E-commerce Seller Pack

30 prompts for product descriptions, email campaigns, ad copy, and conversion optimization. Copy, customize the `[BRACKETS]`, paste into any AI.

Product Descriptions (8 prompts)

Prompt 1: The Sensory Product Description

```
Write a product description for [PRODUCT NAME], a [PRODUCT TYPE, e.g., "handmade soy candle" or "ergonomic office chair"].

Target customer: [IDEAL BUYER, e.g., "remote workers who spend 8+ hours at a desk"].
Price point: [PRICE, e.g., "$89"].
Key differentiator: [WHAT MAKES IT DIFFERENT, e.g., "adjustable lumbar support with memory foam"].

Structure the description as:
1. Opening hook (1 sentence) — paint a sensory scene of the customer USING the product, not just owning it
2. Problem agitation (2 sentences) — name the specific frustration this solves
3. Feature-to-benefit breakdown — list exactly [NUMBER, e.g., "4"] features, but lead each with the BENEFIT in bold, then explain the feature
4. Social proof placeholder — write a line like "Join [X] customers who..." that I can customize
5. Closing CTA — urgency-driven, tied to a specific reason to buy NOW

Tone: [TONE, e.g., "confident and warm, not salesy"].
Length: 150-200 words.
Do NOT use the words "elevate," "game-changer," or "unique."
```

Example Output: A description for an ergonomic office chair that opens with "Sink into your 3pm focus session instead of squirming through it," breaks down lumbar support, breathable mesh, and tilt-lock as benefits first, and closes with "Your back has been patient long enough — it won't wait another Monday."

Prompt 2: The SEO-First Marketplace Listing

```
Write an SEO-optimized product listing for [PRODUCT NAME] to be published on [PLATFORM: Amazon / Etsy / eBay / Shopify].

Product: [BRIEF DESCRIPTION, e.g., "stainless steel insulated water bottle, 32oz, matte black"].
Primary keywords I want to rank for: [KEYWORD 1], [KEYWORD 2], [KEYWORD 3].
Secondary keywords: [KEYWORD 4], [KEYWORD 5].
Competitor listings I want to beat: [PASTE 1-2 COMPETITOR TITLES or "none"].

Generate:
1. **Title** — front-load the primary keyword, include 2-3 secondary keywords naturally, stay under [PLATFORM CHARACTER LIMIT, e.g., "200 characters for Amazon"]
2. **Bullet points** (5) — each starts with a CAPITALIZED benefit phrase, then explains the feature; weave in secondary keywords without stuffing
3. **Description paragraph** (100-150 words) — narrative-style, hits all remaining keywords, includes a clear CTA
4. **Backend search terms** (if Amazon) — comma-separated, no repeated words from the title, include misspellings and synonyms

Do not use generic filler phrases like "high-quality" or "premium material" unless you specify WHICH material and WHY it matters.
```

Example Output: An Amazon listing for an insulated water bottle with title "Insulated Stainless Steel Water Bottle 32oz - Matte Black Double Wall Vacuum Flask, Keeps Cold 24hrs Hot 12hrs, Leak-Proof Lid, BPA-Free" followed by benefit-led bullets like "STAYS ICE COLD THROUGH YOUR LONGEST MEETINGS - Double-wall vacuum insulation..."

Prompt 3: The Comparison Killer

```
Write a product description for [PRODUCT NAME] that positions it directly against
[COMPETITOR PRODUCT or PRODUCT CATEGORY, e.g., "generic Amazon silicone spatulas"].

My product's advantages: [LIST 3-4 ADVANTAGES, e.g., "thicker silicone, heat-safe to 600F,
one-piece construction so no food gets trapped"].
My product's honest limitations: [1-2 LIMITATIONS, e.g., "costs $8 more than the average
set"].
Target customer: [BUYER PERSONA, e.g., "home cooks who've had cheap spatulas melt or
break"].

Structure:
1. Open with a "You know the feeling when..." moment that names the competitor's failure
point
2. Introduce my product as the fix — but do NOT trash the competitor by name, just the
category
3. Address the price difference head-on with a reframe (cost-per-use, replacement
frequency, etc.)
4. Close with a confidence statement — warranty, guarantee, or "if you don't love it"
language

Tone: honest and direct. This is for a customer who has already been burned, not a first-
time buyer.
Length: 120-180 words.
```

Example Output: A spatula set description opening with "You know the moment — you pull your spatula out of the pan and the tip is warped, or worse, there's melted silicone in your eggs" that reframes the $8 premium as "less than the cost of one ruined nonstick pan."

Prompt 4: The Micro-Story Description

```
Write a product description for [PRODUCT NAME] built entirely around a tiny customer
story.

Product: [WHAT IT IS AND WHAT IT DOES].
The "character": [DESCRIBE THE BUYER IN ONE SENTENCE, e.g., "a new dad who keeps
forgetting his coffee on the counter"].
The problem moment: [A SPECIFIC SCENARIO, e.g., "reheating the same cup of coffee for the
third time before noon"].
The resolution: [HOW THE PRODUCT FIXES THAT EXACT MOMENT].

Format:
- Tell the micro-story in 3-4 sentences (use present tense, make it feel like a movie
scene)
- Transition into the product reveal (1 sentence)
- List 3 features as quick-hit bullets (benefit: feature format)
- End with a CTA that references the story character: "Be the [CHARACTER] who finally
[OUTCOME]."

Length: 100-140 words.
Do NOT start with "Introducing" or "Meet the."
```

Example Output: "It's 10:47am. The coffee's been sitting on the counter since 7. He's reheated it twice — the microwave knows his name by now. The baby's finally asleep and he just wants one hot sip." Then reveals an insulated smart mug that keeps coffee at 130F for 3 hours, ending with "Be the dad who actually finishes his coffee."

