

# AI Marketing Prompt Kit — Full Kit (500+ Prompts)

## 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

---

1. [Ads \(Facebook, Google, LinkedIn\)](#) — 65 prompts
  2. [Emails](#) — 65 prompts
  3. [Social Media](#) — 65 prompts
  4. [Landing Pages](#) — 60 prompts
  5. [SEO](#) — 60 prompts
  6. [Brand Strategy](#) — 55 prompts
  7. [Product Launch](#) — 65 prompts
  8. [Video Scripts](#) — 65 prompts
-

## 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.

---

## **FB-16: Facebook Carousel Ad — Feature-Per-Card (5 cards)**

**CONTEXT:** Use when your product has multiple distinct features or benefits that each deserve their own spotlight. Carousel format lets you tell a progressive story across 5 cards, with each card deepening the pitch.

**PROMPT:** Act as a carousel ad copywriter. Write a 5-card Facebook Carousel ad for [PRODUCT/SERVICE NAME]. Card structure (for each): headline (40 chars max), body text (125 chars max), CTA label. Card 1: the hook/problem. Card 2: feature 1 + benefit. Card 3: feature 2 + benefit. Card 4: social proof or transformation. Card 5: offer + CTA. Product: [PRODUCT/SERVICE NAME]. Features to highlight: [FEATURE 1], [FEATURE 2]. Offer: [OFFER — e.g., "\$47 one-time, instant download"].

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [FEATURE 1/2] — e.g., "500+ prompts organized by category / Notion templates included"
- [OFFER] — e.g., "\$47 one-time — no subscription"

**EXPECTED OUTPUT:** 5 carousel cards, each with labeled headline, body, and CTA. Progressive narrative from problem to solution to proof to offer. Each card works standalone but builds on the previous.

---

## **FB-17: Facebook Ad — "I Used to..." Empathy Format**

**CONTEXT:** Use when selling to an audience who has tried other solutions and failed. The "I used to..." format mirrors their experience back at them, building instant empathy before introducing the product.

**PROMPT:** Act as an empathy-driven copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] using the "I used to / until I found / now I" format. "I used to": [RELATABLE STRUGGLE — e.g., "spend 4 hours writing one Facebook ad"]. "Until I found": [PRODUCT/SERVICE NAME] and what specifically changed. "Now I": [TRANSFORMED STATE — e.g., "produce a week of ad variants in 30 minutes"]. Close with: who this is for and how to get it. Primary text under 125 words. First-person voice.

### **VARIABLES TO CUSTOMIZE:**

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

- [RELATABLE STRUGGLE] — e.g., "spend hours staring at a blank page trying to write ads"
- [TRANSFORMED STATE] — e.g., "write 10 ad variants in 20 minutes flat"

**EXPECTED OUTPUT:** A first-person, three-part narrative Facebook ad (~110 words) using the I used to/until/now structure. Reads like a peer recommendation, not an advertisement.

---

### **FB-18: Facebook Ad — Number/List Hook**

**CONTEXT:** Use when your product's value can be expressed as a specific number or list. "5 reasons," "3 things," and "47 prompts for X" hooks stop scroll because they promise concrete, countable value.

**PROMPT:** Act as a direct-response copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] with a number-led hook: "[NUMBER] [THING] that [OUTCOME]." Examples: "47 prompts that replace your copywriter." "3 reasons your Facebook ads aren't converting." Open with the number hook. Explain each item briefly (1 sentence each if under 5 items). Close with an invitation to get [PRODUCT/SERVICE NAME]. Primary text under 150 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [NUMBER] — e.g., "5"
- [THING] — e.g., "AI prompts"
- [OUTCOME] — e.g., "that write better ads than most agencies"

**EXPECTED OUTPUT:** A list-structured Facebook ad (~130 words) with a number hook, brief enumerated points, and a CTA. Scannable format with punchy sentences.

---

### **GOOG-06: Google Ads — Keyword-Matched Search Ad Copy (3 variants)**

**CONTEXT:** Use when you need ad variants matched to different keyword clusters in a campaign. Each ad group should have 3 RSA-ready variants targeting a specific keyword intent.

**PROMPT:** Act as a Google Ads search specialist. Write 3 ad copy variants for the keyword cluster: [KEYWORD CLUSTER — e.g., "buy AI marketing prompts," "ChatGPT marketing templates," "AI copywriting kit"]. For each variant: 3 headlines (30 chars max each), 2

descriptions (90 chars max each). Variant 1: feature-focused. Variant 2: price/offer-focused. Variant 3: outcome-focused. Product: [PRODUCT/SERVICE NAME] at [URL/CTA destination].

**VARIABLES TO CUSTOMIZE:**

- [KEYWORD CLUSTER] — e.g., "AI marketing prompts," "ChatGPT copywriting templates"
- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [URL/CTA DESTINATION] — e.g., "contentkit.co"

**EXPECTED OUTPUT:** 3 labeled ad variants, each with 3 headlines and 2 descriptions. Character counts noted. Keyword appears naturally in at least one headline per variant.

---

**FB-19: Facebook Ad — Holiday/Seasonal Angle**

**CONTEXT:** Use during seasonal moments (Black Friday, New Year, back-to-business periods) to add timely relevance to a perennial product. Tie the seasonal context to a buyer motivation, not just a sale.

**PROMPT:** Act as a seasonal campaign copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] tied to [SEASON/EVENT — e.g., "New Year — January 'new business' mindset" or "Black Friday"]. Open by connecting the seasonal moment to a buyer motivation: [MOTIVATION — e.g., "everyone's setting up their marketing for Q1"]. Show how [PRODUCT/SERVICE NAME] fits the season perfectly. Include any seasonal offer: [OFFER — e.g., "30% off this week only" or "standard price, seasonal framing only"]. Primary text under 125 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [SEASON/EVENT] — e.g., "January / New Year planning season"
- [MOTIVATION] — e.g., "marketers refreshing their strategy for Q1"
- [OFFER] — e.g., "same price, but include a 'New Year content plan' bonus"

**EXPECTED OUTPUT:** A seasonally-framed Facebook ad (~110 words) that uses the seasonal moment to create relevance, not just a sale hook. Headline references the season or timing.

---

## **FB-20: Facebook Ad — DTC Product Launch (Cold Audience)**

**CONTEXT:** Use on launch day for a cold audience who has never heard of your product. This format introduces the product, establishes why it exists, and drives first-purchase action in one ad.

**PROMPT:** Act as a DTC launch copywriter. Write a launch-day Facebook ad for [PRODUCT/SERVICE NAME] targeting a completely cold audience. Structure: Line 1: grab attention with a bold claim or problem statement. Lines 2-4: what the product is, who it's for, what makes it different from existing options. Lines 5-6: the offer (price, format, what's included). Line 7: CTA with the URL or action. Primary text under 150 words. Do not assume the reader knows what [PRODUCT/SERVICE NAME] is.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [WHAT MAKES IT DIFFERENT] — e.g., "500 structured prompts vs. generic templates; one-time \$47 vs. monthly subscriptions"
- [OFFER] — e.g., "\$47 one-time, instant PDF download, 500+ prompts, 8 categories"

**EXPECTED OUTPUT:** A launch-day cold-audience Facebook ad (~130 words) that introduces the product completely, differentiates it clearly, and closes with a specific offer and CTA.

---

## **GOOG-07: Google Ads — Branded Search Campaign**

**CONTEXT:** Use to protect your brand name from competitor bidding and capture high-intent branded searches. Branded campaigns have the highest conversion rates and lowest CPCs of any Google campaign.

**PROMPT:** Act as a Google Ads brand protection specialist. Write a branded search campaign ad set for [BRAND NAME]. Include: 5 headlines containing the brand name (30 chars each), 3 generic benefit headlines, 3 descriptions (90 chars each) emphasizing official source, best price, and trust signals. Add a sitelink extension set: 4 sitelinks with headline (25 chars) + 2 description lines (35 chars each) pointing to: [PAGE 1], [PAGE 2], [PAGE 3], [PAGE 4].

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PAGE 1-4] — e.g., "Full Kit \$47 / Starter \$27 / Free Sample Prompts / About"

**EXPECTED OUTPUT:** A complete branded campaign asset set: 8 headlines, 3 descriptions, and 4 sitelink extensions. All character-count compliant and optimized for Quality Score.

---

## **LI-06: LinkedIn Document Ad — Educational Content Teaser**

**CONTEXT:** LinkedIn Document Ads allow multi-page carousel-style document previews. They drive high engagement because users can swipe through without leaving LinkedIn. Use to deliver value upfront before pitching.

**PROMPT:** Act as a LinkedIn Document Ad copywriter. Write copy for a Document Ad promoting [DOCUMENT TITLE — e.g., "The 5-Step AI Marketing Framework: How to Use ChatGPT to Write Better Ads in 30 Minutes"]. Primary text (150 words): open with the problem, preview 3 pages of the document, explain who benefits, invite the download. Headline (70 chars): document title or a curiosity-gap variation. The document pitch should feel like a generous gift, not a lead capture.

### **VARIABLES TO CUSTOMIZE:**

- [DOCUMENT TITLE] — e.g., "The AI Content Framework: 5 Prompts Every Marketer Should Know"
- [3 PAGE PREVIEWS] — e.g., "Page 1: Why AI prompts fail / Page 3: The AIDA prompt template / Page 5: The 30-min content sprint"

**EXPECTED OUTPUT:** A LinkedIn Document Ad with 150-word primary text and a 70-character headline. Reads as educational and generous — drives document engagement without feeling like a funnel entry.

---

## **FB-21: Facebook Ad — Free Trial or Sample Offer**

**CONTEXT:** Use when you want to reduce purchase friction by offering a free sample, trial, or taste of the product. "Try before you buy" ads convert cold traffic who wouldn't buy without experiencing the product.

**PROMPT:** Act as a low-friction offer copywriter. Write a Facebook ad for a free sample of [PRODUCT/SERVICE NAME]. The free offer: [FREE OFFER — e.g., "5 prompts from the full kit, delivered instantly"]. Target: [TARGET AUDIENCE]. Make the free offer feel valuable (not cheap). Explain what they'll be able to do after receiving it. Soft-pitch the full paid product in the last 2 sentences. CTA: [FREE CTA — e.g., "Get 5 Free Prompts"]. Primary text under 125 words.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [FREE OFFER] — e.g., "5 best-performing prompts from the 500+ pack, free PDF"
- [TARGET AUDIENCE] — e.g., "entrepreneurs doing their own marketing"
- [FREE CTA] — e.g., "Download 5 Free Prompts"

**EXPECTED OUTPUT:** A low-friction Facebook ad (~110 words) that makes the free sample feel genuinely valuable, not like bait. Ends with a subtle pitch to the paid product.

---

### **FB-22: Facebook Ad — Pain Point Stack (Multiple Pains)**

**CONTEXT:** Use when your audience has several interconnected pain points and you want to make them feel deeply understood. Stacking 3-4 pains before the solution creates accumulating pressure that makes the solution feel inevitable.

**PROMPT:** Act as a pain-stacking copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] using a pain-stack format. List 4 specific pain points your [TARGET AUDIENCE] experiences: [PAIN 1], [PAIN 2], [PAIN 3], [PAIN 4]. Format: "Still [pain]? Still [pain]? Still [pain]? Still [pain]?" Then: "There's a better way." Introduce [PRODUCT/SERVICE NAME] and how it eliminates these pains. 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 social media"
- [PAIN 1-4] — e.g., "staring at a blank page / rewriting AI output for hours / posting inconsistently / paying for copy that misses the mark"

**EXPECTED OUTPUT:** A pain-stack Facebook ad (~100 words) using repetitive "still [pain]?" structure that builds to an emotional release, then introduces the solution. Highly resonant for problem-aware audiences.

---

### **GOOG-08: Google Ads — Non-Brand Competitor Conquest Campaign**

**CONTEXT:** Use to capture searches for competitor brand names or competitor category terms. Conquest campaigns target users actively searching for alternatives — highest-intent non-branded traffic.

**PROMPT:** Act as a Google Ads conquest campaign specialist. Write ad copy for a campaign targeting users searching for [COMPETITOR CATEGORY — e.g., "Jasper AI alternatives" or "Copy.ai vs ChatGPT"]. Do not mention competitors by name in ad copy (policy violation risk). Headlines (30 chars): 5 variants positioning [PRODUCT/SERVICE NAME] as the better choice. Descriptions (90 chars): 3 variants emphasizing your key differentiators: [DIFFERENTIATOR 1], [DIFFERENTIATOR 2], [DIFFERENTIATOR 3].

**VARIABLES TO CUSTOMIZE:**

- [COMPETITOR CATEGORY] — e.g., "AI writing tool alternatives" or "Jasper AI alternatives"
- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [DIFFERENTIATOR 1/2/3] — e.g., "one-time payment / works with any AI / 500+ ready-to-use prompts"

**EXPECTED OUTPUT:** 5 conquest headlines and 3 descriptions for a Google Ads campaign targeting competitor-adjacent keywords. No competitor names used. All units character-count compliant.

---

**FB-23: Facebook Ad — Audience Exclusion (Anti-Audience Targeting)**

**CONTEXT:** Use to qualify your audience and repel the wrong buyers. "This is NOT for you if..." ads improve click quality by self-selecting for your ideal customer and creating exclusivity for those who do click.

**PROMPT:** Act as a targeting copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that uses anti-audience language to qualify clicks. Include: 3 "this is NOT for you if" statements targeting the wrong buyer: [EXCLUSION 1], [EXCLUSION 2], [EXCLUSION 3]. Then: 3 "this IS for you if" statements for the ideal buyer: [INCLUSION 1], [INCLUSION 2], [INCLUSION 3]. CTA for the qualified buyer. Primary text under 150 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [EXCLUSION 1-3] — e.g., "you want someone to do your marketing for you / you're looking for a magic button / you don't use AI tools yet"
- [INCLUSION 1-3] — e.g., "you use ChatGPT but want better outputs / you write your own copy / you want a system not a subscription"

**EXPECTED OUTPUT:** A qualifier-driven Facebook ad (~130 words) using contrasting exclusion/inclusion lists that pre-qualify the click and make the CTA feel like it's addressing a specific person.

---

### **LI-07: LinkedIn Sponsored Content — Product Announcement**

**CONTEXT:** Use to announce a new product or major update to a LinkedIn professional audience. Product announcements on LinkedIn perform best when they lead with the business impact, not the feature list.

**PROMPT:** Act as a LinkedIn product announcement copywriter. Write a sponsored content post announcing [PRODUCT/SERVICE NAME — new or updated]. Lead with the business problem it solves for [TARGET AUDIENCE]. In 3 bullet points, name the 3 most impactful things it does. Close with the launch offer or access details. Primary text: 200 words max. Headline: 70 chars. Tone: professional but enthusiastic — like a founder talking to their network, not a press release.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit v2.0 — now with 200 new prompts"
- [TARGET AUDIENCE] — e.g., "marketing teams at growth-stage startups"
- [3 IMPACT POINTS] — e.g., "cut campaign setup time / standardize messaging / onboard new marketers faster"

**EXPECTED OUTPUT:** A LinkedIn product announcement ad (~180 words) with three impact bullets and a launch CTA. Headline 70 chars. Reads like a genuine product update, not a sales blast.

---

### **FB-24: Facebook Ad — Testimonial Montage (3 voices)**

**CONTEXT:** Use to show a range of buyer experiences in a single ad. Three-voice testimonial ads create social proof breadth — different buyer types, different outcomes, same product.

**PROMPT:** Act as a social proof ad copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] featuring three short testimonials representing different buyer types. Buyer 1: [BUYER TYPE 1 — e.g., "freelancer"]. Buyer 2: [BUYER TYPE 2 —

e.g., "agency owner"]. Buyer 3: [BUYER TYPE 3 — e.g., "solopreneur"]. Each testimonial: 1-2 sentences, specific outcome, attributed to buyer type (no fake full names). After the three quotes: 2 sentences on the offer + CTA. Primary text under 150 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [BUYER TYPE 1/2/3] — describe three distinct customer types
- Use plausible representative quotes if real ones aren't available yet

**EXPECTED OUTPUT:** A three-testimonial Facebook ad (~130 words) with clearly attributed buyer voices, a brief offer summary, and CTA. Reads like a Reddit thread of real opinions, not marketing copy.

---

## **GOOG-09: Google Ads — Callout Extensions Set**

**CONTEXT:** Callout extensions add short snippets under your Google ads that highlight specific features or offers. They don't link anywhere — they just add credibility and information. You need 4-8 callouts.

**PROMPT:** Act as a Google Ads extensions specialist. Write 8 callout extension texts (max 25 characters each) for [PRODUCT/SERVICE NAME]. Cover: instant delivery, pricing model, key feature, guarantee/risk-reversal, quantity/scale, compatibility, support, and uniqueness. Label each by category.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- Customize callouts to your actual product features and offer terms

**EXPECTED OUTPUT:** 8 callout extension texts, each max 25 characters, labeled by category. Ready to add to any Google Ads campaign as callout extensions.

---

## **GOOG-10: Google Ads — Sitelink Extension Set (4 sitelinks)**

**CONTEXT:** Sitelink extensions appear below your main ad and link to specific pages. They dramatically increase click-through rate and ad real estate. Each needs a short headline plus two description lines.

**PROMPT:** Act as a Google Ads sitelink specialist. Write 4 sitelink extensions for [PRODUCT/SERVICE NAME]. Pages to link: [PAGE 1], [PAGE 2], [PAGE 3], [PAGE 4]. For each: Sitelink headline (25 chars max), Description line 1 (35 chars max), Description line 2 (35 chars max). Make each sitelink feel like a distinct reason to click — not just navigation labels.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [PAGE 1-4] — e.g., "Full Kit \$47 / Starter \$27 / Free Sample / What's Included"

**EXPECTED OUTPUT:** 4 sitelink extensions with headline and two description lines each. All character-count compliant. Each sitelink communicates a distinct value proposition or entry point.

---

**FB-25: Facebook Ad — Problem/Solution Split Test Pair**

**CONTEXT:** Use when setting up an A/B test between a problem-led and a solution-led ad. Running both simultaneously tells you whether your audience responds more to pain recognition or aspiration framing.

**PROMPT:** Act as a split-test ad copywriter. Write two Facebook ad variants for [PRODUCT/SERVICE NAME] for an A/B test: Variant A (problem-led): open with [CORE PAIN — e.g., "You're spending 5 hours a week on content that gets 3 likes"]. Build empathy, introduce product as relief, CTA. Variant B (solution-led): open with [DESIRED OUTCOME — e.g., "What if you could write a month of content in one afternoon?"]. Build aspiration, introduce product as the path, CTA. Each: primary text under 125 words, same headline and CTA. Label clearly as Variant A and Variant B.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [CORE PAIN] — e.g., "wasting hours writing captions no one engages with"
- [DESIRED OUTCOME] — e.g., "a full month of content planned, drafted, and scheduled in one sitting"

**EXPECTED OUTPUT:** Two parallel Facebook ad variants (~110 words each) with identical CTA and headline, differing only in problem-vs-solution opening. Clearly labeled for split testing.

---

## LI-08: LinkedIn Conversation Ad — Multi-Step Lead Qualifier

**CONTEXT:** LinkedIn Conversation Ads send a message sequence where recipients choose their own path. Use to qualify leads by intent level before sending them to a landing page.

**PROMPT:** Act as a LinkedIn Conversation Ad architect. Write a 3-step conversation ad flow for [PRODUCT/SERVICE NAME] targeting [JOB TITLE]. Opening message (150 words): brief intro + one key insight + present 3 choice buttons. Button 1: high-intent path ("I want to see pricing"). Button 2: mid-intent path ("Tell me more about what's included"). Button 3: low-intent path ("Send me a free sample first"). Write the response message for each path (75 words each). Each path ends with a CTA link.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [JOB TITLE] — e.g., "freelance marketers and consultants"
- Paths: adjust based on your actual pricing page, product page, and lead magnet URLs

**EXPECTED OUTPUT:** A 4-message conversation ad flow: opening message + 3 path responses. Each message labeled by step and intent level. Total word count under 500.

---

## FB-26: Facebook Ad — Lifestyle/Identity Angle

**CONTEXT:** Use when your audience buys based on identity, not just utility. "I am the kind of person who..." framing sells at a deeper level than features. Works especially well for tools used by professionals who take their craft seriously.

**PROMPT:** Act as an identity-based copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that appeals to [TARGET AUDIENCE]'s professional identity. The identity statement: "The kind of [ROLE] who [POSITIVE IDENTITY TRAIT] — e.g., 'shows up with ready-to-run copy, not excuses'." Build the ad around this identity. Show how [PRODUCT/SERVICE NAME] is what that kind of person uses. Close with a CTA that reinforces identity (e.g., "This is your kit." rather than "Buy now."). Primary text under 125 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET AUDIENCE] — e.g., "freelance marketers"
- [POSITIVE IDENTITY TRAIT] — e.g., "always delivers copy on deadline, no matter what"

**EXPECTED OUTPUT:** An identity-driven Facebook ad (~110 words) that makes owning [PRODUCT/SERVICE NAME] feel like a statement of professional values, not a purchase decision.

---

### **FB-27: Facebook Ad — Micro-Commitment (Low-Barrier Entry)**

**CONTEXT:** Use when you want to drive list signups or free downloads before pitching paid products. Micro-commitment ads ask for a tiny action (click, comment, download) that precedes the purchase conversation.

**PROMPT:** Act as a micro-commitment copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that asks for a tiny, low-risk action: [MICRO-COMMITMENT — e.g., "comment 'PROMPTS' and I'll send you 5 free ones"]. Make the micro-commitment feel effortless and valuable. Tease what they'll receive without giving it away fully. Keep it conversational. Primary text under 100 words. Include instructions for the action clearly.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [MICRO-COMMITMENT] — e.g., "Comment 'KIT' below and I'll DM you a free PDF sample"
- [TEASER CONTENT] — e.g., "5 prompts from the full 500-prompt pack — no email needed"

**EXPECTED OUTPUT:** A 90-word conversational Facebook ad with a clear micro-commitment mechanism, value tease, and simple action instruction. Reads like an organic post, not an ad.

---

### **LI-09: LinkedIn Sponsored Content — "Lessons Learned" Post**

**CONTEXT:** LinkedIn's algorithm rewards insight-sharing over promotion. Use a "lessons learned" format to share genuine value from your product or field, then naturally position your product as the system behind those lessons.

**PROMPT:** Act as a LinkedIn thought leadership ad writer. Write a sponsored "lessons learned" post for [PRODUCT/SERVICE NAME]. Format: "After [TIME/EXPERIENCE — e.g., 'testing 200+ AI marketing prompts'], here are the 5 things I learned." Write 5

genuine lessons — each 2 sentences. Final paragraph: connect the lessons to [PRODUCT/SERVICE NAME] as the distilled result. Closing CTA: invite them to get the full resource. Total: 300 words max.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TIME/EXPERIENCE] — e.g., "writing and testing 500 AI marketing prompts from scratch"
- [5 LESSONS] — Write genuine, specific learnings relevant to your product domain

**EXPECTED OUTPUT:** A 280-word "lessons learned" LinkedIn sponsored post with 5 labeled insights and a closing product mention. Tone is reflective and educational — not promotional.

---

## **GOOG-11: Google Ads — Price Extension Set**

**CONTEXT:** Price extensions display your products/services with prices directly in the ad — shown below the main ad on desktop. They pre-qualify buyers by showing cost before the click, improving conversion rate.

**PROMPT:** Act as a Google Ads price extension specialist. Write a price extension set for [PRODUCT/SERVICE NAME] with 3-8 items. For each: item type (product, service, or tier), item header (25 chars max), item description (25 chars max), price, and price qualifier (e.g., "per month" or "one-time"). Products/tiers: [TIER 1 NAME/PRICE], [TIER 2 NAME/PRICE], [TIER 3 — optional]. Label by item.

**VARIABLES TO CUSTOMIZE:**

- [TIER 1] — e.g., "Starter Kit / \$27 / one-time"
- [TIER 2] — e.g., "Full Kit / \$47 / one-time"
- [TIER 3] — e.g., "Bundle + Coaching / \$197 / one-time" (if applicable)

**EXPECTED OUTPUT:** A price extension set with 2-4 items. Each item has header (25 chars), description (25 chars), price, and price qualifier. Formatted as a labeled list ready for Google Ads.

---

## FB-28: Facebook Ad — Founder Story (Origin/Why)

**CONTEXT:** Use when you want to build trust by humanizing the product. Founder story ads explain why the product was built — and when the "why" is relatable (i.e., the founder had the same problem), it creates powerful connection.

**PROMPT:** Act as a founder story ad writer. Write a Facebook ad for [PRODUCT/SERVICE NAME] using a founder origin story. The founder (can be unnamed/anonymous): had [FOUNDER PROBLEM — e.g., "spent \$2,000 on a freelance copywriter and got unusable copy"]. Tried [FAILED ALTERNATIVES]. Built [PRODUCT/SERVICE NAME] to solve the problem for themselves. Now offering it to [TARGET AUDIENCE]. CTA. Primary text 150-175 words. Tone: honest, direct, human — not "I built an amazing product!"

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [FOUNDER PROBLEM] — e.g., "couldn't afford a copywriter but AI outputs were too generic to use"
- [FAILED ALTERNATIVES] — e.g., "tried generic prompt lists, AI writing tools, freelancers"
- [TARGET AUDIENCE] — e.g., "solopreneurs tired of wasting time and money on copy"

**EXPECTED OUTPUT:** A 150-175 word founder story Facebook ad with a relatable origin problem, failed-alternatives tension, and natural product introduction. Reads like an honest personal account.

---

## LI-10: LinkedIn Sponsored Content — Data-Backed Insight

**CONTEXT:** LinkedIn audiences respond strongly to data and statistics. Use when you have (or can reference) a compelling stat about your product's category. Data-backed ads earn more trust and shares than claim-based ads.

**PROMPT:** Act as a data-driven LinkedIn ad copywriter. Write a sponsored content post for [PRODUCT/SERVICE NAME] that opens with a data point or statistic: [STAT — e.g., "Marketers using structured AI prompts produce content 3x faster than those using open-ended prompts (internal data, n=200 buyers)"]. Expand on what this means for [TARGET AUDIENCE]. Show how [PRODUCT/SERVICE NAME] is built around this insight. CTA. Primary text: 200 words. Cite the data source honestly (internal data, third-party study, etc.).

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [STAT] — Use a real stat, cite internal data, or reference a published study
- [TARGET AUDIENCE] — e.g., "marketing professionals at SMBs"

**EXPECTED OUTPUT:** A 200-word LinkedIn sponsored post that opens with a credible data point, explains its significance, connects it to the product, and closes with a CTA. Professional and evidence-forward.

---

### **FB-29: Facebook Ad — "Most People Don't Know" Hook**

**CONTEXT:** Use this pattern when your product solves a problem most people don't realize they have, or when there's a counterintuitive truth in your category. The "most people don't know" hook is a curiosity trigger that earns the next sentence.

**PROMPT:** Act as a copywriter specializing in curiosity-gap hooks. Write a Facebook ad for [PRODUCT/SERVICE NAME] opening with: "Most [TARGET AUDIENCE] don't know that [COUNTERINTUITIVE TRUTH — e.g., 'the reason their AI copy sounds robotic isn't the AI — it's the prompt']." Expand on the truth for 2-3 sentences. Then show how [PRODUCT/SERVICE NAME] solves the underlying issue. CTA. Primary text under 125 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET AUDIENCE] — e.g., "marketers using ChatGPT"
- [COUNTERINTUITIVE TRUTH] — e.g., "the prompt structure matters 10x more than the AI model you use"

**EXPECTED OUTPUT:** A curiosity-hook Facebook ad (~110 words) that opens with a surprising truth, explains it accessibly, and positions the product as the informed solution. Conversational and educational tone.

---

### **FB-30: Facebook Ad — Specificity Anchor ("Exactly X")**

**CONTEXT:** Specific numbers outperform vague claims in ad copy. "Exactly 500 prompts" beats "hundreds of prompts." "Write ads in 23 minutes" beats "write ads fast." This prompt builds an ad around hyper-specific claims.

**PROMPT:** Act as a specificity-driven ad copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] using exact numbers throughout: [SPECIFIC CLAIM 1 — e.g., "exactly 500 prompts"], [SPECIFIC CLAIM 2 — e.g., "8 marketing categories"], [SPECIFIC CLAIM 3 — e.g., "\$47 one-time — not \$49/month"]. Make each claim land by adding brief context for why it matters. End with CTA. Primary text under 125 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [SPECIFIC CLAIM 1/2/3] — Use your actual product metrics, not placeholders

**EXPECTED OUTPUT:** A specificity-anchored Facebook ad (~110 words) where every major claim is a specific number or figure, not a vague descriptor. Reads as credible and precise.

---

## **GOOG-12: Google Ads — Smart Campaign Copy Brief**

**CONTEXT:** Use when setting up Google Smart Campaigns (used by small businesses). Smart Campaigns require a brief, a description, and 3 items to highlight. This prompt generates a complete smart campaign brief.

**PROMPT:** Act as a Google Smart Campaign copywriter. Write a Smart Campaign brief for [BUSINESS/PRODUCT NAME]. Business description (100 chars): what you sell and for whom. 3 highlight items (30 chars each): your three most compelling differentiators or offers. These will appear in auto-generated ads. Make each highlight standalone — it may appear alone or combined with others.

**VARIABLES TO CUSTOMIZE:**

- [BUSINESS/PRODUCT NAME] — e.g., "ContentKit — AI Marketing Prompts"
- [3 HIGHLIGHTS] — e.g., "500+ prompts, \$47 one-time / Works with ChatGPT & Claude / Instant download"

**EXPECTED OUTPUT:** A Smart Campaign brief with a 100-character business description and three 30-character highlights. All character-count compliant and differentiated.

---

## FB-31: Facebook Ad — Niche Audience Targeting (Hyper-Specific)

**CONTEXT:** Use when targeting a hyper-specific sub-audience rather than a broad category. The more your ad speaks to a narrow group's exact situation, the higher the CTR and conversion rate. "You're a [specific role] who [specific situation]" outperforms broad targeting copy.

**PROMPT:** Act as a niche-targeting copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] written specifically for [HYPER-SPECIFIC AUDIENCE — e.g., "freelance social media managers handling 5+ client accounts simultaneously"]. The ad must reference their specific context: [CONTEXT DETAIL — e.g., "you're juggling 5 content calendars in your head"]. Show how [PRODUCT/SERVICE NAME] solves their exact, specific problem. Primary text under 125 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [HYPER-SPECIFIC AUDIENCE] — e.g., "coaches and consultants marketing their own services"
- [CONTEXT DETAIL] — e.g., "you write all your own content between client calls"

**EXPECTED OUTPUT:** A hyper-targeted Facebook ad (~110 words) that reads as if it was written for one specific person in a specific situation. High relevance score potential.

---

## FB-32: Facebook Ad — Post-Purchase Upsell

**CONTEXT:** Use in retargeting campaigns targeting confirmed buyers of your lower-tier product. The buyer already trusts you — this ad removes friction for the upgrade by referencing their prior purchase.

**PROMPT:** Act as an upsell ad copywriter. Write a Facebook retargeting ad for buyers of [LOWER-TIER PRODUCT] promoting an upgrade to [UPPER-TIER PRODUCT]. Acknowledge they already own [LOWER-TIER PRODUCT]. Show specifically what they're missing: [UPGRADE FEATURES — e.g., "300 additional prompts + 4 Notion templates they don't have yet"]. Frame the upgrade price as completing their investment, not a new purchase. CTA: [UPGRADE CTA — e.g., "Upgrade for the difference — \$20 more"]. Primary text under 125 words.

### VARIABLES TO CUSTOMIZE:

- [LOWER-TIER PRODUCT] — e.g., "AI Marketing Prompt Kit — Starter (\$27)"
- [UPPER-TIER PRODUCT] — e.g., "Full Kit (\$47)"

- [UPGRADE FEATURES] — e.g., "300 extra prompts, 4 Notion templates, video script category"

**EXPECTED OUTPUT:** A buyer-aware upsell Facebook ad (~110 words) that acknowledges the existing purchase, clearly names the upgrade value, and offers a low-friction path to the higher tier.

---

### **GOOG-13: Google Ads — Dynamic Search Ad Descriptions**

**CONTEXT:** Dynamic Search Ads auto-generate headlines from your landing page. You provide only the descriptions. This prompt generates 3 description variants that pair effectively with auto-generated DSA headlines.

**PROMPT:** Act as a Google Ads DSA specialist. Write 3 descriptions for Dynamic Search Ads promoting [PRODUCT/SERVICE NAME]. Each description (90 chars max) must stand alone without a specific headline — since headlines are generated dynamically. Each should communicate a different value: (1) primary benefit, (2) offer/price, (3) risk-reduction/guarantee. Descriptions must be compelling without context from the headline.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- Adjust price, offer terms, and guarantee language to match your actual offer

**EXPECTED OUTPUT:** 3 standalone DSA descriptions (90 chars max each) that each communicate a distinct value without relying on a headline for context. Labeled by value type.

---

### **LI-11: LinkedIn Spotlight Ad — Personal Profile Target**

**CONTEXT:** LinkedIn Spotlight Ads appear in the right rail and show the viewer's profile photo (dynamic). They feel personally addressed. Use to drive high-intent professionals to a specific destination with a clear, personal CTA.

**PROMPT:** Act as a LinkedIn Spotlight Ad copywriter. Write copy for a Spotlight Ad promoting [DESTINATION — e.g., "free download: 5 AI Marketing Prompts"]. Headline (50 chars): must feel personally relevant to [JOB TITLE]. Description (70 chars): state the specific benefit of clicking. CTA label (18 chars): action-focused. The ad auto-inserts the viewer's name/photo — write copy that feels like a personal invitation.

**VARIABLES TO CUSTOMIZE:**

- [DESTINATION] — e.g., "Free PDF: 5 AI Prompts That Replace a \$5K Copywriter"
- [JOB TITLE] — e.g., "marketing consultants" or "freelance marketers"

**EXPECTED OUTPUT:** A Spotlight Ad with headline (50 chars), description (70 chars), and CTA label (18 chars). Character-count compliant and written to feel like a personal, relevant invitation.

---

### **FB-33: Facebook Ad — "What If" Aspiration Frame**

**CONTEXT:** Use to open with a compelling hypothetical that makes the reader immediately imagine a better version of their situation. "What if" frames are especially effective for productivity, business, and lifestyle products.

**PROMPT:** Act as an aspiration copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] opening with "What if [ASPIRATION — e.g., 'you never had to stare at a blank page again']?" Develop the "what if" world for 2-3 sentences. Then show that [PRODUCT/SERVICE NAME] makes this possible. Include one proof point. CTA. Primary text under 125 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [ASPIRATION] — e.g., "your marketing ran itself while you focused on clients"

**EXPECTED OUTPUT:** An aspiration-led Facebook ad (~110 words) that opens with a compelling hypothetical, develops the desired future state, and positions the product as the path to that state.

---

### **FB-34: Facebook Ad — Product Demo Invitation**

**CONTEXT:** Use when your product is best understood by seeing it in action. A "see how it works" ad drives to a demo, walkthrough video, or product preview page rather than directly to a purchase.

**PROMPT:** Act as a demo-invitation copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that invites the viewer to see a live example rather than buy immediately. Tease [DEMO CONTENT — e.g., "watch how this prompt generates a full Facebook ad in 45 seconds"]. Make the demo feel worth 60 seconds of their time. CTA: [DEMO CTA — e.g., "Watch the 60-second demo"]. Primary text under 100 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [DEMO CONTENT] — e.g., "see how one prompt from the kit generates 5 ad variants instantly"
- [DEMO CTA] — e.g., "See it in action (60 seconds)"

**EXPECTED OUTPUT:** A low-friction demo invitation Facebook ad (~90 words) that makes "just watching" feel like a compelling action. Ideal for consideration-stage retargeting.

---

## **GOOG-14: Google Ads — Structured Snippet Extension Set**

**CONTEXT:** Structured snippets highlight specific aspects of your product or service in a predefined format (e.g., "Services: Facebook Ads, Email Copy, Landing Pages"). Choose the header type that best fits your product.

**PROMPT:** Act as a Google Ads extensions specialist. Write 2 structured snippet extension sets for [PRODUCT/SERVICE NAME]. Set 1 header type: "Types" — list 6-10 items (25 chars max each) representing the product types or categories. Set 2 header type: "Features" — list 6-10 features (25 chars max each). Label each set and provide character counts.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- Types examples: "Facebook Ads / Email Copy / Landing Pages / SEO / Brand Strategy"
- Features examples: "500+ prompts / Instant download / Works with any AI / One-time price"

**EXPECTED OUTPUT:** Two structured snippet extension sets (Types + Features) with 6-10 items each, all under 25 characters. Ready to add directly to Google Ads campaign.

---

## **FB-35: Facebook Ad — Win-Back (Lapsed Audience)**

**CONTEXT:** Use for re-engagement campaigns targeting people who engaged with your ads 60-180 days ago but never purchased. Acknowledge the time gap without being weird about it, and give them a new reason to act.

**PROMPT:** Act as a win-back ad copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] targeting people who showed interest 60-180 days ago but didn't purchase. Don't mention the time gap directly — instead, use "a lot has changed"

framing or introduce new content. Highlight: [WHAT'S NEW — e.g., "we just added 100 new prompts to the kit"]. Include a fresh offer or reason to come back now. CTA. Primary text under 100 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [WHAT'S NEW] — e.g., "200 new prompts added, same price, better product"
- [FRESH OFFER] — e.g., "still \$47 — and now includes bonus video scripts category"

**EXPECTED OUTPUT:** A win-back Facebook ad (~90 words) that reintroduces the offer with a fresh angle and gives a new, specific reason to act now. No "we miss you" clichés.

---

**FB-36: Facebook Ad — Curiosity Gap (Tease Without Reveal)**

**CONTEXT:** Use curiosity-gap hooks when you want to drive clicks to a page where the full answer is revealed. The ad creates an information gap — a question or partial insight — that can only be resolved by clicking.

**PROMPT:** Act as a curiosity-gap copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] that teases a specific insight without fully revealing it: "[PARTIAL INSIGHT — e.g., 'There's one type of Facebook ad that converts 3x better than every other format — and almost nobody uses it.']" Build intrigue for 2 sentences. CTA: invite them to click to find out. Do not reveal the answer in the ad. Primary text under 100 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [PARTIAL INSIGHT] — e.g., "One prompt structure outperforms every other type of AI copywriting request — and it's not what you'd guess"

**EXPECTED OUTPUT:** A curiosity-gap Facebook ad (~90 words) with a compelling unresolved tease and a click-worthy CTA. The answer is on the landing page, not in the ad.

---

**GOOG-15: Google Ads — Brand Awareness Campaign (Non-Conversion)**

**CONTEXT:** Use for top-of-funnel brand awareness campaigns where the goal is impression share, not clicks. Copy must be memorable and brand-forward rather than CTA-heavy.

**PROMPT:** Act as a brand awareness campaign copywriter. Write Google Display and YouTube ad copy for a brand awareness campaign for [BRAND NAME]. Display text ad: headline (25 chars), description (90 chars) — focus on brand positioning, not conversion. YouTube bumper ad (6 seconds, ~20 words): one memorable brand statement. YouTube skippable ad hook (5 seconds, ~15 words): must stop the skip. Brand message: [BRAND MESSAGE — e.g., "AI prompts that actually sound like you"].

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [BRAND MESSAGE] — e.g., "Stop writing from scratch. Start writing with a system."

**EXPECTED OUTPUT:** Three branded awareness copy units: display ad (headline + description), 6-second bumper (20 words), and 5-second skippable hook (15 words). All optimized for memorability over conversion.

---

## **LI-12: LinkedIn Sponsored Content — ROI Calculator Teaser**

**CONTEXT:** Use to drive LinkedIn users to an interactive ROI calculator or value assessment tool. ROI tools generate high-quality leads because they attract users who are actively evaluating options.

**PROMPT:** Act as a LinkedIn lead gen tool copywriter. Write a sponsored content ad driving to an ROI calculator for [PRODUCT/SERVICE NAME]. Headline (70 chars): promise a specific, calculable result. Primary text (150 words): identify the decision [TARGET AUDIENCE] is trying to make, explain what the calculator reveals, list 3 inputs it asks for. CTA: [CTA — e.g., "Calculate your time savings"]. Frame the calculator as a tool, not a gimmick.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET AUDIENCE] — e.g., "marketing teams deciding whether to invest in AI tools"
- [3 INPUTS] — e.g., "hours/week on content creation / hourly rate / team size"

**EXPECTED OUTPUT:** A LinkedIn ad (~145 words + 70-char headline) that makes a ROI calculator feel genuinely valuable to evaluate before a purchase decision. Not gimmicky — practical and specific.

---

## FB-37: Facebook Ad — "Everyone's Talking About" Social Momentum

**CONTEXT:** Use when you have real evidence of buzz, community adoption, or rapid growth. Social momentum framing creates FOMO — the sense that everyone who matters has already discovered this and you haven't yet.

**PROMPT:** Act as a social momentum copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] using social momentum framing: "[NUMBER] [TARGET AUDIENCE] are already using [PRODUCT/SERVICE NAME] to [OUTCOME]." Build the momentum story — why it's spreading, who's using it, what's driving the growth. Include a social proof metric. CTA: invite them to join. Primary text under 125 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [NUMBER] — e.g., "500+" — use real numbers
- [TARGET AUDIENCE] — e.g., "freelancers and solopreneurs"
- [OUTCOME] — e.g., "cut their content creation time in half"

**EXPECTED OUTPUT:** A social momentum Facebook ad (~110 words) that builds the sense of a growing movement, makes the CTA feel like joining something, not just buying something.

---

## FB-38: Facebook Ad — Guarantee/Risk-Reversal

**CONTEXT:** Use when purchase hesitation is about risk ("what if it doesn't work for me?"). A strong, specific guarantee removes the last barrier to purchase for fence-sitters who otherwise want the product.

**PROMPT:** Act as a risk-reversal copywriter. Write a Facebook ad for [PRODUCT/SERVICE NAME] where the guarantee is the hero of the ad. Guarantee details: [GUARANTEE — e.g., "30-day money-back guarantee, no questions asked"]. Open with the guarantee (not buried at the end). Show how it removes risk. Then make the product case. CTA: frame the purchase as risk-free. Primary text under 125 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [GUARANTEE] — e.g., "100% money-back if you don't use at least 10 prompts within 30 days"

**EXPECTED OUTPUT:** A guarantee-led Facebook ad (~110 words) where the risk-reversal is introduced in the first two sentences and the rest of the ad is spent making the confident purchase case.

---

---

## Category 2: Emails

---

These prompts cover the full email marketing lifecycle — from first-touch welcome sequences to abandoned cart recovery to long-term nurture to re-engagement campaigns. Each prompt targets a specific email type, psychological trigger, and funnel position so you produce emails that get opened and acted on, not ignored.

---

### 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.

---

## **EM-26: Email — Black Friday / Cyber Monday Campaign (3-email sequence)**

**CONTEXT:** Use for Black Friday or Cyber Monday campaign. BFCM emails have the highest promotional email volume of the year — yours must stand out by being direct, specific, and brief rather than shouting louder.

**PROMPT:** Act as a BFCM email campaign writer. Write 3 emails for [PRODUCT NAME]'s Black Friday/Cyber Monday campaign: Email 1 (Thursday — preview): tease the offer without revealing full details. Email 2 (Friday — launch): announce the offer clearly — price, what's included, deadline. Email 3 (Sunday — last chance): final urgency, close the sale. Each email under 200 words. Subject lines: no all-caps, no "🔥" energy — stand out by being calm and specific while competitors are screaming.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BFCM OFFER] — e.g., "40% off Full Kit — \$47 drops to \$28, 72 hours only"
- [DEADLINE] — e.g., "Cyber Monday at midnight EST"

**EXPECTED OUTPUT:** Three BFCM emails (under 200 words each) with subject lines. Calm and specific tone that stands out from hyped competitors. Each email has one clear job: tease / launch / close.

---

## **EM-27: Email — Affiliate/Partner Welcome Sequence**

**CONTEXT:** Use to onboard new affiliates or referral partners. The affiliate welcome sequence sets expectations, delivers assets, and activates partners to actually promote — most affiliates never do anything without a clear activation prompt.

**PROMPT:** Act as an affiliate onboarding email writer. Write a 3-email welcome sequence for new affiliates of [PRODUCT NAME]. Email 1 (immediately): welcome + deliver affiliate link and tracking details. Email 2 (Day 3): provide marketing assets — sample emails, social posts, key selling points. Email 3 (Day 7): activation nudge — give them a specific first action to take (e.g., send the sample email to their list). Each email: under 200 words.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [COMMISSION RATE] — e.g., "30% per sale"
- [AFFILIATE DASHBOARD URL] — add your actual affiliate platform URL
- [MARKETING ASSETS] — describe what assets you're providing

**EXPECTED OUTPUT:** Three affiliate welcome emails (under 200 words each) that progress from access → assets → activation. Practical and action-oriented. Each email has one job and one CTA.

---

### **EM-28: Email — Upsell Sequence Post-Starter Purchase (3 emails)**

**CONTEXT:** Use to upgrade Starter buyers to the Full Kit within the first 7-14 days. The window for upselling is short — buyers are most open to upgrading in the first week when they're actively using the product.

**PROMPT:** Act as an upsell sequence email writer. Write a 3-email sequence upselling [LOWER-TIER] buyers to [UPPER-TIER]. Email 1 (Day 3): no pitch — show them a feature exclusive to the upper tier and let curiosity do the work. Email 2 (Day 7): make the explicit upgrade offer — show the math (they already spent \$27; upgrade for \$20 more). Email 3 (Day 12): final upgrade window with a specific deadline. Each under 200 words.

#### **VARIABLES TO CUSTOMIZE:**

- [LOWER-TIER] — e.g., "Starter Kit (\$27)"
- [UPPER-TIER] — e.g., "Full Kit (\$47)"
- [UPPER-TIER EXCLUSIVES] — e.g., "300 more prompts, 4 Notion templates, video scripts category"
- [UPGRADE PRICE] — e.g., "\$20 more to complete your investment"

**EXPECTED OUTPUT:** Three upsell emails (under 200 words each): curiosity tease → explicit offer → deadline close. Framing progressively escalates from educational to promotional to urgent.

---

### **EM-29: Email — Win-Back Sequence for Churned or Disengaged Buyers**

**CONTEXT:** Use for buyers who purchased but haven't re-engaged in 60+ days. The goal is to re-activate their product usage and remind them of the value they already own.

**PROMPT:** Act as a buyer win-back email writer. Write a 2-email win-back sequence for [PRODUCT NAME] buyers who haven't engaged in 60+ days. Email 1: check-in — acknowledge the gap, ask if they got what they hoped for, offer quick-start help, share one underused feature. Email 2 (if no response, Day 7): share a new result from another buyer and invite them to try again. Each under 175 words. No selling — they already own the product.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [UNDERUSED FEATURE] — e.g., "the Brand Strategy category — most buyers find a goldmine in there"
- [NEW BUYER RESULT] — e.g., "a buyer last week wrote 30 days of LinkedIn content in one afternoon using the Social Media category"

**EXPECTED OUTPUT:** Two win-back emails (under 175 words each) that focus on activation, not re-selling. Helpful and personal tone — acknowledges inactivity without shame.

---

### **EM-30: Email — Seasonal Campaign Wrapper**

**CONTEXT:** Use to give a seasonal framing to a perennial product promotion. January "new year" framing, Q4 planning, summer slow season — wrapping the same product in timely context creates relevance without needing a new product.

**PROMPT:** Act as a seasonal campaign email writer. Write a promotional email for [PRODUCT NAME] with a [SEASON/TIME OF YEAR — e.g., "January / start of Q1"] framing. Connect the seasonal moment to a buyer motivation: [BUYER MOTIVATION — e.g., "January is when everyone plans their content strategy for the year"]. Show how [PRODUCT NAME] is the right tool for this moment specifically. Include standard offer. Under 225 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SEASON/TIME OF YEAR] — e.g., "Q4 planning season" or "January reset"
- [BUYER MOTIVATION] — e.g., "marketers are planning their full-year content strategy right now"

**EXPECTED OUTPUT:** A 200-word seasonally-framed promotional email with subject line. Connects timing to buyer motivation naturally before the product pitch. Reads as timely, not evergreen.

---

### **EM-31: Email — Complaint/Criticism Response Template**

**CONTEXT:** Use as a template for responding to negative feedback or complaints. How you handle complaints determines whether you lose a customer or gain a loyal advocate. This template ensures a professional, empathetic response.

**PROMPT:** Act as a customer service email writer. Write a response template for handling a common complaint about [PRODUCT NAME]: "[COMPLAINT — e.g., 'the prompts are too generic for my niche']". Structure: (1) acknowledge the feedback without being defensive, (2) validate their experience, (3) provide a specific solution or workaround, (4) offer a concrete next step (refund, replacement, additional help). Under 200 words. Template should have [VARIABLE] placeholders for personalization.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [COMPLAINT] — e.g., "I can't figure out how to use these / they don't work for my industry"
- [SPECIFIC SOLUTION] — e.g., "here are 3 prompts specifically adapted for [their industry]"

**EXPECTED OUTPUT:** A 175-word complaint response email template with [PLACEHOLDER] variables for personalization. Empathetic, solution-oriented, and gives a concrete next step rather than just apologizing.

---

### **EM-32: Email — Launch Announcement to Existing List**

**CONTEXT:** Use on launch day to your existing email list. These subscribers are warmer than cold traffic — many have been waiting for the product. The launch announcement must create urgency without burning goodwill.

**PROMPT:** Act as a launch email copywriter. Write a launch day announcement email to an existing email list for [PRODUCT NAME]. They've been on the list before the launch and may have seen teasers. Structure: (1) announce it's live with the direct link, (2) 3-bullet

reminder of what's inside, (3) launch pricing and how long it lasts: [LAUNCH OFFER], (4) a genuine reason this specific list gets first access. CTA above the fold and again at the bottom. Under 250 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH OFFER] — e.g., "launch price of \$47 for this week only — going to \$67 after Sunday"
- [3 BULLETS] — key product features or outcomes

**EXPECTED OUTPUT:** A 225-word launch announcement email with double CTA (above fold + bottom), 3 product bullets, and a clear launch offer with expiry. Energetic but not hype-y — reads as a genuine first-access invitation.

---

**EM-33: Email — Waitlist Launch Notification**

**CONTEXT:** Use to notify people who signed up to a waitlist that the product is now available. Waitlist buyers have the highest purchase intent of any segment — make their access feel exclusive and reward their patience.

**PROMPT:** Act as a waitlist launch email writer. Write the launch notification email for people on the waitlist for [PRODUCT NAME]. Structure: (1) acknowledge their wait with genuine appreciation, (2) announce it's live — they're first, (3) include any waitlist-exclusive benefit: [WAITLIST BENEFIT — e.g., "you get \$10 off the public price — your link is below"], (4) their exclusive access window: [WINDOW — e.g., "24-hour head start before public launch"]. CTA: direct purchase link. Under 200 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [WAITLIST BENEFIT] — e.g., "\$10 off as a thank-you for waiting — code WAITLIST applied at checkout"
- [WINDOW] — e.g., "your early access expires at midnight tomorrow"

**EXPECTED OUTPUT:** A 175-word waitlist launch email with subject line that rewards patience, delivers exclusive benefit, and creates a time-limited access window. Warm and exclusive, not clinical.

---

### EM-34: Email — Drip Day 1 (Post-Lead Magnet Day 1)

**CONTEXT:** Use as the day-after email in a lead magnet nurture sequence. Day 1 is about proving you're worth following — deliver something genuinely useful before asking for anything.

**PROMPT:** Act as a Day 1 drip email writer. Write the second email in a lead magnet nurture sequence (sent the morning after sign-up) for [LEAD MAGNET NAME]. Goal: deliver immediate value and build anticipation for what's next. Structure: (1) one-sentence callback to the lead magnet they got yesterday, (2) today's value: one specific tip, framework, or insight they can apply immediately, (3) tease tomorrow's email: "[TOMORROW'S TEASE — e.g., 'tomorrow I'll share the one prompt structure that outperforms everything else']". No CTA to buy. Under 200 words.

#### VARIABLES TO CUSTOMIZE:

- [LEAD MAGNET NAME] — e.g., "5 AI Prompts That Replace a \$5K Copywriter"
- [TODAY'S VALUE] — a specific, standalone tip from your domain
- [TOMORROW'S TEASE] — hint at the next email's value without revealing it

**EXPECTED OUTPUT:** A 175-word Day 1 drip email with subject line. Pure value — no sales pitch. Ends with a forward tease that makes recipients want to open tomorrow's email.

---

### EM-35: Email — Discount Expiry Warning (2 hours left)

**CONTEXT:** Use 2 hours before a promotional offer expires. The final urgency email in any campaign — this one converts buyers who are on the fence. Brevity and specificity are critical.

**PROMPT:** Act as a deadline email writer. Write a 2-hours-remaining email for [PRODUCT NAME]'s [OFFER — e.g., "launch week pricing of \$47"]. Subject line: state the exact time remaining. Body: one paragraph — state what ends at midnight, what they're about to pay more for, and a direct CTA link. Under 100 words. No preamble. This email gets opened at 10pm and must work in 10 seconds.

#### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [OFFER] — e.g., "launch price of \$47"
- [PRICE AFTER] — e.g., "\$67 starting tomorrow morning"
- [DEADLINE] — exact time and timezone

**EXPECTED OUTPUT:** A 90-word deadline email with time-specific subject line and a single-paragraph body with direct purchase link. Extreme brevity — nothing but the deadline, the stakes, and the link.

---

### **EM-36: Email — Bundle Announcement**

**CONTEXT:** Use when combining two products or adding a bonus to an existing offer. Bundle announcements are low-effort but high-converting — they add perceived value to an offer buyers were already considering.

**PROMPT:** Act as a bundle announcement email writer. Write an email announcing a new bundle for [PRODUCT 1] + [PRODUCT 2] at [BUNDLE PRICE]. Structure: (1) announce the bundle as new/just-added, (2) show the individual prices vs. bundle price (math should be obvious), (3) list what's in each component, (4) who this bundle is for, (5) CTA. Under 225 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT 1] — e.g., "AI Marketing Prompt Kit — Full Kit (\$47)"
- [PRODUCT 2] — e.g., "Notion Content Calendar Template (\$27)"
- [BUNDLE PRICE] — e.g., "\$57 — save \$17"

**EXPECTED OUTPUT:** A 200-word bundle announcement email with subject line that makes the math obvious and shows combined value clearly. Creates a fresh purchase trigger for existing subscribers.

---

### **EM-37: Email — Reactivation After Refund**

**CONTEXT:** Use when a customer received a refund but you have permission to follow up. The goal is not to resell immediately — it's to understand why and leave the door open for a future return.

**PROMPT:** Act as a post-refund follow-up email writer. Write an email for customers who received a refund on [PRODUCT NAME]. Tone: gracious and curious — not defensive. Structure: (1) confirm the refund is complete, (2) one honest question: "[QUESTION — e.g., 'Was there something specific that didn't work for you? I'd genuinely like to know.']", (3) optional: offer something to make it right, (4) leave the door open. Under 175 words. No guilt, no pressure.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [QUESTION] — one specific, non-defensive question about why they refunded

**EXPECTED OUTPUT:** A 150-word post-refund email that confirms the refund graciously, asks one genuine question, and closes the loop without pressure. May generate valuable feedback or a returning customer.

---

### **EM-38: Email — Weekly Digest / Best Content Roundup**

**CONTEXT:** Use as a recurring weekly or biweekly email that curates the best content, prompts, or tips from the week. Digest emails keep lists engaged between campaigns and position you as a consistent curator.

**PROMPT:** Act as a weekly digest email writer. Write a digest email for [NEWSLETTER NAME]. This week's format: 3 curated items with brief commentary. Item format: [TITLE/LINK], [1-SENTENCE DESCRIPTION], [WHY IT MATTERS FOR THE READER — 2 sentences]. After the 3 items: one brief promo line for [PRODUCT NAME]. Total: under 300 words. Subject: "This week: [3 items in 7 words]."

#### **VARIABLES TO CUSTOMIZE:**

- [NEWSLETTER NAME] — e.g., "ContentKit Weekly"
- [3 CURATED ITEMS] — fill in with actual content from your week
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

**EXPECTED OUTPUT:** A 275-word weekly digest email with 3 curated items (each with title, description, and reader relevance) and a brief product mention at the end. Scannable and consistently formatted.

---

### **EM-39: Email — Abandoned Free Trial Nurture**

**CONTEXT:** Use for SaaS products or services with a free trial component. If someone signed up for a free trial but hasn't activated or is about to lose access, this sequence re-engages them before they churn.

**PROMPT:** Act as a trial activation email writer. Write a 3-email sequence for free trial users of [PRODUCT/SERVICE NAME] who haven't activated a key feature: [KEY FEATURE — e.g., "haven't used the prompt builder yet"]. Email 1 (Day 3): show them the

value of the unused feature. Email 2 (Day 7): mini case study of someone who used it. Email 3 (Day 12 — 3 days before trial ends): clear conversion pitch with deadline. Each under 175 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT/SERVICE NAME] — e.g., "AI Marketing Prompt Kit"
- [KEY FEATURE] — e.g., "Brand Strategy category" or "Video Scripts section"
- [TRIAL END DATE] — insert actual date dynamically

**EXPECTED OUTPUT:** Three trial nurture emails (under 175 words each): feature education → proof → conversion. Each has one job. Deadline in Email 3 is specific, not vague.

---

**EM-40: Email — Holiday Out-of-Office / Pause Notification**

**CONTEXT:** Use before going on vacation or during planned email pauses. Transparency about pauses builds trust and manages unsubscribes — subscribers forgive silence when you explain it.

**PROMPT:** Act as a transparent communication email writer. Write a "going dark for [DURATION — e.g., one week]" email to your subscriber list. Structure: (1) honest announcement of the pause and dates, (2) what's coming when you return, (3) optional: a useful resource or freebie to keep them busy during the pause, (4) warm sign-off. Under 150 words. Tone: genuine and human — this should feel like a real person wrote it.

**VARIABLES TO CUSTOMIZE:**

- [DURATION] — e.g., "one week (Dec 23-Jan 2)"
- [RESOURCE] — e.g., "free prompt sample pack while I'm away"
- [WHAT'S COMING] — e.g., "a new email series on AI content strategy starting Jan 5"

**EXPECTED OUTPUT:** A 135-word pause notification email with subject line that's transparent about the break, provides value during the gap, and creates anticipation for the return.

---

**EM-41: Email — Feedback Survey Invitation**

**CONTEXT:** Use to collect structured feedback from your list or customer base. Survey invitations work when they're short, specific, and promise to act on the results. Generic "we'd love your feedback!" emails have low response rates.

**PROMPT:** Act as a survey invitation email writer. Write a survey invitation email for [AUDIENCE SEGMENT — e.g., "buyers of AI Marketing Prompt Kit"]. The survey has [NUMBER OF QUESTIONS — e.g., 5] questions and takes [TIME — e.g., 3 minutes]. Subject: state the specific purpose of the survey (not "quick survey"). Incentive: [INCENTIVE — e.g., "share your answers and get 10 bonus prompts"]. In the body: name 2 specific things you'll do with the results. Under 175 words.

**VARIABLES TO CUSTOMIZE:**

- [AUDIENCE SEGMENT] — e.g., "buyers in the last 30 days"
- [SPECIFIC PURPOSE] — e.g., "tell us which category you use most so we can build more of it"
- [INCENTIVE] — e.g., "reply and get 10 bonus prompts not in the main kit"

**EXPECTED OUTPUT:** A 160-word survey invitation email with specific-purpose subject line, time estimate, incentive, and commitment to use results. Higher response rate than generic feedback requests.

---

## **EM-42: Email — Personalization Example (Segmented by Use Case)**

**CONTEXT:** Use when you can segment your list by use case, role, or stated interest. Personalized emails outperform generic blasts — this prompt writes the same email in three versions for three distinct segments.

**PROMPT:** Act as a segmented email writer. Write 3 versions of the same promotional email for [PRODUCT NAME], each tailored to a different segment: Segment 1: [SEGMENT 1 — e.g., "freelancers writing client copy"]. Segment 2: [SEGMENT 2 — e.g., "solopreneurs marketing their own business"]. Segment 3: [SEGMENT 3 — e.g., "agency owners managing multiple client accounts"]. Each version: same core offer, different opening paragraph and use-case examples. Under 200 words each.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SEGMENT 1/2/3] — define your actual audience segments
- Use your real use-case examples for each segment

**EXPECTED OUTPUT:** Three 175-word email versions with the same subject line and offer but segment-specific opening and use-case language. Makes each segment feel like the email was written specifically for them.

---

## EM-43: Email — "Ask Me Anything" Engagement Email

**CONTEXT:** Use to drive replies and increase email engagement rate (which improves deliverability). Asking subscribers to reply with their biggest challenge is both relationship-building and market research.

**PROMPT:** Act as an engagement email writer. Write an "Ask Me Anything" email for [BRAND NAME] / [TOPIC AREA — e.g., "AI marketing and copywriting"]. Goal: get replies. Structure: (1) brief intro of your expertise area, (2) explicit invitation: "Hit reply with your biggest [TOPIC] challenge this week and I'll answer every single one," (3) what they can expect in return (a personal reply with a specific answer), (4) tease: note how common questions will become future email topics. Under 175 words.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [TOPIC AREA] — e.g., "using AI for marketing copy"
- Follow up: actually answer every reply to build relationship capital

**EXPECTED OUTPUT:** A 160-word engagement email with subject line that drives replies by making a genuine, specific invitation and setting clear expectations for what responders receive.

---

## EM-44: Email — Referral Program Launch

**CONTEXT:** Use to announce a formal referral or affiliate program to your existing customer base. Existing buyers are the best potential affiliates — they've already validated the product and can speak authentically about it.

**PROMPT:** Act as a referral program launch email writer. Write an email announcing a referral program for [PRODUCT NAME] to existing buyers. Program details: [COMMISSION OR REWARD — e.g., "30% commission on every sale you refer" or "get \$10 credit for every buyer you send our way"]. Structure: (1) announce the program as new/just-launched, (2) explain exactly how it works in 3 steps, (3) first action: get their link, (4) give one ready-to-use sharing message. Under 225 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [COMMISSION OR REWARD] — your actual program terms
- [REFERRAL PLATFORM/LINK] — add your actual affiliate platform or tracking link URL

**EXPECTED OUTPUT:** A 200-word referral program launch email with subject line, 3-step process explanation, link delivery, and a ready-to-share message. Removes all friction from joining and sharing.

---

### **EM-45: Email — Pricing Increase Announcement**

**CONTEXT:** Use when raising prices on an existing product. Price increase emails, when handled well, create a rush of purchases before the deadline — effectively a promotional campaign disguised as transparency.

**PROMPT:** Act as a price increase announcement email writer. Write an email announcing a price increase for [PRODUCT NAME]. Current price: [CURRENT PRICE]. New price: [NEW PRICE]. Effective date: [DATE]. Structure: (1) announce the change directly and honestly — give the reason (not vague), (2) give subscribers a window to buy at the current price before the change, (3) CTA with the deadline. Tone: matter-of-fact, not apologetic. Under 200 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [CURRENT PRICE] — e.g., "\$47"
- [NEW PRICE] — e.g., "\$67"
- [DATE] — e.g., "March 1"
- [REASON] — e.g., "we've added 200 prompts and 2 Notion templates since launch"

**EXPECTED OUTPUT:** A 175-word price increase email with subject line that's direct about the change, honest about the reason, and gives a clear buy-before deadline. No excessive apologizing.

---

### **EM-46: Email — Welcome Back (After Subscriber Return)**

**CONTEXT:** Use for subscribers who re-subscribe after previously unsubscribing. These are high-intent contacts — treat their return as a significant signal of interest and greet them accordingly.

**PROMPT:** Act as a win-back welcome email writer. Write a re-welcome email for someone who re-subscribed to [BRAND NAME]'s list. Acknowledge their return without being dramatic about it. Brief overview of what they'll receive now that they're back. If anything significant has changed or launched since they were last subscribed, mention it. Soft CTA to [PRODUCT NAME] if they haven't purchased. Under 175 words.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [WHAT'S NEW] — e.g., "the AI Marketing Prompt Kit launched with 500+ prompts"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

**EXPECTED OUTPUT:** A 155-word re-welcome email with subject line that acknowledges the return naturally, updates them on what's new, and gently introduces the product. No guilt for unsubscribing originally.

---

### **EM-47: Email — Behind-the-Scenes Update**

**CONTEXT:** Use to give subscribers an insider look at product development, decisions, or upcoming features. Behind-the-scenes emails build parasocial connection and loyalty — subscribers feel like insiders.

**PROMPT:** Act as a behind-the-scenes update email writer. Write an update email for [BRAND NAME] sharing what's happening behind the scenes with [PRODUCT NAME]. Share: (1) one genuine challenge you're working through, (2) one exciting thing that's coming, (3) one decision you made and why. Tone: personal, candid, founder-to-subscriber. No sales pitch. CTA: invite them to reply with thoughts or questions. Under 250 words.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit v2"
- [CHALLENGE] — e.g., "figuring out the right structure for the Video Scripts category"
- [COMING FEATURE] — e.g., "a LinkedIn-specific prompt category with 50 new posts"

**EXPECTED OUTPUT:** A 225-word behind-the-scenes update email with subject line that reads as genuine and personal. Shares real information, not just teases. Drives replies through curiosity and connection.

---

### **EM-48: Email — Holiday Gift Guide Inclusion Pitch (Outreach)**

**CONTEXT:** Use to pitch your product for inclusion in holiday gift guides, product roundups, or "best of" lists. This cold outreach email targets bloggers, newsletter owners, and media contacts during gift guide season.

**PROMPT:** Act as a PR outreach email writer. Write a pitch email to [RECIPIENT TYPE — e.g., "a marketing blog editor putting together a '2025 digital products gift guide'"] for inclusion of [PRODUCT NAME]. Subject: reference their guide specifically. Body (150 words): (1) identify their guide and audience, (2) pitch [PRODUCT NAME] in 2 sentences — lead with the buyer's benefit, (3) provide 3 facts that make it gift-guide worthy (price, rating, what's inside), (4) small ask: would they like a complimentary copy to review?

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [RECIPIENT TYPE] — research specific publications and personalize each pitch
- [3 FACTS] — e.g., "\$47 one-time / 500+ prompts / 4.9 stars from 200+ buyers"

**EXPECTED OUTPUT:** A 145-word gift guide pitch email with personalized subject line, specific product description, qualifying facts, and a review copy offer. Reads as a relevant, respectful pitch, not spam.

---

## **EM-49: Email — Year-in-Review / Annual Wrap-Up**

**CONTEXT:** Use as a year-end email to your subscriber list. Annual wrap-ups are among the highest-engagement emails of the year when they share real data and genuine reflection, not just achievements.

**PROMPT:** Act as a year-in-review email writer. Write an end-of-year wrap-up email for [BRAND NAME]. Include: (1) one genuine achievement with a real number, (2) one thing that surprised you, (3) one thing that didn't go as planned and what you learned, (4) what's coming in the new year. Close with gratitude and an optional CTA. Under 300 words. Tone: honest and reflective — not a highlight reel.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [ACHIEVEMENT] — e.g., "500+ buyers in our first 3 months"
- [SURPRISE] — something genuine
- [WHAT DIDN'T WORK] — share a real setback or lesson

**EXPECTED OUTPUT:** A 275-word year-in-review email with subject line that's balanced between wins and challenges. Reads as genuine reflection, not a victory lap. Drives connection and anticipation for next year.

---

## EM-50: Email — "You Asked, We Answered" Community Q&A

**CONTEXT:** Use after running an "ask me anything" campaign or collecting subscriber questions. This email delivers value by answering real questions, builds community, and shows responsiveness to subscriber input.

**PROMPT:** Act as a Q&A email writer. Write a "you asked, we answered" email for [BRAND NAME] featuring answers to 4-5 real subscriber questions about [TOPIC AREA — e.g., "using AI for marketing copy"]. Format: Q: [subscriber question], A: [2-3 sentence answer]. After the Q&A section: brief CTA to [PRODUCT NAME] as the deep-dive resource. Under 350 words.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [TOPIC AREA] — e.g., "AI marketing prompts"
- [4-5 QUESTIONS] — use real questions from replies or common sales objections framed as questions
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

**EXPECTED OUTPUT:** A 325-word Q&A email with 4-5 Q&A pairs and a brief product CTA. Each answer is specific and useful — not generic. Makes subscribers feel heard and positions you as an accessible expert.

---

## EM-51: Email — Product Deep-Dive Tutorial

**CONTEXT:** Use to activate buyers who haven't fully explored the product. Tutorial emails improve product usage, reduce refund rates, and increase reviews by showing buyers how to get more value from what they already own.

**PROMPT:** Act as a product tutorial email writer. Write a tutorial email showing buyers how to get the most from [SPECIFIC CATEGORY/FEATURE — e.g., "the Landing Page category of the AI Marketing Prompt Kit"]. Structure: (1) name one result they can achieve in 20 minutes using this category, (2) step-by-step instructions (3-4 steps), (3) share one example output, (4) prompt them to share their result. Under 300 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SPECIFIC CATEGORY/FEATURE] — e.g., "the Email category" or "the Brand Strategy prompts"
- [20-MINUTE RESULT] — what can they accomplish in 20 min using this section

**EXPECTED OUTPUT:** A 275-word tutorial email with subject line and a 3-4 step walkthrough of one specific product feature. Ends with a result-sharing invitation. Practical and action-focused.

---

### **EM-52: Email — Cross-Sell to Complementary Product**

**CONTEXT:** Use after a buyer has been using the main product for 14-30 days. Cross-selling a complementary product feels natural when positioned as "the next logical step" rather than another purchase.

**PROMPT:** Act as a cross-sell email writer. Write an email to buyers of [PRODUCT 1] introducing [COMPLEMENTARY PRODUCT 2]. Structure: (1) establish they're already getting value from [PRODUCT 1] (assume yes), (2) introduce [PRODUCT 2] as what successful [PRODUCT 1] users do next, (3) show how [PRODUCT 1] + [PRODUCT 2] work together, (4) CTA with price and access. Under 225 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT 1] — e.g., "AI Marketing Prompt Kit"
- [COMPLEMENTARY PRODUCT 2] — e.g., "Notion Content Calendar Template"
- [HOW THEY WORK TOGETHER] — e.g., "use the prompts to fill the calendar — one system for idea, creation, and scheduling"

**EXPECTED OUTPUT:** A 200-word cross-sell email with subject line that positions the new product as the natural next purchase for buyers already seeing value. Feels like a recommendation, not a sale.

---

### **EM-53: Email — "This is Why It Works" Education + Pitch**

**CONTEXT:** Use to educate potential buyers on the underlying mechanism that makes your product effective. When buyers understand why something works, they're more confident purchasing.

**PROMPT:** Act as an education-pitch email writer. Write an email explaining the mechanism behind [PRODUCT NAME]'s effectiveness. The mechanism: [MECHANISM — e.g., "structured prompts work because they give AI a role, framework, audience, and outcome — all four inputs that produce specific outputs vs. vague ones"]. Teach the mechanism in 150-175 words. Then: show how [PRODUCT NAME] is built on this mechanism. CTA. Total under 275 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [MECHANISM] — the specific reason your product produces results — not marketing speak, real mechanism

**EXPECTED OUTPUT:** A 250-word mechanism email with subject line that teaches the "why" in an accessible way before pitching the product as the implementation of that mechanism. Intellectually satisfying for curious buyers.

---

### **EM-54: Email — "Compare Your Options" Buying Guide**

**CONTEXT:** Use for decision-stage buyers who are comparing alternatives. A buying guide email that honestly presents options — including free alternatives — builds trust and often converts better than a pure sales pitch.

**PROMPT:** Act as a buying guide email writer. Write an honest comparison email for buyers considering [PRODUCT NAME] vs. alternatives. Include in the comparison: (1) DIY (free) — what it takes in time and expertise, (2) Competitor option — name the category, not specific brands, (3) [PRODUCT NAME] — be specific and honest about who it's best for. Format as a simple table or 3-paragraph comparison. CTA: invite them to pick the right option for their situation. Under 300 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DIY TIME COST] — e.g., "10-15 hours to research and build your own prompt library"
- [COMPETITOR CATEGORY] — e.g., "monthly AI writing tool subscriptions (\$49-99/month)"

**EXPECTED OUTPUT:** A 275-word comparison email that honestly presents three options — DIY, competitor category, and your product — and guides the reader to the right choice for their situation.

---

### **EM-55: Email — Thank You for Sharing / UGC Acknowledgment**

**CONTEXT:** Use when a buyer or subscriber shares your product, writes a public review, or creates user-generated content about your brand. Personal acknowledgment of sharing behavior encourages more of it.

**PROMPT:** Act as a relationship email writer. Write a thank-you email to a buyer who [SHARING BEHAVIOR — e.g., "posted about the AI Marketing Prompt Kit on LinkedIn and tagged us"]. Structure: (1) specific acknowledgment of what they shared, (2) genuine gratitude without being sycophantic, (3) offer a surprise gift or recognition: [GIFT — e.g., "adding 20 bonus prompts to your account"], (4) optional: ask permission to reshare their post. Under 175 words. Personal, not corporate.

**VARIABLES TO CUSTOMIZE:**

- [SHARING BEHAVIOR] — e.g., "left a public review / shared our product on Twitter"
- [GIFT] — e.g., "20 bonus prompts / extended trial / \$10 credit"

**EXPECTED OUTPUT:** A 155-word thank-you email with personal subject line that acknowledges the specific sharing action, offers a genuine gift, and treats the sharing act as something worth celebrating. Not a template — feels personal.

---

**EM-56: Email — Event / Live Training Invitation**

**CONTEXT:** Use to invite subscribers to a live training, workshop, or Q&A session. Event invitation emails need a clear value promise — what the attendee will be able to do after attending that they can't do now.

**PROMPT:** Act as an event invitation email writer. Write an email inviting subscribers to [EVENT NAME — e.g., "Live Training: How to Use AI Prompts to Write Your Q2 Marketing in One Afternoon"]. Date/time: [DATE/TIME]. Structure: (1) what they'll be able to do after attending, (2) what specifically will be covered (3 bullets), (3) who this is for, (4) RSVP CTA and Zoom/link. Under 225 words.

**VARIABLES TO CUSTOMIZE:**

- [EVENT NAME] — your actual event title
- [DATE/TIME] — specific date, time, and timezone
- [3 CONTENT BULLETS] — specific topics covered
- [RSVP LINK] — add your registration URL

**EXPECTED OUTPUT:** A 200-word event invitation email with subject line that leads with outcome ("after this training you'll be able to..."), covers the agenda in 3 bullets, and ends with RSVP CTA.

---

## **EM-57: Email — Soft Pitch After High-Value Content**

**CONTEXT:** Use when ending a high-value educational email with a soft, non-pushy product mention. The "PS pitch" or "soft close" appended to value content converts without feeling like a bait-and-switch.

**PROMPT:** Act as a soft-close email writer. Write a high-value tip email for [TOPIC — e.g., "writing better Facebook ad hooks"] and end it with a soft product pitch. Tip section: 200 words of genuine, actionable advice. Soft pitch: a 3-4 sentence paragraph that naturally connects the tip to [PRODUCT NAME]. Example bridge: "If you'd rather not build this from scratch, [PRODUCT NAME] includes X prompts specifically designed to do this." Final CTA: no urgency, just an invitation. Total under 275 words.

### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — any marketing topic relevant to your product category
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CONNECTION] — e.g., "Category 1 has 65 Facebook ad prompts that implement every hook type from this tip"

**EXPECTED OUTPUT:** A 250-word email with a 200-word genuine tip and a 3-4 sentence soft pitch that connects naturally. Readers get value even if they don't click. Those who want more have an easy path.

---

## **EM-58: Email — Mid-Launch Bridge Email (Momentum Maintenance)**

**CONTEXT:** Use on Day 3-5 of a 7-day launch window. Launch momentum drops in the middle — this bridge email re-engages people who opened the launch email but didn't buy by bringing in new proof or angles.

**PROMPT:** Act as a launch bridge email writer. Write a mid-launch email (Day 4 of 7-day launch) for [PRODUCT NAME]. People have heard about it but haven't purchased. This email: new angle only — don't repeat the launch announcement. Choose one new angle: [NEW ANGLE — e.g., "share 3 buyer results from the first 3 days" or "demonstrate one specific prompt live in the email"]. Close with launch deadline reminder. Under 225 words.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NEW ANGLE] — e.g., "show one complete example prompt and its output"
- [LAUNCH DEADLINE] — e.g., "launch price ends Sunday at midnight"

**EXPECTED OUTPUT:** A 200-word mid-launch email with a genuinely new angle — not a repetition of the announcement. Creates a second entry point for buyers who were interested but not ready on launch day.

---

### **EM-59: Email — Guest Feature / Collaboration Announcement**

**CONTEXT:** Use when you partner with another creator, brand, or expert for a joint promotion, interview, or collaboration. Mutual list promotions are among the highest-converting email types when done with genuine alignment.

**PROMPT:** Act as a collaboration announcement email writer. Write an email announcing a collaboration between [YOUR BRAND] and [PARTNER NAME/BRAND] for [YOUR LIST]. Structure: (1) introduce the partner and why you're excited about the collaboration, (2) what subscribers get from it, (3) why these two brands belong together — specific connection, not just "exciting partnership," (4) CTA to access the collaboration. Under 225 words.

