

# The Marketing Prompt Vault: 150 Master Frameworks

## Master Framework Blueprint

- Use this library as your strategic starting point. To maximize performance, fill in every [bracket] with highly specific business details. A vague input produces a vague output—treat the brackets as a precise briefing exercise. \* **Pro Tip:** Paste your brand's voice guidelines into your AI session before running these prompts to ensure the output requires minimal editing.

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## Section 1: Brand Strategy & Positioning

### Prompt 1 — Ideal Client Profile (ICP) Builder

- **When to use:** Run this before writing any marketing copy, when starting out, or when your current content is attracting the wrong type of enquiries.

- **The Prompt:**

Plaintext

You are a market research specialist with ten years of experience working with founders and entrepreneurs. My target audience is [describe your audience in detail: their industry, role, current business situation, revenue range, and main goals].

Produce a detailed profile of this person covering the following: the ten most significant problems they face in relation to [your topic area]; the specific language they use to describe those problems; the solutions they are currently trying; what is not working about those solutions; and the emotional experience of being stuck in this situation.

Avoid general statements about founders or entrepreneurs broadly. Focus only on what is true for this specific person at this specific stage.

### Prompt 2 — Audience Language Library

- **When to use:** Run this immediately after Prompt 1 to turn raw research into a permanent copy reference.

- **The Prompt:**

Plaintext

Based on the audience analysis above [or paste your ICP research here], create a language library for this audience. Group it into three sections.

The first is pain vocabulary: the specific words and phrases they use when describing what is not working.

The second is aspirational language: how they describe success and the outcomes they want.

The third is self-framing: how they describe their own expertise and what they want to be known for.

Keep every entry specific enough that it would only apply to this audience, not a generic professional audience. For each entry, write the phrase exactly as they would say it, not as a polished marketing version of it.

### Prompt 3 — Content Pillar Development

- **When to use:** Use this to build the strategic foundation of your content (3 to 5 core topics) so your messaging doesn't feel scattered.

- **The Prompt:**

Plaintext

Act as a positioning strategist working with a founder building a personal brand.

Here is my professional background: [describe your career, what you have built, the results you have achieved, and the specific problems you have solved].

Here is my target audience: [describe them].

Here are the topics I currently post or speak about: [list them].

Help me develop three to five content pillars. Each pillar must be anchored to a specific belief or observation rather than a broad topic area. Each pillar must be distinct enough that a post from one could not plausibly sit within another. Each pillar must connect directly to the business outcomes my audience cares about. For each pillar, write a one-paragraph positioning statement I can use when briefing content.

### Prompt 4 — Brand Voice Profile

- **When to use:** Use this to turn a sample of your best writing into reusable voice guidelines before a content creation session.

- **The Prompt:**

Plaintext

Analyse the following pieces of content I have written: [Paste 10 to 20 examples of your best writing, emails, or client messages].

Produce a detailed voice profile covering: sentence structure patterns, including the balance between shorter and longer sentences; vocabulary choices, including formality level and any words or phrases that appear consistently; tone characteristics; how I open pieces of content; how I close them; my use of examples, data, or personal stories; and any patterns that distinguish this writing from generic professional content in this space.

Once the analysis is complete, convert it into a set of voice guidelines written in the second person, as if briefing a new writer on how to sound like me. Cover tone, sentence structure, vocabulary, openings, closings, patterns to replicate, and patterns to avoid.

## Prompt 5 — One-Paragraph Positioning Statement

- **When to use:** Perfect for sales pages, an "About" section, or any asset requiring a clear statement of your offer in a short space.

- **The Prompt:**

Plaintext

Write a first-person, one-paragraph positioning statement for me based on the following:

- Who I help: [describe your ideal client specifically, including their situation, not just job title].

- What I help them achieve: [describe the specific outcome, with a timeframe or metric if possible].

- How I do it: [describe your method or approach, not a list of features].

- Why I am the right person to do it: [name 2-3 specific credentials, results, or experiences].

The statement should be 70 to 90 words. It should be specific enough that my ideal client recognises themselves in it and clear enough that someone who does not know my work understands immediately what I do.

## Prompt 6 — Differentiation Mapping

- **When to use:** Use this when your offer exists in a crowded market and you need to articulate why someone should choose you over cheaper alternatives.

- **The Prompt:**

Plaintext

My offer is [describe what you sell]. My target audience is [describe them]. My main competitors or alternatives are [describe what else exists, including DIY approaches, cheaper options, or programs].

Map my genuine points of differentiation across three areas:

1. What I do differently in terms of method or approach: [describe your actual approach].
2. What I have achieved or helped clients achieve that others have not: [list specific results with numbers].
3. Who specifically I serve that others do not: [describe any niche within your broader audience].

For each differentiator, write two to three sentences of copy that communicate it plainly, without using vague claims like "we really care" or "our community is different." Ground every claim in something specific.

## Prompt 7 — Offer-Market Fit Check

- **When to use:** Run this before launching a new offer or when an existing offer isn't converting at the expected rate.
- **The Prompt:**  
Plaintext  
Act as a direct response marketing consultant reviewing the fit between an offer and its intended market.
  - My offer: [describe what you sell, the price, and what is included].
  - My intended audience: [describe them in detail].
  - My current positioning and messaging: [paste your headline, value proposition, or sales page introduction].

Review the fit across the following areas: whether the outcome I am promising is the outcome this audience is actually buying for; whether the price is positioned correctly relative to the result; whether the language I am using matches how this audience describes their problem; and whether there are obvious objections I am not addressing.

For each area, tell me specifically where the positioning is strong and where there is a gap. Suggest a concrete revision for every gap you identify.

## Prompt 8 — Competitor Content Gap Analysis

- **When to use:** Use this at the start of a content quarter to uncover unique angles that differentiate you from everyone else in your niche.
- **The Prompt:**  
Plaintext  
You are a senior content strategist. My niche is [describe your topic area]. My target audience is [describe them]. The main creators, coaches, or businesses producing

content in this space are [list 2 to 4 names or types].

Based on what you know about the content typically produced in this space, identify five content angles that are currently underserved or missing. For each gap, write the angle as a content idea I could own, explain why it is underserved, and describe the specific segment of my audience it would resonate with most. Prioritise angles specific enough that only someone with genuine experience in this space could execute them credibly.

## Prompt 9 — Founder Story Framework

- **When to use:** Shape your personal background narrative into a structured marketing asset for sales pages, webinars, or ads.

- **The Prompt:**

Plaintext

Help me structure my founder story for use across marketing assets.

Here is the raw version: [describe your background, the journey to what you do now, key difficulties/failures, turning points, and results achieved].

Structure this into a first-person narrative under 300 words covering: the situation I was in before the turning point; the specific problem or realisation that changed my direction; what I did differently and why; the result of that change with specific numbers or outcomes; and how this directly informs the work I do with clients today. Ground every claim in something specific.

## Prompt 10 — Authority Area Identification

- **When to use:** Surface and extract your hidden intellectual property to build proprietary frameworks and methodologies.

- **The Prompt:**

Plaintext

Act as a positioning strategist. Based on my professional background and experience: [describe your career, what you have built, problems solved, and results]; and my target audience: [describe them]; identify five areas where I could develop proprietary frameworks or methodologies.

For each area, describe what makes my perspective potentially distinctive, what gap exists in the current thinking, what a framework might look like at a high level, and how it could be used in my content strategy to build authority over time. Prioritise areas where my experience gives me a perspective a well-read generalist would not have.

