🧠 50 Proven AI Prompts for Sales Pages & Emails

Swipe File for High-Converting, AI-Powered Copywriting

Use these plug-and-play prompts to create email sequences, sales pages, and landing copy that converts. Structured using battle-tested frameworks (PAS, AIDA, FAB, etc.), these prompts are optimized for marketers who want **speed, scale, and precision**.

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🔥 SECTION 1: SALES PAGE PROMPTS (25)

⊠ Headlines & Hero Sections

1. **"Write a bold, benefit-driven sales page headline using the PAS formula for [product/service]. Focus on pain point: [insert pain]."** *Example: CRM for small businesses, pain: losing leads.*

2. **"Create 5 alternative headlines for [product] that use curiosity and urgency, without sounding clickbaity."**

3. **"Write a subheadline that supports this headline: 'Stop Losing Leads—Start Closing Deals.' Use empathy + a light CTA."**

4. **"Generate 3 headlines that include numbers, case study references, and real client results (if known)."**

5. "Turn this testimonial into a powerful headline: 'We increased MRR by 42% using [product] in 3 months.'"

Body Copy & Pain Points

Problem-Agitate-Solve Framework

1. **"Write the Problem–Agitate–Solve section for a sales page selling [solution] to [target audience]."**

2. **"List 3 ways your audience's current solution is failing them. Make them feel the pain—then offer your alternative."**

Customer-Focused Content

3. **"Turn this customer review into PAS–style copy: [insert review]."**

4. **"Describe how it feels to use [product] before and after—use emotional, sensory language."**

Features & Benefits

5. "Write a FAB section for this product: [insert features]. Make sure benefits are human–focused."

Trust, Authority, & Proof

Credibility Elements

1. **"Write a credibility block showing stats, logos, and social proof for [product]. Keep it skimmable."**

2. **"Summarize a real customer case study into 3 sentences using AIDA format."**

Differentiation

3. **"Write a 'Why Us' block using unique value props, competitor weaknesses, and verified trust signals."**

4. **"Create a trust message using third-party proof (G2, Capterra, testimonials, press logos)."**

Brand Story

5. "Write a short founder story with emotional relevance to the product's mission."

CTA & Conversion Triggers

Button Copy

1. **"Write 3 CTA button options for 'Start Free Trial' that emphasize speed, simplicity, or ROI."**

Final Push

2. **"Create a final CTA block that includes a testimonial, urgency element, and soft FOMO."**

Benefit Alignment

3. **"Write a sticky CTA phrase that aligns with this benefit: 'Save 10 hours/week on admin tasks.'"**

Optimization

4. **"Make this CTA sharper: 'Try it today.' Add emotion + an implied outcome."**

5. "Write a CTA for mobile that's 5 words or less, using active verbs and emotional language."

