



Prompt Template Library

Welcome

My Friend,

Thanks again for investing in AI Micro Product Generator!

Use this library to help you generate the content that you need for the various tasks associated with this side hustle.

You can use these prompts with ChatGPT, Bard, or other available large language models. Prompts will use a different font to help you differentiate between the prompts and my notes.

I've also included some "training prompts," which are commands you give to the LLM to give it baseline desire of what you want.

Most of these prompts will require some kind of customization, because the more detail you can provide, the more your content will be "on message" and relatable to the reader.

NOTE: For the best possible experience and to ensure you understand **why** you are using these prompts, make sure to finish the main training before using the prompts in this guide.

All the best,
Luther



Brainstorming:

You can use ChatGPT to brainstorm ideas using context you gain from other seller's sales letter pages.

Training Prompt

Visit this sales letter [address of sales letter] and give me some ideas for quick reports we can generate that I can offer to the marketplace. Don't produce the report just yet just brainstorm hooks and ideas.

Note: If ChatGPT has trouble reading the page, it will throw an error. If you run into this, you can usually just copy & paste into GPT: the headline, fast-bullets (these are bullets found in the top fold of the letter) and sales bullets (the longer, big list of bullets often found further down the sales letter.) Just let GPT know that's what you're doing:

I'm going to give you some context and then I want you to give me some ideas for quick reports that we can generate. Don't produce the report just yet just brainstorm hooks and ideas.



Product Content Generation:

Training Prompt

Use a training prompt before you request additional materials from the LLM. These types of prompts give the LLM a baseline understanding of what you want, and helps set certain parameters such as voice, tone, language, reading level, etc. These are typically prompts that you enter when you first load up ChatGPT or equivalent tools.

I want you to help me product a short eBook that I will offer for sale on a marketplace. Don't write anything yet, just understand these rules. Here are some general rules and instructions to follow. Please adhere to these rules for all future requests in this session. Write in natural language. Write 1-to-1 and do not write 1-to-many. Avoid using technical terms. Write like an great copywriter. Do not sound like a used car salesman, but be persuasive, helpful, and upbeat. Avoid the over-use of bulleted lists, instead give preference to natural language and structure. Keep paragraphs short, no more than 2 or 3 sentences. My name is [Name of your personal brand] and my company is called [Your Brand Name].

I want to produce a short eBook, about 20 pages, on the topic of coming up with a good hook and headline for affiliate marketing products. Let's begin with an outline of the topic. The purpose of the eBook is to teach the reader how to improve their headlines for social media posts, ads, and emails, to assist them with selling affiliate products. Give me formulas and structures that can be plug and play for developing hooks. Remember, I want to see an outline first so we can begin refining the content being developed. I want you to write in the voice of a professional, but use natural language and phrasing. So, write like a great copywriter and salesperson but in a tone of natural language.

Whole Product Prompts

Create a detailed outline and content for a short eBook on "The Ultimate Guide to Social Media Marketing for Beginners." The eBook should cover the basics of social media marketing, including choosing the right platforms, creating engaging content, building a follower base, and measuring success. Include practical tips, real-world examples, and actionable strategies that beginners can implement immediately.



Generate a comprehensive outline and content for a short eBook titled "Mastering Local SEO: How to Optimize Your Business for Local Searches." The eBook should explain what local SEO is, why it's important for small businesses, and provide step-by-step instructions on how to optimize a business's online presence for local searches. Include tips on creating and optimizing Google My Business listings, local keyword research, and getting local reviews.

Write a detailed outline and content for a short eBook called "Essential Software Tools for Small Business Owners." The eBook should cover various categories of software that are crucial for small business operations, such as project management, accounting, marketing, and customer relationship management (CRM). Provide an overview of the top tools in each category, their key features, and how they can benefit small business owners.

Develop a detailed outline and content for a short eBook titled "How to Start a Profitable Blog in 30 Days." The eBook should guide readers through the entire process of starting a blog, from choosing a niche and setting up a website to creating content and monetizing the blog. Include tips on SEO, social media promotion, and affiliate marketing to help readers generate income from their blogs.

Create a detailed outline and content for a short eBook called "Affiliate Marketing 101: A Beginner's Guide to Making Money Online." The eBook should explain what affiliate marketing is, how it works, and the steps to get started. Include tips on choosing the right affiliate programs, promoting products effectively, and scaling an affiliate marketing business. Provide examples and case studies to illustrate key points.

Generate a comprehensive outline and content for a short eBook titled "Email Marketing for Small Businesses: Strategies for Success." The eBook should cover the basics of email marketing, including building an email list, creating effective email campaigns, and measuring the success of email marketing efforts. Include tips on crafting compelling subject lines, segmenting email lists, and using automation to improve efficiency.



Promotional Email Generation

Generate a promotional email template for an affiliate product that is an online course, tool, or training program. The email should target individuals struggling with a specific problem related to making money online, offline marketing, affiliate marketing, or side-hustles. The email should introduce the product, highlight its benefits, and include a strong call-to-action. Make sure it sounds engaging and persuasive. The product name is [Product Name].

