The Copywriter's Guide to Writing Better AI Prompts

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Introduction:

Welcome! This guide is designed to help you harness the full potential of AI as a copywriter and content writer.

As you likely know by now, AI is going to be a big part of every writer's life, like it or not!

There's lots to learn. But one of the most important factors driving quality output from AI tools like ChatGPT is the quality of the prompts you feed into them.

Bad input leads to bad output!

This guide is crafted to equip you with an arsenal of sample prompts, ensuring that your AI-generated copy hits the spot.

There are 90 prompts spread across 18 different categories. In other words, whatever you plan on writing, we've likely got it covered in this guide!

Treat each prompt as a starting point, and then re-prompt until you are happy with the outcome.

Nick Usborne
Futureproof Copywriting

Best Practices for Writing AI Prompts

Before diving into the specific prompts, it's important to understand the best practices for crafting prompts that effectively guide AI tools:

Be Specific and Clear: AI performs best when given clear, specific instructions. Vague or overly broad prompts may yield generic or irrelevant content. Specify the topic, tone, and purpose of the content you need.

Incorporate Contextual Information: Providing context helps AI understand the nuances of your request. This could include information about your target audience, brand voice, or specific objectives.

Balance Creativity with Structure: While it's important to be direct, don't shy away from creative or imaginative prompts. AI can often deliver surprisingly innovative content when nudged beyond conventional boundaries.

Iterate and Refine: AI-generated content might not be perfect on the first try. Use initial outputs as a starting point and iteratively refine your prompts based on the results.

Embrace Experimentation: AI writing tools are continually evolving. Regularly experimenting with different types of prompts can help you discover new capabilities and applications of AI in your writing process.

With these best practices in mind, you are now ready to explore the diverse array of prompts provided in this guide.

These prompts are categorized to cover a wide range of content types, from engaging blog posts and compelling email marketing campaigns to empathetic social media

content and case studies. Each category includes a selection of five specialized prompts, written to help AI tools produce content that resonates with your target audience.

As you navigate through this guide, you'll find that these prompts not only serve as a starting point for your AI-generated content but also as a framework for infusing your own creative flair and strategic insight into the AI writing process.

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Blog Post Prompts

Informative/Educational

"Detail the benefits and uses of [specific technology or product]."

"Explain the principles of [specific concept or method] in simple terms."

"Provide a beginner's guide to understanding [complex topic or industry]."

"Compare and contrast [two similar products/services] in [industry]."

"Discuss the evolution of [industry or technology] over the past decade."

Opinion/Editorial

"Argue for or against [controversial topic] in [industry]."

"Analyze the impact of [recent industry development] on [specific sector]."

"Share personal insights on the future of [industry or trend]."

"Critique a popular belief or practice in [field or sector]."

"Reflect on how [major event] has transformed [industry or practice]."

Listicles and How-to Guides

"List 15 essential tips for beginners in [activity or field]."

"Outline the top trends to watch in [industry] for [year]."

"How-to guide on setting up [specific process or tool]."

"Listicle on the most common mistakes in [activity or field] and how to avoid them."

"Guide on optimizing [specific aspect of a business or activity] for better results."

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Email Marketing Prompts

Newsletter Content

"Round-up of this month's top stories in [industry]."

"Feature an exclusive interview with [industry expert or influencer]."

"Share insights from the latest [industry report or research]."

"Update subscribers on [company's latest developments or upcoming events]."

"Provide helpful tips or advice related to [common customer challenge]."

Promotional Offers

"Introduce a new product with an exclusive offer for subscribers."

"Promote a limited-time bundle deal on [product/service range]."

"Offer a special discount code exclusively for email subscribers."

"Highlight the benefits of [service/product] with a special trial offer."

"Announce a referral program with incentives for existing customers."

Engagement and Follow-Up

"Survey email seeking customer feedback on [recent product/service]."

"Personalized follow-up after [customer purchase or interaction]."

"Invitation to participate in a community event or contest."

"Request for testimonials or stories of using [product/service]."

"Engagement email sharing company news and asking for thoughts."

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Social Media Content Prompts

Engagement Posts

"Engage followers with a 'This or That' question related to [topic]."

"Start a conversation with a thought-provoking question about [industry trend]."

"Post a challenge or quiz related to [topic or industry]."

"Create a poll on preferences related to [product/service/type of content]."

"Ask followers to share their experiences or tips on [specific topic]."

Brand Storytelling

"Share the journey of creating your most popular product."

"Tell the story of how the company was founded, focusing on [unique aspect]."

