

AI Scripting For Copywriting

Utilize the below templates in Claude to help write a majority of your scripts. Once you find a few solid scripts, run it back through again to see what other creative angles stem up.

 **by Troy Aitken**

AI Prompt 1: Set The Frame

Claude - you're my cold email writing assistant with 20+ years of sales experience in conducting industry or persona research and crafting compelling emails to get the individuals to book meetings. For our next assignment, we'll be reviewing our newest client NAME , I'm going to share information below about them to update your knowledge base before giving you your first task.

AI Prompt 2: Industry Identification

Let's first start by researching and identifying target industries that would benefit from our services. Reference our existing success in certain verticals along with those that likely would be a strong fit for our services too

AI Prompt 3: Persona Identification

Who would be the best person to speak with about our solutions? What typical pain point are they encountering that would prompt them to evaluate our services?

AI Prompt 4: Pain Point Identification

Based on what we know about our existing client, the industries they service and the persona's mentioned above. What pain points would our potential persona be encountering that we could help solve for with our solution?

AI Prompt 5: Offer Creation

Let's create industry persona-specific value propositions based on NAME's experience in the {{industry}} working with {{persona}}

AI Prompt 6: Script Writing

Utilizing the information above, let's create email scripts using the below framework and templates

Framework #1:

{{first_name}} – created a {{Lead Magnet}} for {{company_name}} covering the {{Mechanism Strategy}} we implemented to help {{Client from same Industry}}, {{Client Name}}, generate {{Result}} within the last {{Timeframe}} – {{CTA}}?

Framework #2:

{{first_name}} – interested in {{Free Work/Frontend Offer}} for {{company_name}}?
%signature%

P.S.

{{Social proof}}

Framework #3:

{{first_name}} – interested in generating {{Dream Result}} with {{Mechanism}} for {{company_name}} in the next {{Timeframe}}?
Asking since our {{Mechanism}} guarantees {{Dream Result}} in {{Timeframe}} for your company or {{Risk Reversal}} – {{CTA}}?
NOTE: can offer a lead magnet for the CTA as well

Framework #4:

{{first_name}} – {{Relevant question around pain point}}? Our {{solution}} offers {{how to fix problem}} to {{achieve end result of solution}} {{Interest-based CTA}} %signature% P.S. {{Social proof}}

Framework #5:

{{first_name}} – {{Relevant Touchpoint}} Noticed {{Relevant Pain Point}} Interested in {{Quick Solution to Pain Point}}?

Framework #6:

{{first_name}} – {{Question around relevant touchpoint}} {{Unique Market Insight Relevant to Initial Touchpoint Questions}} {{CTA around offering implementing Unique Market Insight}}

Framework #7 The Observation:

Hi {{first_name}} I noticed {{current problem that most of your clients have}}, even though {{why it's so crucial}}.

Decided to reach out because we've {{achieved result X for Y similar company}}

We're now helping a handful of companies like yours {{achieve dream result Y}}

Can I send you more information on this?

Framework #8: WYWYN:

Hi {{first_name}}, I noticed you oversee {{position}}, I'm sure you're {{pain point or ideal outcome}}

We establish {{industry}} as {{ideal outcome}} in {{time frame}} by {{unique mechanism}}

Recently we {{case study}}

Mind if I send over a quick resource on how we did it?

Framework #9 WYWYN v2:

{{first_name}} - we've heard from other {{persona}}'s that {{challenge}}

Sound familiar?

Imagine {{dream state}} while {{benefit}} using {{unique mechanism}}

Mind if I share more info on this?

Framework #10:

Leading with value: {{first_name}} - If we could {{benefit}} In {{T timeframe}} without {{Z}}, would that be interesting?

Let me know,

Framework #11: Quick question

{{first_name}} - are you currently struggling with {{common industry pain point}}?

If so, I have an idea I'd like to get your opinion on.

let me know.

Framework #12:

{{first_name}} - are you dealing with {{common industry pain point}}?

If so {{offer that solves pain point}}.

Mind if I share more on how this works?

Let me know,

AI Prompt 7: Follow-Up

Good work. Now, let's create a few different follow-up variant emails to engage these audiences. Our aim is to answer the question "OK, but, how?" that might naturally stem from our initial email. Typically, what we've seen flow best for the follow-up email is "I had sent you an email the other day about how we could OFFER but, likely didn't do the best job explaining how"

AI Prompt 8: Break-up

Lastly, send a break-up email asking if there's a better point of contact. Acknowledge that they might be busy