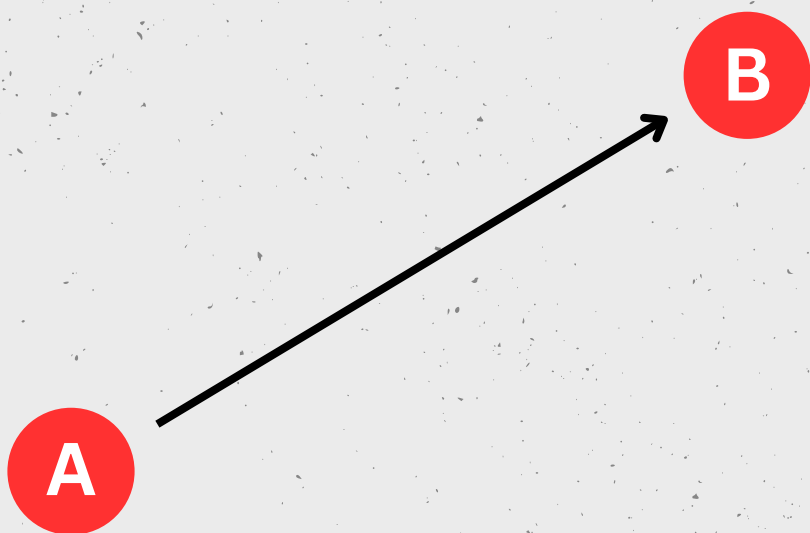


COPYWRITING PRO



THE 50+ AI PROMPTS I USE
TO WRITE LIKE A 9-FIGURE
COPYWRITER FOR MY
PERSONAL BRAND

Introduction

In today's digital landscape, crafting compelling copy that converts isn't just an art—it's a science. As someone who's leveraged AI to scale my personal brand's copywriting, I've developed and refined these prompts to consistently produce high-converting copy that maintains authenticity and resonates with audiences.

These aren't just generic prompts—they're the exact templates I use to write everything from social media posts to sales pages that have helped generate significant revenue.

The Ultimate AI Copywriting Prompt Collection

Brand Voice Development

1. "Analyze these 3 competitors in my industry [Insert names] and create a unique brand voice that stands out while maintaining authenticity: [Paste your best performing content]. Focus on tone, vocabulary, and sentence structure that would resonate with [target audience]."
2. "Take this piece of content [paste content] and rewrite it in my brand voice, emphasizing [key personality traits] while maintaining [core message]. Add elements that build trust and authority without sounding boastful."

Social Media Engagement

3. "Create a carousel post series on [topic] that follows this structure: Hook that triggers curiosity, 5 valuable insights that aren't obvious, actionable conclusion. Make it sound conversational yet authoritative, focusing on [specific pain point]."
4. "Generate 10 scroll-stopping hooks for LinkedIn that position me as a thought leader in [industry], incorporating current trends and addressing [specific audience challenge]."

Email Marketing

5. "Write an email sequence for [product/service] that follows this structure: Story-based hook, agitate the problem, present solution, overcome common objections, compelling call to action. Include psychological triggers that create urgency without being pushy."
6. "Take this customer testimonial [paste testimonial] and weave it into a narrative-driven email that highlights transformation while maintaining authenticity. Focus on emotional triggers that resonate with [target audience pain points]."

Sales Page Copy

7. "Analyze these successful sales pages [paste URLs/examples] and create a framework that combines their best elements. Then write a sales page for [product] that incorporates these elements while maintaining authenticity and addressing [specific pain points]."
8. "Take this sales page draft [paste content] and enhance it with proven psychological triggers: reciprocity, scarcity, social proof, and authority. Maintain a conversational tone while building credibility."
9. "Generate 5 different versions of the problem-agitation section for [product/service], focusing on emotional depth without manipulation. Include specific scenarios that resonate with [target audience]."

Landing Page Optimization

10. "Create a landing page headline hierarchy for [offer], including main headline, sub-headline, and 3 supporting statements. Focus on benefit-driven language that addresses [specific pain point]."
11. "Write micro-copy for each section of my landing page: navigation, form fields, buttons, and confirmation messages. Maintain brand voice while optimizing for conversions."
12. "Develop a bullet point list of benefits for [product/service] that transforms features into emotional benefits. Focus on the transformation and end result for the customer."

Ad Copy Creation

13. "Generate 10 Facebook ad headlines that use curiosity gaps and emotional triggers for [product/service]. Include pattern interrupts that make scrollers stop."
14. "Create 5 different ad angles for [product/service] based on these customer testimonials [paste testimonials]. Focus on the transformation story while maintaining compliance with ad policies."
15. "Write 3 different ad copies testing different emotional triggers: fear of missing out, desire for belonging, and achievement motivation. Target [specific audience] pain points."

Content Repurposing

16. "Take this long-form blog post [paste content] and break it down into: 1 LinkedIn carousel, 5 tweets, 3 Instagram posts, and 1 email newsletter. Maintain key insights while adapting tone for each platform."
17. "Transform this podcast episode transcript [paste transcript] into compelling written content: blog post, social media snippets, and email sequence. Focus on maintaining the conversational tone while highlighting key takeaways."
18. "Convert this customer success story [paste story] into multiple content pieces: case study, testimonial snippets, social proof elements, and email sequence highlighting the transformation."