"Post about overcoming a significant challenge in the company's history."

"Feature an employee's story and their role in the company."

"Share customer stories or case studies showing the impact of your product/service."

Event Promotion

"Countdown post series leading up to a major event or product launch."

"Behind-the-scenes look at preparations for an upcoming event."

"Highlight the main attractions or speakers at an upcoming event."

"Share testimonials or recaps from past events."

"Create an interactive post inviting suggestions or ideas for an upcoming event."

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Product Description and E-commerce Prompts

Feature Highlights

"Describe how [product feature] solves a common problem."

"Focus on the unique technology behind [product] and its benefits."

"Emphasize the sustainability aspects of [product or service]."

"Detail the craftsmanship or quality materials of [product]."

"Compare [product] with standard alternatives in the market."

Customer Reviews and Testimonials

"Compile and present top testimonials for [specific product/service]."

"Narrate a customer's journey of using and benefiting from [product/service]."

"Highlight unique use cases or stories of [product/service] in action."

"Feature a customer of the month and their experience with [product/service]."

"Create a montage of customer feedback and reactions to [new product/service]."

Sales and Special Offers

"Announce a flash sale with emphasis on the top discounted products."

"Promote a holiday or seasonal sale, highlighting key products."

"Write about a 'deal of the day' focusing on a single product or category."

"Introduce a loyalty program with exclusive discounts for members."

"Craft an enticing description for a clearance or end-of-season sale."

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SEO and Keyword-Focused Content Prompts

Keyword Integration

"Write an in-depth review of [product/service] incorporating key SEO terms."

"Create a comprehensive guide on [topic] using targeted keywords."

"Develop a 'Beginner's Guide' to [subject] with essential keywords."

"Craft an article about common misconceptions in [field], using relevant keywords."

"Compose a comparison article between [two products/services], focusing on SEO keywords."

FAQ and Q&A Content

"Compile and answer top FAQs about [product/service/industry]."

"Address trending questions in [industry] with keyword-rich answers."

"Develop a Q&A format post addressing common concerns in [topic area]."

"Create an expert interview piece answering popular queries in [field]."

"Write a problem-solving article targeting frequently searched questions."

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Press Releases and Corporate Communications Prompts

Company Announcements

"Announce a strategic shift or new direction for [company/brand] and its expected impact."

"Introduce [new executive or team member] and their vision for the company's future."

"Publicize the launch of a groundbreaking initiative or project by [company]."

"Communicate the expansion of [company] into new markets or regions."

"Reveal [company's] plans for upcoming major events or participation in industry conferences."

Crisis Communication

"Outline the measures [company] is taking to address and rectify [recent problem or failure]."

"Provide a detailed update on [ongoing situation or issue], highlighting progress and future plans."

"Express [company's] commitment to customers and stakeholders in light of [recent challenges]."

"Announce a comprehensive review or investigation into [specific issue], detailing the intended steps."

"Address misconceptions or rumors about [company or product], providing factual clarifications."

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Case Studies and Success Stories Prompts

Client Success Stories

"Describe how [client] achieved [specific goal] with the help of [your product/service]."

"Share a transformative journey of [client] overcoming [industry-specific challenge]."

"Feature a story of [client] leveraging [product/service] for unexpected benefits."

"Illustrate how [your solution] helped [client] outperform their competition."

"Recount the long-term partnership between [client] and [your company], highlighting key milestones."

Project Overviews

"Explain how [innovative strategy or approach] led to success in [recent project]."

"Detail the challenges faced and solutions implemented in [significant project]."

"Showcase a project that exemplifies [company's] expertise in [specific area or technology]."

"Narrate the journey of [project], from conception to successful execution."

"Highlight a collaborative project that demonstrates [company's] ability to work with diverse teams or technologies."

Next Steps…

Writing great prompts is an essential part of mastering the craft of writing with AI.

With this checklist in hand, you're now positioned to create excellent prompts, every time.

But prompts are just part of the broader process. There are many other skills to learn when using AI as your copywriting companion.

To truly futureproof your copywriting career, you need to cover a lot more ground, including the craft of incorporating Emotional Intelligence into your AI output.

It's this layer of emotion will make your AI output a lot more "human" and engaging. Emotional Intelligence also helps differentiate your writing from other AI-generated output.

You've begun your journey with mastery of AI prompts. It's now time to take the next step.

Learn *everything* you need to know about thriving as a copywriter in a world of AI when you enroll in my course, [Futureproof Copywriting](#).