

THE HOMEPAGE COPYWRITING TOOLKIT BONUS

The Message-Maker Prompt *Pack*



Using AI to write copy without understanding the basics of good copywriting is like trying to use a calculator when you never actually learned how to do math.

Sure, it might spit out an answer.

But if you don't know that $2 + 2 = 4$... how will you know when the calculator says 400, that something's wildly off?

It's the same with AI and your messaging.

AI can help you go faster. It can help you brainstorm. It can even help you refine.

But it can't think like your client. And it definitely can't tell you if what it generated is emotionally resonant, strategically sound, or persuasive.

You still need to know the fundamentals:

- That great headlines usually start with a strong verb or emotion
- That clarity beats cleverness every single time
- That your offer isn't what you sell — it's what they get
- That people don't buy because they understand you — they buy because they feel understood.

AI can help you write the *thing*, but you still need to know what makes the *thing* work.

That's why learning the foundations of good copy — like how to write a headline that lands, or a story that sells — isn't optional. It's essential. Because once you know what great sounds like, you can instantly spot when the AI is giving you fluff (and fix it)

You stop settling for “good enough” and start creating copy that actually connects.

In short?

AI is your assistant.

But your copy? That still needs your brain, your voice, and your ability to know what works.

And learning that isn't hard — not when you've got the right roadmap.

So here are 10 of the most effective prompts you can use to help you write your homepage. Think of it like having a \$500/hour copywriter in your back pocket.

The Message-Maker Prompt Pack

10 High-Impact Prompts to Clarify, Elevate & Sell What You Do (Without the Overwhelm) Plug in your offer. Watch your copy transform.

(Use with ChatGPT or your favorite AI.)

Tips:

- Always add “speak like a human, not a robot” to your prompts for better tone. (you can also tell it to be more conversational, funnier, punchier, sassier etc.)
- Start with “You're an expert copy writer”
- Feed it sections - don't copy your entire 40 page document in one go.

1. Brand Tone & Personality Prompt

What it's good for / How to use it:

Use this prompt to analyze the tone, energy, and personality of your writing —so you can get clear on your brand voice and show up more consistently across your website, social media, and emails. Ideal for making your messaging more cohesive, confident, and connection-driven.

“Analyze this text and tell me what tone, energy, and personality it conveys. Then describe how I can lean more into this voice across my website and marketing: [insert paragraph you've written].”

Or

“This is a paragraph from my website (or caption)”: [paste what you've written].

Break down the personality and tone you hear. Then tell me how to show up more consistently with that voice in my captions, emails, and website.”

Or

“Here's a paragraph from my page/post: [insert]. Break down what tone, confidence, and vibe I'm putting out — and tell me how to elevate it to create more demand, not just content.”

Why it works:

Most people don't know what their brand voice really is — this helps them see it clearly, then amplify it across every word they write to be consistent.

2. Homepage Headline Generator Prompt

Use this prompt to generate emotionally compelling, benefit-driven homepage headlines that instantly connect with your ideal audience. Whether you're aiming to boost curiosity, highlight transformation, or drive action, this prompt helps you craft bold, high-converting headlines that sound like you—and sell your offer.

“This is my offer: [insert offer]. This is my audience: [insert audience]. Write 3 homepage headlines that instantly make this person feel seen, curious and instantly say, “This is for me!” Each one should include emotional resonance, a tangible benefit, and a hint of surprise. Avoid clichés.”

Or

“Here’s my offer: [insert]. My audience: [insert]. Give me 3 headlines for my homepage that are clear, confident, and instantly signal RESULTS. Think: revenue, freedom, transformation.” (you can change these last three things to whatever words represent what your service/product brings)

Why it works:

This gives AI a clear structure that mimics how a conversion copywriter thinks — emotion + benefit + curiosity = click.

3. Transformation Clarity Prompt

Use this prompt to clarify what you really do by defining the “before” state your client is stuck in, the “after” they’re dreaming of, and how your offer helps them get there. Perfect for writing homepage intros, Instagram bios, or sales content that highlights transformation—so your audience instantly gets the value of what you offer.

“I’m struggling to explain what I do. Help me clarify it by answering this: What’s the before state my client is in? What’s the after they’re dreaming of? And what does my offer help them move through in between?”

Or

“I help [insert audience] with [offer]. Help me write: 1. Their ‘before’, 2. their dream ‘after’, and 3. how I help them get there — in one scroll stopping paragraph [for my homepage/about section/whatever you want]

Or

“Help me clarify what I do using this framework: (1) What my ideal client is stuck in right now, (2) what they want instead, (3) how my offer bridges the gap. Then show me how to use that in a sales post or my bio.”

Why it works:

This forces the AI to articulate transformation — the heart of any compelling message — instead of features.

4. Testimonial Upgrade Prompt

Use this prompt to turn vague praise into persuasive proof. It helps you rewrite testimonials to highlight emotional before/after moments, specific results, and the transformation your client experienced — so your testimonials build trust and sell.

“Rewrite this testimonial so it’s specific, emotion-led, and paints a before/after picture. Cut the fluff, keep the truth. [Paste testimonial]”

Or

“Take this testimonial: [paste]. Turn it into a short, emotionally specific story. Highlight what they were struggling with, how they felt working with me, and the result they’re proud of.”

Or

“Here’s a testimonial: [paste]. Rewrite it to focus on a specific result — money made, energy gained, habits shifted — so it feels like social proof, not just praise.”

Why it works:

Generic testimonials don’t build trust. This prompt sharpens vague praise into persuasion gold.

