



# 3101

## AI FUNNEL PROMPTS

**COPY MY 8-STEP FRAMEWORK FOR GENERATING  
HIGH-CONVERTING SALES COPY USING AI.**

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# Ebook Outline

1. Introduction
2. Terminology
3. Factual vs. Generative Intelligence
4. Categories
5. Reverse Engineering Goals
6. Roles
7. Prompts
8. Engineering
9. Examples
10. Copywriting Formulas



# Introduction

Why I started using AI and how it's changed  
How I build funnels already.

## INTRO

# 101 Best Funnel Copywriting Prompts

AI is here to stay and it's changing how we write copy and build funnels forever. The secret is knowing how to leverage it and use it as a "weapon" to scale our businesses faster, instead of being afraid of it replacing our jobs. You can use it to "uplevel" your skills, and become ever better at what you do.

## INTRODUCTION

I've personally built 100+ sales funnels for clients all over the world, including brands like Lewis Howes, Brian Scott, Anik Singal, Front Row Academy and many more. So it's safe to say I have a lot of insights and experience, which is why I'm so excited about AI.

We're going to cover "AI for Sales Funnels", and go over how you can use it to write sales copy for all your marketing assets, including ads, landing pages, sales funnels, order forms, product pages, launch campaigns, VSL's, emails and everything "growth" and revenue focused.



# AI Terms

We'll start by looking at some of the "lingo" that's being used in the AI "funnel" space.

## TERMINOLOGY

# Common AI Terms

Learn the language of the AI Copywriting space.

## TERMS

**AI** - Artificial Intelligence.

**Prompts** - The input data feeding the AI.

**Prompting** - Feeding the right inputs to get outputs.

**Prompt Engineering** - Optimizing and expanding the inputs based on the outputs you get.

**Reverse Prompt Engineering** - Asking for prompt templates and formulas based on inserted texts.

**Machine Learning** - Algorithms and statistical models that enable computers to learn from data, improve their performance on a specific task over time, and make predictions or decisions based on that data.

**Language Model** - Human-like text generator.



# AI Types

There are a ton of use cases for AI, but I've mainly focused on the 2 we'll use to grow your online business with funnels and copy.

## TYPES

# Factual vs Generative

Learn the language of the AI Copywriting space.

## FACTUAL INTELLIGENCE

Factual intelligence is the art of generating answers based on factual data available in the AI's knowledge base.

This could include Open AI's data base, search engines like Google and Bing, or other internal data sets from where it'll generate factually correct outputs to the best its ability.

## GENERATIVE INTELLIGENCE

Generative intelligence is less focused on "finding" answers from raw knowledge data, and instead helps you write brand new text elements from trained data sources that you feed it.

Examples of generative copy is when you tell AI tools/GPT what you offer, and you ask it to write or rewrite compelling sales letters, content or emails.





# The System

I've developed a system for using AI, from start to finish, so you can expand on the prompts and get better outcomes and copy.

# IMPLEMENTATION

**Frameworks** – Ask what it would prefer you feed it.

**Context** – Provide context about your business/offers.

**Assign Role** – Tell it what profession or specialist it is.

**Brainstorm** – Ask for ideas, headlines, angles, stories

**Prompts** – Feed the AI with your prompts.

**Engineer** – Optimize or expand on the responses.

**Formulas** – Test new formulas of the same input.

**Reverse Prompt Engineer** – Feed text, get templates.

Another thing you can do is try to generate new copy by just asking it to rewrite something you have or something it gave you, in a new style or voice.

You can ask it to write in the style of famous people, like Russell Brunson, Dan Kennedy, Tony Robbins, Oprah Winfrey, Gary Vee, Martin Luther King Jr, David Ogilvy, Robert Collier, Claude Hopkins, Eugene Schwartz and many more.



# Ask first

Before you start feeding it prompts, ask what it would prefer to give you the best output.

# FRAMEWORKS

**You can ask ChatGPT:** "What are some frameworks you want me to use when feeding you prompts so we can get the best outcome, and not just generic copy?"

**This is what I got back as instructions for the prompts:**

- **Be clear and specific in your prompts:** Use specific words and details in your prompts to help me understand exactly what you are looking for.
- **Provide context:** Provide some background information about the topic or situation can help me generate more relevant and accurate responses.
- **Ask open-ended questions:** Instead of asking yes or no questions, ask questions that require more detailed answers. This can help me generate more informative responses.
- **Use natural language:** Try to phrase your prompts in a way that sounds like a natural conversation. This can help me better understand what you are looking for & generate more relevant responses
- **Be patient:** Sometimes it may take a few prompts to get the response you are looking for. Don't be afraid to ask follow-up questions or provide more details to help me generate a better response.



