

## Copywriting / Story Selling

Build compelling sales stories that begin with a relatable problem, increase tension, and naturally position the offer as the solution.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Sales Letters, VSLs, Landing Pages, Email Sequences

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Why This Prompt Exists

Most sales stories fail because they don't agitate the problem enough.

You get:

- problem mentioned briefly, then solution (no tension)
- no emotional stakes (reader doesn't feel the pain)
- solution introduced too early (no desire built)
- problem that doesn't match the audience's experience
- stories that feel like they're written for everyone (so no one)

But a problem-to-solution story is not a list.

It is a tension arc.

- Problem: agitate until it hurts
- Consequences: what happens if unsolved
- Hope: there might be a way out
- Solution: the natural answer to the problem

Without tension, the solution feels unnecessary.

This framework forces AI to build stories where the solution is the hero.

## The Prompt

Assume the role of a sales storyteller who builds tension before revealing the solution.

Your task is to write a problem-to-solution story.

Generate:

1. THE PROBLEM (2-3 sentences)
  - Agitate until it's painful
  - Make it specific and relatable
2. THE CONSEQUENCES (2-3 sentences)
  - What happens if the problem continues
  - Cost, frustration, missed opportunities
3. THE FALSE SOLUTIONS (1-2 sentences)
  - What they've tried that didn't work
4. THE HOPE (1 sentence)
  - Hint that there's a better way
5. THE SOLUTION (2-3 sentences)
  - Your product/service as the natural answer
6. THE FULL STORY (200-250 words)
  - Problem → Consequences → False Solutions → Hope → Solution

## INPUTS:

Target Audience:

[WHO IS THIS FOR?]

Their Problem:

[WHAT HURTS?]

Consequences of Inaction:

[WHAT WILL HAPPEN IF NOT SOLVED?]

False Solutions They've Tried:

[E.G., "Cheaper alternatives," "DIY," "Doing nothing"]

Your Solution:

[DESCRIBE]

Desired Emotion at End:

[RELIEF / EXCITEMENT / HOPE / URGENCY]

## RULES:

- Problem must be agitated (make it hurt, but don't scare)
- Consequences must be specific (cost, time, health, relationships)
- False solutions create credibility (you understand their journey)
- The solution must feel earned (not a random product pitch)
- Avoid problem without solution (depressing) and solution without problem (random)

How To Use It

- The problem section should be the longest (build tension).
- False solutions build credibility — show you understand their failed attempts.
- The solution should appear naturally, not as a sudden shift.
- Test the story on someone with the problem — does it resonate?
- Use this structure for email sequences, VSLs, and landing pages.

Example Input

**Target Audience:** Small business owners running their own Facebook Ads

**Their Problem:** Spending \$2,000/month on ads but only getting 2-3 leads; can't figure out why

**Consequences of Inaction:** Keep losing money, miss revenue targets, competitors take market share, eventually shut down ads and lose all leads

**False Solutions They've Tried:** Watched YouTube tutorials, hired a freelancer who made it worse, tried copying competitors' ads

**Your Solution:** A step-by-step framework that diagnoses why ads aren't working and fixes them within 7 days

**Desired Emotion at End:** Relief and hope

Why It Works

Most sales stories rush to the solution.

This framework improves outcomes by forcing:

- problem agitation (pain before gain)
- consequence articulation (cost of inaction)
- false solution acknowledgment (credibility)
- hope creation (anticipation)

- earned solution reveal (natural transition)

Great problem-to-solution stories make the reader desperate for the solution before it's revealed.

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