

Beginning Of The Prompt:

- “act as a [person] and ...”.
- Write 3 [emotion] [things/experiences/thoughts,real-life scenarios/struggles] a [your target customer] who suffers from [problem] might experience.
- Prompt: write an emotional 100-200 word story of [your target customer] who's been suffering from [problem]. Tell what deeper problems he faces, what other problems arise from it, and how his life is different now that he has [problem].
- Name 3 emotions a [your target customer] who suffers from [problem] might experience.
- Write 3 wrong assumptions about [problem OR solution to a problem].
- Write 3 surprising things people might think about [problem OR solution to a problem].
- Bust 5 myths people might think about [problem OR solution to a problem].
- Write 3 humiliating pain points [your target customer] might experience because of [problem].
- Write 3 uncomfortable truths about [problem].
- Reveal the product only 60% in the email.
- “Write a 1000 word journal entry of a [your target customer] who’s been suffering from [problem]. Tell what deeper problems he/she was facing, what activities he/she was limited from doing, what other problems arose from it, and how his/her life was different, what negative thought he/she was having, and what unsuccessful remedies he/she tried.

Middle Of The Prompt:

- “At a 5th grade level, explain [why problem is happening/how it works/etc.]”
- “Dive deeper into their pain points of [main problem your product/service solves]”

- “Make the reader imagine the emotions they will feel after they’ve solved [problem]”
- “In the style of Clayton Makepeace, in bullet points list the benefits of [your product]”
- “Using metaphors, explain how the [ingredient/technology/mechanism] works”
- “Convincingly explain why [product] is better than [#1 alternative].”
- “Make it desirable, exciting, and relatable for [target audience].”
- “Make these more relatable, dramatic, and funny for [target audience].”

End Of The Prompt:

- “Fight any objections they might have.”
- “Include scarcity.”
- “Install fear of missing out into the reader.”
- “Encourage the reader to order immediately.”

Product name:

Product description:

Product benefits:

How the product works:

Other comments:

Target audience:

Customer pain points:

What will life look like after pain is resolved:

Tone of voice:

Email length:

act as a copywriter and write an email about the product below.

act as a copywriter and write an email about the product below. Reveal the product only 60% in the email. Start the email by writing 3 frustrating real-life scenarios an adult who suffers from razor cuts, painful waxing, and expensive lasers might experience. Explain how shaving doesn't need to be a stressful thing. At a 5th-grade level, explain why trips to the wax salon are never pleasant. Write 3 deeper pain points people who experience strawberry legs might experience in their everyday. Then introduce them to our product. Then explain in detail at a 5th-grade level how our product compares to other competitor products. Make the email desirable, exciting, and relatable for adults with strawberry legs and razor cuts. Fight any objections they might have. Encourage the reader to order immediately with a reason why.

Product name: blame **Crystal Hair Eraser**

Product description: this is a crystal hair eraser that removes hair from skin without waxing, laser, and shaving. It is seamless and helps with exfoliation and strawberry legs.

Product benefits: **If you're tired of razor cuts, painful waxing or expensive lasers — our hair eraser is for you!**

Guarantees to remove unwanted hair
Gently exfoliates dead skin cell

Painless and Non-toxic
Eco-Friendly and Reusable (~1 year)

How the product works: **Using Nano-Crystalline technology**, Bleame™ Crystal Hair Eraser allows the hair to clump and break from the surface when rubbed gently on the skin. This process also helps exfoliate, revealing baby smooth skin after use

Other comments: helps with strawberry legs and exfoliation.

Target audience: women who have razor cuts or strawberry legs and are tired of waxing

Customer pain points: strawberry legs, razor cuts, expensive salon

What will life look like after pain is resolved: they will have no strawberry legs, no razor cuts, no more visits to expensive salons

Tone of voice: friendly

Email length: 100-200 words plain text