**VARIABLES TO CUSTOMIZE:**

- [YOUR BRAND] — e.g., "ContentKit"
- [PARTNER NAME/BRAND] — your actual collaboration partner
- [WHAT SUBSCRIBERS GET] — e.g., "a joint prompt pack combining our frameworks"
- [SPECIFIC CONNECTION] — the genuine reason these two brands are a natural fit

**EXPECTED OUTPUT:** A 200-word collaboration announcement email with subject line that explains the partnership authentically, leads with subscriber benefit, and includes a specific CTA. Reads as a genuine recommendation, not a sponsored post.

---

### **EM-60: Email — NPS Survey and Feedback Loop**

**CONTEXT:** Use at the 30-60 day mark post-purchase to measure buyer satisfaction and identify promoters vs. detractors. NPS emails have high response rates when they're genuinely short (one question) and promise action on results.

**PROMPT:** Act as an NPS email writer. Write a one-question NPS survey email for buyers of [PRODUCT NAME] at the 30-day mark. The one question: "On a scale of 0-10, how likely are you to recommend [PRODUCT NAME] to a friend or colleague?" Subject line: be direct about it being one question. Body: short setup (why this matters), the question, and what you'll do with high scores (ask for a review) vs. low scores (ask what went wrong). Under 150 words.

## **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Automate: route 9-10 scores to a review request, 0-6 scores to a personal response

**EXPECTED OUTPUT:** A 135-word NPS email with direct subject line ("One question — takes 5 seconds") and a clear single-question format. Mentions what happens after both high and low scores to set expectations.

---

## **EM-61: Email — Promotional Email With Testimonial Anchor**

**CONTEXT:** Use when a specific testimonial deserves to anchor an entire promotional email. When a single buyer result is compelling enough to lead the email, it outperforms benefit lists.

**PROMPT:** Act as a testimonial-anchored promotional email writer. Lead the entire email with this testimonial: "[TESTIMONIAL — e.g., 'I wrote my entire Q1 content calendar in 3 hours. Every caption, every email, every ad. Done.']" Attributed to: [BUYER TYPE]. Build the email around this one result: what made it possible, who else gets this result, what's in [PRODUCT NAME] that enables it, and how to get the same outcome. CTA with price. Under 250 words.

## **VARIABLES TO CUSTOMIZE:**

- [TESTIMONIAL] — use a real, specific buyer quote
- [BUYER TYPE] — describe the buyer (role, not full name)
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

**EXPECTED OUTPUT:** A 225-word testimonial-anchored promotional email with the testimonial in the first 3 lines and the entire email built around making that result feel achievable for the reader.

---

## **EM-62: Email — Event Recap / Lessons Shared**

**CONTEXT:** Use after a conference, summit, webinar, or industry event. Sharing lessons from events positions you as someone plugged into the industry conversation and provides value even to those who didn't attend.

**PROMPT:** Act as an event recap email writer. Write an email sharing 3 lessons from [EVENT — e.g., "Social Media Marketing World 2025"]. Format: lesson title → 2-3 sentences of insight → one practical takeaway for the reader. After the 3 lessons: bridge to

how [PRODUCT NAME] relates to these trends. Under 300 words. Tone: collegial — you're sharing notes from the event, not lecturing.

**VARIABLES TO CUSTOMIZE:**

- [EVENT] — e.g., any marketing conference, summit, or online event you attended
- [3 LESSONS] — write genuine insights, not generic summary statements
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

**EXPECTED OUTPUT:** A 275-word event recap email with 3 specific, insightful lessons and a natural product bridge. Positions you as actively engaged in the industry. Valuable to readers who didn't attend.

---

**EM-63: Email — "Coming Soon" Teaser (Pre-Launch)**

**CONTEXT:** Use in the 3-7 days before a product launch to build anticipation and a warm list ready to buy on day one. Pre-launch teasers that share something specific (a feature, a price, a result) build more anticipation than vague hype.

**PROMPT:** Act as a pre-launch teaser email writer. Write a pre-launch teaser email for [PRODUCT NAME] launching in [DAYS — e.g., 3 days]. Reveal one specific thing: [SPECIFIC REVEAL — e.g., "the launch price: \$47 for the first 72 hours before it goes to \$67"]. Build anticipation around what you're NOT revealing yet. Invite them to hit reply with what they're most excited to see. Under 175 words. Tone: excited but restrained.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DAYS UNTIL LAUNCH] — e.g., "3 days"
- [SPECIFIC REVEAL] — one real piece of news — not just "something big is coming"

**EXPECTED OUTPUT:** A 160-word pre-launch teaser email with subject line that reveals one specific thing, keeps mystery around others, and invites engagement through a reply prompt. Builds genuine anticipation.

---

**EM-64: Email — Digest of Best Prompts (Value Email for Non-Buyers)**

**CONTEXT:** Use as a value email to non-buyers on your list. Sharing a free sample of product content is the highest-converting way to convert undecided subscribers — they experience the product before buying.

**PROMPT:** Act as a product sample email writer. Write an email sharing 3 free prompts from [PRODUCT NAME] as a no-strings value piece for non-buyers on your list. Include 3 complete, usable prompts (shorter format — just the prompt and context, no full structure needed in this email). After the 3 prompts: brief CTA to get all 500+ in the full kit. Under 350 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [3 SAMPLE PROMPTS] — choose 3 of your best, most broadly applicable prompts

**EXPECTED OUTPUT:** A 325-word value email with 3 complete, usable sample prompts and a brief CTA at the end. Provides genuine standalone value — readers can use the prompts without buying anything.

---

**EM-65: Email — Permission Reminder (List Hygiene)**

**CONTEXT:** Use periodically to remind subscribers why they're on your list and invite inactive ones to self-select out. Permission reminder emails improve deliverability and reduce spam complaints from people who forgot they subscribed.

**PROMPT:** Act as a list hygiene email writer. Write a permission reminder email for [BRAND NAME] to subscribers who may not remember signing up. Remind them how they subscribed, what they receive, and what's coming next. Give them a direct, dignified way to unsubscribe if it's no longer relevant. Tone: respectful and non-manipulative — no guilt for leaving. Under 175 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [HOW THEY SUBSCRIBED] — e.g., "you downloaded our free AI prompt PDF earlier this year"
- [WHAT THEY RECEIVE] — describe your actual email content

**EXPECTED OUTPUT:** A 155-word permission reminder email with a clear explanation of the subscription, a preview of upcoming content, and a dignified unsubscribe acknowledgment. Improves list health by self-selecting engaged subscribers.

---

## Category 3: Social Media

---

These prompts cover every major social platform and format — Instagram captions, LinkedIn posts, Twitter/X threads, TikTok and Reels scripts, Pinterest descriptions, and carousel copy. Each prompt targets a specific platform's content conventions, audience psychology, and algorithm behavior so your content fits the feed, not fights it.

---

### 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.

---

#### **SM-26: LinkedIn Post — Ask for Recommendations**

**CONTEXT:** Use to gather peer recommendations for your profile while providing value to your network. Recommendation requests perform better when framed as a mutual exchange rather than a one-sided ask.

**PROMPT:** Act as a LinkedIn recommendation request post writer. Write a post that: (1) shares a brief genuine observation about the value of recommendations, (2) makes a specific ask: "If you've worked with me on [CONTEXT], I'd love a recommendation — and I'll write one for you too," (3) gives clear instructions on how to leave one. Under 200 words. Not a template — sounds like a real person.

**VARIABLES TO CUSTOMIZE:**

- [CONTEXT] — specific types of work you want recommendations for
- [YOUR EXPERTISE] — e.g., "marketing copy / AI prompt strategy / content strategy"

**EXPECTED OUTPUT:** A 175-word LinkedIn recommendation request post that frames the ask as a mutual exchange and gives clear, easy instructions. Professional but personal — reads as genuine.

---

**SM-27: Pinterest Description — How-To Content Pin**

**CONTEXT:** Use for pinning how-to content — tutorials, step-by-step guides, or instructional posts. How-to pins get pinned and re-pinned repeatedly because they serve as evergreen reference material.

**PROMPT:** Act as a Pinterest how-to content writer. Write a pin description for a how-to guide: "[GUIDE TITLE — e.g., 'How to Write Facebook Ads Using AI Prompts: Step-by-Step']." Description: promise the outcome in sentence 1, briefly name 3-4 steps in sentences 2-3, include [KEYWORD 1] and [KEYWORD 2] naturally. Total: 200-350 characters. Tone: clear and instructional.

**VARIABLES TO CUSTOMIZE:**

- [GUIDE TITLE] — your actual guide or tutorial title
- [KEYWORD 1/2] — search terms your audience uses for this topic

**EXPECTED OUTPUT:** A 200-350 character Pinterest how-to pin description that promises an outcome, previews the process, and includes 2 keywords naturally. Optimized for search and saves.

---

**SM-28: Facebook Group Post — Community Value Drop**

**CONTEXT:** Use for sharing value in a Facebook Group (either your own or one you're a member of). Community value posts build authority and generate profile visits/follows without violating group promotional rules.

**PROMPT:** Act as a Facebook community content writer. Write a value post for a [GROUP TYPE — e.g., "freelance marketing professionals Facebook Group"]. Topic: share something genuinely useful about [TOPIC]. Format: (1) one sentence intro establishing the value ("Sharing something that's helped me with [TOPIC]"), (2) the value content — 3 tips, a resource, a framework, or a specific insight, (3) optional: invite group members to share their experience. No links (unless the group allows). Under 250 words.

**VARIABLES TO CUSTOMIZE:**

- [GROUP TYPE] — describe the community you're posting in
- [TOPIC] — match the group's core interest area
- [VALUE CONTENT] — 3 specific, standalone tips or a genuine insight

**EXPECTED OUTPUT:** A 225-word Facebook Group value post that delivers standalone value without self-promotion. Builds community authority. Optional link inclusion based on group rules.

---

### **SM-29: Instagram Caption — "Did You Know" Fact**

**CONTEXT:** Use for educational single-image posts that share a surprising or counterintuitive fact about your industry. Fact posts earn saves when the fact is genuinely surprising and useful.

**PROMPT:** Act as an Instagram fact post writer. Write an Instagram caption for a "did you know" format post. Fact: [SURPRISING FACT — e.g., "the first line of your AI prompt determines 80% of the output quality — not the model you use"]. Expand on why this fact matters for [TARGET AUDIENCE]. Connect to [PRODUCT NAME] in one sentence. Save-worthy takeaway. CTA to save for reference. Under 125 words. Include 3 hashtags.

**VARIABLES TO CUSTOMIZE:**

- [SURPRISING FACT] — a genuinely counterintuitive or non-obvious fact from your domain
- [TARGET AUDIENCE] — e.g., "marketers using AI tools"
- [PRODUCT NAME] — connect naturally, don't force it

**EXPECTED OUTPUT:** A 110-word Instagram fact caption with an surprising opening fact, brief explanation, product connection, save CTA, and 3 hashtags. Designed to be saved for later reference.

---

### SM-30: Twitter/X Post — Engagement Bait (Done Right)

**CONTEXT:** Use for engagement-driving tweets that ask for opinions, preferences, or experiences. When done well (with a genuine question and real curiosity), these outperform everything else. Done badly (fake polls, forced questions), they get ignored.

**PROMPT:** Act as a Twitter engagement copywriter. Write 3 tweet variants designed to generate genuine replies for [BRAND/TOPIC — e.g., "AI marketing tools"]. Types: (1) genuine opinion poll ("which do you prefer: X or Y — and why?"), (2) experience question ("what's the worst [TOPIC] advice you've been given?"), (3) prediction prompt ("where do you think [TOPIC] will be in 2 years?"). Each under 280 characters. Label by type.

#### VARIABLES TO CUSTOMIZE:

- [BRAND/TOPIC] — your area of expertise
- Make questions you'd genuinely be curious to hear the answers to

**EXPECTED OUTPUT:** Three engagement tweets (under 280 characters each) across 3 formats: preference poll, experience question, prediction. Labeled by type. Each invites a substantive reply, not just a click.

---

### SM-31: LinkedIn Post — "Unpopular Opinion"

**CONTEXT:** Use for high-engagement controversy posts that challenge conventional wisdom. Unpopular opinion posts get the most comments of any LinkedIn format — readers either strongly agree or want to push back, and both drive engagement.

**PROMPT:** Act as a LinkedIn opinion post writer. Write an "unpopular opinion" post on [TOPIC — e.g., "most marketers don't need more content — they need better prompts for less content"]. Structure: (1) "Unpopular opinion:" + the statement. (2) 3 supporting points in short paragraphs. (3) Acknowledgment of the counter-argument. (4) Final reinforcement of your position. Total: 250-350 words. Confident and opinionated — not hedged into meaninglessness.

#### VARIABLES TO CUSTOMIZE:

- [TOPIC] — a genuine position you hold that contradicts common industry advice
- Make it defensible, not just contrarian — you need to back it up

**EXPECTED OUTPUT:** A 250-350 word LinkedIn unpopular opinion post with a stated position, 3 supporting points, counter-argument acknowledgment, and a firm closing stance. Provocative but argued, not trolling.

---

## **SM-32: Instagram Carousel Copy — Step-by-Step Tutorial (10 slides)**

**CONTEXT:** Use for a complete Instagram carousel tutorial. Carousels with 10 slides get the highest reach on Instagram. Each slide needs a title (for the design) and body copy (1-2 sentences).

**PROMPT:** Act as an Instagram carousel content writer. Write copy for a 10-slide carousel tutorial on [TOPIC — e.g., "how to use AI prompts to write a week of social media content"]. For each slide: slide number, title (under 10 words, for text overlay), body copy (2 sentences). Slide 1: hook/promise. Slides 2-9: one step per slide. Slide 10: recap + CTA. Also write the caption (under 125 words) to pair with the carousel.

### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — a specific how-to that unfolds logically across 10 slides
- [STEPS] — each step should be a specific action, not a vague concept

**EXPECTED OUTPUT:** 10-slide carousel with title + body copy per slide, plus a 125-word caption. Each slide is a complete standalone step. Slide 1 hook is strong enough to earn the first swipe.

---

## **SM-33: TikTok Script — Trending Sound / Challenge Integration**

**CONTEXT:** Use when you want to participate in a trending TikTok sound or challenge format to boost reach. The script adapts your brand message to the trend's format without losing the product message.

**PROMPT:** Act as a TikTok trend integration writer. Write a TikTok script that uses [TRENDING FORMAT — e.g., "the 'things I don't get paid for' format" or "the 'expectation vs. reality' format"] to showcase [PRODUCT NAME]. Adapt the trend's structure to tell your product story. Script: 30-45 seconds. Keep the trend's native energy — don't make it feel corporate. Include [ON-SCREEN TEXT] notes.

### **VARIABLES TO CUSTOMIZE:**

- [TRENDING FORMAT] — a current TikTok format or sound — research before filming
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"

**EXPECTED OUTPUT:** A 30-45 second TikTok script that uses a trending format to tell your product story. Includes on-screen text notes. Reads as native to TikTok culture.

---

### **SM-34: LinkedIn Post — Behind the Product**

**CONTEXT:** Use to share the reasoning, decisions, or process behind how your product was built. Behind-the-product posts build trust with buyers who care about the "why" — especially useful for creators and founders.

**PROMPT:** Act as a LinkedIn product transparency post writer. Write a post about [ONE DECISION IN BUILDING/DESIGNING PRODUCT NAME — e.g., "why we chose to organize 500 prompts into 8 specific categories instead of one giant list"]. Structure: (1) state the decision, (2) the alternatives considered, (3) why you chose this path, (4) what it means for buyers. Total: 250-300 words. Honest and specific — not PR speak.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DECISION] — a real product or design decision you made during creation
- [ALTERNATIVES CONSIDERED] — what else you could have done

**EXPECTED OUTPUT:** A 250-300 word LinkedIn product transparency post about one specific decision. Reads as genuine product thinking, not marketing. Creates buyer confidence through demonstrated care in the product.

---

### **SM-35: Instagram Caption — Motivational/Aspirational**

**CONTEXT:** Use for brand awareness posts that connect with your audience's deeper motivations. Aspirational content builds follower loyalty and brand affinity — it shouldn't sell but should reinforce why your audience follows you.

**PROMPT:** Act as an Instagram brand voice writer. Write an aspirational Instagram caption for [BRAND NAME] in [TONE — e.g., "direct and empowering"]. Theme: [THEME — e.g., "you don't need to be a professional copywriter to write professional copy"]. 3-4 short sentences that build toward a final, quotable line. No product mention. CTA: invite saves or tags. Under 100 words. 3 hashtags.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [TONE] — define your brand voice clearly
- [THEME] — a motivational message relevant to your audience's aspirations

**EXPECTED OUTPUT:** A 90-word aspirational Instagram caption with 3-4 building sentences, a quotable final line, a save/tag CTA, and 3 hashtags. No product pitch. Pure brand connection.

---

### **SM-36: Twitter/X Post — Curated Resource Thread (5 tweets)**

**CONTEXT:** Use for sharing 5 curated resources, tools, or links in a thread format. Curated threads earn bookmarks and follows because they save the reader time by filtering the best resources.

**PROMPT:** Act as a Twitter curation thread writer. Write a 5-tweet thread titled "[NUMBER] [RESOURCE TYPE] every [TARGET AUDIENCE] should know about." Tweet 1: hook (setup + list promise). Tweets 2-5: one resource each — name it, one sentence on what it is, one sentence on why it matters. Each tweet under 280 characters. Final tweet: brief summary + follow CTA.

#### **VARIABLES TO CUSTOMIZE:**

- [RESOURCE TYPE] — e.g., "AI tools / free templates / marketing frameworks / reading list"
- [TARGET AUDIENCE] — e.g., "freelance marketers / solopreneurs / agency owners"
- [5 RESOURCES] — curate 5 genuinely useful resources, not just popular ones

**EXPECTED OUTPUT:** A 5-tweet curation thread with hook tweet, 4 resource tweets (one per tweet), and a summary/follow CTA. Each tweet under 280 characters. Genuinely useful resources, not filler.

---

### **SM-37: Facebook Post — Product Launch Countdown**

**CONTEXT:** Use for a Facebook Page launch countdown sequence. Each day of the countdown reveals something new about the product, building anticipation without repeating the same announcement.

**PROMPT:** Act as a Facebook launch countdown writer. Write a 3-day countdown post sequence for [PRODUCT NAME]. Day 3 post: reveal the product category and the problem it solves — no price, no link yet. Day 2 post: reveal one specific feature or benefit — hint at the price. Day 1 post: launch announcement — name, price, link. Each post under 150 words. Build momentum across the three days with progressive reveals.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PROGRESSIVE REVEALS] — plan what to reveal on each day — don't give everything on Day 3

**EXPECTED OUTPUT:** Three Facebook launch countdown posts (under 150 words each), each revealing one new piece of information. Day 3 teases, Day 2 builds, Day 1 launches. Creates genuine pre-launch buzz.

---

### **SM-38: Instagram Caption — Quote Graphic**

**CONTEXT:** Use for quote posts where the visual shows a quote and the caption provides context, attribution, and engagement hook. Quote posts earn high saves when the quote is genuinely insightful.

**PROMPT:** Act as a quote post caption writer. Write an Instagram caption for a quote graphic featuring this quote: "[QUOTE — e.g., 'The quality of your prompt determines the quality of your output. Not the AI.']" Caption: (1) brief context for who said this or why it matters, (2) your take on the quote in 2-3 sentences, (3) question to drive comments. Under 100 words. 3 hashtags.

**VARIABLES TO CUSTOMIZE:**

- [QUOTE] — a genuinely interesting, shareable quote from your domain
- [CONTEXT] — who said it, or the situation that produced this insight

**EXPECTED OUTPUT:** A 90-word Instagram quote post caption with quote context, personal commentary, comment-driving question, and 3 hashtags. Pairs with a designed quote graphic.

---

### **SM-39: LinkedIn Post — Announcement Without Bragging**

**CONTEXT:** Use to announce a milestone, award, or media mention in a way that focuses on what it means for your audience, not just for you. Humble announcements earn more engagement than self-congratulatory ones.

**PROMPT:** Act as a LinkedIn announcement writer. Write a post announcing [ACHIEVEMENT — e.g., "being featured in a marketing newsletter with 50K readers"]. Structure: (1) state the news in one sentence, (2) immediately pivot: what this means for your audience or community, (3) credit anyone who helped, (4) forward-looking: what comes next. Under 200 words. Tone: genuinely humble but not self-deprecating to the point of burying the news.

### **VARIABLES TO CUSTOMIZE:**

- [ACHIEVEMENT] — your actual news — feature, award, milestone, or media mention
- [CREDIT] — who deserves credit for this happening

**EXPECTED OUTPUT:** A 175-word LinkedIn achievement announcement that leads with the news, pivots quickly to audience relevance, credits collaborators, and ends forward-looking. Reads as grateful, not boastful.

---

### **SM-40: TikTok Script — "Myth vs. Reality" Format**

**CONTEXT:** Use to bust common misconceptions in your field. Myth-busting content generates shares because viewers want to educate their peers. It also positions you as the authoritative source on what's actually true.

**PROMPT:** Act as a TikTok myth-busting script writer. Write a 45-60 second TikTok script busting 3 myths about [TOPIC — e.g., "using AI for marketing copy"]. Structure: Myth / Reality format — each pair takes 10-12 seconds. Hook: "3 myths about [TOPIC] that are hurting your results." Myth 1/Reality 1. Myth 2/Reality 2. Myth 3/Reality 3. CTA: what to do now that they know the truth. ~140 spoken words.

### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — e.g., "AI writing prompts" or "Facebook advertising"
- [3 MYTHS] — genuine misconceptions in your space — not strawmen

**EXPECTED OUTPUT:** A 45-60 second TikTok script (~140 words) busting 3 real myths with rapid myth/reality pairs. Hook earns the watch; myth reveals earn the share.

---

### **SM-41: Instagram Caption — Partnership / Collab Announcement**

**CONTEXT:** Use when co-launching a product, promotion, or piece of content with another creator or brand. Collaboration announcements on Instagram should lead with what the audience gets, not who you're working with.

**PROMPT:** Act as a collab announcement Instagram caption writer. Write a caption announcing a collaboration between [BRAND 1] and [BRAND 2] — [@HANDLE1] x [@HANDLE2]. Lead with: what the audience gets from this collaboration. Secondary: why these two brands make sense together. CTA: where to find the collab product or content. Under 125 words. Tag both brands. 3 hashtags.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND 1/BRAND 2] — your brand and your collaborator
- [WHAT AUDIENCE GETS] — the specific joint product, bundle, or event
- [WHY IT MAKES SENSE] — the genuine connection between the two brands

**EXPECTED OUTPUT:** A 110-word Instagram collab caption that leads with audience benefit, explains the brand fit, and closes with a CTA and tags. 3 hashtags. Reads as excitement, not press release.

---

### **SM-42: Twitter/X Post — Daily Tip Format**

**CONTEXT:** Use for a recurring daily or weekly tip series on Twitter. Consistent tip series build followers over time because people follow accounts that consistently deliver specific value.

**PROMPT:** Act as a Twitter daily tip series writer. Write 7 tweet variants for a recurring "daily [TOPIC] tip" series for [BRAND NAME]. Each tweet: "[Day N] [TOPIC] tip: [specific, actionable tip in under 240 characters]." Tips must be standalone — readable without context from previous tweets. Cover: [7 DIFFERENT ANGLES within the topic]. Label each by day number.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — e.g., "AI marketing" or "copywriting" or "social media"
- [BRAND NAME] — e.g., "ContentKit"
- [7 ANGLES] — e.g., "hooks / headlines / calls to action / email subjects / ad copy / landing pages / social captions"

**EXPECTED OUTPUT:** 7 numbered tip tweets (under 240 characters each) for a daily tip series. Each covers a different angle within the topic. Consistent format, varied content. Ready to schedule.

---

### **SM-43: LinkedIn Post — Job/Hiring Announcement (For Founders)**

**CONTEXT:** Use to announce you're hiring on LinkedIn. Job announcements from founders outperform company page job posts because they're personal and create a direct line of trust between candidate and decision-maker.

**PROMPT:** Act as a founder hiring post writer. Write a LinkedIn post from a founder announcing they're hiring [ROLE — e.g., "a part-time freelance content writer"]. Structure: (1) announce the role in one sentence, (2) describe what the ideal person looks like —

specific, not a job spec, (3) what makes this opportunity appealing (be honest), (4) how to apply (DM or email). Under 250 words. Founder voice — personal, honest, direct.

**VARIABLES TO CUSTOMIZE:**

- [ROLE] — the specific role you're hiring for
- [IDEAL PERSON] — describe them in human terms, not HR terms
- [WHAT MAKES IT APPEALING] — be genuinely honest — if it's a small opportunity, say so

**EXPECTED OUTPUT:** A 225-word founder hiring LinkedIn post that reads as a genuine personal invitation, describes the ideal candidate in human terms, and provides a clear application path.

---

**SM-44: Instagram Caption — Product Comparison (Starter vs. Full Kit)**

**CONTEXT:** Use to drive traffic to your higher-tier product by showing what buyers miss in the entry tier. Comparison captions should be factual and specific — not disparaging of the lower tier.

**PROMPT:** Act as a product comparison caption writer. Write an Instagram caption comparing [LOWER TIER — e.g., "AI Marketing Prompt Kit Starter"] and [UPPER TIER — e.g., "Full Kit"]. Format: two-column comparison in the caption or bullet list. Focus on what's in the upper tier that isn't in the lower — not what the lower tier lacks. CTA: link in bio for both tiers. Under 150 words.

**VARIABLES TO CUSTOMIZE:**

- [LOWER TIER] — e.g., "Starter (\$27): 200 prompts, 8 categories"
- [UPPER TIER] — e.g., "Full Kit (\$47): 500+ prompts, 8 categories, 4 Notion templates"
- [UPPER TIER EXCLUSIVES] — list the key extras clearly

**EXPECTED OUTPUT:** A 130-word Instagram comparison caption with a clear side-by-side format, a focus on upper-tier value, and a bio link CTA for both options. Reads as helpful guidance, not a sales pitch.

---

## SM-45: LinkedIn Post — Reaction to Industry News

**CONTEXT:** Use to comment on a breaking news story or major development in your industry. Timely reaction posts generate high reach because they tap into ongoing conversations and trending topics.

**PROMPT:** Act as a LinkedIn industry commentator. Write a post reacting to [NEWS/DEVELOPMENT — e.g., "OpenAI releasing a new model with improved marketing copy capabilities"]. Structure: (1) state the news briefly, (2) your immediate take — what it actually means (not just reposting the headline), (3) the second-order implication most people are missing, (4) what the reader should do about it today. Total: 250-300 words. Cite your source (e.g., "saw this in The Verge this morning").

### VARIABLES TO CUSTOMIZE:

- [NEWS/DEVELOPMENT] — use actual, real industry news — not invented examples
- [SECOND-ORDER IMPLICATION] — go one level deeper than the obvious reaction

**EXPECTED OUTPUT:** A 250-300 word LinkedIn news reaction post that goes beyond the obvious take to deliver an insight most people aren't saying. Sources cited, action step included.

---

## SM-46: Instagram Reel Script — "Watch Me Do This" Screen Recording

**CONTEXT:** Use for screen-recording Reels that show a software product, process, or workflow in real time. "Watch me" Reels outperform talking-head content for demonstrating digital products.

**PROMPT:** Act as a screen-recording Reel script writer. Write a 60-second "watch me [TASK]" Reel script for [PRODUCT NAME]. Task being demonstrated: [TASK — e.g., "generate a Facebook ad using one prompt from the kit"]. Script: Hook (0-3 sec): claim the result. Demo narration (3-50 sec): describe what's happening on screen as you do it — 6-8 steps. Result reveal (50-55 sec): show the finished output. CTA (55-60 sec). Narration must be conversational, not a tutorial voice.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TASK] — a specific, demonstrable product feature
- [RESULT] — what the final output looks like

**EXPECTED OUTPUT:** A 60-second screen-recording Reel script with voiceover narration and step-by-step on-screen notes. ~150 words. Conversational tone — sounds like a person, not a tutorial.

---

### **SM-47: Pinterest Board Description**

**CONTEXT:** Use to write optimized Pinterest board descriptions. Board descriptions are crawled by Pinterest's search algorithm — keyword-rich, natural-language descriptions help your pins rank for relevant searches.

**PROMPT:** Act as a Pinterest SEO writer. Write a Pinterest board description for a board titled "[BOARD TITLE — e.g., 'AI Marketing Tools & Prompts']". Length: 200-500 characters. Include: [KEYWORD 1], [KEYWORD 2], [KEYWORD 3] naturally. Describe what types of content the board contains and who it's for. Do not use hashtags. End with a follow invitation.

**VARIABLES TO CUSTOMIZE:**

- [BOARD TITLE] — your actual board name
- [KEYWORD 1/2/3] — the search terms your audience uses on Pinterest
- [CONTENT TYPES] — describe the content you pin to this board

**EXPECTED OUTPUT:** A 200-500 character Pinterest board description with 3 natural keywords, a content type description, and a follow CTA. Optimized for Pinterest search ranking.

---

### **SM-48: Twitter/X — Reply Strategy (Conversation-Building)**

**CONTEXT:** Use as a guide for building presence on Twitter through strategic replies. Thoughtful replies under high-traffic tweets from accounts in your niche can drive more followers than original tweets.

**PROMPT:** Act as a Twitter reply strategy writer. Write 5 reply tweet templates for engaging with [NICHE ACCOUNT TYPE — e.g., "AI marketing thought leaders"] on Twitter. Each template: a type of original tweet they commonly post + a reply that adds genuine value (new angle, question, specific example, or contrarian but respectful take). Each reply under 280 characters. Label by original tweet type.

**VARIABLES TO CUSTOMIZE:**

- [NICHE ACCOUNT TYPE] — e.g., "copywriting educators" or "startup founders"

- [5 TWEET TYPES] — the types of content these accounts typically post

**EXPECTED OUTPUT:** 5 reply tweet templates labeled by original tweet type. Each reply adds a genuine new angle or question rather than generic agreement. Each under 280 characters. Ready to adapt to real tweets.

---

### **SM-49: Instagram Caption — "Rate My [Work]" Engagement Format**

**CONTEXT:** Use to drive comments by inviting followers to rate or judge your work. "Rate my X" posts generate high comment volume and save rates because they give followers a specific action to take.

**PROMPT:** Act as an engagement-first Instagram caption writer. Write a "rate my [WORK TYPE]" Instagram caption for [BRAND NAME]. Show something specific to rate: [WHAT TO RATE — e.g., "a prompt I wrote" or "this email subject line" or "our new product cover design"]. Invite ratings on a 1-10 scale with the question: "Honest rating — 1-10, and why?" Under 100 words. 3 hashtags.

#### **VARIABLES TO CUSTOMIZE:**

- [WORK TYPE] — e.g., "prompt / caption / headline / product design"
- [WHAT TO RATE] — show something specific that invites genuine opinion
- [BRAND NAME] — e.g., "ContentKit"

**EXPECTED OUTPUT:** A 90-word Instagram engagement caption with a 1-10 rating invitation, a specific thing to rate, a "and why?" extension, and 3 hashtags. Drives comments through a specific, easy-to-answer question.

---

### **SM-50: LinkedIn Post — Client/Customer Spotlight**

**CONTEXT:** Use to showcase a client or customer success story on LinkedIn. Customer spotlights build trust by showing real results while making the featured customer feel valued — often prompting them to reshare.

**PROMPT:** Act as a LinkedIn customer spotlight writer. Write a post featuring [CUSTOMER TYPE — e.g., "a freelance marketing consultant who used the AI Marketing Prompt Kit"]. Structure: (1) brief customer introduction (role, context), (2) challenge they faced, (3) what they did (using your product), (4) specific result, (5) brief quote if available. Tag the customer if real. Under 250 words. Tone: celebratory and specific — not a case study template.

## **VARIABLES TO CUSTOMIZE:**

- [CUSTOMER TYPE] — describe the customer type without using a full real name unless permitted
- [CHALLENGE] — the specific problem they faced before using the product
- [RESULT] — the specific, measurable outcome

**EXPECTED OUTPUT:** A 225-word LinkedIn customer spotlight post with challenge/solution/result structure, optional quote, and a brief closing product mention. Makes the customer the hero.

---

## **SM-51: Instagram Caption — "How I [Achieved Result]" Tutorial Tease**

**CONTEXT:** Use for Instagram posts that tease a result and promise to teach how. Tutorial tease captions drive saves and profile follows because they promise something the reader wants to learn.

**PROMPT:** Act as a tutorial tease caption writer. Write an Instagram caption in the "how I [achieved result]" format for [TOPIC — e.g., "how I wrote 30 days of content in one afternoon"]. Structure: (1) state the result, (2) hint at the method in 2 sentences — tease without full tutorial, (3) tell them where the full tutorial is: [TUTORIAL LOCATION — e.g., "full breakdown in the carousel — swipe to see each step"]. Under 100 words. 3 hashtags.

## **VARIABLES TO CUSTOMIZE:**

- [RESULT] — a specific, aspirational outcome your audience wants
- [METHOD HINT] — enough to create curiosity, not enough to teach fully in the caption
- [TUTORIAL LOCATION] — carousel, Reel, link in bio, etc.

**EXPECTED OUTPUT:** A 90-word "how I" Instagram caption with a compelling result statement, partial method tease, and a clear redirect to the full tutorial. 3 hashtags. Drives swipes and profile follows.

---

## **SM-52: TikTok Script — Duet / Stitch Response Format**

**CONTEXT:** Use to respond to a viral video or trending claim in your niche. Duet and Stitch videos inherit reach from the original video — this prompt helps structure a response that adds value and attracts the original creator's audience.

**PROMPT:** Act as a TikTok Stitch/Duet response script writer. Write a 45-second Stitch response to a video making this claim: "[CLAIM TO RESPOND TO — e.g., 'AI will replace copywriters']." Structure: (1) play the clip (0-3 sec — write "[STITCH CLIP HERE]"), (2) your reaction hook (3-8 sec): agree, disagree, or nuance — one strong statement, (3) your 3-point response (8-40 sec), (4) CTA (40-45 sec). ~120 spoken words.

**VARIABLES TO CUSTOMIZE:**

- [CLAIM TO RESPOND TO] — a specific, real claim from a video in your niche
- [YOUR POSITION] — are you agreeing, disagreeing, or adding nuance?

**EXPECTED OUTPUT:** A 45-second Stitch response script (~120 words) with clip placeholder, reaction hook, 3-point response, and CTA. Adds genuine value to the original video's conversation.

---

**SM-53: Instagram Caption — Product Restock / Return**

**CONTEXT:** Use when a product comes back in stock, returns after a sellout, or launches a new round of availability. Restock announcements create urgency through scarcity messaging.

**PROMPT:** Act as a restock announcement caption writer. Write an Instagram caption announcing that [PRODUCT NAME] is back / available again. Create urgency: last time it sold out in [TIME — e.g., 48 hours]. Describe briefly what's inside. CTA: link in bio. Under 100 words. No hypey language — state facts and let scarcity speak for itself. 3 hashtags.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [LAST SELLOUT TIME] — use real historical data if available
- [WHAT'S INSIDE] — 2-3 key product features

**EXPECTED OUTPUT:** A 90-word Instagram restock announcement with factual scarcity, product reminder, and bio link CTA. 3 hashtags. Creates urgency without manufactured hype language.

---

**SM-54: LinkedIn Post — Personal Values / Brand Philosophy**

**CONTEXT:** Use to articulate what you stand for and why your product exists. Values posts build brand loyalty with readers who share those values — and repel those who don't, improving lead quality.

**PROMPT:** Act as a brand values LinkedIn post writer. Write a post articulating [ONE CORE VALUE — e.g., "the belief that small business owners deserve marketing tools that big companies take for granted"]. Structure: (1) state the belief clearly, (2) where it comes from (your experience), (3) how it shows up in [PRODUCT NAME], (4) who this is for (and honestly, who it's not for). Under 275 words. Genuine and specific — not a mission statement.

**VARIABLES TO CUSTOMIZE:**

- [CORE VALUE] — a specific belief you hold about your industry or customers
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [WHO IT'S NOT FOR] — be honest about who your product isn't right for

**EXPECTED OUTPUT:** A 250-word LinkedIn values post that clearly states a belief, grounds it in experience, shows how it manifests in the product, and names the ideal (and non-ideal) customer honestly.

---

**SM-55: Pinterest Description — Lead Magnet / Freebie Pin**

**CONTEXT:** Use to promote a free resource on Pinterest. Pinterest is highly effective for driving lead magnet downloads because users often plan and save resources for later use.

**PROMPT:** Act as a Pinterest lead magnet pin writer. Write a pin description for a freebie: "[FREE RESOURCE NAME — e.g., '5 AI Prompts That Replace a \$5K Copywriter — Free PDF']." Description: state what the reader gets immediately upon clicking (specific), include [KEYWORD 1] and [KEYWORD 2] naturally, make it clear it's free and instantly available. 150-300 characters. CTA: "Download free."

**VARIABLES TO CUSTOMIZE:**

- [FREE RESOURCE NAME] — e.g., "5 AI Prompts That Replace a \$5K Copywriter"
- [KEYWORD 1/2] — search terms your ideal reader uses
- [SPECIFIC BENEFIT] — what's inside that makes it worth clicking

**EXPECTED OUTPUT:** A 150-300 character Pinterest freebie pin description with keywords, specific benefit, free framing, and download CTA. Optimized for Pinterest search and click-through.

---

## SM-56: Twitter/X Post — Product Update Announcement

**CONTEXT:** Use to announce a product update, new feature, or version release on Twitter. Update announcements earn more engagement from existing buyers (who reshare) than from cold audiences.

**PROMPT:** Act as a Twitter product update writer. Write a product update tweet thread (3 tweets) for [PRODUCT NAME VERSION/UPDATE]. Tweet 1: hook — what's new in one compelling sentence. Tweet 2: 3 bullet points of what changed/was added (each under 80 chars). Tweet 3: how to access the update + CTA. Each tweet under 280 characters. No all-caps. No excessive emoji.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME VERSION] — e.g., "AI Marketing Prompt Kit v2.0"
- [WHAT'S NEW] — specific additions or improvements
- [HOW TO ACCESS] — e.g., "re-download using your original link" or "auto-updated in your account"

**EXPECTED OUTPUT:** A 3-tweet product update thread with hook, bulleted changes, and access instructions. Each tweet under 280 characters. Clean and specific — reads like a product changelog, not marketing.

---

## SM-57: Instagram Caption — "Which One Would You Choose" Format

**CONTEXT:** Use to drive saves and comments through a decision-making prompt. "Which one would you choose?" posts work when the options are genuinely different and the choice reflects the audience's values or preferences.

