

Email Marketing / Launch Campaigns

Emails designed to build a waitlist before launch, create anticipation, and convert waitlist subscribers into buyers.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Pre-Launch, Waitlist Building, Anticipation Marketing

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Why This Prompt Exists

Most pre-launch efforts fail because they don't build enough anticipation — or they start too late.

You get:

- launching to a cold list (no one knows or cares)
- no waitlist to gauge demand
- no hype emails to build anticipation
- low conversion on launch day
- missed opportunity to pre-sell

But a waitlist is not a list.

It is proof of demand and a source of launch day revenue.

- Waitlist signup page: what's coming, why they should join
- Confirmation email: thank you + what's next
- Hype email 1: sneak peek (feature, content, bonus)
- Hype email 2: progress update (milestone, countdown)
- Hype email 3: social proof (how many have joined)
- Launch announcement: early access for waitlist

Without a waitlist, you launch to crickets.

This framework forces AI to build waitlist sequences that build hype.

The Prompt

Assume the role of a pre-launch strategist who builds waitlists and hype.

Your task is to create a waitlist builder and hype sequence.

Generate:

1. WAITLIST SIGNUP PAGE COPY

- Headline
- Subheadline
- Benefits of joining waitlist (3 bullet points)
- Call to action

2. CONFIRMATION EMAIL (immediate)

- Subject line
- Thank you
- What's next
- Share with friends (optional)
- Full email

3. HYPE EMAIL 1 – SNEAK PEEK (3-5 days after signup)

- Subject line
- Sneak peek of product/feature/content
- Build excitement

- Full email
4. HYPE EMAIL 2 – PROGRESS UPDATE (7-10 days after signup)
 - Subject line
 - Progress update (milestone, countdown to launch)
 - Behind-the-scenes
 - Full email
 5. HYPE EMAIL 3 – SOCIAL PROOF (14 days after signup)
 - Subject line
 - Social proof (how many on waitlist)
 - Testimonial or beta result
 - "Don't miss out" messaging
 - Full email
 6. LAUNCH ANNOUNCEMENT (launch day)
 - Subject line
 - Early access for waitlist
 - Special bonus or discount (exclusive to waitlist)
 - Urgency (limited time or quantity)
 - Full email

INPUTS:

Product Name:

[INSERT]

Launch Date (approx):

[INSERT]

Waitlist Incentive (what they get for joining):

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

Sneak Peek Content (what you can share early):

[DESCRIBE]

Waitlist Count (for social proof email):

[INSERT NUMBER OR "GROWING"]

Early Access Offer:

[E.G., "24-hour early access" / "20% off for waitlist only"]

RULES:

- Waitlist signup page must state benefits of joining clearly
- Confirmation email sent immediately after signup
- Hype emails spaced 3-7 days apart (build gradually)
- Sneak peek email creates anticipation (don't reveal everything)
- Progress update builds momentum (countdown to launch)
- Social proof email builds credibility ("Join 1,000+ others")
- Launch announcement rewards waitlist with exclusive offer
- Track waitlist-to-customer conversion rate

How To Use It

- Waitlist signup page must state the benefits of joining (discount, early access, bonus).
- Send confirmation email immediately after signup (thank them, set expectations).
- Hype emails spaced 3-7 days apart — build anticipation gradually.
- Sneak peek email creates anticipation — don't reveal everything at once.
- Progress update builds momentum — use a countdown to launch.
- Social proof email builds credibility ("Join 1,000+ others waiting").

- Launch announcement rewards waitlist with early access (makes them feel special).

Example Input

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

Launch Date: June 15

Waitlist Incentive: Early access 24 hours before public launch + \$50 discount

Sneak Peek Content: One full module from the course (video + workbook)

Waitlist Count: 500 and growing

Early Access Offer: 24-hour early access + \$50 discount for waitlist only

Why It Works

Most launches fail because there’s no anticipation.

This framework improves outcomes by forcing:

- waitlist signup page (demand capture)
- confirmation email (expectation setting)
- sneak peek (anticipation building)
- progress updates (exclusivity)
- social proof (credibility)
- early access (reward)

Great waitlist sequences don’t just collect emails — they build hype and convert subscribers into buyers.

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See also [The Post-Launch Follow-Up \(Sold Out / Missed It\)](#)