Create a promotional email template for an affiliate product, emphasizing a limited-time offer. The product is an online course, tool, or training related to making money online, offline marketing, affiliate marketing, or side-hustles. The email should highlight the special discount or benefit, explain the value of the product, and urge recipients to act quickly. Include a clear call-to-action. The product name is [Product Name].

Write a promotional email template for an affiliate product, featuring a success story. The product is an online course, tool, or training related to making money online, offline marketing, affiliate marketing, or side-hustles. The email should tell the story of a customer who achieved great results using the product, describe the challenges they overcame, and highlight the benefits they experienced. Include a call-to-action encouraging others to start their journey. The product name is [Product Name] and the customer's name is [Customer's Name].

Create a promotional email template for an affiliate product that focuses on its unique value proposition. The product is an online course, tool, or training related to making money online, offline marketing, affiliate marketing, or side-hustles. The email should highlight what makes the product stand out from the competition, the specific benefits it offers, and how it can solve the recipient's problems or meet their needs. Include a compelling call-to-action. The product name is [Product Name].



Generate a promotional email template announcing the release of a new affiliate product. The product is an online course, tool, or training related to making money online, offline marketing, affiliate marketing, or side-hustles. The email should build excitement about the new release, describe the key features and benefits of the product, and encourage recipients to be among the first to try it. Include an enticing call-to-action. The product name is [Product Name].

Write a promotional email template offering a free trial for an affiliate product. The product is an online course, tool, or training related to making money online, offline marketing, affiliate marketing, or side-hustles. The email should explain the benefits of the product, the value of trying it out for free, and how easy it is to get started. Include clear instructions on how to sign up for the free trial and a strong call-to-action. The product name is [Product Name].



Written Sales Letter Copy Generation

Sales letters written by ChatGPT need a unique process that is explained in the main training. Be sure to study that section carefully!

Note: It is often easier to generate good sales output by using the same GPT session as you used to generate eBook / content output. This is because ChatGPT will have the context of your letter already in memory.

Hook & Sales Positions

I want you to help me write a short product. Visit this sales letter (link to popular product sales page) and then give me [10] hooks for my short eBook.

*You can also keep asking for hooks if you don't like what it gives you:

“now give me 10 more...”

Features & Benefits / Headline Production

Please give me a summary of the features of this eBook, and then write out the benefits of each feature, AND include the benefits of that benefit, going at least three benefits deep, so that we produce a big list of features and multi-tiered benefits for the reader.

Introduction

Give me an introduction and focus on the customer's interested in solving the problem of getting started in affiliate marketing, telling them they should read this letter because I found a solution that will work for them, even if they have no experience. Do not give me the whole letter. Just give me a short introduction. Write like a good copywriter, and preserve the 1-to-1 nature of this letter.



Building the Bullet List

Combine the list of features and benefits into individual statements that we will use as bullets in our sales letter. Each statement should be full paragraphs of 2 to 3 sentences that stress the value of the feature, and the hottest benefits to the reader.

Story

I found this opportunity by [how you found it] and recognize the benefits to [your niche audience] but I need help writing out the story. Please produce a short story using the context I've provided. I will use this in the sales letter.

Offer Guarantee

Every offer should have a guarantee that will remove risk and push buyers off the fence. You can use a modified version of my guarantee presented in the training of this course.

Write me a 60-day guarantee, telling the reader that the risk is on me, the author. Remind them that you can't guarantee they will get results like others, but that you can guarantee their satisfaction by offering a 60-day refund window.

Note: You must study the main training for the complete sales letter process.



Video Sales Letter Copy Generation

I've discovered that ChatGPT can produce halfway-decent video sales letter scripts. Building this video is outside of the scope of this training, but since we have the context in the session already, we only need to give ChatGPT an example of a video sales letter script to help train it. Provide these prompts in the exact sequence presented below:

Stepped Prompt 1:

I will give you a video sales letter script and let's work on a process for creating something similar but for a unique hook and offer.

Stepped Prompt 2:

*To train ChatGPT, see the included video sales letter training script, and submit this after you have made the prompt above. "VSL-Training-Prompt.txt"

Stepped Prompt 3:

The service offered in this training script is Google Posts to small business owners. We are going to make a script using a new offer for [list prime features & benefit of your offer.] Include the benefits of [offer concept, niche, hook]. Each sentence should be on a new line and your output should be in text format so its easy to copy. Write in natural language. Don't sound like a used-car salesman.

You can use this method for any offer, including the main offer and any subsequent upsells/upgrades/OTOs (one-time offers.)



Image Generation

Use these prompts when generating images on DALL-E or equivalent.

If you have a paid GPT account, you can use the same session that you used for the sales letter / eBook content, otherwise you will need to provide context in a new session.

Remember that images need to earn their place and transmit a benefit that's related to the hook.

Since image prompts are wholly related to your offer and hook context, generic prompts are not possible. Still, we can use simple prompts to generate basic imagery found in sales letters.

Draw me an illustration that demonstrates the value of search engine optimization. Exclude text or words in the image.

Illustrate a business owner signing a contract with a consultant. Exclude text or words in the image.

Draw me a picture of two men shaking hands over a table with a contract on the table.