

The A.I. SuperPrompt

Select all text inside the blue box below. Copy it. Paste it into your AI tool. Fill in the INPUTS. Run it.

SELECT ALL TEXT BELOW THIS LINE AND COPY IT INTO YOUR AI TOOL

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. Leave blank to build 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 -- STOP SELECTING HERE

Prefer a plain text file? The prompt-only .txt file was delivered alongside this PDF. Open it, select all, copy, paste.