs. social vs. ad copy.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [4 ADJECTIVES] — e.g., "Direct / Practical / Approachable / Expert"
- Derive adjectives from: how you want customers to feel after interacting with the brand

EXPECTED OUTPUT: A 4-section tone of voice guide: voice adjectives (with explanations), voice dials, do/don't phrase examples (5 pairs), and platform variations. Reference document for any content creator.

BS-05: Brand Story (Origin Narrative)

CONTEXT: Use to craft the founding story of your brand. A compelling brand story creates connection, trust, and memorability — it answers why the brand exists in a way that resonates emotionally with the target audience.

PROMPT: Act as a brand storytelling strategist. Write the brand story for [BRAND NAME] in three versions: (1) long version (300-400 words): full narrative — the problem the founder faced, what they tried that didn't work, the moment of insight, and why

[BRAND NAME] was built for buyers like them, (2) medium version (100-150 words): used on About page, (3) short version (25-35 words): used as elevator pitch or social bio. All three must be consistent in facts but calibrated in length.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [FOUNDER PROBLEM] — the real situation that motivated creating the brand
- [INSIGHT MOMENT] — the specific realization that led to the product

EXPECTED OUTPUT: Three brand story versions (long/medium/short) at different lengths for different use cases. All factually consistent. Long version reads as a genuine narrative — not a bio.

BS-06: Value Proposition Canvas

CONTEXT: Use to map the full value proposition of your product against customer jobs, pains, and gains. The Value Proposition Canvas (Osterwalder/Pigneur) is a strategic tool — this prompt adapts it for prompt-based use.

PROMPT: Act as a value proposition strategist. Complete a Value Proposition Canvas for [PRODUCT NAME]: Customer Profile side — (1) Customer Jobs (what tasks/goals your buyer has), (2) Pains (frustrations, risks, obstacles), (3) Gains (desired outcomes, benefits sought). Value Map side — (4) Pain Relievers (how [PRODUCT NAME] addresses each pain), (5) Gain Creators (how [PRODUCT NAME] creates each gain), (6) Products and Services (what [PRODUCT NAME] actually delivers). Format as two columns.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Use real customer feedback or interviews for the Customer Profile side

EXPECTED OUTPUT: A Value Proposition Canvas with 6 completed sections in two columns. Shows specifically how product features (right side) map to customer needs (left side). Used for product/marketing alignment.

BS-07: Competitive Differentiation Map

CONTEXT: Use to identify and articulate how your brand is meaningfully different from alternatives. Differentiation must be real, relevant, and defensible — not just "we care more" or "better quality."

PROMPT: Act as a competitive strategist. Build a differentiation map for [BRAND NAME] against [COMPETITOR TYPE — e.g., "AI writing subscription tools"]. For each differentiation dimension, rate your brand and the competitor category on a 1-5 scale, then write a 1-sentence articulation of your advantage. Dimensions: price model, output quality, ease of use, ownership model, customizability, customer support, integration breadth. Add 2 custom dimensions relevant to your specific category: [CUSTOM DIM 1], [CUSTOM DIM 2].

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [COMPETITOR TYPE] — e.g., "subscription AI writing tools" or "generic prompt libraries"
- [CUSTOM DIMENSIONS] — add dimensions where you have a clear advantage

EXPECTED OUTPUT: A 9-dimension differentiation map with 1-5 ratings for your brand and competitor category, plus a 1-sentence advantage statement per dimension. Identifies your strongest differentiators.

BS-08: Brand Promise Statement

CONTEXT: Use to define the explicit promise your brand makes to customers. A brand promise is the commitment that every product, interaction, and communication must fulfill — it's the standard you're held to.

PROMPT: Act as a brand strategist. Write a brand promise statement for [BRAND NAME] that: (1) is specific enough to be testable ("we will [X]"), (2) is relevant enough to motivate purchase, (3) is authentic enough to actually deliver on. Format: (1) the 1-sentence promise, (2) what it means operationally (what you must do to fulfill it), (3) what failure looks like (what would break this promise), (4) how it shows up in the product. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Base the promise on what you can actually deliver — not aspirational claims

EXPECTED OUTPUT: A brand promise (1 sentence) plus 3 supporting definitions: operational meaning, failure conditions, product manifestation. Under 200 words. Specific enough to audit against.

BS-09: Messaging Pillars — 3-Pillar Framework

CONTEXT: Use to define the 3 core themes that all brand messaging returns to. Messaging pillars are the 3 things you always say, no matter the channel, audience, or format — they create the consistency of a recognizable brand.

PROMPT: Act as a messaging framework strategist. Define 3 messaging pillars for [BRAND NAME]. For each pillar: (1) pillar name (2-4 words), (2) core claim (1 sentence — what this pillar asserts), (3) supporting proof points (3 facts, features, or results that back the claim), (4) how it shows up in copy (example headline, email subject, and social post each embodying this pillar). Format: 3 parallel blocks.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Pillars should be distinct — no two pillars should overlap in meaning

EXPECTED OUTPUT: 3 messaging pillar blocks, each with name, claim, 3 proof points, and 3 copy examples (headline/email subject/social post). Shows how the same pillar theme manifests across different formats.

BS-10: Brand Name Evaluation Framework

CONTEXT: Use when evaluating a brand name shortlist. Naming decisions are high-stakes and irreversible — this framework applies consistent criteria across candidates so the decision isn't made on gut feel alone.

PROMPT: Act as a brand naming strategist. Evaluate these brand name candidates for [PRODUCT/BRAND TYPE — e.g., "an AI marketing prompt kit"]: [NAME 1], [NAME 2], [NAME 3]. Evaluate each on: (1) memorability (1-5), (2) pronunciation clarity (1-5), (3) domain availability likelihood (high/med/low), (4) trademark risk assessment (high/med/low), (5) category fit (does it communicate what the product is?), (6) international concerns (offensive/confusing in other languages?). Total score + recommendation.

VARIABLES TO CUSTOMIZE:

- [NAME 1/2/3] — your actual name candidates
- [PRODUCT/BRAND TYPE] — what this brand is
- Verify domain and trademark availability yourself — this is a framework, not legal advice

EXPECTED OUTPUT: A scored evaluation table for 3 name candidates across 6 criteria, with a total score and a recommendation with rationale. Use alongside domain + trademark checks.

BS-11: Customer Journey Map — 5 Stages

CONTEXT: Use to map the full customer journey from awareness through advocacy. A customer journey map shows what the customer is thinking and feeling at each stage, which informs messaging strategy at every touchpoint.

PROMPT: Act as a customer experience strategist. Write a customer journey map for a buyer of [PRODUCT NAME]. Map 5 stages: (1) Unaware, (2) Problem Aware, (3) Solution Aware, (4) Product Aware, (5) Post-Purchase. For each stage: (a) what the customer is thinking, (b) what they feel, (c) what marketing touchpoint reaches them here, (d) what message they need to move to the next stage. Format as a table with 4 columns across 5 rows.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Base the thinking/feeling columns on real customer insights, not assumptions

EXPECTED OUTPUT: A 5-stage customer journey map table (5 rows x 4 columns: stage / thinking / feeling / touchpoint / message). Shows what to say, where, and why at each stage. Drives content and channel strategy.

BS-12: Brand Architecture — Product Naming System

CONTEXT: Use when you have or are planning multiple products. A naming architecture system ensures products feel related without being confusingly similar, and positions each tier or product clearly in the buyer's mind.

PROMPT: Act as a brand architecture strategist. Design a product naming system for [BRAND NAME] with [NUMBER] products or tiers: [PRODUCT LIST]. For each, provide: (1) recommended product name (descriptive, memorable, fits architecture), (2) naming rationale (why this name vs. alternatives), (3) how it positions within the portfolio (entry/mid/premium), (4) the naming pattern (so future products fit the same system). Overall: does the naming system feel coherent as a family?

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [NUMBER/PRODUCT LIST] — e.g., "2 products: Starter kit ($27) and Full Kit ($47)"

EXPECTED OUTPUT: A naming system document for [N] products with name, rationale, portfolio positioning, and pattern description per product. Includes an overall coherence assessment.

BS-13: Competitor Analysis — 4-Competitor Brief

CONTEXT: Use to conduct a structured competitor analysis before building or refreshing brand messaging. Understanding the competitive landscape prevents positioning overlap — you can't differentiate without knowing what you're differentiating from.

PROMPT: Act as a competitive intelligence analyst. Write a brief competitor analysis for [BRAND NAME] in the [MARKET — e.g., "AI marketing tools"] space. Analyze 4 competitors: [COMPETITOR 1 TYPE], [COMPETITOR 2 TYPE], [COMPETITOR 3 TYPE], [COMPETITOR 4 TYPE]. For each: (1) primary positioning (how they describe themselves), (2) target customer, (3) key differentiators they claim, (4) apparent weaknesses, (5) what they own in the mind of buyers (their category position). Conclude: the positioning gap [BRAND NAME] should occupy.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [COMPETITOR TYPES] — describe competitor categories without naming specific brands
- Base analysis on publicly available information: websites, ads, reviews

EXPECTED OUTPUT: A 4-competitor brief with 5 fields per competitor and a positioning gap conclusion. Shows specifically where the market is crowded and where there's space to position uniquely.

