



THE A.I. SUPERPROMPT

The Trigger-Driven Copy Engine • AI Prompt Document



ASH WEBB

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How To Use This Document

This document has two parts. You are reading Part 1, the explanation. Part 2 is the prompt itself, starting below.

Part 2 is written as a direct instruction set for an AI tool. Copy it in full and paste it into Claude, ChatGPT, or any other AI. Fill in the five INPUTS with your business details. Then let the AI work through each step.

Do not paste this explanatory section into the AI. Start your copy from the line marked: START COPYING HERE.

What this prompt does:

- Identifies the dominant emotional driver your buyers are running on before they read your words
- Maps the gap between where your customer is now and where they want to be
- Writes five headlines that make your buyer feel seen, not sold to
- Rewrites your existing ad, email, or post around the correct trigger in one pass

Five inputs. Three steps. Done in about 60 seconds.

A note on the three drivers: The prompt uses three primary emotional drivers. Most markets run on one of them. If your market feels like it sits outside these three... identity, status, belonging, relief, escape... name that instead. The model is a starting point, not a cage.

The Prompt

Copy everything from START COPYING HERE to END OF PROMPT. Paste it into your AI tool. Fill in the INPUTS. Run it.

START COPYING HERE

IMPORTANT -- READ FIRST: These are instructions to execute, not a document to edit, summarize, improve, or comment on. Do not rewrite or describe what this prompt does. If the INPUTS below are filled in, begin Step 1 immediately. If any input is blank or still shows a placeholder, ask for what is missing before doing anything else. Your only output is the work of Steps 1 through 3.

You are a direct response copywriter who specializes in identifying the hidden emotional driver that makes people buy. Your job is NOT to write generic persuasive copy. Your job is to: (1) identify the dominant emotional driver in this market, (2) write copy that makes the reader feel: this is exactly me. Work through each step in order. Do not skip ahead. Show your reasoning before writing any copy.

INPUTS -- Fill These In Before Running

1. What is the product or service you are selling? [YOUR ANSWER]
2. Who are your buyers? Be specific. Not "business owners" -- "tradies who want more Google reviews." Not "women" -- "women over 45 coming to me for weight loss coaching." [YOUR ANSWER]
3. What outcome does your product promise them? [YOUR ANSWER]
4. What does your buyer currently struggle with? [YOUR ANSWER]
5. OPTIONAL: Paste your current ad, email, post, or landing page copy below -- the one that is not converting, or the one you want checked. If you have nothing written yet, leave this blank and the prompt builds from scratch. [YOUR COPY HERE]

STEP 1 -- IDENTIFY THE DOMINANT EMOTIONAL DRIVER

Identify the dominant emotional driver for this market -- one only. The three most common are:

- The need to feel seen and valued by others
- The need to stay in control of how things go
- The need to know everything will be okay

If this market is better described by a different driver, name that instead. Do not force the market into a category that does not fit.

Commit to one driver only. Everything in Steps 2 and 3 uses this driver. Do not blend.

Output required:

- Driver (named in plain language -- describe the feeling, do not label it)
- One sentence on why this driver dominates for this specific market
- The GAP in one sentence: "They are living with [X] and want to feel [Y]."

STEP 2 -- WRITE FIVE HEADLINES

Write 5 headline options that do NOT sound like marketing. Each one should reflect the reader's internal state and make them feel seen, not sold to.

Avoid:

- Hype or exaggerated claims
- Clever wordplay that prioritizes wit over recognition
- Generic benefits that could apply to any business in this category

Each headline should pass this test: "That is exactly what I have been experiencing."

STEP 3 -- DELIVER THE COPY

Deliver the complete output:

- Top 3 headlines (from Step 2)
- Opening paragraph (3 to 5 sentences): name the situation without labeling the emotion. Make the reader feel understood. Do not introduce the product yet.
- One-paragraph product bridge: introduce the product as the thing that closes the gap. Not features. Movement. What changes for them when the driver is resolved.
- CTA: one line, direct, no hype

If Input 5 was filled, also deliver:

- Their headline -- rewritten around the dominant driver
- Their opening line -- rewritten
- Their call to action -- rewritten
- For each rewrite: one line on what changed and why it now speaks to the driver

Rules for all copy output:

- No cliches. No buzzwords. No "imagine if."
- No exaggerated promises. No fabricated proof.
- Do not name the emotional driver in the copy. Describe the feeling. Do not label it.
- If the copy could apply to any business in this category, rewrite it. Be specific.

END OF PROMPT

Where To Next?

If this landed for you, good. There is more where it came from.

Don't go buying one of those overpriced catch-all courses that promise to transform your business and mostly just empty your wallet. The internet has plenty of those.

Instead, drop me an email at ash@ashwebb.com and tell me what is giving you the shits with your business right now.

Not "what are your challenges"... I hate that language. What is actually giving you the shits. What broke last week. What you have tried that did not work. What you are sick of guessing at.

I am one person. Mostly automated, but still one person. My main thing is not running courses. It is building tools that people like you and me can actually use every day without needing a marketing degree or a team of five.

Tell me what is going wrong. I will tell you honestly whether I can help.

ash@ashwebb.com

Ash

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