## Section 2: Offer Positioning & Sales Copy

Prompt Focus	Core Objective	Word Count / Form Constraints
<b>11. Headline Variants</b>	Test page hooks; lead with concrete outcomes, timelines, or precise audience details.	Max 15 words per variant. No rhetorical questions.
<b>12. Value Prop Copy</b>	Focus on the top 3 concrete business outcomes over feature lists.	2-3 sentences explaining daily reality + 1 concrete result sentence per outcome.
<b>13. Problem Section</b>	Mirror exact reader frustrations so they feel deeply understood, not lectured.	Under 200 words total.
<b>14. Solution Section</b>	Explain the underlying operational mechanism of your offer clearly.	Under 200 words total.
<b>15. Ideal Client ("For You")</b>	Create situational matching criteria for high-quality leads.	5 distinct statements written as complete sentences, not bullet points.
<b>16. Disqualification ("Not For You")</b>	Set honest boundaries to filter out bad-fit clients and build trust.	4 direct, complete sentences focusing on mindset/situation.
<b>17. Deliverables Asset Copy</b>	Turn "what you get" features into tangible, practical	Flowing prose, not a formatted feature list.

	business results.	
<b>18. Founder Authority</b>	Lead with quick credibility and measurable, numeric historical results.	~200 words, first-person. Do not open with a generic "Hi, I'm..." greet.
<b>19. Social Proof Blocks</b>	Turn vague praise into structured mini-case studies.	Short intro + case studies (3-5 sentences each) opening directly with the result.
<b>20. FAQ Friction Reducers</b>	Address real purchase objections directly and honestly.	5-8 real user questions; answers are 2-4 sentences with genuine limitations noted.
<b>21. Objection Handler</b>	Reframe hesitation using concrete client examples.	Continuous prose narrative, not a Q&A list.
<b>22. Price Anchoring</b>	Frame premium pricing relative to downstream ROI or operational costs.	Under 150 words. No false or invented data comparisons.
<b>23. Risk Guarantee</b>	Remove the final risk barrier with a clear protection clause.	Under 120 words. Plain, accurate language matching actual policy.
<b>24. Call-To-Action Blocks</b>	Test 5 structural button iterations (Outcome, Urgency, Exclusivity, Reassurance).	Each option requires: button text + pre-button hook + post-button hesitation remover.
<b>25. Full Sales Page Blueprint</b>	Consolidate entire page narrative flow in a single setup session.	Ordered flow: Headline down to CTA. Tone must remain direct and conversational.

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## Section 3: LinkedIn Content Creation

### Prompt 26 — Hook Variants

Plaintext

Write five LinkedIn opening lines for a post about [topic]. My background relevant to this topic: [describe specific experience or result that gives you authority].

Write each hook as exactly two lines. The first line should make the reader stop scrolling; the second should give them a specific reason to keep reading. Vary the approach across the five options: use a credibility-led opening, a specific observation, a stated result, a named mistake, and a direct claim. No rhetorical questions. No exclamation marks. No em-dashes.

### Prompt 27 — The Actionable "How-To" Post

Plaintext

Write a LinkedIn post that teaches [target audience] how to [achieve a specific outcome] using a [number]-step process. My experience: [describe where knowledge comes from, e.g., result achieved or mistake corrected].

Format: open with a specific hook from the experience above, then walk through the steps as short paragraphs rather than a numbered list. Each step should include one concrete action and one sentence explaining why it works. Close with a single sentence describing what changes for the reader if they apply this. Length: 200 to 280 words. First person.

### Prompt 28 — The Story-Lesson Narrative

Plaintext

Write a LinkedIn post that tells the story of [describe a specific situation or turning point] and draws out [number] lessons from it.

Tell the story in the first two paragraphs. Keep it specific: name the situation, the decision faced, and what happened. Each lesson should follow as its own short paragraph, grounded directly in the story. Do not list lessons with numbers; write them as flowing prose. Close with one sentence that connects the final lesson to your reader's current situation. Length: 220 to 300 words. First person.

## Prompt 29 — The Contrarian Take

Plaintext

Write a LinkedIn post that challenges the widely held belief that [describe the common belief]. My position: [state your contrarian view directly]. Evidence: [describe a specific result, client outcome, or experience supporting your view].

Open with the contrarian position stated plainly in the first line. Build the case for your position in the body. Acknowledge where the conventional belief comes from, without dismissing it entirely. Close by restating what works instead. Length: 200 to 260 words. No exclamation marks. No rhetorical questions.

## Prompt 30 — Results Case Study

Plaintext

Write a LinkedIn post sharing this result I achieved or helped a client achieve: [describe specific result with numbers].

Structure: open with the result. Then describe what was happening before, what changed, and what specifically produced the outcome. Include at least one thing that surprised you about the process. Close with one practical takeaway the reader can apply. Do not make it sound like a brag or a testimonial; write it as a case study the reader can learn from. Length: 200 to 270 words. First person.

## Prompt 31 — The Framework Introduction

Plaintext

Write a LinkedIn post introducing my [name/description of framework] for [achieving a specific outcome]. The framework has [number] steps: [list each step in one sentence].

Open by describing the problem the framework solves. Walk through each step briefly in the body. The reader should be able to understand and apply the framework from the post alone, without needing to click a link or purchase anything. Close by describing what becomes possible once someone has this system in place. Length: 230 to 300 words.

## Prompt 32 — Uncluttered Observation

Plaintext

Write a LinkedIn post based on this observation I have made about [industry or niche]: [describe your specific observation in 2-3 sentences].

Open with the observation stated directly. Expand on what it means in the body. Include at least one concrete example that illustrates the point. Close with a clear statement or recommendation, not a question to the audience. Length: 180 to 240 words.

## Prompt 33 — Direct Lead Generation

Plaintext

Write a LinkedIn post designed to generate direct enquiries from people who [describe the specific situation your best clients are in when they first come to you].

Open by describing that situation in enough detail that someone living it feels specifically recognised. Build through two to three observations that show you understand the problem deeply. Offer one clear perspective on what most people in this situation are missing. Close with a natural invitation to start a conversation in the DMs. Length: 180 to 240 words. First person.

## Prompt 34 — Carousel Asset Script

Plaintext

Write a LinkedIn carousel script on [topic] for [target audience]. The carousel should have [number] slides.

Format each slide strictly as: SLIDE [NUMBER] / HEADING / BODY TEXT.

- Slide 1: Hook (two lines stating what the reader will learn and why it matters).
- Slides 2 to [second to last]: One key point per slide, written as a heading and 2-3 sentences of explanation. Max 35 words per slide.
- Final slide: One clear takeaway and a call to action to [follow / comment / access resource].

## Prompt 35 — Profile Headline Variants

Plaintext

Write eight LinkedIn headline variants for someone with this background: [describe your role, who you serve, and the main result you create for them].

Each headline must be under 220 characters, include a specific result or outcome, and describe clearly who you help and what you help them achieve. Avoid phrases like "helping founders grow," "passionate about," or "expert in." Present as a numbered list. After the list, recommend the three strongest options and explain why.

## Prompt 36 — About Profile Section Redesign

Plaintext

Rewrite my LinkedIn About section based on the following context.

- Current About section: [paste current text].
- My ideal client: [describe who you want to attract and what they want to achieve].
- Main result I create: [describe specific outcome].
- Key proof points: [list 2-3 specific results with numbers].