BS-14: Category Design Brief

CONTEXT: Use when you want to create or define your own category rather than competing in an existing one. Category design is the most powerful brand strategy — owning a category makes you the default leader within it.

PROMPT: Act as a category design strategist. Write a category design brief for [BRAND NAME]. Include: (1) the existing category you'd be competing in if you don't create your own, (2) what's wrong with that category from the buyer's perspective, (3) the new category you're creating — give it a name and define it in 1-2 sentences, (4) the "before/after" of the old category vs. your new one, (5) who the buyers are in this new category, (6) the enemy (what you're against, not who). Under 400 words.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Think: "Instead of being 'another AI writing tool,' what new category could we define?"

EXPECTED OUTPUT: A 400-word category design brief with old category, category problem, new category name and definition, before/after contrast, buyer description, and "enemy." Strategic foundation for category-first positioning.

BS-15: Brand Tagline — 10 Candidates

CONTEXT: Use when developing or testing brand taglines. Taglines are the compressed expression of your brand's positioning — they're heard thousands of times, so they must be simple, specific, and memorable.

PROMPT: Act as a brand tagline strategist. Write 10 tagline candidates for [BRAND NAME]. Requirements for each: (1) under 7 words, (2) specific enough to be meaningful, (3) not a generic category claim ("the best X" rejects), (4) memorable on first hearing. Generate 2 each of: outcome-focused, process-focused, promise-focused, identity-focused, and contrast-focused taglines. Label each by type and rate memorability (1-5).

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [CORE POSITIONING] — what the brand fundamentally does or stands for
- Test shortlisted taglines with your target audience before committing

EXPECTED OUTPUT: 10 tagline candidates labeled by type (outcome/process/promise/identity/contrast) with memorability ratings (1-5). All under 7 words. Specific, not generic. Use for audience testing.

BS-16: Brand Mission and Vision Statements

CONTEXT: Use to define mission (what you do and why today) and vision (where you're going). These are internal north stars and external trust signals — they're often on About pages, decks, and job postings.

PROMPT: Act as a purpose-driven brand strategist. Write mission and vision statements for [BRAND NAME]. Mission: what [BRAND NAME] does, for whom, and why it matters — present tense, specific, achievable today. Vision: the world you're working toward if [BRAND NAME] succeeds at scale — ambitious but grounded, not marketing hyperbole. Also write: 3 core values with 1-sentence explanations each. Format: mission / vision / values as three labeled sections.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Mission: specific enough to audit against — can you do this today?
- Vision: ambitious enough to inspire but not so abstract it's meaningless

EXPECTED OUTPUT: Three sections: mission statement (1-2 sentences), vision statement (1-2 sentences), 3 core values with 1-sentence explanations. All grounded in what the brand actually does and believes.

BS-17: Brand Voice Persona — Character Profile

CONTEXT: Use to define your brand voice as a character — an exercise that makes voice guidelines concrete and memorable. When brand voice is defined as "who would say this," it's easier to write consistently.

PROMPT: Act as a brand character designer. Define [BRAND NAME]'s brand voice as a specific character. Answer: (1) If [BRAND NAME] were a person, what would their job title be? (2) What's their communication style in a conversation? (3) What would they never say? (4) What are they passionate about? (5) How do they respond to customer frustration? (6) What books/podcasts do they reference? (7) Celebrity or fictional character closest to the voice. Use this to create a 200-word character profile.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Character should reflect the brand you want to project — not the founder's personal voice

EXPECTED OUTPUT: A 200-word brand voice character profile with 7 defining attributes. Used as a reference when writing any brand copy — ask "would this character say this?"

BS-18: Customer Persona — Detailed Profile (3 Personas)

CONTEXT: Use when defining multiple buyer personas for a product with a broad audience. Personas help copywriters, ad buyers, and product teams speak to specific people rather than an imaginary average.

PROMPT: Act as a persona development strategist. Write 3 distinct buyer personas for [PRODUCT NAME]. For each persona: name + role (fictional but specific), current situation (what they're doing professionally), core frustration with their current approach, what they've tried before, goal with [PRODUCT NAME], purchase trigger (what makes them buy today), preferred communication channel, and a direct quote that captures their mindset. Personas: [PERSONA 1 TYPE], [PERSONA 2 TYPE], [PERSONA 3 TYPE].

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PERSONA 1/2/3] — e.g., "freelance marketer / agency owner / solopreneur building their own brand"

EXPECTED OUTPUT: 3 persona profiles, each with 8 fields (role, situation, frustration, tried, goal, trigger, channel, quote). Distinct enough that copy targeting one persona is clearly different from copy targeting another.

BS-19: Unique Selling Proposition (USP) Development

CONTEXT: Use to develop and sharpen the Unique Selling Proposition — the one reason buyers should choose you over all alternatives. A true USP is verifiable, specific, and important to the buyer.

PROMPT: Act as a USP strategist. Develop the Unique Selling Proposition for [PRODUCT NAME]. Process: (1) list 8 potential differentiators (features, outcomes, model, price, experience), (2) score each on: is it important to buyers (1-5)? Is it unique to us (1-5)? Is it defensible (1-5)? (3) Highest total score = primary USP. (4) Write the USP in 3 formats: 10-word headline, 25-word statement, 50-word elevator pitch. Show the scoring.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Be honest in the scoring — inflated uniqueness scores lead to weak positioning

EXPECTED OUTPUT: A USP development worksheet: 8 differentiators with 3-criteria scores, a primary USP identified by highest score, and 3 USP format expressions (10/25/50 words). Shows the reasoning behind the final USP.

BS-20: Brand Values — Articulation and Expression

CONTEXT: Use to define brand values that are specific and operational — not generic words like "integrity" that every brand claims and none can measure. This prompt produces values that guide actual decisions.

PROMPT: Act as a brand values strategist. Define 5 core values for [BRAND NAME]. For each value: (1) value name (2-4 words), (2) what it means operationally — what behavior does it require?, (3) what it would mean to violate this value — a specific example, (4) how it shows up in the product and in customer communication. Values should be specific enough to create tension with other choices.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Avoid: innovation, integrity, excellence, quality — choose values specific to your brand

EXPECTED OUTPUT: 5 brand values with 4-part definitions (name/operational meaning/violation example/expression). Specific enough to guide real product and communication decisions.

BS-21: Content Strategy Framework — Brand Voice to Content Types

CONTEXT: Use to translate brand positioning and voice into a content strategy. This framework ensures all content types serve both audience needs and brand goals simultaneously.

PROMPT: Act as a content strategy architect. Build a content strategy framework for [BRAND NAME]. Include: (1) content mission statement (1 sentence: who you create content for, what you want them to do with it), (2) 4 content pillars (themes that all content maps to), (3) content types per pillar (3 formats per pillar), (4) content-to-business goal mapping (which content type serves: awareness / consideration / conversion / retention). Format as a structured framework.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [4 PILLARS] — themes central to your brand and audience's interests
- Each content type should serve a specific business goal — not just fill a calendar

EXPECTED OUTPUT: A content strategy framework with mission statement, 4 pillars, 3 formats per pillar, and content-to-goal mapping. Serves as the strategic foundation for a content calendar.

BS-22: Brand Audit — Self-Evaluation Checklist

CONTEXT: Use to conduct a periodic brand audit evaluating consistency, clarity, and impact across all brand touchpoints. Brand audits identify gaps between intended positioning and actual customer perception.

PROMPT: Act as a brand audit specialist. Create a 20-point brand audit checklist for [BRAND NAME]. Cover 5 sections of 4 points each: (1) Clarity (can someone new understand what [BRAND NAME] does in 5 seconds?), (2) Consistency (is messaging consistent across website, ads, email, social?), (3) Differentiation (does positioning clearly separate from competitors?), (4) Relevance (is the brand speaking to current buyer needs?), (5) Experience (does the buying/onboarding experience match the brand promise?). Each point: audit question + pass criteria.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- Conduct this audit annually or after major product/messaging changes

EXPECTED OUTPUT: A 20-point brand audit checklist in 5 sections. Each point has an audit question and pass criteria. Run this across your actual brand assets: website, ads, emails, social, product.

BS-23: Brand Repositioning Strategy — When to Pivot

CONTEXT: Use when your current brand positioning isn't converting or when the market has changed. Repositioning is high-risk — this framework identifies when it's necessary and how to do it without confusing existing customers.

