

Copywriting / Sales Letters

Write long-form sales letters (800-2,000 words) that follow proven direct response structure — Johnson Box, problem agitation, story, offer, proof, urgency, and PS.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Direct Mail, VSLs, Long-Form Sales Pages

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Why This Prompt Exists

Most sales letters fail because they lack proven structure.

You get:

- no Johnson Box (the first thing they read is buried)
- problem agitation that feels abstract, not personal
- stories that don't build credibility
- offers buried in paragraph 12
- a PS that just repeats the logo (wasted prime real estate)

But a sales letter is not an essay.

It is a persuasion machine with predictable winning sections.

- Johnson Box summarizes the offer (the only part some read)
- Agitation must make the reader feel the pain
- Proof without numbers is just opinion
- The PS is the second-most-read part

Without structure, you leave response on the table.

This framework forces AI to write letters that follow proven direct response architecture.

The Prompt

Assume the role of a direct response copywriter specializing in long-form sales letters.

Your task is to write a complete sales letter.

STRUCTURE:

1. JOHNSON BOX

- Headline (promise outcome)
- Subheadline (expand the promise)
- Offer summary (what they get and what it costs)

2. OPENING HOOK (2-3 paragraphs)

- Agitate the problem
- Make it personal and specific

3. STORY OR CREDIBILITY BUILDER

- Your journey or a customer's transformation

4. OFFER PRESENTATION

- What they get (specific deliverables)
- What it's worth vs. what they pay

5. PROOF ELEMENTS

- Testimonials, data, case studies

6. SCARCITY OR URGENCY

- Deadline, limited quantity, price increase

7. CALL TO ACTION (specific, low-friction)

8. PS (restate offer and urgency)

INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU WRITING TO?]

Their Biggest Pain Point:

[WHAT KEEPS THEM UP AT NIGHT?]

Offer Price:

[INSERT \$]

Proof Elements:

[TESTIMONIALS, DATA, CASE STUDIES]

Urgency/Scarcity:

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE / NONE]

RULES:

- Johnson Box must be scannable (readers decide in 5 seconds)
- Opening hook must agitate the problem within first 2 sentences

- Offer must be specific (not "a course" but "12 video lessons + 3 templates")
- Proof must include numbers ("3,000+ customers" not "thousands")
- PS must not repeat the logo – must restate the offer

How To Use It

- The PS is the second-most-read part — spend time on it.
- Use a handwritten signature and PS for personalization.
- Break up long paragraphs — white space increases readership.
- Test the letter on someone who matches your target audience.
- Long-form (2,000+ words) works for high-ticket offers.

Example Input

Product or Service: Online course: "Facebook Ads That Actually Work" (\$497)

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

Their Biggest Pain Point: "I'm spending \$2,000/month on ads and getting 2-3 leads"

Offer Price: \$497 (normally \$997)

Proof Elements: "Helped 1,200+ business owners reduce cost per lead by 60%"; testimonial from a bakery owner who went from \$0 to \$10k/month

Urgency/Scarcity: Price increases to \$997 in 7 days

Why It Works

Most sales letters fail because they ignore proven structure.

This framework improves outcomes by forcing:

- Johnson Box (scan-friendly offer summary)

- problem agitation (emotional connection)
- story/credibility (trust before transaction)
- specific offer presentation (no vagueness)
- numbered proof elements (credibility)
- PS as second headline (prime real estate)

Great sales letters don't inform — they persuade, one paragraph at a time.

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