



The Ultimate AI Prompt Playbook for Marketers

50 Copy-Paste Prompts That
Save You 10+ Hours Per Week

ALLGOOD MARKETING

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GETTING STARTED

How to Use This Guide

- Each prompt is ready to copy-paste into ChatGPT, Claude, or any AI tool.
- Replace the [BRACKETS] with your specific details.
- Stack multiple prompts together for even better results.
- Start with the prompts most relevant to your current goals.
- Bookmark this guide and return to it whenever you need fresh ideas.

SECTION 1: Content Creation

1 Blog Post Outline Generator

Create a detailed blog post outline for the topic "[TOPIC]" targeting [AUDIENCE]. Include an attention-grabbing headline, 5-7 subheadings with 2-3 bullet points each, a compelling intro hook, and a CTA at the end. The tone should be [professional/casual/witty].

2 LinkedIn Post That Gets Engagement

Write a LinkedIn post about [TOPIC] that starts with a bold, contrarian hook in the first line. Use short paragraphs (1-2 sentences max). Include a personal anecdote or data point. End with a question to drive comments. No hashtags in the body -- add 3-5 relevant ones at the very end.

3 Twitter/X Thread Creator

Turn this idea into a 7-tweet thread: "[IDEA]". Tweet 1 should be a hook that creates curiosity. Tweets 2-6 should each deliver one valuable insight. Tweet 7 should be a CTA. Keep each tweet under 280 characters. Use line breaks for readability.

4 Instagram Caption Writer

Write 3 Instagram caption variations for a post about [TOPIC/PRODUCT]. Each version should: start with a hook in the first line, tell a mini-story or share a tip, include a clear CTA, and end with 20 relevant hashtags (mix of high-volume and niche). Tone: [aspirational/educational/conversational].

5 SEO Meta Description Generator

Write 5 meta description variations for a page about "[TOPIC]". Each must be under 155 characters, include the keyword "[KEYWORD]", create urgency or curiosity, and include a subtle CTA. Make them feel human, not robotic.

6 Content Repurposing Machine

I have this [blog post/video transcript/podcast summary]: "[PASTE CONTENT]". Repurpose it into: 1 LinkedIn post, 3 tweets, 1 Instagram caption, 1 email newsletter snippet, and 2 short-form video scripts (under 60 seconds each). Maintain the core message across all formats.

7 **Headline A/B Test Generator**

Generate 10 headline variations for: "[ORIGINAL HEADLINE]". Include 2 that use numbers, 2 that ask questions, 2 that create urgency, 2 that use "how to" format, and 2 wildcard/creative options. Rank them by predicted click-through rate.

SECTION 2: Email Marketing

8 **Welcome Email Sequence**

Write a 5-email welcome sequence for new subscribers to [BRAND/PRODUCT]. Email 1: Warm welcome + deliver the promised lead magnet. Email 2 (Day 2): Share your origin story and mission. Email 3 (Day 4): Provide massive value -- a quick win they can implement today. Email 4 (Day 6): Social proof and case study. Email 5 (Day 7): Soft pitch with a clear CTA. Keep each email under 200 words. Tone: [friendly/professional/bold].

9 **Cold Outreach Email**

Write a cold email to [ROLE/TITLE] at [COMPANY TYPE]. The goal is to [book a call/get a reply/start a conversation]. Lead with a specific observation about their business (leave a placeholder for personalization). Keep it under 100 words. No fluff, no "I hope this finds you well." End with a one-line question, not a hard sell.

10 **Subject Line Generator**

Generate 15 email subject lines for an email about [TOPIC/OFFER]. Include: 3 curiosity-driven, 3 benefit-focused, 3 urgency-based, 3 personalized (using [FIRST NAME]), and 3 contrarian/unexpected. Keep all under 50 characters. Flag which ones might trigger spam filters.

11 Re-Engagement Email

Write a re-engagement email for subscribers who haven't opened an email in 90 days. Subject line should create curiosity. Body should acknowledge the silence without being guilt-trippy. Offer something genuinely valuable to re-hook them. Include an easy one-click option to stay or unsubscribe. Tone: honest and human.

12 Cart Abandonment Sequence

Write a 3-email cart abandonment sequence for [PRODUCT/SERVICE]. Email 1 (1 hour after): Friendly reminder, no pressure. Email 2 (24 hours): Address the top 3 objections for [PRODUCT]. Email 3 (48 hours): Create urgency with a time-limited incentive. Include subject lines for each.

SECTION 3: Ad Copy & Paid Media

13 Facebook/Instagram Ad Copy

Write 3 Facebook ad variations for [PRODUCT/SERVICE] targeting [AUDIENCE]. For each ad include: a scroll-stopping first line, a problem-agitation-solution body (under 125 words), a clear CTA, and a suggested headline + description for the ad creative. Variation 1: Story-based. Variation 2: Stat/data-driven. Variation 3: Testimonial-style.