PROMPT: Act as a brand strategy consultant. Write a repositioning strategy brief for [BRAND NAME]. Current positioning: [CURRENT POSITIONING]. Reason for considering reposition: [REASON — e.g., "not resonating with target audience / market has shifted / product has evolved beyond original positioning"]. Proposed new positioning: [NEW DIRECTION]. Include: (1) repositioning risk assessment, (2) what must stay the same (brand equity to preserve), (3) what must change, (4) transition communication plan for existing customers. Under 400 words.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [CURRENT/NEW POSITIONING] — be specific about both
- [REASON] — the specific market or business trigger for the reposition

EXPECTED OUTPUT: A 400-word repositioning brief with risk assessment, equity-to-preserve list, change requirements, and transition communication plan. Structured decision framework — not just a new tagline.

BS-24: Brand Story — Founder Background Version

CONTEXT: Use when the founder's personal background is a key part of the brand's credibility and differentiation. Founder-led brand stories must be specific and genuine — they build trust by showing the human behind the product.

PROMPT: Act as a founder brand story writer. Write the founder story for [BRAND NAME] that positions [FOUNDER BACKGROUND — e.g., "10 years in marketing agencies"] as the source of the product's credibility. Structure: (1) where they started and what they were doing, (2) the specific problem they kept encountering (not vague), (3) the moment they decided to build a solution, (4) what they built and why it's different from what they'd tried, (5) who they built it for (and why those people matter to them). 300-word long version.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [FOUNDER BACKGROUND] — the specific experience that qualifies the founder
- Be specific — avoid generic "I've always been passionate about X"

EXPECTED OUTPUT: A 300-word founder story with 5-part structure (background / problem / decision / solution / audience). Reads as a genuine personal account that builds credibility through specificity.

BS-25: Emotional Brand Positioning — The Feeling You Sell

CONTEXT: Use to articulate the emotional core of your brand. Every successful brand sells a feeling, not just a product. Naming that feeling precisely allows you to create emotionally resonant copy, design, and experience.

PROMPT: Act as an emotional positioning strategist. Identify and articulate the core emotional promise of [BRAND NAME]. Process: (1) list the 5 emotions your ideal customer feels after using [PRODUCT NAME] successfully, (2) the single most important emotion from that list — your "primary emotion," (3) the emotion they feel before buying (the negative state you're relieving), (4) the emotional transformation arc: from [NEGATIVE EMOTION] to [POSITIVE EMOTION], (5) how this emotional positioning shows up in tone, visuals, and copy. Under 250 words.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Base the emotions on actual customer feedback, not assumptions

EXPECTED OUTPUT: A 250-word emotional positioning document with 5 post-use emotions, primary emotion, negative-to-positive arc, and expression guidance. Grounds all creative decisions in the emotional outcome the brand delivers.

Category 7: Product Launch

Pre-launch waitlist copy, launch day email, Product Hunt post, press release, announcement social posts, post-launch follow-up, referral ask — this category covers the full product launch sequence from anticipation to post-launch momentum.

PL-01: Pre-Launch Waitlist Landing Page

CONTEXT: Use to build a pre-launch email list before your product goes live. Waitlist pages that reveal specifics (price, launch date, key features) convert better than vague "be the first to know" pages.

PROMPT: Act as a pre-launch copywriter. Write a waitlist landing page for [PRODUCT NAME] launching on [DATE]. Include: (1) headline: what's coming and who it's for (under 12 words), (2) 3-sentence tease: enough specifics to create desire, not enough to satisfy it, (3) waitlist benefit: [EARLY BENEFIT — e.g., "early access + $10 off launch price"], (4) email form: label + button text + privacy line. Under 200 words. Create genuine anticipation without overpromising.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DATE] — specific launch date
- [EARLY BENEFIT] — something genuinely valuable for signing up early

EXPECTED OUTPUT: A 200-word waitlist page with headline, tease paragraph, benefit statement, and form copy. Creates real anticipation with specific details while keeping some mystery for launch day.

PL-02: Launch Announcement Email to Waitlist

CONTEXT: Use on launch day to notify waitlist subscribers. These are your warmest leads — they signed up specifically for this. The email must make them feel like insiders getting something before everyone else.

PROMPT: Act as a launch day email writer. Write the launch announcement email to waitlist subscribers for [PRODUCT NAME]. Structure: (1) acknowledge their wait with genuine appreciation, (2) it's live — direct link, (3) their exclusive access window: [WINDOW — e.g., "24 hours before public launch"], (4) any waitlist exclusive: [EXCLUSIVE — e.g., "$10 off — code applied automatically"], (5) what's inside — 3 bullets, (6) CTA. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [WINDOW] — their exclusive access period
- [EXCLUSIVE] — the specific benefit for being on the waitlist

EXPECTED OUTPUT: A 200-word launch email to waitlist with insider framing, exclusive benefit, 3 product bullets, and CTA. Warm and specific — rewards the patience of early subscribers.

PL-03: Product Hunt Launch Post

CONTEXT: Use for your Product Hunt launch day. Product Hunt requires a tagline, description, and first comment from the maker. Getting upvotes in the first 2-3 hours determines the final ranking.

PROMPT: Act as a Product Hunt launch copywriter. Write the launch package for [PRODUCT NAME]: (1) Tagline (under 60 chars): what it does + for whom + result, (2) Description (under 260 chars): expand tagline with one specific detail, (3) First comment from maker (150-200 words): personal story of building it, who it's for, 3 things it does, what you'd love feedback on, genuine thanks. Tone: founder-to-community, honest, specific.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PERSONAL STORY] — your actual motivation for building it
- [SPECIFIC DETAIL] — a specific feature or number in the description

EXPECTED OUTPUT: A Product Hunt launch package: tagline (under 60 chars), description (under 260 chars), first comment (150-200 words). Sounds like a real founder, not a marketing team.

PL-04: Press Release — Product Launch

CONTEXT: Use when distributing a press release for your product launch. Modern press releases earn backlinks from PR services and can generate journalist/blogger coverage when they have a real news hook.

PROMPT: Act as a PR writer. Write a product launch press release for [PRODUCT NAME]. Include: headline (news-focused, under 12 words, keyword included), dateline, lead paragraph (who/what/when/where/why), supporting paragraph (key features and target audience), founder quote, about section (100 words), boilerplate, and contact info. Keyword: [KEYWORD]. Newsworthy angle: [NEWS HOOK — e.g., "new product offers alternatives to $50/month AI subscriptions at a $47 one-time price"]. 400-600 words, AP Style.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [KEYWORD] — primary keyword for the release
- [NEWS HOOK] — the genuinely newsworthy angle

EXPECTED OUTPUT: A 400-600 word press release in AP Style with all standard sections. News-focused headline, keyword placement, and a genuine hook that could earn coverage. Distribute via EIN Presswire or PR Newswire.

PL-05: Launch Day Social Posts — 5-Platform Set

CONTEXT: Use to announce launch across all social platforms simultaneously on day one. Each platform requires different length and format — this prompt generates platform-native copy for all five.

PROMPT: Act as a launch day social media writer. Write launch day posts for [PRODUCT NAME] across 5 platforms: (1) Twitter/X (under 280 chars + link), (2) LinkedIn (200-300 words, professional tone), (3) Instagram caption (under 150 words + 5 hashtags), (4) Facebook (150 words), (5) TikTok hook text (3 sentences for the caption). Each must feel native to the platform, not copy-pasted. Core message: [LAUNCH MESSAGE].

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH MESSAGE] — the one-sentence core announcement
- [URL] — your product page URL

EXPECTED OUTPUT: 5 platform-specific launch day posts. Each is native to its platform in length, tone, and format. Not the same text copy-pasted — genuinely adapted for each audience.

PL-06: Launch Week Email Sequence (7 days)

CONTEXT: Use for a 7-day launch window email sequence. Each email has one job — together they move subscribers from awareness through consideration to purchase, with escalating urgency as the launch window closes.

PROMPT: Act as a launch email sequence writer. Write subject lines and 3-sentence summaries for a 7-day launch sequence for [PRODUCT NAME] at [LAUNCH PRICE]. Day 1: announcement + what's inside. Day 2: feature spotlight (show one specific prompt/feature in action). Day 3: buyer story/social proof. Day 4: objection handler. Day 5: bonus reveal or new angle. Day 6: deadline warning. Day 7: final hours + price increase. Each: subject line + 3-sentence email summary + CTA.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH PRICE] — e.g., "$47 (going to $67 after launch week)"
- [BONUS] — the Day 5 new thing you introduce

EXPECTED OUTPUT: A 7-day launch email sequence plan with subject lines, 3-sentence summaries, and CTAs. Each day has a distinct angle. Escalating urgency from Day 1 to Day 7.

PL-07: Webinar/Live Event Launch Copy

CONTEXT: Use when launching a product via a live webinar or training. Webinar launches convert at higher rates than email-only launches because they create a live event experience with real-time social proof.