# Feeding Context

Let's look at a few examples of what you can feed the AI before asking for anything.

## CONTEXT

**The more you can describe about your business, what you do, how you help people, your offers, pricing and what's included, the better it'll understand you when writing copy.**

### **Here's a few examples of things you can mention:**

- Who you are
- What is your business name is
- What problems do you solve
- What pain points your customers usually have
- What solution do you sell to solve those problems
- What benefits do people get from your solution
- What impact it have when problems get solved
- What internal emotions do people feel
- What your offers are
- How it's been helping people
- What others have said they liked about them
- What your backstory is
- What epiphany you've had
- What your mission is
- What guarantee do you have
- FAQ's



# Assign Role

Now let's assign a role to your AI copywriting assistant, so it can adapt the style.

## ROLES

# Assigning Roles Before Writing

If you want to get great copywriting done for you from AI and ChatGPT, you want to assign the right role so it knows from which "knowledge bases" to pull from.

Below are a few examples of categories and roles within each category, so you can find some that fits your needs the best.

## CATEGORIES OF ROLES

- **Business Consulting**
- **Writing & Editing**
- **Marketing & Advertising**
- **Design & Multimedia**
- **Education**
- **Entertainment**
- **Others**



## **BUSINESS CONSULTING**

1. Act as a consultant for this business
2. Act as an advisor for my company
3. Act as a financial analyst or accountant
4. Act as a project manager
5. Act as a legal consultant or advisor

## **WRITING & EDITING**

1. Act as a copywriter for this company
2. Act as a blog writer
3. Act as an author
4. Act as a scriptwriter
5. Act as a product description writer
6. Act as a sales copywriter
7. Act as a press release writer
8. Act as a technical writer
9. Act as a white paper writer
10. Act as a case study writer
11. Act as a newsletter writer
12. Act as an email marketer
13. Act as a copy editor or proofreader

## **MARKETING & ADVERTISEMENT**

1. Act as a branding expert
2. Act as a content strategist
3. Act as a search engine optimization (SEO) specialist
4. Act as a social media manager
5. Act as a website copywriter
6. Act as a writer for advertisements or brochures

## **DESIGN & MULTIMEDIA**

1. Act as a graphic designer
2. Act as a video editor
3. Act as a web designer
4. Act as a UX/UI designer
5. Act as a photographer

## **EDUCATION & INSTRUCTION**

1. Act as a teacher
2. Act as a personal trainer
3. Act as a health and wellness coach
4. Act as a math expert

## ENTERTAINMENT

1. Act as a stand-up comedian
2. Act as a storyteller
3. Act as a podcast host
4. Act as a composer
5. Act as a producer
6. Act as a songwriter
7. Act as a character from the movie

## OTHERS

1. Act as a research specialist in this field
2. Act as a plagiarism checker
3. Act as a developer
4. Act as a world-class chef
5. Act as a world-wide travel guide
6. Act as a social media specialist
7. Act as a relationship counselor
8. Act as a motivational speaker
9. Act as a political analyst
10. Act as a historian or researcher
11. Act as a meteorologist or weather forecaster.

# 50+ Examples

Now let's take those categories and look at some examples of prompts within each of them.



# BUSINESS CONSULTING

- Write a sales page for a business consulting service that helps small businesses increase their profits.
- Craft a landing page for a consulting service that specializes in reducing business expenses and increasing efficiency.
- Create an email campaign to promote a business consulting service that helps businesses improve their online presence and SEO.
- Write a blog post discussing the benefits of outsourcing certain business functions to a consulting service.
- Craft a social media post promoting a consulting service that specializes in helping businesses improve their customer service and retention.
- Write a case study highlighting the success a business had after using a consulting service to streamline their operations.
- Create a white paper discussing the importance of a solid business plan and the benefits of hiring a consultant to help create one.
- Craft a video script promoting a consulting service that specializes in helping businesses create and implement sustainable business practices.
- Write a brochure for a consulting service that offers advice on business growth and expansion strategies.

- Create a press release announcing the launch of a new consulting service that helps businesses navigate and adapt to changes in their industry.

## MARKETING & ADVERTISING

- Write a sales page for a social media marketing service that helps businesses increase their online presence and engagement.
- Craft a landing page for search engine optimization (SEO) service that helps businesses rank higher in search engine results.
- Create an email campaign to promote a pay-per-click (PPC) advertising service that helps businesses generate leads and sales.
- Write a blog post discussing the benefits of influencer marketing and how it can help businesses grow their customer base.
- Craft a social media post promoting a marketing service that specializes in creating compelling and effective email marketing campaigns.
- Write a case study highlighting the success a business had after using a marketing service to launch a new product or service.

