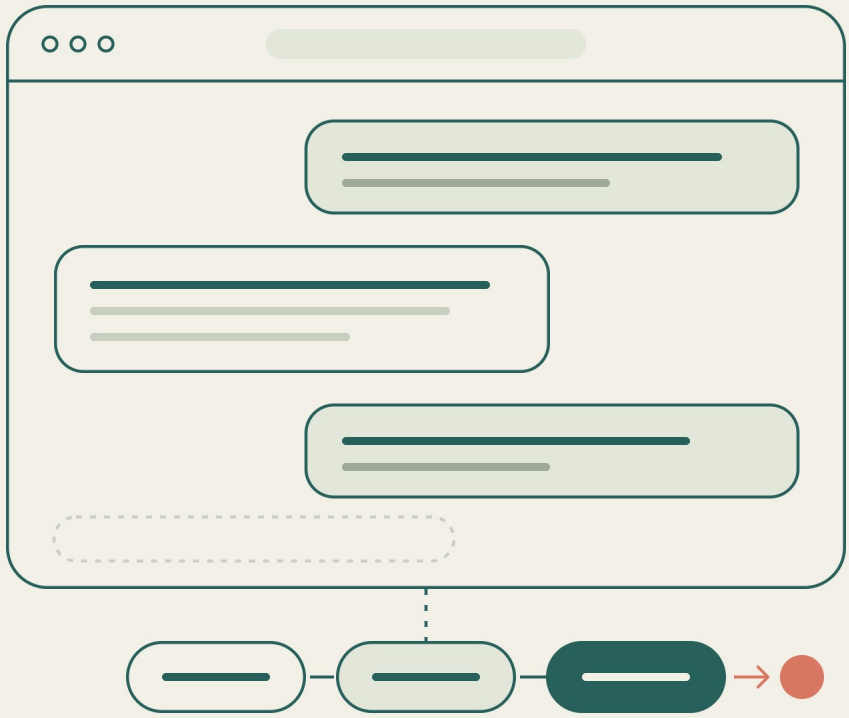
ISTRUKTA

FREE RESOURCE



10 AI Prompts to Plan Your Funnel

Go from “I have an offer” to a clearer funnel direction — with 10 practical prompts for ChatGPT or Claude.

Start here

Ten prompts. One clearer direction.

Work in order, keep your answers, and let your strategy lead.

Start with Prompt 01 and work in order. Keep your answers from each prompt—you'll reuse them in the next one. The more specific your inputs are, the more useful your results will be.

The ISTRUKTA Funnel Method™

ISTRUKTA's human-led, AI-assisted approach

01 Blueprint → 02 Structure → 03 Copy → 04 AI Build → 05 Design → 06 Launch → 07 Track

Prompts 01–04 · 05–06 · 07–09

Seven stages, in order. You make the decisions at every stage; AI helps you think them through faster. These prompts cover the first three stages, then a review before you build.

THE ISTRUKTA PRINCIPLE

AI doesn't decide your funnel. Your strategy does.

HOW EACH PROMPT PAGE WORKS

PROMPT

Copy the prompt

Paste it into ChatGPT or Claude exactly as written, safeguards included.

[YOUR OFFER]

Replace the brackets

Swap every highlighted [BRACKET] for your own details. Be specific.

SAVE

Keep the SAVE answer

Write it down. The next prompt asks for it.

01

METHOD · BLUEPRINT

Clarify Your Offer

Know what you're actually asking people to buy.

Have ready: what you sell, your price, and who you think it’s for.

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Act as a funnel strategist. Help me clarify my offer before I build a funnel around it.
Here’s what I know:
- What I sell: [YOUR PRODUCT OR SERVICE]
- Price or expected price: [PRICE]
- Who I think it’s for: [AUDIENCE]
- What they receive: [DELIVERABLES / WHAT’S INCLUDED]
- Main result I want to help them achieve: [RESULT]

Based only on the information I’ve given you:
1. Summarize my offer in one clear sentence.
2. Identify anything that still feels unclear or too broad.
3. Ask me up to 3 important questions that would make the offer easier for a customer to understand.

