

Marketing & Advertising / Lead Magnets

Generate 20 click-optimized title options across 5 angles — how-to, list-based, question-based, tool-based, and secret-based — with top 5 ranked for conversion.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lead Magnets, Opt-In Rates, Title Testing

Updated: May 2026

Why This Prompt Exists

Most lead magnets fail because the title doesn't sell the click.

You get:

- “Free Guide” (zero curiosity, zero click-through)
- titles that describe the format instead of the benefit
- no variety in angles for A/B testing
- titles that don't match the audience's urgency
- no rationale for why one title might outperform another

But the title determines 80% of the opt-in rate.

It is the only thing standing between a scroll and a sign-up.

- How-to titles promise a specific outcome
- List-based titles promise scannable value
- Question-based titles create curiosity
- Tool-based titles promise efficiency
- Secret-based titles promise insider knowledge

Without title testing, you're guessing.

This framework forces AI to write titles that earn clicks.

The Prompt

Assume the role of a direct response copywriter who knows that the title determines 80% of the opt-in rate.

Your task is to generate 20 title options across 5 angles.

Generate 4 titles for EACH angle:

ANGLE 1: HOW-TO (specific outcome)

ANGLE 2: LIST-BASED (X ways to...)

ANGLE 3: QUESTION-BASED (addressing a pain point)

ANGLE 4: TOOL-BASED (X templates/tools/checklists)

ANGLE 5: SECRET-BASED (what [audience] don't know)

For EACH title, label the angle.

PLUS:

- Top 5 titles ranked with a one-sentence rationale for why each will get clicks

INPUTS:

Lead Magnet Topic:

[WHAT IS IT ABOUT?]

Target Audience:

[WHO ARE YOU TALKING TO?]

Primary Benefit (one sentence):

[WHAT THEY GET FROM THE LEAD MAGNET]

Specific Outcome (measurable):

[E.G., "Save 5 hours per week" / "Double your open rates" / "Find 10 new leads"]

RULES:

- No "Free Guide" or "Ultimate" (overused, low click-through)
- Each title must include a benefit or outcome (not just a description)
- Question-based titles must be answerable by the lead magnet
- Secret-based titles must reveal something genuinely non-obvious
- The top 5 rationale must be one sentence each

How To Use It

- A/B test the top 3 titles against each other with 500 visitors each.
- The winner becomes your headline — test again in 3 months (titles fatigue).
- How-to titles work best for problem-solving lead magnets.
- Secret-based titles work best when the audience is sophisticated.
- Save losing titles; they may work for different traffic sources.

Example Input

Lead Magnet Topic: Checklist for launching a Facebook Ad campaign

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

Primary Benefit: “Stop wasting money on ads that don’t convert”

Specific Outcome: “Launch a profitable campaign in under 60 minutes”

Why It Works

Most lead magnets fail because the title doesn’t sell the click.

This framework improves outcomes by forcing:

- five distinct angle categories (variety for testing)
- benefit-driven language (not format description)
- specific outcome inclusion (credibility)
- top 5 ranking with rationale (prioritization)
- A/B test-ready outputs

Great lead magnet titles don’t describe — they promise an outcome the reader desperately wants.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI marketing tools, lead magnet frameworks, and practical strategies for advertisers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)