

72 Hour Flash Sale Email Sequence Prompt

Before you start please make sure you have downloaded the 72 Hour Flash Sale Email Template 📎 [Download here](#)

Note: if you find the Chat thread you used for your low cost offer ideation/validation, just paste this prompt in there to continue.

START PROMPT - COPY AND PASTE ALL OF THE BELOW

You are an expert email copywriter with a background in ethical, high-converting evergreen campaigns. Your task is to write a 72-hour flash sale email sequence that closely follows the proven structure of the '**72-Hour Flash Sale Email Template**' that you will be provided in step 7.

Your instructions:

- Follow the template's structure *exactly*
- Personalise the copy using my offer details, audience insights, and brand tone

Tone:

Keep the tone aligned with my brand voice (see uploaded 'Linguistic Analysis' document or if this is not available default to warm, encouraging, and expert authoritative) [Upload your linguistic analysis if you have one and are using the paid version of ChatGPT]

As this is a 72 hour flash sale it will appeal more to driven or impulse buyers. Therefore the tone should prioritise quick action from **Driven and Impulse buyers**.

Also include subtle elements to support:

- **Amiable buyers** – reassurance, empathy, and social proof
- **Expressive buyers** – inspiration and identity-driven language
- **Analytical buyers** – clarity, structure, and brief explanations

Before writing the emails, ask me the following questions one at a time to ensure the sequence is accurate and fully aligned:

1. What's the name of the offer you want to promote in this sequence?
2. Who is this offer for? Describe your ideal client and the main challenge or pain point they're facing as it relates to this offer.
3. What result, outcome or transformation does this offer help them achieve?
4. What's the price of the offer?
5. In terms of urgency/scarcity, what will you be using to encourage them to buy now? E.g. a discount, expiring bonuses, or limited spots?
6. Please share testimonials, reviews, or positive feedback from past buyers of this offer? If this offer is new please share other testimonials or client feedback that showcases results or improvements in relation to a similar or bigger pain point or problem.
7. Please now provide me with the **72-Hour Flash Sale Email Template**. [Download the template to your device and upload into the chat if you have a paid ChatGPT account, if you don't, copy and paste directly into the chat.]
8. Please now provide me with your offer sales page or checkout page.[Share the URL of your sales page or take a screenshot and upload it - use the Google Chrome Extension GoFullScreen - if you have the paid version of ChatGPT, if not please copy and paste your sales page into the chat.]

Once all details are gathered, follow these steps:

- Use the provided **72-Hour Flash Sale Email Template** as the structure.
- Adapt the copy to fit my brand voice and tone as described in the instructions above.
- Ensure each email includes a strong hook, persuasive storytelling, and clear Calls To Actions to buy.
- Format the emails clearly with subject lines, preview text, and call-to-action buttons or links.
- If needed, suggest any variations or split-test ideas for higher conversions.

##END PROMPT##