Do not open with "I." Open with a line that speaks directly to my ideal client's current situation. Include at least one specific result with a number. Close with a clear instruction telling the reader what to do next. Write in first person, conversational tone. Under 300 words.

## Prompt 37 — Four-Week Content Calendar

Plaintext

Create a four-week LinkedIn content calendar based on these three content pillars:

- Pillar 1: [topic]
- Pillar 2: [topic]
- Pillar 3: [topic]

Target audience: [describe them]. My goal for this period: [e.g., generate inbound enquiries, build credibility].

For each post, include the week number, day, post type, hook concept, and what the reader will take away. Present the final plan as a structured markdown table. Do not write the full posts, only the plan.

## Prompt 38 — Structured Content Series Plan

Plaintext

Plan a [number]-post LinkedIn series on [topic] for [target audience]. The series should take the reader progressively from [starting position] to [end position] across the posts.

For each post include: the post number; the angle; the hook concept; the key point or framework covered; and how it connects logically to the next post. The final post should end with a natural invitation for the reader to take the next step with me: [describe next step].

## Prompt 39 — Deep Authority Builder

Plaintext

Write a LinkedIn post that demonstrates my authority on [specific niche topic]. My direct experience: [describe specific experience, result, or observation informing your view—not just a job title].

The post should demonstrate expertise through the specificity and quality of the insight itself, not by stating that I am an expert. Use one concrete example, case study, or specific situation to anchor the main point. Close with a single insight the reader will find genuinely useful and remember. Length: 180 to 240 words. First person.

## Prompt 40 — Reshare-Optimized Insight

Plaintext

Write a LinkedIn post on [topic] for [target audience] designed to generate a high reshare rate.

The post should contain a clear, specific insight that makes the reader feel they would be genuinely helping their own network by sharing it. It should not contain a CTA to follow you, contact you, or buy anything. Format the content so it is easy to skim and understand quickly. Close with a line that reinforces the value for the reader's audience rather than for the reader themselves. Length: 180 to 240 words.

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## Section 4: Ad Copy Blueprints

└— 41. Cold Audience Lead Magnet Ad —> Keep under 100 words. Scroll-stopping hook, direct value, clean CTA. No punctuation spam.

└— 42. Cold Audience Paid Offer Ad —> Keep under 120 words. Introduces paid offer via anchor case study numbers. Optimized for FB/IG feeds.

└— 43. Page Abandonment Retargeting —> Keep under 100 words. Isolation and resolution of primary friction or timing hesitation.

└— 44. Warm Audience Engagement Ad —> Keep under 80 words. Targets historical media viewers with explicit next-step instructions.

└— 45. YouTube Pre-Roll (30-Sec) —> Hook (5s) -> Problem (8s) -> Solution (10s) -> CTA (7s). Written as spoken word with visual cues.

└— 46. YouTube Pre-Roll (60-Sec) —> Deeper structural setup. Blends step-by-step logic

with specific performance proof.

└─ 47. Paid Ad Hook Variations → Generates 10 hooks mapping results, observations, and problems. Pinpoints the top 3 items.

└─ 48. Live Webinar Promotion Ad → Keep under 110 words. Focuses on post-attendance operational capability rather than agenda details.

└─ 49. Video Talking Head Script → Conversational dialogue with tone parameters. Eliminates corporate jargon.

└─ 50. Client Video Testimonial → 45-60s script layout opening directly with a high-impact metric before drawing context.

└─ 51. Creative Production Brief → Under 300 words. Maps hook concepts, emotional targets, and priority messages for editing teams.

└─ 52. Splitting A/B Copy Angles → Under 100 words per variant. Isolates a Problem-led angle vs. an Outcome-led angle with identical CTAs.

└─ 53. Limited Cohort Launch Ad → Under 110 words. Leverages authentic deadlines and clear programmatic space scarcity.

└─ 54. Cold Traffic Awareness Ad → Under 100 words. Builds long-term positioning and curiosity without an immediate hard pitch.

└─ 55. Free Community / Challenge Ad → Under 100 words. Focuses entirely on immediate downstream transformations from entry.

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## Section 5: Lead Magnet Creation

### Prompt 56 — Concept Generator

- **The Prompt:**

Plaintext

Generate 10 lead magnet ideas for [target audience] who want to [achieve a specific outcome]. My expertise and niche: [describe topic area and specific experience].

For each idea include: a working title; the format (checklist, guide, template, playbook, swipe file, or mini-course); and one sentence explaining why the audience would download it and use it immediately. Prioritise ideas that deliver a quick, tangible result rather than broad inspiration or general education.

### Prompt 57 — Title Variants

- **The Prompt:**

Plaintext

Write 10 title variants for a lead magnet that helps [target audience] achieve [specific outcome]. Vary the format across the 10 options: some with numbers, some without;

some that lead with the outcome, some with the problem; some that reference the format explicitly (playbook, checklist, guide) and some that do not.

Avoid vague words like "ultimate," "essential," "powerful," or "complete." Each title must be specific enough that the reader knows exactly what they are getting. Identify the three strongest and explain your reasoning.

## Prompt 58 — Full Asset Outline

- **The Prompt:**

Plaintext

Create a detailed content outline for a [format: guide / playbook / checklist] called [title]. Target audience: [describe ideal reader]. What the reader achieves by completing this resource: [specific outcome].

The outline should include: an introduction section; all major sections with headings and a description of the key points covered in each; and a closing section that points the reader toward a clear next step. Each section description should be specific enough that a writer could produce the content without needing additional instruction.

## Prompt 59 — Introduction Section Copy

- **The Prompt:**

Plaintext

Write the introduction section of my lead magnet: [title]. Target audience: [describe ideal reader]. Their main frustration before using this resource: [describe it specifically]. What this resource gives them: [specific outcome].

The introduction should: speak directly to the reader's situation in enough detail that they feel recognised; explain briefly why you have the authority or experience to write this; and tell them clearly what they are about to get and how to use it. Under 200 words.

## Prompt 60 — Section Body Copy Engine

- **The Prompt:**

Plaintext

Write the content for Section [number] of my lead magnet: [title]. Section heading: [heading]. Key points this section must cover: [list them].

The reader should be able to read this section and take one clear, specific action immediately as a result. Include at least one real example or illustration that makes the

advice concrete rather than theoretical. Under 300 words.

## Prompt 61 — Natural High-Intent Close

- **The Prompt:**

Plaintext

Write the closing section of my lead magnet: [title]. My paid offer (the natural next step): [name and brief description].

The closing should: acknowledge what the reader has just learned or completed; describe what becomes possible now that they have this knowledge; and introduce my paid offer as the next step for someone who wants deeper or faster results. Write it so the offer feels like a natural recommendation, not a pitch appended to the end of a free resource. Under 200 words.

## Prompt 62 — Short-Form Landing Page

- **The Prompt:**

Plaintext

Write a short-form landing page for my lead magnet: [title]. Target audience: [describe them]. Their problem: [describe it]. What the resource gives them: [specific outcome]. What is inside: [list 3-4 specific things].

Write in this exact order: headline, subheadline, three-sentence description of who this is for, a description of what is inside (written as prose, not a bullet list), and a CTA button text option. Under 300 words total.

## Prompt 63 — Long-Form Landing Page

- **The Prompt:**

Plaintext

Write a full long-form landing page for my lead magnet: [title]. Target audience: [describe them]. Problem they face: [describe it specifically]. What they get: [describe outcomes and contents]. My credibility: [2-3 specific proof points]. Social proof: [insert a real result or quote from someone who has used this or worked with you].

