

Copywriting / Sales Letters

Write the critical email that connects a free lead magnet to a paid offer — acknowledging what they downloaded, agitating the remaining problem, and presenting the solution.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lead Nurture, Bridge Emails, Offer Launches

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Why This Prompt Exists

Most bridge emails fail because they don't connect the freebie to the paid offer.

You get:

- “Since you downloaded X, here’s Y” (no connection, no reason to buy)
- a hard sell that feels disconnected from the value they just received
- no acknowledgment that the lead magnet solved only part of the problem
- no articulation of what’s left unsolved
- bridge emails that go straight to spam because they’re all pitch

But a bridge email is not a random promotion.

It is the natural next step.

- Acknowledge the lead magnet (respect their time)
- Agitate what’s still missing (the gap)
- Present your offer as the solution to the gap
- Show proof that it works
- End with a clear, low-friction CTA

Without a bridge, leads who loved your freebie never see your paid offer.

This framework forces AI to write bridge emails that convert.

The Prompt

Assume the role of a direct response copywriter who writes bridge emails that convert freebie downloaders into buyers.

Your task is to write a bridge email.

STRUCTURE:

1. SUBJECT LINE (short, curiosity or benefit)
2. OPENING (2-3 sentences)
 - Acknowledge the lead magnet they downloaded
3. THE GAP (2-3 sentences)
 - What the lead magnet solved
 - What problem still remains
4. THE SOLUTION (2-3 sentences)
 - Your offer as the answer to the remaining problem
5. PROOF (1-2 sentences)
 - Testimonial, statistic, or case study
6. CALL TO ACTION (1 sentence)
 - Clear, specific, low-friction

INPUTS:

Lead Magnet (what they downloaded):
[DESCRIBE]

What the Lead Magnet Solves:
[E.G., "How to write a subject line"]

What Problem Still Remains:
[E.G., "Writing the full email sequence"]

Your Offer:
[DESCRIBE]

Proof Point:
[TESTIMONIAL OR STATISTIC]

Brand Voice:
[PROFESSIONAL / CONVERSATIONAL / PLAYFUL]

RULES:

- Acknowledge the lead magnet within the first 2 sentences
- The gap must be specific, not "you still have more to learn"
- The offer must be presented as the natural next step
- Proof must be specific (with numbers if possible)
- CTA must be one sentence (no paragraphs)

How To Use It

- Send the bridge email 24-48 hours after the lead magnet download.

- The gap is the most important section — spend time making it feel real.
- If the lead magnet is weak, the bridge email won't convert — fix the lead magnet first.
- Test different gap framings (time gap, results gap, confidence gap).
- A/B test subject lines — this email's open rate determines everything.

Example Input

Lead Magnet: “10 Subject Line Templates That Get Opens” (PDF)

What the Lead Magnet Solves: Getting people to open your emails

What Problem Still Remains: Writing the actual email content once they open (converting opens into sales)

Your Offer: “The Email Copywriter's Vault” — templates, swipe files, and training (\$197)

Proof Point: “One student increased revenue from email by 340% in 30 days”

Brand Voice: Conversational and helpful

Why It Works

Most bridge emails fail because they don't connect free to paid.

This framework improves outcomes by forcing:

- lead magnet acknowledgment (respect)
- specific gap articulation (remaining problem)
- natural solution presentation (not random pitch)
- specific proof (credibility)
- clear, single CTA

Great bridge emails don't feel like a sales pitch — they feel like the obvious next step.

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