14 Google Ads Copy

Write Google Search ad copy for the keyword "[KEYWORD]". Create 3 headline variations (max 30 characters each) and 2 description variations (max 90 characters each). Include the keyword naturally. Focus on [benefit/urgency/social proof]. Also suggest 3 sitelink extensions.

15 YouTube Ad Script (Pre-Roll)

Write a 30-second YouTube pre-roll ad script for [PRODUCT/SERVICE]. The first 5 seconds must hook the viewer before they can skip. Structure: Hook (0-5s) -> Problem (5-12s) -> Solution (12-22s) -> CTA (22-30s). Include visual/B-roll suggestions in brackets. Tone: [energetic/conversational/authoritative].

16 Retargeting Ad Copy

Write retargeting ad copy for people who [visited the website/added to cart/watched a video] but didn't convert. Acknowledge that they've seen us before without being creepy. Offer a new angle or incentive they haven't seen yet. Create 2 variations: one emotional, one logical.

17 Ad Creative Brief Generator

Create a creative brief for a [PLATFORM] ad campaign. Product: [PRODUCT]. Target audience: [AUDIENCE]. Campaign goal: [GOAL]. Include: key message, tone of voice, visual direction, 3 hook ideas, copy direction, and suggested CTA. Format as a one-page brief a designer could immediately work from.

SECTION 4: Strategy & Research

18 Competitor Analysis Framework

I'm competing with [COMPETITOR NAMES] in the [INDUSTRY] space. Analyze their likely marketing strategy based on what you know. Cover: positioning, messaging, content strategy, ad channels, strengths, and weaknesses. Then identify 3 gaps or opportunities where I could differentiate. My product/service is [DESCRIPTION].

19 Customer Persona Builder

Build a detailed marketing persona for [PRODUCT/SERVICE]. Include: demographics, psychographics, goals, frustrations, objections to buying, where they spend time online, content they consume, influencers they follow, and the exact language they use to describe their problem. Format as a one-page persona card.

20 Content Calendar Generator

Create a 30-day content calendar for [BRAND] on [PLATFORMS]. Our pillars are: [PILLAR 1], [PILLAR 2], [PILLAR 3]. Include: post date, platform, content type (carousel, reel, story, text post), topic/hook, and CTA. Mix educational, entertaining, and promotional content in an 80/20 ratio. Include 2 trending/timely content slots.

21 Market Research Questions

I'm launching [PRODUCT/SERVICE] for [AUDIENCE]. Generate 15 customer discovery questions I can use in surveys or interviews to validate demand, understand pain points, and refine positioning. Organize them by: problem awareness, current solutions, willingness to pay, and feature priorities. Make them open-ended and conversational.

22 SWOT Analysis Generator

Perform a SWOT analysis for [BUSINESS/PRODUCT] in the [INDUSTRY] market. Be specific and actionable -- don't give generic answers. For each quadrant, provide 4-5 points with brief explanations. Then provide 3 strategic recommendations based on the analysis.

SECTION 5: SEO & Website

23 Keyword Cluster Generator

Generate a keyword cluster around the seed keyword "[KEYWORD]". Include: 5 primary keywords (high intent), 10 secondary/long-tail keywords, 5 question-based keywords (for FAQ sections), and 5 related topics for internal linking. Organize by search intent: informational, navigational, transactional.

24 Landing Page Copy

Write landing page copy for [PRODUCT/SERVICE]. Structure: Hero section (headline + subheadline + CTA), Problem section (3 pain points), Solution section (how we fix it), Features/Benefits (3-5, benefits-focused), Social proof section (placeholder for testimonials), FAQ (5 questions), Final CTA with urgency. Audience: [AUDIENCE]. Tone: [TONE].

25 FAQ Generator

Generate 10 FAQ entries for [PRODUCT/SERVICE/TOPIC]. Each answer should be 2-3 sentences max. Cover: what it is, how it works, pricing/cost, results/timeline, comparison to alternatives, and common objections. Write in a friendly, confident tone. Format for easy copy-paste into a website.

26 Product Description Writer

Write 3 product description variations for [PRODUCT]. Version 1: Features-focused (spec-driven buyers). Version 2: Benefits-focused (emotional buyers). Version 3: Story-driven (narrative buyers). Each should be 100-150 words. Include the keywords [KEYWORD 1] and [KEYWORD 2] naturally. End each with a micro-CTA.

