

9 SECRET COPYWRITING FRAMEWORKS

SALES PAGE COPYWRITING WITH
CHATGPT PROMPTS



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9 Frameworks with ChatGPT prompts



'Solution-Savings- Proof'

'Exclusive-Inclusive' framework

'Expectation-Surprise' framework

'Emotion-Logic' framework

'5 Basic Objections' framework

'Picture-Promise-Prove-Push'

'Star-Story-Solution'

'PASTOR'

'Features-Advantages-Benefits'



1. 'Solution-Savings- Proof'

This framework is pretty simple to use. Unlike the others, **you start off by talking about the solution** that you have for them, and then you **logically show them how much are they saving**.

This can include cost savings, time savings, or any other benefits that the customer can enjoy by using your product or service.

The final element is to provide social proof that your product /service is REALLY effective and trustworthy.

This can include **customer testimonials, reviews, case studies, or any other evidence that demonstrates the value** of your offering.

Here's an example (considering we're selling a SMMA course),

Solution:

Our SMMA course is designed to solve a common problem that many businesses face today - how to effectively market their products or services on social media.



Savings:

By enrolling in our SMMA course, you'll not only save time and money, but you'll also gain access to a wealth of knowledge and experience that you won't find anywhere else. You'll learn the tips and tricks used by successful social media marketers.

Proof:

"I had been struggling with social media marketing for years until I took this course. The information provided was clear, concise, and actionable." - Someone.

Take action now and invest in your business's success!

Here's the ChatGPT prompt.



PROMPT

Write a copy using the 'Solution-Savings-Social Proof' framework to persuade [ideal customer persona] to take action. Clearly state the problem our [product/service] solves, emphasize the time, money, or other resources that the customer can save by using our product, and use customer testimonials or social proof to demonstrate the effectiveness of our solution. Include variables such as [product/service], [unique selling point], and [desired action].



2. 'Exclusive-Inclusive'

This framework is about **creating a sense of luxury and exclusivity** around your product or service,

while also making it clear that it's within reach for a **broad audience**. ;)

you want to emphasize the unique and high-quality features of your product or service that make it stand out from the competition.

On the other hand, you want to make it clear that your product or service is **accessible and inclusive**, so that *potential customers don't feel intimidated or excluded*.

With this framework, you can effectively communicate to your audience that your product/service is both exclusive and accessible.

This can help you build a strong brand reputation and attract a wider range of customers/clients to your business.

Brands like Apple does this all the time.



Inclusive, Exclusive example excerpt.

Whether you're a small business owner or a marketing consultant, our course is designed to meet you where you are and help you take your social media marketing to the next level.

Our instructors are industry experts who have worked with top brands and influencers, but we break down complex concepts into simple, easy-to-understand language.

Here's the ChatGPT prompt.



PROMPT

Write a copy using the 'Exclusive-Inclusive' framework to position our [product/service] as elite and desirable to [ideal customer persona]. Make it clear that our product is exclusive or elite in some way, but also emphasize that it is accessible and inclusive to a wide range of customers. Include talking points such as [unique selling point], [pain point], and [desired action].



3. 'Expectation-Surprise'

The basic idea is to **set expectations for the reader** about what they can expect from your product or service, but then surprise them with unexpected benefits or features that exceed those expectations.

In other words, you start by **painting a picture of what your product or service can do for the reader**, setting expectations for what they can expect if they were to purchase it.

But then you introduce **a surprise element** that goes beyond what they were expecting, adding value and making your product or service even more appealing.

This surprise element can take many forms

- It could be an unexpected feature,
- An added bonus or discount,
- OR even a unique selling proposition that sets your product or service apart from the competition.



Whatever it is, the goal is to **create a sense of excitement** and intrigue in the reader, motivating them to take action and learn more about what you have to offer.

Here's an example,



Expectation:

When you enroll in our course, you can expect to learn everything you need to know about social media marketing, from creating effective content to building engaged audiences.

Surprise:

But that's not all. When you enroll in our course, you'll also get an 1-1 call with me (value \$1000) & on top of that you'll receive a secret bonus that will automate 85% of your work. (valued \$680)

Here's the ChatGPT prompt.



