Module 21 - Bonus AI Prompt Library

Lesson 4:
Landing Page Copy Prompt
Student PDF

Facebook Ads, product offer, service lead generation এবং WooCommerce landing page-এর জন্য high-converting copy তৈরি করার ready-made AI prompt library.

Class Topic
Landing Page Copy Prompt

Priority
Ecommerce prompts first, then service and portfolio prompts

Output
Headline, subheadline, benefit, FAQ, CTA, sticky button copy

Best Tool
ChatGPT, Gemini, Claude, Codex planning

এই PDF কীভাবে ব্যবহার করবেন

এই PDF-এর promptগুলো studentরা copy করে ChatGPT বা অন্য AI tool-এ ব্যবহার করতে পারবে। প্রতিটি prompt-এর মধ্যে bracket দেওয়া আছে, যেমন [Product Name], [Target Audience], [Offer]। ব্যবহার করার সময় এই placeholderগুলো নিজের project অনুযায়ী replace করতে হবে।

Class Goal

Student যেন AI দিয়ে ecommerce landing page-এর headline, benefit copy, problem-solution copy, review, FAQ এবং CTA তৈরি করতে পারে।

Best Practice

Prompt দেওয়ার আগে product, offer, price, target audience, traffic source এবং main action clear করে দিতে হবে।

Prompt দেওয়ার আগে এই তথ্যগুলো ready রাখুন

- Product/Service name এবং offer
- Target audience এবং location
- Main goal: Order, lead, WhatsApp message, checkout
- Payment/delivery/trust information
- Desired tone: simple, premium, urgent, friendly, Bangla/English

Quick Prompt Builder Table

Input	Example	Why Important
Product/Offer	3 Premium T-Shirts for ৳800	AI মূল offer বুঝবে
Target Audience	Bangladesh young men	Copy audience অনুযায়ী হবে
Main Goal	Get product orders	CTA ও flow conversion-focused হবে
Traffic Source	Facebook Ads	Copy short, direct এবং mobile-first হবে
Trust Info	COD, fast delivery, easy exchange	Visitor doubt কমবে

Class Tip: Studentদের বলবেন - landing page copy শুধু সুন্দর লেখা না; headline, benefit, trust, FAQ এবং CTA সবকিছু order/lead action-এর দিকে guide করতে হবে।

Prompt Index

প্রথমে ecommerce landing page copy prompt রাখা হয়েছে, এরপর service/business/portfolio এবং bonus section prompt রাখা হয়েছে।

01 Universal Ecommerce Landing Page Copy Prompt
02 T-Shirt Combo Offer Landing Page Copy
03 Fashion Ecommerce Product Landing Page Copy
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Section 1: Ecommerce Landing Page Copy Prompts

Product order, WooCommerce offer page এবং Facebook Ads campaign-এর জন্য ready-made prompts.

01

Universal Ecommerce Landing Page Copy Prompt

যেকোনো ecommerce product/offer landing page copy করার জন্য

ECOMMERCE

COPY-READY PROMPT

```
Act as a high-converting ecommerce landing page copywriter.

Create complete landing page copy for the following ecommerce offer.

Brand Name: [Brand Name]
Product/Offer: [Product or Offer]
Price: [Price]
Target Audience: [Target Audience]
Location: [Target Location]
Main Goal: Get product orders
Traffic Source: Facebook Ads / Instagram Ads

Write copy for:
1. Hero headline
2. Short subheadline
3. Primary CTA button text
4. Offer highlight section
5. Product benefit section
6. Problem-solution section
7. Trust badges
8. Customer review section
9. FAQ section
10. Final CTA section
11. Sticky mobile order button text

Tone: Simple, trustworthy, sales-focused, mobile-friendly, and conversion-focused.
```

02 T-Shirt Combo Offer Landing Page Copy

Facebook ads traffic থেকে T-shirt combo order আনার জন্য

FASHION

COPY-READY PROMPT

```
Act as a Facebook Ads landing page copywriter for a Bangladesh fashion ecommerce brand.

Product: T-Shirt Combo Offer
Offer: 3 Premium T-Shirts for ৳800
Target Audience: Bangladesh young men, students, and casual fashion buyers
Goal: Get more orders quickly
Payment: Cash on Delivery available

Create short, high-converting Bangla landing page copy for:
1. Hero headline
2. Subheadline
3. Offer section
4. Product benefit points
5. Problem-solution section
6. Size guide intro text
7. Review section copy
8. Delivery and payment info
9. FAQ questions and short answers
10. Final CTA
11. Sticky button text

Keep the copy short, clear, mobile-first, and order-focused.
```