Prompt 5: The Gift-Angle Description

```
Write a product description for [PRODUCT NAME] specifically angled as a gift purchase.

Product: [DESCRIPTION].
Gift occasion(s): [e.g., "birthday, Mother's Day, housewarming"].
Gift giver: [WHO IS BUYING, e.g., "an adult child shopping for their hard-to-buy-for mom"].
Gift receiver: [WHO GETS IT, e.g., "a woman in her 50s-60s who says she doesn't need anything"].
Price: [PRICE].

Structure:
1. Open by naming the gift-buying anxiety: "They say they don't want anything" or "You've already done the candle thing"
2. Position the product as the gift that shows you NOTICED something about them
3. Include a "what they'll actually say when they open it" line — make it sound real, not hallmark
4. Mention gift-ready packaging or presentation if applicable
5. CTA aimed at the GIVER, not the receiver

Length: 100-150 words. Warm but not saccharine.
```

Example Output: A description for an artisan cutting board that opens with "She'll say 'you didn't have to do that' and then use it every single day," mentions it arrives in a linen gift bag, and closes with "This is the one she won't regift."

Prompt 6: The Technical Spec Translator

```
I have a product with technical specifications that my customers don't understand.
Translate them into buyer-friendly language.

Product: [PRODUCT NAME].
Target customer's technical literacy: [e.g., "low — they're buying their first DSLR
camera" or "medium — they understand basic skincare ingredients"].

Here are the raw specs:
[PASTE ALL TECHNICAL SPECS, e.g., "APS-C sensor, 24.2MP, ISO 100-25600, 11-point AF
system, 5fps burst, 3-inch 1.04M-dot LCD, 950-shot battery life, 450g body only"]

For each spec:
1. State the spec in plain language (what it MEANS)
2. Explain why the customer should CARE (what it DOES for them)
3. Rate its importance for this buyer persona: "key selling point" / "worth mentioning" /
"skip for this audience"

Then write a 3-sentence summary paragraph that hits only the "key selling point" specs in
natural, jargon-free language.
```

Example Output: Translates "24.2MP" into "Enough detail to print wall-sized photos without blur — more than most people will ever need" rated as "key selling point," then "11-point AF system" into "The camera picks what to focus on across 11 zones — good for still subjects, but sports photographers may want more" rated as "worth mentioning."

Prompt 7: The Bundle Builder

```
I want to create a product bundle and need compelling copy that justifies the bundle price.

Products in the bundle:
[PRODUCT 1 — name, individual price, one-line description]
[PRODUCT 2 — name, individual price, one-line description]
[PRODUCT 3 — name, individual price, one-line description]
(add more as needed)

Bundle price: [BUNDLE PRICE].
Savings: [DOLLAR AMOUNT or PERCENTAGE off individual pricing].
Bundle name idea (optional): [e.g., "The Starter Kit" or leave blank for suggestions].

Generate:
1. **3 bundle name options** (if none provided) — short, benefit-oriented, not generic like "Value Pack"
2. **Bundle headline** (under 10 words)
3. **Bundle description** (80-120 words) — explain why these products BELONG together (the use case, not just "save money"), describe the experience of using them as a set
4. **Individual product micro-descriptions** (1 sentence each, focused on what each adds to the bundle)
5. **Savings callout** — frame the discount in the most psychologically compelling way (percentage vs. dollar amount vs. "get [PRODUCT X] free")
```

Example Output: A skincare bundle named "The Reset Routine" with headline "Everything your skin needs, nothing it doesn't," describing a morning-to-night sequence, with savings framed as "The moisturizer is essentially free."

Prompt 8: The Returns Objection Crusher

```
Write a product description for [PRODUCT NAME] that proactively addresses the top reasons customers return this type of product.

Product: [DESCRIPTION].
Category: [e.g., "clothing," "electronics," "furniture"].
Top return reasons in this category (list 3-5):
[REASON 1, e.g., "sizing runs small"]
[REASON 2, e.g., "color looks different in person"]
[REASON 3, e.g., "difficult assembly"]

For each return reason, weave in a preemptive answer WITHIN the product description — don't use a separate FAQ format. The description should feel confident, not defensive.

Include:
- Specific measurements, color references, or comparison objects where relevant
- A sizing/fit recommendation if applicable (e.g., "if you're between sizes, go up")
- Your return/exchange policy stated as a confidence signal, not a safety net

Length: 150-200 words. Tone: knowledgeable and reassuring.
```

Example Output: A clothing description that naturally mentions "the navy reads as true navy, not the washed-out almost-gray you've seen elsewhere — we shoot on a calibrated monitor and here's the Pantone if you want to check: 282 C" and "our medium fits a 38-40 chest; if your favorite tee is a snug medium, size up."