Structure: hero headline; subheadline; problem paragraph; solution paragraph; what is inside (written as flowing prose, not a bullet list); who this is for; one proof point; and CTA. 450 to 600 words total.

## Prompt 64 — Opt-In Confirmation Page

- **The Prompt:**

Plaintext

Write the copy for the confirmation page a reader sees immediately after signing up for my lead magnet: [title].

Include: confirmation that the resource is on its way and what to do if it does not arrive; one sentence about what to do with the resource first; and a brief line about who I am and what I do. [Optional next step details if applicable]. Under 120 words.

## Prompt 65 — Delivery Follow-Up Email

- **The Prompt:**

Plaintext

Write the email that delivers my lead magnet: [title]. Download link placeholder: [link].

This email should confirm the resource is attached or linked; tell the reader the one thing they should do first when they open it; and introduce me in two to three sentences in a way that builds credibility without reading like a biography. Do not open with "Congratulations" or "I'm so excited." Write it as if a real person is following up with a specific individual. Write three subject line options. Under 180 words.

## Prompt 66 — Action-Oriented Checklist Structure

- **The Prompt:**

Plaintext

Write a title, a 100-word introduction, and the full checklist structure for a downloadable checklist that helps [target audience] [complete a specific task, e.g., audit their profile, prepare for a call].

The introduction should explain who this checklist is for, what they will be able to do by working through it, and how long it takes. Each checklist item must be a specific action, written as an instruction starting with a verb. Group items under clear section headings.

## Prompt 67 — Playbook Introduction

- **The Prompt:**

Plaintext

Write a title and a 150-word introduction for a playbook that teaches [target audience] how to [achieve a specific outcome] using a [number]-step system.

The introduction should: open with the problem this playbook solves; explain briefly what is inside and how it works; and describe the specific outcome the reader will have after completing it. Avoid the words "ultimate," "comprehensive," or "complete." Do not make promises the resource cannot keep.

## Prompt 68 — Progressive Mini-Course Architecture

- **The Prompt:**

Plaintext

Write a title and a full content structure for a free [number]-lesson mini-course on [topic] for [target audience].

For each lesson include: a title; a one-sentence description of what the reader learns or can do as a result; and the delivery format (written module, short video, worksheet, or a combination). The course should build progressively. The final lesson should leave the reader ready to take a natural next step: [describe next step].

## Prompt 69 — Content Upgrade Breakout

- **The Prompt:**

Plaintext

Write the copy for a content upgrade I want to offer inside a [blog post / LinkedIn article / email] about [topic]. The content upgrade is: [describe what it is and what it contains].

Write the following: a two-sentence CTA to insert in the existing content to promote the upgrade; a title for the upgrade itself; and a 60-word description of what the reader gets and why it is worth downloading.

## Prompt 70 — Crowded-Niche Differentiation

- **The Prompt:**

Plaintext

I want to create a lead magnet on [topic] for [target audience]. Other free resources in this space typically cover: [describe what already exists].

Suggest five angles I could take that would make my resource feel different or more specific than what already exists. For each angle, write a working title and a one-sentence rationale explaining why this angle would resonate with my audience more than the current alternatives.

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## Section 6: Email Nurture Sequences

### Email 1: Delivery

- **Focal Point:** Instant value delivery and clean onboarding.
- **Length:** Under 220 words.

- **The Prompt:**

Plaintext

Write the first email in a welcome sequence for someone who has just downloaded my lead magnet: [name]. My name and brand: [your name / business name].

This email should confirm the download and include the link; say one sentence about what to do with the resource first; and introduce who I am in two to three sentences that establish credibility without reading like a biography. Do not open with "Welcome" or "Congratulations." Write it as if a real person is following up with a specific individual. Provide three subject line options.

### Email 2: Social Proof & Credibility

- **Focal Point:** Relatable case storytelling without pitching.
- **Length:** Under 250 words.

- **The Prompt:**

Plaintext

Write the second email in a welcome sequence, sent two days after the delivery email.

This email builds trust by sharing a specific result: [describe a result achieved or helped a client achieve, with specific numbers].

Tell the story briefly. Draw out one lesson the reader can apply immediately. Do not mention a paid offer in this email. Close by teasing what the reader can expect from your next email. Provide three subject line options.

### Email 3: Standalone Value

- **Focal Point:** Pure goodwill generation; zero sales friction.
- **Length:** 220 to 280 words.

- **The Prompt:**

Plaintext

Write the third email in a welcome sequence for [target audience]. This email delivers one genuinely useful piece of advice on [specific topic relevant to your audience].

There is no CTA to buy anything and no mention of a paid offer. The only goal is to be useful and to make the reader trust that your future emails are worth opening. Close with a line that makes the reader feel they are hearing from someone who genuinely understands their world. Provide three subject line options.

## Email 4: The Soft Offer

- **Focal Point:** Natural logic transition to the next step.
- **Length:** Under 260 words.

- **The Prompt:**

Plaintext

Write the fourth email in a welcome sequence for leads who downloaded [lead magnet name]. This email introduces my paid offer for the first time: [name and brief description].

Keep the sell soft. Frame the offer as the obvious next step for someone who wants to go further than the free resource allows. Include one to two lines of social proof: [describe a specific client result with numbers]. CTA: [describe what you want them to do]. Provide three subject line options.

## Prompt 75 — Case Narrative Setup

Plaintext

Write an email that tells the story of a client result.

- Before they worked with me: [describe starting situation].
- What we did together: [describe approach briefly].
- The specific result: [outcome with numbers].

Write this as a story, not a testimonial. Open with the result, then build back to the context. Close with a line that makes the reader consider whether a similar result is possible for them. Include a soft CTA at the end pointing to [next step]. Provide three subject line options. Length: 240 to 300 words.

## Prompt 76 — Email Objection Reframer

Plaintext

Write an email that addresses this common objection my audience has about [offer or topic]: [describe the objection exactly as a prospect would say it].

Acknowledge the objection genuinely. Address it using a specific example, result, or reframe. Do not dismiss the concern. Close with a soft CTA pointing to [next step]. Provide three subject line options. Length: 220 to 270 words.

## Prompt 77 — Value-Led Sales Broadcast

Plaintext

Write an email that leads with a useful insight about [topic] and then naturally introduces my paid offer: [name, brief description, and price].

Lead with the insight: [describe it in 1-2 sentences]. Let that stand on its own for the first half of the email. Then position the offer as the next step for someone who wants to go further with this. CTA: [what you want them to do]. Provide three subject line options. Length: 250 to 310 words.

## Prompt 78 — Urgent Deadline Reminder

Plaintext

Write a last-chance email for [offer / event name] that closes or ends at [deadline]. The deadline is real: [state the specific reason it exists, e.g., cohort starting, price increase].

Open by stating what is closing and when. Briefly remind the reader of the core outcome. Include one line of social proof: [result]. Close with a direct CTA. Provide three subject line options designed to maximise open rates. Length: Under 200 words.

## Prompt 79 — Plain Text Personal Note

Plaintext

Write a plain text email with no headers, bold text, or bullet points. Tell a short story about [describe a specific situation from your life or business].

The story should lead to one clear insight that is relevant to [target audience]. The email should read like a note from a real person, not a broadcast. Close with [a soft mention of your offer / an invitation to reply / nothing at all]. Provide three subject line options. Length: 210 to 270 words.

