

Copywriting / Sales Letters

Write sales letters that anticipate and neutralize the top 3-5 objections before the reader can raise them — price, trust, timing, complexity, and competition.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: High-Ticket Sales, Objection Handling, Conversion Optimization

Updated: May 2026

Why This Prompt Exists

Most sales letters fail because they don't address objections until the reader has already left.

You get:

- price mentioned without justification (objection: "too expensive")
- no trust-building proof (objection: "how do I know this works?")
- no timeline guidance (objection: "I don't have time")
- no complexity reassurance (objection: "this looks hard")
- no comparison handling (objection: "I'll just use the free version")

But objections are not barriers.

They are questions your letter must answer before they're asked.

- Price objection: address with value justification and payment options
- Trust objection: address with testimonials, guarantees, and authority
- Timing objection: address with quick wins and time-saving features
- Complexity objection: address with onboarding and support
- Competition objection: address with unique differentiators

Without objection handling, you lose buyers who never raised their hand.

This framework forces AI to write letters that answer objections before they stop reading.

The Prompt

Assume the role of a direct response copywriter who anticipates objections before the reader can raise them.

Your task is to write a sales letter with built-in objection handling.

Generate for EACH objection (3-5):

1. OBJECTION STATEMENT

What the reader is thinking (e.g., "This seems expensive")

2. HANDLING FRAMEWORK

- Price: Value justification, payment options, ROI calculation
- Trust: Testimonial, guarantee, authority figure
- Timing: Quick wins, implementation timeline, support
- Complexity: Onboarding, support, ease-of-use proof
- Competition: Unique differentiator, comparison chart

3. SAMPLE PARAGRAPH

How to address it in the letter

PLUS:

- Where in the letter to place each objection handler (e.g., price after value stack, trust after offer)

INPUTS:

Product or Service:

[DESCRIBE]

Top 3-5 Objections (or let AI infer from industry):

[LIST OR "INFER"]

Offer Price:

[INSERT \$]

Proof Available:

[TESTIMONIALS, DATA, GUARANTEES, AUTHORITY]

Target Audience:

[WHO ARE YOU WRITING TO?]

RULES:

- Each objection must have a specific handling framework (not "address it")
- Price objection must include ROI calculation or value justification
- Trust objection must include a specific testimonial or guarantee
- Placement recommendation must be specific (e.g., "after the offer presentation, before the price")
- Don't list objections in a FAQ section – integrate them into the narrative

How To Use It

- Integrate objection handlers into the narrative – never use “FAQ” section for

objections.

- Price objection is best handled after you've built value (not at the beginning).
- Trust objection is best handled with a specific testimonial that mirrors the reader's situation.
- Timing objection is best handled by showing quick wins (30-day results).
- If you don't know the objections, ask customer support — they hear them daily.

Example Input

Product or Service: One-on-one coaching program (\$5,000 for 12 weeks)

Top 3-5 Objections: Price, time commitment, previous coaching failed, unsure if coach is right fit

Offer Price: \$5,000

Proof Available: 12 video testimonials, average client ROI 7x, 100% satisfaction guarantee, featured in Forbes

Target Audience: Founders at \$1M-\$5M companies stuck at plateau

Why It Works

Most sales letters ignore objections until after the reader has left.

This framework improves outcomes by forcing:

- explicit objection anticipation
- specific handling frameworks per objection type
- placement recommendations (where in the letter)
- narrative integration (no lazy FAQ section)
- proof linkage (testimonials to trust objections)

Great sales letters don't wait for objections — they answer them before they're raised.

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