Customer Email Sequences (8 prompts)

Prompt 9: The Abandoned Cart — Curiosity Hook

```
Write a 3-email abandoned cart sequence for my [STORE TYPE, e.g., "DTC skincare brand"]
store.

Product left in cart: [PRODUCT NAME AND PRICE].
Brand voice: [DESCRIBE IN 3-5 WORDS, e.g., "witty, warm, no-BS"].
Average customer: [BRIEF PERSONA, e.g., "women 25-40, acne-prone skin, tried everything"].

Email timing:
- Email 1: 1 hour after abandonment
- Email 2: 24 hours after
- Email 3: 72 hours after (final)

For EACH email, provide:
- **Subject line** (under 50 characters) + **preview text** (under 80 characters)
- **Body** (60-100 words)
- **CTA button text** (not "Complete Your Order" — something that matches the brand voice)

Rules:
- Email 1: NO discount. Use curiosity or humor. Remind them what they left, not why they
should buy.
- Email 2: Add one piece of social proof (review snippet, number of customers,
before/after). Still no discount.
- Email 3: Introduce urgency (cart expiration, low stock, or a small incentive like free
shipping). This is the last email — make it feel final, not desperate.

Do NOT use "Still thinking about it?" or "Did you forget something?" as subject lines.
```

Example Output: Email 1 subject: "that was a good pick, btw" / Email 2 subject: "2,847 people already know" with a review snippet / Email 3 subject: "your cart disappears at midnight" with free shipping unlock.

Prompt 10: The Post-Purchase Delight Sequence

```
Write a 4-email post-purchase sequence for [PRODUCT NAME] from my [BRAND NAME] store.

Product details: [WHAT IT IS, PRICE, ANY SPECIAL USAGE INSTRUCTIONS].
Brand voice: [e.g., "friendly expert — like a knowledgeable friend, not a corporate FAQ"].
Customer goal: [WHAT OUTCOME THEY'RE HOPING FOR, e.g., "clearer skin within 30 days"].

Email timing and purpose:
- Email 1 (immediately): Order confirmation that actually excites them
- Email 2 (delivery day): "How to get the most out of your [PRODUCT]" — tips, mistakes to
avoid
- Email 3 (7 days later): Check-in + set expectations (results timeline, what's normal)
- Email 4 (21 days later): Request feedback (not a review yet — just "how's it going?")

For EACH email:
- **Subject line** + **preview text**
- **Body** (80-120 words)
- **CTA** (varies per email — see purpose above)

Rules:
- Email 1: Skip the boring order number format. Lead with excitement about what's coming.
- Email 2: Give genuinely useful advice. One "most people don't know this" tip that shows
expertise.
- Email 3: Be honest about timelines. If results take 3 weeks, say so. Underpromise.
- Email 4: Ask ONE specific question, not "how is everything?" Make it easy to reply.

Do not ask for a review in any of these emails. That comes later.
```

Example Output: Email 1 subject: "It's on its way (here's what to expect)" / Email 2: "Most people apply this on damp skin — here's why that matters" / Email 3: "Day 7: here's what's probably happening" / Email 4: "Quick question — has the redness calmed down yet?"

Prompt 11: The Review Request That Actually Works

```
Write a review request email for [PRODUCT NAME] that gets responses without feeling like a chore.

Send timing: [DAYS AFTER DELIVERY, e.g., "14 days"].
Platform where you want the review: [e.g., "on-site product page," "Amazon," "Google"].
Incentive (if any): [e.g., "10% off next order," "entry into monthly drawing," or "none"].
Brand voice: [e.g., "casual and genuine"].

The email must:
1. **Open with a specific question about their experience** — not "How do you like your purchase?" but something tied to the product's promise (e.g., "Has your morning routine gotten any faster?")
2. **Acknowledge that leaving reviews is annoying** — be honest about the ask
3. **Give them a template or prompt** to reduce friction: "You could just answer: What problem did this solve? Would you buy it again? Rate 1-5." (3 sentences max)
4. **Make the CTA about helping future buyers**, not helping the brand
5. Include the incentive (if any) as a P.S., not the main pitch

Subject line: under 45 characters. Body: 60-90 words.
```

Example Output: Subject: "Quick favor (takes 30 seconds)" / Opens with "Is the [specific benefit] actually working out?" / Acknowledges "I know review requests are the junk mail of e-commerce" / Provides the 3-sentence template / CTA: "Help someone like last-month-you decide" / P.S. with 10% off code.

Prompt 12: The Win-Back — Lapsed Customer

```
Write a 2-email win-back sequence for customers who haven't purchased in [TIMEFRAME, e.g., "90 days"] from my [STORE TYPE] store.

Last product purchased: [PRODUCT NAME or CATEGORY].
What's new since they left: [NEW PRODUCTS, IMPROVEMENTS, OR CHANGES, e.g., "launched 3 new flavors, redesigned packaging, now offering subscription option"].
Win-back offer: [e.g., "15% off," "free shipping," "free sample with order," or "none — just re-engagement"].
Brand voice: [DESCRIPTION].

Email 1 (Day 1 of sequence):
- Tone: casual check-in, not "we miss you" desperation
- Lead with what's CHANGED, not what they're missing
- No discount yet (save for Email 2)
- Subject line must not contain "miss you," "been a while," or "come back"

Email 2 (Day 5):
- Acknowledge this is your last email (and mean it — no Email 3)
- Present the offer cleanly
- Include a one-click unsubscribe sentiment: "If [BRAND] isn't your thing anymore, no hard feelings — [unsubscribe link]."

For each: subject line, preview text, body (60-100 words), CTA.
```

Example Output: Email 1 subject: "3 things are different now" / Body highlights the new flavors and subscription option / Email 2 subject: "Last one from us (+ 15% if you're curious)" / Ends with "If you've moved on, we get it. Hit unsubscribe and we'll part as friends."

