

Marketing & Advertising / Direct Mail

Write classic long-form sales letters (800-1,000 words) with Johnson Box, problem agitation, story, proof, offer, urgency, and PS — ready to print on letterhead.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Direct Mail Sales Letters, Fundraising, Lead Generation

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Why This Prompt Exists

Most sales letters fail because they lack structure.

You get:

- no Johnson Box (the first thing they read is buried)
- problem agitation that feels abstract, not personal
- stories that don't build credibility
- offers that are buried in paragraph 12
- a PS that just repeats the logo (a waste of prime real estate)

But a sales letter is not an essay.

It is a persuasion machine.

- The Johnson Box summarizes the offer — it's the only part some people read
- Agitation must make the reader feel the pain of the problem
- Proof without numbers is just opinion
- The PS is the second-most-read part of the letter

Without classic structure, you leave response on the table.

This framework forces AI to write letters that follow proven direct response architecture.

The Prompt

Assume the role of a direct response copywriter specializing in long-form sales letters.

Your task is to write a 2-page sales letter (approx. 800-1,000 words).

STRUCTURE:

1. JOHNSON BOX (headline + subheadline + offer summary)
2. OPENING HOOK (agitate the problem – make it personal)
3. STORY OR CREDIBILITY BUILDER
 - Your journey or a customer's transformation
4. OFFER PRESENTATION
 - What they get (specific deliverables)
 - What it's worth vs. what they pay
5. PROOF ELEMENTS
 - Testimonials, data, case studies, guarantees
6. SCARCITY OR URGENCY
 - Deadline, limited quantity, price increase
7. CALL TO ACTION (specific, low-friction)
8. PS (restate the offer and urgency)

INPUTS:

Offer:

[WHAT YOU'RE PROMOTING]

Target Audience Pain Point:

[WHAT KEEPS THEM UP AT NIGHT?]

Proof Elements:

[TESTIMONIALS, DATA, CASE STUDIES]

Offer Price:

[INSERT \$ OR "FREE"]

Urgency/Scarcity (if any):

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE / NONE]

RULES:

- The Johnson Box must summarize the entire offer (headline + subheadline)
- The opening hook must agitate the problem within the first 2 sentences
- The offer must be specific (e.g., "You'll receive the 50-page guide, 3 templates, and 2 video trainings")
- Proof elements must include numbers if possible ("3,000+ customers" not "thousands")
- The PS must not repeat the logo – it must restate the offer

How To Use It

- The PS is the second-most-read part of the letter — spend time on it.
- Use a handwritten signature and PS for personalization.
- Break up long paragraphs — white space increases readership.
- Include a real stamp, not metered postage, for higher open rates.
- Test the letter on someone who matches your target audience before printing.

Example Input

Offer: “The Retirement Tax Shield” — a 40-page guide + 2 video trainings (\$47)

Target Audience Pain Point: Retirees who are worried about running out of money because of unexpected taxes

Proof Elements: “Helped 2,300+ retirees save an average of \$4,200 in their first year” / Testimonial from a CPA

Offer Price: \$47 (normally \$97)

Urgency/Scarcity: Price increases to \$97 in 14 days

Why It Works

Most sales letters fail because they ignore proven structure.

This framework improves outcomes by forcing:

- Johnson Box (scan-friendly offer summary)
- problem agitation (emotional connection)
- story/credibility (trust before transaction)
- specific offer presentation (no vagueness)
- numbered proof elements (credibility)
- PS as second headline (prime real estate)

Great sales letters don't inform — they persuade, one paragraph at a time.

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