

Copywriting / Headlines

Analyze and predict winning headlines — with winner prediction, weakness diagnosis, hybrid recommendations, A/B test prioritization, and click-away warnings.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Headline Testing, A/B Testing, Conversion Optimization

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Why This Prompt Exists

Most headline testing fails because it's random guessing.

You get:

- testing 5 headlines that are all the same format (no real difference)
- no prediction before testing — so you can't learn from results
- no diagnosis of why a headline lost
- no hybrid recommendations (combining winners)
- headlines that get clicks but also get click-aways

But A/B testing is not random.

It is hypothesis-driven experimentation.

- A prediction trains your intuition over time
- Weakness diagnosis prevents repeat mistakes
- Hybrid headlines often beat any original
- Click-away warnings save you from high-bounce headlines

Without analysis, you test randomly and learn nothing.

This framework forces AI to be a headline analyst who predicts and learns.

The Prompt

Assume the role of a conversion copywriter who tests headlines before anyone sees the rest of the copy.

Your task is to analyze headline options and recommend a test.

Generate:

1. WINNER PREDICTION

Which headline will win (and why, in one sentence)

2. WEAKNESS DIAGNOSIS (for each losing headline)

Why it will underperform

3. HYBRID HEADLINE

Combining the best elements of the top 2 options

4. A/B TEST RECOMMENDATION

Which 3 headlines to test first (and why these 3)

5. CLICK-AWAY WARNING

Flag any headline that would get the reader to click away after landing

INPUTS:

Offer:

[WHAT ARE YOU PROMOTING?]

Headline Options (3-5):

[LIST YOUR HEADLINES]

Target Audience:

[WHO ARE YOU TALKING TO?]

Content Type (what they see after clicking):

[LANDING PAGE / BLOG POST / SALES PAGE / VIDEO / OTHER]

Previous Winning Headlines (if any):

[WHAT HAS WORKED BEFORE?]

RULES:

- Winner prediction must include a one-sentence rationale
- Weakness diagnosis must be specific (e.g., "Too vague – doesn't promise a specific outcome")
- Hybrid headline must be a new combination, not just a rephrase
- A/B test recommendation: test 3 headlines max (statistical significance)
- Click-away warning: flag any headline that misleads or over-promises

How To Use It

- Run this before launching any A/B test — it sharpens your hypotheses.
- Save the predictions; compare them to actual results to train your intuition.
- The hybrid headline is often the winner — test it first.
- Click-away warnings are serious; if flagged, either fix the content or change the headline.
- Test only 2-3 headlines at a time to reach significance faster.

Example Input

Offer: Free 5-day email course on Facebook Ads

Headline Options:

1. “Master Facebook Ads in 5 Days”
2. “Stop Wasting Money on Facebook Ads”
3. “The 5-Day Facebook Ads Bootcamp”
4. “Why Your Facebook Ads Are Failing (And How to Fix Them)”
5. “5 Days to Profitable Facebook Ads”

Target Audience: Small business owners who have tried Facebook Ads and failed

Content Type: Landing page for email course

Previous Winning Headlines: “Stop Wasting Money on Google Ads” (similar audience, different platform)

Why It Works

Most headline testing fails because it’s random.

This framework improves outcomes by forcing:

- winner prediction (hypothesis before test)
- weakness diagnosis (learn from losses)
- hybrid recommendations (best of both)
- test prioritization (focus your budget)
- click-away warnings (prevent bounce)

Great headline testing doesn’t just find winners — it teaches you why they win.

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