03 Fashion Ecommerce Product Landing Page Copy

Clothing, Panjabi, hoodie, shirt, fashion product-এর জন্য

FASHION

COPY-READY PROMPT

```
Act as an ecommerce fashion landing page copywriter.

Brand Name: [Fashion Brand]
Product Name: [Product Name]
Product Type: [T-shirt / Shirt / Panjabi / Hoodie / Fashion Item]
Price/Offer: [Price or Offer]
Target Audience: [Men / Women / Students / Fashion Buyers]
Main Goal: Increase orders

Write landing page copy for:
1. Hero headline and subheadline
2. Product style and comfort benefits
3. Offer highlight
4. Fabric/quality benefit section
5. Fit and size confidence section
6. Review/testimonial section
7. Delivery, exchange, and payment info
8. FAQ section
9. Final order CTA

Tone: Premium, simple, trustworthy, and conversion-focused.
```

04 Grocery Ecommerce Landing Page Copy

Online grocery, daily essentials, fresh food offer page-এর জন্য

GROCERY

COPY-READY PROMPT

```
Act as a grocery ecommerce landing page copywriter.

Business Name: [Grocery Brand]
Product/Offer: [Grocery Offer]
Target Audience: [Families / Busy Professionals / Local Customers]
Location: [City or Country]
Main Goal: Get online grocery orders
Delivery Promise: [Same Day / Fast Delivery / Fresh Delivery]

Create landing page copy for:
1. Hero headline
2. Subheadline
3. Freshness and quality benefits
4. Daily essentials section
5. Delivery promise section
6. Offer/discount section
7. Trust badges
8. Customer review copy
9. FAQ section
10. Final CTA and sticky order button

Tone: Fresh, reliable, family-friendly, and simple.
```

05 Digital Product Ecommerce Landing Page Copy

Template, course, software, digital download sell করার জন্য

DIGITAL

COPY-READY PROMPT

```
Act as a digital product landing page copywriter.

Product Name: [Digital Product Name]
Product Type: [Template / Course / Software / PDF / Digital Download]
Price: [Price]
Target Audience: [Target Audience]
Main Problem It Solves: [Problem]
Main Goal: Get instant purchases
Delivery Method: Instant download / Email access / Account access

Write copy for:
1. Hero headline
2. Subheadline
3. What is included section
4. Benefits section
5. Problem-solution section
6. Who this is for section
7. Bonus section
8. Trust/refund/support section
9. FAQ section
10. Final CTA

Tone: Clear, benefit-focused, digital-product friendly, and persuasive.
```

06 Shoes/Juta Ecommerce Landing Page Copy

Sneakers, formal shoes, sports shoes sell করার জন্য

SHOES

COPY-READY PROMPT

```
Act as a high-converting shoes ecommerce landing page copywriter.

Brand Name: [Shoe Brand]
Product Name: [Shoe Product]
Product Type: [Sneakers / Formal Shoes / Sports Shoes / Sandals]
Price/Offer: [Price or Offer]
Target Audience: [Young Men / Office Users / Sports Lovers / Fashion Buyers]
Main Goal: Get more shoe orders

Create landing page copy for:
1. Hero headline
2. Comfort-focused subheadline
3. Style and durability benefits
4. Problem-solution section
5. Size/fit confidence section
6. Product material section
7. Customer review copy
8. Delivery and exchange info
9. FAQ section
10. Final CTA and sticky order button

Tone: Stylish, comfortable, trustworthy, and order-focused.
```

07 Organic Products Landing Page Copy

Organic food, skincare, natural products offer page-এর জন্য

ORGANIC

COPY-READY PROMPT

```
Act as an organic product landing page copywriter.

Brand Name: [Organic Brand]
Product Name: [Product Name]
Product Type: [Organic Food / Natural Skincare / Herbal Product]
Target Audience: [Health-conscious Customers / Families]
Main Benefits: [Natural / Safe / Fresh / Chemical-free]
Offer: [Offer]

Write landing page copy for:
1. Natural benefit-focused hero section
2. Short subheadline
3. Why choose organic section
4. Product benefits
5. Ingredient/quality section
6. Trust and safety section
7. Review section
8. FAQ section
9. Final CTA

Tone: Natural, caring, trustworthy, and clean.
```

08 Electronics Ecommerce Landing Page Copy

Gadgets, accessories, mobile accessories sell করার জন্য

ELECTRONICS

COPY-READY PROMPT

```
Act as an electronics ecommerce landing page copywriter.

Brand Name: [Brand Name]
Product Name: [Electronic Product]
Product Type: [Gadget / Accessory / Device]
Price/Offer: [Price or Offer]
Target Audience: [Tech Buyers / Students / Office Users]
Main Goal: Increase orders

Create landing page copy for:
1. Hero headline
2. Key feature subheadline
3. Feature-to-benefit section
4. Why this product is useful
5. Specification highlight section
6. Warranty/support trust section
7. Review section
8. FAQ section
9. Final CTA

Tone: Clear, tech-friendly, benefit-focused, and trustworthy.
```

