PROMPT ENGINEERING PLAYBOOK

ONLINE COURSE

Lesson # 01

By Ed Rubuliak

THE
ONLINE LEARNING
MASTERY ACADEMY

Today

Copywriting Framework & A...

Yesterday

Model
Default (GPT-3.5)

ChatGPT PLUS

Send a message.

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 12 Version

I want you to act as an expert copywriter. I will give you a direct response copywriting framework.

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.

CH 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.

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.

Copywriting Framewor

Copywriting Framework & As

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Please use the Problem, Agitate, Solve copywriting framework.

Understood. The Problem, Agitate, Solve (PAS) framework is a widely used copywriting technique that aims to engage readers by highlighting a problem they're facing, intensifying their emotions around that problem, and then presenting a solution that alleviates their pain points. Here are the basic principles of the PAS framework:

1. Problem: Begin by clearly identifying and describing the problem your target audience is experiencing. This sets the stage for capturing their attention and making them relate to the issue.

2. Agitate: Once the problem is established, intensify the emotions associated with it. Highlight the negative consequences, frustrations, or challenges the audience is facing. The goal is to create a sense of discomfort or unease, making them eager for a solution.

3. 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.

⟳ Regenerate response

Send a message.

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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.

Copywriting Framework

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Subject: Unlock the Power of Instagram to Generate New Leads for Your Small Business in Chicago

Dear [Small Business Owner],

Are you struggling to reach new customers and generate leads for your local business in Chicago? Are traditional marketing methods falling short in this fast-paced digital world? Don't worry, we have the solution you've been waiting for!

Introducing our comprehensive digital course: "Instagram Mastery for Small Business Success." This carefully crafted program consists of 20 in-depth videos, specifically designed to empower small business owners like you with the knowledge and skills to leverage Instagram effectively, attracting a steady stream of new leads right to your doorstep.

Here's how this course will transform your business:

Problem: You might be aware of the immense potential that Instagram holds for reaching a wider audience, but harnessing its power can be daunting, especially without the right guidance.

Agitate: Imagine the frustration of investing time and effort into creating Instagram content, only to see minimal engagement and lackluster results. Picture your competitors gaining an edge by effectively utilizing Instagram to drive traffic and generate leads, while your business remains stagnant.

Solve: Our "Instagram Mastery for ↻ Regenerate response course is your key to unlocking

Send a message.

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

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