Do not invent features, results, guarantees, or customer information I haven't provided.

SAVE **Your one-sentence offer.**

02

METHOD · BLUEPRINT

Understand Your Customer

Get specific about who the funnel needs to speak to.

Bring: your one-sentence offer (Prompt 01).

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Help me understand the customer most likely to need this offer.
My offer: [PASTE YOUR ONE-SENTENCE OFFER]
My current audience description: [WHO YOU THINK IT'S FOR]
Help me identify:
- their current situation
- what they are trying to accomplish
- the main frustration getting in their way
- what may make them hesitate before buying
- what they would need to understand or believe before taking the next step
Separate reasonable assumptions from facts I have actually provided. If something important is unknown, tell me instead of making it up.

SAVE **Current situation + desired outcome + frustration + hesitation.**

03

METHOD · BLUEPRINT

Find the Problem → Outcome

Define the change your offer supports.

Bring: your offer (01) and your customer notes (02).

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Using the information below, help me describe the transformation my offer supports without exaggerating it.
Offer: [OFFER]
Customer: [AUDIENCE]
Current situation: [CURRENT SITUATION]
Desired outcome: [DESIRED OUTCOME]
Main frustration: [FRUSTRATION]
Give me:
1. A simple "Before → After" statement.
2. Three specific problems the offer may help address.
3. Three realistic outcomes the customer may value.
4. Any claim that sounds too broad, unrealistic, or difficult to support.
Keep the language specific and believable. Do not promise outcomes my offer cannot guarantee.

SAVE **Your strongest Problem → Outcome.**

04

METHOD · BLUEPRINT

Choose One Funnel Goal

Give the funnel one job.

Bring: your offer (01), your customer (02), and your Problem → Outcome (03).

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Help me choose the primary conversion goal for my funnel.
Offer: [OFFER]
Price: [PRICE]
Customer: [AUDIENCE]
Problem → Outcome: [PASTE FROM PROMPT 03]
Possible actions might include buying, booking a call, requesting a quote, signing up, joining a waitlist, or another appropriate next step.
Recommend ONE primary action the funnel should optimize for.
Explain:
- why it fits this offer
- what should happen when someone takes that action
- whether I need any secondary action at all
Avoid giving me multiple competing primary CTAs.

SAVE **Your ONE primary action.**

05

METHOD · STRUCTURE

Map the Simplest Funnel Path

Don't build five pages if you only need two.

Bring: your offer, price, customer, Problem → Outcome (03), and primary action (04).

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Recommend the simplest reasonable funnel path for this offer.
Offer: [OFFER]
Customer: [AUDIENCE]
Price: [PRICE]
Primary action: [ACTION]
Problem → Outcome: [PROBLEM → OUTCOME]
Show the customer journey from first click to the primary conversion.
For each recommended page, tell me:
- its purpose
- the decision the visitor needs to make there
- what should happen next
Keep the funnel as short as reasonably possible. Do not add pages simply because funnels commonly have them.
Also identify any important information you would need before being confident this is the right structure.

SAVE **Your proposed funnel path.**

06

METHOD · STRUCTURE

Outline Your Sales Page

Decide what the page needs to communicate.

Bring: your Problem → Outcome (03), primary action (04), and funnel path (05).

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Create a simple sales-page outline based on the strategy below.
Offer: [OFFER]
Customer: [AUDIENCE]
Main problem: [PROBLEM]
Desired outcome: [OUTCOME]
Primary CTA: [ACTION]
Funnel path: [PASTE FROM PROMPT 05]
Recommend only the sections necessary to help this customer understand the offer and decide whether to take the next step.
For every section, provide:
- section purpose
- main question it should answer
- one-sentence content direction
Do not write the full page yet. I want the structure first.

SAVE **Your page outline.**

07

METHOD · COPY

Explore Headline Directions

Find the angle before polishing the sentence.

Bring: your offer, customer, Problem → Outcome (03), and primary action (04).

