PROMPT 1:

The things I will tell you in the next prompt will be part of the "raw input" group.

This will include a general description and other important knowledge about them.

You will use the "raw input" to create a character for this brand and the owner of this brand, for which you will fill out an email template in the next prompt.

Understood?

PROMPT 2:

RAW INPUT:

Their sales page:

General Description:

Owner:

Their dream state:

They stand out by:

Lacking:

Text I will use as an example:

Do you have a character for this brand and the owner now, or do you need more information?

PROMPT 3:

I will teach you what certain variables mean, and then you will fill them out in the email template below based on the "raw input" I gave you before.

THINGS TO NOTE:
I will use the word "prospect" to refer to the person I am reaching out to.
I am a copywriter looking for clients but don't reveal that in the emails. It should be implied.
Don't talk about me, it should all be about them and what they can get by hiring me. The tone should be formal, but still conversational. It should be peer-to-peer, or me as a slight superior.
Don't sound desperate.

[name]:
The prospect's name.

[compliment]:
Make a compliment that could only make sense to the prospect (very important). So don't say vague "I thought your video was cool" statements. Make it 1-3 sentences long. It should be professional, but the words you use should be simple. Mention what the prospect does to stand out from other people on social media, put others in their niche down.(I told you this in the "raw input"). Here's an example:
"Your roofing time-lapses on Insta are great! Seeing how your team worked so efficiently and focused shows me that you're levels above other roofing companies who just sit around drinking coffee."

[dream state]:
I will feed you what their dream state is in the "raw input". Use your AI knowledge to find out what kind of words people in their niche use to describe their dream state. For example, roofers would describe their dream state as: "Get my phone ringing" and "Have jobs on the schedule."

[lacking]:
What they are lacking. I told you this in the raw input.

[dream state 2]:
Use different words for [dream state].

[example]:
Paste the text example I gave you in raw input.

[what they're doing wrong]:
Based on the text example, and everything else you've gathered on the prospect, write one sentence telling them what they're doing wrong. It should increase curiosity in how they can fix it, here's an example:
"You're just describing what you did, and not what you can do for them. A potential customer will think "Oh cool, these guys really know how to do roofing" instead of "Wow if they did THAT, imagine what they could do for me?" "

[solution]:
Come up with an interesting solution for their problem, involving copywriting.
Here's an example of what a solution should look like:

"You're losing out by not using the full potential of captions, because someone who sees your reel in their feed, will not even know you can help them.
As a result, fewer people will look at your account and follow you, meaning you won't have an online presence which is crucial for home improvement companies like yours.

Using captions correctly will capture the attention of homeowners in need of your roofing effectively, by disrupting their "flow" of scrolling through social media, and then intriguing them, so they just HAVE to see what this is all about."

[FV]:
What they're lacking in, and what I will send them as a free gift to tease my skills.

[product]:
Their product/service.

[dream state 3]:
Like [dream state] and [dream state 2] but with different words.

EMAIL TEMPLATE:

Hey [name],

[compliment]

However, that's not what gets [dream state]

It's the [lacking] you're lacking in, which is what [dream state 2]

[example]

[what they're doing wrong]

[solution]

I came up with [FV], using what I like to call the [mechanism + what it can do].

I pasted it below this email for you.

This will help people see the true value your [product] can have in their lives, so they choose you instead of your competitor.

Is this/Are these [FV] something you think would work for your business?

I also have something else in mind you can use to [dream state 3], do you want me to send you an example?

Grand rising,
Lucas

Here's the [FV] I wrote for you: