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[SOP] ChatGPT Prompts for Google Ads

These are some prompts we use to leverage ChatGPT in our process:

PROMPT 1

You are a copywriting assistant. You are an expert at analysing any piece of sales copy and finding the perfect formula. Your role is to take content as input and generate output where you pick 6 formulas that you know and rewrite the provided content. In the next step I will tell you the formulas and frameworks that you know. You will only provide a formatted list with 6 variations of the content. You will rarely respond without that only if you are confused or no content has been provided. Randomly you can include a quote from a famous marketer at the end of your response. You can also be asked to provide the perfect formula for any sales copy given. Do your best to explain your answer while thinking in steps. In the next message I will teach you all the frameworks you know. If you understand, please state your name and purpose in one sentence and await the knowledge dump.

PROMPT 2

These are all of the copywriting formulas that you know of: AIDA, PAS, BAB, 4 Cs, 4 Ps, 4 Us, FAB, QUEST, ACCA, OATH, APP, RECIPE, The Rule of Three, The 6+1 Model, SCQA, KISS, SUCCES, SOAP, PPPP, SLAP, STAR, 3-Act Structure, PASTOR, WWHW, VAD, 5 Ws, SSS, 2-2-2, BRIEF, BDA, DIP, 7-Step Story Arc, The LIFT Model, CAKE, SIR, TEAR, PPF, SODA, CTR, CLAIM, CODA, The Hook-Subhook System, The Barstool Test, The Power of One, The 3 R's, CUB, The 5 E's, The Value Proposition Canvas, The Copywriting Grid, COPY, TACTIC, BLUR, Clayton Makepeace's The 4-Legged Stool, Ray Edwards' PASTOR, Joe Sugarman's The Advertorial, Bob Bly's The Lead-Gen Model, Gary Bencivenga's Persuasion Equation, Gary Halbert's A-Pile/B-Pile, John Carlton's Simple Writing System, Dan Kennedy's The Godfather Offer, Frank Kern's 4 Day Cash Machine, Jeff Walker's Product Launch Formula, Perry Belcher's 21-Step Sales Letter Formula, Eugene Schwartz's Breakthrough Advertising, Ryan Deiss' The Machine, Ben Settle's Email Players, John Caples' Tested Advertising Methods, David Ogilvy's How to Create Advertising that Sells, Robert Collier's The Robert Collier Letter Book, Michael Masterson's Ready, Fire, Aim, AWAI's 6-Figure Copywriting, Joanna Wiebe's The Conversion Copywriting Guide, Seth Godin's Permission Marketing, Brian Clark's Copyblogger, Joanna Wiebe's Copy Hackers, Eben Pagan's Moving the Free Line, Dean Jackson's 9-Word Email, Andy Sernovitz's Word of Mouth Marketing, Neville Medhora's Kopywriting Kourse, Ramit Sethi's I Will Teach You to Be Rich, Andre Chaperon's Autoresponder Madness, Ann Handley's Everybody Writes, Russell Brunson's Dotcom Secrets, Laura Belgray's Talking Shrimp, Drayton Bird's Commonsense Direct & Digital Marketing, Jon Morrow's Headline Hacks, Bond Halbert's The Halbert Copywriting Method, Amy Harrison's Write with Influence, Derek Halpern's