Prompt 13: The Shipping Delay Honesty Email

```
Write a proactive shipping delay notification email for my [BRAND NAME] store.

Situation: [DESCRIBE THE DELAY, e.g., "carrier delays due to weather, orders shipping 2-3 days late" or "product backordered, won't ship for 2 weeks"].
Affected orders: [e.g., "all orders placed Dec 15-20" or "anyone who ordered the [PRODUCT NAME]"].
What you're doing about it: [e.g., "upgrading all affected orders to express shipping at no cost," "offering full refund for anyone who can't wait"].
Brand voice: [DESCRIPTION].

The email must:
1. Put the bad news in the first sentence — no "We appreciate your patience" preamble
2. State exactly what happened, when they'll get their order, and what you're doing about it
3. Give them OPTIONS: wait (with the make-good), or cancel for a full refund — no hoops
4. Include a direct reply invitation: "Reply to this email and you'll reach [a real person / me personally]"
5. Close with accountability, not corporate apology ("This one's on us" not "We sincerely apologize for any inconvenience")

Subject line: clear and honest (no clickbait). Body: 80-120 words.
```

Example Output: Subject: "Your order is delayed — here's the full story" / Opens with "Your order won't arrive by [DATE]. Here's why:" / States the cause plainly / Offers upgraded shipping or full refund / "Reply here — you'll get me, not a bot."

Prompt 14: The VIP Early Access Email

```
Write an early access email for [PRODUCT NAME / COLLECTION NAME] launching on [DATE].

Who's getting this email: [e.g., "top 10% of customers by order frequency," "email subscribers who joined before [DATE]," "previous buyers of [RELATED PRODUCT]"].
What they get: [e.g., "48-hour early access before public launch," "early access + 10% off," "first access to limited inventory"].
Product details: [BRIEF DESCRIPTION, PRICE, WHY IT'S EXCITING].
Expected demand: [e.g., "limited run of 500 units," "last collection sold out in 4 hours," or "unlimited but early buyers get a bonus"].
Brand voice: [DESCRIPTION].

The email must:
1. Make them feel like insiders, not just customers on a list — reference their specific status (repeat buyer, early subscriber, etc.)
2. Create legitimate urgency — if it's limited, state the quantity; if previous launches sold fast, cite the data
3. Give clear logistics: when access starts, how to buy (link directly to product, not the homepage), when public access begins
4. Keep it short — this audience is already sold on the brand. Don't oversell.

Subject line, preview text, body (60-100 words), CTA button text.
```

Example Output: Subject: "You get it first (48 hrs before everyone else)" / "You've ordered [X] times — so you see this before it hits Instagram" / Direct link, launch time in their timezone, "public access opens Friday."

Prompt 15: The Subscription Nudge Email

```
Write an email encouraging one-time buyers of [PRODUCT NAME] to switch to a subscription (subscribe & save).

Subscription details: [FREQUENCY OPTIONS, e.g., "every 30, 60, or 90 days"], [DISCOUNT, e.g., "15% off every order"], [OTHER PERKS, e.g., "free shipping, skip or cancel anytime, swap products"].
Product: [CONSUMABLE PRODUCT DESCRIPTION, e.g., "ground coffee, 12oz bag, most customers reorder every 3-4 weeks"].
Days since their purchase: [e.g., "21 days — about when they'd be running low"].
Brand voice: [DESCRIPTION].

The email must:
1. Open by referencing the timing: they're probably running low (or about to)
2. Position subscription as convenience, not commitment — lead with "never run out" and "cancel anytime," not the discount
3. Address the #1 subscription objection: being locked in. Defuse it with specifics (skip a month, change frequency, cancel in 2 clicks)
4. Put the discount as a secondary benefit, not the headline
5. Include a "how it works" section: 3 steps, one sentence each

Subject line, preview text, body (80-120 words), CTA.
```

Example Output: Subject: "Running low yet?" / "Your bag usually lasts about 3 weeks — if the timing's right, here's an easier way to reorder" / 3-step explainer / "The 15% off every order is nice too, but honestly, never running out on a Monday morning is the real sell."

Prompt 16: The Cross-Sell Recommendation Email

```
Write a personalized product recommendation email for a customer who just bought [PRODUCT THEY PURCHASED].

Recommended products (pick the best 2-3 to feature):
[PRODUCT A — name, price, why it pairs with their purchase]
[PRODUCT B — name, price, why it pairs with their purchase]
[PRODUCT C — name, price, why it pairs with their purchase]

Send timing: [DAYS AFTER PURCHASE, e.g., "5 days — after they've received and started using it"].
Brand voice: [DESCRIPTION].

The email must:
1. Reference their specific purchase and how they're probably using it right now
2. Introduce recommendations as "what [PRODUCT] works best with" — not "you might also like" (which feels algorithmic)
3. For each recommended product: one sentence on what it does + one sentence on why it's better WITH their original purchase
4. Include social proof for at least one recommendation (e.g., "most popular add-on" or "X% of [PRODUCT] buyers also grab this")
5. No discount — this is about completing an experience, not deal-hunting

Subject line, preview text, body (80-110 words), CTA.
```

Example Output: Subject: "Now that you've got the [PRODUCT]..." / "If you're using it daily, these two make a real difference" / Features a complementary product with "73% of [PRODUCT] buyers add this within a month" / CTA: "Complete your setup."