CONVERSION OPTIMIZATION

Optimize your conversion rates with A/B testing and data-driven insights.
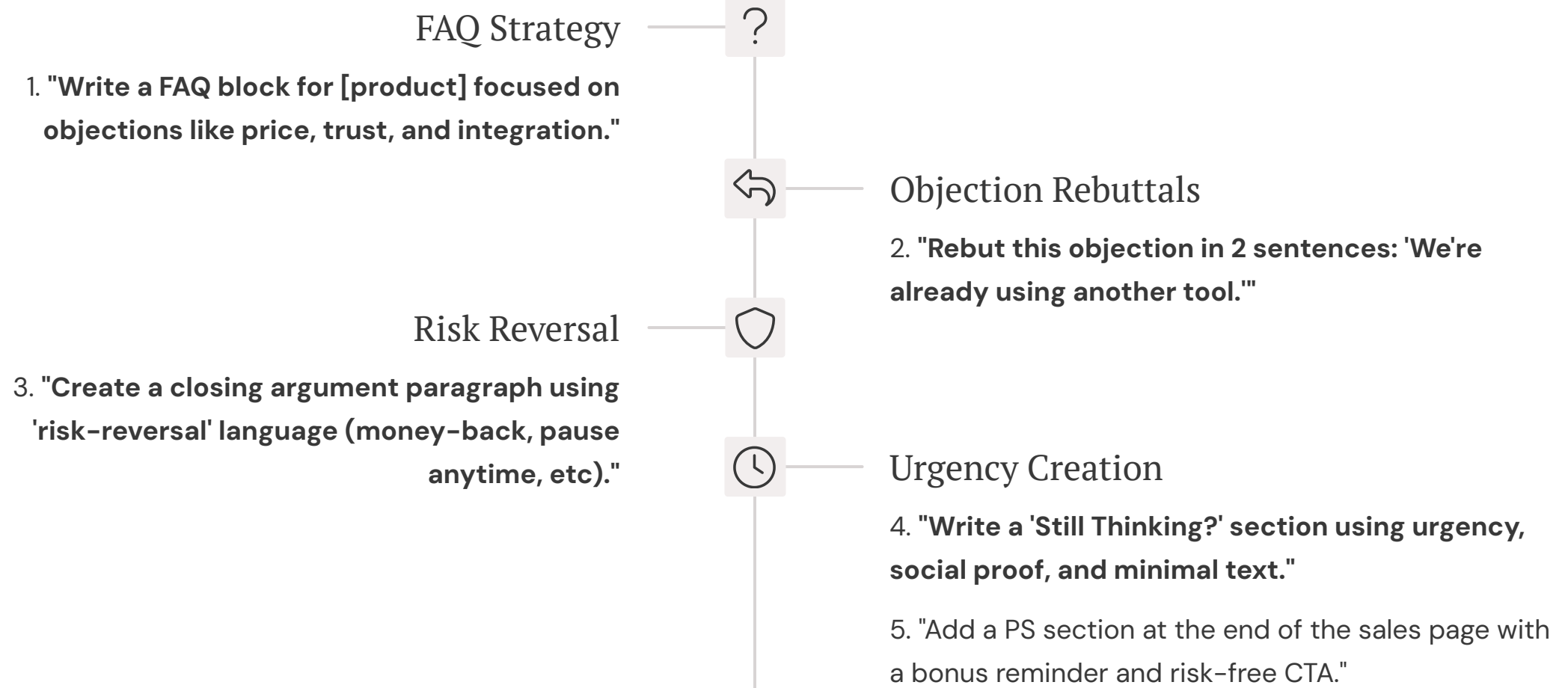
GET STARTED **LEARN MORE**

A/B TESTING

Variation   10%

98%   70%

Objection Handling & Closing

FAQ Strategy — ?

1. **"Write a FAQ block for [product] focused on objections like price, trust, and integration."**

↩ — Objection Rebuttals

2. **"Rebut this objection in 2 sentences: 'We're already using another tool.'"**

Risk Reversal — 🛡

3. **"Create a closing argument paragraph using 'risk-reversal' language (money-back, pause anytime, etc)."**

🕐 — Urgency Creation

4. **"Write a 'Still Thinking?' section using urgency, social proof, and minimal text."**

5. "Add a PS section at the end of the sales page with a bonus reminder and risk-free CTA."

✉ SECTION 2: EMAIL PROMPTS (25)

Launch & Announcement Emails

5 powerful prompts for product launches and announcements

Nurture & Lead Magnet Emails

5 prompts for building relationships with prospects

Conversion & Abandonment Emails

5 prompts for recovering lost sales

Personalization & Behavioral Triggers

5 prompts for targeted messaging

Follow-up & Sequences

5 prompts for effective email sequences

Launch & Announcement Emails

AIDA Formula

1. **"Write a product launch email using the AIDA formula with a personal tone. End with a direct CTA."**

Subject Lines

2. **"Create 3 subject lines for a new feature announcement. Include urgency + curiosity."**

Webinar Invites

3. **"Write an email inviting users to a new webinar, highlighting the value and using social proof."**

Teasers

4. **"Create a short teaser email with no more than 75 words to build buzz for tomorrow's launch."**

Welcome Emails

5. "Write a welcome email that introduces the brand voice, highlights one key feature, and includes a soft CTA."

