

## Copywriting Prompts

Turn a simple product description into a complete, structured landing page including hero section, benefits, objections, testimonials, and CTA hierarchy designed to convert.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Landing Pages

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Why This Prompt Exists

Most landing pages fail for a simple reason: they present information instead of guiding decision-making.

Visitors don't need more details — they need clarity, trust, and a reason to act.

This system forces structure before writing. It breaks a landing page into its core persuasion components and ensures each one serves a specific conversion purpose.

Instead of producing generic web copy, it generates a complete conversion architecture: message hierarchy, emotional flow, and objection handling.

The Prompt

Assume the role of a senior direct-response copywriter and conversion-focused landing page strategist.

Your task is to turn a simple product description into a complete high-converting landing page.

Before writing, analyze the product and audience:

Identify:

- core value proposition
- primary customer pain points
- emotional drivers
- objections or skepticism
- desired transformation
- competitive positioning

Then construct a full landing page using the structure below:

#### 1. HERO SECTION

- Headline (clear, outcome-driven)
- Subheadline (supporting clarity + benefit)
- Primary CTA

#### 2. PROBLEM SECTION

- Clearly describe the pain or frustration

#### 3. SOLUTION SECTION

- Explain the product as the resolution (focus on outcomes, not features)

#### 4. BENEFITS SECTION

- 3–6 key benefits written in simple, persuasive language

#### 5. OBJECTION HANDLING SECTION

- Address 3–5 common objections directly and calmly

#### 6. SOCIAL PROOF SECTION

- Generate realistic testimonial-style statements (clearly labeled as examples if needed)

## 7. CTA SECTION

- Strong closing conversion statement + action prompt

### INPUTS:

Product Description:

[INSERT PRODUCT DESCRIPTION]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

### OUTPUT REQUIREMENTS:

- Write in clean, modern direct-response style
- Avoid hype, exaggeration, or vague marketing language
- Focus on clarity and persuasion over decoration
- Maintain logical flow from problem → solution → trust → action
- Ensure each section serves a conversion purpose

### How To Use It

- Be specific with your product description — clarity improves output quality significantly.
- Include emotional pain points, not just features or specs.
- If the landing page feels generic, add: “Make the messaging more specific and grounded in real-world scenarios.”
- Use the output as a first draft structure, then refine manually for tone and brand voice.
- Pair with ad copy prompts to ensure traffic and landing page messaging align.

Example Input

**Product:** AI scheduling assistant for service businesses

**Audience:** Small service-based business owners losing revenue due to slow response times and missed leads

Why It Works

High-converting landing pages are not written — they are structured.

This framework improves performance by enforcing:

- clear narrative progression
- intentional persuasion hierarchy
- direct objection handling
- benefit-driven communication
- conversion-focused architecture instead of generic copy

Good landing pages don't just describe a product — they guide a decision.

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