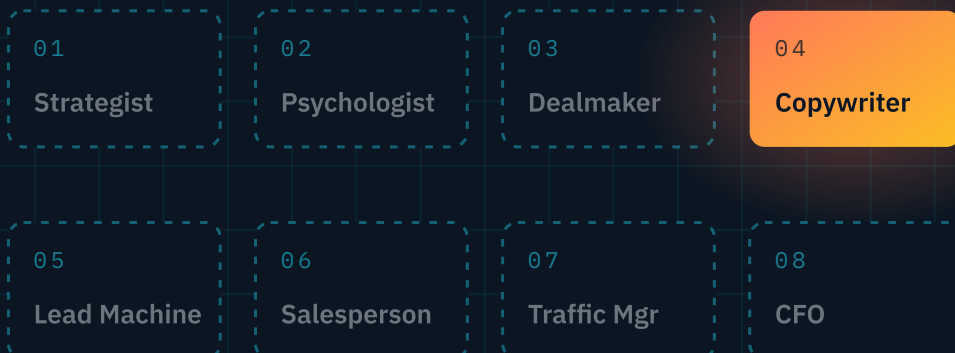


The Starter Vault

Hire your first AI employee today: a senior copywriter, free



1 OF 8 HIRED · €0



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AUTUMN 2026 · 7 PROMPTS + THE COPY BRIEF

[START HERE](#)

Read this first (two minutes, it's the whole trick)

Seven copy-paste prompts that turn any AI assistant (Claude, ChatGPT, Gemini — they all work) into the copywriter you thought you couldn't afford. Fill in one setup block, then use them forever.

Here's what a €150-an-hour copywriter actually does all day, and it isn't typing. They **diagnose** — who's reading, how aware they are, what they've already heard — and then they reach into a drawer of structures that have worked for a hundred years and assemble. The prose is the last 20%, and it's the most mechanical part.

AI can do the assembly brilliantly. What it can't do is the diagnosis, because the diagnosis is made of information only you have. That's why "write a sales email for my business" returns fog — *discover the rich world of...*, *elevate your...* — and why people conclude AI writing "sounds like AI." The model didn't fail. It was never briefed.

The seven prompts in this vault are pre-written **briefs** with the diagnosis slots left open for you. Fill in the setup block below once, paste it at the top of a fresh chat (or save it in your assistant's custom instructions / Project so it's always loaded), and every prompt in this vault drops from a page to a paragraph.

One rule as you go: **when an output disappoints, fix the brief, not the phrasing**. Don't hunt for magic words — there are none. Ask which piece of information the machine was missing, add it, run it again. That single reflex outperforms every "secret prompt" ever sold.

SETUP • 00

The setup block: your Copy Brief

Fill this in once. Ugly, honest answers beat polished vague ones — “busy nonprofit directors who’ve wasted money on marketing before” briefs infinitely better than “professionals seeking solutions.”

MY COPY BRIEF

Business: [what you sell, in one plain sentence]

Who it's for: [your smallest viable audience – the specific people it's truly perfect for, not everyone who could conceivably buy]

The offer: [the exact thing you want people to buy or do next – product, price, deadline, guarantee if you have one]

What they've already heard: [what your audience has been promised before by others – the claims they're numb or allergic to]

Proof I can show: [numbers, results, client stories, anything specific and true. "A two-person shelter won €40,000" beats "many happy clients"]

My voice: [paste 2-3 short samples of your own writing at its best – an email that got replies, a post that landed. Do NOT describe your voice ("friendly but professional" selects nothing). Show it.]

Banned words: [everything that makes you wince – "elevate," "game-changer," "unlock," exclamation points, whatever. This list only grows.]

That’s your Copy Brief. Every prompt below assumes it’s in the conversation. Now open the drawer.

PROMPT 01

The Diagnosis

Use this first, before writing anything. It decides which door every other prompt walks through.

Almost all copy that flops fails here: it says the right thing to the wrong level of awareness. A direct offer to cold strangers reads as an ambush; a slow story to your eager list wastes their time. This prompt makes the machine diagnose before it drafts.

Using my Copy Brief above:

I'm about to write [describe the piece: a sales email to my list / a LinkedIn post for strangers / my homepage / an ad].

The people reading it are: [your best guess – my subscribers / cold strangers who've never heard of me / people who know their problem but not that solutions exist / people comparing me to alternatives].