09 Cosmetics & Beauty Landing Page Copy

Skincare, makeup, beauty product landing page copy-এর জন্য

BEAUTY

COPY-READY PROMPT

```
Act as a beauty ecommerce landing page copywriter.

Brand Name: [Beauty Brand]
Product Name: [Product Name]
Product Type: [Skincare / Makeup / Hair Care / Beauty Product]
Target Audience: [Women / Beauty Lovers / Skincare Users]
Main Benefit: [Main Benefit]
Offer: [Offer]

Write copy for:
1. Beauty-focused hero headline
2. Short subheadline
3. Product benefits
4. Problem-solution section
5. How to use section
6. Ingredient/quality trust section
7. Review section
8. FAQ section
9. Final CTA

Tone: Elegant, trustworthy, simple, and conversion-focused.
```

10 Jewelry Ecommerce Landing Page Copy

Ring, necklace, bracelet, fashion jewelry offer page-এর জন্য

JEWELRY

COPY-READY PROMPT

```
Act as a premium jewelry landing page copywriter.

Brand Name: [Jewelry Brand]
Product Name: [Jewelry Product]
Product Type: [Ring / Necklace / Bracelet / Earrings]
Target Audience: [Women / Gift Buyers / Fashion Buyers]
Price/Offer: [Price or Offer]
Main Goal: Get more orders

Create landing page copy for:
1. Premium hero headline
2. Emotional subheadline
3. Design and material benefits
4. Gift-worthy section
5. Trust and quality section
6. Customer review copy
7. FAQ section
8. Final CTA

Tone: Premium, emotional, elegant, and trust-focused.
```

11 Furniture Ecommerce Landing Page Copy

Home furniture product landing page copy-এর জন্য

FURNITURE

COPY-READY PROMPT

```
Act as a furniture ecommerce landing page copywriter.

Brand Name: [Furniture Brand]
Product Name: [Furniture Product]
Product Type: [Sofa / Bed / Chair / Table / Home Decor]
Target Audience: [Homeowners / Families / Apartment Owners]
Main Benefit: [Comfort / Space Saving / Premium Design]
Offer: [Offer]

Write copy for:
1. Hero headline
2. Home-comfort subheadline
3. Product benefit section
4. Material and durability section
5. Room/lifestyle section
6. Delivery/installation info
7. Review section
8. FAQ section
9. Final CTA

Tone: Comfortable, premium, practical, and trustworthy.
```

12 Pharmacy Ecommerce Landing Page Copy

OTC health product, pharmacy delivery page-এর জন্য

PHARMACY

COPY-READY PROMPT

```
Act as a healthcare ecommerce landing page copywriter.

Business Name: [Pharmacy Brand]
Product/Service: [OTC Health Product / Pharmacy Delivery Service]
Target Audience: [Families / Local Customers / Health-conscious Buyers]
Main Goal: Get safe online orders or inquiries
Location: [Location]

Create safe and trustworthy landing page copy for:
1. Clear hero headline
2. Trust-focused subheadline
3. Product/service benefit section
4. Delivery and support information
5. Safety and authenticity trust section
6. Review section
7. FAQ section
8. Final CTA

Tone: Safe, clear, responsible, and trust-focused. Do not make unsupported medical claims.
```

13 Book Store Landing Page Copy

Book, academic item, educational product sell করার জন্য

BOOK STORE

COPY-READY PROMPT

```
Act as an online bookstore landing page copywriter.

Store Name: [Book Store Name]
Product/Offer: [Book / Book Combo / Study Material]
Target Audience: [Students / Readers / Professionals / Parents]
Main Goal: Get online book orders
Offer: [Offer]

Write landing page copy for:
1. Hero headline
2. Reader/student-focused subheadline
3. What is included section
4. Benefits of the book/material
5. Why buy from us section
6. Delivery and payment info
7. Review section
8. FAQ section
9. Final CTA

Tone: Helpful, educational, simple, and trustworthy.
```

Section 2: Service, Business & Portfolio Landing Page Prompts

Lead generation, booking, inquiry এবং personal portfolio conversion-এর জন্য prompts.