## Prompt 80 — Clean Re-Engagement

Plaintext

Write an email to re-engage subscribers who have not opened in [timeframe]. My brand and what I send: [brief description].

Open honestly. Acknowledge that they may not have been opening your emails. Give them one genuine reason to stay and one concrete piece of value to remind them why they subscribed. Include a simple CTA to either [take the next step with you / reply / confirm they want to stay on the list]. Provide five subject line options. Length: Under 200 words.

## Prompt 81 — Event Invitation Broadcast

Plaintext

Write an email inviting my list to register for a free live training I am hosting. Topic: [topic]. What attendees will be able to do after attending: [list 2-3 outcomes]. Date and time: [state clearly, including time zones]. Registration link: [placeholder].

Open with the problem this training addresses. Describe the training in 2-3 sentences with a focus on outcomes, not the session agenda. Close with a direct CTA to register. Provide three subject line options. Length: 200 to 260 words.

## Prompt 82 — Post-Event Conversion (Attended)

Plaintext

Write a follow-up email to people who attended my live training on [topic]. The key insight from the training: [describe main takeaway in 1-2 sentences]. The offer I made on the call: [name, brief description, and price]. Next step: [describe specific action].

Thank them briefly for attending. Remind them of the main insight. Reintroduce the offer as the natural next step. Close with a direct CTA. Provide three subject line options. Length: Under 260 words.

## Prompt 83 — Post-Event Nurture (No-Show)

Plaintext

Write a follow-up email to people who registered for my training on [topic] but did not attend.

Do not make them feel guilty for missing it. Acknowledge that they registered and share one key insight from the session: [describe it]. Tell them about the offer: [name, brief description, price]. Give them a reason to act now: [state any real urgency, e.g., replay expiring]. CTA: [next step]. Provide three subject line options. Length: Under 250 words.

## Prompt 84 — Upsell Progression

Plaintext

Write an email to someone who has just purchased [lower-ticket product, price] introducing my next offer: [higher-ticket offer name, price, brief description].

Acknowledge their purchase briefly. Position the next offer as the natural progression, not a separate pitch. Explain what becomes possible with the next step that the first purchase alone will not deliver. CTA: [link or action]. Provide three subject line options. Length: Under 220 words.

## Prompt 85 — Abandoned Cart Recovery

Plaintext

Write an email to send to someone who visited my sales page for [offer name] but did not purchase. Their most likely hesitation: [describe hesitation, e.g., wrong time, industry fit].

Acknowledge that they were interested. Address the hesitation directly with a specific response or client example. Make it easy for them to take the next step. CTA: [specific action]. Provide three subject line options. Length: Under 230 words.

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## Section 7: Webinar & Event Funnels

### Prompt 86 — Registration Page Copy Layout

Plaintext

Write the full copy for an event registration page based on the following details:

- Title & Topic: [title / topic]
- Host: [name and one-line credential]
- Date & Time: [state clearly, including time zone]
- Outcomes: [list three specific things attendees will be able to do after attending]
- Target Attendee: [describe ideal attendee specifically]

Structure the copy explicitly in this order: headline; subheadline; who this is for; what you will cover (written as outcomes, not an agenda); about the host; and CTA to register. Length: Under 450 words total.

### Prompt 87 — Instant Registration Confirmation

Plaintext

Write the registration confirmation email for my webinar: [title] on [date and time].

Confirm their spot. Tell them exactly what to expect on the call in two to three sentences. Give them one specific thing to do or think about before they join: [describe it]. Close with a line that makes them look forward to the session. Provide three subject line options. Length: Under 200 words.

## **Prompt 88 — 24-Hour Attendance Driver**

Plaintext

Write a 24-hour reminder email for my webinar: [title] on [date and time].

Remind them of what they will get from attending: [two specific outcomes]. Include the join link placeholder: [link]. Give them one tactical thing to think about or prepare before the call: [describe it]. Provide three subject line options designed to maximise open rates. Length: Under 180 words.

## **Prompt 89 — 1-Hour Logistical Nudge**

Plaintext

Write a one-hour reminder email for my webinar: [title] starting at [time].

Keep it short and tactical. Confirm the exact time, provide the access link, and remind them of one core reason they registered in the first place. Provide three subject line options. Length: Under 100 words.

## **Prompt 90 — Organic Event Promotion Hook**

Plaintext

Write a LinkedIn post promoting my free live training on [topic] for [target audience]. Date and

time: [state both]. What the attendee will be able to do after attending: [2-3 specific outcomes].  
Registration link or instruction: [placeholder].

Open with the problem the training addresses. Describe what the attendee walks away with.  
Close with a direct instruction to register. Length: 160 to 210 words.

## **Prompt 91 — Live Opening Retention Script**

Plaintext

Write the opening three-minute script for my webinar on [topic] for [target audience].

Cover in this exact order: who I am and what qualifies me to speak on this topic (grounded in specific results, not job titles); who this webinar is for and what they will be able to do or know by the end; and one instruction for how to get the most from the session. Write as natural spoken dialogue. Sound like a real person opening a conversation, not a presenter reading slides.

## **Prompt 92 — Natural Pitch Transition**

Plaintext

Write the transition script from the teaching content of my webinar to the pitch for [offer name]. The last teaching point just covered: [describe it]. The offer: [name, brief description, price, and why it is the logical next step].

The transition should acknowledge what the audience has just learned, connect it directly to the limitation of what a single session can achieve, and introduce the offer as the way to go further. Write as natural spoken dialogue. Under three minutes when spoken.

## **Prompt 93 — Replay Distribution Engine**

Plaintext

Write an email sharing the replay of my webinar: [title]. Replay link: [placeholder]. Availability: [state deadline if replay expires]. One key insight from the session: [describe briefly]. The offer made on the call: [name, price, and link].

Open with the insight. Share the replay link. Reintroduce the offer briefly. Close with a clear CTA. Provide three subject line options. Length: Under 220 words.

## Prompt 94 — Two-Part Close Sequence

Plaintext

Write two follow-up emails for webinar attendees who have not yet purchased [offer name].

- Email 1 (sent 48 hours after): Address the most likely hesitation: [describe hesitation]. Use a specific client result as proof: [name, result, number]. CTA: [next step].
- Email 2 (sent 96 hours after): Shorter and more direct. Acknowledge the closing deadline. Give one final reason to act. CTA: [next step].

Provide three subject line options for each email.

## Prompt 95 — Social Proof Stack Email

Plaintext

Write an email featuring social proof from past clients, sent to webinar attendees who have not yet purchased [offer name]. Include these results:

- [Result 1: Name/role, specific numeric result]
- [Result 2: Name/role, specific numeric result]
- [Result 3: Name/role, specific numeric result]

Open with one sentence that sets up the proof without announcing it. Write each result as 3-4 sentences in a brief case study format. Close with a direct CTA to [next step]. Provide three subject line options. Length: Under 270 words.

## Prompt 96 — Post-Registration Thank You Page

Plaintext

Write the copy for the thank you page someone sees after registering for my webinar: [title] on [date and time].

Confirm the registration and tell them what they will receive next (confirmation email, reminders). Include one line that makes them look forward to the session. [Optional: add description of next step here or leave blank]. Length: Under 120 words.

## **Prompt 97 — Strategic Webinar Structural Outline**

Plaintext

Write a detailed outline for a [length]-minute webinar on [topic] for [target audience]. My goal: [describe whether primary goal is to sell an offer, generate applications, or build authority].

