

# YOUR GUIDE TO *AI-Powered* SALES PAGES & OFFERS



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WITH STEP-BY-STEP PROMPTS

NATALIE MACNEIL



## Use AI to craft high-converting sales pages & irresistible offers in minutes—**without** losing your authentic voice.

Many entrepreneurs struggle with clearly structuring their sales page and articulating their **transformation and value** (aka messaging) in a way that **deeply resonates with their ideal clients**, often leading to confusing copy that doesn't convert.



AI CAN HELP YOU REFINE YOUR VOICE, OPTIMIZE YOUR OFFER, AND WRITE A HIGH-CONVERTING SALES PAGE IN MINUTES—WHEN YOU KNOW HOW TO PROMPT IT EFFECTIVELY.

This guide walks you through exactly how to prompt AI, with done-for-you prompts for each step to **effortlessly nail your messaging, craft a sales page and fine-tune your offer** so it speaks directly to your ideal clients and drives sales, without losing the depth, soul, and energy of your work.

# Refine Your Brand Voice & Speak Directly to Your Ideal Clients

Your brand voice is the energetic signature of your business. It communicates not just what you offer, but how your work FEELS to those who engage with it.

Many AI-generated sales pages sound robotic, formulaic, or too "hypey"—but that doesn't have to be the case.

BY COLLABORATING WITH AI USING THE 3 C'S FRAMEWORK, YOU CAN TRAIN IT TO REFLECT YOUR **AUTHENTIC VOICE**, WHETHER THAT'S NURTURING AND GROUNDING, MYSTICAL AND EXPANSIVE, OR BOLD AND EMPOWERING.

## Steps to Refine Your Brand Voice **Using AI**



### STEP 01

IDENTIFY THE CORE ENERGY OF YOUR BRAND

Are you a calming presence? A guide into deep transformation? A catalyst for bold action?



### STEP 02

ANALYZE PAST CONTENT

Feed AI your **website copy**, **Instagram captions**, or **past client emails** to identify patterns.



### STEP 03

CREATE A BRAND VOICE GUIDE

Ask AI to generate a **summary of your tone, energy, and key phrases**.



### STEP 04

TEST AI-GENERATED CONTENT FOR AUTHENTICITY

Ensure the copy **feels aligned** with the depth and essence of your work.

# AI Prompts Using the 3 C's Framework

This section walks you through a **step-by-step AI prompting sequence** to help you **define, analyze, and refine** your brand voice so that every piece of content truly feels like you.

START A NEW THREAD IN YOUR PREFERRED LLM (CHATGPT, GEMINI, OR CLAUDE). START WITH SOMETHING ALONG THE LINES OF:

"Act as an award-winning copywriter known for producing engaging and emotionally compelling content that drives business growth. Your specialty is helping entrepreneurs refine their brand voice to ensure their messaging deeply resonates with their ideal clients."

## STEP 01

### Identify the Core Energy of Your Brand

#### AI PROMPT:

Define the core energy of my brand so that my messaging consistently reflects my unique style. The goal is for my audience to immediately feel [grounded, expansive, empowered, nurtured, awakened] when engaging with my content. The tone should NOT feel [pushy, corporate, overly salesy].

I am a [heart-centered entrepreneur, conscious business owner, content creator] serving [ideal audience]. My work is centered around [your key themes: e.g., transformation, embodiment, self-expression, leadership].

I want my brand voice to authentically represent the energy and experience I create for my clients.







## STEP 02

### Analyze Past Content for Consistency

#### AI PROMPT:

Analyze my past content to identify the key voice, tone, and emotional themes that make my messaging distinct. This will help me ensure consistency across my sales pages, social media, and emails. Here are three examples of my past content: [insert examples—these could be Instagram captions, website copy, email newsletters, or any written material that reflects your brand]. I want to understand how I naturally communicate and which patterns emerge. Analyze the tone, writing style, and emotional undertones in my content. Identify common themes, word choices, and any inconsistencies. Then, summarize my existing brand voice and suggest ways to refine or strengthen it.