**PROMPT:** Act as a decision-prompt Instagram caption writer. Write an Instagram caption presenting two options: Option A: [OPTION A — e.g., "spend 3 hours writing copy yourself"]. Option B: [OPTION B — e.g., "use AI with the right prompts and get done in 20 minutes"]. Brief context on each. Question: "Which one sounds like you right now?" Under 100 words. 3 hashtags.

### VARIABLES TO CUSTOMIZE:

- [OPTION A] — the status quo or the harder path
- [OPTION B] — the better alternative (your product's approach)
- Make the choice genuine — not a rigged comparison

**EXPECTED OUTPUT:** A 90-word Instagram "which would you choose" caption with two distinct options, brief context, a comment-driving question, and 3 hashtags. Reads as curious exploration, not a sales pitch.

---

### **SM-58: LinkedIn Post — "Lessons from a Failure"**

**CONTEXT:** Use to build trust and relatability by sharing a genuine failure or setback. Vulnerability posts on LinkedIn earn the highest comment rates because they're rare and feel authentic in a platform that's often overly polished.

**PROMPT:** Act as a LinkedIn vulnerability post writer. Write a post about a genuine failure or setback in [AREA — e.g., "launching the first version of my product"]. Structure: (1) state the failure plainly, (2) what you thought would happen, (3) what actually happened, (4) what you did wrong, (5) what you learned and changed. Under 300 words. No forced silver lining — the lesson can be as simple as "I now know what not to do."

#### **VARIABLES TO CUSTOMIZE:**

- [AREA] — a real professional setback you've experienced
- [FAILURE] — a specific thing that went wrong — not vague "I failed"
- [LESSON] — the actual thing you changed or learned — be specific

**EXPECTED OUTPUT:** A 275-word LinkedIn failure post with 5-point structure (failure/expectation/reality/mistake/lesson). Reads as genuine and specific — not a "fail upward" humblebrag. The failure is real.

---

### **SM-59: Instagram Caption — Day-in-the-Life**

**CONTEXT:** Use for brand-humanizing Instagram posts that show the real process behind your business. Day-in-the-life posts build connection and normalize the unglamorous work of building something.

**PROMPT:** Act as a day-in-the-life Instagram caption writer. Write a caption describing one specific day in [ROLE — e.g., "building a digital product business solo"]. Include: one specific task completed, one struggle or challenge, one small win. Tone: honest and relatable — not aspirational or glamorized. End with a question about your audience's day. Under 125 words. 3 hashtags.

#### **VARIABLES TO CUSTOMIZE:**

- [ROLE] — e.g., "running a one-person digital product business"

- [SPECIFIC TASK] — a real, specific thing you worked on today
- [CHALLENGE] — a genuine difficulty from your day — small is fine

**EXPECTED OUTPUT:** A 110-word day-in-the-life Instagram caption with one task, one challenge, one win, and a day-relating question. Personal and honest — reads like a journal entry, not content marketing.

---

### **SM-60: Twitter/X Thread — Resources / "Best of" List (5 items)**

**CONTEXT:** Use for sharing a curated list of your best content, products, or resources in a thread. "Best of" threads are highly bookmarked and earn profile follows when the resources are genuinely valuable.

**PROMPT:** Act as a Twitter "best of" thread writer. Write a 7-tweet thread: "Everything I've created on [TOPIC] — all in one place." Tweet 1: hook — context and why this list exists. Tweets 2-6: one resource each (article / thread / product / video) — name it, link it, one sentence on why it's worth their time. Tweet 7: follow CTA + invite to DM for questions. Each tweet under 280 characters.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — your core content topic
- [5 RESOURCES] — your actual best content, threads, or products

**EXPECTED OUTPUT:** A 7-tweet "best of" thread with hook, 5 resource tweets (each with link and one-sentence value statement), and a follow CTA. Bookmarkable and evergreen — people pin this to their profile.

---

### **SM-61: Instagram Caption — Giveaway Announcement**

**CONTEXT:** Use for Instagram giveaways designed to grow followers and email subscribers simultaneously. Giveaway captions must state the rules clearly and make entering feel worth the effort.

**PROMPT:** Act as a giveaway Instagram caption writer. Write a giveaway announcement caption for [PRIZE — e.g., "AI Marketing Prompt Kit — Full Kit (\$47 value), 1 winner"]. Entry requirements: [ENTRY STEPS — e.g., "(1) follow @[HANDLE], (2) like this post, (3) tag a friend in the comments"]. Deadline: [DEADLINE]. Keep the caption under 150 words. Lead with the prize value. Include winner selection method.

#### **VARIABLES TO CUSTOMIZE:**

- [PRIZE] — your actual giveaway prize and its value
- [ENTRY STEPS] — the specific actions required to enter
- [DEADLINE] — specific date and time with timezone

**EXPECTED OUTPUT:** A 130-word giveaway caption with prize-led hook, clear 3-step entry instructions, deadline, and winner selection method. Reads as excited but organized — not chaotic giveaway energy.

---

## **SM-62: LinkedIn Post — Podcast/Media Feature Announcement**

**CONTEXT:** Use to announce a podcast appearance, media feature, or interview. Media announcements on LinkedIn perform well when they preview a specific insight from the interview rather than just announcing it.

**PROMPT:** Act as a LinkedIn media feature post writer. Write a post announcing a [MEDIA TYPE — e.g., "podcast appearance"] on [SHOW/OUTLET NAME]. Structure: (1) announce briefly, (2) share one specific insight or moment from the interview — the part worth their time, (3) where to listen/read + CTA. Under 200 words. Lead with the insight, not the announcement.

### **VARIABLES TO CUSTOMIZE:**

- [MEDIA TYPE] — e.g., podcast, article, interview, webinar appearance
- [SHOW/OUTLET NAME] — the actual show or publication
- [SPECIFIC INSIGHT] — the most interesting thing you said or that was covered

**EXPECTED OUTPUT:** A 175-word LinkedIn media feature post that leads with a specific insight from the interview and frames the announcement as "here's something worth knowing" rather than "look at me."

---

## **SM-63: Instagram Caption — "Swipe If This Is You"**

**CONTEXT:** Use for carousel posts targeted at a specific audience type. "Swipe if this is you" captions pre-qualify the audience and create a feeling of personalization — readers feel the post was made specifically for them.

**PROMPT:** Act as an audience-targeting caption writer. Write an Instagram caption for a carousel targeted at [SPECIFIC AUDIENCE — e.g., "solopreneurs spending more than 5 hours a week on content"]. Opening: "Swipe if [SPECIFIC SITUATION — e.g., 'you write all

your own marketing copy and you're tired of it')." Brief empathetic statement. Preview of what the carousel covers. CTA to swipe. Under 100 words. 3 hashtags.

**VARIABLES TO CUSTOMIZE:**

- [SPECIFIC AUDIENCE] — describe a specific, narrow audience situation
- [SPECIFIC SITUATION] — the exact scenario that makes someone feel "this is me"

**EXPECTED OUTPUT:** A 90-word Instagram carousel caption that opens with a "swipe if this is you" hook, builds brief empathy, previews carousel content, and drives the swipe. 3 hashtags. Feels personal to the target audience.

---

**SM-64: Twitter/X Post — Thank You / Community Celebration**

**CONTEXT:** Use to publicly thank and celebrate community milestones, loyal supporters, or a specific group of people. Gratitude posts on Twitter earn warm engagement and humanize brands.

**PROMPT:** Act as a Twitter gratitude post writer. Write a tweet or short thread (2-3 tweets) thanking [WHO — e.g., "everyone who downloaded the free prompt pack this week"]. Tweet 1: specific, genuine gratitude + number milestone if applicable. Tweet 2 (optional): share what this means and what you're building next. Tweet 3 (optional): invite replies — what they'd like to see more of. Each tweet under 280 characters. Warm and genuine — no corporate "we are so grateful" energy.

**VARIABLES TO CUSTOMIZE:**

- [WHO] — the specific group you're thanking
- [MILESTONE] — a real number or achievement
- [NEXT] — what you're building or improving as a result of their support

**EXPECTED OUTPUT:** A 2-3 tweet gratitude thread (under 280 chars each) with a specific milestone, genuine warm tone, and an engagement invitation. Reads as a real person saying thank you.

---

**SM-65: Instagram Reel Script — Trending Audio Integration**

**CONTEXT:** Use when a trending audio track fits your content style. Trending audio on Instagram dramatically boosts Reel reach — this prompt builds a Reel concept around the audio rather than forcing audio onto existing content.

**PROMPT:** Act as an Instagram Reel creative director. Write a Reel concept and script using [TRENDING AUDIO — e.g., "a trending motivational speech clip" or "a trending voiceover format"]. Concept: how does the audio's mood/message map to [BRAND/PRODUCT MESSAGE]? Script: 30-60 seconds with [ON-SCREEN TEXT] notes that work with the audio. Text overlays should complement, not compete with, the audio. ~100 spoken words (or text-only if instrumental).

**VARIABLES TO CUSTOMIZE:**

- [TRENDING AUDIO] — research actual trending audio before scripting
- [BRAND/PRODUCT MESSAGE] — the core message you're communicating

**EXPECTED OUTPUT:** A 30-60 second Reel script built around trending audio, with on-screen text notes that work with (not against) the audio. Concept explains why this audio fits the message.

---

## Category 4: Landing Pages

---

These prompts cover every section of a high-converting landing page — from hero headlines to FAQ sections to pricing page copy. Each prompt targets a specific conversion objective and psychological trigger so your landing page guides visitors from skeptical to convinced.

---

### 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.

### **VARIABLES TO CUSTOMIZE:**

- [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).

---

## LP-26: Product Launch Countdown Page Copy

**CONTEXT:** Use for a countdown timer page used before or during a product launch. Countdown pages need enough information to create anticipation without giving away everything — the scarcity of information creates desire.

**PROMPT:** Act as a countdown page copywriter. Write copy for a product launch countdown page for [PRODUCT NAME]. Include: (1) headline: what's coming and why it matters (under 12 words), (2) teaser: 2-3 sentences of what they'll get — enough to intrigue, not enough to satisfy, (3) countdown label text (e.g., "Launching in" or "Opens in"), (4) email capture section: headline + subheadline + form label + button text + below-form micro-copy. Under 200 words total.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH DATE] — specific date and time
- [TEASER DETAILS] — what you're comfortable revealing before launch

**EXPECTED OUTPUT:** A countdown page copy set with headline, teaser paragraph, countdown label, and email capture section. Under 200 words total. Creates genuine anticipation without overselling.

---

## **LP-27: Thank You Page — Post-Purchase**

**CONTEXT:** Use for the thank-you or confirmation page after purchase. This page has a 100% open rate (every buyer sees it) and is the best opportunity for an immediate upsell or next-step activation.

**PROMPT:** Act as a post-purchase page copywriter. Write the thank-you page copy for [PRODUCT NAME] purchases. Include: (1) confirmation headline (not "Thanks for your order!" — something that reinforces their great decision), (2) delivery instructions: exactly how to access what they bought, (3) quick-start instruction: the one thing to do in the next 10 minutes, (4) optional upsell: natural mention of [UPSELL PRODUCT] if relevant, (5) support line: where to get help. Under 250 words.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Starter"
- [DELIVERY INSTRUCTIONS] — exact access method: download link, Notion URL, etc.
- [UPSELL PRODUCT] — e.g., "Full Kit upgrade" (if applicable)

**EXPECTED OUTPUT:** A thank-you page copy block with 5 elements: headline, delivery instructions, quick-start, optional upsell, and support info. Under 250 words. Practical and warm — removes confusion, creates momentum.

---

## **LP-28: 404 / Error Page Copy**

**CONTEXT:** Use for a custom 404 page. Most 404 pages lose potential customers — a well-written 404 can retain them by providing helpful options. This is a small but measurable conversion win.

**PROMPT:** Act as a 404 page copywriter. Write a custom 404 page copy for [BRAND NAME]. Include: (1) headline: acknowledge the error without being apologetic in a boring way (e.g., "Hmm. That page doesn't exist yet."), (2) brief humanizing line (1 sentence), (3) 3 helpful links to recover (homepage, main product, free lead magnet), (4) search box label. Under 75 words. Light, not frustrating.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [3 HELPFUL LINKS] — your most important destination pages
- [TONE] — e.g., "friendly and direct" or "slightly self-deprecating"

**EXPECTED OUTPUT:** A 404 page copy block (under 75 words) with an on-brand error headline, brief humanizing sentence, 3 labeled recovery links, and a search box label.

Reduces bounce from error pages.

---

## LP-29: Pop-Up Copy — Exit-Intent Offer

**CONTEXT:** Use for an exit-intent popup that appears when a visitor moves their cursor toward the browser bar. Exit popups are the last chance to capture an email or make a sale before the visitor leaves.

**PROMPT:** Act as an exit-intent popup copywriter. Write exit popup copy for [PRODUCT NAME]. The popup fires when a visitor is about to leave the sales page. Offer: [EXIT OFFER — e.g., "a free sample of 5 prompts" or "10% off coupon code"]. Include: (1) headline (under 10 words — stop them without being annoying), (2) subheadline (1 sentence — state the free offer clearly), (3) yes/no button copy ("Yes, give me the 5 prompts" / "No thanks, I'll write copy the hard way"). Under 50 words total.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [EXIT OFFER] — the specific thing you're offering to get the email or the sale
- No/negative button text should be honest but slightly negative consequence framing

**EXPECTED OUTPUT:** An exit popup copy set (under 50 words) with headline, subheadline, yes button, and no button. Yes button uses first-person format. No button uses honest negative consequence framing.

---

## LP-30: Pop-Up Copy — Lead Magnet Capture (Timed)

**CONTEXT:** Use for a timed popup (typically appearing after 30-60 seconds on the page) that offers a lead magnet in exchange for an email. Timed popups perform best when the offer is highly specific to the page's topic.

**PROMPT:** Act as a lead capture popup copywriter. Write a timed popup for the [PRODUCT NAME] landing page offering [LEAD MAGNET — e.g., "5 AI Prompts That Replace a \$5K Copywriter — free PDF"]. Include: (1) headline under 10 words (lead with

the freebie, not "sign up for our newsletter"), (2) subheadline (1 sentence): who it's for, (3) email field label, (4) CTA button text (first-person, under 6 words), (5) privacy micro-copy (under 15 words). Under 60 words total.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LEAD MAGNET] — e.g., "5 AI Prompts That Replace a \$5K Copywriter"
- [PRIVACY TEXT] — e.g., "No spam. Unsubscribe anytime."

**EXPECTED OUTPUT:** A 5-element lead capture popup (under 60 words total): headline, subheadline, field label, CTA, privacy text. Specific and benefit-led — reads as a gift offer, not an email capture.

---

### LP-31: Sticky Bar / Banner Copy

**CONTEXT:** Use for a sticky header or footer bar that appears on the sales page. Sticky bars keep the CTA visible at all times without interrupting the reading experience. They typically promote an offer or deadline.

**PROMPT:** Act as a sticky bar copywriter. Write 3 sticky header bar copy variants for [PRODUCT NAME]'s sales page. Each: under 80 characters total. Variant 1: offer-focused (price + CTA). Variant 2: urgency-focused (deadline + CTA). Variant 3: proof-focused (social proof signal + CTA). Each ends with a clickable CTA phrase.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [OFFER] — e.g., "\$47 one-time — 500+ prompts"
- [DEADLINE] — e.g., "Launch price ends Sunday"
- [PROOF] — e.g., "500+ buyers • 4.9 stars"

**EXPECTED OUTPUT:** 3 sticky bar copy variants (under 80 characters each): offer, urgency, proof. Each ends with a CTA phrase and is usable as a single-line bar with optional button.

---

### LP-32: Headline Split Test Set (10 variants)

**CONTEXT:** Use to set up a systematic headline A/B test. Testing 10 variants across different frameworks surfaces the highest-converting approach for your specific audience.

**PROMPT:** Act as a headline testing specialist. Write 10 landing page headline variants for [PRODUCT NAME]. Distribute across frameworks: 2 outcome-focused, 2 problem-led, 2 curiosity-gap, 2 social proof, 2 specificity-anchored (include a number or specific claim). Each headline under 12 words. Label by framework. Subheadlines optional — write one if the headline needs context to land.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CORE OUTCOME] — e.g., "write a month of marketing copy in one afternoon"
- [SOCIAL PROOF] — e.g., "joined by 500+ marketers who cut their content time by 70%"

**EXPECTED OUTPUT:** 10 landing page headlines (under 12 words each) labeled by framework. Optional subheadlines where needed. Ready for A/B testing — each tests a fundamentally different angle.

---

### LP-33: Product Demo Section Copy

**CONTEXT:** Use for a section of the landing page that shows or describes the product in action. For digital products, the "demo" is often a screenshot sequence or a brief walkthrough — this copy frames the demo so it sells.

**PROMPT:** Act as a product demo section copywriter. Write the framing copy for a demo/walkthrough section of [PRODUCT NAME]'s landing page. Include: (1) section headline under 10 words (e.g., "See exactly what you get"), (2) 2-sentence intro explaining what the demo shows and what the viewer will notice, (3) 3 screenshot/step caption lines — each under 15 words — describing what's shown in each image and why it matters.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DEMO CONTENT] — describe what your screenshots or walkthrough actually show
- [3 KEY STEPS] — the 3 most impressive or useful moments in your demo

**EXPECTED OUTPUT:** A demo section with headline, 2-sentence intro, and 3 step/screenshot captions (under 15 words each). Frames the visual demo to highlight value, not just describe what's shown.

---

## LP-34: Lead Magnet Landing Page — Full Copy

**CONTEXT:** Use for a standalone landing page whose only goal is to collect email addresses in exchange for a free lead magnet. These pages should have no navigation, one offer, and one CTA.

**PROMPT:** Act as a lead magnet landing page copywriter. Write the complete copy for a lead magnet landing page for [LEAD MAGNET NAME — e.g., "5 AI Prompts That Replace a \$5K Copywriter"]. Include: (1) headline under 10 words, (2) subtitle (1-2 sentences), (3) what's inside (3 bullets, each under 15 words), (4) social proof element (optional), (5) email form label, (6) CTA button (first-person, under 6 words), (7) privacy/anti-spam line. Total: under 150 words.

### VARIABLES TO CUSTOMIZE:

- [LEAD MAGNET NAME] — e.g., "5 AI Prompts That Replace a \$5K Copywriter"
- [3 WHAT'S INSIDE BULLETS] — specific things the downloader gets or learns
- [SOCIAL PROOF] — optional: early download count or rating

**EXPECTED OUTPUT:** A complete 7-element lead magnet landing page copy block (under 150 words). Each element is labeled. Simple, focused, no distractions — one offer, one CTA.

---

## LP-35: Pricing Page — Annual vs. Monthly Framing (SaaS)

**CONTEXT:** Use if you offer a subscription product alongside a one-time option. Annual vs. monthly pricing pages need copy that makes annual feel like the obvious choice while still making monthly accessible.

**PROMPT:** Act as a SaaS pricing page copywriter. Write pricing toggle copy for [PRODUCT/SERVICE NAME] with two billing options: monthly at [MONTHLY PRICE] and annual at [ANNUAL PRICE]. Include: (1) toggle label ("Monthly / Annual — Save X%"), (2) savings call-out under annual ("Save \$[AMOUNT] per year / equivalent to 2 months free"), (3) monthly plan description (1 sentence — who it's for), (4) annual plan description (1 sentence — why it's better). Under 100 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/SERVICE NAME] — e.g., your SaaS product
- [MONTHLY PRICE / ANNUAL PRICE] — actual pricing
- [SAVINGS] — calculate the real savings amount

**EXPECTED OUTPUT:** A pricing toggle copy set with toggle label, savings call-out, and two plan descriptions. Under 100 words. Makes annual feel like the obvious financial choice.

---

### **LP-36: Upsell Order Bump Copy (Checkout Page)**

**CONTEXT:** Use for an order bump — a small checkbox add-on on the checkout page. Order bumps are the highest-ROI upsell because the buyer's credit card is already out. Copy must make the add-on feel like a no-brainer at the checkout price.

**PROMPT:** Act as an order bump copywriter. Write an order bump box for the checkout page of [MAIN PRODUCT]. Add-on: [ADD-ON PRODUCT] at [BUMP PRICE]. Format: (1) checkbox label (under 10 words: "Yes, add [ADD-ON] to my order"), (2) brief description (2-3 sentences: what it is, why it pairs perfectly with the main product), (3) value framing (normal price vs. bump price), (4) "only available here" note (1 sentence). Under 80 words total.

#### **VARIABLES TO CUSTOMIZE:**

- [MAIN PRODUCT] — e.g., "AI Marketing Prompt Kit — Starter"
- [ADD-ON PRODUCT] — e.g., "Email Swipe File — 30 high-converting email templates"
- [BUMP PRICE] — e.g., "\$17 (normally \$27)"

**EXPECTED OUTPUT:** An order bump box (under 80 words) with checkbox label, description, value framing, and exclusivity note. Makes the add-on feel like an obvious \$17 decision at the moment of checkout.

---

### **LP-37: Thank You Page — Referral Invite**

**CONTEXT:** Use on the thank-you page immediately after purchase to invite buyers to share the product. Buyers are most enthusiastic in the first 5 minutes after purchase — this is the optimal moment for a referral ask.

**PROMPT:** Act as a thank-you page referral copywriter. Write a referral invite section for the [PRODUCT NAME] thank-you page. Include: (1) section headline (under 10 words: "Know someone who'd love this?"), (2) 1-sentence description of the sharing benefit (for them and/or the referee), (3) pre-written shareable message they can copy, (4) sharing CTA (under 6 words). Under 100 words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [SHARING BENEFIT] — e.g., "they get \$5 off, you get credit" or "no incentive — just share the love"
- [PRE-WRITTEN MESSAGE] — a short, authentic message they'd actually send

**EXPECTED OUTPUT:** A 4-element thank-you page referral section (under 100 words): headline, benefit statement, pre-written shareable message, and sharing CTA. Capitalizes on post-purchase enthusiasm.

---

### LP-38: Below-the-Fold CTA Copy Block

**CONTEXT:** Use for mid-page CTA sections on long-form sales pages. These sections appear every 500-700 words to give engaged readers a chance to buy without scrolling to the end.

**PROMPT:** Act as a mid-page CTA copywriter. Write a mid-page CTA block for [PRODUCT NAME] to be placed after the product features section. Include: (1) mini-headline (under 8 words: "Ready to get started?"), (2) 1-sentence offer reminder (price + what's included), (3) CTA button text (first-person, under 6 words), (4) risk reducer (1 line: guarantee or no-risk language). Under 60 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [OFFER REMINDER] — e.g., "\$47, 500+ prompts, instant download"
- [RISK REDUCER] — e.g., "30-day money-back guarantee — no questions asked"

**EXPECTED OUTPUT:** A 4-element mid-page CTA block (under 60 words): mini-headline, offer reminder, CTA button, risk reducer. Compact and conversion-focused — doesn't interrupt the page flow.

---

### LP-39: Launch Email Capture Opt-In Page

**CONTEXT:** Use for a pre-launch "join the waitlist" page. The goal is to build a warm email list before the product launches so day-one buyers are ready. Copy must create anticipation without over-promising.

**PROMPT:** Act as a waitlist page copywriter. Write copy for a waitlist landing page for [PRODUCT NAME] launching on [LAUNCH DATE]. Include: (1) headline: what's coming and for whom (under 12 words), (2) teaser: 2-3 sentences — what the product does without

full details, (3) waitlist benefit: why joining early matters (early access, launch pricing, bonus), (4) email form: label + CTA button + anti-spam micro-copy. Under 175 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH DATE] — e.g., "launching March 1"
- [WAITLIST BENEFIT] — e.g., "waitlist members get 24-hour early access and launch pricing of \$47 before it goes to \$67"

**EXPECTED OUTPUT:** A waitlist page copy block (under 175 words) with headline, teaser, waitlist benefit, and email capture form copy. Creates genuine anticipation with a specific benefit for signing up early.

---

## **LP-40: Landing Page Copy Audit Checklist**

**CONTEXT:** Use to evaluate an existing landing page's copy against conversion best practices. This prompt generates a copy audit — a structured review framework you can apply to any sales page.

**PROMPT:** Act as a conversion copy auditor. Create a 15-point landing page copy audit checklist for evaluating [PRODUCT NAME]'s sales page. Organize into 4 sections: (1) Clarity (5 points: headline, offer, audience fit, differentiator, outcome), (2) Trust (4 points: social proof, guarantee, FAQ, testimonials), (3) Conversion (4 points: CTAs, urgency, objection handling, pricing), (4) Technical (2 points: meta copy, mobile readability). For each point, provide the audit question and what "passing" looks like.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Customize sections for your specific page type (digital product vs. SaaS vs. service)

**EXPECTED OUTPUT:** A 15-point copy audit checklist in 4 sections, each with an audit question and pass criteria. Can be applied to any landing page. Takes ~20 minutes to complete per page.

---

## **LP-41: Micro-Copy — Form Labels and Error Messages**

**CONTEXT:** Use for the small copy details that most teams ignore: form field labels, placeholder text, error messages, and confirmation messages. These micro-copy details affect form conversion rates significantly.

**PROMPT:** Act as a micro-copy specialist. Write optimized copy for a lead capture or checkout form for [PRODUCT NAME]: (1) email field label (under 6 words), (2) email placeholder text (under 30 characters), (3) CTA button text (first-person, under 6 words), (4) form error message for invalid email (under 20 words, not "Invalid email"), (5) success message after submission (under 25 words), (6) anti-spam line under form (under 15 words). Label each element.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Error and success messages should match your brand voice

**EXPECTED OUTPUT:** 6 labeled micro-copy elements for a web form. Each is character-count compliant and on-brand. Error messages are helpful, not blame-y. Success message creates momentum toward the next step.

---

**LP-42: Feature Section — Icon + Headline + Description Format**

**CONTEXT:** Use for a 3-column or 4-column feature grid section on a landing page. Each feature block has an icon, a short headline, and a 2-sentence description. This prompt generates the copy for all feature blocks.

**PROMPT:** Act as a feature block copywriter. Write [NUMBER — 3, 4, or 6] feature grid blocks for [PRODUCT NAME]'s landing page. For each block: (1) icon suggestion (describe what type of icon fits, e.g., "lightning bolt for speed"), (2) feature headline (under 6 words), (3) description (2 sentences: what the feature does + the benefit to the buyer). Features to highlight: [LIST YOUR FEATURES].

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [FEATURES] — e.g., "500+ prompts / 8 categories / instant download / works with any AI / one-time price / structured format"

**EXPECTED OUTPUT:** 3-6 feature grid blocks, each with icon suggestion, headline (under 6 words), and 2-sentence description. Ready for a designer to add icons. Benefit-focused, not technical.

---

### LP-43: "As Seen In" / Media Mentions Section Copy

**CONTEXT:** Use for a "as seen in" or media credibility section. Even small media mentions add credibility when framed correctly. If you have no media mentions yet, this prompt also handles the "early brand" version.

**PROMPT:** Act as a media credibility section copywriter. Write copy for a media/credibility section for [BRAND NAME]. If you have media mentions: write the section headline and sub-copy framing for [MEDIA MENTIONS]. If you don't yet: write an alternative credibility section using buyer community stats, platform presence, or social proof instead of media logos. Under 75 words for the framing copy.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [MEDIA MENTIONS] — e.g., "Featured in: [publication], [newsletter], [podcast]" or leave blank for the alternative version

**EXPECTED OUTPUT:** A media/credibility section framing (under 75 words) with headline and 1-2 subtext sentences. Either media-logo format or alternative social proof format depending on your situation.

---

### LP-44: Conversion-Optimized About Page

**CONTEXT:** Use for an About page that actually sells — not a bio page, but a page that builds trust, establishes mission, and includes a natural product CTA. About pages are often the second most-visited page after the homepage.

**PROMPT:** Act as an About page copywriter for a digital product brand. Write a conversion-focused About page for [BRAND NAME]. Structure: (1) who this brand is for (not who we are — who you're serving), (2) the problem that motivated creating [PRODUCT NAME], (3) what the brand stands for (1 core belief), (4) what's available (brief product mention with CTA), (5) optional: social proof or community. Under 300 words. Can be founder-voiced or brand-voiced.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CORE BELIEF] — the genuine principle behind your brand

**EXPECTED OUTPUT:** A 275-word About page with audience-first structure, origin story, brand belief, product mention, and optional proof. Reads as a mission page, not a resume. Converts visitors to buyers.

---

### LP-45: Product Hunt Launch Page Description

**CONTEXT:** Use for your Product Hunt launch page description. Product Hunt descriptions must be specific, benefit-focused, and brief. Makers who over-explain their product perform worse than those who nail the one-line pitch plus a clear description.

**PROMPT:** Act as a Product Hunt launch copywriter. Write a Product Hunt page package for [PRODUCT NAME]: (1) tagline (under 60 characters — what it does, for whom, result), (2) description (under 260 characters — expands tagline with specific detail), (3) first comment from maker (150-200 words: personal launch story, what you built, who it's for, why today). Tone: founder to community — genuine and specific.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH STORY] — why you built it, who you built it for, what makes it different

**EXPECTED OUTPUT:** A Product Hunt launch package: tagline (under 60 chars), description (under 260 chars), and first comment (150-200 words). Specific and honest — sounds like a founder, not a marketer.

---

### LP-46: Mobile-Specific Landing Page Copy

**CONTEXT:** Use when creating a mobile-first or mobile-specific landing page variant. Mobile landing pages must be more concise — 60% shorter than desktop pages — because mobile visitors have less patience for scrolling.

**PROMPT:** Act as a mobile landing page copywriter. Write a mobile-optimized version of [PRODUCT NAME]'s landing page. Mobile rules: headline under 7 words, no paragraph longer than 3 sentences, CTAs every 3 scrolls, social proof compressed to 1 number + 1 rating, FAQ limited to 3 most important questions. Adapt this desktop structure to mobile: [DESKTOP SECTIONS LIST]. Flag each mobile adaptation with a [MOBILE NOTE].

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DESKTOP SECTIONS LIST] — list your current landing page sections in order

**EXPECTED OUTPUT:** A mobile-adapted landing page copy outline with all sections shortened, CTAs repositioned, and [MOBILE NOTE] flags explaining each adaptation. Ready for a mobile-first design implementation.

---

### **LP-47: Conversion Copy — Pricing Objection Handler Block**

**CONTEXT:** Use for a standalone block on the pricing section that handles price objections before they kill the conversion. This copy sits directly adjacent to the price and reframes it as an investment.

**PROMPT:** Act as a price objection handler. Write a pricing objection block for [PRODUCT NAME] priced at [PRICE]. Block: (1) acknowledge the price with a reframe (e.g., "Yes, \$47 is real money."), (2) anchor against 2 alternatives: [ALTERNATIVE 1 COST] and [ALTERNATIVE 2 COST], (3) time-to-value: how quickly they can recoup the cost, (4) one-time vs. subscription framing if applicable. Under 100 words. Confident, not defensive.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [PRICE] — e.g., "\$47"
- [ALTERNATIVE 1 COST] — e.g., "one freelance copy project: \$200+"
- [ALTERNATIVE 2 COST] — e.g., "AI writing subscription: \$49/month = \$588/year"

**EXPECTED OUTPUT:** A 90-word pricing objection block (not a full section — a short inline block) that reframes the price through anchor comparison and time-to-value. Confident and direct.

---

### **LP-48: Retargeting Landing Page Variant**

**CONTEXT:** Use to create a landing page variant specifically for retargeted visitors — people who've seen the page before. The retargeting variant acknowledges their prior visit and addresses the specific reason they didn't convert.

**PROMPT:** Act as a retargeting page copywriter. Write a landing page variant for [PRODUCT NAME] for people who visited the original sales page but didn't buy. Changes from the original page: (1) headline acknowledges prior visit (implicitly, not explicitly), (2) opens with the most common objection and handles it immediately, (3) adds a limited-time offer if appropriate, (4) compresses the page — removes sections they've already seen. Outline the changes only; write the modified sections in full.

## **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TOP OBJECTION FOR RETARGETED VISITORS] — e.g., "is it worth \$47?" or "will this work for my business?"
- [RETARGETING OFFER] — e.g., "special 72-hour offer" or "just handling the objection with no new offer"

**EXPECTED OUTPUT:** A retargeting page variant outline with 4 specific changes from the original, plus full copy for the modified headline and objection-handling opening section.

---

## **LP-49: Sales Page — Long-Form (Full Structure Outline)**

**CONTEXT:** Use as a master outline for writing a full long-form sales page. The outline defines every section in order with the purpose of each section and the copy type needed — serving as a complete brief for writing.

**PROMPT:** Act as a sales page architect. Write a complete long-form sales page outline for [PRODUCT NAME] at [PRICE POINT]. Include every section in order with: section name, psychological purpose (what it does for the reader), copy type needed, and word count target. Sections to include: above-fold, problem, solution, product details, social proof, FAQ, guarantee, pricing, closing CTA. Total page: 1,000-1,500 words. Include optional and required sections.

## **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PRICE POINT] — e.g., "\$47"
- Adjust section order based on your specific product category

**EXPECTED OUTPUT:** A complete long-form sales page outline with section names, psychological purposes, copy types, and word count targets. Serves as a writing brief — not the copy itself.

---

## **LP-50: Landing Page A/B Test Plan**

**CONTEXT:** Use to design a systematic A/B testing roadmap for your landing page. Testing one element at a time, in priority order, reveals the highest-impact changes quickly rather than testing random variations.

**PROMPT:** Act as a conversion rate optimization specialist. Write a 6-test A/B testing roadmap for [PRODUCT NAME]'s landing page. Priority order (highest impact first): headline, CTA button text, pricing section, social proof placement, hero image, guarantee. For each test: hypothesis ("We believe changing X will increase conversions because Y"), variants A and B, success metric, recommended test duration, and what to do with each outcome. Format as a table.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Adjust test sequence based on your current traffic levels (low traffic = fewer, longer tests)

**EXPECTED OUTPUT:** A 6-row A/B test roadmap table with: element, hypothesis, variants, success metric, duration, outcome actions. Systematic and prioritized. Can be followed sequentially after launch.

---

**LP-51: Product Page — "What Makes This Different" Section**

**CONTEXT:** Use for a differentiation section that answers the buyer's implicit question: "why should I buy this instead of the free stuff or the competitors?" This section must be specific — vague differentiation doesn't convert.

**PROMPT:** Act as a differentiation copywriter. Write a "What makes [PRODUCT NAME] different" section for the landing page. Identify 4 specific differentiators: [DIFF 1], [DIFF 2], [DIFF 3], [DIFF 4]. For each: one-line label (under 8 words), 2-sentence explanation of why this matters to the buyer. Section headline included. No "we're passionate about X" fluff — specific, structural differences only.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DIFF 1-4] — e.g., "one-time payment / structured prompt format / 8 specific categories / works with any AI tool"

**EXPECTED OUTPUT:** A differentiation section with headline and 4 blocks (label + 2-sentence explanation each). Each differentiator is specific and structural — not personality or values-based claims.

---

## LP-52: Conversion-Focused Homepage Copy

**CONTEXT:** Use for a homepage that doubles as a landing page — common for simple digital product businesses. The homepage must orient the visitor, establish value, and drive to the primary CTA within one scroll.

**PROMPT:** Act as a homepage copywriter for a digital product brand. Write above-the-fold homepage copy for [BRAND NAME] selling [PRODUCT NAME]. Elements: (1) nav: brand name + 2 nav links + CTA button, (2) headline (under 10 words: what you sell and for whom), (3) subheadline (1-2 sentences: specific outcome), (4) proof bar (3 signals, 3-6 words each), (5) hero CTA (first-person, under 6 words), (6) secondary CTA (free lead magnet option, under 8 words).

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NAV LINKS] — e.g., "Products / Free Prompts"

**EXPECTED OUTPUT:** A 6-element homepage above-the-fold copy block with labeled nav, headline, subheadline, proof bar, primary CTA, and secondary CTA. Mobile-conscious — everything fits above the fold on a 13" laptop.

---

## LP-53: Landing Page — Customer Quote Block (Pull Quote)

**CONTEXT:** Use for a pull-quote testimonial block embedded in the landing page body copy. Pull quotes break up the text, add visual credibility, and keep the reader engaged through the scroll.

**PROMPT:** Act as a testimonial placement specialist. Write 3 pull quote blocks for embedding in [PRODUCT NAME]'s landing page. Each block: (1) quote (25-40 words, specific result, authentic voice), (2) attribution (buyer type/role, not full name), (3) where to place it on the page (after what section) and why. The quotes should cover different buyer types and different outcomes. Do not use generic praise — specific results only.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Use real customer quotes when possible — this prompt can also generate representative plausible quotes
- [BUYER TYPES] — 3 distinct buyer roles or contexts

**EXPECTED OUTPUT:** 3 pull quote blocks with quote, attribution, and placement rationale. Each covers a different buyer type and a different specific outcome. Placement note explains which page section benefits most from each.

---

### **LP-54: Copy Refresh — Rewrite Underperforming Section**

**CONTEXT:** Use when your landing page isn't converting and you've identified a specific section that's underperforming. This prompt takes your existing copy and rewrites it using a different conversion principle.

**PROMPT:** Act as a conversion copy specialist. Rewrite this underperforming landing page section using [NEW APPROACH]: Current copy: "[CURRENT COPY — paste your existing section]." Reason it's underperforming: [DIAGNOSIS — e.g., "too feature-focused, not benefit-focused" or "no clear objection handling"]. New approach: [NEW APPROACH — e.g., "rewrite using a before/after transformation structure" or "rewrite with social proof leading every paragraph"]. Keep the same information — change the approach and sequence.

**VARIABLES TO CUSTOMIZE:**

- [CURRENT COPY] — paste your existing section exactly as it reads
- [DIAGNOSIS] — your best hypothesis for why it's underperforming
- [NEW APPROACH] — the specific conversion technique to apply

**EXPECTED OUTPUT:** A rewritten version of your existing section using the new approach. Same core information, different structure and psychological framing. Comparison makes the conversion improvement clear.

---

### **LP-55: Long-Form Sales Page — Problem Section (Full)**

**CONTEXT:** Use for writing the complete problem/agitation section of a long-form sales page. The problem section is often the most under-written section — it needs to make the reader feel deeply understood before you can sell to them.

**PROMPT:** Act as a problem-section long-copy writer. Write a complete 300-word problem section for [PRODUCT NAME]'s sales page. Target: [TARGET AUDIENCE]. The section must: name the situation specifically (not just the pain), describe the emotional cost (not just the practical cost), mention what they've already tried and why it didn't work, and end with a pivot sentence that opens the door to the solution. No solution mention yet.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET AUDIENCE] — e.g., "solopreneurs writing all their own marketing copy"
- [WHAT THEY'VE TRIED] — e.g., "freelancers / AI tools / DIY templates"

**EXPECTED OUTPUT:** A 300-word problem/agitation section for a long-form sales page. Covers situation, emotional cost, failed alternatives, and pivot. No solution mentioned — ends with the reader feeling deeply understood and ready for relief.

