

Email Marketing / Launch Campaigns

A 5-7 email sequence for launching a new product: teaser, problem agitation, solution reveal, social proof, offer, urgency, and cart close.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Product Launches, Course Launches, Event Launches

Updated: May 2026

Why This Prompt Exists

Most product launches fail because the email sequence lacks structure — too much too soon, or too little too late.

You get:

- announcing too early (no anticipation)
- no problem agitation (why should they care?)
- offer revealed without value buildup
- no urgency or scarcity (no reason to buy now)
- no follow-up after launch day

But a launch sequence is not random.

It is a narrative arc that builds desire.

- Teaser: something is coming (curiosity)
- Problem: agitate the pain they feel
- Solution: reveal what you've built
- Proof: social proof, testimonials, results
- Offer: what they get, what it costs
- Urgency: why they need to act now

- Cart close: last chance

Without a structured sequence, you leave revenue on the table.

This framework forces AI to build launch sequences that convert.

The Prompt

Assume the role of a launch strategist who builds email sequences that sell.

Your task is to create a product launch email sequence.

Generate:

1. SEQUENCE STRUCTURE (7 emails)

- Email 1: Teaser (Day -14)
- Email 2: Problem agitation (Day -10)
- Email 3: Solution reveal (Day -7)
- Email 4: Social proof / case study (Day -5)
- Email 5: Offer + bonuses (Day -3)
- Email 6: Urgency + scarcity (Day -1)
- Email 7: Cart close (Day 0, final hours)

2. SUBJECT LINES for each email

3. BODY COPY for each email (200-300 words)

4. TIMING RECOMMENDATIONS

- Days between emails

5. CTA for each email (what action to take)

6. LAUNCH METRICS TO TRACK

- Open rates, click rates, conversion rates

INPUTS:

Product Name:

[INSERT]

Product Type:

[PHYSICAL / DIGITAL / COURSE / SaaS / SERVICE]

Price Point:

[LOW (\$0-100) / MEDIUM (\$101-500) / HIGH (\$501+)]

Launch Date:

[INSERT]

Core Value Proposition (one sentence):

[INSERT]

Social Proof Available:

[TESTIMONIALS / CASE STUDIES / BETA RESULTS]

Urgency/Scarcity Type:

[DEADLINE / LIMITED QUANTITY / BONUS EXPIRE]

RULES:

- Teaser creates curiosity (don't reveal everything)
- Problem email must make the pain feel real
- Solution reveal is the emotional peak
- Social proof builds trust
- Offer email presents value before price
- Urgency email creates reason to buy now
- Cart close is last chance (final 24-48 hours)

How To Use It

- Teaser creates curiosity — don't reveal everything too early.
- Problem email must make the pain feel real (agitate before solution).
- Solution reveal is the emotional peak — make it compelling.
- Offer email presents value before price (justify the investment).
- Urgency email creates a reason to buy now (deadline, limited quantity).
- Cart close is last chance — send multiple reminders in final 24 hours.

Example Input

Product Name: "The Profitable Freelancer" (online course)

Product Type: COURSE

Price Point: MEDIUM (\$497)

Launch Date: June 15

Core Value Proposition: "Go from inconsistent income to a steady \$5k/month freelancing"

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

Urgency/Scarcity Type: DEADLINE (cart closes June 15 at midnight)

Why It Works

Most product launches lack narrative structure.

This framework improves outcomes by forcing:

- teaser anticipation (curiosity)
- problem agitation (pain)
- solution reveal (relief)
- social proof (trust)
- offer presentation (value)
- urgency (action)
- cart close (finality)

Great launch sequences don't just announce — they build desire and drive action.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI email marketing tools, launch campaign frameworks, and practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Waitlist Builder & Hype Sequence](#)