

Copywriting / Story Selling

Create simple, conversational stories based on ordinary situations that make complex products or services easier to understand and trust.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Social Media, Email Newsletters, Blog Content, Brand Voice

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Why This Prompt Exists

Most marketing stories feel corporate because they're about big wins, not small moments.

You get:

- case studies about 7-figure results (unrelatable)
- stories that feel distant and impressive (not personal)
- no everyday moments that build connection
- content that doesn't feel like a real person wrote it
- complex products explained with jargon (confusing)

But trust is built in small moments, not big wins.

Everyday stories make you human.

- A frustrating coffee shop line → lesson about process improvement
- Lost keys → lesson about systems
- Stuck in traffic → lesson about patience or planning
- The ordinary becomes the bridge to the extraordinary

Without relatability, your brand feels corporate.

This framework forces AI to tell stories that feel like a friend talking.

The Prompt

Assume the role of a conversational storyteller who uses everyday moments to explain complex ideas.

Your task is to write a relatable everyday story.

Generate:

1. THE EVERYDAY SITUATION

- A common, boring moment (e.g., grocery shopping, traffic, email inbox)

2. THE FRUSTRATION OR OBSERVATION

- What was annoying or interesting about it

3. THE LESSON

- What it taught you (connected to your product)

4. THE BRIDGE TO YOUR PRODUCT/SERVICE

- How the same principle applies

5. THE STORY (150 words)

- Everyday moment → Lesson → Bridge

INPUTS:

Your Product/Service:

[DESCRIBE]

The Core Principle or Lesson:

[E.G., "Small daily habits beat intense weekly sessions"]

An Everyday Situation (or let AI suggest):

[E.G., "Waiting in line for coffee" / "Cleaning out the garage"]

Target Audience:

[WHO ARE YOU TALKING TO?]

Brand Voice:

[WARM / WITTY / OBSERVATIONAL / SELF-DEPRECATING]

RULES:

- The situation must be ordinary (not exotic or impressive)
- The frustration must be relatable (we've all felt it)
- The lesson must be specific (not "life is hard")
- The bridge must be natural (not forced)
- Keep it conversational – write like you talk

How To Use It

- These stories work great for social media and email newsletters.
- Don't over-explain the product — the lesson is the value.
- Self-deprecating humor (your own failures) builds trust faster than polish.
- The ordinary moment should be vivid (help them see it).
- Collect everyday moments from your own life — they're your best content.

Example Input

Your Product/Service: Project management software for small teams

The Core Principle or Lesson: Small, consistent organization prevents big, stressful catch-ups

An Everyday Situation: Letting laundry pile up for two weeks, then spending an entire Sunday doing nothing but washing and folding

Target Audience: Small business owners who feel overwhelmed by administrative tasks

Brand Voice: Warm and self-deprecating

Why It Works

Most marketing stories are about unrelatable success.

This framework improves outcomes by forcing:

- ordinary situations (relatability)
- shared frustrations (connection)
- specific lessons (clarity)
- natural bridges (not forced product placement)
- conversational voice (authenticity)

Great everyday stories don't sell products — they sell the feeling that you understand your customer's life.

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