PROMPT

Please write a copy using the 'Expectation-Surprise' framework to generate interest and encourage action from [ideal customer persona]. Set expectations for the reader about what they can expect from our [product/service], but then surprise them with unexpected benefits or features that exceed those expectations. Include talking points such as [unique selling point], [pain point], and [desired action].



4. 'Emotion-Logic'

The basic idea is to use **emotional appeals** to create a desire for your product or service but also to provide **logical arguments** that convince the reader to take action.

On the emotional side, you want to use *language and storytelling techniques* that connect with the reader's feelings and desires.

By tapping into their emotions, you can create a sense of empathy and understanding, making your product or service more relatable and appealing.

On the logical side, you want to use

- facts,
- statistics, and
- other evidence-based arguments

to **support your claims and convince the reader** that your product or service is the best choice.

By presenting **logical arguments**, you can help the reader to understand the benefits of your product or service and make an informed decision about whether or not to take action.



Emotion:

Are you sick and tired of struggling to attract new clients to your business? I know what it's like to feel frustrated, overwhelmed, and downright defeated.

But let me ask you something, are you ready to take action and turn things around? Are you ready to get clients and start seeing the success you deserve?

Logic:

We break down complex strategies into simple steps, so you can take action with confidence.

We offer ongoing support and encouragement, so you can stay motivated and achieve your goals.

Here's the ChatGPT prompt.



PROMPT

Using the 'Emotion-Logic' framework, please write a copy that connects with [ideal customer persona] and creates desire for our [product/service]. Use emotional appeals to connect with the reader, but also use logical arguments to convince them to take action. Include talking points such as [emotion], [pain point], and [desired action].



5. 5 Basic Objections

The 5 Basic Objections framework is a copywriting technique that helps to **address and refute common objections** that potential customers may have about your product or service.

These objections are often related to concerns about **time**, **money**, the **effectiveness** of the product, **trust** in the product, and whether or not the **customer actually needs the product**.

The idea behind this framework is to **anticipate and address these objections directly** in your copywriting, so that potential customers feel reassured and more likely to take action.

With this, you can help your prospects overcome any obstacles that may be standing in the way of making a purchase.

- Lack of time,
- Lack of money,
- Concerns that the product won't work for them,
- Lack of belief in the product or company, and
- The belief that they don't need the product. (fix this)

These are the objections you need to handle.



Here's the ChatGPT prompt.



PROMPT

Using the '5 Basic Objections' framework, please write a copy that addresses and refutes the common objections of [ideal customer personal: lack of time, lack of money, concerns that the product won't work for them, lack of belief in the product or company, and the belief that they don't need the product. Include talking points such as [unique selling point] and [desired action].



6. Picture-Promise-Prove-Push

First, you need to **paint a picture of your product or service** in a way that captures the attention and imagination of your ideal customer.

Describe the **benefits or outcomes** that your product will deliver, or create a scenario that illustrates the ways in which your product can improve the customer's life.

Next, you need to make a promise about what your product or service can deliver. This promise should be specific, relevant, and focused on the benefits that your product provides. By making a promise, you are setting expectations for what the customer can expect when they purchase your product.

Once you have made your promise, you need to **provide proof that your product can deliver on that promise.** Use testimonials or case studies or provide data and statistics that support the effectiveness of your product.

Finally, you need to **give a little push** to encourage the reader to take action. This could involve including a call to action that encourages the reader to purchase your product, sign up for a trial, or take another action that moves them closer to becoming a customer.



By using this framework, you can create a compelling and persuasive message that resonates with your ideal customer, builds trust in your product, and encourages them to take action.

Here's the ChatGPT prompt.



PROMPT

Write a copy using the 'Picture-Promise-Prove-Push' framework to paint a picture that gets the attention and creates desire for our [product/service] in ideal customer persona]. Describe how our product will deliver on its promises, provide testimonials to back up those promises and give a little push to encourage the reader to take action.