- Create a white paper discussing the importance of creating a strong brand identity and the benefits of hiring a marketing agency to help with branding.
- Craft a video script promoting a marketing service that specializes in creating engaging and informative video content for businesses.
- Write a brochure for a digital marketing agency that offers a range of services, including social media management, email marketing, and PPC advertising.
- Create a press release announcing the launch of a new marketing service that specializes in helping businesses target and reach their ideal customers.

## WRITING & EDITING

- Write a landing page for a freelance writing service that specializes in creating persuasive copy for businesses.
- Craft a social media post promoting a writing service that offers content writing for blogs and websites.
- Create an email campaign to promote an editing service that helps businesses and individuals improve their writing.
- Write a blog post discussing the benefits of using a professional writer for creating marketing copy.

- Craft a video script promoting a writing service that specializes in creating an engaging and informative product descriptions.
- Create a landing page for a resume-writing service that offers personalized resumes and cover letters to help job seekers stand out.
- Create a white paper discussing the importance of using clear and concise language in business communications and the benefits of hiring a professional writer or editor.
- Craft a brochure for an editing service that offers proofreading, line editing, and substantive editing for books and manuscripts.
- Write a press release announcing the launch of a new writing service that specializes in creating content for social media.
- Write a case study highlighting the success a business had after using a professional writer to create their website copy.

## DESIGN & MULTI MEDIA

- Write a landing page for a web design service that creates beautiful, functional, and responsive websites for businesses.
- Craft a social media post promoting a graphic design service that specializes in creating eye-catching and effective visuals for social media and advertising.



- Create an email campaign to promote a multimedia design service that offers video editing, animation, and audio production.
- Write a blog post discussing the importance of incorporating good design in business communications and the benefits of working with a professional designer.
- Craft a video script promoting a web design service that specializes in creating custom e-commerce websites with seamless user experiences.
- Write a case study highlighting the success a business had after using a design service to create a new visual identity and brand package.
- Create a white paper discussing the importance of creating accessible and inclusive designs and the benefits of working with a design team that values diversity and equity.
- Craft a brochure for a multimedia design agency that offers a range of services, including branding, web design, and video production.
- Write a press release announcing the launch of a new design service that specializes in creating augmented reality experiences for businesses.
- Create a landing page for a product packaging design service that offers creative and effective packaging designs to help products stand out on the shelf.

# EDUCATION & INSTRUCTION

- Write a landing page for an online tutoring service that provides personalized and effective instruction in various academic subjects.
- Craft a social media post promoting a language learning platform that uses AI to personalize learning and accelerate progress.
- Create an email campaign to promote an online course on digital marketing that helps businesses improve their online presence and attract more customers.
- Write a blog post discussing the benefits of online learning and the advantages of using a platform that provides interactive and engaging learning experiences.
- Craft a video script promoting a coding boot camp that helps aspiring developers gain practical skills and real-world experience.
- Write a case study highlighting the success a student had after using an online learning platform to master a new skill or subject.
- Craft a brochure for a continuing education program that offers a range of courses and workshops in various fields.
- Write a press release announcing the launch of a new instructional platform that uses virtual reality to enhance learning and engagement.

- Create a landing page for a music lesson service that offers personalized and interactive instruction in various instruments and music styles.

## ENTERTAINMENT

- Write a landing page for a streaming service that provides access to a vast collection of movies, TV shows, and original content.
- Craft a social media post promoting a virtual concert or live performance by a popular musician or band.
- Create an email campaign to promote a new book release by a bestselling author or a rising star in a particular genre.
- Write a blog post discussing the benefits of consuming entertainment that aligns with personal interests and passions, & the importance of discovering new and emerging talents.
- Craft a video script promoting a new mobile game or app that provides an engaging and entertaining user experience.
- Write a case study highlighting the success a media franchise had after using a marketing campaign to expand its reach and attract new fans.
- Create a white paper discussing the importance of diversifying the entertainment industry and the benefits of supporting underrepresented voices and perspectives.

- Craft a brochure for a comedy club or entertainment venue that offers a range of performances and events to suit various tastes.
- Write a press release announcing the launch of a new film or TV series featuring a popular actor or actress, or directed by a notable filmmaker.
- Create a landing page for an online community or forum that provides a platform for fans to connect, share, and discuss their favorite entertainment genres or media.

