

# Module 1: Subject Line Creation & Optimization

## 1.1 How to use AI to generate & test subject lines (ChatGPT)

**Prompt 1:** You are a senior email marketing strategist. Create a checklist for crafting and testing high-performing subject lines using ChatGPT. The checklist should include step-by-step guidance on brainstorming, using emotional triggers, tailoring for audience segments, and how to structure an A/B test. Format it clearly and make it suitable as a reusable prompt template for marketers.

**Prompt 2:** \*Act as an expert email copywriting coach. Create a subject line testing framework for e-commerce marketers. It should include:

1. Key psychological principles to use (e.g. FOMO, curiosity, clarity)
2. A step-by-step process to generate, refine, and rank subject line options with ChatGPT
3. Instructions for using audience segmentation and campaign goals to influence subject line tone and style
4. A built-in mini system for A/B testing and analyzing open rates  
Make it clear and actionable as a repeatable workflow.\*

## 1.2 Optimizing subject lines with FOMO, curiosity & urgency

**Prompt 1:**

Write 7 subject lines for a weekend-only flash sale on skincare products. Each subject line should use one psychological driver: either FOMO, curiosity, or urgency. Label each subject line with the driver used and keep them under 10 words.

**Prompt 2:**

Improve this subject line by adding more curiosity and FOMO without sounding clickbait-y: "Our New Collection Just Dropped." Provide 5 upgraded versions, and explain which one is strongest and why.

## 1.3 AI A/B testing: Finding the best-performing subject line

**Prompt 1:**

Create 3 variations of the subject line "You Won't Believe What's Inside" for A/B testing. Make one version curiosity-based, one urgency-based, and one benefit-based. For each variation, explain the intended psychological effect and recommend the best use case.

**Prompt 2:**

You're targeting a Gen Z audience with an email announcing a giveaway. Create 5 subject line variations optimized for Gen Z preferences (short, witty, high-impact). Analyze each one in terms of likely open rate and relevance for a Gen Z reader.

## **Module 2: Writing Email Body Copy with AI**

### **2.1 Using AI to generate persuasive email content (AIDA, PAS formulas)**

**Prompt 1:**

Write an email promoting a fitness coaching app using the AIDA formula. The email should open with a powerful hook, build interest with benefits, spark desire through transformation or testimonials, and end with a compelling CTA. Tone: motivational and friendly.

**Prompt 2:**

Using the PAS formula, write a reactivation email for a customer who hasn't made a purchase in 3 months from an online plant shop. Include a relatable problem, agitate it gently, and position the brand as the ideal solution. Keep it under 200 words.

### **2.2 Storytelling with AI: Making emails feel human**

**Prompt 1:**

Write a short, story-based email introducing a new line of sustainable skincare products. Use a personal tone and tell a relatable story (e.g. struggling to find skincare that works). The email should feel authentic and end with a CTA to "try it yourself."

**Prompt 2:**

\*Transform the following bullet points into a short, emotional email that tells a story and creates a personal connection with the reader:

- New all-natural dog shampoo
- Gentle on sensitive skin
- Smells amazing
- Vet-approved

End with a friendly CTA to "shop now" or "see why dogs love it."\*

## **2.3 AI-driven personalization: Writing different email variations for different audiences**

### **Prompt 1:**

Write two versions of the same product announcement email for a new reusable water bottle. One should target a 25-year-old eco-conscious woman, and the other a 50-year-old businessman. Tailor tone, vocabulary, and benefits to each audience. Limit each version to 250 words.

### **Prompt 2:**

Create three personalized email variations for the same campaign (promoting a new organic pet food). One for dog owners, one for cat owners, and one for general pet lovers. Highlight relevant benefits for each audience and end with a relevant CTA.

## **Module 3: AI-Generated CTAs & Preview Text**

### **3.1 Creating compelling CTAs with AI**

#### **Prompt 1:**

Generate 10 compelling CTA button texts for a limited-edition product drop. Make 3 based on urgency, 3 based on exclusivity, 2 action-driven, and 2 fun/playful. Keep them under 5 words and suitable for mobile view.

