

## Email Marketing / Launch Campaigns

Emails for after the launch window closes, offering waitlist options, next launch date, or alternative products.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Post-Launch, Waitlist Building, Demand Capture

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Why This Prompt Exists

Most launches go silent after the cart closes — losing future revenue from interested buyers.

You get:

- no follow-up for people who missed the launch
- lost future sales from interested buyers
- no waitlist for next launch
- no alternative offer for those who didn't buy
- missed opportunity to build anticipation for next launch

But post-launch is not the end.

It is the beginning of the next launch cycle.

- Email 1: "You missed it — but here's what to do"
- Email 2: Waitlist for next launch (capture demand)
- Email 3: Alternative offer (lower-priced product, related service)
- Email 4: Case study or testimonial from those who bought

Without post-launch follow-up, you lose customers who were interested but missed the

deadline.

This framework forces AI to create post-launch sequences that capture future demand.

The Prompt

Assume the role of a launch strategist who captures demand after the cart closes.

Your task is to create a post-launch follow-up sequence.

Generate:

1. EMAIL 1 – "YOU MISSED IT" (1 day after close)
  - Acknowledge the cart is closed
  - Remind them what they missed
  - Offer waitlist for next launch
  - Full email
  
2. EMAIL 2 – WAITLIST INVITE (3 days after close)
  - Invite them to join waitlist for next launch
  - Benefit of joining (early access, discount)
  - Full email
  
3. EMAIL 3 – ALTERNATIVE OFFER (7 days after close)
  - Lower-priced product or related service
  - How it solves a similar problem
  - Full email
  
4. EMAIL 4 – SOCIAL PROOF (14 days after close)

- Share results from those who bought
- Build FOMO for next launch
- Full email

#### 5. WAITLIST NURTURE (ongoing)

- How to keep waitlist engaged until next launch

#### 6. METRICS TO TRACK

- Waitlist signups
- Alternative offer conversion

#### INPUTS:

Product Name:

[INSERT]

Next Launch Date (approx):

[INSERT OR "TBD"]

Alternative Offer (if any):

[DESCRIBE OR "NONE"]

Social Proof Available (testimonials, results):

[DESCRIBE]

Waitlist Incentive (for joining):

[E.G., "Early access" / "Launch discount" / "Free bonus"]

#### RULES:

- Email 1: acknowledge they missed it (no guilt)
- Offer waitlist for next launch (capture demand)
- Alternative offer converts those who can't afford main product
- Social proof builds FOMO for next launch
- Keep waitlist engaged with occasional updates
- Track waitlist-to-customer conversion rate for next launch

### How To Use It

- Email 1 should acknowledge they missed it without guilt (“We had an amazing response...”).
- Offer waitlist for next launch — capture demand for the future.
- Alternative offer converts those who couldn’t afford the main product.
- Social proof builds FOMO for the next launch (“Look what you missed”).
- Keep waitlist engaged with occasional updates (monthly).

### Example Input

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

**Next Launch Date:** 3 months from now (September)

**Alternative Offer:** “Freelance Email Templates” (\$47) — related product

**Social Proof Available:** Testimonials from students who made \$2k+ in first month

**Waitlist Incentive:** Early access + \$50 discount for next launch

### Why It Works

Most launches go silent after close.

This framework improves outcomes by forcing:

- missed-it acknowledgment (respect)
- waitlist capture (future demand)
- alternative offers (revenue capture)
- social proof (FOMO building)
- waitlist nurture (engagement)

Great post-launch follow-up doesn't end the relationship — it captures demand for next time.

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