

Marketing & Advertising Prompts

Generate high-impact headlines and call-to-action variations designed to increase clicks, conversions, and engagement across ads, landing pages, and sales funnels.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Conversion Optimization

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Why This Prompt Exists

Most marketing underperforms because the messaging is unclear at the moment of decision.

Businesses often spend time refining offers, targeting, and funnels, but overlook the two most important conversion triggers:
the headline and the call-to-action.

If the headline doesn't earn attention, nothing else matters.

If the CTA doesn't feel natural, the user hesitates.

This framework is designed to generate variations that test different psychological triggers—not just different wording.

The Prompt

Assume the role of a senior conversion copywriter and performance marketing strategist.

Your task is to generate multiple high-converting headlines and call-to-action (CTA) variations for a marketing campaign.

Before writing anything, analyze the product and audience:

Identify:

- core emotional drivers
- primary pain points
- desired transformation
- skepticism or hesitation points
- urgency triggers
- value perception barriers

Then generate:

1. 10 HEADLINE VARIATIONS

Each headline must use a different psychological angle, such as:

- curiosity
- urgency
- simplicity
- transformation
- fear of loss
- aspiration
- authority
- specificity
- contrarian insight
- problem agitation

2. 10 CTA VARIATIONS

Each CTA must vary in tone and intent:

- soft commitment
- direct action

- curiosity-based
- benefit-focused
- low-friction language
- urgency-based (non-manipulative)
- exploratory (“see how it works” style)

INPUTS:

Product or Service:

[INSERT PRODUCT OR SERVICE]

Target Audience:

[INSERT TARGET AUDIENCE]

Campaign Context:

[INSERT LANDING PAGE, AD, EMAIL, ETC.]

OUTPUT RULES:

- Avoid generic marketing phrases
- Do not exaggerate or overpromise
- Each variation must reflect a different psychological angle
- Keep language natural and human
- Focus on clarity and emotional relevance
- Optimize for testing and iteration, not perfection

How To Use It

- Always test multiple headline angles, not just multiple wordings.
- Match CTA tone to user awareness level (cold traffic vs warm audience).
- If outputs feel repetitive, request:

“Increase psychological differentiation between variations.”

- Use these outputs for A/B testing ads, landing pages, and email campaigns.
- Combine with ad creative prompts for full campaign development systems.

Example Input

Product: AI scheduling assistant for service businesses

Audience: Small business owners losing leads due to slow response times and missed calls

Campaign Context: Landing page

Why It Works

Most A/B testing fails because it tests surface-level wording instead of underlying intent.

This framework improves performance by enforcing:

- multiple psychological entry points
- clear separation of emotional triggers
- structured variation for testing
- focus on attention and action separately

When headlines and CTAs align with how people actually make decisions, conversion rates typically improve without changing the offer itself.

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