Copywriting ChatGPT Prompts:

I start a lot of prompts with product details or promotion details. Here is what I used for my Copywriting video and I recommend starting your prompts with details.

Product Name: Surfside Video Doorbell

Product Price: $39

Product Description: The surfside video doorbell is a smart doorbell that records audio and video outside of a home. Homeowners can use motion-detection technology to see anyone outside their home with our wide 180-degree viewing angle. Live video and audio is available at any time and it is recorded for 365 days. Our night vision technology will allow you to see at all hours of the day and night. Speak to people outside your home using devices like your phone, tablet, or laptop. Connect your surfside video doorbell to the existing doorbell wiring and use the rechargeable battery in case you lose power.

Product Benefits:
HD video with HDR
Wide 180° viewing angle
Connects directly to Wi-Fi
Live video and audio
Instant Alert Motion Detection
Wider Field of View than Competitors
Connects to Existing Doorbell Wiring
Speak to Anyone Using Your Phone or other Devices
Night Vision Technology
Mobile Notifications when Doorbell is Pressed
Wired but Comes With Rechargeable battery
Free mobile app that includes all tools
Record video and audio for 365 days

Prompt #1 – Customer Persona & Target Market

I am selling a [INSERT PRODUCT] with this product description: [ENTER DETAILED PRODUCT DESCRIPTION HERE]. Who is most likely to be interested in purchasing a [INSERT PRODUCT/KEYWORD] for their home or condo? Who is my target market? Create a customer persona for this product.

Prompt #2 – Landing Page Copy

Using the information above about my product and my customer persona, suggest 200 words of landing page copy that will sell my [INSERT PRODUCT] to new prospects. I want to put a major focus on [FOCUS OF COPY]. The copy should convince prospects to purchase my product.

Additional Prompt:

Suggest headers for each of these paragraphs that are selling points for [INSERT PRODUCT/KEYWORD]. I want each heading to encourage people to purchase my product. Make the selling points irresistible to my prospects.

Prompt #3 – Ad Copy Google Ads

You are an expert copywriter who is an expert at writing Google Ads headlines. You speak English and you speak in an active voice. Use the information above to write 30 unique Google Ads headlines that are 30 characters or less including spaces. Spaces in the headlines count as characters. The headlines should encourage people to purchase my [INSERT PRODUCT/KEYWORD] and it should sell customers on the benefits of [INSERT PRODUCT/KEYWORD]. Output the list of Google Ads headlines beneath a heading that says "30-Character Headlines"

Additional Prompt for Facebook Ads:

You are an expert copywriter who is an expert at writing Facebook Ads primary text. You speak English and you speak in an active voice. Use the information above to write 15 unique Facebook Ads primary text that are 125 characters or less including spaces. The primary text must be less than 125 characters and they can not be longer than 125 characters. Spaces in the primary text count as characters. The primary text should encourage people to purchase my [INSERT PRODUCT/KEYWORD] and it should sell customers on the benefits of [INSERT PRODUCT/KEYWORD]. Output the list of Facebook Ads primary text beneath a heading that says "125-Character Ad Copy"

Prompt #4 – Promotion Ad Copy

I'm running a [INSERT PROMOTION] for my [INSERT PRODUCT/KEYWORD] that ends [INSERT DATE]. I'm also running out of inventory of my product. You are an expert copywriter who is an expert at writing Facebook Ads ad copy. You speak English and you speak in an active voice. Use the information above to write 15unique Facebook Ads primary text that are 125 character or less including spaces. Spaces in the primary text count as characters. The primary text should encourage people to purchase my [INSERT PRODUCT/KEYWORD] and it should create urgency for my customers, highlight scarcity, and push people to purchase before the sale ends.

Prompt #5 – Email Marketing

Write compelling email body copy for my [INSERT PRODUCT/KEYWORD] with the subject line of [INSERT SUBJECT LINE]. The description of [INSERT PRODUCT/KEYWORD] is [INSERT PRODUCT DESCRIPTION]

Additional Prompt:

Write compelling email body copy for my [INSERT PRODUCT/KEYWORD] and suggest a subject line with a focus on securing your home and staying safe. The description of the [INSERT PRODUCT/KEYWORD] is [INSERT PRODUCT DESCRIPTION]

Email Series Prompt:

Using the information above, suggest a 5-part email series that sells [INSERT PRODUCT/KEYWORD]. When users sign-up to my newsletter about home security, I want to sell them my product with this 5-part email series. Suggest 5 emails I can send in a series and include a subject line and 100 words of copy for each email. The final email should be focused on selling the product to my newsletter subscribers and include the discount code EMAIL10 for 10% off in the final email. Do not mention the discount before the 5th email.