Nurture & Lead Magnet Emails

Lead Magnet Follow-up

1. **"Write a follow-up email offering a lead magnet to someone who visited the landing page but didn't convert."**

Pain Point Statistics

4. **"Send an email showing a stat about [pain point] and positioning your product as the solution."**

5. "Create a plain-text email with a personal tone that references their industry and subtly pitches the offer."

Cold Lead Nurturing

2. **"Create a nurture sequence of 3 emails for cold leads using PAS and curiosity gaps."**

Customer Stories

3. **"Write an email that shares a customer story and ends with a question to boost replies."**

Conversion & Abandonment Emails

Cart Abandonment

1. **"Write a cart abandonment email that uses urgency and trust elements to re-engage the reader."**

Last Chance Offers

2. **"Create a 'last chance' email that's short, punchy, and includes a time-sensitive bonus offer."**

Reactivation

3. **"Write a reactivation email for a user who hasn't logged in for 30 days. Emphasize value + recent updates."**

Social Proof

4. **"Create a testimonial-driven email showing social proof + a CTA to return to the platform."**

5. "Write a 'choose your plan' email with clear differences, benefits, and callouts for your best-selling plan."

Personalization & Behavioral Triggers

Persona-Based Emails

1. **"Generate an email based on this persona: SaaS founder, time-strapped, focused on churn."**

2. **"Write a dynamic email that changes based on industry (B2B vs B2C) using token replacements."**

Behavior-Triggered Emails

3. **"Craft an email that references a user's last action on the site and nudges the next step."**

Loyalty & Engagement

4. **"Write a loyalty email that thanks power users and invites them to refer a friend."**

5. "Create an email that uses emojis and playful tone while staying brand-consistent."
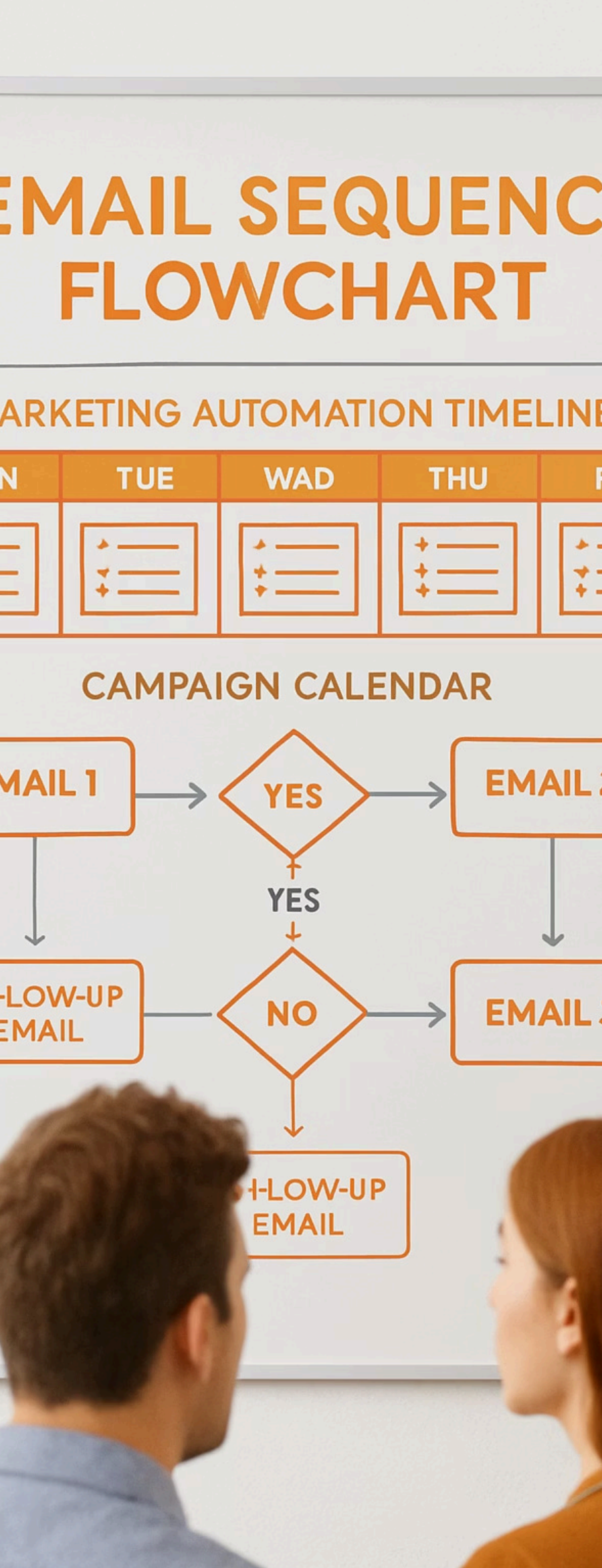
Follow-up & Sequences

