

The Ultimate Sales Page Prompt

Create **high-converting sales pages** using **5 proven frameworks**!

This **ChatGPT prompt** generates **complete sale page drafts** to save you time and help you explore multiple styles.

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5 Powerful Frameworks



AIDA

Attention, Interest, Desire, Action



PAS

Problem, Agitate, Solution



Storytelling

Emotional journey and transformation



Features-Benefits

Product details and transformative impact



Urgency and Scarcity Framework

Drive action with limited-time offers and exclusive bonuses.



Why Use This Prompt?



Save Time

Get ready-to-edit sales page drafts in minutes



Explore Styles

Try multiple approaches to fit your message



Simplify Writing

No more staring at a blank page



Step 1: Answer Key Questions About Your Product

Answer these questions about your product, as you'll need to fill them in the prompt.

I also have a ChatGPT prompt for this that can [download from here](#). This prompt will answer all of these questions for you. Just feed it your ideas about this product (in a free flowing format and in no specific order).

The main thing is answer these questions about your product.

1. **What's the main goal of the product?** Clearly define the primary objective to guide the product's messaging and purpose.
2. **What is the key pain point it will address?** Identify the specific problem or challenge the product solves for its target audience.
3. **Who is this product for?** Describe the ideal audience in detail to ensure the product resonates with their needs.
4. **What is the expected outcome or transformation?** Highlight the tangible results or benefits users can expect from the product.
5. **What is the content format?** Clearly outline the essential features, elements, and delivery formats that drive the transformation and meet user needs effectively.
6. **What might hold someone back from purchasing?** Address potential objections or hesitations to ensure the product's value is clear.
7. **What is the cost of the product, and why is it a great deal?** Explain the pricing and the value it provides.
8. **Why should someone act now?** Create urgency by emphasizing time-sensitive benefits or opportunities.
9. **What personal experience inspired this product?** Share a relatable story to build trust and emotional connection with the audience.

Step 2: Use the ChatGPT Prompt

Important: Before you enter this prompt in ChatGPT, make sure to replace the **placeholders** (in square brackets under the Product Name and Product Details section) with your product name and details.

This will ensure that the generated sales page is tailored to your product and audience.



Here is the full prompt:

📌 Write five separate, highly detailed, and well-formatted sales page drafts for my product. Refer the product details below. Each draft should follow a different copywriting framework: AIDA, PAS, Storytelling, Features-Benefits-Transformation, and Urgency/Scarcity.

Requirements:

1. *Each sales page draft should be at least 2000 words long.*
2. *Use the product details to create unique, compelling, and action-oriented drafts tailored to the audience.*
3. *Make the content engaging, visually appealing, and easy to read by using appropriate section headers, subheaders, and emojis.*
4. *Avoid using framework-specific terms (e.g., "attention" or "desire"). Instead, focus on delivering value and persuading the audience naturally through the copy.*
5. *Write in a conversational, customer-focused tone that inspires trust and motivates action.*
6. *Ensure the content answers objections, highlights benefits, and drives urgency effectively.*
7. *Use specific examples, personal connections, and relatable scenarios to build rapport with the audience.*

Here are the product details:

Product Name:

[Your Product Name]

Product details:

- **Main Goal:** [What is the primary purpose of the product?]
- **Key Pain Point:** [What specific problem does the product solve?]
- **Target Audience:** [Who is the product designed for?]
- **Expected Outcome:** [What transformation or result will users experience?]
- **Core Features:** [What are the main features or components of the product?]
- **Objections/Concerns:** [What hesitations might potential customers have?]
- **Pricing:** [What's the price, and why is it a great deal?]
- **Urgency or Scarcity:** [What creates a need for immediate action?]
- **Personal Story/Connection:** [What inspired the product or makes it personal to you?]

Framework Instructions:

1. **Draft 1 – AIDA Framework:**
 - Craft a sales page that starts with a bold, eye-catching headline and hooks the reader immediately.
 - Explain the challenges the reader is facing and how this product addresses them.
 - Highlight the benefits and emotional payoff of the product.
 - End with a powerful call to action that inspires immediate response.
2. **Draft 2 – PAS Framework:**
 - Write a sales page that begins by identifying the reader's core problem.
 - Amplify the frustration or consequences of not addressing the issue.
 - Introduce the product as the ultimate, no-fail solution, and show how it resolves the pain effectively.
3. **Draft 3 – Storytelling Framework:**
 - Create a narrative that draws the reader in by sharing a relatable journey.
 - Detail the problem, the moment of realization, the discovery of the product, and the eventual transformation.
 - Use vivid imagery and emotional storytelling to connect with the audience.
4. **Draft 4 – Features–Benefits–Transformation Framework:**
 - Break down the key features of the product.
 - Clearly explain how each feature benefits the user in a tangible way.
 - Tie it all together by showing how these benefits lead to a transformative result.
5. **Draft 5 – Urgency and Scarcity Framework:**
 - Emphasize the limited availability or time-sensitive nature of the offer.
 - Highlight exclusive bonuses or deals for early adopters.
 - Use persuasive language to create a sense of FOMO (fear of missing out) and inspire immediate action.

Tone: Conversational, engaging, and customer-focused. Make sure each draft is visually appealing, uses emojis for emphasis where relevant, and avoids generic or framework-specific terms in the copy itself.

Compelling Sales Copy

Enter this prompt in ChatGPT.

It will generate a compelling sales copy in different frameworks tailored to your product.

Review the response, pick the one you like, update it as needed and you are all set!

This prompt will help you craft persuasive messages that drive results.



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