

## Marketing & Advertising / Lead Magnets

Create “done-for-you” templates that convert at 3x the rate of how-to guides — email swipes, social media captions, project trackers, calculators, and worksheets with placeholders and examples.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lead Magnets, Templates, Swipe Files, Worksheets

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Why This Prompt Exists

Most template lead magnets fail because they’re too generic or too empty.

You get:

- a blank template with no instructions (intimidating)
- examples that don’t match the user’s situation
- no placeholders (so users don’t know what to write)
- templates for things the audience doesn’t actually need
- no “remix” guidance (users think it’s one-size-fits-all)

But a template is not an empty form.

It is a shortcut to a finished outcome.

- Done-for-you templates convert at 3x the rate of how-to guides
- Instructions under 100 words (they want to use it, not read about it)
- Placeholders signal what to customize
- Examples show the template in action
- A remix prompt encourages ownership

Without structure, templates collect dust.

This framework forces AI to build templates that save time immediately.

The Prompt

Assume the role of a lead magnet strategist who knows that "done-for-you" templates convert at 3x the rate of "how-to" guides.

Your task is to generate a template structure.

Generate:

1. BENEFIT-DRIVEN TITLE
2. INSTRUCTIONS (under 100 words)
  - How to use the template
3. THE TEMPLATE ITSELF
  - Placeholders marked as [BRACKETS]
  - Sections clearly labeled
4. THREE FILLED-OUT EXAMPLES
  - Show the template in action with different scenarios
5. REMIX PROMPT
  - "Here's how to customize this for your situation..."

INPUTS:

Template Type:

[EMAIL SWIPE / SOCIAL MEDIA CAPTIONS / PROJECT TRACKER / CALCULATOR / WORKSHEET / OTHER]

Target Audience:

[WHO WILL USE THIS?]

Specific Outcome:

[WHAT DOES THE TEMPLATE HELP THEM ACHIEVE?]

Example Scenarios (3 different situations):

[E.G., "Freelancer, Agency Owner, In-House Marketer"]

RULES:

- Instructions must be under 100 words (they want to use it, not read about it)
- Placeholders must be in [BRACKETS] for easy find-and-replace
- Each example must use different placeholder values
- The remix prompt must be specific, not "customize as needed"
- If the template is a spreadsheet, describe the columns and formulas

How To Use It

- Deliver templates as editable Google Docs or Sheets (not locked PDFs).
- The three examples are the most valuable part — spend time making them realistic.
- A “calculator” template (e.g., ROI calculator) converts at very high rates.
- Include your branding but leave plenty of white space for their content.
- Ask users to “make a copy” of the template — that’s the engagement metric.

Example Input

**Template Type:** Email swipe file (5 emails)

**Target Audience:** Solopreneurs who hate writing email sequences

**Specific Outcome:** Write a 5-email welcome sequence in under 2 hours

**Example Scenarios:** “Fitness coach, SaaS founder, E-commerce store owner”

Why It Works

Most templates fail because they’re empty forms with no guidance.

This framework improves outcomes by forcing:

- ultra-short instructions (100-word limit)
- placeholder brackets (customization signals)
- three filled examples (use-case variety)
- remix prompt (ownership encouragement)
- outcome-driven title (value promise)

Great templates don’t just give structure — they show exactly how to make it your own.

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