27 Site Audit Checklist Prompt

Act as an SEO consultant. I'll share my website URL/description: [DETAILS]. Give me a prioritized audit checklist covering: technical SEO (speed, mobile, indexing), on-page SEO (titles, metas, headers, content), off-page factors, content gaps, and quick wins I can fix this week. Rank each item as high/medium/low priority.

SECTION 6: Social Media

28 Viral Hook Generator

Generate 20 scroll-stopping hooks for [PLATFORM] about [TOPIC/NICHE]. Mix these formats: bold claim, question, "Most people don't know...", numbered list tease, myth-busting, personal confession, hot take, and "Stop doing X" format. Each hook should be 1-2 lines max.

29 Comment & DM Response Templates

Create 10 response templates for common [PLATFORM] comments/DMs for [BUSINESS TYPE]. Cover: pricing inquiries, "how does it work" questions, skeptical comments, competitor comparisons, compliments, complaints, collaboration requests, and "not right now" responses. Keep each 2-3 sentences. Friendly but professional.

30 UGC Brief Creator

Write a UGC (user-generated content) creator brief for [PRODUCT]. Include: product overview, key talking points (3 max), the hook they should open with, required CTA, dos and don'ts, video length and format specs, example script they can customize, and usage rights language.

31 Community Engagement Plan

Create a 7-day community engagement plan for [BRAND] on [PLATFORM]. For each day, include: a conversation-starting post/question, 5 accounts to engage with (describe the type), 3 relevant hashtags or topics to join, and a specific engagement goal (comments, saves, shares). Focus on building genuine connections, not vanity metrics.

32 Trending Topic Newsjacker

The trending topic right now is [TOPIC/EVENT]. My brand is [BRAND] in the [INDUSTRY]. Give me 5 ways to authentically tie into this trend with content. For each idea, include: the angle, which platform it's best for, a sample caption/hook, and a cringe-check (what NOT to do). Only suggest approaches that feel natural, not forced.

SECTION 7: Video & Podcast

33 YouTube Video Script

Write a YouTube script for a video titled "[TITLE]" (target length: [X] minutes). Structure: Cold open/hook (15 seconds) -> Intro + why they should care (30 seconds) -> Main content with 3-5 key points -> Recap -> CTA (subscribe + related video). Include [PRESENTER NOTES] for delivery tips. Write conversationally -- this will be spoken, not read.

34 Short-Form Video Script (Reels/TikTok)

Write 5 short-form video scripts (30-60 seconds) about [TOPIC] for [AUDIENCE]. Each script needs: a 3-second hook, the core value/tip delivered fast, a pattern interrupt halfway through, and a CTA. Include on-screen text suggestions and B-roll/visual cues. Format for vertical video.

35 Podcast Episode Outline

Create a podcast episode outline for the topic "[TOPIC]". Include: episode title options (3), a 30-second intro/teaser, 5-7 discussion points with talking notes, 2-3 listener engagement questions, a key takeaway summary, and a CTA. If this is an interview episode, include 10 questions that go beyond surface-level.

36 Video Thumbnail + Title Combos

Generate 10 YouTube thumbnail + title combinations for a video about [TOPIC]. Each combo should include: the title (under 60 characters, curiosity-driven), thumbnail text (3-5 words max, large and readable), suggested visual/emotion for the thumbnail, and a click-worthiness score (1-10) with reasoning.

SECTION 8: Sales & Conversion

37 Sales Page Framework

Write a long-form sales page for [PRODUCT/SERVICE] priced at [PRICE]. Use this structure: Big Promise Headline -> Story/Problem -> Agitate -> Solution Reveal -> Features as Benefits -> Social Proof Block -> Objection Handling (5 objections) -> Bonus Stack -> Price Anchoring -> Guarantee -> Urgency -> Final CTA. Audience: [AUDIENCE]. Voice: [confident/empathetic/bold].

38 Objection Handling Cheat Sheet

List the top 10 objections someone would have before buying [PRODUCT/SERVICE] at [PRICE POINT]. For each objection, provide: the objection in the customer's exact words, the underlying fear behind it, a 2-3 sentence rebuttal, and a proof point (testimonial placeholder, stat, or guarantee) that neutralizes it.

39 Lead Magnet Ideas

Generate 15 lead magnet ideas for [BUSINESS/NICHE] targeting [AUDIENCE]. For each idea include: the title, format (PDF, quiz, template, checklist, video), the specific problem it solves, estimated creation time, and a hook sentence for promoting it. Rank them by likely conversion rate. Focus on quick wins the reader can implement immediately.

40 Webinar/Workshop Outline

Create an outline for a 45-minute webinar titled "[TITLE]" that sells [PRODUCT/SERVICE] at the end. Structure: Hook + big promise (5 min) -> Content section 1: Quick win (10 min) -> Content section 2: Framework/strategy (10 min) -> Content section 3: Case study (5 min) -> Transition to offer (5 min) -> Pitch + bonuses + urgency (10 min). Include slide-by-slide notes.