5. Silent Thoughts of My Buyer Prompt

Use this prompt to uncover the raw, unspoken fears, hesitations, and desires your dream clients are secretly carrying — the ones that tip them into buying. Perfect for writing headlines, hooks, and opt-ins that feel like mind-reading.

“Based on this offer: [insert offer description], list 10 things my dream client is secretly thinking but not saying out loud. Include fears, frustrations, and desires that influence their buying decision.”

Or

“My dream client wants this: [insert goal]. Write 10 things they’re probably thinking but not posting about. These should feel like sticky notes they keep on their desk: honest, raw, and real.”

Or

“Based on this offer: [describe], tell me what my ideal client is actually thinking right before they buy. What doubts, hesitations, and desires are going through their mind — and how can I speak to those in a post today?”

Why it works:

You’ll uncover raw, real language you can plug into headlines, intros, and opt-ins — like emotional SEO.

6. The “Make It Sound Better” Prompt

Use this when your sentence feels fine—but not fire. This prompt gives you 3 stronger, scroll-stopping rewrites in different tones, so you can elevate your message without losing your voice. Perfect for punchy Instagram posts, headlines, and bold website copy.

“This is a sentence I wrote: [paste sentence]. Give me 3 more compelling ways to say this, each with a different tone:

- (1) confident and bold,
- (2) warm and personal,
- (3) funny but clear.”

Or

“Here’s something I wrote: [paste]. Give me 3 improved versions that are:

- (1) stronger and clearer,
- (2) more fun and scroll-stopping,
- (3) emotionally tuned in. Keep it short and punchy for Instagram.”

Or

“This sentence: [paste]. Rewrite it three ways that sound:

- (1) Certain AF,
- (2) High-value,
- (3) Like a leader who knows what she/he/they delivers.”

Why it works:

Instead of replacing your voice, this elevates it — like having a writing coach pitch punchier versions of your own ideas.

7. Irresistible Freebie Title Prompt

Use this to craft scroll-stopping titles for your opt-in or lead magnet. It helps you turn your audience's biggest struggle into a can't-resist, high-value download that feels like a mini solution—not just another freebie. Perfect for attracting buyers, not just list fillers.

“My dream client is struggling with: [insert pain point]. Write 3 irresistible opt-in titles that offer a fast win, feel fresh, and are emotionally satisfying. No ‘subscribe for updates’ or generic freebies.”

Or

“This is what my audience is struggling with: [insert]. Write 3 opt-in/freebie titles that feel like no-brainer downloads. Think: actionable, high value, and fun to say out loud.”

Or

“This is my audience's biggest struggle: [insert]. Write 3 opt-in titles that solve part of it fast and feel like a paid product. No vague freebies. I want irresistible hooks that attract buyers, not just browsers.”

Why it works:

A great lead magnet title is a mini sales pitch. This prompt teaches your reader to lead with urgency and relief.

8. Curiosity Copy Lab Prompt

Use this prompt to turn ordinary copy into magnetic, curiosity-driven content that hooks readers immediately. It helps you craft open loops and teasers that stop the scroll, spark emotional urgency, and compel your audience to keep reading — unlocking powerful psychological triggers that boost engagement and conversions.

“Here’s a paragraph from my homepage: [paste]. Rewrite it to create an open loop that builds curiosity — like a cliffhanger or teaser. Make the reader need to keep going.”

Or

“Here’s a paragraph: [paste]. Rewrite the first line to stop the scroll and create an open loop. Make it feel urgent, emotional, and impossible to ignore.”

Why it works:

This creates dopamine-powered copy using the curiosity gap — a psychological trigger pros use all the time (and AI rarely nails unless you ask specifically).

9. The “No-Fluff” Paragraph Polish Prompt

Use this prompt to transform your draft paragraphs into crisp, confident, and emotionally engaging copy. It trims unnecessary filler while preserving your authentic voice—helping you sound like a trusted expert who leads with clarity and magnetic authority.

“Take this paragraph and make it sharper, more conversational, and more emotionally resonant. Keep the meaning, lose the filler. Sound like a trusted, confident expert. [Paste paragraph]”

Or

“Take this paragraph: [paste]. Make it cleaner, stronger, and more confident — like I know what I’m doing and I’m not afraid to own it. Keep it friendly and pro.”

Or

“Take this paragraph: [paste]. Make it sharper, simpler, and stronger. Write like I’m already booked out — calm, confident, magnetic. No convincing. Just leading.”

Why it works:

This is your AI-powered self-editor. It trims fat, keeps soul, and upgrades readability without killing voice.

10. Scroll-Stopping One Line Hook Prompt

Use this prompt to craft short, bold one-liners that instantly grab your ideal client's attention on social media or email. These hooks create curiosity, emotional connection, or a sense of being seen — perfect for Reels intros, captions, or subject lines that stop the scroll and drive engagement.

“Write 5 one-liner hooks that would stop my ideal client mid-scroll on Instagram. Each one should reflect this offer: [insert offer] and this audience: [insert audience]. Make them feel curious, called out, or deeply seen.”

Or

“This is my offer: [insert]. My audience is: [insert]. Write 5 one-liners I can use in Reels, captions, or email subject lines that feel like: ‘Whoa, that’s me.’ Keep them short, bold, and emotionally true.”

Or

“My offer: [insert]. My audience: [insert]. Write 5 bold one-liners that create desire, shift mindset, or call out the gap between what they want and where they are. Designed for: social, email subject lines, or intro hooks.”

Why it works:

Your homepage, your sales page, your entire brand benefits from these hooks. They're short, potent, and scroll-stopping.

