The AI Playbook for Modern Wellness Entrepreneurs

Train AI to Think Like Your Strategist, Write Like Your Copy Chief, and Scale Like a Team of Ten

DIGITAL
wellness
MARKETING

We help wellness entrepreneurs, public health advocates, practitioners, and experts to maximize their impact and help more people than ever before.

Before You Begin:
What AI Can—and Can't—Do

AI is one of the most powerful creative tools of our time, but it is still just that: a tool.

Used wisely, it can help you think faster, structure better, and create more consistently. It can reduce the time it takes to go from idea to execution, and when guided by thoughtful inputs, it can even simulate the strategic thinking of an experienced marketer.

But here's the truth: AI is not—and never will be—human. It doesn't intuit emotion, nuance, or lived experience the way you do. It can't feel what your audience is feeling or deliver a story the way you would in a live conversation. And it cannot replace the deep insight that comes from working with real people, running real offers, and learning real lessons.

AI also can't make judgment calls. It doesn't know your priorities, your bigger vision, or your values... *unless you tell it.* That's why prompt engineering is not just about efficiency—**it's about responsibility.**

AI won't automatically fact-check health data, nutritional science, or research findings. It seldom interprets nuance in clinical language or real-world case studies. And AI doesn't have an obligation to know what's ethically, legally, or medically appropriate to say.

If you're a solo business owner or operating with a lean team, AI can be your most loyal creative partner. It can help you:

➤ Repurpose content across platforms
➤ Draft campaigns, emails, and newsletters in your voice
➤ Clarify your message and refine your offers
➤ Stay visible even when your bandwidth is limited

But only if you bring the direction. Only if you infuse it with your values, your expertise, and your vision.

AI writes the draft.
You write the message.

At Digital Wellness Marketing, we use AI not to replace our copywriters or strategists—but to supercharge them. Everything we produce for our clients is backed by decades of testing, real-world launch data, and creative refinement. AI helps us do it faster, but our experience ensures it's done right.

If you go through this guide and find that—if you're honest with yourself—you are a little too much out of your zone of expertise and want help growing your business to its full potential, send us an email at **hello@digitalwellnessmarketing.com**. We'd love to see how we can help you!

Your Brand, Amplified by AI

What if you had a copywriter who never got tired, never ghosted, and always remembered your brand voice? One who could draft your newsletter intros, brainstorm opt-in page headlines, repurpose your blogs into Instagram posts, and even help you vet resources before you hit publish?

That's what AI can be—*if* you know how to use it.

This guide will teach you how to turn ChatGPT (or your AI tool of choice) into a trained, brand-aligned content engine. At Digital Wellness Marketing, this is the exact approach we use to help our clients showcase their expertise at every touchpoint—from newsletters and nurture sequences to product launches, social posts, ad copy, and more. When done right, AI won't just save you time. It will help you show up more consistently, strategically, and confidently with content that sounds like you and builds real connection with your audience.

But the key isn't just knowing how to use AI. It's knowing how to **prompt** it effectively and consistently.

Think of this guide as your prompt playbook. By the time you finish reading, you'll know exactly how to train your AI, create content with it, edit and refine that copy, and even use it to brainstorm and vet ideas before they reach your audience.

The goal? To turn AI into your ultimate creation engine—one that reflects your values, mirrors your voice, and multiplies your capacity to serve.

Let's begin.

Part 1:
Lay The Foundation

Why Prompt Engineering is the New Power Skill

Before we dive in, it's important to understand that not all AI tools are created equal. Some are better suited for long-form writing, others for quick content generation, visuals, research, or voice cloning.

At Digital Wellness Marketing, we often recommend starting with ChatGPT for most written content needs. From there, you can explore other tools depending on your specific goals—whether that's producing social videos, podcast scripts, or interactive documents.

> **The most important factor isn't which tool you use—it's how well you prompt it. That's what this guide is here to teach you.**

In the same way SEO changed digital marketing, prompt engineering is changing content creation. If you know how to feed AI the right context, tone, and direction, you can get outputs that are remarkably tailored, useful, and scalable.

The key difference between average and exceptional AI outputs isn't the tool. It's the **input.**

Prompting well means:

➤ Giving AI the *who* (your brand and audience)
➤ Clarifying the *what* (content type + intent)
➤ Explaining the *why* (the job this piece of content needs to do)
➤ Directing the *how* (voice, format, structure)

We'll cover all of that in this guide.

But first, let's teach AI who you are.

Training AI on Your Brand

To get AI to write like a seasoned copywriter, you need to give it the same kind of detailed brief you'd give a top-tier professional—someone who understands nuance, positioning, and persuasive psychology. The more context you provide upfront, the better every future result will be.