## OTHERS

- Write a landing page for a plagiarism checker service that helps students and professionals ensure the originality and authenticity of their work.
- Craft a social media post promoting a travel guide service that offers customized and personalized travel itineraries for individuals and families.
- Create an email campaign to promote a developer community platform that connects programmers and developers with job opportunities and collaboration projects.
- Write a blog post discussing the benefits of cooking with fresh, locally-sourced ingredients, and the ways in which a world-class chef can inspire and elevate the culinary experience.

- Craft a video script promoting a social media specialist service that helps businesses optimize their social media presence and reach a wider audience.
- Write a case study highlighting the success a couple had after using a relationship counselor to improve communication, trust, and intimacy in their relationship.
- Create a white paper discussing the latest political developments and their potential impact on the economy, society, and the global community.
- Craft a brochure for a motivational speaker that offers inspiration, motivation, and practical strategies for personal and professional growth.
- Write a press release announcing the launch of a new meteorology app that provides real-time weather forecasts, alerts, and emergency notifications.
- Create a landing page for a historical research service that provides accurate and comprehensive information on historical events, figures, and movements.



# Prompt Engineering

Expand on the prompts to optimize the output and results of your copy.

# Bad vs Good Prompts

## BAD PROMPT: IMMEDIATE ASK

- ✗ "Write sales copy for my funnel agency."
- ✗ "Act as a copywriter and give me 10 emails for my funnel agency"
- ✗ "Act as a copywriter and re-write this entire VSL scrip into a better copy that converts."

## GOOD PROMPT – STEP 1: CONTEXT

- ✓ "Here's a little context about my business first before we get into writing. I sell done-for-you sales funnel-building services to course creators. We include everything from strategy to offer creation, copywriting, design, branding, mobile optimization, and all the tech integrations. Does that make sense so far?"

# PROMPT ENGINEERING

SU

Here's a little context about my business first before we get into writing. I sell done-for-you sales funnel building services to course creators. We include everything from strategy to offer creation, copywriting, design, branding, mobile optimization and all the tech integrations. Does that make sense so far?



Yes, that makes sense. You provide a comprehensive service for course creators to build their sales funnel, including strategy, offer creation, copywriting, design, branding, mobile optimization, and tech integrations.



## PROMPT ENGINEERING



"I use Facebook content marketing mainly for lead generation as I don't like doing cold calls or cold emailing. Can you give me a few ideas for content I can post to get more people reaching out to me asking for my services?"

SU

I use Facebook content marketing mainly for lead generation as I don't like doing cold calls or cold emailing. Can you give me a few ideas for content I can post to get more people reaching out to me asking for my services?



Certainly! Here are a few content ideas that may help generate more leads for your sales funnel building services through Facebook content marketing:

1. Share success stories or case studies of past clients and how you helped them achieve their goals.
2. Offer tips and advice on sales funnel building, copywriting, design, or other related topics.
3. Share behind-the-scenes glimpses of your process, including screenshots or videos of sales funnels you've built for clients.
4. Run a Facebook Live Q&A session where you answer questions about sales funnel building or related topics.
5. Offer a free lead magnet (such as an ebook, guide, or checklist) related to sales funnel building in exchange for email addresses.
6. Share testimonials from satisfied customers or any positive feedback you've received about your services.
7. Host a contest or giveaway related to sales funnel building or related topics to generate interest and engagement.

Remember, the key is to provide value to your potential customers through your content, so that they are more likely to trust you and eventually reach out to you for your services.

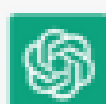
### STEP 2: BRAINSTORMING IDEAS



"Thanks, great ideas! Let's start with the free lead magnet you suggested. What are some lead magnets you think business owners would benefit from?"

SU

"Thanks, great ideas! Let's start with the free lead magnet you suggested. What are some lead magnets you think business owners would benefit from?"



Great to hear that you found the ideas helpful! Here are a few lead magnet ideas that business owners might find valuable:

1. An ebook or guide on sales funnel building best practices, common mistakes to avoid, or a step-by-step guide to building a sales funnel.
2. A checklist or cheat sheet on how to optimize a sales funnel for maximum conversions.
3. A webinar or video training on sales funnel building strategies, tools, or tactics.
4. A free trial of a software or tool that is useful for sales funnel building or marketing automation.
5. A free consultation or strategy session where you provide personalized recommendations for their sales funnel.
6. A case study or success story of a business that successfully used sales funnels to achieve their goals.
7. A quiz or assessment that helps business owners evaluate their current sales funnel and identify areas for improvement.

