

Sales Page Copywriting With AI

Start Here: Set Up Your AI Profile in AttractWell

Before you use these prompts, make sure your AttractWell AI Settings include:

- ☐ Your program name
- ☐ A clear outline of the program phases, steps, or components and their outcomes
- ☐ Who the program is for and the transformation it delivers

When this information is in your AI Settings, you can generate copy that's more accurate and on-brand without having to re-explain your offer every time.

1. The Hook

Purpose: Capture attention and connect to their top desire or pain point.

Prompt:

Write 3 variations of a headline and subhead for a sales page. The offer is [insert offer]. The audience is [insert audience]. Focus on grabbing attention and promising the outcome they want most.

2. The Problem

Purpose: Show empathy and help them feel seen.

Prompt:

Write a short section for a sales page that describes the main problem my audience faces. The offer is [offer]. The audience is [audience]. Write with empathy, showing you understand their frustration.

3. The Promise

Purpose: Paint a picture of transformation.

Prompt:

Write a sales page section that paints a picture of the transformation my audience will experience after joining [offer]. Show them how life will feel different when their problem is solved.

4. The Proof

Purpose: Provide evidence and build trust.

Prompt:

Write a sales page section with social proof for [offer]. Use [number] testimonials or stories that highlight real results. If I don't have testimonials, position my own experience and expertise as proof.

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5. The Offer

Purpose: Clearly explain what they get.

Prompt:

Write a clear description of everything included in [offer]. Use short paragraphs and simple language. Show how each element helps achieve the promised result.

6. The Objections

Purpose: Answer the 'yeah, but...' doubts.

Prompt:

Write a sales page section that anticipates and answers the top objections someone might have about joining [offer]. Examples: cost, time, effectiveness, or difficulty. Keep the tone reassuring.

7. The Call to Action

Purpose: Invite action with clarity and confidence.

Prompt:

Write a direct, clear call to action for [offer]. Use action-oriented language and remind them of the result they want. Provide 3 variations to test.

8. The Close

Purpose: Reinforce the strongest promise and proof.

Prompt:

Write a final section for a sales page that repeats the strongest proof and promise for [offer]. End with an encouraging, confident invitation to join now.

Tip: Run each section prompt separately so you can refine and polish copy before moving on.

Then drop the text into your AttractWell page editor and *format the design around your copy*. Remember: copy is king—design supports the words!