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24 Advanced Prompts for Copywriting

☰ Tags Copywriting

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💡 'PASTOR' framework

> Write a copy using the 'PASTOR' framework to address the pain points of [ideal customer persona] and present our [product/service] as the solution. Identify the [problem] they are facing, amplify the consequences of not solving it, tell a [story] related to the problem, include [testimonials] from happy customers, present our [offer], and ask for a response.

💡 'Before-After-Bridge' framework

> Using the 'Before-After-Bridge' framework, please write a copy that presents the current situation with a [problem] faced by ideal customer persona]. Show them the world after using our [product/service] and how it has improved their situation. Then, provide a [bridge] to show them how they can get to that improved state by using our product.

💡 **'Attention-Interest-Desire-Action' framework**

> Write a copy using the 'Attention-Interest-Desire-Action' framework to grab the attention of ideal customer persona] and persuade them to take action. Start with a bold statement to get their attention, present information that piques their [interest], state the benefits of our [product/service] to create [desire], and ask for a signup or purchase.

💡 **'Problem-Agitate-Solve' framework**

> Using the 'Problem-Agitate-Solve' framework, please write a copy that identifies the most painful [problem] faced by [ideal customer persona] and agitates the issue to show why it is a bad situation. Then, present our [product/service] as the logical solution to the problem.

💡 **'Star-Story-Solution' framework**

> Using the 'Star-Story-Solution' framework, please write a copy that introduces the main character of a [story] related to our [product/service] and keeps the reader hooked. End the story with an explanation of how the star wins in the end with the help of our product.

💡 **'Picture-Promise-Prove-Push' framework**

> Write a copy using the 'Picture-Promise-Prove-Push' framework to paint a picture that gets the attention and creates desire for our [product/service] in ideal customer persona]. Describe how our product will deliver on its promises, provide testimonials to back up those promises, and give a little push to encourage the reader to take action.

💡 'Awareness-Comprehension-Conviction-Action' framework

> Write a copy using the 'Awareness-Comprehension-Conviction-Action' framework to present the situation or [problem] faced by [ideal customer persona] and help them understand it. Create the desired conviction in the reader to use our [product/service] as the solution and make them take action.

💡 '5 Basic Objections' framework

> Using the '5 Basic Objections' framework, please write a copy that addresses and refutes the common objections of [ideal customer personal: lack of time, lack of money, concerns that the product won't work for them, lack of belief in the product or company, and the belief that they don't need the product. Include talking points such as [unique selling point] and [desired action].

💡 'Four C's' framework

> Write a copy using the 'Four C's' framework to create clear, concise, compelling, and credible copy for [ideal customer persona]. Use this checklist to ensure that our message is effectively communicated and persuades the reader to take action. Include talking points such as [unique selling point] and [desired action]."

💡 'Consistent-Contrasting' framework

> Please write a copy using the 'Consistent-Contrasting' framework to convert leads into customers. Use a consistent message or theme throughout the copy, but incorporate contrasting language or images to draw the reader's attention and keep them engaged. Include talking points such as [product/service], [unique selling point], and [desired action].

💡 'Strong-Weak' framework

> Write a copy using the 'Strong-Weak' framework to persuade [ideal customer persona] to take action. Use strong language and images to emphasize the benefits of our [product/service], but also acknowledge any potential weaknesses or limitations in a transparent and honest way. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Emotion-Logic' framework

> Using the 'Emotion-Logic' framework, please write a copy that connects with [ideal customer persona] and creates desire for our [product/service]. Use emotional appeals to connect with the reader, but also use logical arguments to convince them to take action. Include talking points such as [emotion], [pain point], and [desired action].

💡 'Personal-Universal' framework

> Craft a copy using the 'Personal-Universal' framework to make our [product/service] relatable to [ideal customer persona]. Use "you" language and address their specific needs and desires, but also connect our product to universal human experiences and values. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Urgency-Patience' framework

> Write a copy using the 'Urgency-Patience' framework to encourage [ideal customer persona] to take action. Create a sense of urgency to encourage the reader to act now, but also remind them that using our [product/service] will bring long-term benefits that are worth waiting for. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Expectation-Surprise' framework

> Please write a copy using the 'Expectation-Surprise' framework to generate interest and encourage action from [ideal customer persona]. Set expectations for the reader about what they can expect from our [product/service], but then surprise them with unexpected benefits or features that exceed those expectations. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Exclusive-Inclusive' framework

> Write a copy using the 'Exclusive-Inclusive' framework to position our [product/service] as elite and desirable to [ideal customer persona]. Make it clear that our product is exclusive or elite in some way, but also emphasize that it is accessible and inclusive to a wide range of customers. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Positive-Negative' framework

> Using the 'Positive-Negative' framework, please write a copy that focuses on the positive aspects of our [product/service] and the benefits it will bring to [ideal customer persona]. Also acknowledge and address any potential negative consequences or drawbacks in a constructive way. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Past-Present-Future' framework

> Create a copy using the 'Past-Present-Future' framework to connect our [product/service] to [ideal customer persona]'s past experiences or memories. Show how it can improve their present situation, and then show how it can shape their future in a positive way. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Friend-Expert' framework

> Write a copy using the 'Friend-Expert' framework to establish a connection with [ideal customer persona] and position our brand or [product/service] as an expert in our field. Use a friendly and approachable tone to connect with the reader, but also highlight our credibility and expertise in our field. Include talking points such as [unique selling point], [pain point], and [desired action].

💡 'Pain-Agitate-Relief' framework

> Please write a copy using the 'Pain-Agitate-Relief' framework to convert leads into customers. Identify the pain points faced by [ideal customer personal, amplify the negative consequences of not addressing these pain points, and present our [product/service] as the solution that brings relief. Include variables such as [product/service], [unique selling point], and [desired action].

💡 'Solution-Savings-Social Proof' framework

> Write a copy using the 'Solution-Savings-Social Proof' framework to persuade ideal customer persona] to take action. Clearly state the problem our [product/service] solves, emphasize the time, money, or other resources that the customer can save by using our product, and use customer testimonials or social proof to demonstrate the effectiveness of our solution. Include variables such as [product/service], [unique selling point], and [desired action].

💡 '6 W's' framework

> Write a copy using the '6 W's' framework to convert leads into customers. Identify [ideal customer persona] as the target audience, clearly describe our [product/service] and what it does, highlight any time-sensitive aspects of our offer or the problem it solves, specify where the product or service can be purchased or used, clearly explain the benefits and value of our [product/service], and explain how the product or service works and how the customer can obtain it. Include variables such as [product/service], [unique selling point],