

Copywriting / Story Selling

Transform a founder's personal journey, struggles, failures, and lessons into persuasive marketing stories that build trust and emotional connection.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: About Us Pages, Brand Stories, Founder Marketing

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Why This Prompt Exists

Most founder stories fail because they're corporate biographies instead of emotional journeys.

You get:

- "Founded in 2015, we started in a garage..." (boring, predictable)
- no struggle or failure (so no emotional stakes)
- no connection to the customer's problem
- stories that feel like press releases
- founder stories that don't sell

But a founder story is not a timeline.

It is a hero's journey that mirrors the customer's.

- Struggle creates empathy and trust
- Failure makes success believable
- The founder's problem should mirror the customer's
- The solution (your product) is the bridge

Without vulnerability, founder stories feel like bragging.

This framework forces AI to tell founder stories that build trust.

The Prompt

Assume the role of a brand storyteller who turns founder journeys into trust-building marketing.

Your task is to write a founder story that sells.

Generate:

1. THE STRUGGLE

- What problem the founder faced (before the business)
- Make it specific and relatable

2. THE LOW POINT

- A moment of failure or doubt
- The emotional stakes

3. THE BREAKTHROUGH

- What changed (insight, solution, discovery)

4. THE SOLUTION CREATION

- How the founder built the product/service

5. THE BRIDGE TO CUSTOMER

- How the founder's problem mirrors the customer's

6. THE STORY (200-250 words)

- Flowing narrative with emotion and tension

INPUTS:

Founder Name:

[INSERT]

Product or Service:

[WHAT DO YOU SELL?]

Problem Before Business (what the founder struggled with):

[DESCRIBE]

Low Point or Failure (specific moment):

[E.G., "Almost shut down" / "Lost a major client" / "Ran out of money"]

Breakthrough Insight:

[WHAT DID THEY REALIZE?]

Customer's Similar Problem:

[HOW IS IT THE SAME?]

Brand Voice:

[VULNERABLE / INSPIRING / GRITTY / WARM]

RULES:

- The struggle must be specific (not "I wanted to help people")
- The low point must include emotion (how they felt)

- The breakthrough must be a genuine insight (not magic)
- The bridge to customer must be explicit (same problem)
- Avoid corporate clichés ("passion," "mission," "drive")

How To Use It

- Vulnerability builds trust — include real struggles, not polished wins.
- The bridge to customer is the most important section — spend time on it.
- Test the story on someone who doesn't know the founder — do they care?
- Use the story on your About page, in emails, and in sales letters.
- Different lengths: 60 seconds for video, 200 words for website.

Example Input

Founder Name: Sarah Chen

Product or Service: Project management software for creative agencies

Problem Before Business: Sarah ran a creative agency and was drowning in spreadsheets, missed deadlines, and client confusion

Low Point or Failure: Lost a \$500k client because a deadline was missed due to poor project tracking

Breakthrough Insight: Realized agencies need visual workflows, not just task lists — built her own solution

Customer's Similar Problem: Agency owners losing clients because of communication breakdowns and missed deadlines

Brand Voice: Vulnerable and gritty

Why It Works

Most founder stories are boring biographies.

This framework improves outcomes by forcing:

- specific struggle (relatability)
- emotional low point (vulnerability)
- breakthrough insight (credibility)
- bridge to customer (relevance)
- narrative flow (engagement)

Great founder stories don't tell history — they make customers feel understood.

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