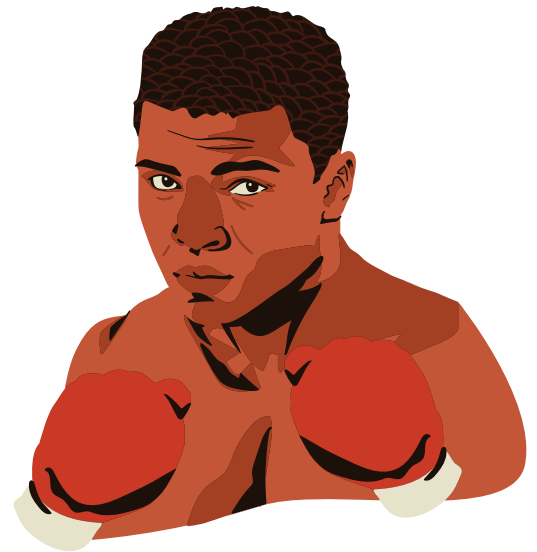
7. Star-Story-Solution

The 'Star-Story-Solution' framework is a copywriting technique that helps you to create a compelling story around your product or service.

The framework consists of three main components: the star, the story, and the solution.

First, you need to **introduce the star of the story**, which could be a person or a group of people who have a problem or need that your product or service can help them with.

This star should be relatable and compelling to your ideal customer, and should represent the target audience for your product or service.



Next, you need to **tell the story of the star**, which should be engaging and keep the reader hooked. This story could involve describing the challenges and obstacles that the star faces, and how these challenges impact their life or business.



Finally, you need to **present the solution** to the **star's problem**, which is your product or service. This is where you explain how your product or service can help the star to overcome their challenges and achieve their goals.

By presenting your product or service as the solution to the star's problem, **you can position it as the natural choice for the reader** who may be facing similar challenges or needs.

Here's the ChatGPT prompt.



PROMPT

Using the 'Star-Story-Solution' framework, please write a copy that introduces the main character of a [story] related to our [product/service] and keeps the reader hooked. End the story with an explanation of how the star wins in the end with the help of our product.



8. 'PASTOR' framework

The **PASTOR framework** is a copywriting technique that aims to address the pain points of our ideal customer and present our product or service as the solution to their problem.

It starts by **identifying the specific problem** that our ideal customer is facing, and then **amplifies the consequences of not solving it**.

This creates a sense of urgency and helps the reader understand the severity of the problem.



Next, we **tell a story** related to the problem. This helps the reader connect emotionally to the problem and understand how it affects real people.



We also **include testimonials from happy customers** to show that our product or service has **worked for others** and can work for them too. After that, **we present our offer** and explain how our product or service can solve the problem for our ideal customer.

Finally, **we ask for a response**, which could be anything from scheduling a call to making a purchase.

By using the **PASTOR framework**, we can effectively communicate the value of our product or service and address the pain points of our ideal customer in a compelling way.

Here's the ChatGPT prompt.



PROMPT

Write a copy using the 'PASTOR' framework to address the pain points of [ideal customer persona] and present our [product/service] as the solution. Identify the [problem] they are facing, amplify the consequences of not solving it, tell a [story] related to the problem, include [testimonials] from happy customers, present our [offer], and ask for a response.



9. Features-Advantages-Benefits

The 'Features-Advantages-Benefits' framework is a way of explaining what our product/service does and **why it matters to ideal customer persona.**

First, **we talk about the features of our product**, which are the specific things it can do or the attributes it has.

Then, we explain the **advantages of these features**, or how they can help solve a problem or meet a need of the customer.

Finally, **we present the benefits**, or the positive outcomes that the customer will experience by using our product.

Feature: Our tool's simple interface.

Advantage: Offers seamless social media posts editing & design.

Benefits: So that any newbie can design posts on the tool seamlessly.

By using this framework, we can clearly communicate the value of our product and make it easier for customers to see how it can improve their lives.



Here's the ChatGPT prompt.



PROMPT

Using the 'Features-Advantages-Benefits' framework, please write a copy that highlights the [features] of our [product/service] and explains how these [advantages] can be helpful to [ideal customer persona]. Elaborate on the [benefits] of our product and how it can positively impact the reader.





That's it! ;)

Hope you liked these frameworks, let me know if this was helpful.



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