



# PRECISION AI MARKETING<br/>PROMPT LIBRARY

27 copy-and-paste prompts for better hooks, stronger content, qualified leads and customer conversion



CUSTOMER GROWTH ACADEMY | BY BUSINESS NERDS  
Business-Nerds.com

Designed for real small businesses. Replace every [BRACKETED FIELD] before submitting a prompt. Use verifiable information, review every output, and comply with platform and licensing rules.

# START HERE | How to get precise outputs

1. Replace all [BRACKETED FIELDS] with your business facts. If you do not know a fact, write UNKNOWN.
2. Paste the complete prompt into your AI assistant. Ask it to clarify only if missing details block a useful answer.
3. Review claims, prices, eligibility, photos, music, testimonials and offers before publishing.
4. Choose one measurable objective per piece: attention, saves, inquiries, qualified leads, or sales.
5. Iterate: ask for 3 variants, choose the strongest, then ask for a targeted revision.

## Universal quality-control follow-up

Audit your previous answer. Identify unsupported claims, vague phrases, unverified numbers, generic clichés, unnecessary length, unclear CTAs, and any mismatch with my audience or platform. Rewrite it more specifically while preserving only verified facts. Return (1) final publish-ready copy, (2) list of changes, and (3) facts I must verify.

Suggested inputs to keep handy: business name, location, services, ideal customers, real proof, offer and pricing, brand voice, CTA destination, and current campaign goal.

## 01 | Foundation and brand clarity

### 01. Brand voice blueprint

Psychology / strategy: Identity + consistency

Act as a senior brand strategist. Business: [NAME]; industry: [INDUSTRY]; location/service area: [AREA]; offer: [SERVICES]; audience: [AUDIENCE]; differentiators supported by facts: [PROOF]; preferred tone: [TONE]; words to avoid: [WORDS]. Produce: (1) a 40-word positioning statement, (2) five voice rules, (3) five words/phrases to use and five to avoid, (4) three 35-word sample captions. Do not invent awards, years of experience, reviews, prices, or guarantees. Mark missing facts as [VERIFY].

### 02. Customer pain and desire map

Psychology / strategy: Empathy + relevance

Act as a customer research strategist. For [BUSINESS/OFFER] serving [AUDIENCE] in [AREA], build a table of 8 plausible customer situations with columns: situation, frustration, desired outcome, buying trigger, likely objection, ethical message angle, and one question to validate the hypothesis with actual customers. Label every item HYPOTHESIS unless backed by evidence I provide: [REVIEWS/INTERVIEWS]. Avoid stereotypes and fabricated research.

### 03. Precise ideal-customer profile

Psychology / strategy: Specificity + message match

Using these actual customers or inquiry patterns [DATA], produce 3 customer segments ranked by evidence strength. For each: problem, desired result, decision criteria, objections, where to reach them, one headline, one CTA. If evidence is insufficient, explicitly label assumptions and propose 3 low-cost validation tests. Output a concise comparison table followed by a 100-word recommendation.

## 02 | Hooks and audience growth

### 04. Curiosity hooks that deliver

Psychology / strategy: Curiosity gap + payoff

Create 20 original hooks for [OFFER] aimed at [AUDIENCE] on [PLATFORM]. Split into: 5 surprising truths, 5 relatable observations, 5 mistakes, 5 unanswered questions. Each hook must be 6-12 words, understandable without context, and lead to a truthful educational payoff. Under each, write a one-sentence payoff so the content fulfills the hook. Avoid clickbait, invented statistics, fearmongering, and guaranteed outcomes.

### 05. Scroll-stopping image headlines

Psychology / strategy: Pattern interruption + clarity

Write 15 headlines for text-on-background-image social posts about [TOPIC] for [AUDIENCE]. Maximum 9 words per headline, simple vocabulary, no quotation marks. Categories: 5 contrarian-but-defensible, 5 emotional/relatable, 5 practical/how-to. For each include a 12-25 word supporting caption and an image concept using realistic, licensable visuals. Do not invent celebrity endorsements or claims.

### 06. Follower-growth post formats

Psychology / strategy: Identity + shareability

Design 10 non-sales posts for [BRAND] that attract [TARGET AUDIENCE] on [PLATFORM]. Use these formats across the set: relatable observation, myth-vs-fact, useful checklist, personal reflection, simple tutorial, discussion prompt, surprising insight, common mistake, before/after process (not fabricated results), unpopular opinion, and save-worthy resource. Return a table: hook, 60-100 word post, visual idea, natural question CTA, why people might share. No engagement bait.

### 07. Comment-driving discussion

Psychology / strategy: Participation + belonging

Generate 12 genuine discussion posts for [AUDIENCE] about [TOPIC]. Each must present a real choice or relatable situation, ask one answerable question, and offer a short useful context paragraph. Keep questions respectful and not artificially polarizing. Output post text (max 85 words), recommended visual, and two thoughtful reply templates that advance the conversation without pitching.