The key to creating a successful lead magnet is to make sure it provides real value to your target audience and is relevant to your overall offer. Make it easy for potential customers to access the lead magnet by requiring only basic information (such as name and email address) in exchange for the download. Good luck!

### STEP 3: ASSIGN ROLE AND FEED IT PROMPTS



"Perfect! Let's create an ebook with a checklist of all things "CRO" aka conversion rate optimization for landing pages and sales funnels.

Act as a highly experienced copywriter from a successful funnel agency and give me a bullet point list of things we can do to improve conversions on websites, landing pages, and sales funnels. Write them as a checklist."

SU

Perfect! Let's create an ebook with a checklist of all things "CRO" aka conversion rate optimization for landing pages and sales funnels.

Act as a highly experienced copywriter from a successful funnel agency and give me a bullet point list of things we can do to improve conversions on websites, landing pages and sales funnels. Write them as a checklist.



Certainly, here's a checklist of CRO strategies you could use to improve conversions on landing pages and sales funnels:

1. Use a clear and compelling headline that communicates your value proposition and catches the visitor's attention.
2. Include a strong and clear call-to-action (CTA) that tells visitors what they should do next and what they can expect by taking that action.
3. Use simple, easy-to-understand language that communicates the benefits of your offer and speaks to your target audience's pain points.
4. Use persuasive copywriting techniques, such as social proof, scarcity, and urgency, to create a sense of FOMO (fear of missing out) and increase conversions.
5. Use eye-catching visuals, such as high-quality images or videos, to showcase your offer and make it more appealing to visitors.
6. Make sure the page design is clean, easy-to-navigate, and has a clear visual hierarchy that guides the visitor's attention towards the most important elements.

## PROMPT ENGINEERING

7. Test different page layouts, CTA placements, and visual elements to see what works best for your target audience, and use A/B testing to make data-driven decisions.
8. Use trust signals, such as customer testimonials, ratings, and reviews, to increase visitors' trust in your brand and your offer.
9. Optimize page load times to reduce bounce rates and improve user experience.
10. Use retargeting ads and email campaigns to follow up with visitors who did not convert and bring them back to the page.

By following these CRO strategies, you can improve the performance of your landing pages and sales funnels, and ultimately increase your conversions and revenue.

### STEP 4: EXPAND ON THE PROMPTS



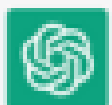
"Thanks, this is a great start. Now let's create a title for the ebook, but make it something that's instantly attention-grabbing for course creators wanting to monetize their expertise with sales funnels.

Write 10 headlines and I'll pick a few that we can expand on from there to get more options."

SU

Thanks, this is a great start. Now let's create a title for the ebook, but make it something that's instantly attention-grabbing for course creators wanting to monetize their expertise with sales funnels.

Write 10 headlines and I'll pick a few that we can expand on from there to get more options.



Sure thing! Here are 10 potential ebook titles that could be attention-grabbing for course creators:

1. "10 Secrets to Building High-Converting Sales Funnels"
2. "From Zero to Sales: The Ultimate Course Creator's Guide to Monetizing with Funnels"
3. "Maximizing Your Course Sales with Conversion-Boosting Funnels"
4. "Rev Up Your Revenue: A Comprehensive Guide to Sales Funnel Optimization for Course Creators"

# PROMPT ENGINEERING

5. "The Ultimate Sales Funnel Blueprint for Course Creators: Boost Your Conversions and Grow Your Business"
6. "Unlock Your Course Sales Potential: How to Optimize Your Funnels for Maximum Conversions"
7. "From Browsers to Buyers: How to Convert More Visitors into Customers with Sales Funnels"
8. "Scale Your Course Business with High-Converting Sales Funnels: A Step-by-Step Guide"
9. "Stop Leaving Money on the Table: How to Optimize Your Sales Funnels and Increase Your Course Sales"
10. "The Course Creator's Guide to CRO: How to Optimize Your Sales Funnels for Maximum Conversions"

### STEP 5: EXPAND AND FINALIZE



"Re-write these 2 but in a "fear-based" format, that shows them what they're missing out on or leaving on the table, and include the terms "10 Tips" in the title:

"From Zero to Sales: The Ultimate Course Creator's Guide to Monetizing with Funnels"

"The Course Creator's Guide to CRO: How to Optimize Your Sales Funnels for Maximum Conversions."