Before AI can write like you, it has to *know* you. That means giving it not just a description of your brand—but the deeper truths about how you speak, who you help, what you care about, and what makes your approach distinct.

Prompt: Brand Voice Upload

"I want you to act as a veteran copywriter with expertise in direct response, email strategy, and brand storytelling. Before we begin creating content together, I'm going to give you key information about my brand voice, audience, niche, and communication style. You'll use this context to guide all responses moving forward. Reply 'ready' when you're ready to receive the information."

Once AI says "ready," use this:

"Here is my brand info:

➤ Brand voice: [e.g., friendly, bold, smart, nurturing] *(You can also upload existing assets like emails, lead magnets, blog articles, etc. so that it captures your voice!)*

➤ Core message: [describe the transformation you help your audience achieve]

➤ Ideal audience: [who they are, what they struggle with, what they want]

➤ Tone and personality: [include adjectives and any specific language or quirks you use]

➤ Phrases I use often: [catchphrases, signature phrases]

➤ Things I *never* say or do in my copy: [overpromising, aggressive marketing, etc.]

➤ My offers: [brief description of products, services, or lead magnets] "

Save this prompt. Use it at the start of any new AI session.

💡 **Pro Tip:**

Write all of this out in a document somewhere so that as time goes on, or if you implement a new AI tool, you have your brand details in a reliable place and you're not starting from scratch. As your marketing evolves, make it a point to go back into this document and update the details.

Why It Works:

This builds a "memory base" that the AI will reference in its responses. You're setting a foundation that ensures your voice and values come through in every piece of content it helps you generate.

Fill in the Gaps: Let AI Interview You

After uploading your brand voice, it's time to take it one step deeper. Use AI to ask *you* the questions a professional brand strategist or copy chief would ask in an in-depth messaging session.

This is how we help our clients at Digital Wellness Marketing uncover the gold that's often hard to access on your own—by letting AI extract insights through thoughtful follow-up questions.

Prompt: Brand Voice Interview

"Act as a senior brand strategist and direct response copywriter. Interview me to extract the most important elements of my brand voice, ideal audience, offers, and positioning. Ask me 10-15 questions one at a time, and adapt your follow-ups based on my responses. Your goal is to gather everything you need to act as my voice in future content creation."

Why It Works:

This prompt takes the pressure off you to write a perfect brand brief from scratch. It allows the AI to lead with thoughtful, layered questions—just like a professional brand strategist would. You respond naturally, and in doing so, you begin to articulate the essence of your voice, audience, and positioning.

The end result is often clearer and more usable than if you'd tried to write a formal brand document from scratch.

Sample AI Interview Output:

Here's a sample excerpt from an AI-led brand voice interview using this prompt:

AI: Let's start with the big picture—what transformation do you help your audience achieve, and why does it matter to them?

User: I help overwhelmed wellness entrepreneurs find clarity in their messaging so they can finally attract the right people, feel proud of their content, and grow their business with confidence.

AI: Excellent. Now describe your tone. How do you want people to feel when they read your content? Use 3–5 adjectives.

User: I want it to feel grounded, affirming, clear, and a little playful. Like they're learning from someone they trust who also doesn't take herself too seriously.

AI: That's helpful. What are some phrases or expressions you tend to repeat in your writing or when speaking to clients?

User: "You don't have to do it all." "Clarity is confidence." And I always remind them that consistency doesn't mean daily.

You can keep going for 10–15 questions. At the end, ask your AI:

> **"Summarize everything I've shared into a brand voice reference guide you'll use for all future content."**

This output becomes your on-demand brief—perfect for use with future prompts, your team, or refining your copy anywhere online.

Part 2: Content Creation Prompts That Perform

Now that your AI is trained on your brand, it's time to shift your mindset. This isn't your junior assistant. You're not talking to an intern. You're talking to a seasoned copywriter—someone with decades of experience in direct response, long-form storytelling, brand strategy, SEO, and conversion copywriting.

Your job is to give this veteran the right creative brief. When you do, it will deliver high-performing, conversion-ready copy that mirrors the best of what you could write on your best day.

Use the prompts below to activate this expert mode. These are the same frameworks we use inside Digital Wellness Marketing when supporting high-integrity health and wellness brands with their messaging, launches, and ongoing content strategy.

Now that AI knows your brand, it's time to put it to work.

Writing Newsletters with AI

Whether you're nurturing new subscribers, reactivating your list, or consistently showing up for loyal readers, newsletters are one of the most valuable ways to deliver thought leadership and build lasting trust.