### 08. Storytelling mini-series

Psychology / strategy: Narrative tension + resolution

Create a 5-part social story for [BUSINESS] based ONLY on this true event: [FACTS]. Format each part as: scene title (max 6 words), 1-2 sentence on-screen narration, visual direction, and transition to next scene. Arc: situation, friction, decision, action, takeaway. If the story lacks details, insert [DETAIL NEEDED] rather than fabricating. Final CTA should be a relevant low-pressure invitation.

## 03 | Social media production

### 09. Seven-slide educational carousel

Psychology / strategy: Progressive disclosure + saving

Create a 7-slide carousel for [AUDIENCE] teaching [TOPIC]. Slide 1: 5-9 word high-curiosity truthful hook. Slides 2-6: one actionable idea each, max 22 words per slide. Slide 7: recap and one specific CTA. Provide exact slide copy, matching image directions, a 70-110 word caption, and 5 relevant hashtags. Avoid repeating slide copy in the caption. No unsupported facts.

## 10. Short-form video without filming

Psychology / strategy: Retention + practical value

Create 3 short-form video concepts for [BUSINESS] using only licensed stock, product photos, motion graphics, and text (no person filming required). For each give: 0-2 second hook, timestamped 20-30 second storyboard, exact on-screen text, optional voiceover, sound guidance requiring commercial rights, CTA, and accessibility captions. Prioritize a useful payoff by second 10. No invented testimonials.

## 11. Four-pillar content calendar

Psychology / strategy: Consistency + buyer journey

Build a 4-week posting calendar for [BUSINESS] on [PLATFORM], [POSTS PER WEEK] posts weekly. Allocate content among attention, education, trust, and conversion; avoid more than 1 overt sales post per 5 posts unless justified. For each post include day, pillar, hook, 2-sentence outline, visual type, CTA, and metric to watch. Use only offers and proof I provide: [FACTS].

## 12. Repurpose one idea five ways

Psychology / strategy: Repeated exposure without repetition

Turn this verified source content [PASTE] into: (1) 80-word Facebook post, (2) 60-word Instagram caption, (3) 6-slide carousel with max 18 words per slide, (4) 20-second Reel storyboard, and (5) 120-word email. Keep facts identical across formats but vary opening hook, pacing, and CTA. Return each in a labeled copy-ready block. Do not add facts.

# 04 | Offers, trust and conversion

## 13. Proof-first trust post

Psychology / strategy: Credibility + specificity

Create 5 trust-building posts for [BUSINESS] using ONLY this verifiable proof [REVIEWS, PROCESS PHOTOS, CREDENTIALS, RESULTS WITH CONTEXT]. For each: 8-word headline max, 70-100 word caption, source-proof note, visual idea, and soft CTA. If proof is missing, suggest a behind-the-scenes/process demonstration instead. Never manufacture quotes, client outcomes, or credentials.

## 14. Offer that reduces friction

Psychology / strategy: Risk reduction + clarity

Improve this actual offer [OFFER, PRICE, TERMS, ELIGIBILITY] for [AUDIENCE]. Return: a problem-first headline, one-sentence outcome, 3 concrete inclusions, a transparent explanation of price/conditions, 4 FAQs addressing likely objections, and 3 CTAs. Suggest improvements but distinguish proposed changes from currently available terms. Do not invent guarantees, discounts, deadlines, or availability.

## 15. Ethical urgency campaign

Psychology / strategy: Timeliness + legitimate scarcity

Create a 3-post campaign for [OFFER] using this REAL time constraint or capacity limit [VERIFIABLE LIMIT]. If none is provided, do not use urgency/scarcity; instead use convenience or seasonal relevance. Output day-by-day post copy (70-100 words each), a short headline, creative direction, CTA, and a compliance check confirming which scarcity statements require verification.

## 16. FAQ objection handler

Psychology / Strategy: Objection reduction + transparency

Based on [OFFER] and actual inquiry questions [PASTE], write 10 concise FAQs for a sales page. Each answer must be 40-65 words, helpful before promotional, and avoid unsupported promises. Group by price, timing, fit, process, and trust. Identify questions needing business-owner confirmation as [VERIFY]. End with 3 low-pressure CTA alternatives.

# 05 | Meta ads and landing pages

## 17. Three Meta ad angles

Psychology / Strategy: Message match + qualified intent

Act as a direct-response Meta ad copywriter. Offer: [OFFER]; audience: [AUDIENCE]; location: [AREA]; actual price/terms: [DETAILS]; landing-page promise: [PROMISE]; proof: [PROOF]. Create 3 distinct ad angles: pain-to-outcome, practical benefit, and objection reversal. For each provide primary text 80-125 words, headline max 40 characters, description max 30 characters, visual concept, CTA, and matching landing-page headline. No targeting based on sensitive personal attributes; no misleading before/after or invented results.