## STEP 03

### Create a Brand Voice Guide

#### AI PROMPT:

Create a structured Brand Voice Guide to ensure all my messaging is aligned, authentic, and recognizable. The guide should outline my brand's tone, emotional experience, and core messaging principles. Based on the previous analysis of my content, I want to clearly define my brand voice so it can be used across different platforms. My ideal audience consists of [describe audience], and I want them to feel [desired emotions] when they engage with my brand. Format the Brand Voice Guide into sections, including:

- Brand Personality (e.g., warm and nurturing, bold and empowering)
- Emotional Tone (what clients should feel when reading my content)
- Key Words & Phrases to Use
- Words & Tones to Avoid
- Examples of My Brand Voice in Action





#### STEP 04

### Test AI-Generated Content for Authenticity

#### AI PROMPT:

I want to ensure that AI-generated content matches my authentic brand voice. This test will help refine how AI produces content that aligns with my messaging. Here is a section of my sales page that I want AI to rewrite in my voice: **[insert section]**. My brand voice is **[describe key elements from your Brand Voice Guide]**. The goal is to make this section feel more aligned, while keeping it compelling and engaging. Rewrite this section using my brand voice. After rewriting, analyze how well the AI output matches my Brand Voice Guide. Identify any misalignments and suggest refinements to bring it into closer alignment.



#### STEP 05

### Define Clear Brand Messaging for Consistency

#### AI PROMPT:

I want to craft clear, consistent brand messaging that defines who I am, what I offer, and why it matters. This messaging should immediately resonate with my ideal audience. Based on my refined brand voice, I need to define three essential messaging components:

1. My core brand statement in one sentence.
2. A short paragraph summarizing the transformation I offer.
3. A tagline or mission statement that communicates my purpose.

My ideal audience is **[describe audience]**, and my work focuses on **[describe your core offering and transformation]**. Write each messaging component in my authentic voice. Ensure it sounds natural, compelling, and aligned with my brand's personality. Provide variations if needed to explore different ways of phrasing.





# Sales Page Copywriting

(SO YOU NEVER HAVE TO START FROM SCRATCH)

Many conscious entrepreneurs struggle with sales pages because they don't want to feel like they're "selling"—they just want to serve. The key is to reframe the sales page as an invitation into transformation, rather than a pitch.

AI can help structure your message in a way that flows naturally,  
leading your ideal clients from

**AWARENESS → RESONANCE → TRUST → COMMITMENT**

## Heart-Centered Sales Page Structure

### 01. OPENING HOOK: ALIGNING WITH THEIR JOURNEY

Speak to where they are now and what they deeply desire.

### 02. THE INVITATION: THE TRANSFORMATION YOU OFFER

Show them what's possible when they say YES to their next level.

### 03. WHAT'S INSIDE: FEATURES AS AN EXTENSION OF THE TRANSFORMATION

Don't just list features—connect them to the deeper WHY.

### 04. BUILD TRUST: SOCIAL PROOF & TESTIMONIALS

Share real stories that demonstrate emotional + tangible results.

### 05. ALIGNED ACTION: YOUR CALL TO COMMITMENT (CTA)

Invite them to take the next step in a way that feels **intuitive and natural**.

## AI Prompts Using the 3 C's Framework:

This section walks you through a step-by-step AI prompting sequence to help you craft a high-converting, soul-aligned sales page that deeply resonates with your ideal clients. AI can assist in structuring your sales page, refining your messaging, and ensuring your content flows naturally.

START A NEW THREAD IN YOUR PREFERRED LLM (CHATGPT, GEMINI, OR CLAUDE). START WITH SOMETHING ALONG THE LINES OF:

"Act as an expert direct-response copywriter who specializes in crafting emotionally compelling, high-converting sales pages for heart-centered entrepreneurs. Your specialty is creating copy that feels authentic, deeply resonant, and inspires action without pressure and aligns with my brand voice [provide your brand voice guide]."



### STEP 01

#### Structure the Sales Page Flow

##### AI PROMPT:

I want my sales page to feel like an intuitive invitation into transformation, rather than a hard sell. The structure should guide my ideal clients from awareness → resonance → trust → commitment.

Use the following flow to structure my sales page:

- Opening Hook (resonate with their journey)
- The Invitation (describe the transformation)
- What's Inside (features + benefits with emotional depth)
- Build Trust (testimonials + case studies)
- Aligned Action (CTA without pressure, only resonance)

Write a detailed sales page outline following this structure. Ensure each section speaks directly to my audience's emotions, desires, and challenges while maintaining my authentic brand voice.





## STEP 02

### Craft a Resonant Opening Hook

#### AI PROMPT:

The opening of my sales page needs to immediately **resonate with my audience** and make them feel deeply understood. It should speak to their current struggles, desires, and the transformation they are seeking.