Storytelling Frameworks

19. "Create a before/after transformation story framework for [product/service] using the hero's journey structure. Include specific emotional triggers and pain points of [target audience]."
20. "Write an origin story for my personal brand that builds authority while maintaining relatability. Focus on key turning points and lessons learned that position me as a guide."
21. "Develop a story bank of 10 mini-stories I can use across my content, focusing on: challenges overcome, lessons learned, and transformational moments that relate to [target audience]."

Objection Handling

22. "Generate thoughtful responses to these top 5 objections [list objections] that empathize with the concern while gently reframing the perspective. Maintain trust and authenticity."
23. "Create a FAQ section that proactively addresses common objections for [product/service]. Write responses that build confidence and overcome hesitation without being defensive."
24. "Write 'bridge' statements that transition from objection to solution for [common objections]. Focus on validation before presenting alternative viewpoints."

Call-to-Action Optimization

25. "Generate 20 different call-to-action phrases for [product/service] testing different psychological triggers: scarcity, social proof, curiosity, and value proposition."
26. "Create a sequence of micro-commitments leading to the main call-to-action for [sales page/funnel]. Include transitional phrases that maintain momentum."
27. "Write button copy variations for each stage of the customer journey: awareness, consideration, and decision. Include supporting micro-copy that builds confidence."

Value Proposition Development

28. "Analyze these competitor value propositions [paste examples] and create a unique angle for [product/service] that stands out while addressing core customer needs."
29. "Generate 10 different ways to articulate the unique value proposition of [product/service], testing different emphasis on features, benefits, and emotional outcomes."
30. "Create a value stack presentation for [product/service] that builds perceived value while maintaining credibility. Include specific numbers and results where possible."

Customer Journey Mapping

31. "Write automated messaging sequences for each stage of the customer journey: awareness, consideration, decision, and post-purchase. Maintain consistency in voice while adapting to stage-specific needs."
32. "Create engagement prompts for each customer touchpoint, from social media to email to customer support. Focus on building relationships and trust at each stage."

33. "Develop a welcome sequence for new community members that introduces your brand voice, sets expectations, and encourages engagement."

Social Proof Integration

34. "Transform these raw testimonials [paste testimonials] into compelling story-driven social proof. Maintain authenticity while highlighting specific results and transformations."
35. "Create variations of social proof presentations: direct quotes, success metrics, before/after stories, and expert endorsements. Adapt for different platforms and contexts."
36. "Write case study frameworks that highlight customer transformation while providing valuable insights for prospects at different stages of awareness."

Personal Branding Elements

37. "Generate 30 days of thought leadership content topics for [industry], including contrarian views and unique insights that position authority."
38. "Create a brand story bible that includes: origin story, core values, voice characteristics, and message architecture for consistent communication."
39. "Write personal brand positioning statements for different platforms (LinkedIn, Twitter, Instagram) that maintain consistency while adapting to platform norms."

Community Engagement

40. "Generate 30 engaging question prompts for community discussions that encourage meaningful conversation and showcase expertise."
41. "Create templates for community celebration posts: member wins, milestones, and transformations. Focus on building community spirit while highlighting value."
42. "Write engagement hooks for live sessions: compelling titles, curiosity-driving descriptions, and participant preparation prompts."

Content Calendar Creation

43. "Generate a month's worth of content ideas that balance: teaching, selling, engaging, and brand building. Include hooks for each piece."
44. "Create theme week content frameworks that deep dive into specific topics while maintaining engagement and building towards offers."
45. "Write content series frameworks that build anticipation and engagement over time, leading to natural offer transitions."

Email Sequence Optimization

46. "Write behavior-based email sequences that respond to: high engagement, low engagement, and specific interest signals. Maintain personalization at scale."
47. "Create re-engagement sequences for cold subscribers that rebuild interest and trust while providing immediate value."

48. "Generate automated win-back sequences for cancelled or churned customers that acknowledge concerns while highlighting new value and improvements."

Launch Strategy Content

49. "Write pre-launch content sequences that build anticipation and position value without revealing everything."
50. "Create launch email sequences that build urgency naturally through story and social proof rather than aggressive tactics."
51. "Generate post-launch nurture sequences that maintain engagement and encourage success with the product/service."

Bonus Prompts

52. "Write clear and engaging documentation/instructions for [product/service] that excite while educating."
53. "Create templates for regular client/customer communication that build relationships while maintaining professional boundaries."
54. "Generate scripts for video content that maintain natural delivery while hitting key messaging points."

Final Thoughts

These prompts are designed to be customized and combined based on your specific needs. The key to success is not just using them as-is, but adapting them to your unique voice and audience needs. Remember to always test and refine based on your results, and don't be afraid to inject your own personality and expertise into each prompt.

The most effective copy comes from understanding your audience deeply and speaking directly to their needs, desires, and pain points. Use these prompts as a foundation, but always filter them through your unique brand voice and customer insights.