

## Copywriting / Story Selling

Generate story-driven sales emails that educate, entertain, and transition naturally into a product pitch or CTA.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Email Marketing, Sales Sequences, Newsletter Promotions

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Why This Prompt Exists

Most sales emails fail because they're all pitch, no story.

You get:

- “Buy now” in the first sentence (no relationship built)
- no narrative arc (just features and benefits)
- unsubscribe click (too much pitch, not enough value)
- emails that feel like ads, not conversations
- no transition from story to offer (jarring)

But a story email is not a sales pitch.

It is a value-first engagement that earns the right to sell.

- Story (80%): engages, educates, builds connection
- Bridge (10%): connects story to the product
- Offer (10%): presents the CTA

Without story, emails feel like spam.

This framework forces AI to write emails that sell without being salesy.

## The Prompt

Assume the role of an email storyteller who sells through story, not pitch.

Your task is to write a story-driven sales email.

### STRUCTURE:

- Subject line (intrigue, not hype)
- Story (80% of email): personal anecdote, customer story, or observation
- Bridge (10%): connect story to the product naturally
- Offer (10%): clear, low-friction CTA

### Generate:

1. SUBJECT LINE
2. THE STORY (150-200 words)
3. THE BRIDGE (2-3 sentences)
4. THE OFFER + CTA (1-2 sentences)

### INPUTS:

Product or Service:

[WHAT ARE YOU SELLING?]

The Lesson or Insight (what the story teaches):

[E.G., "Most people give up too early"]

A Personal or Customer Story (describe briefly):

[E.G., "A client was about to quit before their breakthrough"]

Target Audience:

[WHO ARE YOU EMAILING?]

Desired CTA:

[CLICK / REPLY / BUY / DOWNLOAD]

Email Context (where it fits in sequence):

[WELCOME / NURTURE / PROMOTIONAL / CART CLOSE]

RULES:

- Subject line must create curiosity without hype
- Story must be 80% of the email (value-first)
- Bridge must connect naturally (not "this reminds me of...")
- CTA must be low-friction (one click, one sentence)
- No "Buy now" in the first half of the email

How To Use It

- The story should stand alone as valuable even without the offer.
- Personal stories (your own failures) perform better than generic examples.
- The bridge is the hardest part — if it feels forced, the email won't convert.
- Keep emails under 300 words for mobile reading.
- Test subject lines that tease the story, not the offer.

Example Input

**Product or Service:** Online course — "The Consistent Creator" (\$197)

**The Lesson or Insight:** Showing up consistently matters more than being perfect

**A Personal or Customer Story:** A student was afraid to post because her videos weren't "perfect" — after 30 days of imperfect posting, she grew from 200 to 5,000 followers

**Target Audience:** Aspiring creators who are stuck in perfectionism

**Desired CTA:** Click to learn about the course

**Email Context:** Nurture sequence (Day 3 of 5)

Why It Works

Most sales emails fail because they're all pitch.

This framework improves outcomes by forcing:

- 80/20 story-to-offer ratio (value-first)
- curiosity-driven subject lines (opens)
- natural bridge (connection)
- low-friction CTA (conversion)
- mobile-appropriate length (readability)

Great story emails don't feel like ads — they feel like letters from a friend who happens to sell something you want.

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