My ideal clients are [describe audience], and they are currently struggling with [core challenges]. They deeply desire [their ultimate goal or transformation].

Generate **three different opening hooks** for my sales page that draw them in emotionally and make them feel seen. Each version should be unique and take a slightly different approach—one focusing on pain points, one on desires, and one on the bigger vision they want to step into.



## STEP 03

### Deepen the Invitation & Transformation Section

#### AI PROMPT:

The invitation section of my sales page needs to clearly communicate the transformation my offer provides. It should not just list benefits, but instead, paint a vivid picture of what shifts in my clients' lives when they say YES to this work.

My offer is [describe your offer], and the core transformation it provides is [describe the result].

Write this section so that it:

- Creates an emotional connection by addressing the before-and-after journey.
- Uses vivid sensory language that helps my audience see and feel the transformation.
- Frames the offer as an intuitive next step, rather than something they need to be convinced to buy.



#### STEP 04

### Showcase the Offer in a Compelling "What's Inside" Section

#### AI PROMPT:

The "What's Inside" section of my sales page should go beyond just listing features—it should clearly articulate how each component contributes to the transformation my offer provides.

My offer includes [list core elements of your offer: coaching calls, training modules, templates, bonuses, etc.]. For each component, write it in a way that:

- Connects it to the emotional or tangible transformation it delivers.
- Illustrates the shift my clients will experience by engaging with this content.
- Speaks directly to my audience's core desires and pain points.

Write the "What's Inside" section so it feels deeply compelling and aligned with my audience's transformation.



#### STEP 05

### Collect & Curate Powerful Testimonials

#### AI PROMPT:

Strong testimonials help build trust and show real, tangible results. I need a testimonial collection template that will help me gather the most compelling, transformation-driven testimonials from my clients.

Create a 5-question testimonial request template that will:

1. Help clients reflect on their transformation.
2. Capture both emotional and tangible results.
3. Highlight the unique aspects of my work that made a difference.

Additionally, provide guidelines for formatting testimonials on my sales page to make them feel authentic, visually compelling, and persuasive.





## STEP 06

### Refine the Call-to-Action (CTA) for Maximum Alignment & Conversion

#### AI PROMPT:

The call-to-action (CTA) is the most crucial part of my sales page—it should feel inviting, empowering, and clear without creating pressure.

Analyze my current CTA: [insert CTA section]. Is it clear, compelling, and energetically aligned?

Based on my brand voice and audience, generate three alternative CTAs that feel deeply resonant and inspire action in an authentic and heart-centered way.



## STEP 07

### Optimize for Clarity, Flow & Authenticity

#### AI PROMPT:

Here is my current sales page draft: [insert draft]. Analyze the flow, clarity, and emotional impact. Identify any areas where the messaging feels unclear, misaligned, or lacks depth.

Suggest specific improvements to enhance:

- Emotional connection
- Clarity of transformation
- Flow between sections
- Strength of the call-to-action

Provide a refined version of my sales page with your recommended improvements applied.

# Optimize Your Pricing, Offer Positioning & Bonuses

If people **aren't saying YES** to your offer, it's often because:



The value isn't clear  
(**POSITIONING ISSUE**).



The investment feels  
out of alignment  
(**PRICING ISSUE**)



There's hesitation that  
needs an energetic shift  
(**BONUS STRATEGY**)

AI can **analyze pricing in your niche, refine your positioning, and suggest bonuses** that feel aligned with **how your audience makes decisions**.

## How to Optimize Pricing & Positioning

### COMPARE YOUR PRICING TO SIMILAR OFFERS.

AI can identify common pricing strategies for your offerings and niche

### REPOSITION YOUR OFFER AS A TRANSFORMATION, NOT JUST A PRODUCT OR SERVICE.

AI can help you articulate why this investment is life-changing.

### CRAFT BONUSES THAT REMOVE ENERGETIC RESISTANCE.

Instead of just "extra value," bonuses should help them feel secure about the investment and ready to commit.



## AI Prompts Using the 3 C's Framework:

This section walks you through a step-by-step AI prompting sequence to refine and optimize your offer so it feels irresistible to your ideal clients. AI can assist in fine-tuning your pricing, positioning, and bonus strategy.

