

Marketing & Advertising / Lead Magnets

Create a 5-day email course that nurtures leads into customers — including course title, landing page copy, day-by-day topics with CTAs, and a bridge sequence recommendation.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Email Courses, Nurture Sequences, Lead Magnets

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Why This Prompt Exists

Most email courses fail because they're random tips instead of a narrative arc.

You get:

- Day 1: "Welcome" (no value — they unsubscribe)
- no logical progression from problem to solution
- the offer appears too early (before trust is built)
- or too late (after they've lost momentum)
- no bridge after Day 5 — the relationship ends

But an email course is not a random tip series.

It is a narrative that leads to a decision.

- Day 1-2: Agitate the problem and educate
- Day 3: Introduce your solution framework
- Day 4: Provide social proof and build desire
- Day 5: Present your offer with urgency

Without structure, email courses become ignored newsletters.

This framework forces AI to build sequences that convert.

The Prompt

Assume the role of an email course specialist who builds nurture sequences that convert leads into customers.

Your task is to generate a 5-day email course outline.

Generate:

1. COURSE TITLE (benefit-driven)
2. LANDING PAGE COPY
 - Headline
 - Subheadline
 - 3 bullet benefits
3. DAY-BY-DAY TOPICS
 - Day 1: Problem agitation + education
 - Day 2: Deeper education + framework intro
 - Day 3: Solution framework + your approach
 - Day 4: Social proof + case study
 - Day 5: Offer presentation + urgency
4. FOR EACH DAY:
 - Suggested email length (short: 150-200 words / long: 400-500 words)
 - Call to action (reply, click, or just read)
5. BRIDGE RECOMMENDATION

- What to send after Day 5 to continue the relationship

INPUTS:

Topic:

[WHAT IS THE COURSE ABOUT?]

Target Audience:

[WHO ARE YOU TEACHING?]

Ultimate Goal:

[BOOK A CALL / BUY A PRODUCT / JOIN A WAITLIST / OTHER]

Your Solution or Product:

[WHAT ARE YOU ULTIMATELY SELLING?]

Urgency Level:

[LOW (no deadline) / MEDIUM (soft deadline) / HIGH (hard deadline)]

RULES:

- Day 1-2: No selling – only value and education
- Day 3: First mention of your solution (framing, not pitching)
- Day 4: Proof (testimonials, case studies, data)
- Day 5: Offer + urgency (clear CTA)
- Bridge recommendation: must include timing (e.g., "3 days after Day 5, send a case study email")

How To Use It

- Write all 5 emails before launching – nothing kills momentum like a missing day.

- Short emails (150-200 words) have higher open rates than long ones.
- Day 3 is the most important — this is where you frame your solution.
- Include a PS in every email (it gets high readership).
- The bridge sequence after Day 5 is where most of your sales will come from.

Example Input

Topic: How to write emails that get opened and clicked

Target Audience: Solopreneurs and small business owners

Ultimate Goal: Buy an email copywriting course (\$297)

Your Solution or Product: “The Email Copywriter’s Vault” — templates, swipe files, and training

Urgency Level: MEDIUM (soft deadline — price increases in 7 days)

Why It Works

Most email courses fail because they lack narrative structure.

This framework improves outcomes by forcing:

- problem-first education (Day 1-2)
- solution framing (Day 3)
- social proof and desire (Day 4)
- offer + urgency (Day 5)
- bridge sequence (post-course nurture)

Great email courses don’t just teach — they lead the reader to a decision.

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