

## Email Marketing / Launch Campaigns

The main launch day email that presents the offer, includes all key details, and drives immediate purchases.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Launch Day, Offer Presentation, Big Reveal

Updated: May 2026

Why This Prompt Exists

Most launch day emails are underwhelming — buried details, weak CTAs, no urgency.

You get:

- launch day emails that get ignored (no excitement)
- offers buried in long paragraphs
- no clear CTA (what to do next)
- missing bonuses or urgency
- low conversion on the most important day

But launch day is not just another email.

It is the climax of your launch sequence.

- Opening: big announcement + excitement
- What it is: product/service description
- What's included: features, modules, bonuses
- Social proof: testimonials, beta results, waitlist numbers
- Pricing: regular price vs. launch price
- Urgency: deadline, limited quantity
- CTA: clear, prominent, repeated

Without a strong launch day email, your launch fizzles.

This framework forces AI to create launch day emails that convert.

The Prompt

Assume the role of a launch strategist who writes launch day emails that sell.

Your task is to create a launch day email.

Generate:

1. SUBJECT LINE (urgency + excitement)
  - Multiple options (3-5)
2. OPENING (excitement, announcement)
  - Big reveal
  - Why you built this
3. WHAT IT IS (2-3 paragraphs)
  - Product/service description
  - Who it's for
  - What problem it solves
4. WHAT'S INCLUDED (bulleted list)
  - Features, modules, bonuses
  - Value statement for each
5. SOCIAL PROOF (1-2 paragraphs)

- Testimonials, beta results, waitlist numbers
- Builds credibility

## 6. PRICING & OFFER

- Regular price vs. launch price
- Bonuses included
- Early bird if applicable

## 7. URGENCY & SCARCITY

- Deadline, limited quantity, bonus expiration
- Why they need to act now

## 8. CALL TO ACTION (prominent, repeated)

- Button + link
- Clear instruction

## 9. PS LINE (optional)

- Additional urgency or personal note

## INPUTS:

Product Name:

[INSERT]

Product Description (what it is):

[DESCRIBE]

What's Included (features, modules, bonuses):

[LIST]

Social Proof (testimonials, beta results):

[DESCRIBE]

Regular Price:

[INSERT \$]

Launch Price:

[INSERT \$]

Urgency Type:

[DEADLINE / LIMITED QUANTITY / BONUS EXPIRE]

RULES:

- Opening must create excitement (big reveal)
- Describe who it's for and what problem it solves
- List what's included with value statements
- Social proof builds credibility (use numbers)
- Price anchoring: regular price vs. launch price
- Urgency must be clear and real
- CTA must be prominent (repeated at least twice)
- PS line adds urgency or personal touch

How To Use It

- Send launch day email early morning (8-9 AM in their time zone).
- Opening must create excitement — this is the big reveal.
- List what's included with value statements (not just feature names).
- Social proof builds credibility — use numbers (“500+ people on waitlist”).
- Price anchoring makes launch price feel like a steal.
- Urgency must be clear and real (deadline, limited quantity).

- Repeat the CTA at least twice (top and bottom).

Example Input

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

**Product Description:** A 6-week video course teaching freelancers how to go from inconsistent income to a steady \$5k/month

**What’s Included:** 6 modules (40+ videos), workbook templates, email scripts, private Facebook group, weekly Q&A calls

**Social Proof:** 15 beta students made \$2k+ in first month; 500+ people on waitlist

**Regular Price:** \$497

**Launch Price:** \$297 (\$200 off)

**Urgency Type:** DEADLINE (cart closes at midnight)

Why It Works

Most launch day emails are underwhelming.

This framework improves outcomes by forcing:

- big reveal opening (excitement)
- clear product description (who it’s for)
- value-stated inclusions (perceived value)
- social proof (credibility)
- price anchoring (value justification)
- clear urgency (action motivation)

Great launch day emails don’t just announce — they make the offer impossible to refuse.

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See also [The Product Launch Email Sequence](#)