

## Copywriting / Sales Letters

Generate 20+ sales letter opening hooks, problem agitation paragraphs, story frameworks, offer presentations, and PS lines — organized by section for quick reference.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Sales Letter Swipe Files, Copywriting Templates, Creative Reference

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Why This Prompt Exists

Most sales letters fail because writers start from a blank page every time.

You get:

- the same tired openings (“Are you tired of...”)
- problem agitation that doesn’t land
- stories that aren’t compelling
- offers buried in weak presentation
- PS lines that just say “PS: Buy now”

But a swipe file is not cheating.

It is standing on the shoulders of what works.

- Opening hooks can follow proven patterns
- Problem agitation has repeatable structures
- Story frameworks are reusable
- Offer presentations can be templated
- PS lines can be cataloged by emotional trigger

Without a swipe file, you reinvent the wheel every time.

This framework forces AI to build a swipe file of proven sales letter components.

The Prompt

Assume the role of a direct response copywriter who builds swipe files of proven sales letter components.

Your task is to generate a sales letter swipe file organized by section.

Generate for EACH section:

SECTION 1 – OPENING HOOKS (5 options)

- Different patterns: question, statement, story, statistic, command

SECTION 2 – PROBLEM AGITATION (5 options)

- Making the pain feel real and urgent

SECTION 3 – STORY FRAMEWORKS (5 options)

- Underdog story, transformation story, cautionary tale, discovery story, customer story

SECTION 4 – OFFER PRESENTATIONS (5 options)

- Bullet-heavy, story-driven, comparison, value-stack, problem-solution

SECTION 5 – PS LINES (5 options)

- Urgency, social proof, reminder, objection killer, bonus reminder

PLUS:

- A "swipe file usage guide" – when to use each type

INPUTS:

Product or Service Category:

[E.G., "Online course" / "SaaS" / "Coaching" / "Physical product"]

Target Audience:

[WHO ARE YOU WRITING TO?]

Offer Price Range:

[LOW (\$0-100) / MEDIUM (\$101-500) / HIGH (\$501-2000) / PREMIUM (\$2000+)]

Urgency Level Available:

[HIGH / MEDIUM / LOW / NONE]

RULES:

- Each section must have 5 distinct options (no repeats)
- Opening hooks must be under 20 words each
- Problem agitation must be specific, not general ("wasting money" not "struggling")
- Story frameworks must include the emotional arc
- PS lines must be under 15 words each
- The swipe file usage guide must include specific scenarios

How To Use It

- Save the output as a living document – add to it when you find winning components.

- Mix and match sections from different options (don't use all from one column).
- The usage guide tells you which hook works for which audience.
- Run this prompt quarterly to refresh your swipe file.
- Share with your team — consistent structure improves brand voice.

Example Input

**Product or Service Category:** Online course

**Target Audience:** Solopreneurs who want to scale their business

**Offer Price Range:** MEDIUM (\$101-500)

**Urgency Level Available:** MEDIUM (can offer a launch discount)

Why It Works

Most sales letters fail because writers start from zero each time.

This framework improves outcomes by forcing:

- section-by-section component generation
- proven pattern variety (not repetition)
- price-appropriate examples
- usage guide (when to use what)
- mix-and-match flexibility

Great swipe files don't give you letters to copy — they give you components to assemble.

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