

Copywriting / Story Selling

Create before-and-after narratives showing how a customer's situation improved after using a product or service.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Case Studies, Testimonials, Social Proof Marketing

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Why This Prompt Exists

Most customer stories fail because they're just quotes, not narratives.

You get:

- "Great product, highly recommend" (no transformation, no proof)
- testimonials without context (so what changed?)
- no before picture (can't see the improvement)
- no specific results (just "I'm happy")
- stories that feel like marketing, not truth

But a transformation story is not a quote.

It is proof of change.

- Before: the problem, pain, and doubt
- During: the moment they decided to act
- After: the specific results and how they feel
- Specific numbers make transformation believable

Without before/after contrast, testimonials are wallpaper.

This framework forces AI to tell transformation stories that prove value.

The Prompt

Assume the role of a case study writer who turns customer wins into transformation stories.

Your task is to write a customer transformation story.

Generate:

1. BEFORE (2-3 sentences)
 - The problem, pain, or frustration
 - Specific details (not generic)
2. THE TIPPING POINT (1 sentence)
 - What made them try the solution
3. THE SOLUTION (1-2 sentences)
 - How they used your product/service
4. THE AFTER (2-3 sentences)
 - Specific results (numbers if possible)
 - How they feel now
5. THE FULL STORY (150-200 words)
 - Narrative flow: Before → Tipping Point → After

INPUTS:

Customer Name (or pseudonym):

[INSERT]

Customer's Role/Industry:

[INSERT]

Problem Before (specific pain):

[E.G., "Spent 10 hours/week on manual reporting"]

How They Heard About You:

[E.G., "Google search" / "Referral" / "Social media"]

Specific Results (with numbers if possible):

[E.G., "Saved 8 hours/week, reduced errors by 90%"]

Their Quote (if available):

[INSERT OR "NONE"]

Your Product/Service:

[DESCRIBE]

RULES:

- The before must be specific (not "they were struggling")
- The tipping point must be a moment, not a process
- Results must include numbers if available (or vivid before/after contrast)
- The after must include emotion (how they feel)
- Avoid marketing language in the customer's voice

How To Use It

- Interview customers to get specific details before writing.
- The before picture is what makes the after impressive — invest time here.
- Numbers are the most persuasive proof — get them whenever possible.
- Use the full story on case study pages, the short version in emails.
- Get permission and a quote from the customer before publishing.

Example Input

Customer Name: Marcus (agency owner)

Customer's Role/Industry: Digital marketing agency, 12 employees

Problem Before: Spending 15+ hours per week manually reconciling ad spend across Facebook, Google, and TikTok — client reports were always late

How They Heard About You: Facebook ad targeting agency owners

Specific Results: Cut reporting time from 15 hours to 2 hours per week, clients get reports on Monday morning instead of Thursday, won back a \$10k/month client who was considering leaving due to reporting delays

Their Quote: “I got my Fridays back. And my clients stopped complaining.”

Your Product/Service: Ad spend reporting dashboard

Why It Works

Most testimonials fail because they lack transformation.

This framework improves outcomes by forcing:

- specific before (pain and cost)
- tipping point (decision moment)
- specific results (numbers preferred)

- emotional after (how they feel)
- narrative flow (engaging)

Great transformation stories don't just say it worked — they prove it.

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