SECTION 9: Analytics & Optimization

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KPI Dashboard Builder

I'm the [ROLE] at a [BUSINESS TYPE]. Define the top 10 KPIs I should track weekly. For each KPI include: what it measures, the formula, what "good" looks like (benchmark), what tool to track it in, and one action to take if the number drops. Organize by: acquisition, engagement, conversion, and retention.

42

A/B Test Hypothesis Generator

I want to improve [METRIC] on my [PAGE/EMAIL/AD]. Generate 10 A/B test hypotheses using this format: "If we change [ELEMENT] from [CURRENT] to [PROPOSED], then [METRIC] will increase by [ESTIMATED %] because [REASONING]." Prioritize by: expected impact (high/med/low) and ease of implementation (easy/medium/hard).

43

Campaign Post-Mortem Template

I just ran a [CAMPAIGN TYPE] campaign. Here are the results: [PASTE METRICS]. Analyze the performance and provide: what worked (and why), what underperformed (and why), 3 specific optimizations for next time, audience insights we can extract, and a recommended next campaign based on these learnings.

SECTION 10: AI Power Moves

44 Prompt Chain for Full Campaign

I'm launching [PRODUCT] to [AUDIENCE] with a budget of [BUDGET] over [TIMEFRAME]. Build me a complete campaign plan. Step 1: Define positioning and key message. Step 2: Choose channels and budget allocation. Step 3: Write ad copy for each channel. Step 4: Create the landing page copy. Step 5: Write the email follow-up sequence. Step 6: Define KPIs and tracking plan. Execute all steps now.

45 Brand Voice Developer

Analyze these 3 samples of our existing content: [PASTE SAMPLES]. Define our brand voice across these dimensions: tone (3 adjectives), vocabulary level, sentence structure, humor style, and POV. Then create a brand voice cheat sheet with: 5 "we say this" vs "not this" examples, 3 go-to phrases, and words we never use. Make it usable by any team member or AI tool.

46 Customer Review Analyzer

Analyze these customer reviews: [PASTE REVIEWS]. Extract: the top 5 praised features/benefits (in customer language), top 5 complaints or wishes, emotional triggers (words/phrases that show strong feelings), unexpected use cases, and language patterns we should steal for our marketing copy. Summarize in a one-page insights brief.

47 Swipe File Builder

Act as a world-class copywriter. Analyze this piece of marketing: [PASTE AD/EMAIL/PAGE]. Break down: why the hook works, the persuasion techniques used, the structure/framework, what makes the CTA effective, and how I can adapt this approach for [MY PRODUCT/NICHE]. Give me a templated version I can reuse.

48 AI-Powered Market Sizing

Help me estimate the market size for [PRODUCT/SERVICE] targeting [AUDIENCE] in [GEOGRAPHY]. Use a top-down and bottom-up approach. Show your math. Include: TAM, SAM, SOM with realistic assumptions. Flag which assumptions are weakest and how I could validate them. Present as a simple one-page market sizing summary.

49 Multichannel Content Atomizer

Take this single piece of content: "[PASTE CONTENT]". Atomize it into 25 pieces of micro-content across these platforms: LinkedIn (3 posts), Twitter/X (5 tweets + 1 thread), Instagram (2 carousels + 2 reels scripts + 1 story sequence), Email (1 newsletter), Blog (1 short post), YouTube (1 community post). Maintain consistent messaging but optimize format and tone for each platform.

50 Weekly Marketing Sprint Planner

I'm a [ROLE] at [COMPANY TYPE]. Plan my marketing week (Mon-Fri). I have [X] hours per day for marketing. My current priorities are: [PRIORITY 1], [PRIORITY 2], [PRIORITY 3]. My active channels are: [CHANNELS]. Create a time-blocked weekly plan with specific tasks, expected output for each block, and one metric to check each day. Include a 30-minute Friday review template.

BONUS: The Mega-Prompt Formula

Use this universal template to create your own killer prompts for any situation:

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The Universal Prompt Template

Act as a [ROLE] with [X] years of experience in [FIELD].

CONTEXT: [Describe your situation, business, and goals]

TASK: [Exactly what you want the AI to create]

FORMAT: [How you want the output structured]

CONSTRAINTS: [Word count, tone, things to avoid]

EXAMPLES: [Show what good looks like, if possible]

AUDIENCE: [Who will consume this output]



Ready to 10x Your Marketing with AI?

This guide is just the start. At Allgood Marketing, we build complete AI-powered marketing systems that run on autopilot -- from lead generation to conversion.

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