---

### **LP-56: Product Page — "Works With" Compatibility Section**

**CONTEXT:** Use for a section showing which tools, platforms, or software your product is compatible with. For AI prompt packs, this means showing it works with ChatGPT, Claude, Gemini, etc.

**PROMPT:** Act as a compatibility section copywriter. Write a "works with" section for [PRODUCT NAME]. Compatible tools: [TOOL 1], [TOOL 2], [TOOL 3], [TOOL 4]. Section headline: make compatibility a selling point, not just a feature ("Works with every AI tool you already use"). 1-sentence intro explaining why broad compatibility matters to the buyer. 1 sentence per tool on what specifically works about the pairing.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TOOL 1-4] — e.g., "ChatGPT / Claude / Gemini / Copilot"

**EXPECTED OUTPUT:** A compatibility section with headline, 1-sentence intro, and 4 tool-specific sentences. Frames broad compatibility as a buyer benefit rather than a technical footnote.

---

### **LP-57: Discount Code Landing Page**

**CONTEXT:** Use for a landing page that accepts a discount code (e.g., from an affiliate, ad campaign, or influencer partnership). Discount landing pages should communicate the deal clearly and create urgency around the code expiry.

**PROMPT:** Act as a discount landing page copywriter. Write copy for a landing page delivering [DISCOUNT CODE — e.g., "SAVE20"] for [PRODUCT NAME]. Include: (1) headline: acknowledge the discount code and the offer clearly, (2) what they get: product

description + discounted price, (3) code display and how to use it, (4) code expiry: [EXPIRY — e.g., "code expires in 48 hours"], (5) CTA. Under 200 words. No need to sell the full product — just deliver the offer and drive the purchase.

**VARIABLES TO CUSTOMIZE:**

- [DISCOUNT CODE] — e.g., "SAVE20" or "PARTNER10"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [DISCOUNTED PRICE] — calculated price after discount

**EXPECTED OUTPUT:** A 175-word discount landing page copy with clear deal delivery, code display, expiry, and CTA. Assumes visitor clicked from an ad or influencer link already pre-sold on the product.

---

**LP-58: Long-Form Sales Page — Intro Story (Lead)**

**CONTEXT:** Use for the opening story/intro of a long-form sales page. The lead (first 200-300 words) determines whether someone reads the rest of the page — it must hook immediately and set up the narrative frame for everything that follows.

**PROMPT:** Act as a long-copy lead writer. Write a 300-word opening story/lead for [PRODUCT NAME]'s long-form sales page. Style: direct mail narrative format. Open with a specific scene the reader can picture. Develop the problem with detail. End with a curiosity-gap sentence that makes them want to continue reading ("But then I discovered something that changed everything..."). Character: [CHARACTER — first person founder or second-person reader], Situation: [OPENING SCENE], Problem: [PROBLEM]. No product mention yet.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CHARACTER] — first-person (founder) or second-person (reader as protagonist)
- [OPENING SCENE] — a specific, vivid scene that puts the reader in the moment
- [PROBLEM] — the situation that creates the tension in the story

**EXPECTED OUTPUT:** A 300-word narrative sales page lead that opens with a specific scene, builds problem tension, and ends with a curiosity-gap sentence. No product mentioned — sets up the solution reveal.

---

## LP-59: App Store / Product Listing Description

**CONTEXT:** Use for product listings on digital marketplaces (Gumroad, Payhip, AppSumo, etc.). Marketplace descriptions must be keyword-rich, benefit-led, and formatted for scanning since users are browsing multiple products.

**PROMPT:** Act as a marketplace listing copywriter. Write a product listing description for [PRODUCT NAME] on [MARKETPLACE — e.g., "Gumroad" or "Payhip"]. Include: (1) opening line: outcome in under 15 words, (2) what's included: bulleted list of 5-7 items, (3) who it's for: 2 sentences, (4) how it works: 2-3 sentences, (5) price and format, (6) brief guarantee. Total: 250-350 words. Keyword: [PRIMARY KEYWORD — e.g., "AI marketing prompts"].

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [MARKETPLACE] — e.g., "Gumroad" — adjust length/format for the platform
- [PRIMARY KEYWORD] — the search term buyers use to find products like yours

**EXPECTED OUTPUT:** A 250-350 word marketplace listing description with outcome lead, feature bullets, audience description, how-it-works, price/format, and guarantee. Keyword included naturally. Formatted for marketplace scanning.

---

## LP-60: Landing Page — Objection-First Approach

**CONTEXT:** Use for a landing page variant that leads with the biggest objection instead of burying it. For high-skepticism audiences who've tried similar products before, starting with the objection builds trust immediately.

**PROMPT:** Act as a trust-first landing page copywriter. Write a landing page opening that leads with the audience's biggest objection: "[BIGGEST OBJECTION — e.g., 'I've bought AI prompt packs before. They were garbage.']" Acknowledge it directly in the headline or first line. Spend the first 150 words addressing only this objection — why [PRODUCT NAME] is different from what they've experienced. Then transition to the standard product pitch. This section only: 150 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BIGGEST OBJECTION] — the most common reason your ideal buyer has NOT bought from competitors

- [SPECIFIC DIFFERENCE] — the concrete reason you're different — not marketing language

**EXPECTED OUTPUT:** A 150-word objection-first landing page opening that leads with the audience's skepticism, addresses it specifically and honestly, and transitions into the product pitch. Builds trust with burned buyers.

---

## Category 5: SEO

---

These prompts cover the full spectrum of on-page and content SEO — from meta titles and descriptions to blog post outlines to pillar content structures to product page copy. Each prompt is designed to produce copy that satisfies both search engines and human readers.

---

### 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.

---

## **SEO-26: Guest Post Pitch — Outreach Template**

**CONTEXT:** Use for pitching guest post contributions to other blogs in your niche. Guest posts build backlinks and authority — this template structures the pitch to show value to the receiving editor, not just to you.

**PROMPT:** Act as a guest post outreach specialist. Write a guest post pitch email template for [BRAND NAME] to pitch to [TARGET SITE TYPE — e.g., "marketing blogs with 10K+ monthly readers"]. Include: subject line (under 50 chars — specific, not generic), pitch body (150 words max): (1) reference their audience and one specific post you liked, (2) pitch 3 article ideas with keyword targets, (3) your credentials (1 sentence), (4) small ask. No attachments in the first pitch.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [TARGET SITE TYPE] — describe the sites you're pitching to
- [3 ARTICLE IDEAS] — specific, keyword-targeted post ideas that fit their audience

**EXPECTED OUTPUT:** A guest post pitch email template with subject line and 150-word body. Personalizable with the specific blog reference. 3 article ideas are specific and keyword-targeted. Reads as genuine interest, not link-building.

---

## SEO-27: Blog Post — "What Is X" Definitional Post

**CONTEXT:** Use for definitional blog posts targeting "what is [term]" searches. These posts often rank at the top of Google and earn featured snippets because they answer a simple, direct question definitively.

**PROMPT:** Act as a definitional SEO blog writer. Write a complete "what is [TERM — e.g., 'AI marketing prompts']" post. Include: (1) definition (50-75 words, plain language, designed to earn featured snippet), (2) extended explanation (200 words: history, context, how it works), (3) why it matters (150 words), (4) 5 examples (100 words each), (5) related terms section, (6) conclusion + CTA. Primary keyword: [KEYWORD]. Total: 1,000-1,500 words.

### VARIABLES TO CUSTOMIZE:

- [TERM] — the concept you're defining
- [KEYWORD] — the "what is [term]" search query
- [5 EXAMPLES] — concrete, specific examples — not abstract descriptions

**EXPECTED OUTPUT:** A complete "what is X" post (1,000-1,500 words) with a 50-75 word featured-snippet-optimized definition, explanation, examples, related terms, and CTA. Definition section is clearly formatted for snippet eligibility.

---

## SEO-28: Blog Post — Annual "State of [Industry]" Report

**CONTEXT:** Use to create an annual industry report post. State-of-industry posts earn significant backlinks because journalists and creators reference them as data sources. They require original data or synthesized research.

**PROMPT:** Act as an industry research post writer. Write an outline for a "[YEAR] State of [INDUSTRY] Report" for [BRAND NAME]. Topic: [INDUSTRY — e.g., "AI Marketing"]. Include: (1) executive summary (150 words), (2) 5-7 key findings with data (either original

survey data or synthesized from published sources — cite all), (3) trend analysis for each finding (200 words each), (4) implications for [TARGET AUDIENCE], (5) methodology note, (6) about section. Total: 2,500-3,500 words.

**VARIABLES TO CUSTOMIZE:**

- [INDUSTRY] — your target industry or topic area
- [DATA SOURCES] — either your own survey data or published third-party research you'll cite
- Do not fabricate statistics — use real data

**EXPECTED OUTPUT:** An annual state-of-industry report outline with executive summary, 5-7 findings, trend analysis framework, and methodology note. Full post would be 2,500-3,500 words. Designed to earn citations.

---

**SEO-29: Blog Post — "Ultimate Guide" Format**

**CONTEXT:** Use for comprehensive pillar content targeting high-volume head keywords. Ultimate guides earn significant backlinks because they become the definitive reference in their category. They take time to write but serve as long-term SEO assets.

**PROMPT:** Act as a comprehensive guide writer. Write a complete outline for an "Ultimate Guide to [TOPIC — e.g., 'AI Marketing Prompts']." Include: H1 title, 8-10 main sections (H2) with 2-4 subsections (H3) each, estimated word count per section, and the specific keyword target for each H2. Total guide: 4,000-6,000 words. Each H2 section should target a distinct search query. Include a downloadable resource CTA in the outline.

**VARIABLES TO CUSTOMIZE:**

- [TOPIC] — your core content pillar topic
- [PRIMARY KEYWORD] — the head keyword for the guide
- [H2 KEYWORDS] — each H2 should target a specific keyword variation

**EXPECTED OUTPUT:** An ultimate guide outline with 8-10 H2 sections + H3 subsections, word count targets per section, keyword targets per H2, and downloadable CTA placement. Total 4,000-6,000 word target. Ready to brief a writer or write section by section.

---

## SEO-30: Image Alt Text — 10 Optimized Examples

**CONTEXT:** Use to write optimized alt text for product or blog images. Alt text serves two functions: accessibility (screen readers) and SEO (keyword signal for image search). This prompt generates both-purpose alt text.

**PROMPT:** Act as an image SEO specialist. Write 10 optimized alt text examples for images related to [PRODUCT/TOPIC — e.g., "AI marketing prompt kit"]. Include: 3 product image alts, 3 blog illustration alts, 2 infographic/screenshot alts, 2 person/action alts. Each alt text: under 125 characters, descriptive first then keyword-inclusive. No "image of" or "picture of" prefix. Label by image type.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT/TOPIC] — e.g., "AI Marketing Prompt Kit" or "email marketing templates"
- Customize for the actual images you're optimizing

**EXPECTED OUTPUT:** 10 alt text examples (under 125 characters each) organized by image type (product/blog/infographic/action). Each is descriptive first, keyword-inclusive second. No generic "image of X" format.

---

## SEO-31: Site Architecture Brief — SEO-First Structure

**CONTEXT:** Use when planning the URL and page hierarchy for a new website or significant site restructure. SEO-first site architecture ensures crawlers can find all pages efficiently and link equity flows to the most important pages.

**PROMPT:** Act as an SEO site architecture specialist. Design a site architecture for [WEBSITE TYPE — e.g., "digital product e-commerce site"] for [BRAND NAME] with the primary keyword goal: [KEYWORD GOAL — e.g., "rank for AI marketing prompt-related keywords"]. Provide: (1) homepage and primary navigation structure, (2) 3-4 main content categories with URL slugs, (3) keyword target for each section, (4) internal linking hierarchy, (5) which pages should be noindexed. Format as a hierarchical site map.

### VARIABLES TO CUSTOMIZE:

- [WEBSITE TYPE] — e.g., "content site," "digital product store," "SaaS landing page"
- [BRAND NAME] — e.g., "ContentKit"
- [KEYWORD GOAL] — your primary SEO objective

**EXPECTED OUTPUT:** A site architecture document with URL structure, keyword targets per section, internal linking hierarchy, and noindex recommendations. Formatted as a hierarchical map. Use as the foundation for building or restructuring the site.

---

## SEO-32: Blog Post — Beginner's Guide Format

**CONTEXT:** Use for beginner-oriented content targeting "for beginners" or "getting started" keywords. Beginner guides must genuinely start from zero — no assumed knowledge — and build understanding progressively.

**PROMPT:** Act as a beginner's guide writer. Write a "beginner's guide to [TOPIC — e.g., 'using AI for marketing copy']" blog post. Target keyword: [KEYWORD — e.g., "AI marketing for beginners"]. Assume zero prior knowledge — define every term on first use. Structure: intro (150 words), 6 sections progressing from basic to intermediate (200 words each), FAQ (3 questions), and next steps CTA. Total: 1,500-2,000 words. Avoid jargon or define it immediately.

### VARIABLES TO CUSTOMIZE:

- [TOPIC] — your beginner's guide topic
- [KEYWORD] — "for beginners" or "getting started" keyword variation
- Test: could a complete beginner read this and take the first step?

**EXPECTED OUTPUT:** A complete beginner's guide (1,500-2,000 words) that progresses from zero knowledge to actionable first steps. All jargon defined on first use. FAQ and next-steps CTA at end.

---

## SEO-33: Blog Post — Interview / Q&A Format

**CONTEXT:** Use for interview-format blog posts where an expert is quoted or Q&A answers are featured. Interview format content earns backlinks from the featured expert and can rank for the expert's name + topic searches.

**PROMPT:** Act as an interview post editor. Write the intro, 5 key questions, and conclusion for an interview blog post with [EXPERT TYPE — e.g., "an AI marketing consultant"] about [TOPIC]. Questions must be specific (not "what advice do you have?") and each must address a different aspect: (1) problem/challenge, (2) practical tip, (3) common mistake, (4) tool/resource, (5) prediction/future. Intro: 150 words establishing the expert's relevance. Conclusion: 100 words + CTA.

### VARIABLES TO CUSTOMIZE:

- [EXPERT TYPE] — describe the type of expert being interviewed
- [TOPIC] — the interview's focus topic
- Questions must be answerable in 150-300 words each — not essay-length prompts

**EXPECTED OUTPUT:** An interview post template with 150-word intro, 5 specific questions covering 5 distinct angles, and 100-word conclusion with CTA. Each question is answerable in 150-300 words.

---

### **SEO-34: Page Copy — Landing Page + SEO Hybrid**

**CONTEXT:** Use when you want a page that serves both as a conversion landing page and as an SEO-ranking page. These "SEO landing pages" rank for keywords and convert visitors — the copy must serve both goals without sacrificing either.

**PROMPT:** Act as an SEO landing page hybrid copywriter. Write copy for a page that ranks for [KEYWORD — e.g., "buy AI marketing prompt pack"] and converts visitors to buyers. Page type: [PRODUCT NAME] product page. Balance SEO requirements (keyword placement, semantic terms, FAQ schema) with conversion requirements (headline, benefits, social proof, CTA). Total: 600-800 words. Flag each SEO element with [SEO NOTE] and each conversion element with [CRO NOTE].

**VARIABLES TO CUSTOMIZE:**

- [KEYWORD] — the search query this page should rank for
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Ensure keyword appears in: H1, first 100 words, at least one H2, and meta copy

**EXPECTED OUTPUT:** A 600-800 word hybrid SEO/CRO page copy with [SEO NOTE] and [CRO NOTE] flags. Shows how SEO and conversion elements coexist. Keyword placement is natural and compliant.

---

### **SEO-35: Podcast SEO — Episode Show Notes**

**CONTEXT:** Use to write SEO-optimized show notes for a podcast episode. Show notes rank in Google and serve as a text companion to the audio — they must be valuable enough to read independently.

**PROMPT:** Act as a podcast SEO writer. Write show notes for a podcast episode about [EPISODE TOPIC — e.g., "how AI is changing content marketing"]. Include: episode title (with keyword), 150-word description (keyword-included), 5 key takeaways (bulleted), timestamps for main topics, resources mentioned, guest bio (if applicable), and CTA. Target keyword: [KEYWORD]. Total: 400-600 words. Optimized for both Google and podcast apps.

**VARIABLES TO CUSTOMIZE:**

- [EPISODE TOPIC] — the specific episode topic
- [KEYWORD] — the primary keyword this episode could rank for
- [TIMESTAMPS] — approximate timestamps for main topic changes

**EXPECTED OUTPUT:** A complete set of podcast show notes (400-600 words) with keyword-optimized title, description, takeaways, timestamps, resources, and CTA. Ranks in Google and serves audio listeners.

---

### SEO-36: SEO Blog Post — Statistics Roundup

**CONTEXT:** Use for "statistics about X" posts that aggregate industry data. Statistics posts earn significant backlinks because journalists cite them when writing about the topic — making them high-authority link magnets.

**PROMPT:** Act as a statistics roundup writer. Write a "[YEAR] [TOPIC] Statistics: [NUMBER] Key Data Points" post structure for [TOPIC — e.g., "AI marketing"]. Include: H1 (keyword: "[TOPIC] statistics [YEAR]"), intro (150 words setting up why these stats matter), 10 statistics organized by [5 CATEGORIES], sourcing guidance ("Cite each stat with: Source name + URL + year"), and conclusion CTA. Total outline: 500 words for the structure, each stat section 100 words when filled in.

#### VARIABLES TO CUSTOMIZE:

- [TOPIC] — the statistics topic
- [5 CATEGORIES] — organize stats into logical theme clusters
- Use only real, verifiable statistics from credible sources

**EXPECTED OUTPUT:** A statistics post structure with H1, intro, 10-stat framework in 5 categories, sourcing guidance, and CTA. The AI provides the structure; you fill in real statistics from verified sources.

---

### SEO-37: Local Citation Copy — Business Listings

**CONTEXT:** Use to write consistent business listing copy for local citation building. NAP (Name, Address, Phone) consistency across directories is a local SEO ranking factor. Business descriptions must match across platforms.

**PROMPT:** Act as a local citation SEO specialist. Write business listing copy for [BUSINESS NAME] for use across local citation directories (Google Business, Yelp, Bing Places, etc.). Include: (1) short description (100 characters — for directories with character

limits), (2) medium description (300 characters), (3) full description (750 characters — Google Business Profile limit). All three must be consistent in information, keyword-inclusive, and human-readable. Primary keyword: [KEYWORD].

**VARIABLES TO CUSTOMIZE:**

- [BUSINESS NAME] — e.g., "ContentKit"
- [KEYWORD] — the local or category keyword to include
- Keep NAP (name, address, phone) identical across all platforms

**EXPECTED OUTPUT:** Three business description variants (100 / 300 / 750 characters) for citation building. Consistent in information and keyword placement. Ready to use across multiple directories without modification.

---

### **SEO-38: Featured Snippet Optimization — Existing Content**

**CONTEXT:** Use to rewrite a specific section of an existing blog post to target the Google Featured Snippet (Position Zero). Featured snippets require specific formatting — paragraph, list, or table format depending on the query type.

**PROMPT:** Act as a featured snippet optimization specialist. Rewrite this section of an existing blog post to target the featured snippet for "[QUERY — e.g., 'how to write AI marketing prompts']." Current content: "[PASTE CURRENT SECTION]." Snippet type for this query: [TYPE — paragraph / list / table]. Rewrite requirements: (1) direct answer in first sentence, (2) [SNIPPET TYPE] format, (3) 40-60 words for paragraph snippets, (4) include query keyword. Show before and after.

**VARIABLES TO CUSTOMIZE:**

- [QUERY] — the specific Google search query you're targeting for the snippet
- [CURRENT SECTION] — paste your existing content for this section
- [SNIPPET TYPE] — research in Google to see what format currently appears

**EXPECTED OUTPUT:** A before/after rewrite showing the original section and the snippet-optimized version. Snippet version follows the correct format (paragraph/list/table), includes the query keyword, and leads with a direct answer.

---

## SEO-39: Video SEO — YouTube Title and Description

**CONTEXT:** Use when optimizing YouTube videos for search. YouTube is the world's second-largest search engine — titles and descriptions that match search intent perform significantly better than creative titles that no one searches for.

**PROMPT:** Act as a YouTube SEO specialist. Write optimized copy for a YouTube video about [VIDEO TOPIC — e.g., "how to write a Facebook ad using AI"]. Include: (1) 3 title variants (under 70 characters, keyword-first format), (2) video description (300-500 words: keyword in first line, timestamps, key points, links, CTA, hashtags), (3) 5 tag suggestions. Target keyword: [KEYWORD — e.g., "how to write Facebook ads with AI"]. Label all elements.

### VARIABLES TO CUSTOMIZE:

- [VIDEO TOPIC] — the specific topic of your video
- [KEYWORD] — the YouTube search term you're targeting
- [LINKS] — links to include in description (product, website, lead magnet)

**EXPECTED OUTPUT:** 3 YouTube title variants (under 70 chars each), a 300-500 word video description with timestamps placeholder, CTAs, and hashtags, plus 5 tag suggestions. All optimized for the target keyword.

---

## SEO-40: Backlink Outreach Email — Resource Page

**CONTEXT:** Use when conducting resource page link building. Resource pages ("best marketing tools," "useful resources") are maintained by sites for their audience — they welcome relevant additions because it improves their page.

**PROMPT:** Act as a link building outreach specialist. Write a resource page backlink outreach email for [BRAND NAME] to a site maintaining a resource page about [RESOURCE TOPIC — e.g., "AI marketing tools"]. Subject line (under 50 chars): specific and value-focused. Body (under 150 words): (1) reference their specific resource page, (2) suggest [RESOURCE NAME] as an addition with one-sentence value pitch, (3) link to [RESOURCE URL], (4) small ask. No bulk-email language.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [RESOURCE TOPIC] — the topic of the target site's resource page
- [RESOURCE NAME] — the specific resource you're suggesting be added
- [RESOURCE URL] — the URL of your resource

**EXPECTED OUTPUT:** A 150-word resource page outreach email with a specific subject line and a clear, value-focused pitch. Reads as a genuine contribution suggestion, not a link-building template.

---

### **SEO-41: Content Refresh Brief — Outdated Post**

**CONTEXT:** Use when refreshing an existing blog post that's lost rankings. Content refreshes are often faster and higher-ROI than writing new posts — this brief structures the refresh so it actually improves rankings.

**PROMPT:** Act as a content refresh strategist. Write a refresh brief for a blog post about [TOPIC] that's lost rankings. Current post URL: [URL]. Original publish date: [DATE]. Issues to address (choose applicable): outdated statistics, missing sections, thin content, keyword gaps, poor featured snippet formatting, slow load due to images. Refresh plan: (1) what to update, (2) what to add, (3) what to remove, (4) new sections to write, (5) republish date. Format as a prioritized action list.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — e.g., "AI marketing prompts guide"
- [URL] — your actual post URL
- [DATE] — original publish date
- Run the post through an SEO audit tool before briefing

**EXPECTED OUTPUT:** A prioritized content refresh action list with 5 categories (update/add/remove/new sections/republish). Applies the most impactful SEO changes first. Can be executed in priority order.

---

### **SEO-42: Blog Monetization CTA — In-Content Placement**

**CONTEXT:** Use to write in-content CTAs within blog posts. Contextual in-content CTAs convert better than sidebar ads or footer CTAs because they appear at moments of peak reader engagement.

**PROMPT:** Act as a blog monetization copywriter. Write 3 in-content CTA variants for placing within a blog post about [BLOG TOPIC — e.g., "AI marketing prompts"]. Product: [PRODUCT NAME]. Each CTA: 2-3 sentences + link anchor text. Variant 1: placed after the problem section (pain-aware reader). Variant 2: placed mid-article (engaged reader). Variant 3: placed at the end (converted reader). Each CTA must feel contextually relevant to the section it's placed in.

### **VARIABLES TO CUSTOMIZE:**

- [BLOG TOPIC] — the topic of the blog post this CTA is embedded in
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LINK ANCHOR TEXT] — the anchor text for the inline link

**EXPECTED OUTPUT:** Three in-content CTA variants (2-3 sentences each) with placement rationale. Each is contextually relevant to where in the post it appears. Reads as natural content recommendation, not sidebar ad copy.

---

### **SEO-43: Podcast / Interview Pitch — For Backlink and Traffic**

**CONTEXT:** Use to pitch yourself or your brand for podcast appearances. Podcast appearances build authority, create content, and generate backlinks through show notes. The pitch must demonstrate clear value to the host's audience.

**PROMPT:** Act as a podcast pitch specialist. Write a podcast appearance pitch for [SPEAKER NAME/BRAND] targeting [PODCAST TYPE — e.g., "marketing and growth podcasts with 5K+ listeners"]. Pitch email body (under 200 words): (1) brief value statement (why their audience will care), (2) 3 specific topic angles that fit their show, (3) one social proof signal, (4) small ask (15-minute intro call or direct booking link). Subject line: under 50 characters, benefit-focused.

### **VARIABLES TO CUSTOMIZE:**

- [SPEAKER NAME/BRAND] — e.g., "the ContentKit team"
- [PODCAST TYPE] — specific enough to personalize each pitch
- [3 TOPIC ANGLES] — tailored to the specific show's content focus

**EXPECTED OUTPUT:** A 200-word podcast pitch email with subject line and 4-section body. Reads as a genuine value proposition to the host — "here's why my appearance serves your audience."

---

### **SEO-44: YouTube Video Description — Full Optimization**

**CONTEXT:** Use to write a complete YouTube video description that maximizes both search ranking and viewer conversion. Most YouTube descriptions are unhelpfully vague — this template covers all the ranking factors.

**PROMPT:** Act as a YouTube description optimization specialist. Write a complete YouTube video description for a video about [VIDEO TOPIC]. Structure: (1) first 150 characters (shown before "show more"): keyword + compelling hook, (2) full description (300-400 words): what the video covers, who it's for, key points, (3) timestamps, (4) links (product page, lead magnet, related videos), (5) channel subscribe CTA, (6) 3-5 relevant hashtags at the end. Target keyword: [KEYWORD].

**VARIABLES TO CUSTOMIZE:**

- [VIDEO TOPIC] — specific video topic
- [KEYWORD] — primary YouTube keyword
- [LINKS] — your actual product, lead magnet, and related video URLs

**EXPECTED OUTPUT:** A complete YouTube description with first-150-character hook, 300-400 word body, timestamps placeholder, links, subscribe CTA, and hashtags. Keyword in first 150 characters. Ready to upload.

---

## **SEO-45: Blog Post — "News" Format for Trending Topics**

**CONTEXT:** Use when covering trending industry news to capture current search volume. News-style blog posts can earn traffic quickly on trending topics — the window is short, but the returns on timely content can be significant.

**PROMPT:** Act as an SEO news blog writer. Write a [TOPIC — e.g., "AI in marketing"] news post about [NEWS EVENT — e.g., "OpenAI's latest model update and what it means for marketers"]. Structure: headline (keyword-targeted, under 10 words), lead paragraph (who/what/when/where/why, 100 words), background context (200 words), implications for [TARGET AUDIENCE] (200 words), expert quote or perspective (optional), CTA. Total: 500-700 words. Published within 48 hours of the news event.

**VARIABLES TO CUSTOMIZE:**

- [NEWS EVENT] — a real, specific news item in your industry
- [TARGET AUDIENCE] — who needs to know this news and why
- Speed is the ranking factor — publish within 48 hours of the event

**EXPECTED OUTPUT:** A 500-700 word news post with keyword headline, inverted-pyramid structure, audience-specific implications, and CTA. Structured for fast publication — research fills in the gaps.

---

## SEO-46: Blog Post — Definitive "Hub" Overview (Topic Cluster Pillar)

**CONTEXT:** Use for the pillar page that sits at the center of a topic cluster. The pillar page must cover the broadest version of a topic while linking out to cluster content that covers subtopics in depth.

**PROMPT:** Act as a pillar content writer. Write a complete pillar page outline for "[BROAD TOPIC — e.g., 'AI Marketing']". This page must: (1) rank for the head keyword, (2) link to 8 cluster pieces, (3) cover the topic broadly (not deep on any subtopic), (4) serve both search intent and conversion. Outline: H1, intro (200 words), 8 H2 sections (one per cluster topic, 300 words each), summary, and CTA. Total target: 3,000-4,000 words.

### VARIABLES TO CUSTOMIZE:

- [BROAD TOPIC] — your pillar topic
- [8 CLUSTER TOPICS] — the 8 subtopics your cluster content covers
- Each H2 should internally link to its corresponding cluster piece

**EXPECTED OUTPUT:** A pillar page outline with H1, intro, 8 H2 sections, summary, and CTA. Total 3,000-4,000 words. Each H2 section is designed to stand alone but also to link to deeper cluster content.

---

## SEO-47: SEO-Optimized Product Review Post

**CONTEXT:** Use when writing a sponsored or organic review of your own product designed to rank for "[product name] review" searches. Review posts with authentic perspectives rank well because Google prioritizes first-hand experience signals.

**PROMPT:** Act as a product review blog writer. Write a review post for [PRODUCT NAME] targeting the keyword "[PRODUCT NAME] review." Include: (1) review summary (100 words — verdict first), (2) what's included (specific list), (3) 3 pros (with specific examples), (4) 2 honest cons, (5) who it's best for, (6) who should not buy it, (7) pricing and value assessment, (8) final verdict + CTA. Be genuinely balanced — if the cons aren't real, the review won't earn trust or rankings.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PROS] — specific advantages — not "it's great"
- [CONS] — real limitations — e.g., "not for total AI beginners / no video format"

**EXPECTED OUTPUT:** A structured review post with verdict-first summary, 8 sections including genuine pros and cons, audience fit guidance, and final verdict CTA. Targets "[product name] review" keyword.

---

## **SEO-48: Blog Post — "X Mistakes" Warning Format**

**CONTEXT:** Use for "mistakes to avoid" content targeting risk-averse buyers who want to learn before doing. Warning posts rank well for long-tail searches and earn shares from people who recognized their own past mistakes.

**PROMPT:** Act as a warning-format SEO blog writer. Write a "[NUMBER] [TOPIC] Mistakes to Avoid" post. Target keyword: "[KEYWORD — e.g., 'AI marketing prompt mistakes']". Include: intro (150 words: establish the cost of these mistakes), [NUMBER] mistakes — each with H3 title, description of the mistake, why it happens, and the fix (150 words each), conclusion + CTA. [NUMBER]: 7-10. Total: 1,500-2,000 words.

### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — the mistakes you're warning about
- [KEYWORD] — the search query targeting this content
- [MISTAKES] — specific, real mistakes from your experience or customer research

**EXPECTED OUTPUT:** A 7-10 mistake warning post (1,500-2,000 words) with intro, H3 mistake sections (description/cause/fix), and CTA conclusion. Each mistake is specific and the fix is actionable.

---

## **SEO-49: Blog Post — "Quick Wins" Format (Short, High-Impact)**

**CONTEXT:** Use for short-form SEO posts targeting "quick tips" or "fast results" search intent. Short blog posts (800-1,200 words) can rank just as well as long ones when the keyword has low competition and the post matches intent precisely.

**PROMPT:** Act as a quick-wins SEO blog writer. Write a short-form blog post titled "[TITLE — e.g., '5 AI Marketing Prompt Quick Wins for This Week']". Target keyword: [KEYWORD]. Structure: brief intro (100 words), 5 quick wins (150 words each with a specific example), and a CTA. Total: 900-1,100 words. Each quick win must be something the reader can implement today — not a strategy that takes weeks.

### **VARIABLES TO CUSTOMIZE:**

- [TITLE] — keyword-targeted title promising fast results

- [KEYWORD] — the target keyword
- [5 QUICK WINS] — specific, immediately actionable wins in your topic area

**EXPECTED OUTPUT:** A 900-1,100 word quick wins post with 5 specifically actionable items and a brief CTA. Each item can be implemented the same day. Short enough to read in 5 minutes.

---

## **SEO-50: Blog Post — "Lessons Learned" Personal Experience**

**CONTEXT:** Use for first-person experience posts that share specific lessons from doing something. Google's Helpful Content and E-E-A-T guidelines reward first-hand experience — these posts signal authenticity and expertise.

**PROMPT:** Act as a personal experience blog writer. Write a first-person "lessons learned from [EXPERIENCE — e.g., 'testing 200 AI marketing prompts over 3 months']" blog post. Include: hook (150 words: the experience and why it matters), 6 specific lessons (200 words each: the lesson, what happened, what I learned, what I'd do differently), conclusion + product CTA. Total: 1,500-2,000 words. Maintain first-person voice throughout. Include specific details — numbers, dates, results.

### **VARIABLES TO CUSTOMIZE:**

- [EXPERIENCE] — a specific, real experience you had that produced learnable insights
- [6 LESSONS] — genuine, specific lessons — not generic advice dressed up as personal experience

**EXPECTED OUTPUT:** A 1,500-2,000 word first-person lessons learned post with hook, 6 specific lessons (each with real detail), and a CTA. E-E-A-T signals come from specificity — dates, numbers, and specific outcomes.

---

## **SEO-51: On-Page SEO Audit — Copy Evaluation**

**CONTEXT:** Use to audit the copy of an existing page against on-page SEO best practices. This prompt generates an audit framework you apply to any page — not an automated scan, but a systematic copy review.

**PROMPT:** Act as an on-page SEO copy auditor. Create an on-page copy audit checklist for [PAGE NAME — e.g., "AI Marketing Prompt Kit product page"]. Evaluate: (1) keyword in H1 (yes/no), (2) keyword in first 100 words (yes/no), (3) keyword in at least one H2

(yes/no), (4) semantic/related terms present, (5) meta title character count and keyword, (6) meta description character count and CTA, (7) alt text on images, (8) internal links (3+), (9) external authority links. Report format with pass/fail/improve.

**VARIABLES TO CUSTOMIZE:**

- [PAGE NAME] — the specific page you're auditing
- [KEYWORD] — the target keyword for this page
- Conduct this audit before and after any major copy revision

**EXPECTED OUTPUT:** A 9-point on-page SEO copy audit checklist with pass/fail/improve criteria for each point. Apply to any page. Shows specifically which SEO copy elements need improvement.

---

## **SEO-52: Search Intent Analysis — 4 Types for a Keyword**

**CONTEXT:** Use to analyze the search intent behind a keyword before writing content. Creating content that mismatches intent is the #1 reason well-written posts don't rank — this analysis prevents that.

**PROMPT:** Act as a search intent analyst. Analyze the search intent for this keyword: "[KEYWORD — e.g., 'AI marketing prompts']". For each of the 4 intent types: (1) Informational — would a user with this intent want to learn, or just get a quick answer? (2) Commercial Investigation — is this keyword used to compare before buying? (3) Transactional — would users with this intent want to buy now? (4) Navigational — are users looking for a specific brand or page? Conclude with: the primary intent and the recommended content type.

**VARIABLES TO CUSTOMIZE:**

- [KEYWORD] — the keyword you're analyzing before writing
- Cross-reference with Google SERP — what types of results appear on page 1?

**EXPECTED OUTPUT:** A search intent analysis for one keyword covering all 4 intent types, with a conclusion stating the primary intent and the recommended content type (blog post / product page / comparison post / etc.).

---

## SEO-53: Thin Content Expansion — Pad to Minimum Length

**CONTEXT:** Use when you have existing content that Google has flagged as thin (under 500 words) or that lacks depth. Expanding thin content with specific, useful sections is often faster than writing a new post.

**PROMPT:** Act as a content expansion specialist. Take this thin piece of content and expand it to 800-1,200 words without adding filler: [EXISTING CONTENT — paste your content]. Expansion instructions: (1) identify which sections are thin, (2) add specific examples where missing, (3) add one FAQ section (3 questions), (4) add internal links as [LINK PLACEHOLDER] notes, (5) improve keyword density for [KEYWORD] without over-optimizing. Show original and expanded version.

### VARIABLES TO CUSTOMIZE:

- [EXISTING CONTENT] — paste your thin content
- [KEYWORD] — the target keyword
- Only expand with genuinely useful content — not padded filler

**EXPECTED OUTPUT:** An expanded version of your content (800-1,200 words) with thin sections identified, examples added, FAQ section, and internal link placeholders. Each expansion adds genuine value, not word count.

---

## SEO-54: Backlink Profile Brief — Target URL Types

**CONTEXT:** Use to design a link building strategy for a specific page. Different types of backlinks (editorial, resource page, guest post, directory) have different difficulty and value profiles — this brief prioritizes the right mix.

**PROMPT:** Act as a link building strategy specialist. Write a link building brief for [PAGE URL/DESCRIPTION — e.g., "the AI Marketing Prompt Kit product page"]. Target DR/authority range: [AUTHORITY RANGE — e.g., "DR 30-70"]. Include: (1) 5 link types to target (resource pages, comparison posts, guest posts, PR, directories), (2) outreach approach for each, (3) anchor text distribution plan (branded/partial-match/naked URL ratios), (4) monthly link target, and (5) red flags to avoid.

### VARIABLES TO CUSTOMIZE:

- [PAGE URL/DESCRIPTION] — the specific page you're building links to
- [AUTHORITY RANGE] — your target domain rating range for backlinks

**EXPECTED OUTPUT:** A link building brief with 5 link types, outreach approaches, anchor text distribution plan, monthly target, and red flag list. Actionable — can be handed to an SEO specialist or executed in-house.

---

## **SEO-55: SEO Case Study — Format and Structure**

**CONTEXT:** Use when writing an SEO case study documenting your content strategy results. SEO case studies earn backlinks from SEO communities and establish your expertise in the space.

**PROMPT:** Act as an SEO case study writer. Write the structure and intro for an SEO case study documenting [RESULT — e.g., "how a new digital product site got to 1,000 organic visits/month in 90 days"]. Include: (1) executive summary (100 words, result-led), (2) starting point (baseline metrics), (3) strategy section (3-5 tactics used), (4) results section (specific metrics), (5) lessons section (what worked, what didn't), (6) what others can replicate. Structure only — you fill in with your real data.

### **VARIABLES TO CUSTOMIZE:**

- [RESULT] — the specific outcome you're documenting
- [TACTICS] — the actual SEO tactics you used
- Use only real data — fabricated case study metrics destroy credibility

**EXPECTED OUTPUT:** A 6-section SEO case study structure with 100-word executive summary. Each section has a clear purpose and the questions it answers. Fill in with your real metrics and tactics.

---

## **SEO-56: Topical Authority Plan — 3-Month Calendar**

**CONTEXT:** Use when building topical authority in a new content area. Topical authority requires publishing multiple pieces of quality content on related topics — this 3-month calendar builds authority systematically.

**PROMPT:** Act as a topical authority content planner. Write a 3-month content calendar for building topical authority in [TOPIC — e.g., "AI marketing"]. Month 1: foundation posts (3 articles — broad overview, key subtopic 1, key subtopic 2). Month 2: depth posts (3 articles — specific how-tos, comparison, case study). Month 3: authority builders (3 articles — expert roundup, original research, ultimate guide). For each post: title, target keyword, word count target, and content type. 9 posts total.

### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — the topical authority area you're building in
- Each post should target a distinct keyword — no overlap
- Include internal linking instructions between posts

**EXPECTED OUTPUT:** A 3-month 9-post topical authority calendar with post titles, keywords, word counts, content types, and monthly theme. Each month builds on the last. Includes internal linking guidance.

---

### **SEO-57: Content Distribution Plan — Post-Publish SEO Amplification**

**CONTEXT:** Use after publishing a new blog post to maximize its initial distribution and signal freshness to Google. Content amplification in the first 48 hours drives early traffic signals that influence long-term ranking.

**PROMPT:** Act as a content distribution specialist. Write a 48-hour post-publish distribution plan for a new blog post about [TOPIC]. Platform distribution: (1) email list (what to send, when), (2) Twitter/X (2-3 tweet variants), (3) LinkedIn (1 post variant), (4) relevant subreddits or communities (which ones, what angle), (5) Pinterest (1 pin description), (6) internal linking action (which existing posts to add links from). Specific and time-ordered.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — the blog post topic
- [RELEVANT COMMUNITIES] — Reddit, Facebook groups, Slack communities relevant to your audience
- Complete within 48 hours of publishing for maximum freshness signal

**EXPECTED OUTPUT:** A time-ordered 48-hour content distribution plan with platform-specific content for 6 channels. Each platform receives appropriately formatted content — not the same text copy-pasted everywhere.

---

### **SEO-58: Blog Post — Data-Led Original Research**

**CONTEXT:** Use to structure an original research blog post. Data-led posts earn the most backlinks of any content type — because other creators cite them as sources. They require original data (survey, analysis, experiment) but earn backlinks for years.

**PROMPT:** Act as a research post framework writer. Write the structure for an original research post for [BRAND NAME] on [RESEARCH TOPIC — e.g., "how marketers use AI tools in 2025"]. Structure: (1) executive summary (100 words), (2) methodology (how data was collected — survey, experiment, analysis), (3) 5 key findings with chart/graph descriptions, (4) interpretation section (what the findings mean), (5) implications for [TARGET AUDIENCE], (6) methodology appendix. This is the structure framework — you fill in with your real research data.

**VARIABLES TO CUSTOMIZE:**

- [RESEARCH TOPIC] — your specific research topic
- [DATA COLLECTION METHOD] — survey, experiment, analysis of existing data
- Do not fabricate research data — this framework is only valuable with real data

**EXPECTED OUTPUT:** A 6-section original research post structure with executive summary, methodology, 5 findings, interpretation, implications, and appendix. Framework only — real data fills in each section.

---

## **SEO-59: SEO-Optimized Gated Content (Lead Magnet) Page**

**CONTEXT:** Use for a landing page that offers a gated resource (PDF, template, guide) in exchange for an email. These pages can rank organically for "[resource topic] template" or "[resource topic] checklist" keywords.

**PROMPT:** Act as a gated content SEO page writer. Write copy for a landing page for the free resource: "[RESOURCE NAME — e.g., '5 AI Marketing Prompt Templates — Free Download']". Target keyword: [KEYWORD — e.g., "AI marketing prompt templates free"]. Page sections: H1 (keyword included), what it is (100 words), who it's for (3 bullet points), what's inside (5 specifics), how to access (email capture), and meta copy. Total: 300-400 words.

**VARIABLES TO CUSTOMIZE:**

- [RESOURCE NAME] — your actual free resource name
- [KEYWORD] — what people search for to find this type of free resource
- [5 SPECIFICS] — what's literally inside the resource — specific, not vague

**EXPECTED OUTPUT:** A gated content landing page (300-400 words) with keyword-optimized H1, what/who/inside sections, email capture framing, and meta copy. Ranks for "[resource type] free" keywords.

---

## SEO-60: Rich Snippet Optimization — Review/Rating Schema

**CONTEXT:** Use to add review schema markup to a product or blog page, enabling Google to show star ratings in search results. Star ratings in SERP dramatically improve click-through rates — often doubling CTR for the same position.

**PROMPT:** Act as a review schema specialist. Write the review schema markup guidance for [PRODUCT NAME] to enable star ratings in Google search results. Include the field-value pairs for: Review type (AggregateRating vs. individual Review), ratingValue, bestRating, reviewCount or ratingCount, author (for individual reviews), and itemReviewed. Provide guidance on: how many reviews are needed, where to collect them, and how to keep schema compliant with Google's review policy.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [RATING DATA] — your actual rating value and review count
- Must meet Google's requirements: reviews must be written by real buyers, not the brand

**EXPECTED OUTPUT:** Review schema field-value guidance with compliance notes. Enables star rating display in Google SERP when implemented as JSON-LD. Includes policy guidance to avoid penalties.

---

## Category 6: Brand Strategy

---

These prompts cover the foundational brand strategy elements that most businesses skip — positioning statements, messaging hierarchies, tone of voice, ideal customer profiles, competitive differentiation, and brand stories. Each prompt produces a strategic document, not just copy.

---

### 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 × 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.

---

## **BS-26: Brand Naming — Descriptive vs. Abstract Evaluation**

**CONTEXT:** Use when deciding between a descriptive name (tells what it does) vs. an abstract name (memorable but needs building). Neither is universally better — this framework evaluates which approach is right for your specific context.

**PROMPT:** Act as a brand naming strategist. Write an evaluation of descriptive vs. abstract naming for [BRAND TYPE — e.g., "an AI marketing tool brand"]. Include: (1) advantages of descriptive naming for this context, (2) advantages of abstract naming for this context, (3) decision criteria (what factors tip the balance?), (4) recommendation for [BRAND TYPE] with rationale, (5) 3 descriptive name examples and 3 abstract name examples that fit the brand. Under 300 words.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND TYPE] — describe your product/business type
- Consider: budget for brand building, competition, SEO needs, international expansion

**EXPECTED OUTPUT:** A 300-word naming approach evaluation with advantage analysis, decision criteria, recommendation, and 3+3 name examples. Applies to any brand naming decision.

---

## **BS-27: Marketing Calendar Strategy — Annual Planning**

**CONTEXT:** Use to plan the annual brand marketing calendar. An annual calendar aligned with business goals, seasonal moments, and content themes prevents reactive, scattered marketing and creates consistent audience build.

**PROMPT:** Act as a marketing calendar strategist. Write a 12-month marketing calendar framework for [BRAND NAME]. For each quarter: (1) primary marketing theme, (2) product focus (what to promote), (3) key seasonal moments to activate, (4) content pillar emphasis, (5) launch/promotion windows. Format as 4 quarterly blocks (not month-by-month — high-level planning only). This is a strategy framework, not a day-by-day schedule.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCTS TO PROMOTE] — list your products and which quarters they're most relevant
- [SEASONAL MOMENTS] — what seasons or events matter to your specific audience

**EXPECTED OUTPUT:** A 4-quarter marketing calendar framework with 5 fields per quarter. High-level strategy — not tactical execution. Serves as the annual planning document that content calendars are built from.

---

## **BS-28: Brand Partnership Criteria — Vetting Framework**

**CONTEXT:** Use before entering any brand partnership, co-marketing deal, or affiliate relationship. Partnerships that misalign values or audiences dilute brand positioning — this framework prevents costly misalignments.

**PROMPT:** Act as a brand partnership strategist. Write a brand partnership criteria framework for [BRAND NAME]. Include: (1) 5 must-haves (criteria a partner must meet), (2) 5 deal-breakers (criteria that automatically disqualify a partner), (3) audience alignment score methodology (how to assess whether their audience matches your ICP), (4) values alignment check (3 questions to ask before signing), (5) partnership evaluation scorecard (7 criteria, 1-5 scale). Under 300 words.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [MUST-HAVES] — based on your specific brand values and audience requirements

**EXPECTED OUTPUT:** A 5-section partnership criteria framework with must-haves, deal-breakers, audience alignment method, values check, and 7-criteria scorecard. Use before committing to any partnership.

---

## **BS-29: Brand Color Psychology Brief**

**CONTEXT:** Use when selecting or validating brand colors. Color psychology directly influences how your brand makes people feel — and whether it's appropriate for your category and audience. This prompt produces a brief for a designer.

**PROMPT:** Act as a brand design strategist. Write a brand color psychology brief for [BRAND NAME]. Include: (1) emotional values to express visually (from your brand voice/positioning), (2) analysis of 3 primary colors being considered: [COLOR 1], [COLOR 2], [COLOR 3] — psychological associations, category norms, and competitor usage for each, (3) recommended primary color with rationale, (4) recommended accent color combination, (5) colors to avoid and why. Brief for a designer — under 250 words.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [COLOR 1/2/3] — color options you're considering (e.g., "Navy blue / Bright orange / Forest green")
- Reference your competitor's color choices — differentiation applies to visual identity too

**EXPECTED OUTPUT:** A 250-word color psychology brief with emotional values, 3-color analysis, recommendation, accent combination, and avoidance list. Designer-ready input for visual identity development.

---

### **BS-30: Elevator Pitch — 3 Versions (15/30/60 seconds)**

**CONTEXT:** Use to develop a polished, consistent elevator pitch in three lengths for different contexts. A 15-second version is for casual intro; 30 seconds for a networking event; 60 seconds for a sales call opening.

**PROMPT:** Act as a pitch writer. Write 3 elevator pitch versions for [BRAND NAME / PRODUCT NAME]: (1) 15-second version (~~30 words~~): ~~one sentence on who you help + one sentence on how + CTA.~~ (2) ~~30-second version~~ (60 words): add the problem and one proof point. (3) 60-second version (~120 words): add the mechanism, one customer example, and a specific ask. All three must be consistent in positioning and comfortable to say aloud — test for natural speech rhythm.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME / PRODUCT NAME] — e.g., "ContentKit / AI Marketing Prompt Kit"
- [PROOF POINT] — e.g., "used by 500+ marketers"
- [CUSTOMER EXAMPLE] — a brief, relatable use case
- [SPECIFIC ASK] — what you want the listener to do next

**EXPECTED OUTPUT:** 3 elevator pitch versions (15/30/60 second) with word counts. All consistent in positioning. Each ends with a specific ask or CTA appropriate to the conversation length.

---

### **BS-31: Brand Refresh Brief — Minor vs. Major**

**CONTEXT:** Use when evaluating whether your brand needs a minor refresh (tone, copy, secondary visual elements) or a major rebrand (name, primary color, positioning). This framework structures the decision.

**PROMPT:** Act as a brand strategy consultant. Write a brand refresh evaluation for [BRAND NAME]. Evaluate whether a minor refresh (update copy/tone/secondary visuals) or major rebrand (name/color/positioning) is warranted based on: (1) current brand equity (what customers associate with the brand today), (2) the gap between intended and perceived positioning, (3) competitive landscape changes, (4) product evolution since last brand update, (5) cost-benefit of each approach. Recommendation: minor or major, with rationale. Under 350 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Conduct customer interviews or survey before using this framework — it requires real data

**EXPECTED OUTPUT:** A 350-word brand refresh evaluation with 5-criteria analysis and a minor/major recommendation with rationale. Prevents over-investing in a full rebrand when copy/tone updates would suffice.

---

## **BS-32: Affiliate Program Brand Guidelines**

**CONTEXT:** Use to define how affiliates can and cannot represent your brand. Clear brand usage guidelines for affiliates protect brand integrity while making affiliates more effective.

**PROMPT:** Act as a brand protection specialist. Write affiliate brand usage guidelines for [BRAND NAME]. Include: (1) approved brand name and product name usage (exact spellings, capitalization), (2) approved claims affiliates can make (3-5 specific, factual claims), (3) prohibited claims (5 things affiliates cannot say), (4) approved creative assets description and where to find them, (5) tone guidance (2-3 sentences on how [BRAND NAME] should sound in affiliate content), (6) compliance/FTC disclosure requirement. Under 300 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [APPROVED CLAIMS] — specific, factual claims that are verified
- [PROHIBITED CLAIMS] — specific examples of the types of misleading claims to prohibit

**EXPECTED OUTPUT:** A 300-word affiliate brand guidelines document with 6 sections: naming, approved claims, prohibited claims, creative assets, tone guidance, and FTC disclosure requirement.

---

### **BS-33: ICP Interview Script — Customer Research**

**CONTEXT:** Use to conduct customer discovery interviews that deepen ICP knowledge. Real ICP data from interviews consistently outperforms assumed personas — this script is designed to surface unexpected insights.

**PROMPT:** Act as a customer research specialist. Write a 30-minute customer interview script for [BRAND NAME] targeting [CUSTOMER TYPE — e.g., "freelance marketers who purchased the AI Marketing Prompt Kit"]. Include: (1) opening/rapport (2 minutes), (2) situation questions (before discovery of [PRODUCT NAME]) — 5 questions, (3) problem exploration — 3 questions, (4) decision questions (why they bought) — 4 questions, (5) usage and outcomes — 3 questions, (6) improvement and referral — 2 questions. Total: 20 questions.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [CUSTOMER TYPE] — the specific segment you're interviewing
- Ask open-ended questions — avoid yes/no questions that don't generate insight

**EXPECTED OUTPUT:** A 20-question interview script organized in 6 sections, each with a stated purpose. Questions are open-ended and sequenced to build rapport before asking difficult/critical questions.

---

### **BS-34: Brand Consistency Audit — Multi-Channel Check**

**CONTEXT:** Use to verify that brand voice, positioning, and visual identity are consistent across all active marketing channels. Inconsistency creates brand confusion that reduces conversion across every channel simultaneously.

**PROMPT:** Act as a brand consistency auditor. Write a 5-channel consistency audit for [BRAND NAME]. Channels to audit: (1) website homepage, (2) Facebook ads, (3) email newsletter, (4) LinkedIn company page, (5) Instagram. For each channel: check that headline/tagline language matches positioning, tone matches brand voice guide, visual style is consistent, and CTA aligns with channel-appropriate goal. Format: audit questions per channel. 4 questions per channel.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Replace channels with your actual active channels

- Run this audit quarterly — brand consistency drifts over time

**EXPECTED OUTPUT:** A 5-channel, 4-question-per-channel brand consistency audit (20 questions total). Questions are yes/no with improvement guidance if "no." Run against actual live assets.

---

### **BS-35: Brand Narrative Framework — Hero's Journey**

**CONTEXT:** Use to map your brand's story onto the Hero's Journey narrative structure. This framework makes brand stories more compelling by giving them the universal structure that all memorable stories share.

**PROMPT:** Act as a brand narrative strategist. Map [BRAND NAME]'s brand story onto the Hero's Journey. Stages to complete: (1) Ordinary World — the market before [BRAND NAME] existed, (2) Call to Adventure — the problem that demanded a solution, (3) Refusal — what was tried and failed, (4) Mentor — the insight or discovery that changed things, (5) Transformation — what [PRODUCT NAME] enables, (6) Return with the Elixir — the world with [BRAND NAME] in it. The customer is the Hero — not the brand. 300 words.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- The customer = the Hero; [BRAND NAME] = the Mentor/Guide
- Avoid making the brand the hero — the buyer must see themselves in the story

**EXPECTED OUTPUT:** A 300-word Hero's Journey brand narrative mapping with 6 stages. Customer-as-hero framing throughout. Serves as a storytelling framework for landing pages, About pages, and pitch decks.

---

### **BS-36: Messaging Testing Framework — 4-Variable Test**

**CONTEXT:** Use to design a systematic messaging test that identifies which message resonates most with your audience. Testing 4 variables simultaneously (audience, problem, outcome, mechanism) reveals the highest-impact message.

**PROMPT:** Act as a messaging test designer. Write a 4-variable messaging test framework for [BRAND NAME]. Test 4 variables: (1) Audience framing (2 variants: broad vs. specific), (2) Problem framing (2 variants: tactical problem vs. emotional pain), (3) Outcome framing (2 variants: time-based vs. quality-based), (4) Mechanism framing (2 variants: how-it-works vs. what-you-get). For each variable: write the 2 message variants. Test via Facebook ads (cheapest message testing method). Total: 8 ad variants.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Design the 8 variants around your actual product's genuine attributes

**EXPECTED OUTPUT:** A messaging test framework with 8 labeled ad message variants testing 4 variables (2 variants each). Each variant is a complete ad headline or primary text. Structure for a \$200-\$400 Facebook message test.

---

### **BS-37: Brand Crisis Communication Template**

**CONTEXT:** Use to prepare brand crisis response templates before a crisis occurs. Having pre-written templates for common crisis scenarios (negative review blowup, product failure, controversial post) dramatically reduces response time.

**PROMPT:** Act as a brand crisis communications specialist. Write response templates for 3 brand crisis scenarios for [BRAND NAME]: Scenario 1: product didn't work for a customer and they posted publicly. Scenario 2: misleading claim made by an affiliate caused customer complaints. Scenario 3: pricing change announced poorly and customers are angry. For each: (1) platform-appropriate response (public comment), (2) private follow-up message, (3) proactive post if needed. Under 150 words per scenario.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Customize Scenarios 1-3 to your most likely real crisis types

**EXPECTED OUTPUT:** 3 crisis response template sets (public response + private follow-up + optional proactive post), each under 150 words. Tone: honest, empathetic, solution-oriented. Prepared before crisis, not during.

---

### **BS-38: Brand Differentiation Statement — One Page**

**CONTEXT:** Use to create a one-page brand differentiation document for internal alignment and external communications. This document should be referenced whenever writing any customer-facing copy.

**PROMPT:** Act as a differentiation communications specialist. Write a one-page brand differentiation document for [BRAND NAME]. Sections: (1) who we serve (ICP in 50 words), (2) what problem we solve (the specific pain, not generic), (3) how we solve it

differently from alternatives, (4) what makes that difference credible (proof), (5) the most important thing to communicate in any context (1 sentence). Use this information: [BRAND DETAILS]. Total: one page, under 400 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [BRAND DETAILS] — describe your product, audience, differentiators, and proof

**EXPECTED OUTPUT:** A one-page (under 400 words) brand differentiation document with 5 labeled sections. Used by anyone writing copy for the brand to stay aligned on what to say and why.

---

### **BS-39: Brand Playbook Outline — Full Document Structure**

**CONTEXT:** Use to create the structure for a comprehensive brand playbook. A brand playbook ensures consistent execution across team members, freelancers, and AI tools — anyone creating brand content starts from the same foundation.

**PROMPT:** Act as a brand documentation specialist. Write the complete outline for a brand playbook for [BRAND NAME]. Include all sections: brand overview, positioning statement, ICP, messaging hierarchy, tone of voice guide, visual identity summary, writing style guide, content pillars, product descriptions, key claims, and prohibited language. For each section: section name, 2-sentence description of what it contains, and recommended length. Format as an annotated table of contents.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Add or remove sections based on your brand's complexity and team size

**EXPECTED OUTPUT:** A brand playbook table of contents with 10+ sections, 2-sentence descriptions per section, and recommended lengths. Use as the master brief for actually writing the playbook.

---

### **BS-40: Pricing Strategy — Value Communication Brief**

**CONTEXT:** Use when setting or communicating pricing. Price is a brand signal — a \$27 product communicates something different than a \$47 product, even if the content is identical. This brief aligns pricing with positioning.

**PROMPT:** Act as a pricing and value communication strategist. Write a pricing strategy brief for [PRODUCT NAME]. Current or planned pricing: [PRICE]. Include: (1) what this price signals about the brand (premium / accessible / fair), (2) anchor points — what alternatives cost that justify this price, (3) the "table" (what's included that makes this price feel like a deal), (4) price barrier assessment (at what price does purchase hesitation significantly increase?), (5) value communication recommendations for landing page. Under 300 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit — Full Kit"
- [PRICE] — your actual price or the price you're considering
- [ANCHOR POINTS] — real costs of alternatives (freelancers, subscriptions, DIY time)

**EXPECTED OUTPUT:** A 300-word pricing strategy brief with price signal analysis, anchor points, value table, barrier assessment, and landing page recommendations. Grounds pricing decisions in positioning, not just margin.

---

## **BS-41: Brand Milestone Announcement Framework**

**CONTEXT:** Use when announcing a brand milestone (first 100 customers, \$10K month, product launch, anniversary). Milestone announcements, when done well, build community and show momentum without feeling self-congratulatory.

**PROMPT:** Act as a milestone communications writer. Write a milestone announcement for [BRAND NAME]'s achievement: [MILESTONE — e.g., "500 customers in the first 90 days"]. Format: 3 versions. Social media post (200 words): thank the community, share the number, explain what it means for the future. Email to existing customers (250 words): more personal, includes a gift or bonus to celebrate with them. Internal team reflection (150 words): honest about what worked, what was hard, what comes next.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [MILESTONE] — your actual specific milestone number or achievement
- [GIFT/BONUS] — something tangible to share with customers as a celebration

**EXPECTED OUTPUT:** Three milestone announcement versions (social/email/internal) at different lengths and tones. Social: public and celebratory. Email: personal and grateful. Internal: honest and forward-looking.

---

## **BS-42: Brand Story — Customer Transformation Version**

**CONTEXT:** Use when the brand story is told from the customer's perspective — their transformation, not the founder's journey. Customer transformation stories are often more persuasive for conversion because the reader sees themselves.

**PROMPT:** Act as a customer story brand writer. Write the brand story for [BRAND NAME] told from the buyer's perspective. Structure: (1) The world before: what buyers were doing before [PRODUCT NAME] existed, (2) The frustration: specific things that were broken or missing, (3) The discovery: how they found [PRODUCT NAME], (4) The transformation: specific things that changed after using it, (5) The world now: what's possible for buyers with [PRODUCT NAME] in their toolkit. 300 words. Second person — "you."

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TRANSFORMATION] — based on real buyer results, not assumed outcomes

**EXPECTED OUTPUT:** A 300-word second-person brand story from the customer's transformation perspective. Used on About pages, sales pages, and onboarding content where the buyer needs to see themselves in the narrative.

---

## **BS-43: Competitive Positioning Statement — "We're Different Because"**

**CONTEXT:** Use to create a clear, concise competitive positioning statement for use in ads, pitches, and sales conversations. The "we're different because" statement answers the most important question in a competitive landscape.

**PROMPT:** Act as a competitive positioning writer. Write the "we're different because" statement for [BRAND NAME] in 3 formats. Format 1: 10 words. Format 2: 25 words. Format 3: 50 words. All three must be specific — not "we're more innovative" but "we're the only [CATEGORY] that [SPECIFIC THING] without [LIMITATION]." Generate 3 candidate statements for each format and rate each on specificity (1-5) and memorability (1-5).

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [CATEGORY] — the category you're competing in
- [SPECIFIC THING] — your actual, defensible differentiator

**EXPECTED OUTPUT:** 9 candidate statements (3 per format) with specificity and memorability ratings. Choose the highest-rated from each format for use. Specific enough that a prospect could repeat it to a colleague.

---

## **BS-44: Social Proof Strategy — Types and Placement**

**CONTEXT:** Use to design a systematic social proof strategy. Different types of social proof (testimonials, counts, ratings, authority mentions, peer comparisons) work at different stages of the buyer journey. This strategy ensures the right proof appears at the right moment.

**PROMPT:** Act as a social proof strategist. Write a social proof deployment plan for [PRODUCT NAME]. Include: (1) 5 types of social proof available (describe each type and what you'd need to collect it), (2) buyer journey placement map (which type of proof belongs at: awareness / consideration / purchase decision / post-purchase), (3) collection strategy (how to get each type), (4) the single highest-impact social proof element for [PRODUCT NAME] and why. Under 350 words.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [5 PROOF TYPES] — e.g., testimonials / review count / star rating / buyer count / case study
- Prioritize proof types you can actually collect with your current customer base

**EXPECTED OUTPUT:** A 350-word social proof strategy with 5 proof types, placement map, collection strategy, and single highest-impact recommendation. Actionable — tells you what to collect and where to use it.

---

## **BS-45: Brand Story Testing — 3 Narrative Angles**

**CONTEXT:** Use when you're unsure which version of your brand story will resonate most. Testing 3 different narrative angles through ad copy or email is faster and more reliable than picking one based on intuition.

**PROMPT:** Act as a brand narrative tester. Write 3 versions of [BRAND NAME]'s brand story for testing — each uses a different narrative angle. Angle 1: Founder frustration — the pain the founder personally experienced. Angle 2: Customer transformation — a buyer's

before/after. Angle 3: Category problem — why the existing market options are all inadequate. Each version: 150 words. Same core facts, different narrative lens. Label which angle each is.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Keep facts consistent across all 3 angles — you're testing the angle, not the information

**EXPECTED OUTPUT:** 3 brand story versions (150 words each) testing 3 narrative angles. Same facts, different perspective and emotional hook. Test via email A/B test or ad copy to see which drives the most engagement.

---

**BS-46: Brand Vocabulary Guide — Words to Use and Avoid**

**CONTEXT:** Use to create a vocabulary guide that ensures all brand communications use consistent language. The specific words a brand uses (and refuses to use) are a powerful part of its identity.

**PROMPT:** Act as a brand language strategist. Write a vocabulary guide for [BRAND NAME]. Include: (1) 10 words/phrases we actively use — and why each fits the brand voice, (2) 10 words/phrases we never use — and why each is off-brand, (3) 5 industry clichés to avoid in our category, (4) 3 competitor language patterns to avoid (so we don't sound like them). Format as two lists with brief explanations.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [USE WORDS] — words that express your brand's specific voice and values
- [AVOID WORDS] — generic/cliché/competitor language that dilutes your brand

**EXPECTED OUTPUT:** A brand vocabulary guide with 10 use words, 10 avoid words, 5 category clichés, and 3 competitor patterns — each with a brief explanation. Reference document for any copywriter or AI tool.

---

**BS-47: Brand Launch Strategy — Go-to-Market Summary**

**CONTEXT:** Use when planning the launch strategy for a new brand or product. A go-to-market summary coordinates positioning, channels, messaging, and timing into a single coherent plan.

**PROMPT:** Act as a launch strategy consultant. Write a go-to-market strategy summary for [BRAND NAME / PRODUCT NAME]. Include: (1) launch positioning (2 sentences: who this is for and why now), (2) primary distribution channel and rationale, (3) secondary channels, (4) launch week sequence (Day 1 → Day 7), (5) first 30-day success metrics, (6) the one thing that will make or break the launch. Under 400 words. Strategy document — not a task list.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME / PRODUCT NAME] — e.g., "ContentKit / AI Marketing Prompt Kit"
- [PRIMARY CHANNEL] — your main traffic/distribution channel
- [SUCCESS METRICS] — specific, measurable goals for the first 30 days

**EXPECTED OUTPUT:** A 400-word go-to-market strategy summary with 6 sections: positioning, primary channel, secondary channels, launch week sequence, 30-day metrics, and critical success factor. One-page strategic overview.

---

## **BS-48: Brand Voice — AI Prompt Calibration Prompt**

**CONTEXT:** Use to calibrate any AI writing tool (ChatGPT, Claude, etc.) to write in your brand's specific voice. This meta-prompt teaches the AI your voice so all subsequent copy outputs are on-brand.

**PROMPT:** Act as a brand voice configuration specialist. Write a brand voice calibration prompt for [BRAND NAME] that can be pasted into any AI tool to configure its writing style. The calibration prompt should include: (1) brand voice description, (2) 3 writing style rules, (3) 3 phrases to always use, (4) 3 phrases to never use, (5) a before/after example showing off-brand → on-brand rewrite, (6) the instruction: "When I ask you to write as [BRAND NAME], follow these rules." Under 200 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [VOICE RULES] — specific, actionable rules (not "be professional" — "use contractions, keep sentences under 20 words, always lead with the benefit")

**EXPECTED OUTPUT:** A 200-word AI voice calibration prompt for [BRAND NAME]. Paste this at the beginning of any AI session to get on-brand copy outputs. Teachable and specific — not vague voice descriptors.

---

## **BS-49: Brand Touchpoint Inventory**

**CONTEXT:** Use to audit every point where a customer interacts with your brand. Most brands have more touchpoints than they realize — and many go unbranded. Inventorying them reveals gaps in brand experience.

**PROMPT:** Act as a brand experience auditor. Create a comprehensive brand touchpoint inventory for [BRAND NAME]. Categories to inventory: pre-purchase (7+ touchpoints), purchase experience (5+ touchpoints), post-purchase (6+ touchpoints), ongoing relationship (4+ touchpoints). For each touchpoint: name it, describe what happens at that touchpoint, rate the current brand experience quality (1-5), and flag if it needs copy/design attention. Format as a table.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Be exhaustive — include every email, page, notification, and packaging element

**EXPECTED OUTPUT:** A touchpoint inventory table organized in 4 phases (pre-purchase/purchase/post-purchase/ongoing) with 22+ touchpoints rated 1-5. Flags which touchpoints need copy or design attention.

---

## **BS-50: Brand Story for Sales Deck / Pitch**

**CONTEXT:** Use when building a pitch deck for investors, partners, or enterprise clients. A pitch deck brand story must be compressed into 2-3 slides while conveying the essence of the opportunity.

**PROMPT:** Act as a pitch deck brand story writer. Write the brand story for [BRAND NAME] formatted for a 3-slide pitch deck section: Slide 1 (The Problem): 1 headline + 3 bullet points quantifying the problem. Slide 2 (The Solution): 1 headline + 3 bullet points describing the solution and differentiation. Slide 3 (The Traction): 1 headline + 3 proof points (metrics, early results, social proof). Each slide: under 60 words. Investor-facing tone: opportunity, not mission statement.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PROBLEM METRICS] — quantify the problem with real data
- [TRACTION PROOF] — real early metrics or customer results

**EXPECTED OUTPUT:** A 3-slide pitch deck copy set with slide headline and 3 bullets per slide. Under 60 words per slide. Investor-facing — leads with opportunity and evidence, not passion and vision.

---

### **BS-51: Competitive Response Playbook**

**CONTEXT:** Use when a key competitor changes their strategy, pricing, or positioning. A competitive response playbook helps you decide how to react — and whether to react at all.

**PROMPT:** Act as a competitive strategy consultant. Write a competitive response playbook for [BRAND NAME] responding to [COMPETITIVE CHANGE — e.g., "a key competitor reducing their price by 40%"]. Include: (1) assess the threat level (critical / moderate / low) and why, (2) response options (3 options: ignore / match / differentiate), (3) recommended response with rationale, (4) messaging adjustment if needed, (5) what NOT to do (common overreactions). Under 300 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [COMPETITIVE CHANGE] — the specific change in the competitive landscape
- Base the threat level on actual market impact, not fear

**EXPECTED OUTPUT:** A 300-word competitive response playbook with threat assessment, 3 response options, recommendation, messaging guidance, and overreaction warnings. Structured decision framework for competitive pressure.

---

### **BS-52: Brand Health Survey — 10-Question Template**

**CONTEXT:** Use to measure brand health with existing customers and subscribers. Brand health surveys reveal gaps between intended and perceived positioning — data that's impossible to get from analytics alone.

**PROMPT:** Act as a brand research specialist. Write a 10-question brand health survey for [BRAND NAME]. Question types: 2 awareness (do they know what the brand is/does?), 2 perception (how do they describe it to others?), 2 differentiation (do they see it as different from alternatives?), 2 satisfaction (are they happy with the product/experience?), 2 advocacy (would they recommend it?). Include: question text, answer format (NPS/open/multiple choice), and what the answer reveals.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- Run this survey with 30-50 current customers for statistically usable results

**EXPECTED OUTPUT:** A 10-question brand health survey with question text, answer format, and insight label for each. Organized by question type. Run annually to track brand perception over time.

---

### **BS-53: PR Strategy Brief — Earned Media Plan**

**CONTEXT:** Use to plan an earned media strategy. Earned media (press coverage, podcast features, newsletter mentions) builds authority and SEO simultaneously. This brief structures the outreach strategy.

**PROMPT:** Act as a PR strategist. Write a 90-day earned media brief for [BRAND NAME]. Include: (1) 3 angles/stories that make [BRAND NAME] newsworthy (not just "we launched"), (2) target media types (blogs, newsletters, podcasts, publications — specific to your niche), (3) outreach approach for each media type, (4) 5 specific targets with rationale (name the outlet, not the contact), (5) content assets needed before outreach begins. Under 350 words.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [NEWSWORTHY ANGLES] — e.g., "data/research we have / founder expertise story / contrarian industry take"
- [TARGET MEDIA] — research specific outlets, not just categories

**EXPECTED OUTPUT:** A 350-word 90-day PR brief with 3 story angles, 3 target media types with outreach approaches, 5 specific outlet targets, and required content assets. Actionable — drives outreach from day one.

---

### **BS-54: Brand Identity Brief for Designer**

**CONTEXT:** Use when briefing a graphic designer for logo, color, and visual identity development. A strong creative brief saves design rounds and prevents expensive misalignments between brand strategy and visual expression.

**PROMPT:** Act as a brand identity briefing specialist. Write a comprehensive brand identity brief for [BRAND NAME]. Include: (1) brand personality summary (5 adjectives with 1-sentence explanations), (2) visual direction (3 reference brand aesthetics and why

each resonates), (3) what to avoid (2 competitor visual styles), (4) color direction (general mood/palette, not specific hex codes), (5) typography direction (formal/casual, serif/sans-serif, display/body text goals), (6) logo concept direction (abstract / wordmark / lettermark / combination — with rationale). Under 300 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [REFERENCE BRANDS] — brands whose visual style resonates — not your competitors
- Brief the feeling, not specific execution — let the designer solve the visual problem

**EXPECTED OUTPUT:** A 300-word brand identity brief with 6 sections covering personality, visual direction, avoidance, color, typography, and logo concept. Designer-ready input that directs without over-constraining.

---

**BS-55: Brand Manifesto**

**CONTEXT:** Use to write a brand manifesto — a declaration of what the brand believes, why it exists, and what it stands against. Manifestos are used on About pages, pitches, social posts, and as internal culture documents.

**PROMPT:** Act as a brand manifesto writer. Write a brand manifesto for [BRAND NAME] (150-200 words). Structure: (1) what [BRAND NAME] believes about [CORE TOPIC], (2) what [BRAND NAME] stands against (the enemy), (3) who [BRAND NAME] is for, (4) the promise [BRAND NAME] makes. Tone: declarative and passionate — not corporate. Every sentence should be something the brand is willing to be held to. Open with "We believe" or a bold declaration.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [CORE TOPIC] — the topic the brand cares most about
- Be willing to take a position — manifestos without a point of view are useless

**EXPECTED OUTPUT:** A 150-200 word brand manifesto with 4 elements: belief statement, enemy declaration, audience definition, and brand promise. Bold and specific — reads as something the brand would tattoo on its proverbial arm.

---

## Category 7: Product Launch

---

These prompts cover every stage of a product launch — from pre-launch waitlist copy to launch day campaigns to post-launch follow-up. Each prompt targets a specific launch objective: building anticipation, driving Day 1 sales, handling objections, and capitalizing on 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.

**VARIABLES TO CUSTOMIZE:**

- [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.

### **VARIABLES TO CUSTOMIZE:**

- [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).

---

## **PL-26: Relaunch Campaign — Reviving a Dormant Product**

**CONTEXT:** Use when relaunching a product that's been available but hasn't been actively promoted. Relaunch campaigns breathe new life into existing offers by adding new reasons to buy now.

**PROMPT:** Act as a relaunch campaign writer. Write a relaunch campaign for [PRODUCT NAME] that has been available but not actively promoted for [TIME PERIOD — e.g., "3 months"]. New reason to buy now: [NEW ANGLE — e.g., "we just added 100 new prompts" or "new bonus added for this week only"]. Structure: 3-email relaunch sequence — Day 1: new development, Day 3: case study/proof, Day 5: deadline. Each email: subject line + 3-sentence summary. Under 200 words each.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [NEW ANGLE] — something genuinely new — not just "buy this product"
- [DEADLINE] — a real or event-based reason to act during this window

**EXPECTED OUTPUT:** A 3-email relaunch sequence (under 200 words each) with subject lines and 3-sentence summaries. Each email introduces something new — doesn't repeat the original launch copy.

---

## PL-27: Launch FAQ for Sales Page

**CONTEXT:** Use to write FAQs specifically for the launch offer — questions that arise around the time-limited nature of the launch, the price, and the bonuses.

**PROMPT:** Act as a launch FAQ copywriter. Write 6 launch-specific FAQs for [PRODUCT NAME]'s sales page. Launch FAQs cover: (1) what happens after the launch window closes, (2) is the launch price available forever, (3) are the bonuses permanent or launch-only, (4) is there a money-back guarantee, (5) can I buy later at the same price, (6) how do I access my purchase immediately. Each answer: 2-4 sentences, specific and honest.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH TERMS] — be accurate about what changes after launch and what stays the same

**EXPECTED OUTPUT:** 6 launch-specific FAQ entries (2-4 sentences each) covering urgency, price changes, bonuses, guarantee, future availability, and access. Handles the most common decision-blockers during launch.

---

## PL-28: Influencer Outreach — Product Gift + Review Request

**CONTEXT:** Use to reach out to influencers, bloggers, or newsletter writers about reviewing your product. Influencer review coverage drives credibility and traffic — this email makes the ask without being transactional.

**PROMPT:** Act as an influencer relations writer. Write an outreach email to [INFLUENCER TYPE — e.g., "a marketing newsletter with 10K subscribers"] for a review or feature of [PRODUCT NAME]. Subject (under 50 chars): mention their specific content, not your product. Body (under 200 words): (1) reference their specific audience, (2) offer a complimentary copy for review — no obligation, (3) brief product description relevant to their audience, (4) small ask: would they be interested in reviewing?

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [INFLUENCER TYPE] — be specific about the type of creator/outlet
- Personalize each outreach with the specific outlet's name and recent content

**EXPECTED OUTPUT:** A 200-word influencer outreach email with personalized subject, audience reference, complimentary offer, brief product description, and a small ask. Reads as a genuine recommendation opportunity, not a paid partnership request.

---

## PL-29: Launch Metrics Email to Investors / Advisors

**CONTEXT:** Use if you have investors or advisors to update after a launch. Investor update emails must be specific, data-forward, and honest about both wins and challenges.

**PROMPT:** Act as an investor update email writer. Write a post-launch update email for [BRAND NAME]'s [PRODUCT NAME] launch to investors/advisors. Include: (1) headline metric — the most impressive number from launch, (2) full results summary (revenue, units, conversion rate, refund rate, list growth), (3) what worked best, (4) what didn't work, (5) next 30-day plan. Tone: confident but honest — include the challenges, not just wins. Under 300 words.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Fill in real launch metrics — this template doesn't work with made-up numbers

**EXPECTED OUTPUT:** A 300-word investor/advisor update email with headline metric, full results, analysis (wins + challenges), and 30-day plan. Confident and honest — appropriate for advisor-level transparency.

---

## PL-30: Launch Copy Audit — Pre-Launch Checklist

**CONTEXT:** Use in the 48 hours before launch to audit all launch copy for consistency, accuracy, and completeness. Pre-launch copy audits catch errors that would undermine trust on launch day.