The outline should cover: opening and introduction; the main teaching content divided into sections with approximate timings; any interaction points; the transition to the offer; the pitch itself; and Q&A. For each section, include the key point to make and the approximate time to spend on it.

## **Prompt 98 — Paid Traffic Event Ad Copy**

Plaintext

Write three ad variants promoting my free live event: [title] on [date]. Target audience: [describe them]. What they will leave with: [2-3 specific outcomes]. Reason to register now: [state genuine urgency, e.g., limited spots, no replay].

For each variant: open with the outcome or the audience's problem; introduce the event in one to two sentences; and close with a direct CTA to register. Length: Under 100 words each.

## **Prompt 99 — High-Tier Application Page Copy**

Plaintext

Write copy for an application page for [offer name].

The copy should explain clearly: why there is an application process; who will be accepted; what the selection criteria are; and what happens immediately after the application is submitted. This page should make the right person feel they are in exactly the right place, and make the wrong person feel that this is not for them right now. Length: Under 250 words.

## Prompt 100 — Replay Re-Engagement (No-Show fallback)

Plaintext

Write a follow-up email for people who registered for [webinar title] but did not attend.

Do not make them feel bad. Acknowledge their registration. Share one key insight from the session: [describe it]. Tell them about the offer: [name, price, brief description]. Include the replay link: [placeholder]. CTA: [next step]. Provide three subject line options. Length: Under 230 words.

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## Section 8: Video & VSL Scripts

Plaintext

[60-Second Short Form] 👉 Prompt 101: Hook (5s) -> Core Insight -> Snappy Loop Close. Spoken dialogue format.

[3-5 Min Deep Dive] 👉 Prompt 102: Structural YouTube/LinkedIn script. Injects real contextual data.

[VSL Opening Hook] 👉 Prompt 103: Generates 5 high-tension situational hooks (approx. 75 words / 30s each).

[VSL Problem Track] 👉 Prompt 104: Builds emotional alignment across a ~500-word (2 min)

scenario rundown.

[VSL Solution Track] 👉 Prompt 105: Explains the mechanics & logic differentiators over a 2-minute spoken runtime.

[VSL Proof Track] 👉 Prompt 106: Formats 3 client histories into sequential 60-second spoken case run-throughs.

[VSL Offer Pitch] 👉 Prompt 107: 90-second direct close covering assets, clear pricing metrics, and risk protection.

[Full VSL Brief] 👉 Prompt 108: Generates complete structural timings and objective metrics prior to scripting.

[YouTube Intro Hook] 👉 Prompt 109: 30-second target validation hook (5s scroll-stopper + 25s map setup).

[Vertical Reel/Short] 👉 Prompt 110: Ultra-fast vertical video script (15/30/60s options). Hook must land inside 2s.

[Video Arc Series] 👉 Prompt 111: Plans an interconnected multi-episode outline to maximize audience retention.

[Testimonial Prompts] 👉 Prompt 112: 8 natural conversational interview questions to prevent vague client praise.

[Product Walkthrough] 👉 Prompt 113: Narrates the raw spatial experience of inside software or curriculum deliverables.

[Late Replay Hook] 👉 Prompt 114: 60-second camera intro providing contextual alignment for late-access viewers.

[YouTube Outro Close] 👉 Prompt 115: 30-second natural exit recommendation to drive lead conversions seamlessly.

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## Section 9: DM Engagement & Conversational Outreach

### Prompt 116 — Post-Engagement Connection Note

- **Objective:** Start low-friction dialogues with post interactors.

- **The Prompt:**

Plaintext

Write five LinkedIn DMs to send to someone who liked or commented on my post about [topic]. The goal is to start a genuine conversation, not to pitch immediately.

Each DM should reference the specific post they engaged with; ask one genuinely interesting question related to the topic; and feel like something a real person would send. Under 80 words each. Write as natural conversation.

## Prompt 117 — Connection Acceptance Follow-Up

- **Objective:** Capitalize on the immediate 24-hour connection acceptance window.

- **The Prompt:**

Plaintext

Write five LinkedIn DMs to send within 24 hours of someone accepting my connection request. Context: they connected after [specify: seeing my content / attending my webinar / reaching out cold / meeting at an event].

Each DM should: acknowledge the connection naturally; open a genuine conversation; and not pitch anything. The goal is one reply that starts a dialogue. Under 80 words each.

## Prompt 118 — ICP Cold Link Message

- **Objective:** Start conversations with unengaged profile matches.

- **The Prompt:**

Plaintext

Write five cold LinkedIn DMs to send to [describe target prospect, e.g., founders with under 10k followers who post about scaling]. My goal: [describe what you want from the conversation].

Each DM should: reference something specific about their profile, recent content, or company; feel genuinely personal rather than templated; and not pitch anything. The goal is a reply that starts a conversation. Under 100 words each.

## Prompt 119 — Value-First Conversation Starter

- **Objective:** Lead with practical insights or discovered gaps before asking for anything.

- **The Prompt:**

Plaintext

Write five LinkedIn DMs where I lead with something genuinely useful to the prospect before making any ask.

- The value I can offer: [describe what you noticed or can provide, e.g., a specific gap in their profile or a relevant free resource].

- Target prospect: [describe them].

Each DM should deliver the observation or value clearly, then leave the door open for a conversation. Under 110 words each.

## Prompt 120 — Post-Webinar Conversation Mover

- **Objective:** Transition warm event attendees into discovery calls.

- **The Prompt:**

Plaintext

Write five LinkedIn DMs to send to people who attended my live training on [topic]. The goal is to move the conversation toward [next step, e.g., booking a discovery call or applying].

Each DM should: reference something specific from the training; open a conversation rather than immediately pitch; and feel as if sent to that individual, not the whole attendee list. Under 100 words each.

## Prompt 121 — Low-Pressure Discovery Call Booking

- **Objective:** Guide highly interested message contacts to an official booking.

- **The Prompt:**

Plaintext

Write five LinkedIn DMs that move a warm prospect toward booking a discovery call with me.

- Their situation: [describe what you know about them and where the conversation is currently].

- My offer: [brief description].

Each DM should make the ask feel low-pressure and logical. The prospect should feel that the call is something they want, not something I need from them. Under 80 words each.

## Prompt 122 — Direct DM Objection Handling

- **Objective:** Address incoming objections within live message threads smoothly.

- **The Prompt:**

Plaintext

Write five DM responses to this common objection raised in conversation: "[paste objection exactly, e.g., 'not sure this works for my industry' or 'tried something similar before']."

Each response should: acknowledge the concern directly; address it with a specific example, result, or reframe; and invite the conversation to continue naturally. Do not be defensive. Do not dismiss the concern. Under 100 words each.

### Prompt 123 — Follow-Up Message (Ghost Recovery)

- **Objective:** Restart stalled conversations with zero awkwardness after 5 days of silence.

- **The Prompt:**

Plaintext

Write five follow-up DMs to send when a warm prospect has not replied after five days.

- Their last interaction: [describe it, e.g., asked a question about the program, attended webinar].

Each follow-up should feel natural and low-pressure. It should add something new to the conversation rather than simply restating the original message. Under 70 words each.

### Prompt 124 — Natural Soft Close

- **Objective:** Present your premium solution as the clear next step without sales pressure.

- **The Prompt:**

Plaintext

Write five DMs that present my offer as the natural next step for a prospect who has engaged with my content, downloaded a resource, or attended a webinar. Offer: [brief description].

Each DM should: acknowledge where they are in their journey; explain what the offer does for someone in their situation; and invite them to take the next step without pressure. Under 120 words each.

