AI Content Assistant Prompt for Subject Lines and Email Content

Language AI Prompt for Subject Lines and Email Content

Having a language AI at your disposal saves time and effort when creating copy for different Marketing resources. This article aims to help give out clear and specific information as prompts for AI to spit out the best recommendations.

Prompt 1: Set AI Role and Personality

Example: You will act as an email copywriter, and you specialize in writing subject lines and email content. Your personality type is helpful, knowledgeable, and detail-oriented.

Prompt 2: Specify what your business is about

Example: Our business (name of the business) helps (target audience) by (brief explanation of how this works).

Prompt 3: Specify your Target Audience

Example:

The key pain points of the target audience are:

1. Need help finding extra income
2. No time to get another job
3. Don’t know how to make this work
4. Just starting
5. Don’t know what they don’t know

The key desires of the target audience are:

1. They want to land in the inbox
2. Not go to spam/promotions
3. Get emails delivered
4. Figure it out
5. Get a lot of customers

Prompt 4: Ask for an email copy
Copy-paste the text below along with Prompts 1-3
“Write an email copy that resonates with my target audience.”

Prompt 5: Ask for Subject Lines

“Write 10 subject lines for
{space}
(Copy-paste the copy)”

Additional Prompts: Follow the prompts if you want the Language AI to write an email about your offer. Make sure to add these prompts after Prompt 3.

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Prompt 6: List down your offers and what they include

Example:

In our company, We offer (is this a coaching program? A service? A software?) Here is a list of information about what we offer, what's included, and the pricing.

Our first offer is (Name of offer). It costs ($)

With this offer you will get:
(list down the items)
(list down the items)
(list down the items)
(list down the items)

Our 2nd offer is (Name of offer). It costs ($)

With this offer you will get:
(list down the items)
(list down the items)
(list down the items)
(list down the items)

Prompt 7:

Copy-paste the text below along with prompts 1-3, and 6

“Write a copy on Offer 1 that would resonate with the pain points of my target audience”

If you want the copy to be more specific, you can say:

“Write a copy on Offer 1 that focuses on pain point #100000 of my target audience and how my business can help”

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