## 18. Problem-first landing page

Psychology / Strategy: Clarity + continuity

Write a mobile-first landing page for [OFFER] reached from this ad [AD COPY]. Sections in order: hero headline max 12 words; subhead max 30 words; CTA; 3 tangible benefits; how it works in 3 steps; verified proof [PROOF]; 5 objection FAQs; final CTA. Match the ad promise exactly and do not add extra form fields beyond [REQUIRED FIELDS]. Include a list of factual claims that need verification.

## 19. Lead qualification questions

Psychology / Strategy: Low friction + relevance

Design a short lead intake for [SERVICE] to determine fit without unnecessary friction. Provide max 5 required questions, up to 3 conditional questions, response types, why each is needed, and the next step shown after submission. Include name and email only if essential. Avoid collecting sensitive data or asking for details not needed to follow up. Explain how answers can support a qualified-lead stage.

## 20. Ad creative testing plan

Psychology / Strategy: Controlled experimentation

Create a 14-day creative testing plan for [OFFER] with budget [BUDGET], conversion goal [GOAL], and current baseline [DATA]. Propose 3 message angles x 2 creative styles; vary one major element per comparison. Specify hypotheses, what to measure (qualified inquiries and customers, not clicks alone), minimum evidence needed before conclusions, and stop/continue rules. Avoid claiming statistical significance from tiny samples.

## 06 | Email, DMs and lead follow-up

### 21. Five-email nurture sequence

Psychology / Strategy: Trust + progressive commitment

Write 5 emails for people who requested [RESOURCE] but have not bought [OFFER]. Audience [AUDIENCE], sender [BRAND], actual proof [PROOF], cadence [DAYS]. Email purposes: deliver value, explain a common mistake, teach a quick win, address an objection, offer a next step. For each give subject max 45 characters, preview max 65, body 110-170 words, one CTA. No false personalization, pressure, or fabricated social proof. Include a clear opt-out line.

### 22. DM response to a real inquiry

Psychology / Strategy: Speed + helpfulness

Write 4 human-sounding replies to this customer message [PASTE] about [SERVICE]. Versions: warm, concise, professional, and price-question response. Each under 85 words. Answer the question first; ask no more than one necessary qualification question; suggest one clear next step. Do not claim availability, prices, or service coverage unless supplied: [FACTS].

### 23. Respectful follow-up sequence

Psychology / Strategy: Recency + reduced friction

Create 3 follow-up messages for a prospect who requested [QUOTE/INFO] on [DATE] and has not responded. Channel [EMAIL/SMS/DM]; business [NAME]; offer [OFFER]. Timing: 1 day, 3 days, and 7 days after the initial reply, unless consent or local law requires otherwise. Keep each under 70 words, add one new helpful detail per message, and end the final follow-up respectfully without guilt or false scarcity. Honor opt-outs.

### 24. Re-engage past customers

Psychology / Strategy: Familiarity + relevance

Write 3 re-engagement messages for past customers of [BUSINESS], based on a genuine seasonal need or service interval [FACT]. Provide email subject, 80-word email, 45-word SMS/DM, and a clear CTA for each. No suggestion that a customer needs service without evidence. Include a consent/opt-out reminder and avoid exaggerated claims.

## 07 | Measurement and improvement

### 25. Weekly content performance review

Psychology / Strategy: Evidence-led iteration

Analyze this weekly table [PASTE POSTS, REACH, SAVES, COMMENTS, PROFILE VISITS, INQUIRIES, CUSTOMERS]. Output: (1) top 3 posts by inquiries, (2) top 3 by saves/share rate where data allows, (3) 3 hypotheses for why, (4) 5 specific changes to test next week, (5) a simple 7-day schedule. Separate observed facts from guesses; never invent missing metrics. Prioritize customer outcomes over vanity metrics.

### 26. Funnel drop-off diagnosis

Psychology / Strategy: Friction reduction + testing

Here are my funnel numbers: ad impressions [X], clicks [X], landing visits [X], signups [X], qualified leads [X], paying customers [X]. Calculate conversion rates with denominators shown. Identify the 2 biggest measurable drop-offs, list 3 plausible causes for each, and propose one low-cost test per cause. Do not attribute causes as facts without evidence.

Finish with a ranked action plan.

## 27. 30-day campaign improvement

*Psychology / Strategy: Compounding learning*

Given campaign goals [GOALS], resources [TIME/BUDGET], actual results [DATA], and customer feedback [QUOTES], create a 30-day improvement plan split into 4 weeks. Each week needs one priority, 3 actions, deliverables, metric target expressed as a test goal (not guarantee), and decision rule. Avoid changing everything at once; explain what remains constant for measurement.

## Publishing checklist

- ☐ The hook delivers a truthful payoff, not clickbait.
- ☐ All proof, numbers, testimonials, prices and deadlines are verifiable.
- ☐ Images, video, music and AI outputs are licensed for the intended commercial use.
- ☐ The message matches the landing page or next step.
- ☐ The CTA tells the customer what to do next.
- ☐ The content is reviewed by a person before publishing.

Educational resource. These templates do not guarantee reach, leads, revenue, or legal compliance. Marketing claims and content rights remain your responsibility.