

- Ultimate Copy Pack: 60+ Pro Prompts for E-commerce Sales Funnel Mastery
  - Stage 1: TOFU - Awareness & Traffic (15 Prompts)
    - Product Teasers / Social Hooks (5)
    - Email Cold Outreach (5)
    - Ads & Blog Titles (5)
  - ▢ Stage 2: MOFU - Interest & Nurture (15 Prompts)
    - Lead Magnet Descriptions (5)
    - Nurture Emails (5)
    - Content Upgrades (5)
  - ▢ Stage 3: BOFU - Conversion & Sales (15 Prompts)
    - Product Pages (5)
    - Promotional Emails (5)
    - Sales Pages (5)
  - ♥ Stage 4: Loyalty & Advocacy (15 Prompts)
    - Post-Purchase (5)
    - Review & Retention (5)
    - Advocacy (5)
  - Bonus: Mega Converters (5 Universal)

## □ **Ultimate Copy Pack: 60+ Pro Prompts for E-commerce Sales Funnel Mastery**

**Transform your AI into a copywriting beast.** This pack delivers **60+ battle-tested prompts** optimized for product descriptions, emails, ads, and more. Structured by **sales funnel stages** (TOFU → MOFU → BOFU → Loyalty) to guide prospects from stranger to superfan.

**Pro Tips:** - Replace [PRODUCT], [BRAND], [BENEFIT], etc., with specifics. - Feed to Grok, GPT-4o, or Claude for instant gold. - **Test & iterate:** A/B headlines, CTAs. - **Voice:** Conversational, benefit-first, urgency + scarcity. - **Examples included** for top prompts in each stage.

Save time. Scale sales to MEGA. Let's convert.

### □ **Stage 1: TOFU - Awareness & Traffic (15 Prompts)**

Grab eyeballs. Solve pain. Spark curiosity.

#### **Product Teasers / Social Hooks (5)**

1. “Write a 1-sentence hook for Instagram Reel about [PRODUCT] that exposes a common frustration and teases the [KEY BENEFIT]. Make it punchy, emoji-ready. Example: ‘Tired of [PAIN]? [PRODUCT] flips the script in 30s 😎’”

**Ex:** Tired of weak coffee? Our MegaBrew pods deliver barista-level shots in seconds ☕⚡

2. “Craft a Twitter thread starter (280 chars) for [PRODUCT] using the ‘What if...’ hook to pull in dream customers dreaming of [DREAM OUTCOME]. End with a question.”
3. “Generate 5 viral TikTok captions for [PRODUCT] demo video. Focus on before/after transformation, FOMO, user-generated vibe.”
4. “Write a Pinterest pin description for [PRODUCT] image: SEO keywords, emotional pull, call to swipe up.”
5. “Facebook ad hook: 20 words max. Problem → Agitate → Tease [PRODUCT] solution.”

## Email Cold Outreach (5)

6. “Welcome email subject + body (200 words) for new subscriber. Hook with free value (e.g., ‘5 hacks for [PAIN]’), introduce [BRAND], soft CTA to shop [PRODUCT].”
7. “Cold DM template for Instagram: Personalized, value-first, invite to quiz/lead magnet about [PAIN].”
8. “Newsletter teaser email: ‘The [INDUSTRY] secret nobody talks about’ → reveal [PRODUCT] angle → link to blog.”
9. “Abandoned blog reader follow-up: ‘Missed this? Here’s the TL;DR + bonus [PRODUCT] tip’.”
10. “Podcast guest shoutout email: Leverage authority, tie to [PRODUCT] benefit.”

## Ads & Blog Titles (5)

11. “10 Google Ads headlines + descriptions for [PRODUCT] (awareness keywords: [LIST]).”
12. “YouTube video title + thumbnail text: Clickbait that converts (e.g., ‘[SHOCKING] [RESULT] with [PRODUCT]’).”
13. “Blog post title cluster: 15 SEO-optimized titles targeting ‘[PAIN] solutions’ for [PRODUCT] funnel top.”
14. “Reddit post for r/[SUBREDDIT]: Story format, subtle [PRODUCT] mention, community-first.”
15. “LinkedIn carousel post script: 5 slides building [PAIN] → [PRODUCT] hero story.”

## 🔍 Stage 2: MOFU - Interest & Nurture (15 Prompts)

Build trust. Educate. Qualify leads.

### Lead Magnet Descriptions (5)

16. “Free ebook landing page copy for ‘[PRODUCT] Mastery Guide’. Hero section, benefits bullets, email gate CTA.”  
**Ex:** Hero: “Unlock [DREAM OUTCOME] in 7 Days – No BS Guide Inside □”
17. “Quiz result email sequence starter: ‘Your [SCORE]: Here’s your custom [PRODUCT] plan + 20% off’.”
18. “Webinar invite email: Pain-focused subject, agenda bullets, replay tease.”
19. “Case study teaser: ‘How [CUSTOMER] 10x’d [METRIC] with [PRODUCT] – full story link + CTA.’”
20. “Comparison chart copy: [PRODUCT] vs competitors. Highlight unique wins.”