Now, instead of staring at a blank screen or scrambling to find the right words, you're about to learn how to brief your AI like a senior-level copywriter who understands your brand, voice, and goals. With the right setup, your AI can help you:

➤ Draft emotionally resonant intros that build connection
➤ Turn raw ideas into polished frameworks
➤ Map out a full 3–6 month newsletter arc
➤ Create behavior-driven email series based on reader segments
➤ Weave in story, strategy, and subtle conversion
➤ Identify which content buckets resonate with your audience segments
➤ Build email flows around trending or timely themes

Here's how to prompt your AI to think strategically—not just write a good email, but craft one that feels handcrafted and mission-aligned.

Prompt: Segment Strategy for Newsletter Series

"Act as a lifecycle email strategist. Suggest 3 distinct content angles for my weekly newsletter based on these segments: [describe audience types]. Include suggested themes, tone shifts, and calls to action for each."

Prompt: Deep Dive on Trending Topic

"Act as a content strategist and copywriter. Help me break down this trending topic: [insert topic]. Give me:

1. A newsletter hook that references the trend
2. A thoughtful insight that ties it back to my niche
3. A strong opinion or takeaway that reinforces my brand's point of view
4. A closing CTA that builds authority or encourages replies"

Prompt: Direct Response Story Hook (Newsletter)

"Act as a senior-level direct response copywriter. Write a compelling first-person story hook for a newsletter about [insert experience or topic] that ties into a key insight or offer related to [insert niche]. Use tension, transformation, and emotional resonance. Include a curiosity-building transition to the next section of the newsletter. Limit to 150 words."

Prompt: Insight-to-Action Newsletter

"You're a copywriter with experience in email marketing strategy. Write a newsletter designed to deliver one powerful insight related to [insert topic], followed by a short action step readers can take. Use persuasive subheads, conversational copy, and a soft CTA. Speak to [describe audience] in a tone that balances authority with empathy."

Prompt: Expert-Curated Resource Roundup

"As a content strategist, create a weekly curated newsletter featuring 3 timely and valuable resources for [audience] about [topic]. Start with a 2-sentence positioning paragraph on why these matter right now. For each link, include:

➤ Title
➤ 1-sentence summary
➤ 1-sentence expert insight or strategic takeaway"

Sample 4-Week Newsletter Series Prompt

If you're looking to plan a full month of newsletters in one sitting, use this prompt to have your AI map it out:

"Act as a senior email strategist. Using my brand voice and audience insights, draft a 4-week newsletter series. Each email should serve a different function: 1) connection/story, 2) insight/education, 3) curated value, and 4) light promotion. Include subject line ideas, email purposes, and short descriptions of what the content will cover."

You can repeat this process monthly or customize it for new subscriber sequences, launch periods, or re-engagement campaigns.

Why These Work

These prompts work because they define format, audience, tone, and structure. You're giving AI a blueprint for what type of newsletter you want—and the job it needs to do.

Writing Social Media Content With AI

Social content is no longer just about frequency or trends—it's about narrative. When used correctly, AI can help you build a content strategy that supports visibility, thought leadership, and brand resonance.

This section will teach you how to prompt your AI to:

➤ Repurpose long-form content into high-performing posts
➤ Develop pillar content themes that align with your goals
➤ Generate platform-specific formats (Instagram, LinkedIn, TikTok, etc.)
➤ Plan a 90-day social media strategy aligned with seasonal campaigns
➤ Create a voice-anchored, audience-focused engagement loop

Prompt: Repurpose Blog into Instagram Carousel

"Turn this blog post into a 5-slide Instagram carousel. Each slide should contain a short, engaging phrase or sentence. The topic is [insert topic], and the goal is to educate and drive traffic to the full post. Use my brand voice."

Prompt: Conversation Starter

"Write a social media caption that invites my audience to share their experience with [insert issue]. Keep the tone conversational, end with a question, and limit it to 100 words."

Prompt: Behind-the-Scenes Post

"Write a short caption that gives a peek into my process for [doing something]. Make it feel personal, authentic, and relatable. Include a soft CTA like 'ever feel this way too?'"

Prompt: 90-Day Content Plan

"Act as a content strategist for a personal brand. Create a 90-day social content plan with 3 core content pillars. For each month, provide:

➤ 4 weekly content themes
➤ Suggested post formats (carousel, reel, quote, caption, etc.)
➤ A balance of value-based, visibility-focused, and engagement-driven posts My niche is [describe], and my audience is [describe]."

Prompt: Trending Content Adaptation

"Give me 3 ways I could put my own spin on this trending post: [link or summary]. Maintain my brand's voice and values while joining the conversation in a way that feels original."