Conversion Optimization (7 prompts)

Prompt 17: The A/B Test Hypothesis Generator

```
Generate 5 high-impact A/B test hypotheses for my [PAGE TYPE, e.g., "product detail page," "homepage," "checkout page"] on my [STORE TYPE, e.g., "Shopify DTC skincare store"].

Current metrics (provide what you have):
- Conversion rate: [e.g., "2.1%"]
- Average order value: [e.g., "$47"]
- Bounce rate: [e.g., "58%"]
- Cart abandonment rate: [e.g., "71%"]
- Top traffic source: [e.g., "Instagram ads"]

Current page elements: [DESCRIBE KEY ELEMENTS, e.g., "hero image with product photo, 3 review stars shown, Add to Cart button is green, free shipping banner at top, no urgency elements"].

For each hypothesis, provide:
1. **What to change** (specific element, not "improve the CTA")
2. **Control vs. Variant** (exact current state vs. exact proposed change)
3. **Why this should work** (cite a psychological principle or e-commerce benchmark — not just "best practice")
4. **Expected impact** (which metric moves, and estimated direction — e.g., "conversion rate +0.3-0.5pp")
5. **Effort level**: Low / Medium / High
6. **Priority rank** (1-5, based on expected impact vs. effort)

Sort by priority. Deprioritize anything that requires a dev sprint.
```

Example Output: #1 Priority: "Change 'Add to Cart' from green to high-contrast orange and increase button size by 20% — green blends with your brand palette, reducing visual hierarchy. Von Restorff isolation effect suggests the CTA should be the ONE element that breaks the color scheme. Expected: +0.2-0.4pp conversion. Effort: Low (CSS change)."

Prompt 18: The Landing Page Copy Framework

```
Write complete copy for a [LANDING PAGE TYPE, e.g., "product launch page," "collection page," "sale landing page"] for [PRODUCT/COLLECTION NAME].

Traffic source: [WHERE VISITORS ARE COMING FROM, e.g., "Facebook ads targeting women 25-35 interested in clean beauty"].
Ad promise/hook: [WHAT THE AD SAID, e.g., "The moisturizer dermatologists are switching to"].
Product: [DESCRIPTION, PRICE, KEY BENEFITS].
Conversion goal: [e.g., "Add to Cart," "Email signup," "Bundle purchase"].
Social proof available: [e.g., "1,200 reviews at 4.8 stars," "Featured in Allure," "dermatologist-endorsed," or "none yet"].

Generate copy for each section of the page (top to bottom):
1. **Above the fold**: Headline (under 8 words), subheadline (under 20 words), CTA button text
2. **Problem section**: 3-4 bullet points naming the pain points (written in the customer's language, not clinical terms)
3. **Solution section**: How the product solves each pain point — mirror the problem bullets
4. **Social proof section**: How to display the proof you have (format suggestion + copy)
5. **Feature breakdown**: 3 features with benefit-first framing
6. **Objection handling**: The top 3 objections for this product type, addressed in a "Q&A" or "Myth vs. Reality" format
7. **Final CTA section**: Headline + urgency element + CTA button + risk reversal (guarantee/return policy)

Message match: the headline MUST echo the ad hook. If the ad says "dermatologists are switching," the landing page should not say "the best moisturizer."
```

Example Output: Headline: "The Moisturizer Dermatologists Actually Use" / Problem bullets: "That tight, dry feeling 20 minutes after applying" / Objection handling: "Myth: Natural moisturizers can't be as effective. Reality: Our clinical trial showed..."

Prompt 19: The Urgency & Scarcity Copy Toolkit

```
Generate honest urgency and scarcity copy for [PRODUCT NAME / SALE EVENT] in my [STORE TYPE] store.

Situation (check all that apply and provide details):
- [ ] Limited inventory: [HOW MANY UNITS LEFT, e.g., "47 units remaining"]
- [ ] Seasonal/timed sale: [START AND END DATES]
- [ ] Product being discontinued: [REASON]
- [ ] Price increasing soon: [NEW PRICE AND DATE]
- [ ] Limited edition / small batch: [BATCH SIZE AND RESTOCK PLANS]
- [ ] Other: [DESCRIBE]

Brand voice: [DESCRIPTION].
Where this copy will appear: [e.g., "product page banner," "email subject line," "popup," "cart page"].

Generate for each applicable placement:
1. **3 copy variations** — ranging from subtle to direct (I'll pick what fits my brand)
2. **A countdown/stock element** — suggested format (e.g., "Only [X] left" vs. "Selling fast — [X]% claimed")
3. **Post-scarcity copy** — what to show AFTER the item sells out or the sale ends (waitlist CTA, notify-me, "sold out" with next restock date)

Rules:
- NEVER fabricate scarcity. Every claim must be tied to the real situation above.
- No "HURRY!!!" or "DON'T MISS OUT" in all-caps. Urgency should be informational, not panicky.
- Include one "anti-urgency" option that creates FOMO through exclusivity rather than time pressure (e.g., "This batch took 6 weeks to produce. Next batch: April.")
```

Example Output: Subtle: "47 remaining from this production run." / Direct: "When these 47 sell, we're out until April." / Anti-urgency: "We make these in small batches — 50 at a time, every 6 weeks. This batch is almost spoken for."

Prompt 20: The Checkout Friction Eliminator

```
Audit my checkout flow and write copy to reduce abandonment at each stage.

My checkout steps: [LIST YOUR CHECKOUT STEPS, e.g., "1. Cart review, 2. Shipping info, 3. Shipping method, 4. Payment, 5. Order confirmation"].
Current cart abandonment rate: [PERCENTAGE].
Known friction points: [e.g., "customers drop off at shipping info," "international customers leave at shipping costs," or "unsure"].
Payment methods accepted: [e.g., "credit card, PayPal, Apple Pay, Shop Pay, Klarna"].
Shipping policy: [e.g., "free over $50, flat $5.99 under"].
Return policy: [e.g., "30-day returns, free return shipping"].

For each checkout step, generate:
1. **Trust signals** — specific copy snippets to display (e.g., "256-bit SSL encryption" is generic; "Your card info never touches our servers — Stripe handles everything" is specific)
2. **Progress indicator copy** — what to label each step (not "Step 1 of 5" — something that reduces perceived effort)
3. **Micro-copy** — helper text for form fields that prevents errors and builds confidence
4. **Exit-intent copy** — what to show if they try to leave at this step (not a popup with a discount — a reassurance)
5. **Upsell/cross-sell placement** — if and where to suggest add-ons without causing decision fatigue

Prioritize the changes by expected impact: which step has the highest drop-off and which copy change is lowest effort?
```

Example Output: At payment step: trust signal "Stripe processes your payment — we never see your card number" / Progress label: "Almost there — just payment" / Micro-copy on CVV field: "The 3 digits on the back of your card" / Exit-intent: "Your cart is saved for 24 hours — no pressure."