START A NEW THREAD IN YOUR PREFERRED LLM (CHATGPT, GEMINI, OR CLAUDE). START WITH SOMETHING ALONG THE LINES OF:

"Act as a business strategist and offer positioning expert who specializes in helping heart-centered entrepreneurs refine their offers for maximum clarity, alignment, and conversion. Your expertise is in ensuring my offer feels deeply resonant and high-value, while eliminating objections."

### STEP 01

#### Analyze & Optimize Pricing Strategy

##### AI PROMPT:

I want to ensure my pricing aligns with the perceived value and transformation of my offer. My offer is [describe offer], and I currently price it at [insert price].

Analyze pricing trends in my industry for similar offers. Provide insights on:

- How my current pricing compares to competitors.
- Whether my price point aligns with the depth of transformation I provide.
- Psychological pricing strategies I can use to make my offer feel even more valuable.

Based on this, recommend three optimized pricing strategies that ensure my offer feels high-value while remaining energetically aligned with my audience.

**STEP 02****Refine Offer Positioning for Maximum Clarity & Resonance****AI PROMPT:**

I want my offer description to be clear, compelling, and deeply aligned with what my ideal clients need to hear to say YES.

Currently, I describe my offer like this: [insert offer description]. My ideal clients are [describe audience], and they deeply desire [describe transformation].

Rewrite my offer description to:

- Speak directly to my ideal client's needs and desires.
- Clearly articulate the transformation and results they will receive.
- Feel inviting, empowering, and high-value without sounding overly salesy.
- Shift the focus from the features of my offer to the outcome and impact.
- Eliminate any industry jargon and make it feel emotionally compelling.

Rewrite my offer description into a concise, compelling format that can be used on my website and social media. Provide three variations of my offer positioning so I can choose the most resonant one.

**STEP 03****Develop a Bonus Strategy to Increase Conversions****AI PROMPT:**

The right bonuses can help eliminate hesitation and make my offer feel even more irresistible.

I want to add strategic bonuses to my offer, but they must:

- Increase the perceived value without adding significant extra work for me.
- Address a key hesitation or pain point that might prevent someone from buying.
- Feel aligned and complementary, rather than just extra content.

Based on my offer [insert offer details], my audience [describe audience], and their biggest hesitations [describe common objections], generate three strategic bonus ideas that will feel like an intuitive "yes" for my ideal clients.



**STEP 04****Address & Overcome Common Objections****AI PROMPT:**

Every offer has natural objections that hold potential buyers back. I want to proactively address these concerns in a way that feels empowering and aligned.

Here are the most common objections I hear about my offer:

- 1.[Insert objection #1]
- 2.[Insert objection #2]
- 3.[Insert objection #3]

For each objection, provide a compelling, heart-centered response that:

- Reframes the hesitation in a way that feels reassuring.
- Aligns with the transformational nature of my offer.
- Helps my audience feel confident in taking the next step.

**STEP 05****Highlight the Unique Differentiators of My Offer****AI PROMPT:**

I want my offer to feel like a must-have by clearly highlighting what makes it unique compared to similar offers in my industry.

My offer is [describe offer], and my audience is [describe audience]. Many alternatives exist in my industry, but what makes my offer different is [describe any known differentiators].

Analyze my offer and provide a list of five unique differentiators that make it stand out. These should be positioned in a way that feels:

- Authentic and aligned (not forced or overly competitive).
- Compelling for my audience, reinforcing why this offer is the right fit for them.
- Easy to communicate on my sales page and marketing materials.

Rewrite my offer description to seamlessly incorporate these differentiators, making it clear why my offer is uniquely valuable.

## Your brand message, offer and sales page are the foundation of your business's success.

When your messaging is clear, your transformation is compelling, and your offer is positioned with confidence, selling becomes effortless. Instead of feeling like you're convincing people to buy, you're simply inviting them into the transformation they're already seeking.



THIS GUIDE HAS GIVEN YOU THE EXACT AI-POWERED FRAMEWORKS TO:



Refine your brand voice so every piece of content sounds like YOU.



Structure and optimize your sales page so it flows naturally and resonates deeply.



Fine-tune your offer, pricing, and bonuses to remove hesitation and inspire action.

By integrating these AI-powered strategies, you're not just improving your copy—you're **building a business that supports your vision with ease.**

This is just the beginning. Your AI Dream Team is here to support you in every aspect of your business, helping you streamline, create, and scale—all while staying deeply connected to the heart of your work.