Task: diagnose this audience's awareness level. Classify them on a spectrum from "most aware" (they know me and my offer, they just need the deal) down to "unaware" (they don't even see the problem yet). Tell me: (1) the level, (2) what this audience needs to hear FIRST before they can care about my offer, and (3) what I must NOT open with at this level, and why.

Keep it under 150 words. Flag anything you're not sure of instead of guessing.

Why it works: you've just made the model do the two billable hours a free-lance copywriter spends asking questions — against *your* information, not generic assumptions.

PROMPT 02

The Six Doors

The heart of the vault. Six openings for the same offer, one per awareness level.

Researchers who studied hundreds of the most profitable sales messages ever mailed found that about 80% of a message's impact lives in the first 20% — the lead — and that virtually every great lead is one of six types, from most direct (the plain offer) to most indirect (the story). Which type works isn't taste; it's determined by the reader's awareness. This prompt writes all six so you can see the spectrum for your own offer.

Using my Copy Brief above, write SIX different opening leads (50-120 words each) for this offer: [the offer, or "the offer in my brief"].

One lead per type, in this order:

1. OFFER lead — the deal itself, plain: product, price, terms, deadline. For my warmest audience (my list, past buyers). Plain IS polished here.
2. PROMISE lead — my single biggest honest claim, up front.
3. PROBLEM-SOLUTION lead — open inside the reader's most emotionally charged version of the problem, then turn toward the solution.
4. BIG SECRET lead — tease a specific piece of hidden knowledge (use real proof from my brief; invent nothing).
5. PROCLAMATION lead — a jarring but defensible statement that stops the scroll, which the piece then earns.
6. STORY lead — a specific narrative (real details from my brief only) that disarms the coldest reader.

Rules: one idea and one emotion per lead. Use my voice samples for cadence. Specifics over abstractions — numbers, names, things you can picture. No banned words. If my brief lacks the proof or story a lead needs, write the lead with a [BRACKETED GAP] telling me what to supply instead of inventing facts.

Output: the six leads, numbered, nothing else — no commentary.

What to do with the output: pick the one or two doors that match your real audience (Prompt 1 told you which). The rest aren't waste — they're the same offer aimed at colder or warmer readers, which is your next month of content.

PROMPT 03

The Full Draft

From chosen lead to finished piece.

Every unit of attention, any size, is three parts: a **hook** (stops them), a **story** (builds belief and desire), and an **offer** (names the next step). This prompt builds the machine behind your chosen lead.

Using my Copy Brief above:

Take this lead: [paste the winner from Prompt 2].

Extend it into a complete [email / landing page / post] of about [length] words.

Structure: the lead is the hook. Follow it with a story section that builds belief using ONLY the proof in my brief – no invented testimonials, no fabricated numbers. End with one clear offer: exactly one thing to do next ([the action]), stated once plainly and once with the deadline or reason to act now.

Done means: a reader knows what I'm offering, believes it could work for someone like them, and knows exactly one next step.

Constraints: my voice (match the samples), no banned words, short paragraphs, no throat-clearing before the lead. Keep one idea and one emotion throughout – if a second idea creeps in, cut it and list it below the draft as "saved for another piece."

Output: subject line (if an email) + the full draft. Then a P.S. section flagging anything you weren't sure of or left as a gap.

The habit that makes this compound: when the draft comes back at 90%, don't regenerate and gamble on 100%. Direct the revision – *"keep everything, but make the opening more specific: use the [X] story."* Briefing the change beats re-rolling the dice, every time.

PROMPT 04

The Mechanical Pass

The revision that makes it sound expensive. Run on everything — AI-drafted or human-drafted.

Professionals draft ugly and earn their salary on the second pass. These five rules are the second pass.

Revise the following piece using exactly five rules. Show me the revised version, then a short change-log listing what each rule caught.

1. **FEATURES → BENEFITS:** find every feature ("live feedback on your draft") and chase it with "which means" until it hits something the reader personally gains ("you leave with it finished, not a to-do list"). Rewrite the sentence with the benefit; drop the scaffolding.
2. **ABSTRACTIONS → PHOTOGRAPHS:** replace vague claims ("many clients see great results") with specifics from my Copy Brief (numbers, names, picturable nouns). If no specific exists, mark [NEEDS PROOF] rather than faking one.
3. **SELF-INTEREST OR NEWS FIRST:** check the headline/opening leads with what the reader gains or what's new — never mere cleverness.
4. **PAYLOAD LAST:** the end of a sentence is its loudest position. Move each sentence's most important words to the end.
5. **THE READ-ALoud TEST:** flag any phrase a real person would never say across a table, and rewrite it the way they would say it. It should sound like talking, from someone worth listening to.

