

Write the Email *For Me*

Seventeen AI prompts that turn the templates in this toolkit into first drafts in seconds, and then make them sound like you wrote them.

BONUS • 17 PROMPTS

VOICE



SEQUENCES



IDEAS



POLISH



REUSE

START HERE

AI writes the first draft. *You make it yours.*

Let's be honest about AI and email. Ask ChatGPT to "write a sales email" and you'll get something that sounds like a car commercial that went to business school.

But give it a template, your voice and a real story, and it gets surprisingly useful. That's what these prompts do. They work with ChatGPT, Claude, Gemini or whatever you like.

The prompt gets you to 70%. Your edit gets you to done.

Start with prompts 01 and 02. They teach the AI your voice and your business. Save the answers in a note, and paste them at the top of every new chat. This one step makes everything else ten times better.

Always run prompt 13 on every draft. It strips out the stuff that makes AI writing obvious.

Two rules: never let AI invent results, numbers or testimonials (leave a [bracket] and fill it in yourself). And always read the final version out loud before you send it. If you wouldn't say it, cut it.

Copying prompts? Use the Word doc that came with this PDF.

SET IT UP FIRST

Set it up first

01 Teach it your voice

Do this once. Save the answer and paste it at the top of every other prompt.

I'm going to paste [3] emails I wrote. Read them and describe my writing voice so another writer could copy it. Cover: how long my sentences are, words and phrases I use a lot, how I use humor, how I open and close emails, and anything I never do. Then write it as a short "voice guide" I can reuse.

[Paste email 1]

[Paste email 2]

[Paste email 3]

02 Brief it on your business

Paste this under your voice guide whenever you start a new chat.

Here's my business so you can help me write emails:

- I help [who you help] [get what result].
- My freebie is [freebie name], which [what it does].
- My main offer is [offer name], [price]. It [what it does].
- My readers' biggest problem is [problem]. What they're scared of: [fear].
- Things my readers say: "[a real quote]", "[another real quote]".

Don't write anything yet. Just confirm you've got it.

WRITE THE SEQUENCES

Write the sequences

03 Fill in any template

Works with every template in this toolkit.

Using my voice guide and business brief, fill in this email template. Keep the structure exactly the same. Replace everything in **[brackets]** with specific details from my business. Use real-sounding specifics (numbers, small details), not general statements. Keep it under **[200]** words.

[Paste the template from the toolkit]

04 Draft the New Subscriber Sequence

Use with the New Subscriber Sequence.

Write Email **[number]** of my New Subscriber Sequence. Its job is: **[paste the job line from the template]**. Here's the template to follow:

[Paste the template]

Here's the story or detail I want to use: **[a moment, a result or a tip]**. Give me 3 subject line options too.

05 Draft a sales email

Use with the Sales, Mini Launch and Evergreen sequences.

Write a sales email for **[offer name]** using my voice guide. The angle is **[story / what's inside / proof / answering a doubt]**. Use this structure: their problem, why I made it, what's inside as outcomes, price, button, who it's for and not for, and a P.S. with one reason to buy. The deal is **[deal and deadline, or none]**. Don't make up testimonials or numbers. Where you need proof, leave a **[bracket]** for me to fill in.

06 Draft deadline emails

Use with the Deadline Ending.

Write 4 deadline emails for **[offer name]**. The deal is **[deal]** and it ends **[day, time and time zone]**. Email 1: 48 hours left, just the facts. Email 2: 24 hours left, paint a picture of their life after. Email 3: morning of the last day, answer this doubt: **[doubt]**. Email 4: 3 hours left, two lines and a button. Each one shorter than the last.

FIND IDEAS AND STORIES

Find ideas and stories

07 Dig up your stories

The best prompt in this pack. Do it with a coffee.

Interview me to find stories I can use in my emails. Ask me one question at a time and wait for my answer before asking the next. Ask about: everyday moments this week, mistakes I've made in [your topic], customers who surprised me, things I've changed my mind about and embarrassing moments. After 10 questions, list the 5 best stories you heard and the lesson each one could teach my readers about [your topic].

08 Turn a story into an email

Use with Cheat sheet 04.

Here's something that happened to me: [tell the story in a few messy sentences].

Turn it into an email using this order: the moment, the mess, the turn, the lesson, a bridge to my offer and a soft mention of [offer name] in the P.S. Keep the story to 4 lines or less. Don't say "speaking of." Don't explain the lesson twice.

09 Get 20 email ideas

Use when the idea bank runs dry.

Give me 20 email ideas for my list. Mix them up: 5 stories I could tell, 5 quick tips, 5 opinions or myths and 5 that could naturally mention [offer name]. For each, give a one-line description and a subject line. Make them specific to [your niche], not generic marketing ideas.

10 Find the doubts

Use with Cheat sheet 05.

List the 8 most likely reasons someone would not buy [offer name] at [price]. For each one, tell me what they really mean underneath, and give me a 2-sentence answer I could put in an email. My readers are [who they are].

POLISH IT

Polish it

11 Write subject lines

Use with Cheat sheet 01.

Write 10 subject lines for this email, using these formulas: the curiosity gap, the confession, the odd number, the question, the how-to, the text from a friend, the weird detail. Keep each under 45 characters. Then pick your top 3 and pair each with preview text that adds a second hook.

[Paste your email]

12 Rewrite the button

Use with Cheat sheet 02.

Give me 8 options for the button text in this email. Each should say what the reader gets, in their voice, in 2 to 6 words. No "click here," "submit" or "learn more."

[Paste your email]

13 Make it sound human

Run every AI draft through this. Every single one.

Edit this email so it sounds like a real person wrote it, using my voice guide. Specifically:

- Remove em dashes. Use commas or periods instead.
 - Break up any list of three things in a row (no "fast, easy and fun").
 - Delete filler words like really, just, very, truly and actually.
 - Replace any phrase that sounds like a marketing brochure with how I'd say it out loud.
 - Remove anything that sounds like a motivational poster.
- Show me the new version, then list what you changed.

[Paste the draft]

14 Make it shorter

For when it rambles.

Cut this email by about a third without losing the story, the point or the link. Keep my voice. Keep the best detail. Delete anything that repeats something already said.

[Paste the draft]

REUSE WHAT YOU HAVE

Reuse what you have

15 Blog post to email

Get two jobs out of one piece of writing.

Turn this blog post into an email for my list. Don't summarize the whole post. Pick the single most useful or surprising idea, open with a quick story or moment, teach that one idea and link to the full post at the end. Under **[200]** words.

[Paste the blog post]

16 Email to social posts

Your best email deserves a second life.

Turn this email into 3 short social posts for **[platform]**. One tells the story, one shares the tip and one asks a question. Each should end by inviting people to grab **[freebie name]**. Keep my voice.

[Paste the email]

17 Reply to testimonial

Only with the customer's permission.

A customer sent me this reply: **[paste it]**. Turn it into a short testimonial I can use in a sales email. Keep their real words, and only trim for length. Don't add anything they didn't say. Then write a short, friendly message asking their permission to share it, with first name only.

THAT'S THE BONUS

Draft in seconds. *Sound like you.*

AI does the heavy lifting on the first draft. You add the stories and the jokes.

That's the whole toolkit. Now go write emails people want to open, and offers they want to buy.

You got them on your list. Now get them to buy.

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