#### **Prompt 2:**

Revise the CTA “Learn More” to make it more actionable and persuasive. Generate 5 improved versions, each with a different intent (e.g. shop now, explore features, sign up fast). Explain which version is likely to perform best for a younger audience.

### **3.2 AI-optimized preview text: Boosting open rates**

#### **Prompt 1:**

Write 5 preview text options (max 90 characters) for the subject line: “Big Changes Are Coming...” Use curiosity, excitement, or urgency in each. These should entice readers to open without repeating the subject line.

#### **Prompt 2:**

Create preview text for the subject line “Unlock Your Surprise Gift Inside.” Provide 3 variations: one mystery-driven, one value-focused, and one playful. Each should complement the subject and drive clicks.

## **Module 4: Automating Email Copywriting with AI**

### **4.1 Setting up AI-generated welcome & nurture email sequences**

**Prompt 1:**

Create a 3-email welcome sequence for new subscribers to an online fitness program. Email 1: Brand intro and warm welcome. Email 2: Highlight key benefits and success stories. Email 3: Strong CTA to take first action (e.g. start workout plan). Keep tone motivating and personal.

**Prompt 2:**

Write a nurture email for new subscribers to a plant-based recipe newsletter. The email should introduce the sender, share a valuable tip, and invite the reader to try a featured recipe. Use friendly and conversational tone.

## **4.2 AI-powered abandoned cart & post-purchase emails for e-commerce**

**Prompt 1:**

Write an abandoned cart email for a customer who left a pair of running shoes in their cart. Include a reminder, benefits of the product, a sense of urgency (limited stock), and a CTA to complete purchase. Friendly but persuasive tone.

**Prompt 2:**

Create a post-purchase email that thanks the customer for buying a yoga mat and recommends a related product (like a carry strap or mat cleaner). Include appreciation, product care tips, and a CTA. Keep it under 150 words.

## **Module 5: AI Copywriting for Newsletters**

### **5.1 Using AI to generate newsletter content ideas**

**Prompt 1:**

Generate 10 content ideas for a monthly newsletter by a small brand selling organic teas. Include creative themes, blog-style article titles, and a brief description of each idea. Make sure they appeal to a health-conscious lifestyle audience.

**Prompt 2:**

I run a productivity coaching business. Suggest 5 newsletter themes for April. For each, provide a headline idea, a main topic suggestion, and a CTA idea. The tone should be friendly, actionable, and value-focused.

### **5.2 AI-assisted writing for engaging intros, highlights & CTAs**

**Prompt 1:**

Write an engaging intro for a newsletter titled "XYZ." It should hook the reader emotionally, highlight the value of reading further, and be under 60 words.

**Prompt 2:**

Turn this newsletter summary into a high-impact highlight section with a punchy CTA: “This month we added 3 new tutorials to help you master AI tools for writing, design, and ads.” Make it feel exciting and user-focused.

### 5.3 Creating a full AI-generated newsletter (step-by-step tutorial)

**Prompt 1:**

Create a complete email newsletter for a topic of “How to Stay Motivated When Working from Home.” Include:

- Short intro (hook)
- Main content section with 3 actionable tips
- Highlighted resource (e.g. free guide or article)
- Closing with a personal note and strong CTA

Keep it friendly and informative.

**Prompt 2:**

Write a travel-themed newsletter titled “3 Quick Weekend Getaways Near You.” Include an engaging intro, 3 short destination blurbs (with benefits and vibe), and a closing CTA to book or explore more.

### 5.4 AI analytics: Predicting & improving email performance

**Prompt 1:**

Evaluate the following email for performance: [Insert email text]. Give feedback on subject line, preview text, body copy, CTA, and tone. Predict what might lower open/click rates and suggest specific improvements.

**Prompt 2:**

Rate this subject line, preview text, and CTA combo on a scale from 1–10 (with explanation). Then suggest a better-performing alternative:

- Subject line: “We Thought You’d Like This”
- Preview text: “A little surprise inside just for you...”
- CTA: “See What’s New”