

Marketing & Advertising / Lead Magnets

Write conversion-focused landing page copy that turns clicks into leads — with headline, subheadline, bullet benefits, social proof, opt-in form, and scarcity elements.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Landing Pages, Opt-In Pages, Lead Magnet Promotion

Updated: May 2026

Why This Prompt Exists

Most landing pages fail because they're about the lead magnet, not the transformation.

You get:

- “Download our free guide” (zero emotional hook)
- bullet benefits that describe the format, not the outcome
- no social proof (so no trust)
- generic “Download Now” button (no testing)
- no privacy assurance (so people hesitate to give email)

But a landing page is not a description page.

It is a persuasion machine.

- Headline = the promised outcome
- Subheadline = the path to get there
- Bullet benefits = specific proof points
- Button text = action + value (not “Submit”)
- Privacy assurance = permission to trust you

Without structure, landing pages leak conversions.

This framework forces AI to write landing pages that earn the opt-in.

The Prompt

Assume the role of a conversion copywriter who writes landing pages that turn clicks into leads.

Your task is to write a 300-word landing page.

Generate:

1. HEADLINE (title + benefit)
2. SUBHEADLINE (what they'll get)
3. BULLET BENEFITS (5 items, specific)
4. SOCIAL PROOF (testimonial or number served)
5. OPT-IN FORM DESCRIPTION
 - Name + email only
6. "WHAT'S INSIDE" SECTION
 - 3-5 items with brief explanations
7. SCARCITY ELEMENT
 - Limited time or availability
8. FOOTER

- Guarantee or privacy assurance

9. BUTTON TEXT VARIANTS (3 options)

- Beyond "Download Now"

INPUTS:

Lead Magnet Title:

[FROM YOUR TITLE TESTING]

Target Audience:

[WHO ARE YOU TALKING TO?]

Primary Benefit (one sentence):

[WHAT THEY GET FROM THE LEAD MAGNET]

Proof Point:

[TESTIMONIAL OR NUMBER (e.g., "Downloaded 5,000+ times")]

What's Inside (3-5 items):

[LIST THE SECTIONS OR CHAPTERS]

Scarcity Type:

[LIMITED COPIES / TIME-BASED / NONE]

RULES:

- Headline must promise an outcome, not describe the format
- Bullet benefits must be specific, not generic ("Save time" → "Save 5 hours per week")

- The opt-in form should ask for name + email only (more fields kill conversions)
- Button text must include the value ("Send me the checklist" not "Submit")
- Footer must include privacy assurance (e.g., "We respect your privacy. Unsubscribe anytime.")

How To Use It

- A/B test the 3 button text variants with 500 visitors each.
- Keep the page under 500 words — long landing pages kill conversion.
- Place the opt-in form above the fold (no scrolling required).
- Test with and without the scarcity element.
- Use a simple, distraction-free template (no navigation menu).

Example Input

Lead Magnet Title: "The Facebook Ad Launch Checklist"

Target Audience: Small business owners who have tried Facebook Ads and failed

Primary Benefit: "Launch a profitable campaign in under 60 minutes"

Proof Point: "Used by 3,500+ business owners to stop wasting ad spend"

What's Inside: Audience setup checklist, creative brief template, budget calculator, launch sequence tracker, optimization checklist

Scarcity Type: LIMITED COPIES (first 500 downloads get a bonus optimization checklist)

Why It Works

Most landing pages fail because they describe instead of persuade.

This framework improves outcomes by forcing:

- outcome-driven headline (not format description)
- specific bullet benefits (not generic)
- social proof (trust)
- minimal form fields (conversion)
- button text testing (optimization)

Great landing pages don't tell people what's inside — they make them afraid to miss out.

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