

Copywriting / Story Selling

Use storytelling to address skepticism, fear, or hesitation by showing how others overcame similar doubts successfully.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Objection Handling, Sales Letters, VSLs, Email Sequences

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Why This Prompt Exists

Most objection handling fails because it's defensive.

You get:

- “We understand your concern...” (sounds corporate, not convincing)
- FAQ sections that no one reads
- objections addressed too late (after reader has left)
- no proof of successful objection overcoming
- responses that feel like excuses, not stories

But a story is not defensive.

It is proof through someone else's experience.

- The skeptic: someone who felt the same doubt
- The fear: the specific objection (price, trust, time)
- The action: what they did anyway
- The outcome: they were wrong to worry

Without story, objections remain barriers.

This framework forces AI to use stories that dissolve doubts.

The Prompt

Assume the role of a sales storyteller who uses stories to overcome objections.

Your task is to write an objection-handling story.

Generate:

1. THE OBJECTION (stated clearly)
 - The fear or doubt (e.g., "This seems too expensive")
2. THE SKEPTIC (1 sentence)
 - A customer who had that objection
3. THE FEAR (2-3 sentences)
 - Why they were hesitant
4. THE DECISION (1 sentence)
 - What made them try anyway
5. THE RESULT (2-3 sentences)
 - What happened (they were wrong to worry)
6. THE FULL STORY (200 words)
 - Objection → Fear → Decision → Result

INPUTS:

Product or Service:

[DESCRIBE]

Common Objection (specific):

[E.G., "I don't have time to implement this"]

Customer Success Story (that overcame this objection):

[DESCRIBE THE CUSTOMER'S JOURNEY]

The Outcome (how they were wrong):

[E.G., "It actually saved them time within 2 weeks"]

Target Audience:

[WHO ARE YOU TALKING TO?]

RULES:

- State the objection clearly at the beginning
- The skeptic must be relatable to the audience
- The fear must be specific (not "they were worried")
- The decision must have a trigger (what changed their mind)
- The result must prove the objection was unfounded
- Avoid corporate language ("we understand your concerns")

How To Use It

- Place objection stories near the price (where objections surface).
- Use real customer stories — generic examples aren't convincing.
- The decision moment is the most important part — make it specific.
- Don't hide objections — name them directly to build trust.
- Test different objection stories to see which resonates most.

Example Input

Product or Service: Online course — “Facebook Ads That Work” (\$497)

Common Objection: “I don’t have time to watch hours of videos and implement everything”

Customer Success Story: A busy dad with a full-time job and two young kids; took the course in 20-minute chunks during lunch breaks; launched his first campaign in 3 weeks

The Outcome: The course’s modular structure meant he could learn in small chunks; the templates saved implementation time; he was profitable by week 4

Target Audience: Busy small business owners

Why It Works

Most objection handling fails because it’s defensive.

This framework improves outcomes by forcing:

- explicit objection naming (no avoidance)
- relatable skeptic (audience sees themselves)
- specific fear articulation (credibility)
- decision trigger (what changed)
- result proof (objection overcome)

Great objection stories don’t argue — they show someone just like you who was wrong to worry.

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