PROMPT: Act as a webinar launch copywriter. Write the copy package for a live launch webinar for [PRODUCT NAME]. Include: (1) webinar registration page headline + subheadline (under 12 words each), (2) what attendees will learn (3 bullets), (3) webinar pitch: the offer reveal moment — what to say when you present the product (100-word script), (4) post-webinar email to non-buyers (150 words, sent within 1 hour). Product launch offer: [OFFER].

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [WEBINAR TOPIC] — the educational topic that leads naturally into the product
- [OFFER] — the specific webinar-exclusive deal

EXPECTED OUTPUT: A 4-piece webinar launch copy set: registration page, learning bullets, pitch script (100 words), and post-webinar non-buyer email. Each piece serves a specific conversion role.

PL-08: Affiliate Launch Email — For Partners to Send

CONTEXT: Use to write the email that affiliates send to their lists promoting your launch. Provide this pre-written email to affiliates — most affiliates won't promote without a template. The easier you make it, the more they send.

PROMPT: Act as an affiliate launch email writer. Write a promotional email for affiliates to send to their lists promoting [PRODUCT NAME]. The affiliate's audience: [AFFILIATE AUDIENCE — e.g., "marketing professionals and business owners"]. Include: subject line

(curiosity-gap, under 50 chars), email body (200 words): introduce the product from the affiliate's perspective, highlight 3 benefits, include the affiliate's link placeholder [AFFILIATE LINK], bonus or exclusive if applicable. Tone: peer recommendation, not sales blast.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [AFFILIATE AUDIENCE] — who affiliates' lists typically consist of
- [AFFILIATE LINK] — leave as [AFFILIATE LINK] placeholder

EXPECTED OUTPUT: A ready-to-send affiliate email with subject line and 200-word body. Affiliates fill in [AFFILIATE LINK] and send. Reads as a personal recommendation from the affiliate, not a vendor template.

PL-09: Launch Countdown Social Posts (3-day countdown)

CONTEXT: Use in the 3 days before launch to build anticipation on social media. Each countdown day reveals something new about the product, escalating excitement without giving away the final offer.

PROMPT: Act as a launch countdown social media writer. Write a 3-day countdown post sequence for [PRODUCT NAME] on [PLATFORM — e.g., "Instagram"]. Day 3 (72 hours out): tease the category and audience — no price or full details. Day 2 (48 hours out): reveal one specific feature or benefit — build desire. Day 1 (24 hours out): preview the offer — price, what's included, when to buy. Each post under 150 words. Progressive reveal — don't front-load all information.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PLATFORM] — customize format for your primary platform
- Plan reveals in advance — what does each day reveal?

EXPECTED OUTPUT: 3 countdown posts (under 150 words each) with escalating reveals. Day 3 teases, Day 2 builds desire, Day 1 previews the offer. Reads as genuine anticipation-building, not a scheduling template.

PL-10: Behind-the-Scenes Launch Content

CONTEXT: Use to create launch content that shows the process behind the product — how it was built, what decisions were made. Behind-the-scenes content builds trust and creates genuine anticipation for what's coming.

PROMPT: Act as a behind-the-scenes launch content writer. Write a 300-word behind-the-scenes post about [PRODUCT NAME]'s creation. Reveal: (1) one specific challenge you solved in building it, (2) a decision you almost made differently (and why you're glad you didn't), (3) one surprising insight from the creation process. This post is for [PLATFORM — e.g., "LinkedIn" or "a launch email"]. Tone: reflective and genuine — shows the human behind the product.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PLATFORM] — adjust length and format for the destination
- Be specific — "I almost organized it by platform instead of by task" is better than "it was challenging"

EXPECTED OUTPUT: A 300-word behind-the-scenes post with 3 genuine reveals from the creation process. Builds trust and anticipation without giving away the final product details.

PL-11: Launch Event Invite — Free Training

CONTEXT: Use to invite your list or audience to a free training that leads into a product launch. Free training invites convert better than direct sales invitations because they feel like an opportunity rather than a pitch.

PROMPT: Act as a live training invite writer. Write an email inviting subscribers to a free training titled [TRAINING TITLE — e.g., "Live: How to Use AI to Write Your Marketing Copy in 30 Minutes"]. Structure: (1) what they'll be able to do after (specific), (2) what the training covers (3 bullets), (3) why it's live (not recorded), (4) logistics (date, time, registration link), (5) what's NOT going to happen (no fluff, no 2-hour pitch). Under 250 words.

VARIABLES TO CUSTOMIZE:

- [TRAINING TITLE] — your actual training title — must be specific
- [DATE/TIME] — exact date, time, and timezone
- [REGISTRATION LINK] — your actual Zoom or webinar link

EXPECTED OUTPUT: A 250-word training invite email with outcome promise, 3 content bullets, live-event rationale, logistics, and a "what you won't get" section that builds trust. Drives RSVPs through genuine value promise.

PL-12: Post-Launch Email to Non-Buyers

CONTEXT: Use after the initial launch window closes to follow up with subscribers who didn't purchase. This email acknowledges the launch window closed and introduces a permanent option or next steps.

PROMPT: Act as a post-launch follow-up email writer. Write an email to [PRODUCT NAME]'s launch list subscribers who didn't purchase during launch week. Acknowledge: the launch window closed. Inform: what changed (e.g., "price is now $67 permanently" or "launch bonuses have been removed"). Invite: they can still buy at the new terms. Include: 1 final reason they should consider it. Under 200 words. Tone: informational and non-pushy — this is news, not a final pitch.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [WHAT CHANGED] — price increase, bonus removal, or other terms that changed after launch
- [FINAL REASON] — one compelling reason to still consider it

EXPECTED OUTPUT: A 175-word post-launch informational email that communicates what changed and offers a final purchase path. Not a high-pressure close — an honest update that some non-buyers convert from.

PL-13: Launch Metrics Dashboard Brief

CONTEXT: Use to plan the metrics you'll track during a product launch. Knowing what to measure before launch prevents scrambling for data during launch week and enables real-time optimization.

PROMPT: Act as a launch analytics specialist. Write a launch metrics dashboard brief for [PRODUCT NAME]. Include metrics to track for: (1) email (open rate, CTR, conversions per email), (2) ads (CPM, CTR, CPA, ROAS), (3) landing page (traffic, conversion rate, bounce rate, time on page), (4) revenue (total revenue, AOV, refund rate), (5) launch sequence performance (which email or day drove most revenue). Format: metric name, target benchmark, how to measure, what to do if below benchmark.

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BENCHMARKS] — set realistic benchmarks based on industry averages or previous launches

EXPECTED OUTPUT: A launch metrics dashboard brief with 5 category sections, each containing 3-5 metrics with targets, measurement methods, and below-benchmark actions. Set this up before launch week begins.

PL-14: Product Hunt Community Prep — First 100 Upvotes Strategy

CONTEXT: Use to plan the strategy for driving the first 100 upvotes on Product Hunt. The first 2-3 hours determine if you'll trend — you need a coordinated rollout plan for your existing network.

PROMPT: Act as a Product Hunt launch strategist. Write a pre-launch mobilization plan for [PRODUCT NAME] on Product Hunt. Include: (1) who to contact before launch and what to ask of them, (2) the exact ask message (30 words): specific, non-spammy, personal, (3) timing plan (launch at 12:01am PST — why?), (4) where to share the PH link on launch day (which communities, channels, lists), (5) what to do if you're not trending by 9am PST. Under 350 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NETWORK] — who in your network could upvote (colleagues, customers, followers)

EXPECTED OUTPUT: A 350-word PH launch mobilization plan with pre-launch contact strategy, ask message (30 words), timing rationale, distribution channels, and contingency plan. Specific enough to execute the day before launch.

PL-15: Beta Launch Program Invitation

CONTEXT: Use to invite a small group of beta testers before the public launch. Beta programs build a group of advocates who provide social proof for the public launch while validating the product.

PROMPT: Act as a beta program invitation writer. Write an invitation email for [PRODUCT NAME]'s beta program. Details: [NUMBER] spots available, beta access in exchange for [WHAT YOU'RE ASKING — e.g., "30 minutes of feedback + a testimonial if

it's helpful"]. Structure: (1) why they were specifically chosen, (2) what beta access includes, (3) what you're asking of them, (4) the timeline, (5) how to claim a spot. Under 225 words. Makes them feel specially chosen.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NUMBER] — how many beta spots are available
- [WHAT YOU'RE ASKING] — specific feedback format or commitment required

EXPECTED OUTPUT: A 225-word beta invitation email with personalized framing, access description, ask, timeline, and claim CTA. Reads as a genuine insider invitation, not a free trial offer.

PL-16: Launch Bonus Stack — Copy and Rationale

CONTEXT: Use to write copy for a bonus stack that increases the perceived value of a product launch offer. Bonuses must feel genuinely valuable and directly related to the main product — not random add-ons.