Prompt #6 – Social Media Prompts

I am creating social media posts with the goal of selling my [INSERT PRODUCT/KEYWORD] and directing people to my product page. Suggest 7 social media posts using different benefits of [INSERT PRODUCT/KEYWORD] that I can use to drive traffic to my product page. Convince prospects who are reading the social media posts to purchase [INSERT PRODUCT/KEYWORD]. Talk directly to customers so they know the exact benefit they will receive.

Additional Prompt for Social Media Ideas:

Suggest 10 different social media post ideas that I can use for my brand. How can I promote my brand with social media? What are some different videos I can post to convince people they should buy [INSERT PRODUCT/KEYWORD].

Additional Prompt:

Suggest copy for each of these social media ideas:
[PASTE CHATGPT OUTPUT FROM PROMPT ABOVE]

Prompt #7 – Product Page Copy

You are an expert copywriter and you know how to write copy for product pages that converts prospects into customers. I'm writing the product page for [INSERT PRODUCT/KEYWORD]. Suggest compelling product page copy including 1 short description of my product, 1 long description of my product, and 7 bullet points that will convince people to purchase [INSERT PRODUCT/KEYWORD].

Prompt #8 – Emotion-based copy

Use the customer persona and product information above to write emotion-based copy for [INSERT PRODUCT/KEYWORD]. Suggest 10 ideas for copy that will tap into my prospect's emotions and convert them into a customer. Don't write directly to the customer from my customer persona, but speak directly to

homeowners and their emotions.

Prompt #9 – Press Release copy

I need a press release of around 500 words that tells people about [INSERT PRODUCT/KEYWORD] and sells them why they need the product. Write in an active voice, do not plagiarize, and speak directly to my prospects when you write the 500-word press release for [INSERT PRODUCT/KEYWORD].

Prompt #10 – Taglines AKA hooks

Suggest 10 taglines AKA hooks for my product that will quickly and effectively sell people on [INSERT PRODUCT/KEYWORD].

Ad Copy ChatGPT Prompts:

I start a lot of prompts with product/service names, product/service descriptions, and product/service benefits. Here is what I used for my ad copy video and I recommend starting your prompts with details.

Product Name 1: Colgate Optic White ComfortFit LED Teeth Whitening Kit
Product Name 2: Colgate Optic White
Product Name 3: ComfortFit LED Teeth Whitening Kit

Product Description: Fueled by indigo wavelength technology, the LED device amplifies the hydrogen peroxide serum for exceptional whitening results. Flexible LED device molds to your mouth for uniform whitening, so you don't have to sacrifice comfort when it comes to whitening your teeth. Leverages purple wavelength whitening technology tested by dentists. Enamel safe serum & designed for no tooth sensitivity. Removes 10 years of stains in just 3 days. Get 6

shades whiter teeth when combining the flexible LED whitening light and gel teeth whitening pen for 10 minutes a day for 10 days.

Product Benefits & Selling Points: Get whiter teeth in less than a week. Smile with confidence. Whitest teeth in the room. Remove teeth stains. Look better and feel better. Brighten your smile. Radiate confidence. Safely whiten teeth. Safely whiten your teeth fast. White smile obsessed. Secret to teeth whitening. Unsurpassed teeth whitening technology. Proven teeth whitening. Stop walking around with stained teeth. Remarkable whitening results. Advanced whitening. Immediate results. 7 shades whiter in 7 days. One week to whiter teeth. Remove stubborn stains. Whiter teeth fast. Jaw-dropping white teeth. Game-changing teeth whitening.

