

The Fix-It Prompt Pack

Nine prompts. One for each section of a page that converts. Answer once, then paste each prompt in order.

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The diagnostic told you which sections are costing you the sale. This gives you the words to fix them, all nine, in one pass.

Here's the trick. Answer a handful of questions about your product once, right at the start. Then paste all nine prompts below into that SAME conversation with ChatGPT or Claude, one after another, in order. Don't open a new chat partway through. Because it's one conversation, the AI already has your answers, so you're not retyping your product, your price, or your customer over and over.

Run straight through and the last prompt hands you a full first draft, headline to close, in one document. Not a finished page. A rough one, in your actual structure, ready for you to edit. That's the difference this makes: less blank page, same amount of you still needed to make it sound real.

Step 1: Answer these once

Paste this list as your first message, filled in:

1. Product name:
2. Format (guide, checklist, template, etc.):
3. Main result it delivers:
4. How quickly they get that result:
5. Biggest obstacle they're up against:
6. Who your customer is, what they struggle with, what they've already tried:
7. Price:
8. Everything included, listed out, item by item:
9. Guarantee length, and whether it's conditional or unconditional:

Add one more line under your answers, exactly as written here:

“For every prompt I paste after this, start your reply with a banner line showing which section it is, in this format: [COLOR WORD] — SECTION [NUMBER] — [NAME], delete this line before you publish. End the section with the same banner line. I'll give you the color word and number each time.”

That's your setup done. Everything below reuses it.

Two examples, so you know what “good” looks like

Garbage in, garbage out. If your answers above are vague, every prompt below builds on that vagueness, all nine sections come out generic. Here's the same nine questions, answered badly and answered well, for two different businesses. Copy the good pattern, not the words.

Business 1: a meal-prep guide for busy parents

Bad input (technically answered, still useless):

1. Product name: My Guide
2. Format: guide
3. Main result: helps people eat better
4. How quickly: fast
5. Biggest obstacle: they're busy
6. Customer: busy people who want to eat healthy
7. Price: \$17
8. What's included: recipes, tips, a plan
9. Guarantee: yes, money back

Every AI output built from this reads like it was written about nobody in particular, because it was.

Good input (specific enough to write from):

1. Product name: The 20-Minute Kitchen Reset
2. Format: 22-page PDF guide plus a printable shopping list
3. Main result: seven dinners on the table in under 20 minutes each, no extra ingredients to buy

4. How quickly: first dinner tonight, the whole week sorted by Sunday night
5. Biggest obstacle: home by 6, kids hungry by 6:15, and takeout wins because planning feels like one more job
6. Customer: working parents, mostly 30 to 45, already tried meal-planning apps and Pinterest boards that fell apart by day three because the recipes needed ingredients they didn't have
7. Price: \$17
8. What's included: 7 dinner recipes using 10 ingredients or fewer, one shared shopping list for the whole week, a fridge-door cheat sheet, a 5-minute Sunday prep plan
9. Guarantee: 14 days, unconditional, full refund if it doesn't save them time this week

Business 2: a cold email template pack for freelancers

Bad input:

1. Product name: Cold Email Pack
2. Format: templates
3. Main result: better cold emails
4. How quickly: quickly
5. Biggest obstacle: no replies
6. Customer: freelancers who send cold emails
7. Price: \$37
8. What's included: templates and tips
9. Guarantee: refund available

Good input:

1. Product name: The Cold Email Fix
2. Format: 12 fill-in-the-blank email templates plus a 1-page subject line cheat sheet
3. Main result: a 2 percent or higher reply rate on cold outreach, up from the under-1-percent they're used to
4. How quickly: their next batch of 50 emails, sent this week
5. Biggest obstacle: hundreds of cold emails sent that read like proposals, not messages, zero replies, now dreading outreach entirely

6. Customer: freelance consultants and small agency owners, already tried copying templates off LinkedIn that every other freelancer is also sending, so prospects have gone blind to them
7. Price: \$37
8. What's included: 12 templates for different scenarios (cold intro, follow-up, referral ask, reactivation), a subject line cheat sheet, a 10-minute personalization checklist so templates stop reading like templates
9. Guarantee: 30 days, conditional, refund if they send 50 emails using the templates and get zero replies

Notice what makes the good versions good. Real numbers, not “fast” or “quickly”. A customer description with a specific moment in it (6:15pm, hungry kids), not a demographic label. What they already tried and why it failed, not just “they're busy” or “they want results”. That level of detail is what the next nine prompts need to write something that sounds like your business, not a template.

