

30 AI PROMPTS · LANDING PAGE COPY

The Landing Page Persuasion Pack

30 copy-ready AI prompts that turn HighLevel funnel pages into client-winning machines — for your agency and every sub-account you run.

[HEADLINES](#)[CTAS](#)[BODY COPY](#)[PSYCHOLOGY](#)[CRO](#)[AGENCY PLAYS](#)

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Your funnels are only as good as the words on them

You can build a funnel in HighLevel in an afternoon. Writing copy that actually converts the traffic you send to it — that's where most agencies stall. The page looks great, the workflow fires, the calendar is connected, and the opt-in rate still sits at 4%.

This pack fixes that. It's 30 battle-tested prompts that turn any AI assistant into your agency's copy department. Each one is built around a proven persuasion principle and framed for the work you actually do: client funnels, snapshot offers, database reactivations, webinar registrations and your own agency's pages.

Fill in the brackets, paste the prompt, and get copy you can drop straight into the funnel builder. No blank-page syndrome, no generic AI fluff.

HOW TO USE THIS PACK

- 1 Pick your prompt.** Match it to the page you're building — new funnel, rewrite or test.
- 2 Fill the brackets.** Swap every [\[placeholder\]](#) for the client's niche, offer and audience.
- 3 Paste into your AI.** Claude, ChatGPT or HighLevel's Content AI — they all work.
- 4 Refine and ship.** Edit with what you know about the client, drop it in the builder, split test.

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Headlines that stop the scroll

Your headline decides whether the other 90% of the page gets read. On paid-traffic funnels it's doing even more work: it has to match the ad, hold attention on a phone and make a promise worth scrolling for.

01 Headline transformation

Use when a client's funnel page is live but the headline was written in five minutes.

I run a marketing agency on HighLevel. The current headline on my client's funnel page is: "[paste headline]". The client is a [niche] business targeting [audience]. Give me three improved versions that add clarity, relevance, urgency and a concrete promise. Explain why each converts better, and tell me which one to set as the control in a split test.

02 Headline split-test generator

Use when you're setting up an A/B test in the HighLevel funnel builder.

I'm split testing headlines on a HighLevel funnel page for [product/service]. The target audience is [describe audience] and traffic comes from [traffic source, e.g. Facebook ads]. Generate five pairs of headlines to test, each pair built on a different psychological trigger — curiosity, scarcity, social proof, specificity, loss aversion. Explain the psychology behind each pair and predict which trigger fits this audience best.

03 Competitor headline teardown

Use during client onboarding — it doubles as market research you can present.

My client competes in the [industry] market in [city/region]. Here are three headlines their competitors are running: 1. [competitor headline 1] 2. [competitor headline 2] 3. [competitor headline 3]. Break down what makes each effective or weak. Then write a headline for my client that stands out from all three while keeping the strongest elements — and explain the positioning angle it takes.

04 Formula-driven headlines

Use when you need proven structures fast — great for snapshot template pages.

I'm writing a headline for a funnel promoting [product/service]. Apply these three formulas: 1. How to [desired outcome] in [timeframe] 2. [Number] ways to solve [problem] 3. The secret of [desired outcome]. Give me one example per formula, explain which persuasion principle each leans on, and flag which is the safest default for a cold-traffic audience.

05 Mobile-first headlines

Use always — most funnel traffic from paid social lands on a phone.

Most visitors to this funnel arrive on mobile from [traffic source]. The offer is [product/service]. Write three headline options under 40 characters each that keep their punch despite the length limit. For each one, explain how it maintains impact on a small screen, and suggest a supporting subheadline of no more than 12 words.

CTAs that get clicked

Every funnel step lives or dies on one button. These prompts sharpen the copy on it — from the primary CTA to the exit-intent popup that saves the lead you almost lost.

06 CTA button rewrite

Use when a button still says "Submit" or "Learn more."