**And then finally what you're left with is this:**

1. "10 Tips to Avoid Missing Out on Course Sales: From Zero to Sales with High-Converting Funnels"
2. "10 Tips to Stop Leaving Money on the Table: The Course Creator's Guide to Maximum Conversions with Sales Funnel Optimization"

### STEP 6: TURN INTO A SOCIAL MEDIA POST



"Use the context above and write a Facebook post for my personal friends and followers announcing the ebook.

Write in the style of Russell Brunson and make it sound more like I'm talking to friends and not trying to sell anything."

SU

Use the context above and write a facebook post for my personal friends and followers announcing the ebook. Write in the style of Russell Brunson and make it sound more like I'm talking to friends and not trying to sell anything.



Sure, here's an example Facebook post for your personal friends and followers, in the style of Russell Brunson:

"Hey guys, I've got some exciting news to share! Over the past few months, I've been working on a new project that I think could really help out some of my course creator friends. It's an ebook all about how to build high-converting sales funnels - you know, the kind that can really take your course sales to the next level.

I'm not here to sell anything, but I really believe that the information in this ebook could make a huge difference in your business. I've spent years in the funnel building game, and I've seen firsthand how much of a difference it can make when you optimize your funnels for maximum conversions.

So, if you're interested in learning more about how to build high-converting sales funnels for your course business, check out my new ebook! It's completely free, and I really think you'll get a lot of value out of it.

Just drop a comment below or shoot me a message, and I'll make sure to send you the link. Thanks for your support, and let's keep crushing it in the course game!"



### STEP 7: REWRITE IN ANOTHER STYLE



"Rewrite in Dan Kennedy's voice and make it more direct and salesy since this is for a group of 45-55 age old businesses men, who are too busy scrolling through Facebook all day."

SU

Rewrite in Dan Kennedy's voice and make it more direct and salesy since this is for a group of 45-55 age old business men, who are too busy scrolling through Facebook all day.



Sure, here's a rewrite of the post in Dan Kennedy's voice, with a more direct and salesy approach:

"Listen up, fellas! I've got some big news that could really impact your bottom line. If you're a course creator looking to boost your sales, you need to check out my new ebook. It's packed with 10 tips on how to build high-converting sales funnels, and it could make all the difference in your business.

Let's be real - you don't have time to waste scrolling through Facebook all day. You need actionable strategies that can help you make more money, and that's exactly what you'll get with this ebook.

I've been in the game for a long time, and I've seen what works and what doesn't. Trust me when I say that optimizing your sales funnels is one of the most important things you can do to increase your revenue.

So, if you're serious about taking your course business to the next level, you need to get your hands on this ebook. It's completely free, and it's the kind of information that can really change the game for you.

Don't wait - send me a message or drop a comment below and I'll get you the link. Let's make some money!"

### STEP 8: TURN INTO AN EMAIL NEWSLETTER



"I like this one, thanks! Let's turn it into a newsletter for my email list as well, but rewrite the intro of the email to be for those who have subscribed to the "Crushing Course Sales" newsletter."



Great, here's a rewrite of the post for an email newsletter to your "Crushing Course Sales" email list:

Subject Line: [New Ebook] 10 Tips to Boost Your Course Sales with High-Converting Funnels

Dear [First Name],

As a subscriber to my "Crushing Course Sales" newsletter, you're clearly someone who's serious about taking your course business to the next level. That's why I'm excited to share some big news with you - I've just released a brand new ebook all about how to build high-converting sales funnels.

In this ebook, you'll get 10 tips on how to optimize your sales funnels for maximum conversions, so you can start making more sales and growing your business. I've spent years in the funnel building game, and I know from experience how important it is to get this part of your business right.

The best part? This ebook is completely free. That's right - I'm giving you access to some of my best funnel building strategies, without asking for anything in return.

So, if you're ready to start boosting your course sales and taking your business to the next level, you need to check out this ebook. Just drop me a reply to this email, and I'll send you the link right away.

Let's crush those course sales together!

Best,  
[Your Name]

### STEP 9: ADD YOUR PERSONAL TOUCH TO IT

- "Here's why I decided to create this ebook"
- "So I had a meeting with a client yesterday, and we started talking about CRO, so I wanted to outline the process we go through internally."
- "So I had a meeting with a client yesterday, and we started talking about CRO, so I wanted to outline the process we go through internally."
- "I see so many course creators spend all this valuable time on making sure their course videos are great, which is important for sure, but here's where they're leaving so much money on the table, and how to quickly fix it."
- "Before you start any of this, make sure you have the foundations of your course in place. Here's what you need to have in place before starting to optimize your funnels and scaling it."
- "I've noticed more and more people are reaching out asking for our done-for-you services, so I wanted to outline what's included and how it works, so you know if this is for you."