Visual Guide: Social Strategy at a Glance

Content Type	Goal	Post Format Example
Value Content	Educate and build authority	Carousels, how-to posts, quick tips
Visibility Content	Reach new audiences	Reels, viral hooks, trend-based posts
Engagement Content	Build community	Questions, polls, confessions, comments
Conversion Content	Drive sales or sign-ups	Testimonials, soft CTAs, launch promos

Use these categories to ensure balance and clarity across your strategy. You can prompt your AI to generate ideas inside each content type for a specific product, offer, or campaign.

Let AI help you think like a strategist, not just a poster. When you combine voice-aligned messaging with content psychology, you'll show up more consistently—and more effectively—without burning out.

Website Copy, Sales Pages, and Conversions with AI

Whether you're building a free lead magnet landing page or a multi-section sales page for a paid offer, the way you prompt your AI can make or break the conversion potential of your copy.

AI can support you in planning, writing, optimizing, and testing copy across:

➤ Opt-in pages for free guides or webinars
➤ Long-form sales pages for courses, coaching, or services
➤ Short-form checkout pages with offer clarity
➤ Blog post templates that encourage time-on-site or lead generation

Here's how to prompt your AI to behave like a direct response copywriter and a digital strategist trained in UX and CRO.

Prompt: Headline Brainstorm (Opt-In or Sales Page)

"Act as a conversion copywriter. Give me 5 headline options for a [opt-in/sales] page promoting [offer name]. It helps [audience] achieve [outcome]. Each headline should be curiosity-driven, outcome-oriented, and fewer than 12 words."

Prompt: Hero Section Framework (Sales Page)

"Write the hero section for a long-form sales page for my product/service called '[Name].' Include:

➤ A compelling headline
➤ A 1-2 sentence promise or transformation statement
➤ A trust-building subheadline or client proof element
➤ A clear call to action that matches the stage of awareness"

Prompt: Full Sales Page Structure

"Act as a seasoned direct response copywriter. Build a full sales page wireframe for my offer '[Name]' that includes:

➤ Hero section
➤ Problem/pain section
➤ Solution section
➤ Benefits vs. features section
➤ Testimonials/social proof
➤ About the creator (me)
➤ Objection-handling FAQ
➤ Final CTA Include example lines or prompts I can edit for each section."

Prompt: Checkout Page Clarity Boost

"Write a short, high-trust block of copy for a checkout page that reassures buyers about their purchase. Include a brief recap of the offer, a no-pressure CTA, and a reminder of money-back or guarantee language."

Prompt: Blog Post CTA Enhancer

"Take this blog post intro or outro and enhance it to include a soft call to action that matches the content. Suggest either a lead magnet opt-in, a related offer, or a next step for the reader. [Paste blog copy]"

Copy Use Cases Across the Customer Journey

Page Type	Goal	Key Elements
Opt-In Page	Capture email	Headline, value bullets, form, CTA
Sales Page	Drive purchase	Hero, testimonials, objections, CTA stack
Checkout Page	Remove friction, close sale	Recap, trust boosters, support info
Blog Page	Build trust, drive next action	SEO intro, internal links, content CTA

Use these prompts to go far beyond writing. Use them to build an experience—from the first headline to the final click—that converts based on alignment, trust, and clarity.

This is the same structure we rely on at Digital Wellness Marketing to support our clients in building offers, writing launches, and scaling sales with consistent messaging and clean execution."

Using AI for Email Marketing Strategy

Most business owners think of email marketing as "just newsletters." But there's an entire ecosystem of emails—each with its own purpose, tone, and strategy. Newsletters build consistency and connection, but they're just one part of a much larger sequence of strategic communication.

This section will teach you how to prompt AI to help you create:

➤ Nurture sequences that build trust over time
➤ Indoctrination series for brand-new subscribers
➤ Sales campaigns and product launch emails
➤ Behavior-based email flows
➤ Re-engagement and win-back sequences

Each email type has a job. Your AI just needs to know what role to step into.

Prompt: Indoctrination Series Builder

"Act as an email marketing strategist. Write a 3–5 email indoctrination series that introduces new subscribers to my brand. Each email should:

➤ Reinforce my values
➤ Deliver a small win or aha moment
➤ Build trust without overwhelming them with offers. Base it on the following brand details: [paste brand info]."

Prompt: Evergreen Nurture Sequence

"Build a 4-part evergreen nurture email sequence designed to build long-term trust with new subscribers. Each email should reflect one of the following goals: 1) Empathy + relatability, 2) Authority + insight, 3) Practical value, 4) Invitation to engage or explore more content."