The piece:
[paste it]

PROMPT 05

The Debugger

For when something flopped and you're tempted to conclude "I can't write."

"I can't write" is unfalsifiable and unfixable. "The hook failed" is a repair ticket. This prompt converts despair into diagnosis.

Using my Copy Brief above:

This piece went out and underperformed: [paste it].
Where it ran: [channel]. Who saw it: [audience + how warm].
What happened: [opens/clicks/replies/sales – whatever you know, even roughly. "200 views, 0 clicks" is enough.]

Diagnose it as three separate parts and grade each:

- HOOK: would this stop my specific audience mid-scroll? If not, why – wrong awareness level (see the six lead types), wrong first line, buried opening?
- STORY: does the middle build belief with specifics and proof, or does it assert? Where exactly does a reader's attention leak out?
- OFFER: is there ONE clear ask, or does it end in a polite shrug? (The most common failure among nice people.)

Verdict: name the ONE part most likely responsible – don't hedge across all three – and rewrite only that part, two ways. Flag anything you can't judge from the data I gave you.

PROMPT 06

The Repurposer

One piece of copy, correctly re-aimed at every temperature of reader.

Your list and a cold stranger should never receive the same words — but they can receive the same idea. This prompt takes one finished piece and walks it through the other doors.

Using my Copy Brief above:

Here's a finished piece that works: [paste your best email/page/post].
It was written for: [audience + warmth].

Re-aim the same core idea at two other audiences:

1. COLDER: rewrite it for people who've never heard of me. Swap the opening for a STORY or PROCLAMATION lead (pick whichever my proof supports better and say why in one line). Remove insider references they won't get. Same one idea, same one emotion.
2. WARMER: rewrite it for my list / past buyers. Swap the opening for a PROMISE or OFFER lead. Cut the persuasion they no longer need; get to the deal faster. Plain is polished at this level.

Keep my voice, my banned-word list, and one clear ask in each. Output: the two versions, labeled, plus one line each on where I should run it.

PROMPT 07

The Swipe File Analyst

The ongoing habit that trains your eye.

Every working copywriter keeps a swipe file: marketing that stopped *them* mid-scroll, saved and studied. From today, when an ad or subject line or cold email gets you — you, the hardest audience you know — save it and run this.

This piece of marketing stopped me mid-scroll:

[paste it, or describe it precisely]

Analyze it in under 200 words:

1. Which of the six lead types is the opening (offer, promise, problem-solution, big secret, proclamation, story)?
2. What awareness level is it aimed at, and how can you tell?
3. Hook, story, offer — which of the three is doing the heaviest lifting here?
4. Name the ONE move in it I could steal for my own business (per my Copy Brief above) — and show me that move rewritten for my offer, in my voice, in 2-3 sentences.

Within a month you'll own a private, labeled textbook of leads that demonstrably work — and you'll start seeing the doors everywhere, which is the point at which nobody can sell you magic prompts again.

WHAT'S NEXT

You've made one hire. There are seven more.



Notice what just happened: you didn't learn to write, and you didn't learn to "prompt." You gave a brilliant, absurdly fast freelancer the one thing it was missing — a brief — and it gave you back a copywriter who works nights, weekends, and holidays for the price of a subscription you probably already pay.

But a copywriter, alone, is an employee with nobody to work for. The words in this vault are only as good as the diagnosis you feed into that setup block — *who* is your smallest viable market, *what* offer is worth writing about, *which* awareness layer your audience actually lives in. That's the work of the Strategist, the Psychologist, and the Dealmaker — the three hires that come before this one.

 **The One-Person Marketing Team** hires all eight roles — Strategist, Psychologist, Dealmaker, Copywriter, Lead Machine, Salesperson, Traffic Manager, CFO — one system per chapter, one weekend per hire. No team, no budget, no marketing degree.

 **The One-Person Studio** does for images, video, voice, and automation what this vault just did for words: turns you from someone chatting with AI into someone delegating to it.

Get both as The One-Person Bundle →

<https://futureproofmarketer.com/one-person-marketing-team>

And if you'd rather be walked through it — screencasts, the full Prompt Vault for all eight roles, kept current as the tools change — the founding cohort of the course is open at <https://futureproofmarketer.com/course>.

© Future Proof Marketer · This vault is free to share with any solo operator who needs it. The frameworks are drawn from The One-Person Marketing Team (ch. 4, The Copywriter) and The One-Person Studio (ch. 2, The Creative Brief).