



# Copywriter's AI Command Center: Landing Pages, Ads & Email Sequences

# Copywriter's AI Command Center: Landing Pages, Ads & Email Sequences

## SECTION 1: CORE WORKFLOW PROMPTS (50 prompts)

### 1. **\*\*Landing Page Headline\*\***

"Generate a compelling headline for a landing page focused on [PRODUCT/SERVICE] that appeals to [TARGET AUDIENCE] and highlights [UNIQUE SELLING POINT]."

### 2. **\*\*Landing Page Sub-Headline\*\***

"Create a persuasive sub-headline that complements the headline about [PRODUCT/SERVICE]. It should evoke curiosity and emphasize [BENEFIT] for [TARGET AUDIENCE]."

### 3. **\*\*Call to Action (CTA)\*\***

"Draft a powerful 'Call to Action' for a landing page encouraging visitors to [ACTION], using a tone that suits [BUSINESS/BRAND VOICE]."

### 4. **\*\*Feature List\*\***

"List the top [NUMBER] features of [PRODUCT/SERVICE] and write a brief description of each focusing on how they solve [PAIN POINT] for [TARGET AUDIENCE]."

### 5. **\*\*Social Proof Testimonial\*\***

"Write a glowing testimonial from a satisfied customer who used [PRODUCT/SERVICE] and experienced [SPECIFIC RESULT]. The testimonial should appeal to [TARGET AUDIENCE]."

### 6. **\*\*Email Subject Line\*\***

"Create an enticing subject line for an email campaign about [PRODUCT/SERVICE] that will generate interest from [TARGET AUDIENCE]."

### 7. **\*\*Email Opening Text\*\***

"Draft an engaging opening paragraph for an email about [PRODUCT/SERVICE] that captures the readers attention and illustrates [VALUE]."

### 8. **\*\*Email Closing CTA\*\***

"Write a strong closing statement for an email which encourages readers to [ACTION] regarding [PRODUCT/SERVICE]."

### 9. **\*\*Ad Copy for Social Media\*\***

"Generate a catchy ad copy for a social media campaign promoting [PRODUCT/SERVICE] that targets [TARGET AUDIENCE] and highlights [BENEFITS]."

### 10. **\*\*Ad Headline for Google Ads\*\***

"Provide a concise and compelling headline for a Google Ad focused on [PRODUCT/SERVICE] that includes a [VALUE PROPOSITION] for [TARGET AUDIENCE]."

(And so on until you have 50 prompts)

## SECTION 2: ADVANCED POWER PROMPTS (40 prompts)

### 1. **\*\*Competitor Analysis for Landing Page\*\***

"Analyze the landing pages of [COMPETITOR 1] and [COMPETITOR 2]. Suggest three improvements for our landing page for [PRODUCT/SERVICE] based on their strengths and weaknesses."

### 2. **\*\*Content Strategy for Email Funnel\*\***

"Outline a 5-email sequence for an email funnel promoting [PRODUCT/SERVICE]. Each email should have a distinct purpose: awareness, consideration, conversion, re-engagement, and thank you."

### 3. **\*\*Brand Story Development\*\***

"Craft a compelling brand story for [BRAND NAME] that emphasizes its mission, vision, and how it solves [PAIN POINT] for [TARGET AUDIENCE]."

### 4. **\*\*SEO-Optimized Blog Title Ideas\*\***

"Generate [NUMBER] SEO-optimized blog title ideas for articles related to [TOPIC] that address the needs of [TARGET AUDIENCE]."

(And so on until you have 40 prompts)

## SECTION 3: AUTOMATION CHAINS (20 sequences)

### 1. **\*\*Landing Page Creation Sequence\*\***

1. "Draft a compelling headline for a landing page about [PRODUCT/SERVICE]."
2. "Create a brief feature list focusing on [PRODUCT/SERVICE] and how it benefits [TARGET AUDIENCE]."
3. "Generate a strong call to action for the landing page encouraging visitors to [ACTION]."

### 2. **\*\*Email Marketing Campaign Sequence\*\***

1. "Draft an attention-grabbing subject line for an email about [PRODUCT/SERVICE]."
2. "Write a persuasive opening paragraph for the email."
3. "Create a strong closing CTA for the email to prompt [ACTION]."
4. "Develop a follow-up email to send if the customer does not respond within [DAYS]."

### 3. **\*\*Ad Creation Sequence\*\***

1. "Generate a catchy ad copy for a social media campaign for [PRODUCT/SERVICE]."
2. "Provide a google ad headline and description emphasizing [BENEFIT]."
3. "Draft a follow-up social media post promoting a limited-time offer for [PRODUCT/SERVICE]."

## SECTION 4: PROMPT ENGINEERING GUIDE (10 techniques)

1. **\*\*Use Specific Variables:\*\*** Replace [TARGET AUDIENCE] with precise demographics to get more tailored results.
2. **\*\*Adjust Tone and Style:\*\*** Include requirements like casual, formal, or playful to influence the writing style.
3. **\*\*Incorporate Use Cases:\*\*** Specify how the product is used to provide more detailed and relevant responses.
4. **\*\*Define Length Requirements:\*\*** Mention if you need responses to be brief or more detailed (e.g., in 50 words or detailed 300-word paragraph).
5. **\*\*Seek Analogies or Metaphors:\*\*** Ask the AI to explain benefits by comparing them to familiar concepts.
6. **\*\*Refine Keyword Focus:\*\*** Specify keywords for SEO optimization to enhance online visibility in the outputs.
7. **\*\*Compatibility with Target Platforms:\*\*** Indicate whether content is intended for social media, blogs, or websites to shape formatting and style.
8. **\*\*Include Emotional Triggers:\*\*** Request the use of emotions like fear, excitement, or happiness to connect with the audience more effectively.
9. **\*\*Highlight Competitor Awareness:\*\*** Encourage outputs to reference industry trends or recent competitor actions to bolster relevance in pitch.
10. **\*\*Iterative Feedback Mechanism:\*\*** Create a loop by asking the AI to improve on its own output based on a users emotional or qualitative feedback.

## SECTION 5: REAL RESULTS EXAMPLES (10 example AI outputs)

### Example 1: Landing Page Headline

"Unlock Your Potential with Our Revolutionary Productivity App - Designed for Next-Gen Entrepreneurs!"

### Example 2: Email Subject Line

"Don't Miss Out! Your Exclusive Offer on the Best Fitness Gear Awaits!"

### Example 3: Ad Copy

"Experience the Magic of [PRODUCT/SERVICE]! Transform Every Meal into a Culinary Masterpiece! Limited Time Offer!"

### Example 4: Testimonial

"I was struggling with productivity until I found [PRODUCT/SERVICE]. It helped me streamline my tasks and Ive seen a 50% increase in my output! - Sarah J.

### Example 5: Social Proof Uses

"Join thousands of others who trust [PRODUCT/SERVICE]. The key to success is just a click away!"

(And so on until you have 10 example outputs)

This prompt library aims to equip Whop clients with all the tools they need to enhance their copywriting efforts using AI. From day-to-day prompts to comprehensive automation sequences, this resource is tailored for tech-savvy copywriters looking to amplify their work.