Prompt: Sales Campaign Flow

"Write a 5-email launch sequence promoting my offer '[name].' The goal is to move warm leads into buyers. Include:

➤ A curiosity-driven teaser email
➤ A storytelling-based value email
➤ A detailed offer breakdown
➤ A common objection email
➤ A last call urgency email Tone: [describe voice]. Audience: [describe audience]."

Prompt: Behavior-Based Email Variants

"Suggest 3 variations of a follow-up email depending on subscriber behavior:

1. Clicked a sales page link but didn't buy
2. Opened every email but didn't click
3. Didn't open any emails
4. For each, write a short reframe or re-engagement message.

Prompt: Re-engagement Flow

"Create a 3-email re-engagement campaign for inactive subscribers. Each email should:

➤ Remind them what they signed up for
➤ Share a valuable resource or recent insight
➤ Invite them to either stay on the list or opt out gracefully"

With the right brief, your AI can draft entire flows, personalize messages for different segments, and help you build an intentional email experience that nurtures, sells, and serves.

Part 3: Strategic Thinking and Research

Now that your AI has been trained to think like a seasoned copy strategist, you can use it not just to create, but to ideate, analyze, and improve your entire content ecosystem. Think of it as your brainstorming partner, market researcher, and idea vetting system—all rolled into one.

AI can help you do more than write. It can help you think. Use it to validate ideas, spot trends, and strengthen your position in the market.

Brainstorm Better Ideas

This is where prompt engineering gets fun—and strategic. With the right instructions, your AI can help you:

➤ Identify untapped topics in your niche
➤ Reverse-engineer content based on what your audience is actively searching for
➤ Develop full content calendars
➤ Spot gaps in competitor messaging
➤ Predict future themes worth owning

Prompt: Content Gap Analysis

"You're a content strategist working with a wellness brand. Based on my niche and audience, what are 10 underrepresented or emerging topics that aren't saturated yet—but are highly relevant to [audience pain point or goal]? Include one-sentence rationales for each."

Prompt: Competitor Content Audit

"Act as a direct response copywriter and strategist. Review the positioning of this competitor brand: [insert competitor or content sample]. Identify strengths, messaging gaps, and one key opportunity my brand could speak to instead."

Prompt: Seasonal + Strategic Calendar Planning

"Create a 3-month email and social content plan for my brand. Include 1 primary theme per week, tied to seasonal relevance, current events, or common audience pain points. I want a mix of educational, connection-building, and conversion-ready content. My audience is [describe]."

Prompt: Format Expansion

"Based on the topics I've been writing about, what other formats could I explore to reach more people? Suggest options across newsletter, blog, social media, video, and lead magnets. Focus on aligning each format to a specific intent (educate, build trust, convert, etc.)."

Why These Work

These prompts don't just ask for ideas—they position your AI to think like a strategist. At Digital Wellness Marketing, we use prompts like these to guide editorial calendars, identify whitespace, and generate campaigns that actually move the needle. When your prompts signal strategy, your AI delivers beyond surface-level fluff.

Part 4: Editing and Refinement

Editing is where great content is shaped. And while AI can help you write fast, the real power lies in how you refine. Think of this stage not as cleanup—but as *elevation.*

At this point, your AI isn't just a writer. It's your copy chief, voice coach, and structure strategist. When prompted correctly, it can:

➤ Tighten rambling ideas into punchy copy
➤ Improve pacing and flow
➤ Adjust tone to better match your audience
➤ Break content into more scannable, user-friendly formats
➤ Push your message to be more persuasive, clear, or emotionally resonant

The key is to think like an editor, and prompt like one too.

Level Up Your Drafts

Prompt: Clean Up My Copy

"You're a seasoned editor with experience in brand voice development and long-form content. Edit the following text for clarity, tone, and flow. Remove fluff, keep the voice consistent with my brand, and return the improved version in paragraph form. [Insert draft]"

Prompt: Make It More [Insert Tone]

"Rewrite this piece to match a more [empathetic/playful/authoritative/inspirational] tone. Keep the core message and structure, but elevate the delivery. [Insert copy]"

Prompt: Conversion-Boosting Edits

"Act as a direct response copy editor. Review this landing page/email/social caption and enhance its persuasive impact. Highlight the core benefit earlier, make the call-to-action clearer, and ensure the emotional hook is strong. [Insert draft]"

Prompt: Break It Down

"Reformat this dense section into a more skimmable structure. Add headers, bullet points, bolded takeaways, or numbered lists. Prioritize readability without watering down the message. [Insert paragraph or post]"

Prompt: Add a Human Touch

"This feels robotic. Rewrite it to sound like a real person who understands the audience's emotions, challenges, and goals. Keep it on-brand but bring in warmth and personality. [Insert copy]"

Bonus Prompt: Create Multiple Versions to Compare

"Give me 3 alternative versions of this CTA/email open/closing paragraph—each with a slightly different tone: one casual, one bold, one elegant. I want to compare styles before choosing. [Insert draft line]"

Why This Matters

When you get to the editing stage, your job is no longer just to publish—it's to *polish*. These prompts help AI collaborate with you like a pro-level editor would: refining your message, upgrading your voice, and helping you create content that feels finished, not just functional.