The CTA button on my client's funnel page currently says "[current CTA]". The page sells [product/service] and the conversion goal is [booked call / opt-in / purchase]. Give me five alternative button copy options that use a strong command verb, state the value the visitor gets and create urgency without feeling pushy. Explain the psychological principle behind each.

07 Section-by-section CTAs

Use when building long-form sales pages with multiple conversion points.

I'm building a long-form funnel page for [product/service] with these sections: 1. [section 1] 2. [section 2] 3. [section 3]. Suggest a primary and secondary CTA for each section so the page guides visitors down a logical conversion path. Explain the reasoning behind each placement and where the CTAs should repeat.

08 Persona-matched CTAs

Use when you segment leads with tags and smart lists in HighLevel.

My client's offer serves three distinct personas: 1. [persona 1] 2. [persona 2] 3. [persona 3]. Write a tailored CTA for each persona that speaks to their specific pain point or desire. Then suggest how I could route each persona to a matching funnel variant using tags, custom fields or separate ad audiences.

09

CTA split-test design

Use when you want a test plan you can hand to your team, not just new copy.

Design an A/B test for the main CTA on a funnel page selling [product/service]. Give me two significantly different approaches, each with: 1. the CTA copy 2. suggested button treatment and placement 3. the psychological principle it leverages. Then tell me which metrics to track — click rate, opt-in rate, booked calls — and how long to run the test at roughly [number] visitors per week before calling a winner.

10

Exit-intent popup copy

Use with a HighLevel popup to recover visitors about to bounce.

I'm adding an exit-intent popup to a funnel page about [product/service] aimed at [audience]. Give me three exit-intent strategies, each with: 1. the popup headline and CTA copy 2. the offer — discount, free resource, low-commitment alternative 3. the psychological trigger that re-engages a leaving visitor. Explain when each strategy fits best and which one risks cheapening the main offer.

Body copy that sells the click-through

Between the headline and the button sits the copy that does the convincing. These prompts build it with frameworks that have sold for decades — PAS, feature-benefit, objection handling, story.

11 PAS framework build

Use as your default structure for any new funnel page body.

Write the body copy for a funnel page about [product/service] using the Problem-Agitate-Solve framework. Include: 1. a clear statement of the problem [audience] faces 2. two short paragraphs that agitate it — the cost of doing nothing 3. a solution paragraph introducing the offer 4. a benefits paragraph that leads naturally into the CTA "[CTA copy]". Keep paragraphs under three sentences and the tone [describe tone].

12 Feature-to-benefit translation

Use when a client hands you a spec sheet instead of a value proposition.

My client's offer [name] has these key features: 1. [feature 1] 2. [feature 2] 3. [feature 3] 4. [feature 4]. For each feature: identify the core benefit to the customer, write a one-sentence statement connecting feature to benefit, and sketch a mini use case that shows the benefit in action. Then show how to weave these into the funnel page without turning it into a feature list.

13 Objection handling on-page

Use when leads opt in but don't book — something unspoken is stopping them.

The top three objections prospects raise about [product/service] are: 1. [objection 1] 2. [objection 2] 3. [objection 3]. For each: write a short paragraph that acknowledges it honestly, a persuasive counter-argument, and the type of evidence that backs it up — testimonial, statistic or guarantee. Then suggest where each block belongs on the page relative to the CTA.

14 Social proof placement

Use with reviews you already collect through HighLevel reputation management.

I have these social proof assets for [product/service]: customer reviews pulled from Google, usage numbers, [awards/press if any] and trust badges. For each type: show how to write it for maximum credibility, where to place it on the funnel page, and the psychological effect it has on a skeptical visitor. Flag which proof matters most for a local [niche] business versus an online offer.

15 Story framework

Use for offers where trust and transformation matter more than price.

Build a story framework for a funnel page selling [product/service]: 1. a relatable protagonist — the ideal customer 2. the challenge they face 3. how they discover the offer 4. the transformation they experience 5. the outcome, in concrete numbers where possible. Then show where each story beat should appear on the page so the emotional peak lands right before the CTA.