## PROMPT ENGINEERING

- "What I really wanted/feared was actually this."

### STEP 10: REVERSE PROMPT ENGINEER FOR FUTURE



"Awesome, now let's Reverse Prompt Engineer this to get a template anyone can use for any ebook they're creating. Start with the outline of the ebook and give me a formula any business can use, not just people selling services."



Sure thing! Here's a reverse prompt engineering template that any business can use for creating an ebook:

Outline:

1. Introduction: Explain the purpose of the ebook and what readers can expect to learn.
2. Topic 1: Introduce the first main topic that the ebook will cover.
3. Tips/Strategies: Provide a list of actionable tips, strategies, or techniques that readers can use to implement the topic.
4. Real-World Examples: Use real-world examples to illustrate the tips/strategies and demonstrate how they can be applied in a practical way.
5. Topic 2: Introduce the second main topic that the ebook will cover.
6. Tips/Strategies: Provide a list of actionable tips, strategies, or techniques that readers can use to implement the topic.
7. Real-World Examples: Use real-world examples to illustrate the tips/strategies and demonstrate how they can be applied in a practical way.
8. Conclusion: Summarize the key takeaways from the ebook and encourage readers to take action based on what they've learned.

Formula:

1. Identify a specific problem or pain point that your target audience is experiencing.
2. Introduce the ebook as a solution to that problem or pain point.
3. Choose 2-3 main topics that the ebook will cover, and break them down into specific tips, strategies, or techniques.
4. Use real-world examples to illustrate how the tips/strategies can be applied in practice.
5. Wrap up the ebook with a summary of the key takeaways and a call to action for the reader to take the next step (e.g. try the tips/strategies, sign up for a consultation, purchase a product, etc.).

By following this formula, you can create an ebook that provides real value to your target audience and helps position your business as a trusted authority in your industry.

## PROMPT ENGINEERING



"Great, now do the same for generating headlines for an ebook



Sure thing! Here's a reverse prompt engineering template for generating headlines for your ebook:

Outline:

1. Identify the problem or pain point that your target audience is experiencing.
2. Introduce the ebook as a solution to that problem or pain point.
3. Choose a main benefit or outcome that the ebook will provide to the reader.
4. Use power words or emotional language to create a sense of urgency or excitement around the benefit/outcome.
5. Use numbers or specific details to make the headline more specific and compelling.

Formula:

1. Start with a problem or pain point that your target audience is experiencing.
2. Introduce the ebook as a solution to that problem or pain point.
3. Choose a main benefit or outcome that the ebook will provide to the reader (e.g. increase sales, improve productivity, save time, etc.).
4. Use power words or emotional language to create a sense of urgency or excitement around the benefit/outcome (e.g. "unlock", "discover", "transform", "skyrocket", "explode", "dominate", etc.).
5. Use numbers or specific details to make the headline more specific and compelling (e.g. "10 Tips to...", "The Ultimate Guide to...", "How to...", "Case Studies from...", etc.).

By following this formula, you can create headlines that grab the reader's attention and encourage them to learn more about your ebook. Remember to keep your target audience in mind and use language that resonates with them. Good luck!



# Prompt Templates

Use these as a foundation to generate new prompts for your own business.

## PROMPT TEMPLATES

### **PART 1: NICHE**

The niche is the general topic or theme that your content will focus on. It helps you to define the scope and direction of your content and ensures that you are targeting a specific audience.

### **PART 2: FRAMEWORK**

The framework is the format or medium in which you will create your content, such as a blog series, podcast, webinar, or something else. It determines the style and structure of your content.

### **PART 3: TOPICS**

The topics are the specific aspects or subtopics within the subject that you will cover in your content. They help you to break down the subject into manageable pieces and ensure that you are providing in-depth, valuable information to your audience.

### **PART 4: EXAMPLES**

The framework is the format or medium in which you will create your content, such as a blog series, podcast, webinar, or something else. It determines the style and structure of your content.



### EXAMPLE: ENTREPRENEURSHIP

**Niche:** Entrepreneurship

**Framework:** Podcast

**Topics:** Starting a business, marketing strategies, overcoming challenges, scaling a business.

**Examples:**

- "Can you give me ideas for a podcast about entrepreneurship, perhaps covering topics like starting a business, marketing strategies, overcoming challenges, and scaling a business?"
- "Can you give me ideas for a podcast about small business ownership, perhaps covering topics like financing options, hiring employees, and time management?"
- "Can you give me ideas for a podcast about e-commerce, perhaps covering topics like building an online store, product sourcing, and customer acquisition?"