Step 2: Paste these in order, in the same conversation

Prompt 1 — Headline

banner: ■ RED — SECTION 1 — HEADLINE

Using the product, format, result, timeframe, and obstacle I gave you above, write 5 headlines, each from a different angle: one leads with the result, one leads with the timeframe, one leads with what they get to stop dealing with, one asks a direct question, one uses a before/after contrast. Base each on: [Specific Result] + [Timeframe] + [Without Common Obstacle], adjusted to fit its angle. Under 20 words each. No jargon, no puns. A stranger should instantly understand what they get. Don't use “ultimate”. Number them 1 to 5 and tell me which angle each one is, so I can pick the one to build the rest of the page around.

Prompt 2 — Problem Mirror

banner: ■ ORANGE — SECTION 2 — PROBLEM MIRROR

Using the customer description I gave you above, write 3 to 5 sentences describing their daily experience right now. No marketing language like “pain points”. Write it the way they'd describe it to a friend. Describe their Tuesday afternoon, not the problem in the abstract.

Prompt 3 — Agitation

banner:  GOLD — SECTION 3 — AGITATION

One new detail before this one: how long has your customer put this off, and what is it actually costing them? Be specific, money, time, or hassle, with real numbers if you have them. Once you've told me that, write 2 to 3 short paragraphs showing the cost of not fixing it, using that plus the customer description from before. Real numbers, not fear-mongering. Mathematical honesty. Keep it brief.

Prompt 4 — Solution Bridge

banner:  GREEN — SECTION 4 — SOLUTION BRIDGE

Using the product, format, and result from above, write one sentence introducing it: “This is [name]. It's a [format] that shows you exactly how to [outcome].” Then write 3 to 5 bullets. Each bullet is what they'll be able to DO after using it, starting with a verb. Outcomes, not features. No hype.

Prompt 5 — What's Inside

banner:  BLUE — SECTION 5 — WHAT'S INSIDE

Using the full list of what's included from above, rewrite each item as: [the thing] plus [what it does for them] plus [timeframe or result]. Every item answers “so what, what does this do for me?” Start each with a checkmark. Specific, no vague claims.

Prompt 6 — Social Proof

banner:  PURPLE — SECTION 6 — SOCIAL PROOF

No prompt here on purpose. You can't AI-generate social proof, it has to be real. Use a customer's exact words, never edited into something they didn't say.

Here's the part worth knowing: this is a nice to have, not a must have. A brand new page with zero testimonials still sells. Say so plainly if that's where you're at, something like “We just launched, so here's what you're getting” works fine as a placeholder. Don't hold your launch hostage waiting for reviews that don't exist yet. Swap in the real ones the moment you have them.

When you get to Prompt 10, tell the AI to leave this section as a placeholder banner only, so you know exactly where to paste your own words in later.

Prompt 7 — Objection Handling

banner: ■ CHARCOAL — SECTION 7 — OBJECTION HANDLING

Using the price and customer description from above, write responses, in quote format, to these five objections: “I can't afford it”, “I don't have time”, “Will this apply to my situation?”, “I've been let down before”, “I'm not ready yet”. Each 2 to 4 sentences. Honest, not manipulative. Acknowledge the concern, then reframe. No pressure.

Prompt 8 — Guarantee

banner: ■ BROWN — SECTION 8 — GUARANTEE

Using the price and guarantee terms from above, write a guarantee section. Plain, conversational language, no legal jargon. 2 to 3 sentences. If it's conditional, keep the condition simple and reasonable.

Prompt 9 — Final Push

banner: ■ GRAY — SECTION 9 — FINAL PUSH

Using the product name and price from above, plus the transformation you've described across the problem and solution sections, write the closing “if you're still on the fence” paragraph. 3 to 4 sentences. Restate the transformation as a contrast. End with a clear, direct line that creates gentle urgency. No fake countdowns, no “only 3 left”.

Prompt 10 — Assemble Your Draft

Now put it all together. Using everything you've written above in this conversation, assemble one continuous page draft in this order: Headline, Problem Mirror, Agitation, Solution Bridge, What's Inside, Social Proof (leave the placeholder banner only, don't invent testimonials), Objection Handling, Guarantee, Final Push. Keep every banner line so I can see where each section starts and ends. Don't rewrite or improve anything, just assemble what's already written.

Don't publish AI output as-is. Read every section, cut anything generic, swap robot phrases for your own words, check the numbers are true, and delete every banner line before you publish. Rough full draft in under an hour. Your page by tonight.

Ash