### Nurture Emails (5)

21. “3-email nurture sequence for cart abandoners: Email 1 reminder, 2 value add, 3 urgency discount.”
22. “Storytelling email: ‘[BRAND] origin + your [PAIN] journey mirror’ → [PRODUCT] bridge.”
23. “Testimonial digest: 5 customer stories → ‘Join them?’ CTA to [PRODUCT].”
24. “Educational series email #2/5: Deep dive [TOPIC], tie to [PRODUCT] feature.”
25. “Re-engagement: ‘We miss you! Here’s [EXCLUSIVE OFFER] on [PRODUCT]’.”

### Content Upgrades (5)

26. “Blog post footer opt-in: ‘Get the [PRODUCT] cheat sheet + bonus video’.”
27. “Video sales letter (VSL) script outline: Hook, story, offer stack, close.”
28. “Challenge email day 3: Progress nudge, [PRODUCT] upsell tease.”
29. “Survey follow-up: ‘Thanks! Based on your answers, try [PRODUCT] for [BENEFIT]’.”

30. “Influencer collab promo: ‘As seen on [INFLUENCER] – your discount code.’”

## **Stage 3: BOFU - Conversion & Sales (15 Prompts)**

Close hard. Stack value. Overcome objections.

### **Product Pages (5)**

31. “High-converting product description (800 words): AIDA structure for [PRODUCT]. Features → Benefits → Proof → CTA.”  
**Ex:** “Not just [FEATURE]. It’s your ticket to [TRANSFORMATION]. 10k+ happy users agree.”
32. “Bullet-point benefits list: 10 irresistible ‘You get [BENEFIT] so [OUTCOME]’ for [PRODUCT].”
33. “FAQ section: 15 objections crushers for [PRODUCT] purchase page.”
34. “Urgency timer copy: ‘Only 47 left @ [PRICE] – ends in [TIME]’ variants.”
35. “Bundle page hero: ‘[PRODUCT] + bonuses = [MEGA VALUE] (\$497 → \$97).’”

### **Promotional Emails (5)**

36. “Flash sale email: Subject ‘24h only: [PRODUCT] 70% off’, body with social proof, scarcity.”
37. “Upsell email post-purchase: ‘Before you go: Add [RELATED] for 50% off?’ One-click.”
38. “Black Friday sequence email #1: Tease → #2 build → #3 close with [PRODUCT] stack.”
39. “Guarantee copy: ‘100% risk-free or your money back + free [BONUS].’”
40. “Exit-intent popup: ‘Leaving empty-handed? 15% off [PRODUCT] – no spam promise.’”

### **Sales Pages (5)**

41. “Long-form sales page outline: 10 sections from hook to buy button for [PRODUCT].”
42. “Video sales script: 15-min conversational close, objection pre-empts.”
43. “Order bump copy: ‘Add [ITEM] for \$17 (83% savings)?’”
44. “Checkout thank-you upsell: ‘Complete your set with [PRODUCT2].’”

45. “Affiliate promo email: ‘Insider deal: [PRODUCT] at exclusive price’.”

## ♥ Stage 4: Loyalty & Advocacy (15 Prompts)

Retain. Refer. Repeat.

### Post-Purchase (5)

46. “Order confirmation email: Gratitude, next steps, delight with [BONUS TIP].”
47. “Day 3 check-in: ‘How’s [PRODUCT]? Quick win guide + review request’.”
48. “Referral program email: ‘Share [PRODUCT] love – get free month’.”
49. “VIP upsell: ‘Loyalty perk: [PREMIUM] at intro price’.”
50. “Unboxing email sequence: Day 1 hype, Day 7 results share.”

### Review & Retention (5)

51. “Review request email: Story prompt + incentive.”
52. “Win-back: ‘Come back! [PRODUCT] upgraded + 30% off’.”
53. “Birthday email: ‘Happy Bday! Free [PRODUCT] gift □’.”
54. “Community invite: ‘Join [BRAND] VIPs for exclusives’.”
55. “Annual review: ‘[YOUR] progress with [PRODUCT] – renew & save’.”

### Advocacy (5)

56. “UGC campaign email: ‘Show your [PRODUCT] transformation – feature + prize’.”
57. “Partner collab: ‘Co-branded [OFFER] with [PARTNER]’.”
58. “Milestone celeb: ‘[BRAND] 10k customers! Free upgrade on [PRODUCT]’.”
59. “Testimonial request follow-up: ‘Your story inspires – share?’”
60. “Lifetime value email: ‘From fan to founder: [PRODUCT] success path’.”

## □ Bonus: Mega Converters (5 Universal)

61. “Ultimate CTA variants: 20 power phrases for [PRODUCT] buttons/links.”
62. “Subject line generator: 50 open-rate crushers for [CAMPAIGN TYPE].”

63. “Objection handler script: 10 common [INDUSTRY] fears → [PRODUCT] rebuttals.”
64. “A/B test pairs: 5 headline/body combos for [EMAIL/AD].”
65. “Full funnel audit prompt: Review my [COPY] & optimize for 2x conversions.”

**Total: 65 Prompts.** Copy-paste ready. Deploy → Dominate. ☐

*Updated: 2026-02-13 by OpenClaw Subagent*