PROMPT: Act as a bonus copy writer. Write copy for a [NUMBER]-bonus stack for [PRODUCT NAME]'s launch offer. For each bonus: (1) name + retail value (e.g., "Bonus 1: Email Swipe File — Retail: $27, Yours Free"), (2) 2-sentence description (what it is + why it pairs perfectly with the main product), (3) why it's only available during launch. Total value summary. Section headline: "Everything you get when you order during launch week." Format: 1 block per bonus.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NUMBER] — how many bonuses
- [BONUSES] — genuine add-ons that complement the main product

EXPECTED OUTPUT: A bonus stack section with [N] bonus blocks (name/value/description/exclusivity) and total value summary. Each bonus feels genuinely valuable — not padded filler to inflate perceived value.

PL-17: Referral Launch Campaign — "Share and Earn"

CONTEXT: Use to launch a referral campaign simultaneously with your product launch. Referral campaigns on launch day create compound growth — every buyer becomes a potential promoter.

PROMPT: Act as a referral launch campaign copywriter. Write a referral campaign launch email for [PRODUCT NAME] buyers. Program: for every referral who purchases, the referrer gets [REWARD — e.g., "$10 credit toward a future purchase" or "30% commission via affiliate link"]. Structure: (1) launch the program announcement, (2) explain exactly how to share (provide a pre-written shareable message), (3) what they earn per referral, (4) how long the offer lasts. Under 200 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [REWARD] — the specific incentive for referring
- [PRE-WRITTEN MESSAGE] — a ready-to-share message they can forward or post

EXPECTED OUTPUT: A 200-word referral launch email with program announcement, sharing mechanism, reward description, and timeline. Includes a pre-written shareable message that removes all friction from referring.

PL-18: App Store Launch Description

CONTEXT: Use for launching a digital product on app-like platforms (Gumroad, Payhip, Etsy, etc.). Platform listing descriptions must work in a browsing context where buyers are comparing multiple products.

PROMPT: Act as a marketplace listing launch copywriter. Write the product listing description for [PRODUCT NAME] launching on [PLATFORM — e.g., "Gumroad"]. Structure: (1) headline result (outcome in under 15 words), (2) what's included (bulleted: 5-7 specific items), (3) who it's for (2 sentences), (4) why now (the launch offer), (5) guarantee. Total: 250-350 words. Primary keyword: [KEYWORD]. Formatted for platform scanning — short paragraphs, bullets.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PLATFORM] — adjust format and length for the specific marketplace
- [LAUNCH OFFER] — the specific time-limited launch deal

EXPECTED OUTPUT: A 250-350 word marketplace launch listing with outcome lead, feature bullets, audience description, launch offer, and guarantee. Keyword-included. Formatted for scanning not reading.

PL-19: Launch Day DM Outreach — Personal Invite

CONTEXT: Use to personally invite your most relevant connections to check out the launch. Direct message outreach on launch day from a real person converts significantly better than broadcast emails.

PROMPT: Act as a personal launch outreach writer. Write a 3-message DM template for personally inviting [CONNECTION TYPE — e.g., "colleagues and professional network connections"] to check out [PRODUCT NAME]'s launch. Message 1: brief, personal, relevant — no hard pitch (under 50 words). Message 2: if they respond with interest — share the link + one specific reason it's relevant to them. Message 3: if no reply after 48 hours — brief follow-up (under 25 words). Label each message.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CONNECTION TYPE] — who you're reaching out to personally
- Personalize Message 1 for each person — one detail makes it not feel like a template

EXPECTED OUTPUT: 3 DM templates (labeled Message 1/2/3) for personal launch outreach. Message 1 is under 50 words, casual, no pitch. Message 2 delivers the link with a personal hook. Message 3 is a brief, non-pushy follow-up.

PL-20: Soft Launch vs. Hard Launch Decision Brief

CONTEXT: Use when deciding between a soft launch (quiet rollout with no urgency) and a hard launch (coordinated campaign with a specific window). The right approach depends on your list size, product readiness, and goals.

PROMPT: Act as a launch strategist. Write a decision brief for [PRODUCT NAME] comparing soft launch vs. hard launch. Soft launch: what it is, when it's the right choice, what it forfeits. Hard launch: what it is, when it's the right choice, what it requires. Evaluation criteria: list size, product maturity, available bandwidth, urgency goals. Recommendation for [PRODUCT NAME] based on [CONTEXT — e.g., "first product, small list of 200 subscribers"]. Under 300 words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CONTEXT] — your specific situation: list size, product readiness, bandwidth

EXPECTED OUTPUT: A 300-word launch decision brief with soft vs. hard launch comparison, evaluation criteria, and a specific recommendation based on the provided context.

PL-21: Launch Retrospective — Post-Mortem Template

CONTEXT: Use after a product launch to document what worked, what didn't, and what to do differently. Launch retrospectives are often skipped — but the patterns discovered in retrospective significantly improve future launches.

PROMPT: Act as a launch retrospective facilitator. Write a post-launch retrospective template for [PRODUCT NAME]. Sections: (1) Results summary (revenue, units sold, conversion rate, traffic, email list growth), (2) What worked (3 things — specific), (3) What didn't work (3 things — honest), (4) Surprises (what you didn't expect), (5) What to do differently next time, (6) Decisions to make before the next launch. Format: fill-in document. Under 300 words of framework copy.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Run this within 2 weeks of launch close while details are fresh

EXPECTED OUTPUT: A post-launch retrospective template with 6 sections and fill-in fields. Under 300 words of framework copy. Structured enough to complete in 30 minutes after a launch.

PL-22: Launch Email — "Here's What You Missed" (Late Arrival)

CONTEXT: Use to convert subscribers who missed the initial launch emails. "Here's what you missed" emails have high open rates because they acknowledge the reader wasn't engaged without shaming them.

PROMPT: Act as a catch-up email copywriter. Write a "here's what you missed" email for subscribers who didn't open the [PRODUCT NAME] launch emails. Acknowledge they may have been busy. Brief them on what launched and what the offer is. If the launch window is still open: give them the link and deadline. If the window is closed: inform them of the current price and how to get it. Under 200 words. No guilt language.

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH WINDOW STATUS] — still open or closed
- [CURRENT OFFER] — either launch offer or post-launch price

EXPECTED OUTPUT: A 175-word catch-up email with acknowledgment, brief on what launched, current offer/status, and CTA. No guilt. Reads as a friendly catch-up note, not passive-aggressive marketing.

PL-23: Launch Testimonial Collection — Early Buyer Ask

CONTEXT: Use 5-7 days after launch to collect testimonials from early buyers. Early buyer testimonials are launch gold — they're generated while enthusiasm is highest and can be used for ongoing promotion.

PROMPT: Act as a testimonial collection email writer. Write an email to [PRODUCT NAME]'s first buyers (5-7 days after purchase) asking for feedback. Keep it short and specific — ask one question: "[SPECIFIC QUESTION — e.g., 'What's one marketing task you've already used the kit for?']." Explain that their answer helps future buyers. Optional incentive: [INCENTIVE]. Under 175 words. Subject line should not say "feedback" or "review request."

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SPECIFIC QUESTION] — one question that prompts a usable testimonial
- [INCENTIVE] — optional: something specific for responding

EXPECTED OUTPUT: A 150-word early-buyer testimonial email with a curiosity-gap subject line, single specific question, explanation of purpose, and optional incentive. Open rate increases when subject doesn't say "feedback."

PL-24: Launch Day Celebration Post — Community Update

CONTEXT: Use on launch day to announce to your community (newsletter, social, Slack group) that the product is live. Celebration posts invite community members to share and earn goodwill simultaneously.

PROMPT: Act as a launch celebration post writer. Write a launch day community announcement for [BRAND NAME]'s launch of [PRODUCT NAME]. Platform: [PLATFORM — e.g., "Twitter/X thread"]. Structure: (1) announce it's live with a direct link, (2) share one specific thing that makes this product different, (3) share the launch story in 2-3 sentences (genuine), (4) invite community to share/upvote/tell someone, (5) thank the people who helped. Tone: genuine excitement, not hype.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PLATFORM] — adjust format to platform

EXPECTED OUTPUT: A platform-appropriate launch celebration post with announcement, differentiator, brief story, share invite, and thank you. Reads as genuine community celebration, not a launch blast.

PL-25: Cold Email Launch Outreach — Potential Customers

CONTEXT: Use to reach out to a manually curated list of highly relevant potential buyers on launch day. Cold email on launch day should be personal and targeted — not a blast list.

PROMPT: Act as a launch cold email writer. Write a launch day cold email to a [TARGET COMPANY/PERSON TYPE — e.g., "freelance marketing consultant with their own client roster"]. Subject (under 50 chars): specific and relevant to their role. Body (under 150 words): (1) one-line on why you're reaching out to them specifically, (2) one-sentence product description relevant to their work, (3) what they'd use it for in their specific context, (4) launch offer and link. Small ask — not a meeting request.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET COMPANY/PERSON TYPE] — be specific about who you're emailing
- Personalize the first sentence for each recipient — generic cold emails don't work

EXPECTED OUTPUT: A 150-word launch cold email with personalized subject line and 4-section body. Personal enough to feel non-automated. Small ask at the end (check it out / let me know if useful).

