

Copywriting Prompts

Generate 10 distinct advertising angles for a single product by shifting emotional framing, psychological triggers, and value perception—so you can discover what actually drives clicks and conversions.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Ad Copy & Testing

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Why This Prompt Exists

Most ad campaigns fail not because the copy is “bad,” but because it is all saying the same thing from the same angle.

You can rewrite a headline ten different ways and still get the same result if the underlying psychological framing never changes.

This system fixes that.

Instead of optimizing words, it forces variation in perspective:
fear vs desire, speed vs depth, status vs savings, logic vs emotion.

The goal is not more copy.

The goal is more *testable thinking*.

The Prompt

Assume the role of a senior direct-response copywriter and performance marketing strategist.

Your task is to generate 10 distinct advertising angles for a single product.

Before writing, analyze the product and audience:

Identify:

- core emotional drivers
- primary pain points
- desired transformation
- objections or skepticism
- competitive alternatives

Then generate 10 unique ad angles that are meaningfully different in psychological framing.

Each angle must not just rephrase the product, but reposition it.

Include a mix of:

- speed / convenience angle
- fear of loss angle
- aspiration / identity angle
- authority / credibility angle
- cost / savings angle
- simplicity / ease angle
- status / exclusivity angle
- frustration / problem-agitation angle
- transformation angle
- contrarian / unexpected insight angle

INPUTS:

Product Description:

[INSERT PRODUCT DESCRIPTION]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

OUTPUT FORMAT:

Angle 1:

- Name of Angle
- Core Hook
- Short Ad Copy Concept

Angle 2:

...

Continue through Angle 10.

RULES:

- Each angle must be clearly different in emotional or psychological framing
- Avoid repeating wording or structure across angles
- Do not exaggerate or overpromise
- Write like a real performance marketer, not AI
- Focus on clarity, not cleverness
- Each angle should be usable as a standalone ad concept

How To Use It

- Use this to replace brainstorming sessions—not to finalize copy.
- Pick 2-3 strongest angles and build full campaigns from them.
- If results feel repetitive, request “more aggressive differentiation between angles.”
- Combine with headline and CTA generators for full ad builds.
- Test angles first, wording second—this is where performance is decided.

Example Input

Product: AI scheduling assistant for service businesses

Audience: Small business owners missing leads due to slow response times and poor follow-up systems

Why It Works

High-performing ads rarely win because of better writing.

They win because of better positioning.

This framework forces:

- psychological diversity instead of wording variation
- structured testing of emotional triggers
- clear separation of messaging strategies
- faster identification of winning angles

If the angle is wrong, the copy doesn't matter. This system fixes the angle first.

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