

Copywriting / Sales Letters

Write last-chance sales letters that convert fence-sitters — with deadline urgency, limited quantity scarcity, price increase warnings, and cart-close scripts.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Cart Close, Launch Sequences, Limited-Time Offers

Updated: May 2026

Why This Prompt Exists

Most urgency letters fail because they're obviously fake.

You get:

- “Only 5 left!” for a digital product (no one believes it)
- deadlines that keep extending (boy who cried wolf)
- no explanation for why the scarcity exists
- urgency placed too early (before trust is built)
- cart close emails that are identical to the offer email

But scarcity is not manipulation.

It is a genuine reason to act now.

- Deadlines work if they're real and enforced
- Limited quantity works if there's a reason (bonus physical items, limited seats)
- Price increase is the most honest scarcity
- Explain why the scarcity exists (trust)

Without genuine scarcity, urgency letters damage trust.

This framework forces AI to write urgency that works without burning your list.

The Prompt

Assume the role of a direct response copywriter who uses genuine scarcity to convert fence-sitters.

Your task is to write a scarcity and urgency letter.

Generate for your scarcity type:

TYPE 1 – DEADLINE URGENCY

- Cart closes on [DATE]
- Script explaining why (launch, seasonal, event)

TYPE 2 – LIMITED QUANTITY

- Only X available
- Script explaining why (limited seats, physical inventory, bonus caps)

TYPE 3 – PRICE INCREASE

- Price goes up on [DATE]
- Script explaining why (intro pricing ending, new features added)

PLUS:

- Email subject line for the urgency letter
- PS line (restates urgency)
- "Too Fake" Warning – if your scarcity isn't genuine, this prompt will tell you

INPUTS:

Product or Service:

[DESCRIBE]

Scarcity Type:

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE]

Real Deadline or Limit:

[INSERT DATE OR NUMBER]

Why the Scarcity Exists (genuine reason):

[E.G., "We're closing cart to run the live cohort" / "We have 50 physical bonuses"]

Target Audience:

[WHO ARE YOU WRITING TO?]

Have You Extended Deadlines Before?:

[YES / NO – if yes, warn that trust may be damaged]

RULES:

- If the scarcity isn't genuine, the prompt will flag it – don't use fake scarcity
- Deadline scripts must include the exact date and time
- Limited quantity scripts must include the number left
- Price increase scripts must include the old and new price
- The "Too Fake" warning is serious – if flagged, don't run the campaign
- Explain the scarcity reason (people need to understand why)

How To Use It

- Only use genuine scarcity — fake scarcity destroys trust permanently.
- Price increase is the most honest form of scarcity (and often the most effective).
- Explain why the cart closes — “to protect the experience” works better than “offer ends.”
- If you’ve extended deadlines before, acknowledge it and explain why this time is different.
- Send the urgency letter 24-48 hours before the deadline, then a final reminder 2 hours before.

Example Input

Product or Service: Live cohort coaching program (\$1,997)

Scarcity Type: DEADLINE

Real Deadline or Limit: Friday at midnight EST

Why the Scarcity Exists: “The cohort starts Monday, and we close enrollment to ensure personalized attention”

Target Audience: Business owners ready to scale

Have You Extended Deadlines Before?: No

Why It Works

Most urgency fails because it’s obviously fake.

This framework improves outcomes by forcing:

- genuine scarcity verification (no fake deadlines)
- exact date, time, or number (specificity)

- explanation of why scarcity exists (trust)
- honest warning if you've extended deadlines before
- subject line + PS integration

Great urgency letters don't manipulate — they inform and create genuine motivation to act now.

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