Category 8: Video Scripts

YouTube hooks, tutorial scripts, channel trailers, VSLs, Reels/TikTok 30-second scripts, testimonial video prompts, and product demo scripts — this category covers every video format across all major platforms.

VS-01: YouTube Video Hook — 5 Variants (First 30 Seconds)

CONTEXT: Use when writing or testing YouTube video hooks. The first 30 seconds determine viewer retention — most viewers click away in the first 15 seconds if the hook doesn't hold them. This prompt generates 5 different hook approaches to test.

PROMPT: Act as a YouTube hook writer. Write 5 first-30-second hook scripts for a video about [TOPIC — e.g., "how to write Facebook ads using AI"]. Each hook must: create pattern interruption, promise specific value, and set up the rest of the video. Types: (1) Question hook, (2) Shocking stat hook, (3) Challenge hook ("I bet you can't..."), (4) Story hook (open in the middle of the story), (5) Curiosity gap hook ("I discovered something that changed everything"). Each: 75-100 words, timestamped.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — the specific video topic
- [TARGET AUDIENCE] — who you're making this for
- Hooks 4 and 5 work best for warmer audiences

EXPECTED OUTPUT: 5 labeled 30-second hook scripts (75-100 words each) with timestamps. Each uses a distinct hook type. Test in the first 5 videos in a new series to identify which approach your audience responds to.

VS-02: YouTube Tutorial — Full Script (10 minutes)

CONTEXT: Use for a complete 10-minute YouTube tutorial script. Tutorial videos are the highest-retention content type on YouTube because viewers stay to get the answer they came for.

PROMPT: Act as a YouTube tutorial scriptwriter. Write a complete 10-minute tutorial script on [TOPIC — e.g., "how to use AI prompts to write a Facebook ad in 5 minutes"]. Structure: Hook (0-1 min), What you'll learn + why it matters (1-2 min), Tutorial Step 1 (2-4 min), Step 2 (4-6 min), Step 3 (6-8 min), Summary + next step (8-9 min), CTA (9-10 min). ~1,500 spoken words total. Include [ON-SCREEN] notes for each step.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a specific, teachable process with 3 clear steps
- [TARGET AUDIENCE] — adjust language complexity for your audience's knowledge level

EXPECTED OUTPUT: A full 10-minute tutorial script (~1,500 words) with timestamps, on-screen notes, and 3 teaching steps. Each section has a clear purpose. CTA at end drives to next video, subscribe, or product.

VS-03: YouTube Intro — Channel Trailer (60 seconds)

CONTEXT: Use for a channel trailer that appears on your YouTube homepage for non-subscribers. The channel trailer has one job: convert visitors to subscribers by showing them why they should care.

PROMPT: Act as a YouTube channel trailer scriptwriter. Write a 60-second channel trailer for [CHANNEL NAME — e.g., "ContentKit TV"]. Structure: Hook (0-5 sec): bold claim or transformation statement. Who this is for (5-15 sec): specific audience. What they'll get (15-40 sec): 3 types of content with visual examples described. Subscribe ask (40-55 sec): specific reason to subscribe. End card (55-60 sec): subscribe button + notification bell instruction. ~150 spoken words.

VARIABLES TO CUSTOMIZE:

- [CHANNEL NAME] — your actual YouTube channel name
- [CONTENT TYPES] — e.g., "tutorials / prompts demos / product reviews"
- [AUDIENCE] — your specific target viewer

EXPECTED OUTPUT: A 60-second channel trailer script (~150 words) with timestamps, on-screen notes, and a clear subscribe CTA. Shows the visitor exactly what they'll get and why to subscribe.

VS-04: VSL (Video Sales Letter) — Full Script (7 minutes)

CONTEXT: Use for a Video Sales Letter on a landing page or sales funnel. A VSL replaces written sales copy with a spoken script — it works for audiences who prefer video over reading.

PROMPT: Act as a VSL scriptwriter. Write a 7-minute VSL script for [PRODUCT NAME] at [PRICE]. Structure: Hook/Problem (0-1 min), Agitation (1-2:30 min), Solution intro (2:30-3:30 min), Product demo/walkthrough (3:30-5 min), Social proof (5-5:45 min), Offer + guarantee (5:45-6:30 min), CTA (6:30-7 min). ~1,050 spoken words. Include [SLIDE NOTES] for any supporting visuals. Conversational spoken-word style — not read-out loud marketing copy.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PRICE] — e.g., "$47"
- [SOCIAL PROOF] — buyer results to reference in the proof section

EXPECTED OUTPUT: A 7-minute VSL script (~1,050 words) with timestamps, slide notes, and spoken-word style throughout. Follows proven VSL structure with each section serving a distinct conversion role.

VS-05: Instagram Reel / TikTok — "How To" (30 seconds)

CONTEXT: Use for short-form educational content on Instagram Reels and TikTok. These scripts must deliver value in under 30 seconds — every sentence must earn its place.

PROMPT: Act as a short-form video scriptwriter. Write a 30-second "how to [TASK — e.g., 'write a Facebook ad using AI in 2 minutes']" script for Instagram Reels / TikTok. Structure: Hook (0-3 sec): claim the result. Step 1 (3-10 sec). Step 2 (10-18 sec). Step 3 (18-24 sec). CTA (24-30 sec). Include [ON-SCREEN TEXT] notes. ~80 spoken words. Each step is a single, specific action.

VARIABLES TO CUSTOMIZE:

- [TASK] — a specific 3-step process achievable in video demo
- [ON-SCREEN TEXT] — text overlays that reinforce each step

EXPECTED OUTPUT: A 30-second short-form video script (~80 words) with timestamps, on-screen text notes, and a CTA. Three specific steps in under 25 seconds leaves room for a clean close.

VS-06: YouTube Long-Form — Interview / Podcast Video

CONTEXT: Use when filming a video interview or converting a podcast into a YouTube video. Interview video scripts need a strong intro and outro — the conversation itself drives the middle.

PROMPT: Act as a video interview scriptwriter. Write the intro and outro for a YouTube interview video with [GUEST TYPE — e.g., "a freelance marketing expert who generated $100K using AI tools"]. Intro (60 seconds): hook the viewer with the guest's most impressive result, introduce the guest, preview 3 things they'll learn. Outro (45 seconds): summarize 3 key takeaways, subscribe CTA, link to related video. ~160 words total.

VARIABLES TO CUSTOMIZE:

- [GUEST TYPE] — describe the guest specifically — their expertise and result
- [3 KEY TAKEAWAYS] — from the actual interview
- [RELATED VIDEO] — the next video you want viewers to watch

EXPECTED OUTPUT: A 60-second intro script and 45-second outro script for a video interview. Intro hooks with the guest's result; outro captures takeaways and drives ongoing viewership.

VS-07: YouTube Shorts — Viral Tip Format (60 seconds)

CONTEXT: Use for YouTube Shorts designed for maximum shares. The best Shorts deliver one surprising insight in under 60 seconds — they feel like discovering something valuable.

PROMPT: Act as a YouTube Shorts scriptwriter. Write a 60-second Short delivering one surprising insight about [TOPIC — e.g., "why your AI prompt has been wrong this whole time"]. Structure: Hook (0-3 sec): surprising claim. Context (3-12 sec): why this matters. Revelation (12-45 sec): the actual insight with one example. Takeaway (45-55 sec): what to do with this. CTA (55-60 sec). ~150 spoken words. Include [ON-SCREEN] notes.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — a genuinely surprising insight in your area of expertise
- The revelation must be specific enough to be immediately actionable

EXPECTED OUTPUT: A 60-second YouTube Short script (~150 words) delivering one genuinely surprising insight with on-screen text notes and a CTA. Designed for shareability — viewers forward this to someone.

VS-08: Product Demo Video — Full Walk-Through (3 minutes)

CONTEXT: Use for a 3-minute product demonstration video on YouTube or a landing page. Demo videos convert skeptical buyers by showing the product in action — seeing is more persuasive than reading.

PROMPT: Act as a product demo scriptwriter. Write a 3-minute demo video script for [PRODUCT NAME]. Structure: Result reveal (0-15 sec): show or state the end result first. Problem context (15-45 sec): who this is for and what problem it solves. Demo walkthrough (45 sec-2:30 min): step-by-step product use with [SCREEN NOTES]. Result confirmation (2:30-2:50 min): the output the viewer just saw. CTA (2:50-3:00 min). ~450 spoken words. Show don't tell.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DEMO STEPS] — describe the actual product use sequence
- [SCREEN NOTES] — what appears on screen during the demo

EXPECTED OUTPUT: A 3-minute product demo script (~450 words) with result-first structure, step-by-step walkthrough with screen notes, and CTA. "Show don't tell" — the demo is the selling.