Day 2

Onboarding

1. **"Write a Day 2 onboarding email that explains the next step + a link to a quick start guide."**

Day 5

Success Stories

2. **"Write a Day 5 email that focuses on a client success story and prompts trial upgrade."**
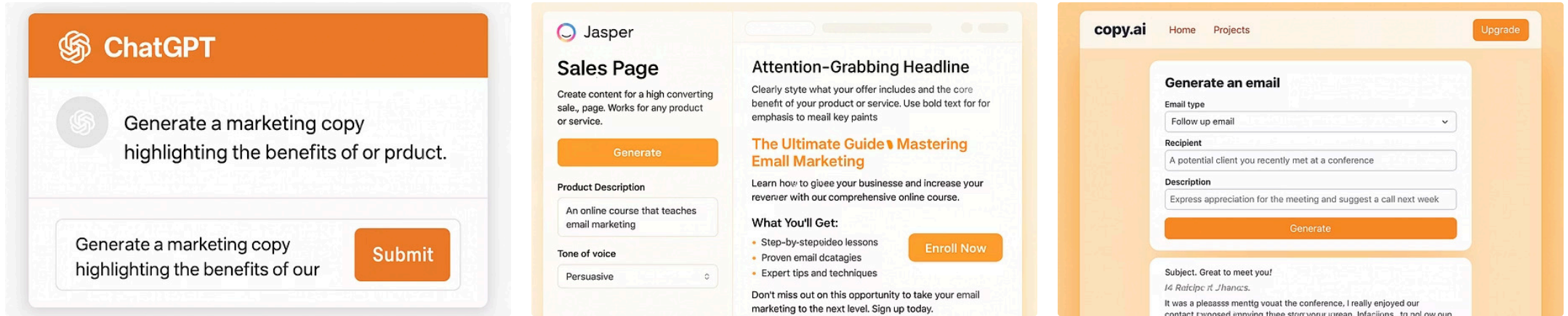
Day 7

Comparison

3. **"Write a Day 7 email that includes a comparison chart vs. competitors + discount CTA."**

Re-engage

Win-Back

4. **"Write a re-engagement email for inactive leads. Add a micro-poll to segment interest."**

5. "Write a closing email in a 7-day sales sequence using urgency, offer recap, and last CTA."

How to Use This File

- Open your favorite AI tool (ChatGPT, Gemini, Perplexity, Claude**Copy.ai**, etc.)

- Paste one of these prompts.

- Fill in any placeholders (e.g. [product], [target audience]).

- Let the AI do the heavy lifting — and tweak with your insight.

Contact Digital Marketing Group LLC

Call today