Prompt 21: The Price Anchoring Copy

```
Write copy that frames the price of [PRODUCT NAME] as a good deal WITHOUT discounting.

Product: [DESCRIPTION].
Price: [PRICE].
Target customer: [PERSONA].
Competitive alternatives: [WHAT THEY'D BUY INSTEAD AND AT WHAT PRICE, e.g., "salon
treatment at $80/session, or drugstore product at $12 that doesn't work"].

Generate 5 price-framing strategies, each as a ready-to-use copy block (2-3 sentences):

1. **Cost-per-use**: Break the price down by expected usage (e.g., "$0.50 per day for 6
months of use")
2. **Comparison anchor**: Compare to what they're currently spending on the inferior
alternative
3. **Opportunity cost**: What does NOT solving this problem cost them? (time, money,
frustration)
4. **Category reframe**: Position the product in a more expensive category (e.g., "This
isn't a face wash — it's a 3-minute facial")
5. **Investment language**: Frame as an investment with a return, not an expense

For each, note where it works best (product page, ad, email, checkout) and which customer
mindset it targets (bargain-hunter, quality-seeker, skeptic).
```

Example Output: Cost-per-use: "At $34 for a 90-day supply, your daily skincare upgrade costs less than the gas station coffee you don't think twice about. $0.38/day for skin that doesn't need a filter." / Best for: product page. Targets: bargain-hunters.

Prompt 22: The Product Page Tear-Down & Rewrite

```
I'll paste my current product page copy below. Tear it apart and rewrite it to convert better.

Current copy:
---
[PASTE YOUR ENTIRE CURRENT PRODUCT PAGE COPY HERE]
---

Product: [PRODUCT NAME].
Price: [PRICE].
Target customer: [PERSONA].
Current conversion rate (if known): [RATE].
Top traffic source: [SOURCE].

Provide:
1. **Diagnosis** — bullet-point list of what's wrong with the current copy (be blunt). For each issue, cite WHY it hurts conversion (not just "this is weak" — explain the psychology).
2. **Rewritten copy** — full replacement, section by section, maintaining the same page structure but with significantly stronger copy.
3. **Changelog** — a table showing "Original | Rewrite | Why changed" for every major change.
4. **3 quick wins** — the smallest changes that would have the biggest impact (in case I can't implement the full rewrite immediately).

Rules:
- Don't just make it "punchier" — make it more specific, more benefit-driven, and more objection-aware.
- Preserve any factual claims and don't invent features.
- If the page is missing a section (e.g., no social proof), flag it but don't fabricate reviews.
```

Example Output: Diagnosis: "Your headline says 'Premium Organic Face Oil' — that's a category label, not a value proposition. Nobody wakes up wanting 'premium organic face oil.' They want to stop looking tired. Lead with the outcome." / Quick win #1: "Move your 4.8-star rating from below the fold to directly under the product title — social proof above the fold increases add-to-cart by 15-25% in beauty."

Prompt 23: The Exit-Intent Popup Copy

```
Write exit-intent popup copy for my [STORE TYPE] store.

Popup trigger: [e.g., "cursor moves to close tab," "after 30 seconds of inactivity," "on cart page exit"].
Goal: [e.g., "capture email," "prevent cart abandonment," "redirect to sale page"].
Offer (if any): [e.g., "10% off first order," "free shipping," "free guide download," or "no offer — just capture email"].
Brand voice: [DESCRIPTION].
Current popup (if replacing): [DESCRIBE OR PASTE CURRENT POPUP, or "none"].

Generate 3 popup variations:

**Variation A — Direct value proposition:**
- Headline (under 6 words)
- Subtext (under 15 words)
- CTA button text
- "No thanks" link text (make it low-pressure, not guilt-trippy like "No, I don't want to save money")

**Variation B — Curiosity/question-based:**
- Same format as above, but open with a question

**Variation C — Social proof-led:**
- Same format, but lead with a number or testimonial

For each variation, include a "do NOT pair with" note (e.g., "Don't use Variation A if you're already showing a discount banner — double-discounting erodes perceived value").
```

Example Output: Variation A: "Before you go — free shipping" / "On your first order. Just drop your email." / CTA: "Unlock free shipping" / No thanks: "I'll pay for shipping" (low-pressure, factual). Do NOT pair with a sitewide free shipping threshold — contradicts the offer.