PROMPT · PASTE INTO CHATGPT OR CLAUDE — Replace every [BRACKET]

Help me explore headline directions for this funnel.
Offer: [OFFER]
Customer: [AUDIENCE]
Problem: [PROBLEM]
Desired outcome: [OUTCOME]
Primary CTA: [ACTION]
Give me 6 headline directions:
- 2 outcome-led
- 2 problem-led
- 2 specific/method-led
For each one, explain briefly why it could work.
Keep them clear rather than clever. Do not invent numbers, urgency, guarantees, testimonials, or results.

SAVE **Your strongest 1–2 headline directions.**

08

METHOD · COPY

Find the Objections

Ask why someone might still say “not yet.”

Bring: your offer, price, customer, and desired outcome (03).

PROMPT · PASTE INTO CHATGPT OR CLAUDE — Replace every [BRACKET]

Act as a skeptical but reasonable potential customer considering this offer.
Offer: [OFFER]
Price: [PRICE]
Customer: [AUDIENCE]
Main promise/outcome: [OUTCOME]
Identify the 5 most likely questions or objections someone may have before taking the primary action.
For each one:
1. State the objection in natural customer language.
2. Explain what concern is really behind it.
3. Suggest what truthful information, proof, explanation, or clarification could address it.
Do not invent testimonials, guarantees, credentials, results, scarcity, or proof that I haven't provided.

SAVE **Your top objections.**

09

METHOD · COPY

Strengthen Your CTA

Make the next step obvious.

Bring: your offer and primary action (04). Know what happens right after the click.

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Help me improve the CTA for this funnel.
Offer: [OFFER]
Primary action: [ACTION]
What happens immediately after clicking: [WHAT HAPPENS NEXT]
Give me:
- 5 concise CTA button options
- 3 supporting microcopy options underneath the CTA
- one simple sentence explaining what happens next
Prioritize clarity over hype.
Do not use fake urgency, artificial scarcity, or promises I haven't provided.

SAVE **Your primary CTA + supporting line.**

10

METHOD · REVIEW BEFORE AI BUILD

Review the Funnel Before You Build

Find the gaps while they're still cheap to fix.

Bring: every SAVE answer from Prompts 01–09.

PROMPT · PASTE INTO CHATGPT OR CLAUDE Replace every [BRACKET]

Review my funnel plan as a conversion strategist before I start building.
Here is my current plan:
Offer: [PASTE]
Customer: [PASTE]
Problem → Outcome: [PASTE]
Primary conversion goal: [PASTE]
Funnel path: [PASTE]
Sales-page outline: [PASTE]
Headline direction: [PASTE]
Main objections: [PASTE]
CTA: [PASTE]

Evaluate it for:
- clarity
- consistency
- unnecessary complexity
- missing information
- mismatch between offer and audience
- mismatch between page structure and conversion goal
- unsupported claims or assumptions
- whether the next step is obvious

Then give me:
1. What is already clear.
2. What still needs a decision.
3. What I should fix before building.

Do not rewrite everything for me. Help me identify the decisions I still need to make.

YOUR REVIEW NOTES Decide these before you start building.

What is already clear	What still needs a decision	What to fix before building

Next step

You have direction. Now you need a system.

These prompts help you explore your funnel direction. The kit helps you decide it and build it.

AI can help you see possibilities quickly. Turning them into a funnel that works still takes decisions: which path, which pages, which words, in which order. The AI Funnel Builder Kit gives you the framework for making those decisions and putting them into practice.

THESE 10 PROMPTS
Explore the direction

- → Clarify your offer and customer
- → Test funnel goals and paths quickly
- → Spot gaps, objections, and weak claims

THE AI FUNNEL BUILDER KIT
Decide it and build it

- → Seven connected resources, one funnel
- → Worksheets for every decision, in order
- → From blueprint and page structure to launch and tracking

The prompts give you direction. The kit gives you the framework behind the answers.

INSIDE THE AI FUNNEL BUILDER KIT

Blueprint → Page Structure → Copy → AI Build → Design → Launch → Track

Get the AI Funnel Builder Kit — $47 →

See everything that's included before you decide.