**PROMPT:** Act as a pre-launch copy auditor. Write a 20-point pre-launch copy checklist for [PRODUCT NAME]. Cover 5 categories: (1) Landing Page (4 checks: headline, price, guarantee, CTA), (2) Emails (4 checks: subject lines, links, price accuracy, countdown timing), (3) Ads (4 checks: headline, URL, offer details, compliance), (4) Social Posts (4 checks: platform-appropriate, link tested, hashtags), (5) Checkout (4 checks: price, product name, confirmation email, download link). Each check: specific action + pass criteria.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Complete this checklist personally within 24 hours of launch — not before

**EXPECTED OUTPUT:** A 20-point pre-launch checklist in 5 categories. Each check is a specific, testable action with pass criteria. Complete this before going live to catch errors that would embarrass or mislead buyers.

---

### **PL-31: Launch Community AMA — Script**

**CONTEXT:** Use when hosting an Ask Me Anything session on launch day or the day before. AMAs on Reddit, Twitter Spaces, Discord, or Slack create authentic launch buzz and answer questions that your copy may not address.

**PROMPT:** Act as an AMA launch host. Write a launch AMA post/announcement for [BRAND NAME]'s [PRODUCT NAME] launch. Platform: [PLATFORM — e.g., "Reddit r/marketing"]. Include: (1) AMA announcement post (under 200 words: who you are, what you're launching, why you're doing the AMA, when it starts, what to ask), (2) 5 example questions you'll be ready to answer (with 75-word answers each for common questions). Post + 5 prepared Q&As.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PLATFORM] — the community platform where you're hosting the AMA
- [5 QUESTIONS] — anticipate the most common questions about your product

**EXPECTED OUTPUT:** An AMA announcement post (under 200 words) plus 5 prepared Q&A pairs (75 words each). Q&As cover your most commonly asked questions. AMA announcement is specific and invites genuine questions.

---

### **PL-32: Cross-Sell During Launch — Existing Customers**

**CONTEXT:** Use during a new product launch to notify your existing buyers about the new product. Existing customer launch emails convert at much higher rates than cold email because trust is already established.

**PROMPT:** Act as an existing customer launch email writer. Write a launch email for [BRAND NAME]'s existing buyers of [EXISTING PRODUCT] announcing the launch of [NEW PRODUCT]. Structure: (1) acknowledge what they already own, (2) introduce what's new and how it complements what they have, (3) exclusive existing-buyer benefit: [EXCLUSIVE — e.g., "\$15 off as an existing buyer"], (4) how the two products work together. Under 225 words.

**VARIABLES TO CUSTOMIZE:**

- [EXISTING PRODUCT] — e.g., "AI Marketing Prompt Kit — Starter"
- [NEW PRODUCT] — e.g., "Notion Content Calendar Template"
- [EXCLUSIVE] — a genuine existing-buyer benefit

**EXPECTED OUTPUT:** A 200-word existing customer cross-sell launch email that acknowledges prior purchase, introduces new product as complementary, offers an exclusive benefit, and shows how they work together.

---

### PL-33: Launch "Stack" Email — Multiple Offers

**CONTEXT:** Use when launching multiple products or tiers simultaneously. Stack emails present all options in one email and let buyers self-select — they work best when tiers are clearly differentiated.

**PROMPT:** Act as a launch stack email writer. Write a launch email presenting [NUMBER — 2 or 3] product options for [BRAND NAME]: [OPTION 1], [OPTION 2], [OPTION 3 optional]. For each: 1-sentence description, key feature list (3 bullets), price, and who it's for. Overall email structure: (1) launch announcement, (2) which option is right for me? (3) options presented, (4) single CTA link to pricing page where they choose. Under 250 words.

#### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [OPTIONS] — e.g., "Starter \$27 / Full Kit \$47 / Bundle \$67"
- Make the differentiation between options immediately obvious

**EXPECTED OUTPUT:** A 250-word multi-option launch email with per-option descriptions, bullets, and prices, plus a routing CTA to the pricing page. Clear differentiation — buyers can self-select in under 30 seconds.

---

### PL-34: Partnership Launch Announcement

**CONTEXT:** Use when launching a product with a co-creator or distribution partner. Partnership launches reach audiences you couldn't reach alone — this copy frames the partnership as additive value for both audiences.

**PROMPT:** Act as a partnership launch announcement writer. Write a joint launch announcement email from [BRAND 1] and [BRAND 2] announcing [JOINT PRODUCT/PROMOTION]. Each brand sends to their own list — this email is from [YOUR

BRAND]'s perspective. Structure: (1) who [BRAND 2] is and why their audience will care, (2) what was created together, (3) why it's better together than separately, (4) the launch offer, (5) CTA. Under 250 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND 1] — your brand
- [BRAND 2] — your partner's brand
- [JOINT PRODUCT/PROMOTION] — what you created or are promoting together

**EXPECTED OUTPUT:** A 250-word partnership launch email that frames the collaboration as buyer-first value, introduces the partner authentically, and drives the joint offer. Reads as a genuine product collaboration, not a co-marketing transaction.

---

### **PL-35: Virtual Launch Event — Agenda and Copy**

**CONTEXT:** Use when hosting a virtual launch event — a live product walkthrough, panel discussion, or celebration for a major product launch. Virtual events create shared experience and urgency around launch day.

**PROMPT:** Act as a virtual event launch coordinator. Write the copy package for a virtual launch event for [PRODUCT NAME]. Include: (1) event invitation email (under 200 words), (2) registration confirmation email (under 150 words), (3) event agenda (30-60 minute event, 5 agenda items), (4) post-event follow-up for attendees (under 150 words, includes replay link or purchase link). Event format: [FORMAT — e.g., "live product walkthrough + Q&A" or "panel discussion + launch announcement"].

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [FORMAT] — the specific format of your virtual event
- [DATE/TIME] — exact event details

**EXPECTED OUTPUT:** A 4-piece virtual event copy package: invitation email, confirmation, agenda, and post-event follow-up. All pieces work together as a coherent event experience.

---

## PL-36: Podcast Launch Appearance — Talking Points

**CONTEXT:** Use when appearing on a podcast to launch or promote a product. Podcast talking points prepare you for common interview questions while keeping the product mention natural and contextually appropriate.

**PROMPT:** Act as a podcast media trainer. Write launch talking points for [BRAND NAME]'s [PRODUCT NAME] launch for use on podcast appearances. Include: (1) 60-second elevator pitch (when asked "tell us about your product"), (2) 3 story angles that make good podcast segments, (3) natural product mention — how to introduce the product in conversation without it feeling like an ad, (4) answer to "where can people find you?" (5) what NOT to say (3 common pitfalls). Under 300 words.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PODCAST TYPE] — what type of show you're appearing on

**EXPECTED OUTPUT:** A 300-word podcast talking points brief with elevator pitch, 3 story angles, natural product mention, closing answer, and 3 pitfalls. Reference before any podcast recording to stay on message.

---

## PL-37: Early Adopter Program — Terms and Copy

**CONTEXT:** Use when creating an early adopter program that rewards your first N customers with permanent benefits. Early adopter programs drive first-mover urgency and create a loyal founding community.

**PROMPT:** Act as an early adopter program designer. Write the program terms and email copy for [PRODUCT NAME]'s Early Adopter program: [BENEFIT — e.g., "first 100 buyers get access to all future updates for free" or "founding member pricing locked forever"]. Terms document: what early adopters get, how many spots, what's required. Launch email (under 200 words): announce the program, make the urgency clear, CTA. Keep the benefit specific and genuinely valuable.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BENEFIT] — a genuine, long-term benefit for being an early adopter
- [NUMBER OF SPOTS] — create real scarcity — not an unlimited "early adopter" badge

**EXPECTED OUTPUT:** A 2-piece early adopter package: program terms document (what/how many/what's required) and 200-word launch email. Benefit is specific and genuinely valuable. Scarcity is real.

---

### **PL-38: Post-Launch Blog Post — "We Launched" Story**

**CONTEXT:** Use after launch to write a blog post documenting the launch story. Launch blog posts serve as SEO content, social proof, and authentic behind-the-scenes content that builds brand trust.

**PROMPT:** Act as a launch story blogger. Write a "we launched" blog post for [PRODUCT NAME]'s launch. Structure: (1) what launched (brief description), (2) the problem it solves (personal story), (3) launch results (specific numbers if comfortable sharing), (4) what surprised you about the launch, (5) what's next. Tone: personal and reflective — this is the authentic story, not a press release. Target length: 600-800 words. Include an SEO keyword: [KEYWORD].

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH RESULTS] — share real numbers if comfortable — they build enormous trust
- [KEYWORD] — an SEO keyword this post could rank for

**EXPECTED OUTPUT:** A 600-800 word launch story blog post with 5-section structure. Includes keyword naturally. Reads as genuine reflection — not a victory lap or press announcement.

---

### **PL-39: Launch Case Study — First Buyer Story**

**CONTEXT:** Use to document the first buyer's experience as a launch case study. First buyer case studies are powerful launch assets — they show real, immediate results that validate the product for skeptical prospects.

**PROMPT:** Act as a launch case study writer. Write a first-buyer case study for [PRODUCT NAME]. Buyer type: [BUYER DESCRIPTION — e.g., "a freelance marketer with 3 clients"]. Their situation before buying. What they did with the product in the first 48 hours. Specific result: [RESULT]. Format: 3-section narrative (before/during/after), under 300 words. Quote from buyer if available: [QUOTE]. Publishable as a blog post section, social post, or email content.

## **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BUYER DESCRIPTION] — be specific about who this buyer is
- [RESULT] — a specific, measurable outcome from using the product early

**EXPECTED OUTPUT:** A 300-word first-buyer case study with before/during/after structure and optional quote. Specific enough to be credible. Used across multiple channels: blog, email, social proof section.

---

## **PL-40: Launch Copy — "Why I Built This" Authentic Letter**

**CONTEXT:** Use as a personal letter that accompanies the launch announcement. Authentic "why I built this" letters build massive trust — especially for solo founders or small teams where the personal motivation matters to buyers.

**PROMPT:** Act as an authentic launch letter writer. Write a personal "why I built [PRODUCT NAME]" letter for [BRAND NAME]'s launch. Tell the honest story: [MOTIVATION — the real reason]. What you wanted to build and why it didn't exist. What you tried that didn't work. What you spent to create this. Who you built it for and why you care whether they succeed with it. 400-500 words. Authentic letter format — not marketing copy. Ends with a direct invitation to buy.

## **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BRAND NAME] — e.g., "ContentKit"
- [MOTIVATION] — the real, specific reason this product exists

**EXPECTED OUTPUT:** A 400-500 word authentic launch letter in personal voice. Honest, specific, and human — ends with a direct invitation. Not polished marketing copy — reads as a letter from a person.

---

## **PL-41: Launch Email — Subject Line Battery (30 variants)**

**CONTEXT:** Use to test subject lines for all 7 days of a launch email sequence. Having 4-5 subject line options per day lets you A/B test or select the best option for your specific list.

**PROMPT:** Act as a launch email subject line specialist. Write 30 subject line variants for a 7-day [PRODUCT NAME] launch email sequence (4-5 per day). Day 1 (launch): 5 variants. Day 2 (feature/story): 4 variants. Day 3 (social proof): 4 variants. Day 4 (objection): 4

variants. Day 5 (bonus): 4 variants. Day 6 (deadline warning): 5 variants. Day 7 (final hours): 4 variants. Each under 50 characters. Label by day.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Test top 2 variants via A/B split to your largest segments

**EXPECTED OUTPUT:** 30 launch email subject lines organized by day (4-5 per day). Each under 50 characters. Diverse approaches within each day — not variations of the same line.

---

**PL-42: Podcast Episode — Product Launch Special**

**CONTEXT:** Use if you have a podcast and want to use an episode to launch your product. Podcast launch episodes combine education and promotion — listeners who complete the episode are highly qualified buyers.

**PROMPT:** Act as a podcast launch episode scriptwriter. Write a podcast episode outline for a [LENGTH — e.g., "30-minute"] launch episode for [PRODUCT NAME]. Structure: intro hook (2 min), value segment (teach something relevant to the product — 15 min, 3 key lessons), product introduction (5 min — what it is, why you built it, who it's for), offer presentation (5 min — price, bonuses, deadline), CTA (3 min). Include: talking points per section.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [VALUE SEGMENT TOPIC] — a teaching topic that makes the product reveal feel natural
- [LENGTH] — adjust time allocation based on your typical episode length

**EXPECTED OUTPUT:** A 5-section podcast episode outline with time allocations and talking points per section. Value segment is substantial enough that listeners feel they got something even if they don't buy.

---

**PL-43: Launch Day Checklist — Hour-by-Hour**

**CONTEXT:** Use as the operational checklist for launch day execution. Launch days are chaotic — a specific hour-by-hour checklist prevents mistakes and ensures every platform is activated in the right order.

**PROMPT:** Act as a launch operations specialist. Write an hour-by-hour launch day checklist for [PRODUCT NAME] launching at [LAUNCH TIME — e.g., "9am EST"]. Cover T-24 hours through T+8 hours. For each time block: specific actions (make the link live, schedule email send, post on social, respond to comments, check checkout works, respond to refund requests). Format: time / action / owner (founder / scheduled / automation). Approximately 25 action items.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH TIME] — exact launch time and timezone
- Add your specific platforms and channels to the checklist

**EXPECTED OUTPUT:** A 25-item hour-by-hour launch day checklist with time blocks, specific actions, and ownership (founder/scheduled/automation). Operational — reduces launch day chaos by specifying exactly what happens when.

---

## **PL-44: Post-Launch Sales Page Update**

**CONTEXT:** Use to update your sales page after the launch window closes. The post-launch page removes urgency messaging, updates pricing, and removes launch-only bonuses — this template guides the copy changes.

**PROMPT:** Act as a post-launch copy update specialist. Write the post-launch updates needed for [PRODUCT NAME]'s sales page. Current (launch version): [LAUNCH HEADLINE + OFFER + BONUSES]. Post-launch changes needed: (1) remove countdown timer and deadline copy, (2) update pricing from [LAUNCH PRICE] to [POST-LAUNCH PRICE], (3) remove launch-only bonuses (note which remain permanently), (4) update hero headline to remove urgency, (5) any new proof points to add from the launch. Format: change list with old copy → new copy.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH PRICE vs. POST-LAUNCH PRICE] — e.g., "\$47 → \$67"
- [BONUSES STATUS] — which bonuses remain permanently vs. are removed

**EXPECTED OUTPUT:** A post-launch page change list with 5 specific changes (old copy → new copy format). Prevents accidentally leaving urgency copy live after the launch window closes.

---

## PL-45: Media Kit — Launch PR Document

**CONTEXT:** Use to create a media kit for journalists, bloggers, and podcast hosts covering your launch. A media kit makes it easy for media contacts to write about your product accurately without needing a briefing call.

**PROMPT:** Act as a PR media kit writer. Write a one-page media kit for [PRODUCT NAME]'s launch. Include: (1) product description (50 words — who it's for, what it does, key differentiator), (2) founder bio (50 words), (3) key facts (product, price, launch date, website), (4) 3 key stats or proof points, (5) 3 story angles (why this is newsworthy), (6) sample questions for an interview, (7) press contact. Format: one-page document. Under 400 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [KEY STATS] — real, verifiable statistics
- [NEWSWORTHY ANGLES] — what specifically makes this launch worth covering

**EXPECTED OUTPUT:** A one-page media kit (under 400 words) with all 7 sections. Makes it easy for a journalist to write about the launch without a call. Specific and factual throughout.

---

## PL-46: Launch Day Twitter/X Live Thread

**CONTEXT:** Use to run a live Twitter thread on launch day, sharing real-time updates, results, and behind-the-scenes moments. Live launch threads earn high engagement because followers can witness the launch unfolding.

**PROMPT:** Act as a live launch Twitter thread writer. Write a 10-tweet live launch thread structure for [PRODUCT NAME]'s launch day. Tweet 1 (launch moment): it's live + link. Tweets 2-4 (hourly updates): what's happening, early results, buyer feedback. Tweets 5-7 (behind the scenes): honest moments from the launch day. Tweets 8-9 (social proof): share first testimonials or results. Tweet 10 (day 1 close): results summary + thank you. Template with [FILL IN LIVE] placeholders.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Fill in [REAL NUMBERS] as they happen on launch day — don't fabricate
- Tweet 10: share real Day 1 results, even if they're modest

**EXPECTED OUTPUT:** A 10-tweet live launch thread template with [FILL IN LIVE] placeholders for real-time data. Structure and copy for each tweet provided. Launch day thread documents the journey authentically.

---

### **PL-47: Launch Social Proof Aggregation — Post-Launch**

**CONTEXT:** Use after launch to collect, curate, and deploy the social proof generated during the launch window. First-week testimonials are the most enthusiastic and varied — capturing them systematically creates ongoing marketing assets.

**PROMPT:** Act as a social proof aggregation specialist. Write a post-launch social proof collection and deployment plan for [PRODUCT NAME]. Include: (1) where to look for organic mentions (Twitter, email replies, DMs, support tickets), (2) how to request permission to use quotes, (3) 3 templates for requesting testimonials from buyers who expressed satisfaction, (4) where to deploy collected proof (landing page, ads, email, social). Under 300 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PROOF CHANNELS] — adjust based on your specific buyer communication channels

**EXPECTED OUTPUT:** A 300-word social proof aggregation plan with 4 sections: discovery locations, permission process, 3 request templates, and deployment map. Captures launch enthusiasm before it fades.

---

### **PL-48: Product Hunt Launch — Hunter / Community Outreach**

**CONTEXT:** Use to reach out to established Product Hunt hunters who can feature your product. Being hunted by an established hunter with followers significantly increases launch day visibility compared to self-hunting.

**PROMPT:** Act as a Product Hunt outreach writer. Write an outreach email to an established Product Hunt hunter to ask them to hunt [PRODUCT NAME]. Subject (under 50 chars): reference their past hunts specifically. Body (under 200 words): (1) reference one specific product they've hunted that's relevant, (2) describe [PRODUCT NAME] in 2 sentences, (3) why their audience would find it valuable, (4) ask if they'd be willing to hunt it, (5) offer to provide all assets needed.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Research: find hunters who have hunted similar products before
- [RELEVANT PAST HUNT] — reference their actual hunting history

**EXPECTED OUTPUT:** A 200-word hunter outreach email with personalized subject and 5-section body. References their specific past hunts. Provides all information they need to evaluate in under 60 seconds.

---

### **PL-49: Launch Recap Email to List (Post-Launch)**

**CONTEXT:** Use after the launch window closes to send a transparent recap to your entire list — including those who didn't buy. Transparent recaps build community trust and often convert late-decision buyers.

**PROMPT:** Act as a post-launch community recap writer. Write a post-launch recap email for [BRAND NAME]'s [PRODUCT NAME] launch. Send to entire list — buyers and non-buyers. Include: (1) launch results (units sold, revenue — optional if comfortable), (2) what you learned from the launch, (3) one thing you'll do differently next time, (4) what's next for the product, (5) current purchase path for non-buyers (link to post-launch price).

Under 250 words. Honest and transparent.

#### **VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Share real numbers if you're comfortable — transparency builds enormous trust

**EXPECTED OUTPUT:** A 250-word post-launch recap email with launch results, lesson learned, improvement pledge, next steps, and purchase path. Sent to entire list — builds community regardless of purchase status.

---

### **PL-50: Launch Copy Brief — Full Campaign Summary**

**CONTEXT:** Use before writing any launch copy as the master brief that aligns all copywriters, designers, and team members on the same message. A launch copy brief prevents inconsistent messaging across channels.

**PROMPT:** Act as a launch copy director. Write a launch copy brief for [PRODUCT NAME]. Include: (1) campaign theme (the single story running through all launch copy), (2) primary audience, (3) core message (1 sentence), (4) supporting messages (3 sentences)

that fill out the story), (5) proof points to use (5 specific claims), (6) objections to handle, (7) urgency mechanism, (8) channel list (where copy is needed), (9) tone notes. Under 400 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [CAMPAIGN THEME] — the coherent narrative that runs through all copy
- Share this brief with everyone creating copy for the launch

**EXPECTED OUTPUT:** A 400-word launch copy brief with 9 sections. Anyone writing copy for this launch starts from this document — ensures consistent story, message, and tone across all channels.

---

**PL-51: Deadline Email Sequence — 3-Email Close**

**CONTEXT:** Use for the final 3 days of a launch window. The deadline close sequence is the highest-converting period of any launch — these emails must be brief, urgent, and specific.

**PROMPT:** Act as a launch deadline sequence writer. Write a 3-email deadline close sequence for [PRODUCT NAME]'s launch ending on [DEADLINE — e.g., "Sunday at midnight EST"]. Day 1 (72 hours left): remind of the deadline + one compelling reason to act now. Day 2 (24 hours left): harder urgency + what they'll miss. Day 3 (3 hours left): final call, direct link only, brief. Each: subject line + email body under 150 words. Escalating urgency — not monotone.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [DEADLINE] — exact date, time, and timezone
- [WHAT THEY LOSE] — specifically what changes after the deadline (price, bonuses)

**EXPECTED OUTPUT:** 3 deadline close emails (under 150 words each) with subject lines. Escalating urgency: reminder → warning → final call. Each email is shorter than the previous one.

---

## PL-52: New Version / Major Update Launch

**CONTEXT:** Use when launching a significantly updated version of an existing product. Version launches need to clearly communicate what changed and give existing buyers a reason to upgrade.

**PROMPT:** Act as a version launch copywriter. Write a version launch email for [PRODUCT NAME] v2.0 (or major update). Audience: existing buyers + new potential buyers. Existing buyer message: what's new in v2.0 and how to access it. New buyer message: what v2.0 includes that makes it the best version yet. Structure: unified email that addresses both audiences. Include: top 5 changes in v2.0, upgrade offer for existing buyers if applicable, and CTA for new buyers. Under 275 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit v2.0"
- [TOP 5 CHANGES] — the 5 most significant improvements in v2.0
- [UPGRADE OFFER] — if existing buyers need to pay for the upgrade, the offer terms

**EXPECTED OUTPUT:** A 275-word version launch email addressing both existing buyers (upgrade framing) and new buyers (best version framing). Top 5 changes are specific. Upgrade offer is clear and fair.

---

## PL-53: Launch Prediction Post — "Here's What I Expect"

**CONTEXT:** Use before launch to share your predictions for the launch publicly. Prediction posts build anticipation and create a narrative thread — you can follow up with actual results, creating a compelling before/after story.

**PROMPT:** Act as a founder transparency post writer. Write a pre-launch prediction post for [BRAND NAME]'s [PRODUCT NAME] launch. Publish on [PLATFORM — e.g., "Twitter/X" or "LinkedIn"]. Share: (1) your revenue/sales goal for launch week, (2) your strategy for hitting it, (3) what would make you consider the launch a success vs. a failure, (4) what you're most uncertain about. Under 200 words. Genuine prediction — not a humble-brag.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Share real numbers — vague predictions ("I hope it does well") aren't interesting

**EXPECTED OUTPUT:** A 200-word pre-launch prediction post with specific goal, strategy, success/failure definition, and genuine uncertainty. Followed by a post-launch results post — creates authentic narrative arc.

---

### **PL-54: Strategic Launch Timing Analysis**

**CONTEXT:** Use when deciding when to launch your product. Launch timing affects conversion rates — certain months, days of week, and times of day convert better than others for specific audiences.

**PROMPT:** Act as a launch timing strategist. Write a launch timing analysis for [PRODUCT NAME] targeting [TARGET AUDIENCE]. Include: (1) best month for this audience (when is their buying intent highest?), (2) best day of week to launch (when is email/social engagement highest?), (3) best time of day to send launch email, (4) seasons/events to avoid, (5) how long to run the launch window (3 days vs. 7 days vs. 14 days). Under 300 words. Support recommendations with reasoning.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TARGET AUDIENCE] — e.g., "freelancers and solopreneurs"
- Research your specific audience's engagement patterns from your email analytics

**EXPECTED OUTPUT:** A 300-word launch timing analysis with 5 recommendations (month/day/time/avoid/window length) each with supporting reasoning. Based on audience behavior, not generic advice.

---

### **PL-55: Launch Email — "Still Thinking About It" Nurture**

**CONTEXT:** Use for subscribers who opened launch emails but didn't purchase. These people showed interest but haven't converted — a specific, direct email addressing their hesitation can move them to purchase.

**PROMPT:** Act as a hesitation-nurture email writer. Write an email for subscribers who opened the [PRODUCT NAME] launch emails but haven't purchased. They're interested but hesitating. This email: (1) acknowledges they've been following along, (2) names the most common hesitation: [HESITATION — e.g., "wondering if it'll work for your specific business"], (3) addresses it directly and specifically, (4) reduces risk: guarantee + purchase link. Under 175 words. Direct and helpful — not pushy.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [HESITATION] — the specific objection openers-but-non-buyers most commonly have
- Trigger: send to subscribers who opened 2+ launch emails but didn't click purchase link

**EXPECTED OUTPUT:** A 150-word hesitation-nurture email with subject line that addresses one specific objection, reduces risk with the guarantee, and closes with a direct purchase link.

---

### **PL-56: Abandoned Checkout Recovery — Launch Version**

**CONTEXT:** Use for buyers who started checkout during the launch window but didn't complete purchase. Launch abandoned checkouts convert at higher rates than regular abandoned checkouts because the launch urgency is still active.

**PROMPT:** Act as a launch checkout recovery email writer. Write an abandoned checkout recovery email for [PRODUCT NAME] during the launch window. This person got to checkout but didn't complete. Email 1 (1 hour after abandonment, under 100 words): gentle reminder — their cart is saved, link is right here. Email 2 (4 hours, under 125 words): address likely hesitation + launch deadline reminder. Subject lines for both. No aggressive language.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH DEADLINE] — specific end time of the launch window
- [LIKELY HESITATION] — the most common reason people don't complete checkout

**EXPECTED OUTPUT:** Two launch abandoned checkout emails (Email 1: under 100 words, Email 2: under 125 words) with subject lines. Email 1 is a gentle reminder; Email 2 handles hesitation and adds launch urgency.

---

### **PL-57: Launch Influencer Partnership — Content Brief**

**CONTEXT:** Use when partnering with influencers for your product launch. A content brief ensures influencers create content that's authentic to them while accurately representing your product.

**PROMPT:** Act as an influencer content brief writer. Write a content brief for an influencer partner promoting [PRODUCT NAME]'s launch. Brief sections: (1) product overview (what it is, who it's for, key benefit), (2) key claims they can make (approved and verified), (3) key claims they cannot make (FTC compliance + accuracy), (4) their unique discount code or link, (5) content format suggestions (what types of posts/videos would work), (6) deadline for content publication. Under 300 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [APPROVED CLAIMS] — 3-5 specific, truthful claims
- [PROHIBITED CLAIMS] — specific things not to say (most important for compliance)

**EXPECTED OUTPUT:** A 300-word influencer content brief with product overview, approved/prohibited claims, unique link, content format suggestions, and deadline. FTC-aware — ensures disclosure and accuracy.

---

## **PL-58: Launch Thank You Video Script**

**CONTEXT:** Use to record a personal thank you video for buyers at the end of launch week. Thank you videos build goodwill, reduce refund rates, and generate referrals — 60 seconds of genuine gratitude is highly effective.

**PROMPT:** Act as a thank you video script writer. Write a 60-90 second thank you video script for [BRAND NAME]'s launch buyers. Structure: (1) specific number acknowledged (e.g., "X of you bought in the first week"), (2) genuine thanks — what this means to you, (3) one thing you want them to know about the product they may have missed, (4) invitation to reach out with questions or share their results, (5) brief preview of what's coming next for the product. ~175 spoken words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [LAUNCH NUMBER] — actual number of buyers
- [HIDDEN FEATURE] — something buyers may have overlooked

**EXPECTED OUTPUT:** A 60-90 second thank you video script (~175 words) with 5-section structure. Genuine and specific — references the actual launch number. Ends with a forward-looking invitation.

---

## PL-59: Launch Email — Day Before (Final Reminder)

**CONTEXT:** Use the day before launch to warm up your list one final time. The day-before email creates anticipation and primes subscribers to open the launch announcement email the next day.

**PROMPT:** Act as a pre-launch day-before email writer. Write the email sent the day before [PRODUCT NAME] launches. Goal: prime the list to open tomorrow's launch email. Include: (1) it's happening tomorrow — specific time, (2) one specific thing they'll be able to do/get tomorrow that they can't today, (3) soft ask: look for an email from [BRAND NAME] at [TIME] tomorrow. Under 150 words. Creates anticipation without giving away the full offer.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [BRAND NAME] — e.g., "ContentKit"
- [LAUNCH TIME] — exact time and timezone

**EXPECTED OUTPUT:** A 135-word day-before email with launch date/time, specific tomorrow-value, and a soft engagement ask. Primes the list to expect and open the launch email. Brief and anticipation-building.

---

## PL-60: Customer Onboarding Sequence — Post-Launch

**CONTEXT:** Use after the launch window closes to onboard new buyers who purchased during launch. Proper onboarding reduces refunds, increases product usage, and generates the early testimonials that fuel future launches.

**PROMPT:** Act as a post-purchase onboarding sequence writer. Write a 5-email onboarding sequence for [PRODUCT NAME] buyers who purchased during launch. Day 1: delivery + quick-start instruction. Day 3: activation — share one specific use case to try today. Day 7: check-in — ask how it's going, offer help. Day 14: testimonial request — ask one specific question. Day 30: celebration + feature you may have missed. Each email: subject line + under 175 words.

### VARIABLES TO CUSTOMIZE:

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [QUICK-START] — the single most important first step
- [USE CASE] — one specific task they should try on Day 3

**EXPECTED OUTPUT:** A 5-email post-purchase onboarding sequence with subject lines and under-175-word bodies. Progressively activates usage, checks in, collects feedback, and prevents buyer's remorse.

---

## **PL-61: Partnership Deal Memo — Co-Launch Terms**

**CONTEXT:** Use when formalizing a co-launch arrangement with a partner. A clear deal memo prevents misaligned expectations — even informal arrangements benefit from written terms.

**PROMPT:** Act as a partnership deal memo writer. Write a co-launch partnership memo between [BRAND 1] and [BRAND 2] for [JOINT OFFER/PROMOTION]. Include: (1) what each party contributes, (2) revenue split or commission structure, (3) each party's audience size/list size for the promotion, (4) promotion timeline and channels, (5) exclusivity terms (if any), (6) what happens if either party cancels. Under 350 words. Informal but clear — not a legal contract, just a written agreement.

### **VARIABLES TO CUSTOMIZE:**

- [BRAND 1/2] — both parties' brand names
- [JOINT OFFER] — the specific product or promotion being co-launched
- [REVENUE SPLIT] — the actual agreed-upon commercial terms

**EXPECTED OUTPUT:** A 350-word partnership deal memo with 6 sections covering contributions, revenue, audiences, timeline, exclusivity, and cancellation. Not a legal contract — a clear written understanding.

---

## **PL-62: Launch Sequence — Minimum Viable Launch (3 emails)**

**CONTEXT:** Use when you're launching with minimal time or resources. A 3-email minimum viable launch (announcement, mid-launch, deadline) can drive significant revenue without a full 7-day sequence.

**PROMPT:** Act as a minimal launch copywriter. Write a 3-email minimum viable launch sequence for [PRODUCT NAME]. Email 1 (Day 1 — announcement): launch announcement, what it is, price, link. Under 200 words. Email 2 (Day 4 — mid-launch): one compelling reason to buy now (new angle, proof, or feature demo). Under 175 words. Email 3 (Day 7 — deadline): final call, deadline, price after. Under 150 words. Include subject lines. Simple, direct, no fluff.

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [LAUNCH WINDOW] — 7 days for a MVL sequence
- [POST-LAUNCH TERMS] — what changes after Day 7

**EXPECTED OUTPUT:** A 3-email MVL sequence with subject lines and shrinking word counts (200 → 175 → 150). Direct and action-focused — each email has one job. Ready to send with minimal customization.

---

### **PL-63: Launch Day Slack/Community Message**

**CONTEXT:** Use to announce your launch in Slack communities, Discord servers, or online communities where your audience gathers. Community launch posts must follow community rules and lead with value, not promotion.

**PROMPT:** Act as a community launch announcement writer. Write a launch announcement for posting in [COMMUNITY TYPE — e.g., "a Slack group for freelance marketers"]. Rules: lead with value (share something useful first), mention the product second, no hard sell. Structure: (1) valuable share (a tip or insight related to the product), (2) natural product mention ("I built something to solve this — [PRODUCT NAME] just launched"), (3) invitation to check it out — no pressure. Under 150 words.

**VARIABLES TO CUSTOMIZE:**

- [COMMUNITY TYPE] — the specific community type and its rules
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [VALUABLE SHARE] — a genuine tip that provides value before the product mention

**EXPECTED OUTPUT:** A 130-word community launch post that leads with genuine value, mentions the product naturally, and invites without pressuring. Follows community norms — not a sales blast.

---

### **PL-64: Affiliate Commission Structure Brief**

**CONTEXT:** Use to define and communicate your affiliate program's commission structure to potential affiliates. The commission brief must make the earning potential clear and the mechanics simple.

**PROMPT:** Act as an affiliate program designer. Write a commission structure brief for [PRODUCT NAME]'s affiliate program. Include: (1) commission rate: [RATE — e.g., "30% per sale"], (2) payment terms: when and how affiliates are paid, (3) cookie duration: how

long the affiliate gets credit after a click, (4) what counts as a qualifying sale (vs. refunds), (5) payout threshold (minimum before payment), (6) top affiliate earnings example: "Affiliates who send 10 buyers/month earn \$[X]." Under 250 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [RATE] — your actual commission rate
- [PAYMENT TERMS] — e.g., "monthly via PayPal, net 30"
- [COOKIE DURATION] — e.g., "30 days"

**EXPECTED OUTPUT:** A 250-word affiliate commission structure brief with 6 sections. Clear and specific — potential affiliates can calculate their earning potential without guessing. No ambiguity about payment mechanics.

---

**PL-65: Launch Lessons Learned — Public Post**

**CONTEXT:** Use after launch to write a public "lessons learned" post. Public transparency posts about launch results and lessons build enormous trust, earn significant shares, and position you as an authentic founder in your space.

**PROMPT:** Act as a transparent founder post writer. Write a public "launch lessons learned" post for [BRAND NAME]'s [PRODUCT NAME] launch. Share: (1) one thing that worked better than expected, (2) one thing that performed worse than expected, (3) one thing you'd do completely differently, (4) the surprising thing no one told you about launching a product, (5) what you're going to do next. Include real numbers if you can — even modest ones. Platform: [PLATFORM — e.g., "LinkedIn"]. Under 350 words.

**VARIABLES TO CUSTOMIZE:**

- [BRAND NAME] — e.g., "ContentKit"
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [REAL NUMBERS] — share whatever you're comfortable with — even round numbers
- Specific lessons are 10x more valuable than vague ones

**EXPECTED OUTPUT:** A 350-word public lessons learned post with 5 specific lessons and real numbers. Builds trust through transparency. Earns shares from other founders who recognize their own experiences.

---

## Category 8: Video Scripts

---

These prompts cover every type of video content — YouTube long-form, short-form Reels/TikTok, Video Sales Letters (VSL), product demos, tutorial scripts, testimonial videos, and branded content. Each prompt produces a complete, filmable script with timing, on-screen text notes, and voiceover.

---

### 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.

---

## **VS-26: TikTok Script — Trending Format "Get Ready With Me"**

**CONTEXT:** Use to participate in the "Get Ready With Me" (GRWM) format adapted for business/productivity content. GRWM builds parasocial connection and makes product integration feel natural.

**PROMPT:** Act as a GRWM business TikTok scriptwriter. Write a "Get Ready With Me for [TASK — e.g., 'a week of marketing content']" TikTok script (60-90 sec). Show getting organized, using [PRODUCT NAME] as one of the tools, and finishing ready. Structure: Setup (0-10 sec), Task 1 with product integration (10-30 sec), Task 2 (30-50 sec), Completed state (50-70 sec), CTA (70-90 sec). Conversational — like talking to camera while doing the thing.

### **VARIABLES TO CUSTOMIZE:**

- [TASK] — a task your audience does regularly
- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit" — integration must feel natural

**EXPECTED OUTPUT:** A 60-90 second GRWM TikTok script with natural product integration, task completion arc, and CTA. Conversational voice — not a sales script. Product mention feels organic.

---

## **VS-27: YouTube Shorts — "This vs. That" Comparison**

**CONTEXT:** Use for YouTube Shorts that show a direct comparison between two approaches. Comparison Shorts are highly shareable because they're efficient — viewers get the decision-making information in under 60 seconds.

**PROMPT:** Act as a comparison Shorts scriptwriter. Write a 45-second YouTube Short comparing [OPTION A — e.g., "generic AI prompt"] vs. [OPTION B — e.g., "structured AI prompt from the kit"]. Show the same input/output for both. Structure: Setup (0-5 sec): same task, two approaches. Option A (5-20 sec): show input, show output, name the problem. Option B (20-40 sec): show input, show output, name the improvement. CTA (40-45 sec). On-screen labels throughout.

### **VARIABLES TO CUSTOMIZE:**

- [OPTION A] — the worse/harder approach (the status quo)
- [OPTION B] — your product's approach
- Show a real example — fabricated comparisons are obvious

**EXPECTED OUTPUT:** A 45-second "this vs. that" Short script with labeled comparison, on-screen text, and CTA. Same task, two approaches — the quality difference is the selling. Real example required.

---

## **VS-28: Facebook Live Script — Product Launch Broadcast**

**CONTEXT:** Use for a Facebook or Instagram Live broadcast on product launch day. Live broadcasts for product launches create real-time urgency and allow Q&A that addresses live objections.

**PROMPT:** Act as a live broadcast scriptwriter. Write a 30-minute Facebook/Instagram Live script for the launch of [PRODUCT NAME]. Structure: Welcome + what's happening today (0-2 min), Teach something genuinely useful (2-12 min), Behind-the-scenes: why I built this (12-17 min), Product reveal + walkthrough (17-24 min), Q&A (24-28 min), Final offer + CTA (28-30 min). Include talking point bullets per section — not a word-for-word script (live content needs flexibility).

### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TEACH TOPIC] — a genuinely useful 10-minute teaching segment related to the product
- Prepare real Q&A responses for common questions

**EXPECTED OUTPUT:** A 30-minute Facebook Live script with talking point bullets per section (not word-for-word). Product reveal at 17 minutes — after delivering genuine value. Final CTA with live purchase link.

---

## **VS-29: TikTok Script — Stitch Response (30 seconds)**

**CONTEXT:** Use for TikTok Stitches where you respond to another creator's claim. Stitches inherit reach from the original video — responding to viral content in your niche can drive significant new audience.