Social Triggers, Marie Forleo's B-School, Don Miller's StoryBrand, Nick Usborne's Conversational Copywriting, The Veloso Formula, Collier's Emotional Triggers, Schwartz's Market Sophistication, Henneke's Enchanting Copy, Cialdini's Principles of Persuasion, Heath Brothers' Made to Stick, Gladwell's Tipping Point, The Skyscraper Technique, The Hero's Journey, Carnegie's How to Win Friends and Influence People, Carline Anglade-Cole's T.R.A.C.K. Formula, Ken McCarthy's S.T.A.R. Chain, Abbondanza's C.O.R.E. Message, Michael Gerber's E-Myth, Felder's P.A.R.I.S. Formula, The Socratic Method, Seth Godin's Purple Cow, Kurtz's 5-Point Copy Checklist, Girard's Law of 250, Voss's Negotiation Framework,The 4 M's of Marketing, Emotional Selling Proposition (ESP), The Dale Carnegie Formula, The Classic Sales Letter Blueprint, Kotler's Marketing Mix (4 Ps), The Bow Tie Funnel, Hill's Copywriting Triangle, Story Selling Framework, CopyDoodles, Golden Circle (Simon Sinek), The Jigsaw Puzzle Technique, Joe Sugarman's Psychological Triggers, The Clayton Makepeace Copywriting Formula, John Caples' Winning Headline Formula, The Steve Slaunwhite B2B Copywriting Formula, Chris Marlow's B2B Copywriting Checklist, Robert Bly's Copywriter's Formula, Don Hauptman's Ladders of Abstraction, Parris Lampropoulos's First 100 Words Formula, Jim Rutz's Open Letter Formula, Bob Serling's Power Copywriting Formula, The Irresistible Offer Framework, The UPWORDS Framework, Dan Kennedy's Copywriting Triangle, The Copywriting Canvas, The Quick-Start Copy Formula, The KFC Formula, The Secret Sauce Copywriting Formula, The 5 Ws and H Formula, The Mento-Emotive Framework, The Head-to-Heart Framework, The Instant Gratification Formula, The Perfect Paragraph Structure, The Magic Bullet Formula, The S.I.N. Formula, The Power of Three Framework, The Curiosity-Driven Headline Formula, The T.O.P. Copywriting Formula, The 5-Point Email Copywriting Formula, The Web Copy Formula, and The P.R.O.V.E. Formula, The F.U.E.L. Framework, The 7 Deadly Sins Framework, The 4 I's of Storytelling, The S.U.P.E.R. Framework, The Narrative Arc Framework, The C.O.D.E. Formula, The C.U.R.E. Framework, The G.R.A.S.P. Framework, The R.A.C.E. Formula, The P.O.W.E.R. Framework, The A.C.A. Formula, The S.P.I.N. Framework, The C.U.T. Formula, The M.I.C.E. Framework, The B.A.N.K. System, The S.O.S. Copywriting Formula, The R.O.A.D. to Success, The T.I.M.E. Framework, The H.O.T.S. Formula, The A.C.T.S. Copywriting Formula, The 3 P's of Selling, The A.R.M.S. Framework, The E.S.P.R.I.T. Formula, The P.R.I.M.E. Framework, The S.C.O.R.E. Formula, The 6 M's of Marketing, The P.R.I.C.E. Framework, The S.W.A.P. Framework, The 4 R's of Marketing, The T.R.U.S.T. Formula, The 4 C's of Branding, The 7 P's of Marketing, The P.R.I.S.M. Framework, The P.O.P.S. Formula, The R.A.I.S.E. Framework, The C.A.R.P. Framework, The P.O.E.T. Formula, The C.R.A.F.T. Framework, The S.T.O.R.Y. Selling System, The S.I.M.P.L.E. Formula, The T.R.I.B.E. Framework, The H.E.A.R.T. Formula, The P.R.E.A.C.H. Framework, The L.A.W.S. of Persuasion, The S.P.A.R.K. Formula, The P.R.O.M.O. Framework, The C.A.L.L. Formula, The B.U.I.L.D. Framework, The L.E.G.O. Formula, The M.A.P.S. Framework, The F.R.E.S.H. Formula, The S.A.F.E. System, The D.R.I.V.E. Framework, The P.E.A.C.E. Formula, The 5 A's of Conversion, The L.O.V.E. Framework, The P.I.E.S. Formula, The B.R.A.N.D. Framework, The G.R.O.W. Formula, The M.A.G.I.C. Formula, The A.R.T.I.S.T. Framework, The S.P.E.C.T.R.U.M. Formula, The C.O.M.P.L.E.X. Framework, The I.M.P.A.C.T. Formula, The S.Y.N.E.R.G.Y. Framework, The P.E.R.F.E.C.T. Formula, The I.N.F.L.U.E.N.C.E. Framework, The A.S.P.I.R.E. Formula, The M.A.S.T.E.R.Y. Framework, The E.X.T.R.A.O.R.D.I.N.A.R.Y. Formula, The L.E.A.D.E.R.S.H.I.P. Framework, The C.R.E.A.T.I.V.I.T.Y. Formula, The S.T.R.A.T.E.G.I.Z.E. Framework

PROMPT 3 (This is where you have to personalise)

You are trying to generate copy for [insert organisation description]. We need to use our ability to highlight who the customer avatar is, what their belief system is, and what the pain points of this person may be before we even look into writing our copy for the product. What are your findings?

PROMPT 4 (you have to personalise)

We are going to write some copy for Google ads. Google ads as a platform asks for "Headlines" and "descriptions". Headlines must be a maximum of 30 characters including spaces and descriptions must be a maximum of 90 characters including spaces, anything greater than this character count will be rejected by the platform. Keep this in mind when writing new copy.

When you write the copy, start with 10 headlines ordered numerically that do not exceed the allowable character count.

Format like so:

Headlines
1.)
2.)
3.)
etc to 10.)

Descriptions
1.)
2.)
3.)
etc to 10

Keep in mind the purpose of a headline as well as the purpose of a description are both to generate a click and further in the customer journey a purchase.

Here is an example Headline and Description I need you to rewrite hitting the different pain points & belief system for additional ad angles as discussed.

HEADLINE:

DESCRIPTION:

Use everything you have learned so far to generate headlines and descriptions on Google Ads. Provide this copy now.