VS-09: YouTube Educational Series — Episode Template

CONTEXT: Use as a template for a recurring educational YouTube series. Consistent episode structure improves viewer retention over a series because viewers know what to expect.

PROMPT: Act as a YouTube series template designer. Write a 5-minute episode template for [SERIES NAME — e.g., "Prompt Lab: One Prompt, One Marketing Task"]. Fixed structure every episode: Cold open teaser (0-15 sec), Intro + episode topic (15-45 sec), Main content (45 sec-4:00 min, 3 sections), Recap + key takeaway (4:00-4:30 min), Subscribe + next episode tease (4:30-5:00 min). Provide the template with [FILL IN] placeholders for episode-specific content.

VARIABLES TO CUSTOMIZE:

- [SERIES NAME] — your recurring series title
- [EPISODE TOPIC] — fill in for each episode
- Maintain identical structure across episodes — consistency drives repeat viewership

EXPECTED OUTPUT: A 5-minute episode template with timestamps, fixed structure, and [FILL IN] placeholders for episode-specific content. Designed so every episode of the series follows the same reliable format.

VS-10: Testimonial Video Script — Customer Interview

CONTEXT: Use to guide a customer through recording a video testimonial. Most customers don't know what to say without direction — this script gives them a structure that produces compelling, specific testimonials.

PROMPT: Act as a testimonial video script designer. Write a customer testimonial video script guide for [PRODUCT NAME]. The script gives the customer a series of fill-in-the-blank prompts to answer on camera: (1) "Before I found [PRODUCT NAME], I was struggling with..." (2) "I decided to try it because..." (3) "What surprised me was..." (4) "Specifically, I used it to..." (5) "The result was..." (6) "I'd recommend it to anyone who..." Each prompt: 1-2 sentence guidance on what makes a good answer.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Send this to customers before recording — they answer on camera, you edit

EXPECTED OUTPUT: A 6-prompt customer testimonial script with guidance for each prompt. Customers can read and record in under 30 minutes. Results in a structured, specific testimonial that covers before/after/recommendation.

VS-11: TikTok Script — Trending "POV" Format

CONTEXT: Use for TikTok POV videos where the creator puts the viewer in a specific situation. POV videos create immediate identification and are among TikTok's most shared formats.

PROMPT: Act as a TikTok POV scriptwriter. Write a "POV: you're [SITUATION]" TikTok script for [TARGET AUDIENCE]. Situation: [SPECIFIC SCENARIO — e.g., "POV: you're a freelancer with a client deadline in 2 hours and you haven't started the copy yet"]. Show the problem escalating briefly (15 sec), then show how [PRODUCT NAME] solves it (30 sec), end with the relief/result (15 sec). Total: 60 seconds. On-screen text notes included.

VARIABLES TO CUSTOMIZE:

- [TARGET AUDIENCE] — e.g., "freelance marketers"

- [SPECIFIC SCENARIO] — a stressful or aspirational situation they'll recognize instantly
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

EXPECTED OUTPUT: A 60-second POV TikTok script with on-screen text notes. Three-act structure: problem/escalation → solution → relief/result. Creates immediate identification for the target audience.

VS-12: YouTube Video — "My Results After [Time Period]"

CONTEXT: Use for a results-based video documenting what you achieved using your own product or method. Results videos build enormous credibility because they show proof of the creator's own experience.

PROMPT: Act as a results video scriptwriter. Write a 8-minute YouTube video script: "My Results After [TIME PERIOD — e.g., '30 Days'] Using AI Marketing Prompts." Structure: Hook (0-1 min): the result upfront. Setup (1-2 min): what I was doing before and why I tried this. Month breakdown (2-6 min): week by week highlights — what worked, what didn't. Key insights (6-7 min): 3 specific lessons. Recommendation (7-8 min): who should try this + CTA. ~1,200 spoken words.

VARIABLES TO CUSTOMIZE:

- [TIME PERIOD] — e.g., "30 days" or "90 days"
- [ACTUAL RESULTS] — use your real data — specific numbers
- [3 LESSONS] — genuine learnings from the period

EXPECTED OUTPUT: An 8-minute results video script (~1,200 words) with result-first hook, chronological breakdown, 3 lessons, and CTA. Specific numbers throughout — vague results claims don't earn trust.

VS-13: YouTube Intro — Channel/Creator Intro Video (2 minutes)

CONTEXT: Use for a new YouTube channel's first video — an introduction to who you are and what the channel is about. This video is often the most-watched video a new subscriber sees after discovering your channel.

PROMPT: Act as a YouTube channel intro video scriptwriter. Write a 2-minute channel intro for [CREATOR/BRAND NAME]. Structure: Hook — what viewers will be able to do after watching this channel (30 sec). Who I am — relevant background (30 sec). What this

channel is specifically about (30 sec). Why subscribe — what they get that they can't get elsewhere (20 sec). First recommended video (10 sec). ~300 spoken words. Personal, direct, specific.

VARIABLES TO CUSTOMIZE:

- [CREATOR/BRAND NAME] — your name or brand
- [CHANNEL FOCUS] — the specific topic/niche of the channel
- [FIRST RECOMMENDED VIDEO] — the video you want them to watch next

EXPECTED OUTPUT: A 2-minute channel intro script (~300 words) with 5-section structure. Personal and direct — viewers should feel like they know the creator by the end. Ends with a specific video recommendation.

VS-14: Instagram Reels — "Before vs. After" Demo

CONTEXT: Use for Reels that show the transformation your product enables. Before/after Reels are one of the highest-performing formats for digital products because the contrast is immediately visible.

PROMPT: Act as a before/after Reels scriptwriter. Write a 30-45 second Instagram Reel script showing the before/after transformation of using [PRODUCT NAME]. Before (0-12 sec): show or describe the painful before state with [BEFORE VISUAL]. After (12-30 sec): show or describe the transformed after state with [AFTER VISUAL]. Bridge (30-40 sec): how [PRODUCT NAME] creates the transformation. CTA (40-45 sec). On-screen text notes included.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BEFORE VISUAL] — describe what the before state looks like on screen
- [AFTER VISUAL] — describe what the after state looks like on screen

EXPECTED OUTPUT: A 30-45 second before/after Reel script with before/bridge/after structure and on-screen text notes. Visual contrast is the selling — the script supports what's shown, not replaces it.

VS-15: YouTube Long-Form — Vlog / Day-in-the-Life

CONTEXT: Use for a day-in-the-life vlog that shows your work process, building connection and trust. Vlog-style content performs well for personal brands and solo business owners because it humanizes the brand.

PROMPT: Act as a vlog scriptwriter. Write an outline and talking points for a "day in my life [ROLE — e.g., 'as a digital product creator']" YouTube vlog. Coverage: morning routine relevance to business, 3 work segments with specific tasks, one challenge moment, one small win, end-of-day reflection. For each segment: what to film, talking points (not a word-for-word script). Total: 10-15 minute vlog. Tone: candid — unscripted feel but guided.

VARIABLES TO CUSTOMIZE:

- [ROLE] — your specific role or business type
- [3 WORK SEGMENTS] — actual tasks you do that are interesting to show
- [CHALLENGE MOMENT] — something real that went wrong — viewers connect with struggle

EXPECTED OUTPUT: A day-in-the-life vlog outline with segment descriptions, filming notes, and talking points. Not a word-for-word script — a guide for natural filming. Includes a challenge moment for authenticity.

VS-16: Explainer Video Script — Product/Service Overview (2 minutes)

CONTEXT: Use for a short explainer video on a homepage or landing page. Explainer videos improve landing page conversion rates when they're under 2 minutes and lead with the buyer's problem.

PROMPT: Act as an explainer video scriptwriter. Write a 2-minute explainer video script for [PRODUCT NAME]. Structure: Problem (0-20 sec): visualize the problem in one relatable scenario. Solution intro (20-40 sec): introduce [PRODUCT NAME] in one sentence. How it works (40-90 sec): 3 steps, each with a visual description. Result (90-100 sec): show the transformed outcome. CTA (100-120 sec). ~300 spoken words. Animated video style — describe each visual scene.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [3 STEPS] — the core product use process in 3 steps
- [VISUAL DESCRIPTIONS] — describe what appears on screen for each section

EXPECTED OUTPUT: A 2-minute explainer script (~300 words) with scene descriptions, 3-step product walkthrough, and CTA. Written for animation or screen recording style. Problem-first structure.

VS-17: TikTok Script — "Things I Wish I Knew" (60 seconds)

CONTEXT: Use for "things I wish I knew" TikTok videos that build authority through experience sharing. This format performs well because it acknowledges the viewer's struggle while positioning the creator as someone who's been there.