### EXAMPLE: MENTAL HEALTH

**Niche:** Mental Health

**Framework:** Blog series

**Topics:** Coping with anxiety, stress management, building resilience, promoting self-care.

**Examples:**

- "Can you give me ideas for a blog series about mental health, perhaps covering topics like coping with anxiety, stress management, building resilience, and promoting self-care?"
- "Can you give me ideas for a blog series about mindfulness, perhaps covering topics like meditation, gratitude, and mindfulness practices for daily life?"
- "Can you give me ideas for a blog series about healthy relationships, perhaps covering topics like communication skills, setting boundaries, and managing conflict?"

### EXAMPLE: RESTAURANT

**Niche:** Restaurant Operations

**Framework:** Webinar

**Topics:** Menu development, kitchen management, customer service, marketing.

**Examples:**

- "Can you give me ideas for a webinar about restaurant operations, perhaps covering topics like menu development, kitchen management, customer service, and marketing?"
- "Can you give me ideas for a webinar about running a successful restaurant, perhaps covering topics like menu design, inventory management, and staff training?"
- "Can you give me ideas for a webinar about building a profitable restaurant, perhaps covering topics like pricing strategies, cost control, and maximizing customer loyalty?"

### EXAMPLE: SLEEP COACH

**Niche:** Sleep Coaching

**Framework:** Sales Page

**Topics:** Sleep hygiene, overcoming insomnia, optimizing sleep environment, sleep, and mental health.

**Examples:**

- "Can you give me ideas for a sales page about sleep coaching, highlighting the benefits of improving sleep hygiene, overcoming insomnia, optimizing the sleep environment, and enhancing the connection between sleep and mental health?"
- "Can you give me ideas for a sales page about sleep for families, emphasizing the importance of sleep training for babies, managing sleep schedules for kids, and creating a sleep-friendly home environment for the whole family?"
- "Can you give me ideas for a sales page about sleep and productivity, showcasing the impact of good sleep on work performance, the benefits of developing a sleep-friendly work routine, and the strategies for staying focused and productive throughout the day."



# Copywriting Frameworks

Here's some of the frameworks for copywriting that AI and GPT recommended.

### FRAMEWORKS:

**PAS (Problem-Agitate-Solve) Framework:** This framework focuses on identifying the problem faced by the target audience, agitating the pain points, and offering a solution.

**EPIC Framework:** This framework focuses on establishing credibility, presenting the product's features, identifying the customer's pain points, and offering a solution.

**Before-After-Bridge (BAB) Framework:** This framework focuses on highlighting the customer's current state (before), the desired state (after), and the solution that bridges the gap between the two (the product).

**AIDA (Attention-Interest-Desire-Action) Framework:** This framework focuses on capturing the reader's attention, building interest, creating desire, and inspiring action.

**Story-Selling Framework:** This framework focuses on telling a story that connects with the reader and highlights the benefits of the product.

**Unique Selling Proposition (USP) Framework:** This framework focuses on highlighting the unique value proposition of the product and what sets it apart from competitors.

### FRAMEWORKS:

**Social Proof Framework:** This framework focuses on building credibility by showcasing testimonials, reviews, and other forms of social proof.

**Scarcity Framework:** This framework focuses on creating a sense of urgency by emphasizing the limited availability of the product.

**Pain-Pleasure Framework:** This framework focuses on identifying the pain points of the target audience and offering a solution that brings pleasure.

**Customer Journey Framework:** This framework focuses on mapping the customer's journey from awareness to purchase and beyond, and crafting copy that speaks to each stage of the journey.

**FAB (Features-Advantages-Benefits) Framework:** This framework focuses on highlighting the features of the product, explaining the advantages of those features, and demonstrating the benefits to the customer.

**Solution-Focus Framework:** This framework focuses on identifying the customer's pain points and offering a solution that addresses the pain points.

### FRAMEWORKS:

**Value Proposition Framework:** This framework focuses on articulating the value that the product offers to the customer, including the benefits and unique selling points.

**Future Pacing Framework:** This framework focuses on painting a picture of the future for the customer, highlighting the benefits of the product and the positive outcomes that they can expect.

**Transformational Framework:** This framework focuses on showcasing how the product can transform the customer's life, addressing their desires and helping them achieve their goals.





# 3101 Prompts

Here's the best part of this ebook.. click the link  
on the next page to access 3101 prompts

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over 3101 AI Prompts**







# Thank You

"I'm so grateful you took the time to read my ebook. I hope it will help you to launch your next funnel!"

Shreyesh Kulkarni



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