Keyword: Teeth Whitening

Prompt #1 – 30-character Google Ads Headlines

You are an expert copywriter who is an expert at writing Google Ads headlines. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 30 unique Google Ads headlines that are 30 characters or less including spaces. Spaces in the headlines count as characters. The headlines should encourage people to purchase my [INSERT KEYWORD] and it should sell customers on the benefits of [INSERT KEYWORD]. Output the list of Google Ads headlines beneath a heading that says "30-Character Headlines"

Prompt #2 – 90-character Google Ads Descriptions

You are an expert copywriter who is an expert at writing Google Ads descriptions. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 20 unique Google Ads descriptions that are 90 characters or less including spaces. Spaces in the descriptions count as characters. Use at least 60 characters for each description

line. The descriptions should encourage people to purchase my [INSERT KEYWORD] and it should sell customers on the benefits of [INSERT KEYWORD]. Output the list of Google Ads descriptions beneath a heading that says "90-Character Descriptions"

Prompt #3 – 125-character Facebook Ads Primary Text

You are an expert copywriter who is an expert at writing Facebook Ads ad copy and primary text. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 20 unique Facebook Ads primary text that are 125 character or less including spaces. Spaces in the primary text count as characters. The primary text should encourage people to purchase my [INSERT KEYWORD] and it should sell customers on the benefits of [INSERT KEYWORD]. Output the list of Facebook Ads Primary Text beneath a heading that says "125-Character Primary Text"

Prompt #4 – 27-character Facebook Ads Headlines & Descriptions

You are an expert copywriter who is an expert at writing Facebook Ads ad copy, descriptions, and headlines. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 15 unique Facebook Ads headlines and 15 unique Facebook Ads descriptions that are 27 characters or less including spaces. Spaces in the headlines and in the descriptions count as characters. The primary text should encourage people to purchase my [INSERT KEYWORD] and it should sell customers on the benefits of [INSERT KEYWORD]. Output the list of Facebook Ads headlines beneath a heading that says "27-Character Headlines" and output the list of Facebook Ads descriptions beneath a heading that says "27-Character Descriptions"

Prompt #5 – 40-character Facebook Ads Headlines & 30-character Descriptions

You are an expert copywriter who is an expert at writing Facebook Ads ad copy,

descriptions, and headlines. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 15 unique Facebook Ads headlines that are 40 characters or less including spaces and 15 unique Facebook Ads descriptions that are 30 characters or less. Spaces in the headlines and in the descriptions count as characters. The primary text should encourage people to purchase my [INSERT KEYWORD] and it should sell customers on the benefits of [INSERT KEYWORD]. Output the list of Facebook Ads headlines beneath a heading that says "40-Character Headlines" and output the list of Facebook Ads descriptions beneath a heading that says "30-Character Descriptions"

Prompt #6 – Google Ads Headlines

I'm running a Google Ads campaign and creating responsive search ads. The keyword I am targeting is [INSERT KEYWORD] and I am sending traffic to a landing page that lists [INSERT KEYWORD] for sale. I need unique headlines that will encourage people to click my ads and purchase [INSERT KEYWORD] from me. Provide me with 30 headlines that are 30 characters or less including spaces. Spaces count as characters. Output the list of Google Ads headlines beneath a heading that says "30-Character Headlines"

Prompt #7 – Facebook Ads Promotion

I'm running a [INSERT PROMOTION] for my [INSERT KEYWORD] that ends [INSERT DATE]. I'm also running out of inventory of my product. You are an expert copywriter who is an expert at writing Facebook Ads ad copy. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 20 unique Facebook Ads primary text that are 125 character or less including spaces. Spaces in the primary text count as characters. The primary text should encourage people to purchase my [INSERT KEYWORD] and it should create urgency for my customers, highlight scarcity, and push people to purchase before the sale ends. Output the list of Facebook Ads Primary Text beneath a heading that says "125-Character Primary

Text Promotion"

Prompt #8 – Long Descriptions

You are an expert copywriter who is an expert at writing long descriptions for ads. You speak English and you speak in an active voice. Use the information above including my Keyword, Product Benefits & Selling Points, Product Description, Product Name 1, Product Name 2, and Product Name 3 to write 10 unique description ideas that are at least 200 characters but less than 300 characters total. Spaces in the ad copy count as characters. I need long descriptions that are at least 200 characters, and they can't be less than 200 characters. The descriptions should encourage people to purchase my [INSERT KEYWORD] and it should sell customers on the benefits of [INSERT KEYWORD]. Output the list of Facebook Ads Primary Text beneath a heading that says "Long Descriptions"