

PROMPT ENGINEERING PLAYBOOK

ONLINE COURSE

Lesson # 01

By Ed Rubuliak





Model
Default (GPT-3.5)

ChatGPT PLUS

Send a message.

+ New chat

☐ Copywriting Framework & Ass



I want you to act as an expert copywriter. I will give you a direct response copywriting framework. You will indicate your understanding of that framework by stating the framework and the basic principles that operate it. I will then follow up with a series of questions and concerns for the product that you will help me to write emails for.

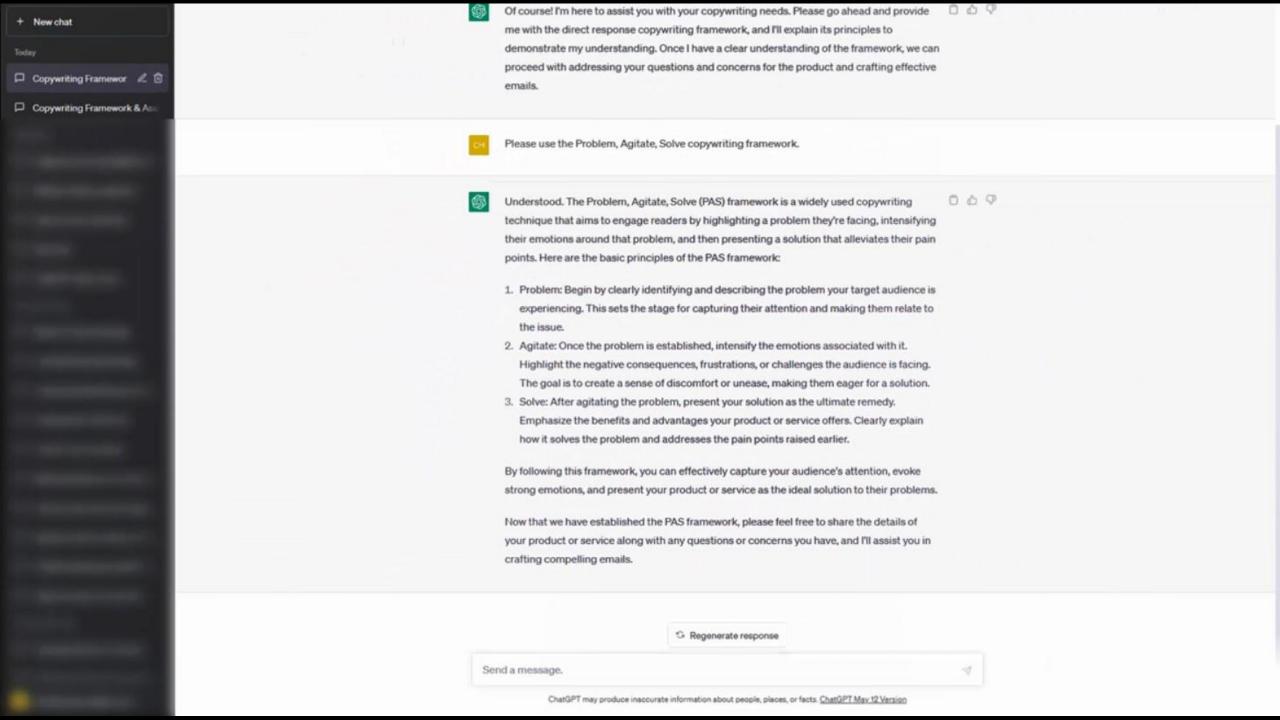




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Of course! I'm here to assist you with your copywriting needs. Please go ahead and provide me with the direct response copywriting framework, and I'll explain its principles to demonstrate my understanding. Once I have a clear understanding of the framework, we can proceed with addressing your questions and concerns for the product and crafting effective emails.



The goal is to create a sense of discomfort or unease, making them eager for a solution.

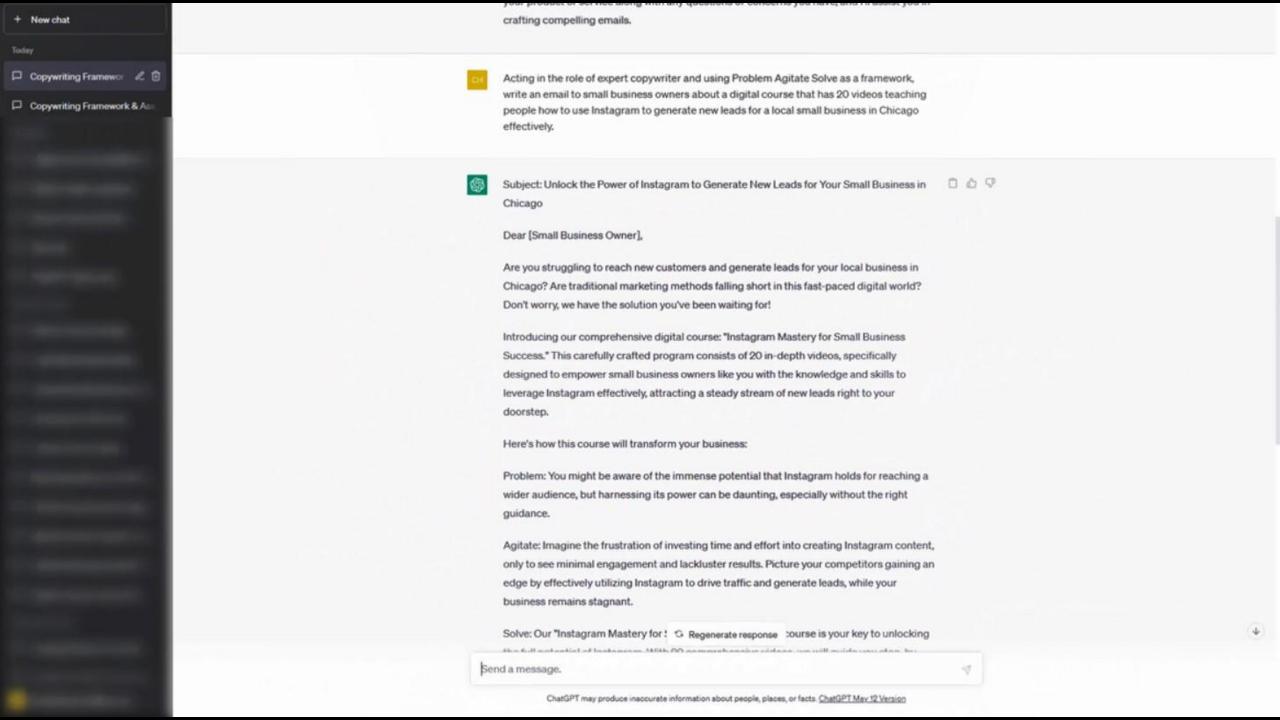
Solve: After agitating the problem, present your solution as the ultimate remedy.
 Emphasize the benefits and advantages your product or service offers. Clearly explain how it solves the problem and addresses the pain points raised earlier.

By following this framework, you can effectively capture your audience's attention, evoke strong emotions, and present your product or service as the ideal solution to their problems.

Now that we have established the PAS framework, please feel free to share the details of your product or service along with any questions or concerns you have, and I'll assist you in crafting compelling emails.

S Regenerate response

Acting in the role of expert copywriter and using Problem Agitate Solve as a framework, write an email to small business owners about a digital course that has 20 videos teaching people how to use Instagram to generate new leads for a local small business in Chicago effectively.



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• With that, thank you. We will see you in another basic lesson video.

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