PROMPT: Act as a TikTok experience-sharing scriptwriter. Write a 60-second "things I wish I knew before [TOPIC — e.g., 'using AI for marketing']" TikTok script. Structure: Hook (0-3 sec): "If I knew this when I started..." Items 1-5 (3-52 sec): rapid-fire, each 10 seconds. Item: label + 2-sentence insight. CTA (52-60 sec). ~150 spoken words. On-screen labels for each item. Genuine lessons — not generic tips.

VARIABLES TO CUSTOMIZE:

- [TOPIC] — your experience area
- [5 ITEMS] — genuine lessons from your own experience — not things you read

EXPECTED OUTPUT: A 60-second TikTok "things I wish I knew" script (~150 words) with 5 rapid-fire lessons and on-screen labels. Genuine insights — each item reveals something non-obvious.

VS-18: YouTube Shorts — Question Hook (Under 60 Seconds)

CONTEXT: Use for YouTube Shorts that open with a question your viewer is secretly asking themselves. Question-hook Shorts earn completion because viewers watch until the question is answered.

PROMPT: Act as a YouTube Shorts question-hook scriptwriter. Write a 45-second Short opening with the question: "[QUESTION — e.g., 'Why does AI-written copy always sound the same?']". Structure: Question (0-3 sec). Why it matters (3-10 sec). The answer revealed (10-35 sec) — specific, actionable. Application for the viewer (35-40 sec). CTA (40-45 sec). ~120 spoken words. On-screen text shows the question at the start.

VARIABLES TO CUSTOMIZE:

- [QUESTION] — a question your audience is actively wondering about
- [ANSWER] — the specific answer — must be genuinely useful, not vague

EXPECTED OUTPUT: A 45-second Shorts script (~120 words) with question hook, specific answer, viewer application, and CTA. On-screen text notes included. The answer is the value — it must be specific.

VS-19: Facebook Watch / Video Ad — 60-Second Branding

CONTEXT: Use for a branded Facebook video (not direct response ad — this is awareness-focused). Branded videos build audience warmth for later direct response campaigns.

PROMPT: Act as a brand video scriptwriter. Write a 60-second branded Facebook video for [BRAND NAME]. Goal: awareness and brand affinity — no direct CTA to buy. Structure: Open with a relatable moment (0-10 sec). Brand philosophy statement (10-25 sec): what [BRAND NAME] believes about [TOPIC]. Evidence of that belief (25-45 sec): show or describe 3 things the brand does that prove it. Invite connection (45-60 sec): soft CTA (follow / learn more). ~150 spoken words.

VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [TOPIC] — what the brand cares about
- [3 EVIDENCE ITEMS] — specific things the brand does that demonstrate the belief

EXPECTED OUTPUT: A 60-second branded video script (~150 words) with relatable opening, brand philosophy, evidence of belief, and soft CTA. Builds brand affinity — doesn't sell directly.

VS-20: YouTube Product Review — Honest Format (5 minutes)

CONTEXT: Use for a video review of your own product (transparency) or a product you use and recommend. Honest review videos build trust when they genuinely acknowledge pros AND cons.

PROMPT: Act as a video reviewer. Write a 5-minute honest product review script for [PRODUCT NAME]. Structure: What it is (0-30 sec). What I tested (30-1:30 min). Top 3 things I liked — with specific examples (1:30-3:30 min). Top 2 honest limitations — with specific examples (3:30-4:15 min). Who should buy it — and who shouldn't (4:15-4:45 min). Final rating + where to get it (4:45-5:00 min). ~750 spoken words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [WHAT YOU TESTED] — describe your specific testing process
- [LIMITATIONS] — be genuinely honest — fake limitations destroy trust

EXPECTED OUTPUT: A 5-minute honest review script (~750 words) with specific pros (3), genuine cons (2), audience fit guidance, and CTA. Limitations are real — this review earns trust through honesty.

VS-21: Reels/TikTok — Countdown List Format (5 items)

CONTEXT: Use for "5 [things]" countdown videos. Countdown format creates suspense — viewers stay to see what's #1. Works best when the list is ranked by impact, not just organized.

PROMPT: Act as a countdown video scriptwriter. Write a 60-second "5 [THINGS — e.g., 'AI prompt mistakes that are ruining your copy']" countdown Reel/TikTok script. Structure: Hook (0-3 sec): set up the countdown. Items 5 → 1 (3-54 sec, ~10 sec each): number + label + one-sentence insight. #1 gets 2x more time — it's the most important. CTA (54-60 sec). On-screen number labels for each item.

VARIABLES TO CUSTOMIZE:

- [THINGS] — a ranked list in your expertise area — genuinely ranked, not just listed
- #1 must be the most surprising or impactful item — earns the build-up

EXPECTED OUTPUT: A 60-second countdown video script with 5 items ranked from 5 to 1, on-screen number labels, and CTA. #1 item gets extra time and impact. Hook explains the countdown stakes.

VS-22: YouTube Long-Form — "I Tested X So You Don't Have To" (10 minutes)

CONTEXT: Use for a video documenting an experiment or test. "I tested X" videos perform exceptionally well because they provide research value — the viewer gets the conclusions without doing the work themselves.

PROMPT: Act as an experiment video scriptwriter. Write a 10-minute YouTube video script: "I Tested [NUMBER] [THING — e.g., 'AI Marketing Prompts'] So You Don't Have To — Here's What Actually Works." Structure: Hook (0-1 min), Why I did this test (1-2

min), Methodology (2-3 min), Results — what worked (3-6 min), What didn't work (6-8 min), Best approach revealed (8-9 min), CTA (9-10 min). ~1,500 words.

VARIABLES TO CUSTOMIZE:

- [NUMBER] — how many things you tested — use a real number
- [THING] — what you tested
- [ACTUAL RESULTS] — your real findings — fabricated test results destroy trust

EXPECTED OUTPUT: A 10-minute test-results video script (~1,500 words) with methodology, what worked, what didn't, best approach reveal, and CTA. Real results throughout — specifics earn trust.

VS-23: YouTube Ad — Skippable Pre-Roll (First 5 Seconds)

CONTEXT: Use when running YouTube skippable ads. The first 5 seconds are unskippable — after that, viewers can skip. You must earn their attention in 5 seconds to hold them through the offer.

PROMPT: Act as a YouTube ad scriptwriter. Write 3 variants of the first 5 seconds (unskippable) for a YouTube ad for [PRODUCT NAME]. Each variant must: stop the skip reflex and make the viewer want to see more. Then write the full 30-second ad script (after the 5-second hook) for the best variant. Full ad structure: hook (0-5 sec) + problem (5-12 sec) + solution (12-22 sec) + CTA (22-30 sec). ~75 spoken words total.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- 5-second hooks: what would make your target viewer stop mid-scroll?

EXPECTED OUTPUT: 3 five-second hook variants (labeled), then a full 30-second script (~75 words) using the strongest hook. Timestamps and on-screen notes included. CTA includes URL visible on screen.

VS-24: Testimonial Video — Success Story Format

CONTEXT: Use to film a structured success story testimonial with a specific customer. Success story videos follow a proven narrative arc — this script maximizes the persuasiveness of the real story.

PROMPT: Act as a testimonial video director. Write a success story video script for [CUSTOMER TYPE] using [PRODUCT NAME]. This is a directed interview — write the questions the interviewer asks + prompts for what to show on screen. Interview arc: who they are (30 sec), what their situation was before (60 sec), why they tried [PRODUCT NAME] (30 sec), specific result achieved (60 sec), unexpected benefit (30 sec), who should try this (30 sec). Total: ~5 minutes. Include [B-ROLL NOTES].

VARIABLES TO CUSTOMIZE:

- [CUSTOMER TYPE] — describe the customer type being filmed
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [B-ROLL NOTES] — what supporting footage to capture during filming

EXPECTED OUTPUT: A 5-minute success story testimonial interview script with interviewer questions, response prompts, and B-roll notes. Follows a proven narrative arc from situation to result.

VS-25: Corporate Training Video — Onboarding Script (3 minutes)

CONTEXT: Use for a customer onboarding video that walks new buyers through their purchase. Onboarding videos reduce support requests, decrease refund rates, and improve product usage from day one.

PROMPT: Act as an onboarding video scriptwriter. Write a 3-minute customer onboarding video script for [PRODUCT NAME]. Structure: Welcome + what they just got (0-20 sec), 3 steps to get started immediately (20-2:30 min, 40 sec each), where to get help + what to expect next (2:30-3:00 min). Tone: warm, confident, clear — like a knowledgeable friend handing over the keys. ~450 spoken words.

VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [3 STEPS] — the specific first-use process for your product
- [WHERE TO GET HELP] — your actual support channel

EXPECTED OUTPUT: A 3-minute onboarding video script (~450 words) with welcome, 3 quick-start steps, and support info. Warm and clear — reduces buyer confusion and support requests from Day 1.