**PROMPT:** Act as a TikTok Stitch response scriptwriter. Write a 30-second Stitch response to a video making this claim: "[CLAIM — e.g., 'AI can't write copy that sounds human']". Structure: [CLIP PLAYS — 0-3 sec]. React (3-8 sec): one-sentence response. Your take (8-25 sec): 2-3 specific points that add value to the original claim (agree/disagree/nuance). CTA (25-30 sec). ~80 spoken words. On-screen text labels for your key points.

### **VARIABLES TO CUSTOMIZE:**

- [CLAIM] — a real claim from a video in your niche — research before scripting
- Your response should add genuine value — not just disagree for engagement

**EXPECTED OUTPUT:** A 30-second Stitch script (~80 words) with reaction, 2-3 substantive points, and CTA. Adds value to the conversation — earns engagement from both creator's audience and your own.

---

### **VS-30: YouTube Educational — "Common Myths" Format (7 minutes)**

**CONTEXT:** Use for a myth-busting YouTube video. Myth-busting videos earn strong engagement because they give viewers information they can share with peers ("actually, that's not how it works...").

**PROMPT:** Act as a myth-busting YouTube scriptwriter. Write a 7-minute "Myths About [TOPIC — e.g., 'AI Marketing Prompts']" YouTube video script. Structure: Hook (0-1 min), Myth 1 + truth (1-2:30 min), Myth 2 + truth (2:30-4:00 min), Myth 3 + truth (4:00-5:30 min), Why these myths persist (5:30-6:30 min), What to do instead (6:30-7:00 min). ~1,050 spoken words. 3 real myths — not strawmen.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — your content area
- [3 MYTHS] — real misconceptions held by your audience — not obvious misunderstandings
- Each myth: explain why people believe it before debunking it

**EXPECTED OUTPUT:** A 7-minute myth-busting script (~1,050 words) with 3 genuine myths, evidence-based debunking, and what-to-do-instead section. Myths are real — the rebuttals are specific and defensible.

---

### **VS-31: YouTube Ad — Non-Skippable 15-Second**

**CONTEXT:** Use for 15-second non-skippable YouTube ads. Non-skippables have a captive audience — every second must deliver because viewers can't skip. They work best for brand recall, not conversion.

**PROMPT:** Act as a 15-second YouTube ad scriptwriter. Write 3 variants of a 15-second non-skippable YouTube ad for [PRODUCT NAME]. Each ad: one sentence to hook + one sentence to deliver value + one sentence CTA. ~35-40 spoken words per variant. Variant 1:

problem-led. Variant 2: result-led. Variant 3: social proof-led. On-screen text notes for each. Voiceover must work with or without sound.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- On-screen text must communicate the core message silently (sound-off viewers)

**EXPECTED OUTPUT:** 3 non-skippable 15-second ad variants (~35-40 words each) with problem/result/proof approaches. On-screen text communicates core message without sound. CTA visible on screen in final 5 seconds.

---

**VS-32: YouTube SEO — Script Optimized for Rank**

**CONTEXT:** Use when writing a YouTube script specifically designed to rank in both YouTube search and Google search. Script structure affects retention which affects rank — this prompt builds ranking signals into the script.

**PROMPT:** Act as a YouTube SEO scriptwriter. Write a 10-minute YouTube script for the target keyword: "[KEYWORD — e.g., 'how to write AI marketing prompts']." SEO requirements built in: (1) keyword in first 10 seconds, (2) chapter timestamps at 2-minute intervals, (3) retention hook at 4:00 and 7:00 minutes ("stay to the end for..."), (4) keyword mentioned naturally 3+ times in the script. Total: ~1,500 spoken words with timestamp markers.

**VARIABLES TO CUSTOMIZE:**

- [KEYWORD] — a specific YouTube/Google search keyword
- [RETENTION HOOKS] — what you'll reveal at 4:00 and 7:00 minutes that keeps viewers watching

**EXPECTED OUTPUT:** A 10-minute SEO script (~1,500 words) with timestamp chapter markers, 3+ natural keyword uses, two retention hooks, and consistent value delivery. Both YouTube and Google search optimized.

---

**VS-33: Reels Script — "Day in the Life" Business Version**

**CONTEXT:** Use for a day-in-the-life Reel showing a typical productive day. Day-in-the-life content builds audience connection and, when it shows the tools you use, naturally promotes those tools.

**PROMPT:** Act as a day-in-the-life Reels scriptwriter. Write a 60-second Instagram Reel script showing "[ROLE — e.g., 'a solopreneur's content creation day']" using [PRODUCT NAME] as one of the tools. Structure: Morning moment (0-10 sec), Task 1 using [PRODUCT NAME] (10-25 sec), Task 2 result shown (25-40 sec), Completed work (40-50 sec), CTA (50-60 sec). Fast-paced — each scene is 5-15 seconds. Show, don't tell.

**VARIABLES TO CUSTOMIZE:**

- [ROLE] — the specific professional role you're depicting
- [PRODUCT NAME] — integrate naturally — not a commercial segment

**EXPECTED OUTPUT:** A 60-second day-in-the-life Reel script with fast-paced scene changes, natural product integration, and CTA. Show more than tell — on-screen activity is the content.

---

### **VS-34: YouTube Long-Form — Case Study Documentary**

**CONTEXT:** Use for a documentary-style case study video where you follow one customer's journey using your product. Case study documentaries earn high views because they tell a complete, dramatic story.

**PROMPT:** Act as a documentary video scriptwriter. Write a 12-minute YouTube case study documentary script following [CUSTOMER TYPE — e.g., "a freelance marketer who built a system using AI prompts"]. Structure: Introduction (0-1 min), The problem they faced (1-3 min), What they tried that didn't work (3-5 min), Discovery and implementation (5-8 min), The turning point (8-10 min), Results and reflection (10-11:30 min), Invitation for the viewer (11:30-12 min). ~1,800 spoken words.

**VARIABLES TO CUSTOMIZE:**

- [CUSTOMER TYPE] — a specific real or composite customer story
- [TURNING POINT] — the specific moment things changed — the most dramatic part
- [RESULTS] — specific, real outcomes — what actually happened

**EXPECTED OUTPUT:** A 12-minute case study documentary script (~1,800 words) with a complete customer story arc. Documentary style — interviews, B-roll notes, and reflection moments. Tells a complete, dramatic story.

---

### VS-35: TikTok/Reels Script — "Watch Me Do This" Screen Record

**CONTEXT:** Use for screen-recording short videos that show a specific process in real time. "Watch me do this" videos convert skeptical viewers because they see the product working before any purchase commitment.

**PROMPT:** Act as a screen-recording video scriptwriter. Write a 60-second "Watch me [TASK — e.g., 'write a Facebook ad using one AI prompt']" TikTok/Reels script. Voiceover style: talking while doing — natural commentary, not script-reading. Structure: "Let's go" opener (0-3 sec), start the task with commentary (3-50 sec, step-by-step), result reveal (50-55 sec), CTA (55-60 sec). [ON-SCREEN NOTES] describe what appears on screen. ~150 narrated words.

#### VARIABLES TO CUSTOMIZE:

- [TASK] — a specific product use case that's visually demonstrable
- [ON-SCREEN NOTES] — step-by-step description of what viewers see

**EXPECTED OUTPUT:** A 60-second screen-recording commentary script (~150 words) with step-by-step on-screen notes and a result reveal. Conversational narration — sounds like a person talking while working.

---

### VS-36: YouTube Comments Section Strategy — Pinned Comment

**CONTEXT:** Use to write a pinned comment that appears at the top of your YouTube video's comment section. Pinned comments drive CTA conversions because they're the first thing viewers see when they scroll to comments.

**PROMPT:** Act as a YouTube engagement specialist. Write 3 pinned comment variants for a YouTube video about [TOPIC]. Each pinned comment: (1) one sentence that adds value or asks an engagement question, (2) 1-sentence CTA to [DESTINATION — e.g., "free prompt download in bio / product page / next video"]. Under 100 characters each. Variant 1: value add. Variant 2: engagement question. Variant 3: direct CTA. Label each.

#### VARIABLES TO CUSTOMIZE:

- [TOPIC] — the video's topic
- [DESTINATION] — where you want viewers to go from the comment
- Under 100 characters keeps it readable without expanding

**EXPECTED OUTPUT:** 3 pinned comment variants (under 100 characters each) with labeled approaches. Each adds value or asks a question while directing viewers to a specific destination.

---

### **VS-37: YouTube End Screen — Verbal CTA Script**

**CONTEXT:** Use to write the verbal CTA for the last 20 seconds of a YouTube video where the end screen appears. The verbal CTA during end screen dramatically increases click-through rates on subscribe/next video prompts.

**PROMPT:** Act as a YouTube end screen copywriter. Write the verbal CTA script for the last 20 seconds of a video about [TOPIC]. Script must verbally reference the end screen elements: subscribe button, next video recommendation, and any playlist or product link. Duration: exactly 20 seconds (~50 spoken words). Make the subscribe and next video asks feel natural — not formulaic.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — the video topic
- [NEXT VIDEO TITLE] — the specific video you're recommending on the end screen
- Vary the phrasing across different videos — same script every time trains viewers to tune it out

**EXPECTED OUTPUT:** A 20-second verbal end screen CTA (~50 words) that naturally references the subscribe button, next video, and optional product link. Sounds like a natural close, not a scripted formula.

---

### **VS-38: YouTube — Response to Comments Video**

**CONTEXT:** Use to create a video that responds to viewer questions or comments from a previous video. Response videos drive high engagement because the commenters feel acknowledged and other viewers see real community interaction.

**PROMPT:** Act as a viewer response video scriptwriter. Write a 5-minute "responding to your comments about [TOPIC]" YouTube video script. Structure: Setup (0-30 sec): reference the original video briefly. Comment responses (30 sec-4:30 min): 5 comments answered, each 60-90 seconds. Each response: read or paraphrase the comment, give a specific 60-second answer, expand with examples. Wrap-up (4:30-5:00 min): invite more questions + subscribe CTA. ~750 spoken words.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — the topic of the video you're responding to
- [5 COMMENTS] — use real viewer comments or representative questions
- Genuine questions make better content than softball comments

**EXPECTED OUTPUT:** A 5-minute comment response script (~750 words) with 5 specific comment responses (each 60-90 seconds), setup, and CTA wrap-up. Reads as a genuine community conversation.

---

### **VS-39: Video Podcast — Solo Episode Script (20 minutes)**

**CONTEXT:** Use for a solo video podcast episode — the scripted version of a podcast where you're the only host covering a single topic. Solo episodes require more structure than interviews because there's no conversation to provide natural pacing.

**PROMPT:** Act as a solo podcast episode scriptwriter. Write a 20-minute solo video podcast episode on [TOPIC — e.g., "5 ways AI is changing content marketing in 2025"]. Structure: Cold open teaser (0-1 min), Intro + episode overview (1-2 min), Point 1 (2-6 min), Point 2 (6-10 min), Point 3 (10-14 min), Point 4 (14-17 min), Point 5 (17-19 min), CTA (19-20 min). ~3,000 spoken words. Conversational — not lecture tone.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — a meaty topic worth 20 minutes of coverage
- [5 POINTS] — 5 substantive points that each deserve 3-4 minutes

**EXPECTED OUTPUT:** A 20-minute solo podcast script (~3,000 words) with cold open, 5 main points, and CTA. Conversational tone — sounds natural when spoken, not read-aloud written copy.

---

### **VS-40: YouTube Live Stream — Content Template (60 minutes)**

**CONTEXT:** Use for a recurring YouTube Live stream format. Consistent live stream structure helps viewers know what to expect each week, improving return viewership.

**PROMPT:** Act as a live stream format designer. Write a 60-minute recurring YouTube Live template for [SHOW NAME — e.g., "ContentKit Live: AI Marketing Weekly"]. Format breakdown: Opening + community catch-up (0-5 min), Main topic + teaching (5-30 min), Live Q&A from chat (30-50 min), Week ahead + product/resource mention (50-58 min), Wrap-up (58-60 min). For each segment: talking point structure + chat engagement prompts. Reusable for every episode.

#### **VARIABLES TO CUSTOMIZE:**

- [SHOW NAME] — your actual live stream name
- [MAIN TOPIC FORMAT] — how you'll structure the teaching segment each week

- [PRODUCT/RESOURCE] — the consistent CTA at the end of each stream

**EXPECTED OUTPUT:** A 60-minute live stream format template with 5 segment structures, talking point formats, and chat engagement prompts. Designed for weekly reuse — just fill in the episode-specific topic.

---

### **VS-41: Video Script — Customer Objection Handler**

**CONTEXT:** Use for a video that specifically addresses and handles the top objection to purchasing your product. Objection handler videos rank well for "[product name] worth it" and "[product name] review" searches.

**PROMPT:** Act as an objection video scriptwriter. Write a 5-minute YouTube video script titled "[PRODUCT NAME]: Is It Actually Worth It? Honest Answer." Structure: Name the objection (0-30 sec). Why the objection is reasonable (30-1:30 min). The counter-evidence (1:30-3:30 min — 3 specific pieces of proof). Who it IS worth it for (3:30-4:15 min). Who it is NOT worth it for (4:15-4:45 min). Final verdict + CTA (4:45-5:00 min). ~750 spoken words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [TOP OBJECTION] — the most common reason prospects don't buy
- [3 PROOF PIECES] — specific evidence that answers the objection

**EXPECTED OUTPUT:** A 5-minute objection handler video script (~750 words) with named objection, reasonable acknowledgment, 3 evidence pieces, audience fit guidance, and honest verdict.

---

### **VS-42: Instagram Story — 5-Slide Tutorial Series**

**CONTEXT:** Use for a 5-slide Instagram Stories tutorial that teaches a specific skill. Story tutorials earn high saves and DMs because they deliver value in a bite-size format.

**PROMPT:** Act as an Instagram Stories tutorial scriptwriter. Write a 5-slide story tutorial on [TOPIC — e.g., "how to fill in an AI prompt to get better ad copy"]. Each slide: on-screen copy (under 25 words), visual instruction note (what to show/tap/swipe), duration note (3-7 seconds per slide). Slide 1: setup + promise. Slides 2-4: one step each. Slide 5: result + CTA. Include poll or tap sticker suggestion where it adds value.

#### **VARIABLES TO CUSTOMIZE:**

- [TOPIC] — a 3-step process that fits in 5 slides
- Keep each slide scannable — 3 seconds to read and understand

**EXPECTED OUTPUT:** 5 story slide scripts (under 25 words each) with visual instruction notes, duration notes, and engagement sticker suggestions. Complete 3-step tutorial that's scannable in under 30 seconds.

---

### **VS-43: YouTube Documentary — Origin Story of a Product**

**CONTEXT:** Use for a mini-documentary video about how and why your product was built. Origin story documentaries build brand mythology and convert buyers who want to know the "why" behind what they're purchasing.

**PROMPT:** Act as a mini-documentary scriptwriter. Write a 6-minute origin story documentary for [PRODUCT NAME]. Structure: The inciting moment (0-1 min). The problem landscape (1-2 min). What I tried and why it failed (2-3 min). The insight that changed things (3-4 min). Building it (4-5 min). Who it's for and why I care (5-6 min). Honest and specific — not a corporate "our journey" video. ~900 spoken words.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [INCITING MOMENT] — the specific moment that started the journey
- [INSIGHT] — the specific realization that led to the product design

**EXPECTED OUTPUT:** A 6-minute origin documentary script (~900 words) with 6 narrative sections. Honest and specific — includes failures and the exact insight that made the product possible.

---

### **VS-44: TikTok — "Rate My [Work]" Engagement Format**

**CONTEXT:** Use for engagement-driving TikToks that invite viewers to rate something. "Rate my X" TikToks drive comment volume because they give a clear, easy task to the viewer.

**PROMPT:** Act as a TikTok engagement scriptwriter. Write a "Rate my [WORK — e.g., 'AI prompt'] out of 10" TikTok script (30-45 seconds). Structure: Show what you're rating (0-10 sec), give your own take briefly (10-25 sec), ask viewers to rate in comments: "Rate it 1-10 — and tell me what you'd change" (25-35 sec), CTA to your product if relevant (35-45 sec). On-screen text: show the rating scale.

### **VARIABLES TO CUSTOMIZE:**

- [WORK] — a specific piece of work that invites genuine rating
- The work must be good enough to earn 7-9 ratings — obvious flaws kill engagement

**EXPECTED OUTPUT:** A 30-45 second "Rate my X" TikTok script with show/take/ask/CTA structure. On-screen rating scale shown. Comment driver at 25-35 seconds. Optional product CTA at end.

---

### **VS-45: YouTube Short — "Quick Tip" Series Format**

**CONTEXT:** Use for a recurring daily or weekly YouTube Shorts "quick tip" series. Consistent short-form series build subscriber counts rapidly when they deliver one specific, actionable tip per episode.

**PROMPT:** Act as a YouTube Shorts quick tip series writer. Write 7 tip Short scripts for [SERIES NAME — e.g., "Daily AI Marketing Tip"]. Each: 30-45 seconds, one specific, actionable tip. Structure: tip number + topic label (0-3 sec), the tip explained with one example (3-30 sec), one-sentence application for the viewer (30-40 sec), subscribe + next tip tease (40-45 sec). ~100 spoken words per tip. Label each by day and topic.

### **VARIABLES TO CUSTOMIZE:**

- [SERIES NAME] — e.g., "Daily AI Marketing Tip" or "60-Second Copywriting School"
- [7 TIPS] — 7 distinct, specific, actionable tips — no overlap

**EXPECTED OUTPUT:** 7 quick-tip Short scripts (30-45 seconds, ~100 words each) labeled by day and topic. Each delivers one specific actionable tip with an example. Subscribe/tease CTA at end of each.

---

### **VS-46: Webinar Replay — Video Sales Page Script**

**CONTEXT:** Use when converting a webinar recording into a video sales page. Webinar replays on sales pages convert warm traffic who want to evaluate before buying — the replay delivers education and sells simultaneously.

**PROMPT:** Act as a webinar replay sales page writer. Write the copy for a webinar replay page for [WEBINAR TITLE — e.g., "How to Write Your Q2 Marketing in One Afternoon Using AI"]. Include: (1) headline under 12 words, (2) watch-now subheadline (1 sentence — why they should watch), (3) what they'll learn (3 bullets, each under 15 words), (4) CTA after the video: offer + buy button, (5) guarantee (1 sentence). Under 200 words total.

### **VARIABLES TO CUSTOMIZE:**

- [WEBINAR TITLE] — your actual webinar title
- [WHAT THEY'LL LEARN] — 3 specific takeaways from the webinar
- [OFFER] — the product being sold after the replay

**EXPECTED OUTPUT:** A webinar replay page copy block (under 200 words) with headline, watch-now prompt, 3 learning bullets, post-video CTA, and guarantee. Converts viewers who watch the full replay.

---

### **VS-47: Live Video — Spontaneous "Hot Take" Format**

**CONTEXT:** Use for impromptu live or recorded "hot take" videos that share a strong, immediate opinion on an industry development. Hot take videos drive high engagement when the opinion is specific and defensible.

**PROMPT:** Act as a hot take video scriptwriter. Write a 2-3 minute "hot take on [TOPIC/EVENT — e.g., 'the new ChatGPT update and what it means for marketers']" video script. Structure: state the take immediately (0-15 sec), why you hold this position (15-90 sec — 2-3 reasons), acknowledgment of the counter-argument (90-2:00 min), your reinforced position (2:00-2:30 min), invite debate in comments (2:30-3:00 min). ~400 spoken words.

### **VARIABLES TO CUSTOMIZE:**

- [TOPIC/EVENT] — a real, current industry development
- [HOT TAKE] — a specific, defensible position — not just "this is interesting"
- Be willing to be wrong — the defensibility is what earns respect

**EXPECTED OUTPUT:** A 2-3 minute hot take script (~400 words) with immediate take, 3 supporting reasons, counter-argument acknowledgment, reinforced position, and comment invitation. Structured controversy.

---

### **VS-48: YouTube Video — Full Transcript Repurpose**

**CONTEXT:** Use to create a blog post or social media repurposing plan from a YouTube video transcript. Repurposing one video into multiple content formats maximizes the ROI of each production.

**PROMPT:** Act as a content repurposing strategist. Write a repurposing plan for a YouTube video about [TOPIC]. From one 10-minute video, produce: (1) blog post structure (how to adapt the transcript to a 1,500-word post), (2) 3 Twitter/X thread sections, (3) 1 LinkedIn post angle, (4) 5 Instagram caption ideas, (5) 3 YouTube Shorts moments (timestamp-marked in the video). Each repurpose: brief content summary and format guidance.

**VARIABLES TO CUSTOMIZE:**

- [TOPIC] — your video topic
- [TIMESTAMP MOMENTS] — note the most quotable/shareable moments for Shorts

**EXPECTED OUTPUT:** A content repurposing plan converting one 10-minute video into 10+ pieces of content across 5 platforms. Each repurpose has a brief summary and format guidance — ready to execute.

---

**VS-49: Video Testimonial Request — Email + Script**

**CONTEXT:** Use to request and structure video testimonials from satisfied customers. Video testimonials convert 5x better than text testimonials — this prompt provides both the request email and the filming guide.

**PROMPT:** Act as a video testimonial collection specialist. Write: (1) request email to buyers of [PRODUCT NAME] asking for a 60-second video testimonial (under 175 words — make it easy, not burdensome), (2) a 6-question filming guide they can read before recording to structure their 60 seconds, (3) technical tips (lighting, sound, framing — 3 tips, each under 20 words). All three pieces together form the video testimonial request package.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [FILMING GUIDE QUESTIONS] — 6 questions that cover before/during/after/recommendation arc

**EXPECTED OUTPUT:** A 3-piece video testimonial request package: request email (175 words), 6-question filming guide, and 3 technical tips. Makes recording a testimonial feel easy — reduces friction from the ask.

---

## VS-50: TikTok Script — Duet Challenge Invitation

**CONTEXT:** Use to invite your audience to participate in a Duet challenge. Duet challenges create user-generated content that expands your reach — each participant shares the duet with their own followers.

**PROMPT:** Act as a TikTok challenge scriptwriter. Write a Duet challenge invitation TikTok script for [BRAND NAME]. Challenge format: [CHALLENGE — e.g., "show us your before/after copy using our prompts — duet this video"]. Script (30-45 sec): explain the challenge, show what a response looks like, tell them exactly how to participate, promise to stitch the best responses. Clear, simple instructions — challenge must be completable in under 60 seconds.

### VARIABLES TO CUSTOMIZE:

- [BRAND NAME] — e.g., "ContentKit"
- [CHALLENGE] — a specific, completable challenge related to your product
- Challenge must require minimal effort — complexity kills participation

**EXPECTED OUTPUT:** A 30-45 second Duet challenge invitation script with clear challenge explanation, example response description, participation instructions, and response stitch promise.

---

## VS-51: Corporate Overview Video — Investor-Facing (2 minutes)

**CONTEXT:** Use for a company overview video for investor meetings, pitch competitions, or partnership conversations. Corporate overview videos must be professional, specific, and data-forward.

**PROMPT:** Act as a corporate overview video scriptwriter. Write a 2-minute company overview video script for [COMPANY NAME] for an investor-facing context. Structure: Problem + market size (0-20 sec), Solution overview (20-40 sec), Product demonstration summary (40-80 sec), Traction (80-100 sec), Team + ask (100-120 sec). ~300 spoken words. Data-forward — specific numbers throughout. Confident but not hype-y.

### VARIABLES TO CUSTOMIZE:

- [COMPANY NAME] — e.g., "ContentKit"
- [MARKET SIZE] — a researched, credible market size number
- [TRACTION] — actual metrics: users, revenue, growth rate

**EXPECTED OUTPUT:** A 2-minute investor-facing company overview script (~300 words) with problem, solution, demo summary, traction, and ask. Specific numbers throughout. Confident and data-forward.

---

### **VS-52: Tutorial Series — 3-Part YouTube Series Outline**

**CONTEXT:** Use when planning a multi-part tutorial series. Series create appointment viewing — subscribers return weekly for the next episode. The series outline ensures logical progression across episodes.

**PROMPT:** Act as a YouTube series planner. Write a 3-part tutorial series outline for [TOPIC — e.g., "AI Marketing From Scratch: A 3-Part Series"]. For each episode: episode title, target keyword, 3-minute structure breakdown, key teaching points, how it connects to the next episode (cliff-hanger or logical continuation), and end screen recommendation. Progression: Episode 1 (beginner) → Episode 2 (intermediate) → Episode 3 (advanced/application).

**VARIABLES TO CUSTOMIZE:**

- [TOPIC] — your series topic
- [TARGET KEYWORDS] — a distinct keyword target for each episode
- Each episode should stand alone but reward viewers who watch the series in order

**EXPECTED OUTPUT:** A 3-episode series outline with title, keyword, structure, teaching points, series connection, and end screen recommendation per episode. Logical progression from beginner to application.

---

### **VS-53: Video Script — "Honest Review" Format (Self-Critique)**

**CONTEXT:** Use for an honest self-critique of your own product — a format where you point out its limitations and who it's not for. Counterintuitive self-critique videos build extraordinary trust and often convert better than pure promotional videos.

**PROMPT:** Act as an honest self-review scriptwriter. Write a 4-minute "I need to be honest about [PRODUCT NAME]" video script. Acknowledge: 2 real limitations of the product, who should NOT buy it, what it doesn't do. Then: who it IS perfect for, what it does exceptionally well, the overall honest verdict. Structure: headline acknowledgment (0-30 sec), limitations (30-2:00 min), ideal buyer (2:00-3:30 min), verdict + CTA (3:30-4:00 min). ~600 words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [REAL LIMITATIONS] — genuine product limitations — not fake humility
- Fake limitations ("it works TOO well") destroy the credibility of this format

**EXPECTED OUTPUT:** A 4-minute honest self-review script (~600 words) with real limitations, non-ideal buyer profile, ideal buyer profile, and honest verdict. Counterintuitive self-critique builds trust.

---

### **VS-54: TikTok/Reels — "Results in X Minutes" Speed Run**

**CONTEXT:** Use for speed-run demonstration videos that show a task completed in a surprisingly short time. Speed-run videos convert skeptics because they show real-time proof of the product's efficiency.

**PROMPT:** Act as a speed-run video scriptwriter. Write a "Watch me [TASK — e.g., 'write 5 Facebook ads'] in [TIME — e.g., '10 minutes']" Reel/TikTok script (60-90 sec). This is a real-time or condensed screen recording. Structure: bold claim (0-5 sec), start the clock/timer visible (5-10 sec), rapid task completion with voiceover narration (10-75 sec), reveal the result (75-80 sec), CTA (80-90 sec). On-screen timer shown throughout.

#### **VARIABLES TO CUSTOMIZE:**

- [TASK] — a task where speed is the selling point
- [TIME] — a genuinely fast time — don't overclaim what the product can do
- Visible timer builds credibility — viewers can see the real duration

**EXPECTED OUTPUT:** A 60-90 second speed-run video script with visible timer, rapid narration, result reveal, and CTA. Timer builds credibility — the speed is the selling point.

---

### **VS-55: Animated Explainer — Script for Motion Design**

**CONTEXT:** Use when commissioning an animated explainer video from a motion designer or using tools like Descript or Lumen5. Animated explainer scripts need very specific visual scene directions.

**PROMPT:** Act as an animated explainer scriptwriter. Write a 90-second animated explainer script for [PRODUCT NAME]. Specify both: voiceover text AND on-screen animation direction (in [ANIMATION NOTE] brackets) for every scene. Structure:

Problem scene (0-20 sec), Solution intro (20-35 sec), How it works — 3 scenes (35-75 sec), Result scene (75-85 sec), CTA (85-90 sec). ~225 spoken words. Animation notes describe character/icon/text motion.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [ANIMATION STYLE] — e.g., "flat design icons / character animation / kinetic typography"
- Give specific animation directions — "a person typing → AI icon appears → copy pops up"

**EXPECTED OUTPUT:** A 90-second animated explainer script with voiceover text and [ANIMATION NOTE] directions for every scene. Ready to send to an animator or motion designer.

---

**VS-56: YouTube Shorts — Trending Topic Integration**

**CONTEXT:** Use to create a YouTube Short that rides a trending topic while staying relevant to your content area. Trend integration earns algorithm boosts while keeping your content meaningful.

**PROMPT:** Act as a trend integration Shorts writer. Write a 30-45 second YouTube Short that uses the trending topic "[TRENDING TOPIC — e.g., 'AI tools everyone's talking about']" as a hook while delivering value relevant to [YOUR CONTENT AREA]. Structure: trending hook (0-5 sec), your unique angle on the trend (5-30 sec), how it relates to your specific expertise (30-40 sec), CTA (40-45 sec). On-screen text references the trend.

**VARIABLES TO CUSTOMIZE:**

- [TRENDING TOPIC] — a real current trend — research before scripting
- [YOUR CONTENT AREA] — your specific expertise that connects to the trend

**EXPECTED OUTPUT:** A 30-45 second trend-integration Short with trending hook, unique angle, expertise connection, and CTA. The trend earns the click; the expertise earns the follow.

---

## VS-57: Video Script — FAQ Series Episode

**CONTEXT:** Use for a recurring FAQ video series where each episode answers one common question in depth. FAQ series rank well because they exactly match "how to X" and "why does X" search intent.

**PROMPT:** Act as an FAQ video scriptwriter. Write a 3-minute "FAQ: [QUESTION — e.g., 'Why does AI-written copy sound robotic?']" video script for the FAQ series [SERIES NAME]. Structure: State the question (0-15 sec), Why people ask this (15-45 sec), The actual answer — specific and actionable (45-2:30 min), How to apply this today (2:30-2:50 min), Series CTA + next question teaser (2:50-3:00 min). ~450 spoken words.

### VARIABLES TO CUSTOMIZE:

- [QUESTION] — a genuine question your audience frequently asks
- [SERIES NAME] — your FAQ series name
- The answer must be specific enough to be immediately useful

**EXPECTED OUTPUT:** A 3-minute FAQ video script (~450 words) that answers one question specifically and actionably. Series CTA at end builds recurring viewers.

---

## VS-58: Podcast-to-YouTube Video Adaptation

**CONTEXT:** Use to adapt an existing podcast episode into a YouTube video. Podcasts and YouTube videos require different pacing and visual planning — this prompt bridges the format gap.

**PROMPT:** Act as a podcast-to-YouTube adapter. Take this podcast episode summary and adapt it for a YouTube audience: [PODCAST EPISODE SUMMARY — describe the episode]. YouTube adaptations needed: (1) new hook (podcasts can start slow; YouTube cannot), (2) chapter structure with timestamps (podcasts are linear; YouTube benefits from chapters), (3) visual cue notes for what to show on screen at key points, (4) shorter conclusion (YouTube viewers are more impatient). Rewrite intro and add chapter notes.

### VARIABLES TO CUSTOMIZE:

- [PODCAST EPISODE SUMMARY] — describe your existing podcast episode
- Keep the core content — adapt the delivery and structure

**EXPECTED OUTPUT:** A YouTube adaptation plan with new hook, chapter structure, visual cue notes, and shortened conclusion. Shows exactly what to change from the podcast version and why.

---

## VS-59: Video Script — "What's in My Stack" Tool Showcase

**CONTEXT:** Use for a "tools I use" video that showcases your toolkit. These videos earn affiliate commissions, product collaborations, and subscriber growth because audiences are curious about the tools behind visible results.

**PROMPT:** Act as a tool showcase video scriptwriter. Write a 7-minute "my [ROLE — e.g., 'AI marketing'] toolkit in 2025" YouTube video script. Include 5-7 tools. For each tool: what it is (1 sentence), why I use it specifically (2-3 sentences), one specific use case, and honest limitation (1 sentence). Structure: intro (0-1 min), tools 1-7 (1-6 min), overall system summary (6-7 min). ~1,050 spoken words.

### VARIABLES TO CUSTOMIZE:

- [ROLE] — your specific role or focus area
- [5-7 TOOLS] — the actual tools you use — include your own product if relevant
- Honest limitations for each tool build credibility

**EXPECTED OUTPUT:** A 7-minute tool showcase script (~1,050 words) covering 5-7 tools with use case and honest limitation for each. Overall system summary at end shows how tools work together.

---

## VS-60: YouTube Live — Q&A Session Script Structure

**CONTEXT:** Use for planning a live Q&A session on YouTube. Q&A Lives require a structure that accommodates unpredictable questions while keeping pacing consistent.

**PROMPT:** Act as a YouTube Live Q&A format designer. Write a 45-minute Q&A Live structure for [CHANNEL NAME] on topic: [TOPIC]. Structure: Opening monologue (0-5 min): hot take or insight to prime the audience. Q&A rounds (5-40 min): questions from chat, organized into 3-4 thematic clusters to keep pacing. Closing segment (40-45 min): weekly resource or product mention + subscriber CTA. Provide: talking points for opening, Q&A cluster themes, and closing script.

### VARIABLES TO CUSTOMIZE:

- [CHANNEL NAME] — your YouTube channel
- [TOPIC] — the Q&A focus area
- Prepare 10 seed questions in advance in case chat is slow

**EXPECTED OUTPUT:** A 45-minute Q&A Live structure with opening talking points, 3-4 Q&A cluster themes, and closing script. Flexible enough to accommodate live chat while maintaining pacing.

---

### **VS-61: Sales Video — Short Form Vertical (Instagram/TikTok)**

**CONTEXT:** Use for a vertical video (9:16) that drives sales directly from social media. Short-form sales videos must create desire and urgency in under 45 seconds — every word is expensive.

**PROMPT:** Act as a short-form sales video writer. Write a 45-second vertical sales video script for [PRODUCT NAME] at [PRICE]. Structure: Problem hook (0-5 sec), What it is (5-15 sec), What you get (15-30 sec — 3 quick bullets), Price + CTA (30-40 sec), Urgency close (40-45 sec). On-screen text for every spoken claim. ~100 spoken words. No wasted words — every sentence sells.

#### **VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- [PRICE] — e.g., "\$47"
- [3 QUICK BULLETS] — the 3 most compelling inclusions

**EXPECTED OUTPUT:** A 45-second vertical sales video script (~100 words) with problem hook, product intro, 3 bullets, price, CTA, and urgency close. On-screen text for every claim. Zero wasted sentences.

---

### **VS-62: YouTube — "Reacting to [Viral Content]" Format**

**CONTEXT:** Use for reaction videos to viral content in your niche. Reaction videos inherit reach from the original content's virality while letting you establish your expert perspective.

**PROMPT:** Act as a reaction video scriptwriter. Write a 5-minute reaction video script for [CREATOR NAME/CHANNEL] reacting to [VIDEO TITLE/CONTENT — describe the original video]. Structure: Brief intro — why you're reacting (0-30 sec), Clip 1 + reaction (30-90 sec), Clip 2 + reaction (90-3:00 min), Clip 3 + reaction (3:00-4:00 min), Overall verdict + your take (4:00-4:45 min), Subscribe CTA (4:45-5:00 min). Each reaction adds genuine expert insight.

#### **VARIABLES TO CUSTOMIZE:**

- [CREATOR NAME/CHANNEL] — the creator you're reacting to
- [CONTENT] — describe the original content fairly and specifically
- Each reaction must add value — not just "interesting" or "I agree"

**EXPECTED OUTPUT:** A 5-minute reaction script with 3 clip reactions (each adding expert insight) and an overall verdict. Reactions add analysis, context, or disagreement — not just commentary.

---

### **VS-63: YouTube Series Trailer — 60 Seconds**

**CONTEXT:** Use to create a trailer for a new YouTube video series before the first episode launches. Series trailers build anticipation and drive pre-subscriptions from people interested in the topic.

**PROMPT:** Act as a series trailer scriptwriter. Write a 60-second trailer for [SERIES NAME — e.g., "The AI Marketing Masterclass"]. Structure: Bold promise (0-10 sec): what viewers will be able to do by the end of the series. Episode teasers (10-40 sec): 3 episode highlights or reveals, each 10 seconds. Why watch this series instead of others on the topic (40-50 sec). Subscribe + launch date (50-60 sec). ~150 spoken words.

#### **VARIABLES TO CUSTOMIZE:**

- [SERIES NAME] — your actual series name
- [3 EPISODE HIGHLIGHTS] — the most compelling moments or reveals from upcoming episodes
- [LAUNCH DATE] — specific launch date

**EXPECTED OUTPUT:** A 60-second series trailer script (~150 words) with promise, 3 episode teasers, differentiation, and subscribe CTA. Creates genuine anticipation — each tease makes viewers want to see that episode.

---

### **VS-64: Video Sales Letter — Mobile-First Short Version (2 minutes)**

**CONTEXT:** Use for a mobile-optimized 2-minute VSL. Full-length VSLs don't perform on mobile because viewers have shorter attention spans and scroll faster. This compressed version delivers the essential conversion elements in 2 minutes.

**PROMPT:** Act as a mobile VSL scriptwriter. Write a 2-minute mobile-first VSL for [PRODUCT NAME]. Mobile VSL rules: no preamble, result in first 10 seconds, 3 benefits maximum, price mentioned mid-script not end, guarantee in final 15 seconds, CTA twice.

Structure: Result hook (0-10 sec), Problem (10-25 sec), Product intro (25-45 sec), 3 benefits (45-85 sec), Price + offer (85-100 sec), Guarantee + CTA (100-120 sec). ~300 spoken words.

**VARIABLES TO CUSTOMIZE:**

- [PRODUCT NAME] — e.g., "AI Marketing Prompt Kit"
- Mobile viewers are 60% of your traffic — this VSL must work on a 5" screen
- On-screen text reinforces every spoken claim

**EXPECTED OUTPUT:** A 2-minute mobile VSL script (~300 words) with result-first hook, compressed structure, mid-script price mention, and double CTA. Every element is mobile-first.

---

**VS-65: YouTube Long-Form — Complete Content Strategy Video (15 minutes)**

**CONTEXT:** Use for a comprehensive YouTube video that functions as a complete strategy guide. These "complete guide" videos rank extremely well because they satisfy every query variation related to the topic.

**PROMPT:** Act as a comprehensive guide video scriptwriter. Write a 15-minute YouTube video script: "The Complete [TOPIC — e.g., 'AI Marketing Strategy'] in 2025." Target keyword: [KEYWORD]. Structure: Hook + what they'll learn (0-1 min), Market context (1-3 min), Core framework (3-7 min, 4 components), Implementation steps (7-11 min), Common mistakes + fixes (11-13 min), Resources + tools (13-14 min), Summary + CTA (14-15 min). ~2,250 spoken words.

**VARIABLES TO CUSTOMIZE:**

- [TOPIC] — a comprehensive topic worth 15 minutes
- [KEYWORD] — the "complete guide" keyword target
- [4 CORE COMPONENTS] — the framework that structures the video

**EXPECTED OUTPUT:** A 15-minute comprehensive guide script (~2,250 words) with keyword in hook, 4-component framework, implementation steps, common mistakes, resources, and CTA. Designed to be the definitive video on this topic.

---