Social Commerce (7 prompts)

Prompt 24: The Shoppable Post Caption

```
Write [NUMBER, e.g., "5"] shoppable social media post captions for [PRODUCT NAME].

Platform: [Instagram / TikTok / Facebook / Pinterest].
Product: [DESCRIPTION, PRICE, KEY BENEFIT].
Target audience: [PERSONA].
Content format: [e.g., "product flat lay photo," "lifestyle photo of someone using it,"
"Reel/TikTok video," "carousel"].
Brand voice: [DESCRIPTION].
Hashtag strategy: [e.g., "include 5-10 relevant hashtags," "no hashtags," "hashtags in
first comment"].

For each caption:
1. **Hook** (first line — this is all they see before "...more"): must stop the scroll. No
"Check out our..." or "Introducing..."
2. **Body** (2-4 sentences): connect the product to a moment, feeling, or problem — not a
feature list
3. **CTA**: tell them exactly what to do (e.g., "Tap the tag to shop," "Link in bio,"
"Comment GLOW and we'll DM you the link")
4. **Hashtags** (if applicable)

Vary the captions: one should be funny, one emotional, one educational, one curiosity-
driven, one testimonial-style. Label each.
```

Example Output: [Curiosity] Hook: "I stopped buying drugstore moisturizer 6 months ago. Here's what happened to my skin." / Body connects the switch to specific visible changes / CTA: "Same results? Tap the product tag." / [Funny] Hook: "My skin's moisturizer costs more than my dinner and honestly it should."

Prompt 25: The Influencer Brief Generator

```
Create a detailed influencer collaboration brief for [PRODUCT NAME].

Product: [DESCRIPTION, PRICE, KEY SELLING POINTS].
Campaign goal: [e.g., "drive sales with unique discount code," "build awareness with a new audience," "generate UGC content for our ads"].
Platform: [Instagram / TikTok / YouTube / Multi-platform].
Influencer tier: [e.g., "micro (5K-25K followers)," "mid (25K-100K)," "macro (100K+)"].
Influencer niche: [e.g., "clean beauty," "fitness," "parenting," "tech"].
Budget per influencer: [AMOUNT or "product-only trade"].
Timeline: [CAMPAIGN DATES].

The brief must include:
1. **Campaign overview** (3-4 sentences — what we're doing and why)
2. **Product key messages** — exactly 3 talking points the influencer MUST mention (keep them natural, not scripted)
3. **Content requirements**: format, length, number of posts, platform specs
4. **Creative direction**: mood/aesthetic (reference 2-3 example accounts or posts if possible), do's and don'ts
5. **Mandatory elements**: discount code format, @mention, hashtags, FTC disclosure reminder
6. **What NOT to say**: specific claims to avoid, competitor mentions, anything off-brand
7. **Deliverables & timeline**: content draft due date, revision window, go-live date
8. **Compensation & usage rights**: what they get paid, whether you can reuse their content (and for how long)

Write this as a document the influencer can actually follow — not internal marketing jargon.
```

Example Output: Key messages: "1) Mention that it's fragrance-free (our #1 differentiator), 2) Show the texture on skin — it absorbs in under 10 seconds, 3) Mention the 60-day guarantee." / What NOT to say: "Don't call it 'clean beauty' — we're positioned as 'science-backed skincare,' not clean/natural."

Prompt 26: The UGC Content Prompt Generator

```
Generate [NUMBER, e.g., "10"] UGC (user-generated content) prompts to encourage my
customers to create content featuring [PRODUCT NAME].

Product: [DESCRIPTION].
Platform focus: [e.g., "Instagram Stories," "TikTok," "both"].
Hashtag for UGC campaign: [e.g., "#My[BRANDNAME]Routine" or "create one for me"].
Incentive: [e.g., "featured on our page," "10% off next order," "monthly $100 gift card
drawing," or "no incentive — organic only"].
Target content style: [e.g., "casual/authentic," "before-and-after," "routine videos,"
"unboxing"].

For each UGC prompt:
1. **The prompt itself** — write it as if you're posting it on social media or including
it in a post-purchase email. Make it specific enough that the customer knows exactly what
to film/post (not just "show us your favorite product!").
2. **Content type**: photo / video / Story / Reel-TikTok
3. **Estimated effort for the customer**: Low (snap a photo) / Medium (short video) / High
(tutorial or transformation)
4. **Where to use this prompt**: post-purchase email insert, on-site popup, social post,
packaging insert
5. **Why it works**: the psychological trigger (vanity, community, competition,
reciprocity, creative expression)

Include a mix of effort levels. At least 4 should be "Low" effort — the easier the ask,
the more responses you'll get.
```

Example Output: Prompt 1 (Low effort): "Show us your setup. Where does [PRODUCT] live in your space? Counter, desk, nightstand? Tag us and we'll feature our favorites this Friday." / Photo / Packaging insert + post-purchase email / Works because: people love showing off their curated spaces (identity signaling).

Prompt 27: The Social Proof Screenshot Formatter

```
I have customer reviews/testimonials and I want to turn them into social media content.
Reformat them for maximum impact.

Raw reviews (paste 5-10):
[REVIEW 1: paste the full review text]
[REVIEW 2: paste the full review text]
[REVIEW 3: paste the full review text]
(continue)

Platform: [Instagram / TikTok / Facebook / Twitter-X].
Content format: [e.g., "quote graphic," "carousel of reviews," "video testimonial script,"
"Story series"].
Brand colors/fonts (for design direction): [e.g., "black/white with gold accent, serif
font" or "let AI suggest"].

For each review, provide:
1. **Pull quote** — the single most powerful sentence or phrase from the review (this goes
on the graphic)
2. **Caption** to pair with it — 1-2 sentences that add context without repeating the
review
3. **Suggested visual treatment** — how to display it (text overlay style, background, any
product imagery)
4. **Which audience segment this resonates with** — so I can target the post (e.g., "this
review speaks to skeptics," "this one converts price-sensitive buyers")

Then provide:
5. **A carousel sequence order** — which reviews to put first/last for maximum impact
(open with the most surprising, close with the most decisive)
6. **Caption for the carousel as a whole** — one caption that ties all the reviews
together
```

Example Output: Review 3 pull quote: "I canceled my dermatologist appointment." / Caption: "We're not saying cancel your derm (seriously, go to your derm). But this review made our day." / Audience: skeptics who think DTC skincare can't compete with clinical treatments. / Carousel order: lead with the most contrarian review, end with the "I've repurchased 4 times" loyalty proof.