At Digital Wellness Marketing, we use prompts like these during the final draft phase to ensure every piece of content not only sounds great—but converts, connects, and reflects the brand at its best.

Part 5: Launch Strategy and AI Support

Product launches—whether for digital courses, memberships, live events, or services—require well-orchestrated timing, messaging, and momentum. AI can become your planning partner, creative strategist, and post-launch analyst all in one.

This section will help you prompt AI to support:

➤ Pre-launch content and warm-up strategy
➤ Launch week campaign planning and email flows
➤ Objection handling and bonus stacking
➤ Survey creation and post-launch debriefs

Phases of a Launch

Phase	Focus	Channels Used	Goal
Pre-Launch	Warm-up & lead generation	Email, social, lead magnet	Build anticipation & list
Launch	Offer education + urgency	Email, sales page, DMs	Drive conversions
Post-Launch	Nurture, upsell, survey	Email, survey, social	Extend LTV, gather insights

Launch Content Checklist

Item	Purpose
Pre-launch lead generation and opt-in page	Capture interest and emails before the launch
Nurture emails (2-3)	Build trust and familiarity
Launch emails (5-7)	Educate, persuade, and sell during launch
Launch social posts (7+)	Drive visibility and urgency
Sales page + FAQ	Detail the offer and answer objections
Checkout copy	Ensure clarity and trust at purchase
Post-launch survey	Get feedback from buyers
Debrief notes	Analyze performance for next time

Pre-Launch Strategy Prompts

Prompt: Audience Warm-Up Plan

"Act as a launch strategist. I'm planning to open enrollment for [product/service] on [date]. Outline a 3-week warm-up content plan across email and social media to build anticipation, establish authority, and nurture trust."

Prompt: Pre-Launch Lead Magnet Strategy

"Suggest 3 opt-in offers I could use as lead magnets before launching my [product]. Each one should tie directly to the core transformation I'm selling and be easy to produce."

Launch Campaign Prompts

Prompt: Launch Week Email Sequence (Live Launch)

"Write a 7-day email campaign for the live launch of [product]. Include:

1. Teaser
2. Offer announcement
3. Value-driven story
4. Deep dive + benefits
5. Objection handling
6. Last call 1
7. Final hours reminder

Audience: [describe] Tone: [describe voice]"

Prompt: Evergreen Launch Sequence

"Create a 5-part email sequence for an evergreen product funnel. Make it low-pressure but persuasive. Include story, value, offer, and light urgency."

Prompt: Real-Time Engagement Posts

"Give me 5 social post ideas I can use during my launch week to drive traffic, answer questions, and build urgency without sounding pushy. Include 1 story prompt and 1 'behind-the-scenes' idea."

Post-Launch Debrief Prompts

Prompt: Post-Launch Debrief Guide

"Create a set of questions I can use to evaluate my launch performance. Include prompts for reflection on messaging, email engagement, opt-in conversions, sales numbers, and audience feedback."

Prompt: Survey Builder for Buyers

"Write a short post-purchase survey and accompanying email to send to customers of [product]. Include:

➤ What made them buy
➤ What almost stopped them
➤ What they're most excited about
➤ Any suggestions for improvement"

Prompt: Analyze Survey + Performance Data

"Review the following results from my launch (emails, CTR, sales, survey quotes) and identify top lessons, wins, missed opportunities, and one recommendation for next time. [Insert data]"

At Digital Wellness Marketing, we use these exact prompt types to architect high-performing launch plans that feel aligned, strategic, and stress-reducing. AI won't replace your vision—but it will help you hold the full scope of your launch with clarity and confidence.

Your AI Playbook in Practice

You now have:

✔ A method for training AI on your voice

✔ Dozens of working prompts for real content needs

✔ The mindset of a prompt engineer who sees AI as a strategic partner

Use this guide to:

✔ Batch your content creation in a single afternoon

✔ Build reusable prompt templates you refine over time

✔ Confidently delegate low-lift writing tasks so you can focus on growth

Remember: The more specific your input, the better the output. And with each iteration, AI becomes an even better reflection of your brand.