### Prompt 125 — Multi-Touchpoint Outreach Cadence

- **Objective:** Deploy a 4-step systemic workflow to transform a new connection into a real conversation.

- **The Prompt:**

Plaintext

Write a four-message LinkedIn outreach sequence for [target prospect].

- Message 1 (Connection request note): Under 200 characters. Mention something specific about them.

- Message 2 (Sent within 24 hours of acceptance): Conversation opener, under 80 words. No pitch.

- Message 3 (Sent 5 days later if no reply): Adds a new piece of value or asks a different question. Under 100 words.

- Message 4 (Sent 12 days later if still no reply): Short, honest, and final breakup message. Under 60 words.

Each message should feel like a natural next step from the last.

## Prompt 126 — Referral Network Request

- **Objective:** Source high-quality client connections through your existing satisfied customer base.

- **The Prompt:**

Plaintext

Write three LinkedIn DMs asking an existing client or satisfied customer if they know anyone who would benefit from [brief description of your offer].

Each DM should: acknowledge the existing relationship; make the ask feel natural rather than transactional; and make it easy for them to refer someone without feeling obligated. Under 90 words each.

## Prompt 127 — Strategic B2B Partnership Outreach

- **Objective:** Pitch collaborations by emphasizing what the partner stands to gain.

- **The Prompt:**

Plaintext

Write three LinkedIn DMs reaching out to [describe type of person, e.g., newsletter creators or podcast hosts in a specific niche] about a potential collaboration.

My angle: [describe what I can offer them and what I am looking for]. Each DM should lead with what is valuable for them, not what I want from the exchange. Under 110 words each.

## Prompt 128 — Structured Testimonial Capture Request

- **Objective:** Collect precise, highly usable client feedback without getting vague answers.

- **The Prompt:**

Plaintext

Write five LinkedIn DMs asking a happy client or customer to share a testimonial. Make the ask specific.

Tell them exactly what format would be most useful: [specify, e.g., a short paragraph describing situation before and result after, or a 2-minute video answering 3 questions]. Each DM should be warm without being transactional. Under 80 words each.

## Prompt 129 — Post-Sales Call Strategy Follow-Up

- **Objective:** Re-engage hot prospects who left a discovery call without finalizing a decision.

- **The Prompt:**

Plaintext

Write three follow-up messages to send after a discovery call where the prospect was interested but did not commit. Specify: [DM or email].

- Their main hesitation on the call (if known): [describe it or leave as 'not stated'].
- Key point from the call that resonated: [describe it if known].

Each follow-up should reference something specific from the call; address the hesitation if known; and make it easy for them to take the next step without pressure. Under 150 words each.

## Prompt 130 — Lead Magnet Delivery Hook DM

- **Objective:** Open a conversation immediately after a lead claims a free asset via post comments.

- **The Prompt:**

Plaintext

Write five DMs to send to someone who commented to claim my free resource: [lead magnet name].

The DM confirms the resource is on its way or has been sent and opens a natural conversation. Do not pitch anything in this first message. Under 60 words each. Write as if one real person is following up with another.

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## Section 10: Social Proof & Case Study Extraction

## Prompt 131 — Story-Driven Feedback Questions

Plaintext

Write 10 questions to ask a happy client that will produce a specific, story-driven testimonial rather than vague praise.

The questions should systematically guide the client through: where they were before working with me; what was not working and why; what made them decide to invest; what they specifically did inside the programme; the concrete result they achieved with numbers where possible; one thing that surprised them; and what they would say to someone who is on the fence. Avoid yes/no questions.

## Prompt 132 — Case Study Interview Framework

Plaintext

Write a structured interview framework for a deep-dive case study call with a client.

The framework should guide the conversation chronologically through: their situation and business before working with me; the specific problem they needed to solve; what they had tried before and why it failed; their decision to invest and any hesitations they held; the specific actions taken inside the programme; the concrete result achieved; how their business has fundamentally changed; and what they would say to someone in a similar position. Include suggested follow-up questions for each section to draw out metrics.

## Prompt 133 — Long-Form Narrative Case Study Write-Up

Plaintext

Write a detailed, narrative case study based on the following client information:

- Client identifier: [name or role]
- Before situation: [describe in detail what they were doing, what failed, and timeline stuck]
- The decision point: [describe what made them invest and any hesitations]

- Specific actions taken: [describe specific actions taken inside the program]
- Measurable output: [specific outcome with numbers]
- Verbatim customer quotes: [paste quotes or paraphrases here]

Write this as a narrative, not a list of facts. Open the copy immediately with the major result, then structure the remaining text chronologically. Close with a line connecting their outcome to what is possible for a reader in a similar position. Length: 450 to 600 words.

## **Prompt 134 — Testimonial-Led Email Campaign**

Plaintext

Write an email that leads with a client result and uses it to position my offer.

- Client result: [describe specifically who the client is, where they started, and the concrete numeric outcome achieved].

Open with the result. Tell the story in the body of the email. Draw out one critical strategic lesson the reader can take from the story. Close with a soft CTA pointing to [next step]. Provide three subject line options. Length: Under 280 words.

## **Prompt 135 — Social Proof LinkedIn Post**

Plaintext

Write a LinkedIn post featuring a client result.

- Client situation before: [describe it specifically]
- What changed: [describe the approach or the turning point]
- The specific result: [outcome with numbers]

Open with the result. Tell the story in the body. Include one practical lesson the reader can take away. Close with a line that invites people in a similar position to start a conversation in the DMs. Length: 200 to 260 words. First person.

## **Prompt 136 — Sales Page Testimonial Blocks**

Plaintext

Write a highly credible social proof section for my sales page using these distinct client results:

- [Client 1: name/role, starting situation, specific numeric result]
- [Client 2: same format]
- [Client 3: same format]
- [Client 4 if available: same format]

Write a short, natural introductory sentence that sets up the proof without announcing it. Write each individual client result as 3-5 sentences structured in a brief case study format. Open each one directly with the major result, then add context. Do not present these as quotes unless I have provided the exact verbatim text.

## Prompt 137 — Video Testimonial Pre-Frame Questions

Plaintext

Write six questions to give a client before they record a short video testimonial.

The questions should help them structure a tight 60 to 90 second video covering: who they are and their situation before working with me; the specific result they achieved; one thing that surprised them; and what they would say to someone who is thinking about investing but not yet sure. Write the questions as natural prompts they can easily refer to while filming, not formal interview questions.

## Prompt 138 — "Before vs. After" Transformation Mapping

Plaintext

Write a before and after section for [offer name].

- Before: [describe specifically what the ideal client's situation looks like before investing, what is

failing, and how they feel].

- After: [describe specifically what their situation looks like after completing the program, business metric changes, and daily reality].

Write each section as two to three sentences. Use highly specific operational details. Avoid vague marketing language like "transformed," "elevated," or "changed everything."

## **Prompt 139 — Central Proof Bank Builder**

Plaintext

Help me build a structured proof bank from the following raw client data and feedback: [Paste all client testimonials, results, written feedback, and screenshots of messages received].

For each distinct piece of evidence, extract and organize: the client's name or role; their precise starting situation; the specific result with numbers where available; and any powerful direct quotes worth using verbatim. Organise the final output cleanly by result type: revenue results; audience growth results; client acquisition results; time-saving results; and other outcomes. Present as a structured, searchable reference document.