Prompt 28: The TikTok/Reels Script Writer

```
Write a short-form video script for [PRODUCT NAME] to post on [TikTok / Instagram Reels / YouTube Shorts].

Product: [DESCRIPTION, KEY BENEFIT, PRICE].
Video style: [e.g., "talking head," "GRWM (get ready with me)," "POV," "trend adaptation," "problem-solution," "storytime"].
Target audience: [PERSONA].
Video length: [e.g., "15 seconds," "30 seconds," "60 seconds"].
Trending audio (if any): [AUDIO NAME or "suggest one" or "no audio — voiceover only"].
Brand voice: [DESCRIPTION].
Goal: [e.g., "drive profile visits," "get saves/shares," "drive link clicks," "build awareness"].

Script format:
- **HOOK (0-3 seconds)**: What appears on screen + what's said. This determines whether they swipe. Make it a pattern interrupt.
- **BODY (middle)**: Scene-by-scene breakdown with [VISUAL] and [AUDIO/VO] columns
- **CTA (last 3 seconds)**: What they should do + on-screen text
- **Caption**: Written separately (with hashtags if applicable)
- **On-screen text overlays**: List each text overlay with its timestamp

Include a "why this works" note explaining the hook strategy and which psychological trigger drives engagement (curiosity gap, social proof, contrarian take, relatability, etc.).
```

Example Output: HOOK [0-3s]: VISUAL — close-up of product being thrown in trash / VO: "I threw away my $60 serum." / On-screen text: "and I don't regret it" / Why this works: contrarian hook creates a curiosity gap — they need to know what replaced it.

Prompt 29: The Pinterest Product Pin Optimizer

```
Optimize my Pinterest presence for [NUMBER, e.g., "5"] products from my [STORE TYPE]
store.

Products:
[PRODUCT 1: name, price, category, URL]
[PRODUCT 2: name, price, category, URL]
(continue)

Target audience on Pinterest: [e.g., "brides planning weddings," "homeowners doing kitchen
renovations," "meal preppers"].
Current Pinterest presence: [e.g., "no account yet," "have account with X followers,"
"have X pins"].

For each product, generate:
1. **Pin title** (under 100 characters) — keyword-rich, written for Pinterest search
(people search Pinterest like Google)
2. **Pin description** (150-300 characters) — include 3-5 keywords naturally, end with a
CTA
3. **Board suggestion** — which board this pin belongs on (name the board + describe its
theme)
4. **Image direction** — describe the ideal pin image (Pinterest favors vertical 2:3, text
overlay, lifestyle context)
5. **Alt text** — for accessibility and SEO (describe the image for screen readers)
6. **3 keyword tags** — the search terms you want this pin to appear for

Then provide:
7. **Board strategy** — suggest 5-8 boards to create, each with a name, description, and
the types of pins that belong there (mix of your products and curated content)
8. **Posting schedule** — how many pins per day/week and best times for this audience
```

Example Output: Pin title: "Modern White Ceramic Planter for Fiddle Leaf Fig | Self-Watering" / Board: "Indoor Plant Styling Ideas" / Image direction: "Vertical shot of planter on a wooden shelf with trailing pothos and morning light — text overlay at top: 'Self-watering = guilt-free plant parenting'"

Prompt 30: The Seasonal Campaign Calendar

```
Create a 90-day social commerce content calendar for my [STORE TYPE] store.

Date range: [START DATE] to [END DATE].
Products to feature: [LIST 3-8 KEY PRODUCTS WITH NAMES AND PRICES].
Platforms: [e.g., "Instagram + TikTok" or "Instagram + Pinterest + Facebook"].
Posting frequency: [e.g., "1x/day on Instagram, 3x/week on TikTok"].
Upcoming events/holidays in this period: [LIST ANY, e.g., "Mother's Day May 11, Memorial
Day Sale May 24-27"].
Brand voice: [DESCRIPTION].

Generate a week-by-week calendar with:
1. **Weekly theme** — a content focus for the week (e.g., "customer stories week,"
"behind-the-scenes week," "problem-solution week")
2. **Daily content slots**: for each post, provide:
   - Platform
   - Content type (Reel, carousel, Story, static post, TikTok, Pin)
   - Topic/angle (1 sentence)
   - CTA type (shop now, save, share, comment, link in bio)
3. **Campaign beats**: mark which days are sale pushes, which are brand-building, which
are engagement-focused (follow the 70/20/10 rule: 70% value, 20% brand, 10% direct sell)
4. **Holiday/event prep**: for each event, note when to start teasing (usually 2 weeks
before), when to launch the campaign, and when to do the final push

Format as a table: Date | Platform | Content Type | Topic | CTA | Category
(Value/Brand/Sell).
Provide the first 2 weeks in full detail, then provide the remaining weeks as themes + key
posts only (to keep it manageable).
```

Example Output: Week 1 theme: "Why We Made This" / Mon: Instagram carousel — "3 problems with [CATEGORY] products that made us start [BRAND]" — save CTA — Value / Tue: TikTok — "Watch us pack your order" BTS — follow CTA — Brand / Wed: Instagram Reel — product demo with before/after — shop CTA — Sell...