Let it save you time. Let it keep you consistent. Let it multiply your ideas and amplify your expertise.

You are the engine. AI is the accelerator.

Now go create.

To support your growth beyond the basics of this guide, these bonus tools go deeper into how to think, test, and scale with AI. Each one builds your skillset—whether you're auditing your niche, planning quarterly campaigns, or evolving your prompt fluency.

Bonus

Advanced Prompt Engineering Templates

This resource is designed to elevate your prompting from basic requests to structured, multi-step workflows. It's ideal for users who want to brief AI like a high-level strategist and get results that match the caliber of expert content—think campaign-level execution, not just post-by-post ideas.

When to Use These:

➤ You're no longer just looking for quick drafts—you want direction, depth, and differentiation.

➤ You're preparing for a launch, a campaign, or a big visibility push.

➤ You want to repurpose one strong idea across platforms or refine one message into multiple tones.

➤ You've already worked with simpler prompts and want more control, creativity, and collaboration from your AI.

What They Help You Do:

➤ Simulate working with a full-stack marketing team inside one AI chat

➤ Clarify goals before content creation begins

➤ Turn insights into structured workflows (strategy ➞ outline ➞ execution)

➤ Compare multiple copy directions and select the best tone, hook, or format for your audience

These frameworks are how we at Digital Wellness Marketing elevate AI from a helpful assistant to a high-converting, high-performing creative partner.

Framework 1: Prompt Stack

Use this when you want a full content campaign mapped out based on your goals:

Step 1: Ask me 3 questions about my current priorities, target audience, and upcoming offers.

Step 2: Based on my answers, suggest:

➤ 3 weekly newsletter themes
➤ 5 social post ideas
➤ 1 lead magnet concept

Step 3: Write content outlines or draft copy for any of the above.

In Action: A business coach used this stack to plan a 4-week challenge campaign. Step 1 helped clarify that her audience was feeling burned out on webinars. Step 2 revealed that a short, high-energy daily email would work best. Step 3 produced full email drafts, a landing page outline, and pre-written CTAs for Instagram. The result? Her highest-converting lead magnet to date.

Framework 2: Role Rotation

Use this to simulate different expert perspectives for a single message or campaign. This allows you to evaluate tone, structure, and persuasion style through multiple professional lenses:

Act as:

1. A Direct Response Copywriter
2. An Email Marketing Strategist
3. A Brand Voice Coach

For each role:

➤ Write a version of this email/social post/landing copy
➤ Explain what strategy or principle that role used
➤ Recommend which version might work best depending on the audience or timing

In Action: A gut health expert was struggling to re-engage her cold list. Using Role Rotation, she asked AI to generate three email versions. The direct response copywriter focused on urgency and transformation. The strategist emphasized segmentation and click-worthy subject lines. The brand voice coach delivered a more emotionally grounded and conversational draft. After testing, the third version outperformed the others with a 12% reply rate and multiple reactivations.

Framework 3: Recursive Refinement

Use this to fine-tune and evolve your messaging with each round:

"Edit this paragraph in 3 rounds:

1. Remove fluff and repetition
2. Improve clarity and emotional resonance
3. Strengthen call-to-action or conversion hook"

In Action: A digital product creator used this to polish a long-form landing page. The first round cut unnecessary phrases. The second round added voice and rhythm. The third transformed a generic CTA into a benefit-rich close. The page's bounce rate dropped by 19% after publishing the refined version.

Framework 4: Multi-Format Builder

Use this to turn one piece of content into many, tailored to different platforms:

Turn this blog post or story into:

➤ Short Instagram caption
➤ Carousel (5 slides)
➤ Email newsletter intro
➤ X thread

In Action: A mindset coach used this builder to turn one newsletter into 5 days of content. AI generated a carousel that became her top-performing post of the month, a tweet thread that was retweeted by an industry leader, and an Instagram caption that drove traffic to her lead magnet. All from one core idea—repurposed smartly.

Niche Refinement
& Voice Audit Toolkit

This toolkit is for anyone who feels their audience, message, or offers have evolved and they want their AI to reflect those shifts with clarity and precision.

When to Use This:

➤ Your niche is changing—or you're not sure it's dialed in anymore

➤ Your offers are maturing, but your content feels behind

➤ You're attracting the wrong-fit leads or clients

➤ You've grown personally or professionally, and your voice no longer matches

What It Helps You Do:

➤ Recenter your brand strategy before you start writing again

➤ Feed AI more accurate voice and positioning instructions

➤ Evolve your message with intention (instead of guessing)

Prompt: Quarterly Voice Audit

Act as a brand strategist. I'm conducting a voice and niche audit. Ask me:

1. What feels outdated or unclear about my current message?
2. What kind of clients or buyers am I currently attracting—and are they the ones I want?
3. What content has felt the most on-brand in the last 90 days?
4. Is there anything about my tone or content I want to shift moving forward?