## **Prompt 140 — Aggregate Results Summary**

Plaintext

Write a results summary section using the following data points:

- Total number of clients or students: [number]

- Combined result or average outcome: [describe if available]
- Specific named results to include: [list 2-3 brief names and numbers]

Write this as a short, cohesive paragraph followed immediately by the specific named results. Do not present this data as a plain table or standard bullet list. Close with a strong sentence connecting these aggregate results to what is possible for the reader who is currently considering the offer. Length: Under 200 words.

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## Section 11: Advanced & Multi-Use Workflows

### Prompt 141 — Brand Voice Session Pre-Trainer

- **The Framework:** Run this at the start of any new session to instantly calibrate your AI assistant to your identity.
- **The Prompt:**  
Plaintext  
I am about to start a marketing content creation session and I want you to hold this full business context throughout our dialogue.
  - My name: [your name]
  - What I do: [describe your business, niche, and offer]
  - My target audience: [describe in detail]
  - My core message: [describe in two to three sentences]
  - My tone: [describe specifically, e.g., direct, warm, practical—never corporate or overly polished]
  - Regular vocabulary: [list 3-5 words or phrases used regularly]
  - Forbidden vocabulary: [list 3-5 words or phrases to avoid entirely]
  - Voice guidelines: [paste your full brand voice guidelines here]
  - Content examples: [paste 2-3 examples of your best writing]

Hold all of this context throughout this session. I will give you specific asset tasks next, and I want every single output to reflect this brief precisely.

### Prompt 142 — Long-Form Content Repurposing Matrix

- **The Framework:** Turn a single piece of long-form media (webinar, podcast, long-form guide) into a full month of marketing distribution assets.
- **The Prompt:**  
Plaintext

I have a piece of long-form content: [describe it, e.g., a 45-minute webinar or deep-dive article on a specific topic].

Create a comprehensive repurposing plan that turns this single piece of content into [number] distinct marketing assets. For each asset, specify: the exact format; the digital platform it is designed for; the approximate length; the core angle or hook; and what strategic goal it serves (awareness, lead generation, nurture, or conversion). Present the final plan as an organized markdown directory with clear headings.

## Prompt 143 — Framework & IP Engine

- **The Framework:** Convert raw observations and individual career lessons into named, scalable intellectual property.

- **The Prompt:**

Plaintext

I want to develop a proprietary framework around this specific area: [describe it]. Here is what I know about it from direct professional experience: [share your thinking, observations, and key principles as you would explain them to a peer].

Help me structure this into a clear, memorable framework. The framework must have a logical flow where each stage builds meaningfully on the previous one. It should be simple enough to explain in a single LinkedIn text post but deep enough to support multiple posts expanding on each component. Present two or three possible structures and explain the unique logic behind each one.

## Prompt 144 — Conversational Sales Call Framework

- **The Framework:** Build a repeatable structural roadmap for sales calls that balances discovery and pitching flawlessly.

- **The Prompt:**

Plaintext

Write a structural framework for a discovery or sales call for my offer: [offer name].

Include and outline the following crucial sections:

- Opening: How to establish rapport, start the call, and set the explicit agenda.
- Discovery questions: Five to seven specific high-leverage questions to ask.
- Transition: How to smoothly move from active discovery to presenting the offer.
- Offer presentation: How to describe the deliverables and mechanics without it feeling like a hard pitch.
- Objection handling: How to directly address the most common objection I hear, which is

[describe objection].

- Close: How to end the call, agree on concrete timelines, and define the next step.

Write this as a practical operational framework, not a word-for-word script.

## Prompt 145 — Value-First Podcast Guest Pitch

- **The Framework:** Pitch yourself as a high-value guest to industry podcasts by leading with audience utility.
- **The Prompt:**  
Plaintext  
Write two short, high-conversion email pitches I can send to [type of podcast, e.g., B2B founder-focused shows] to appear as a guest speaker.
  - My core talking points: [list 2-3 specific actionable topics you can speak to that are highly valuable for their audience].
  - My credentials: [describe two specific results or experiences—not generic job titles].

Each pitch must lead explicitly with what I can give their audience, not with what I want from the appearance. Keep each variant under 200 words.

## Prompt 146 — Campaign Launch Sequence Architecture

- **The Framework:** Map out the complete narrative arc of a multi-day email launch campaign before drafting individual emails.
- **The Prompt:**  
Plaintext  
Plan a [number]-email launch sequence for my offer: [offer name]. Launch close date: [date]. Target audience segment: [describe your list or segment].

For each individual email in the sequence, specify: the send date; the subject line concept; the exact goal of the email; and the main message or hook concept. The sequence must move logically from awareness to consideration to urgency, ending with a clear final-hour CTA email before close. Present the final output as a structured markdown plan table. Do not write the full emails, only the plan.

## Prompt 147 — De-AI Content Audit

- **The Framework:** Clean your copy of generic AI traits, overused transitions, and cliches before publishing.

- **The Prompt:**

Plaintext

Review the marketing content provided below and identify any phrases, clichés, or structural patterns that are likely to feel generic or AI-generated to a sophisticated reader. [Paste your content here].

Look specifically for: overused transitions like 'furthermore' or 'in conclusion'; abstract adjectives that gesture at significance without being specific; sentences that claim something is important without demonstrating why; and any language that could appear in a piece on this topic by any general writer rather than only by someone with my specific background. For every element you flag, suggest a specific, humanized revision.

## Prompt 148 — Anti-Commoditization Positioning

- **The Framework:** Solidify your messaging so your premium offer feels completely distinct from low-cost alternatives.

- **The Prompt:**

Plaintext

My offer [name] exists in a crowded market where many [describe your competition] offer something superficially similar. Help me develop a high-impact positioning statement and three key messages that make my offer feel distinct and justify a premium price.

- My real differentiators: [list them, avoiding vague claims].

- Real client results: [list specific named examples with clear numbers].

The final positioning must be grounded entirely in proof, not in empty adjectives. Every message must be specific enough that a competitor could not plausibly use the same words.

## Prompt 149 — The Copy Specificity Test

- **The Framework:** Audit your marketing text to replace all general claims with objective, concrete observations.

- **The Prompt:**

Plaintext

Assess the following marketing copy against this standard: every claim must be grounded in something specific. [Paste your content here].

For each individual sentence, analyze it and tell me whether it passes or fails that

standard. A sentence passes if it includes a specific number, a named example, a concrete observation, or an explicit personal experience. It fails if it makes a general claim that could apply to anyone, or asserts significance without showing why. For every single sentence that fails, either suggest a concrete revision to make it specific or flag it for complete removal.

## Prompt 150 — Full-Funnel Copy Architecture Brief

- **The Framework:** Define structural blueprints for every asset in a new funnel before writing a single line of copy.

- **The Prompt:**

Plaintext

I am building a marketing funnel from scratch for [offer name]. Write a comprehensive, cohesive copy brief that covers each of the following touchpoints in detail:

1. The lead magnet: working title, format, and core promise.
2. The landing page: headline and subheadline structural options.
3. The welcome sequence: the distinct goal, subject line concept, and core message for emails 1 through 4.
4. The sales page: headline direction, problem framing approach, solution framing approach, proof strategy, and CTA structure.
5. The ad hook: a cold traffic hook promoting the lead magnet.

Target audience context: [describe them]. The downstream outcome my offer creates: [specific outcome]. Real client results available: [list them with numbers]. Write this strictly as a strategic execution brief, not finished copy, specific enough that a copywriter could flawlessly execute each asset from it.