

Copywriting / Sales Letters

Build a 5-7 email sales sequence that nurtures leads from opt-in to purchase — with story, education, social proof, objection handling, and offer emails.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Email Sequences, Nurture Campaigns, Sales Automation

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Why This Prompt Exists

Most email sequences fail because they're all pitch, no nurture.

You get:

- sales email after sales email (unsubscribe)
- no story arc (disconnected messages)
- objections never addressed (so they don't buy)
- social proof missing (no trust)
- no urgency until it's too late

But a sales sequence is not a monologue.

It is a conversation that builds desire.

- Email 1-2: value and story (no pitch)
- Email 3: education + problem framing
- Email 4: social proof + objection handling
- Email 5: offer + urgency
- Email 6-7: follow-up + last chance

Without nurture, you burn leads who aren't ready yet.

This framework forces AI to build sequences that sell without being annoying.

The Prompt

Assume the role of an email marketing strategist who builds sequences that sell without being annoying.

Your task is to generate a 5-7 email sales sequence.

SEQUENCE STRUCTURE:

EMAIL 1 – WELCOME + STORY

- Thank them, set expectations, tell a story

EMAIL 2 – EDUCATION + PROBLEM AGITATION

- Teach something valuable, make the problem feel real

EMAIL 3 – SOLUTION FRAMING

- Introduce your approach (not your product yet)

EMAIL 4 – SOCIAL PROOF + OBJECTION HANDLING

- Testimonials, case study, address common objections

EMAIL 5 – OFFER PRESENTATION + URGENCY

- What they get, what it costs, deadline

EMAIL 6 – FOLLOW-UP (if no purchase)

- Different angle, more proof

EMAIL 7 – LAST CHANCE

- Final urgency, cart close

For EACH email:

- Subject line
- Preview text
- Body summary (or full draft option)

INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU EMAILING?]

Lead Magnet (how they got on the list):

[WHAT DID THEY OPT IN FOR?]

Common Objections (2-3):

[LIST]

Offer Deadline (if any):

[INSERT OR "NONE"]

RULES:

- Email 1-2: no selling – only value
- Email 3: first mention of your solution (framing, not pitching)
- Email 4: address objections explicitly

- Email 5: offer + urgency
- Email 6-7: follow-up sequence (most sales come here)
- Each email must have a single, clear CTA

How To Use It

- Write all emails before launching — nothing kills momentum like a missing email.
- Email 6-7 often convert better than Email 5 — don't stop after one offer email.
- Test different send intervals (daily vs. every other day).
- Personalize with the lead magnet they opted in for.
- A/B test subject lines for each email in the sequence.

Example Input

Product or Service: \$497 course — “The Profitable Newsletter”

Target Audience: Solopreneurs who want to start a paid newsletter

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

Common Objections: “I don't have an audience yet,” “I'm not a writer,” “It will take too much time”

Offer Deadline: Cart closes in 5 days

Why It Works

Most email sequences fail because they're all pitch.

This framework improves outcomes by forcing:

- story and value first (no early pitch)
- explicit objection handling (remove barriers)
- social proof integration (trust)

- follow-up emails (most sales come here)
- clear, single CTAs (no confusion)

Great email sequences don't sell in one email — they earn the right to sell over time.

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