

Copywriting Prompts

Generate persuasive copy that contrasts a customer's current reality with their improved future state, creating clarity, desire, and emotional momentum toward action.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Sales & Landing Pages

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Why This Prompt Exists

People rarely buy products—they buy a change in their situation.

But most copy focuses too much on what a product does, and not enough on what life looks like before and after using it.

This framework fixes that imbalance.

It forces a clear contrast between “current pain” and “future improvement,” which is one of the most reliable persuasion structures in direct-response marketing.

The Prompt

Assume the role of a senior direct-response copywriter specializing in conversion-focused messaging and transformation-based selling.

Your task is to generate persuasive copy using a “Before and After” transformation framework.

Before writing, analyze the product and audience:

Identify:

- current frustrations or pain points (Before state)
- emotional and practical consequences of those problems
- desired transformation or outcome (After state)
- key objections or doubts
- emotional drivers behind change

Then structure the copy using the following format:

1. HEADLINE

Clearly communicates transformation or outcome

2. BEFORE STATE (CURRENT REALITY)

Describe the customer's current struggle in a relatable, grounded way

3. AFTER STATE (TRANSFORMATION)

Describe the improved life/situation after using the product

4. TRANSITION BRIDGE

Explain how the shift happens (without hype or overpromising)

5. KEY BENEFITS

Break down 3–5 specific improvements that support the transformation

6. OBJECTION HANDLING (LIGHT)

Briefly acknowledge skepticism and reinforce realism

7. CALL TO ACTION

Simple, clear next step

INPUTS:

Product Description:

[INSERT PRODUCT DESCRIPTION]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

OUTPUT RULES:

- Write in a natural, human tone
- Avoid exaggerated claims or unrealistic promises
- Focus on clarity and emotional resonance
- Make the before state specific and relatable
- Make the after state concrete and believable
- Keep the transformation grounded, not fantasy-driven
- Prioritize simplicity over cleverness

How To Use It

- Make the “Before” section emotionally accurate—it should feel uncomfortably familiar to the reader.
- Keep the “After” section realistic, not idealized fiction.
- If output feels weak, refine the audience description with more real-world context.
- Use this framework for landing pages, ads, and email campaigns.
- Combine with objection-based copy for stronger conversion performance.

Example Input

Product: AI scheduling assistant for service businesses

Audience: Small business owners overwhelmed by missed calls, slow follow-ups, and lost leads

Why It Works

Transformation is one of the most powerful persuasion structures because it gives people something concrete to move toward.

This framework improves copy by enforcing:

- clear contrast between problem and solution states
- emotionally grounded storytelling
- structured progression from pain to relief
- focus on outcomes instead of features

When people can clearly see the gap between where they are and where they could be, decision-making becomes easier.

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