

Email Marketing / Launch Campaigns

Scripts for offering special discounts or bonuses to the first X customers or those who purchase within a limited window.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Pre-Launch, Early Bird Discounts, Launch Hype

Updated: May 2026

Why This Prompt Exists

Most launches leave money on the table by not offering early bird incentives.

You get:

- no reason to buy early (they wait)
- slow launch day sales (no urgency)
- missed revenue from price-sensitive buyers
- no scarcity to drive action
- competitors who offer early bird discounts

But early bird offers are not discounting.

They are urgency creation with reward.

- Limited quantity: first 50 customers get bonus
- Limited time: 48-hour early bird discount
- Combination: early bird price + exclusive bonus
- Countdown: "Only X spots left at this price"

Without early bird offers, buyers procrastinate.

This framework forces AI to create early bird offers that drive action.

The Prompt

Assume the role of a launch strategist who uses early bird offers to drive early sales.

Your task is to create early bird offer emails.

Generate:

1. EARLY BIRD ANNOUNCEMENT (before launch)
 - Subject line (urgency + benefit)
 - What they get (discount, bonus, access)
 - Limited quantity or time
 - Call to action
 - Full email
2. EARLY BIRD REMINDER (mid-way through the offer period)
 - Subject line
 - How many spots left (scarcity)
 - What they'll miss if they wait
 - Social proof (others are buying)
 - Full email
3. EARLY BIRD LAST CHANCE (final hours)
 - Subject line
 - "Only X spots left at this price"
 - Price increase warning
 - Bonuses expiring
 - Full email

4. EARLY BIRD SOLD OUT (if applicable)

- Subject line
- Acknowledge it's sold out
- Offer waitlist for next launch
- Alternative offer (if available)
- Full email

5. OFFER DETAILS SUMMARY

- Discount amount
- Bonus items
- Eligibility window
- How to claim

6. COUNTDOWN TIMER SUGGESTION

- Where to place in email
- How to use visually
- Technical implementation notes

INPUTS:

Product Name:

[INSERT]

Regular Price:

[INSERT \$]

Early Bird Price:

[INSERT \$]

Early Bird Bonus (if any):

[DESCRIBE OR "NONE"]

Early Bird Limit:

[TIME-LIMITED (X DAYS) / QUANTITY-LIMITED (X SPOTS)]

Launch Date:

[INSERT]

RULES:

- Early bird offer must have a clear limit (time or quantity)
- Announce before launch to build anticipation
- Send reminders as limit approaches
- "Last chance" email creates urgency
- Use countdown timers in emails (dynamic images)
- If sold out, offer waitlist for next launch
- Track early bird conversion rate vs. regular launch

How To Use It

- Early bird offer must have a clear limit — time-limited (48 hours) or quantity-limited (first 100).
- Announce before launch to build anticipation (not on launch day).
- Send reminders as the limit approaches (“Only 47 spots left at this price”).
- “Last chance” email creates urgency — send in final hours.
- Use countdown timers in emails (dynamic images increase urgency).
- If sold out, offer a waitlist for the next launch (capture demand).

Example Input

Product Name: “The Profitable Freelancer” (online course)

Regular Price: \$497

Early Bird Price: \$297 (\$200 off)

Early Bird Bonus: One-on-one strategy call (\$200 value)

Early Bird Limit: QUANTITY-LIMITED (first 100 customers)

Launch Date: June 15

Why It Works

Most launches lack urgency.

This framework improves outcomes by forcing:

- clear early bird limits (scarcity)
- pre-launch announcement (anticipation)
- mid-way reminders (fear of missing out)
- last chance emails (urgency)
- sold-out follow-up (demand capture)

Great early bird offers don't just discount — they create urgency and reward early action.

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See also [The Launch Day Email \(The Big Reveal\)](#)