The psychology of persuasion

Copy converts because brains take shortcuts. These prompts apply the research — Cialdini, cognitive biases, emotional triggers — ethically, so pages persuade without manipulating.

16 Cognitive bias toolkit

Use to add persuasive depth to a page that's clear but flat.

Show me how to ethically apply these five cognitive biases in the copy for [product/service]: anchoring, scarcity, loss aversion, the bandwagon effect and confirmation bias. For each: a specific copy example I could use on the page, and a caution on where the ethical line sits so the page persuades without manipulating.

17 Emotional trigger mapping

Use when the copy is logical but nobody feels anything reading it.

My client's offer [name] promises [main benefit]. Identify the five strongest emotional triggers for [audience]. For each: explain why it's relevant, write a short copy snippet that evokes it, and suggest where it belongs on the page. Finish with guidance on balancing emotional appeals with logical proof so the page doesn't tip into hype.

18 Cialdini's six principles

Use as a persuasion audit on any page that's underperforming.

Apply Robert Cialdini's six principles of persuasion — reciprocity, commitment/consistency, social proof, authority, liking, scarcity — to a funnel page for [product/service]. For each principle: a specific way to apply it on this page, a short copy example, and the effect it should have on behavior. Then advise how to combine them without the page feeling like a pressure cooker.

19 Decision shortcuts

Use when a pricing or booking page gives visitors too much to think about.

I want to simplify the decision on a funnel page for [\[product/service\]](#). Suggest five decision-making shortcuts — default options, a recommended plan, limited choices, comparison anchors, risk reversal. For each: how it reduces decision fatigue, a concrete implementation on the page, and any drawback or ethical consideration. Advise on the balance between simplifying and informing.

20 Trust-building elements

Use for local clients whose prospects have been burned before.

Trust is the bottleneck on this funnel page for [\[product/service\]](#). Suggest five trust-building elements — guarantees, security badges, transparent pricing, real team photos, review counts. For each: the trust mechanism behind it, a short copy example, and the placement with maximum impact. Explain how the five work together to make a first-time visitor feel safe enough to act.

Optimizing for conversion

Good copy on a badly structured page still leaks leads. These prompts tune the whole machine — structure, micro-conversions, mobile experience and the tests that prove what works.

21 Page structure blueprint

Use before you drag a single element into the funnel builder.

Give me a conversion-optimized structure for a funnel page selling [product/service] to [audience]: 1. the order of sections from headline to final CTA 2. what each section must accomplish 3. where primary and secondary CTAs repeat 4. where social proof and trust elements slot in. Explain the psychology behind the sequence — what the visitor needs to believe at each scroll depth.

22 Micro-conversion ladder

Use to feed your nurture workflows with smaller yeses before the big ask.

Design a micro-conversion strategy for a funnel about [product/service]. Suggest five smaller commitments — lead magnet download, quiz, SMS opt-in, calendar view, price guide — that warm visitors toward the main goal of [main conversion]. For each: the value to the visitor, the micro-CTA copy, and how the follow-up automation should respond to it. Advise on keeping these from distracting from the primary CTA.

23 Mobile conversion audit

Use on every page — then preview it on your own phone before launch.

Optimize this funnel page for mobile conversions. The offer is [product/service]. Give me strategies for: 1. restructuring sections for a mobile scroll 2. tightening copy — shorter paragraphs, scannable lists 3. making CTAs thumb-friendly 4. using mobile-native actions like click-to-call and SMS opt-in. For each, a concrete implementation and its expected impact on mobile conversion rate.

24 Page speed and above-the-fold

Use when paid traffic is expensive and every bounce costs real money.

Page load time is hurting conversions on my funnel for [product/service]. Suggest: 1. three ways to trim content so the page loads faster without losing persuasive power 2. how to use images and video effectively without bloating the page 3. what must appear above the fold so the visitor gets the pitch before they can bounce. Explain the expected impact of each on paid-traffic ROI.

25 Full CRO test plan

Use to turn "let's try stuff" into a plan you can report to the client.