After gathering my responses, summarize and reframe my updated brand voice and positioning.

Prompt: Voice Alignment Summary Generator

Take my answers to the previous audit and create:

➤ A refined brand voice guide (3-5 descriptive tone keywords)
➤ A short brand positioning statement (1-2 sentences)
➤ Sample phrases to reflect this tone in future emails or content

This is the exact process we use at Digital Wellness Marketing when a client's content isn't converting—but the issue isn't the copy. It's the clarity behind it.

In Action: A functional nutritionist who was shifting from 1:1 to digital programs used the audit prompts to uncover misalignment in how she described her audience. Her original messaging emphasized "weight loss," but her ideal clients resonated more with "gut healing" and "mental clarity." After updating her voice guide and ideal client profile using the repositioning template, her email open rates jumped by 15%, and course signups doubled during the next launch.

Quarterly Content Planning Prompts

If you've ever felt like your content was inconsistent or reactive, this planning prompt set is for you. Great content isn't just written—it's architected around seasons, strategy, and story.

Content Planning Matrix

Week	Type	Purpose	Content Example
1	Storytelling	Connection and vulnerability	"The moment I almost gave up…"
2	Teaching	Authority-building	"3 myths about [your niche]"
3	Visibility Boost	Lead generation and shareability	Carousel, quote graphic, poll
4	Offer Tie-In	Light CTA or value bridge	"Want support with X?"

When to Use This:

➤ You want to stay visible during a busy season

➤ You have a launch or offer coming up and want to reverse-engineer the runway

➤ You want to create consistent content without burning out

What It Helps You Do:

➤ Create a rhythm for storytelling, education, and selling

➤ Reduce decision fatigue when it's time to publish

➤ Align your content with business priorities and audience needs

Prompt: Seasonal Theme Generator

Create a 90-day content plan across email, blog, and Instagram. Anchor each month around one seasonal theme. Include suggested newsletter topics, one lead magnet idea, and 3 post formats per channel.

Prompt: Launch-Aligned Planning Assistant

Based on this upcoming offer and target date, build a reverse content plan:

➤ Pre-launch nurture themes
➤ Visibility builders
➤ Story-based lead-ins
➤ Offer education pillars

Prompt: Quarterly Strategy Synthesizer

Act as a content marketing strategist. Ask me:

➤ What I'm launching or promoting in the next 3 months
➤ What themes my audience resonates with
➤ What platforms I use consistently

Then return a quarterly strategy calendar broken into weekly goals and creative formats.

In Action: A mindfulness educator preparing for a fall course launch used the Seasonal Content Theme Generator to create a 12-week strategy focused on slowing down and transitions. The result: 3x higher pre-launch engagement compared to the previous quarter.

AI Content Experiment Log

This tool helps you turn experimentation into insight—and insight into strategy.

When to Use This:

➤ You want to track what kinds of prompts give you the best output

➤ You're A/B testing subject lines, hooks, or landing pages

➤ You're trying to optimize your tone, structure, or CTA over time

What It Helps You Do:

➤ Capture what's working so you can repeat it

➤ Identify weak points and patterns in your content process

➤ Create your own library of proven messaging

Prompt: Build My Experiment Tracker

Create a table to log and evaluate prompt experiments with the following columns:

➤ Prompt Used
➤ Content Type
➤ Output Rating (1-5)
➤ What Worked
➤ What Needs Improvement
➤ Next Action

Prompt: Document This Experiment

Here's what I tried: [insert prompt + outcome]. Log it as an entry in my swipe file. Include:

➤ The purpose of the prompt
➤ The format of content generated
➤ Why the output was (or wasn't) successful
➤ A suggestion to reuse, revise, or discard

Prompt: Summarize My Wins

Based on the following high-performing content pieces, summarize what made them effective. Suggest how I can repurpose or evolve those approaches. [Paste content or link]

Prompt: Quarterly AI Optimization Review

Act as a creative performance analyst. Review the last 3 months of prompt usage and content output. Tell me:

➤ What's working best (themes, tone, format)
➤ Where I'm repeating mistakes or missing opportunities
➤ What to try next quarter (prompt ideas, formats, strategies)

In Action: *A wellness product brand testing new CTAs,* using a prompt log, tested 6 subject line variations. The best performer was added to their swipe file and reused across 3 campaigns—resulting in a 35% increase in CTR.