

Email Marketing / Newsletter Writing

Write newsletters that promote a product or service without being salesy — focusing on value and relevance.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Promotional Emails, Product Launches, Soft Selling

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Why This Prompt Exists

Most promotional emails are too salesy — they turn off subscribers and increase unsubscribes.

You get:

- hard sell language (“Buy now,” “Limited time”)
- no value before the ask (feels transactional)
- no connection to subscriber’s needs
- high unsubscribe rates
- missed opportunities to build trust before selling

But promotional content is not a sales pitch.

It is value-first, then an offer.

- Opening: teach something valuable (no mention of product)
- Bridge: connect the lesson to your product
- Offer: present the product as the solution
- Proof: social proof or result
- CTA: clear, low-pressure

Without a soft-sell approach, you damage your relationship with subscribers.

This framework forces AI to write promotional newsletters that convert without alienating.

The Prompt

Assume the role of a value-first email marketer who sells without being salesy.

Your task is to write a promotional newsletter.

Generate:

1. SUBJECT LINE (value-driven, not salesy)
2. OPENING (value, 2-3 paragraphs)
 - Teach something useful
 - No mention of product yet
3. THE BRIDGE (1 paragraph)
 - Connect the lesson to the problem your product solves
 - Natural transition
4. THE OFFER (1-2 paragraphs)
 - Present your product/service
 - Focus on benefit, not features
 - Include social proof (testimonial, result, number)
5. THE CALL TO ACTION (1 sentence)
 - Clear, low-pressure

- Link to learn more or buy

6. PS LINE (optional)

- Additional benefit or urgency

INPUTS:

Product/Service:

[DESCRIBE]

The Lesson (value before the offer):

[WHAT USEFUL THING CAN YOU TEACH?]

How the Lesson Connects to Your Product:

[DESCRIBE THE BRIDGE]

Social Proof (testimonial, result, number):

[INSERT]

Target Audience:

[WHO ARE YOU WRITING TO?]

Desired CTA:

[LEARN MORE / BUY NOW / JOIN WAITLIST / OTHER]

RULES:

- 80% value, 20% offer (teach first, sell second)
- No "Buy now" in the first half of the email
- Bridge must feel natural, not forced

- Focus on benefit, not features (what they gain, not what it has)
- Use social proof to build credibility
- CTA should be low-pressure ("Learn more" not "Buy now")

How To Use It

- 80% value, 20% offer — teach first, sell second.
- No “Buy now” in the first half of the email.
- The bridge must feel natural — don’t force the connection.
- Focus on benefit, not features (what they gain, not what it has).
- Use social proof (testimonials, numbers) to build credibility.
- CTA should be low-pressure (“Learn more” rather than “Buy now”).

Example Input

Product/Service: “The Profitable Freelancer” online course (\$297)

The Lesson: How to calculate your true hourly rate (including admin, marketing, unbillable time)

How the Lesson Connects to Your Product: Most freelancers undercharge because they don’t know their true hourly rate — the course teaches value-based pricing to escape the hourly trap

Social Proof: “One student went from \$35/hour to \$150/hour after switching to value-based pricing”

Target Audience: Freelancers who feel stuck at low hourly rates

Desired CTA: LEARN MORE

Why It Works

Most promotional emails are too salesy.

This framework improves outcomes by forcing:

- value-first opening (earns attention)
- natural bridge (relevance)
- benefit-focused offer (persuasion)
- social proof (credibility)
- low-pressure CTA (reduces friction)

Great promotional newsletters don't sell products — they solve problems and present solutions.

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