Design a complete CRO test plan for a funnel selling [product/service] that gets about [number] visitors per month. Include: 1. the three highest-leverage elements to test first 2. specific variations for each 3. the metric that decides each test 4. how long each test needs to run for a trustworthy result. Explain the reasoning so I can present this plan to my client as a monthly optimization retainer.

HighLevel agency plays

Five prompts built for the way agencies actually make money on HighLevel — selling snapshots, scaling copy across sub-accounts, reactivating dead databases and filling webinars.

26 Snapshot sales page

Use when you're productizing your systems and selling to other agencies.

I've built a HighLevel snapshot for [niche/use case] that includes [list what's inside — funnels, workflows, campaigns]. Write the sales page copy that sells it to other agency owners: a headline that leads with the hours saved, a section proving it works with [results/numbers], an exact-contents breakdown, and a CTA. Buyers are skeptical operators — keep the copy concrete and hype-free.

27 Ad-to-page message match

Use when ads get clicks but the funnel doesn't convert — the scent is broken.

Here's the ad copy driving traffic to my client's funnel: "[paste ad copy]". Here's the current landing page headline and opening section: "[paste page copy]". Audit the message match: where does the page break the promise, tone or specificity of the ad? Rewrite the headline and opening section so the click feels like a continuation, and list the message-match rules to apply across every ad-to-funnel pair we run.

28 Database reactivation page

Use with a reactivation campaign — the fastest revenue in any client's account.

I'm running a database reactivation campaign for a [niche] client with [number] cold contacts. The SMS and email will drive them to a simple landing page with a comeback offer: [describe offer]. Write the page copy: a headline that acknowledges they haven't heard from us in a while, a short body that makes the offer feel exclusive to past customers, and a CTA with a real deadline. Keep it under 150 words — these visitors decide in seconds.

29 Copy that scales across sub-accounts

Use when you serve many clients in one niche and rebuild the same page weekly.

My agency serves multiple [niche] clients, each in their own HighLevel sub-account. Take this master funnel page copy: "[paste master copy]" and turn it into a template: mark every line that should become a custom value — business name, city, offer, phone — and rewrite the fixed copy so it stays persuasive for any business in this niche. Then flag the two sections that should never be templated because they need each client's real proof and voice.

30 Webinar registration page

Use for your own agency's webinars or a client's event funnel.

Write registration page copy for a webinar titled "[working title]" aimed at [audience] on [date and time with time zone]. Include: a headline that sells the outcome of attending, three bullet points teasing what they'll learn without giving it away, a speaker credibility line for [speaker + one-line credential], and a CTA. Then write the confirmation page copy that maximizes show-up rate.

Make it stick

Prompts don't grow agencies — habits do. Here's how to turn this pack into a system your whole team runs on.

- 1 Start with a live funnel.** Run your first prompt against a real client page that's underperforming right now. Quick wins keep the habit alive.
- 2 Build a prompt library.** Save your filled-in versions per niche. After 10 clients you'll have a copy system worth more than most courses.
- 3 Treat AI output as a first draft.** The AI knows persuasion; you know the client. Edit with their real proof, voice and numbers before anything ships.
- 4 Test one thing at a time.** Use split tests to settle debates. One variable per test, or you'll never know what actually moved the number.
- 5 Track results where the client sees them.** Tie every copy change to a metric in the dashboard — opt-in rate, booked calls, cost per lead. Copy wins become retention wins.
- 6 Stack prompts into workflows.** Structure blueprint, then PAS body, then CTA rewrite, then message-match audit — chain them and you've productized copywriting.
- 7 Delegate the system, not the skill.** Once a prompt chain works, hand it to your team with examples of good and bad output. That's how agencies scale past the founder.
- 8 Compare notes with other operators.** Your niche isn't unique — someone has already tested what you're about to try. Ask before you burn ad spend finding out.



DON'T STOP AT THE PROMPTS

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WHERE HIGHLEVEL AGENCIES
GET UNSTUCK.