

The Prompt Playbook

7 Prompts That Actually Convert

Built for marketers, founders and AI creators.

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How to Use This Playbook

Each prompt comes with:

- A real use case
- A weak version
- A strong version
- Why it works
- How to reuse or customize it

1. Landing Page Hook Generator

Use case: Catchy hook for a landing page or email

Weak prompt:

"Write a landing page headline for my product."

Strong prompt:

"Write 5 landing page hooks for {product} that focus on solving {pain point}, using curiosity and emotional language. Format each in under 12 words."

Why it works:

It's specific, tied to emotion, and provides constraints.

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2. Product Description for eCom or SaaS

Strong prompt:

"Write a product description for {product}, made for {target user}, focusing on how it helps them achieve {main benefit}. Use simple, persuasive copy."

3. Cold Email with CTA

Strong prompt:

"Write a short cold email offering {your service}. Start with a problem the reader likely has, then offer a clear solution. End with a low-pressure CTA."

4. Social Proof Snippet Generator

Strong prompt:

"Summarize this 3-paragraph testimonial into a 1-sentence quote showing the ROI of using {product/service}. Make it emotionally compelling."

5. Ad Copy (Google, Meta, X)

Strong prompt:

"Write 3 ad copy options for {product}, targeting {audience}. Use emotional hooks and include a benefit and CTA. Keep each under 30 words."

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6. 'Explain Like I'm 5' Prompt

Strong prompt:

"Explain {concept} to a 5-year-old. Use analogies, no jargon, and make it fun."

7. Content Idea Generator

Strong prompt:

"Give me 10 content ideas for {audience} who care about {topic}. Each should solve a specific pain point or answer a key question."

Bonus: How to Structure Better Prompts

1. Be clear on the goal
2. Include your variables
3. Add constraints
4. Ask for variations

Want to test these live?

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Use PromptFjord to plug these into your IDE, compare versions, and build your winning prompt stack.