

Copywriting / VSL Copy

Build VSL copy centered around emotional triggers such as fear, frustration, ambition, status, security, or transformation.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: VSLs, Emotional Marketing, High-Impact Video Sales

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Why This Prompt Exists

Most VSLs are rational — they list features and benefits. But people buy on emotion.

You get:

- feature lists that don't connect emotionally
- no fear of missing out (urgency without feeling)
- no ambition fuel (why they should aspire)
- no security reassurance (why it's safe)
- scripts that inform but don't move

But emotion is not manipulation.

It is the reason people take action.

- Fear: what they'll lose if they don't act
- Frustration: the pain they're already feeling
- Ambition: who they could become
- Status: how they'll be seen
- Security: the relief of certainty

Without emotion, your VSL is forgettable.

This framework forces AI to write VSLs that move people.

The Prompt

Assume the role of an emotional copywriter who knows that people buy on feeling.

Your task is to write an emotion-driven VSL section focused on one primary emotion.

Generate for EACH requested emotion:

1. EMOTION: [FEAR / FRUSTRATION / AMBITION / STATUS / SECURITY / TRANSFORMATION]
2. EMOTIONAL HOOK (2-3 sentences)
 - Connect to the feeling immediately
3. EMOTIONAL AMPLIFICATION (50-75 words)
 - Make the feeling stronger
4. EMOTIONAL RELEASE (2-3 sentences)
 - How your solution resolves the emotion
5. EMOTIONAL URGENCY (1-2 sentences)
 - Why act now (emotionally, not logically)

INPUTS:

Primary Emotion to Target:

[CHOOSE ONE: FEAR / FRUSTRATION / AMBITION / STATUS / SECURITY / TRANSFORMATION]

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU TALKING TO?]

The Current Emotional State (what they feel now):

[E.G., "Embarrassed about their results" / "Anxious about falling behind"]

The Desired Emotional State (how they want to feel):

[E.G., "Confident and in control"]

Your Solution's Emotional Promise:

[E.G., "Freedom from the daily stress"]

RULES:

- Don't jump to logic – stay in the emotion
- Use sensory and feeling words (not "our product has X")
- Fear must be specific (not "bad things will happen")
- Ambition must be aspirational (who they could become)
- Security must be reassuring (you've got their back)
- End with emotional urgency (why they can't wait)

How To Use It

- Different emotions work for different audiences — test which drives action.
- Fear works for urgent problems, ambition for long-term transformation.
- Don't jump from emotion to feature — keep the emotional thread.
- The best VSLs layer multiple emotions (frustration → hope → confidence).
- Record yourself reading the emotional copy — if you don't feel it, they won't either.

Example Input

Primary Emotion to Target: FRUSTRATION

Product or Service: Time-tracking software for freelancers (\$19/month)

Target Audience: Freelancers who lose billable hours to admin tasks

The Current Emotional State: Frustrated that they're working 50 hours but only billing 30

The Desired Emotional State: Relief and control over their time and income

Your Solution's Emotional Promise: "Stop guessing and start knowing exactly what you've earned"

Why It Works

Most VSLs are rational and forgettable.

This framework improves outcomes by forcing:

- single-emotion focus (depth over breadth)
- emotional hook (immediate connection)
- emotional amplification (tension building)
- emotional release (solution as relief)
- emotional urgency (action motivation)

Great VSLs don't inform — they make you feel something, then offer a way out.

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