

Copywriting Prompts

Generate sales copy that directly addresses customer objections—price, trust, timing, need, and complexity—so resistance is removed before it becomes a reason not to buy.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Sales Copywriting

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Why This Prompt Exists

Most sales copy focuses on persuasion before it deals with hesitation.

But in real buying decisions, people don't fail to buy because they don't understand the product—they fail because something in their mind says “not yet” or “not sure.”

Those internal objections are usually predictable:

price, trust, timing, necessity, or perceived complexity.

This system forces the copy to confront resistance directly instead of ignoring it. The result is messaging that feels calmer, clearer, and more credible because it acknowledges doubt instead of avoiding it.

The Prompt

Assume the role of a senior direct-response copywriter specializing in objection-handling and conversion optimization.

Your task is to generate high-converting sales copy that is structured specifically around customer objections.

Before writing, analyze the audience and product:

Identify:

- primary objections (price, trust, timing, need, complexity)
- emotional resistance points
- logical concerns
- alternative solutions they may consider
- reasons they would hesitate to buy now

Then build sales copy that directly addresses and resolves these objections within the messaging itself.

Structure your output as follows:

1. HEADLINE

Clear, outcome-driven, non-hype

2. OPENING HOOK

Acknowledge the problem or hesitation directly

3. OBJECTION SECTION (CORE)

Address each major objection explicitly:

- Price objection response
- Trust objection response
- Timing objection response
- Need objection response
- Complexity objection response

4. VALUE REFRAMING

Reframe the product as a solution to their hesitation, not just their problem

5. PROOF / REASSURANCE

Add believable reassurance elements (without exaggeration)

6. FINAL CTA

Simple, low-friction call to action

INPUTS:

Product Description:

[INSERT PRODUCT DESCRIPTION]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

OUTPUT RULES:

- Write in a calm, confident direct-response tone
- Avoid hype, urgency tricks, or exaggerated claims
- Do not ignore objections—surface them clearly
- Keep language simple and human
- Prioritize clarity and trust over persuasion tactics
- Make the reader feel understood, not

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