14 Service Business Landing Page Copy

Web design, repair, cleaning, consulting service lead generation-এর জন্য

SERVICE

COPY-READY PROMPT

```
Act as a high-converting service landing page copywriter.

Service Name: [Service Name]
Business Name: [Business Name]
Target Customers: [Target Customers]
Location: [Service Area]
Main Goal: Get leads, calls, or WhatsApp messages
Main Offer: [Offer]

Write copy for:
1. Hero headline
2. Subheadline
3. Service benefit section
4. Problem-solution section
5. Process/how it works section
6. Trust and testimonial section
7. FAQ section
8. Contact CTA
9. Sticky mobile CTA

Tone: Professional, clear, local, and lead-focused.
```

15 Agency Landing Page Copy

Digital agency, web agency, marketing agency landing page-এর জন্য

AGENCY

COPY-READY PROMPT

```
Act as a landing page copywriter for a digital agency.

Agency Name: [Agency Name]
Service: [Web Design / SEO / Marketing / Branding]
Target Clients: [Small Businesses / Startups / Ecommerce Brands]
Main Goal: Get project inquiries
Unique Strength: [Strength]

Create copy for:
1. Hero headline
2. Value proposition subheadline
3. Services section
4. Results/benefits section
5. Process section
6. Portfolio/project section copy
7. Testimonials
8. FAQ
9. Final consultation CTA

Tone: Professional, confident, and conversion-focused.
```

16 Restaurant/Food Landing Page Copy

Restaurant offer, food delivery, cafe promotion-এর জন্য

FOOD

COPY-READY PROMPT

```
Act as a restaurant landing page copywriter.

Restaurant Name: [Restaurant Name]
Food Type: [Cuisine / Food Type]
Offer: [Offer]
Location: [Location]
Main Goal: Get food orders or table bookings

Write copy for:
1. Delicious hero headline
2. Short subheadline
3. Popular food/offer section
4. Why customers love us section
5. Delivery/booking section
6. Review section
7. FAQ section
8. Final CTA

Tone: Appetizing, friendly, local, and action-focused.
```

17 Real Estate Landing Page Copy

Property lead generation landing page-এর জন্য

REAL ESTATE

COPY-READY PROMPT

```
Act as a real estate landing page copywriter.

Property/Project Name: [Property Name]
Property Type: [Apartment / House / Land / Commercial]
Location: [Location]
Target Audience: [Buyers / Renters / Investors]
Main Goal: Get property inquiries or bookings

Create landing page copy for:
1. Property-focused hero headline
2. Short value proposition
3. Location benefit section
4. Property features section
5. Floor plan/amenities intro
6. Trust/developer section
7. Lead form CTA
8. FAQ section
9. Final CTA

Tone: Premium, trustworthy, and lead-focused.
```

18 Course/Coaching Landing Page Copy

Online course, training, coaching enrollment page-এর জন্য

COURSE

COPY-READY PROMPT

```
Act as a course landing page copywriter.

Course Name: [Course Name]
Instructor: [Instructor Name]
Target Students: [Target Students]
Main Outcome: [What students will achieve]
Main Goal: Course enrollment

Write copy for:
1. Hero headline
2. Outcome-focused subheadline
3. Who this course is for
4. What students will learn
5. Course module/curriculum intro
6. Instructor trust section
7. Student review section
8. FAQ section
9. Enrollment CTA

Tone: Beginner-friendly, motivating, and conversion-focused.
```

19 Portfolio Lead Landing Page Copy

Freelancer/Developer portfolio lead generation page-এর জন্য

PORTFOLIO

COPY-READY PROMPT

```
Act as a portfolio landing page copywriter.

Name: [Your Name]
Profession: [WordPress Developer / Designer / Freelancer]
Services: [Services]
Target Clients: [Local / International / Upwork Clients]
Main Goal: Get project inquiries

Create landing page copy for:
1. Hero headline
2. Short introduction
3. Service benefits
4. Portfolio/project section copy
5. Why hire me section
6. Testimonial section
7. FAQ section
8. Contact CTA

Tone: Professional, trustworthy, and client-focused.
```

Section 3: Bonus Section Copy Prompts

Hero, benefit, problem-solution, review, FAQ, sticky CTA এবং copy improvement-এর জন্য short prompts.

20 Hero Section Copy Prompt

Strong above-the-fold copy লেখার জন্য

BONUS

COPY-READY PROMPT

```
Act as a conversion copywriter.

Write 10 hero section copy options for this landing page:
Product/Service: [Product or Service]
Offer: [Offer]
Target Audience: [Audience]
Main Benefit: [Benefit]
Tone: [Simple / Premium / Friendly / Urgent]

For each option include:
1. Headline
2. Subheadline
3. CTA button text
4. Trust line

Keep the copy short, clear, and mobile-friendly.
```

21 Product Benefit Section Prompt

Feature না, benefit-focused section copy নেওয়ার জন্য

BONUS

COPY-READY PROMPT

```
Act as an ecommerce benefit copywriter.

Create a product benefit section for:
Product: [Product Name]
Target Audience: [Audience]
Main Features: [Features]
Main Problems: [Problems]

Give me:
1. Section headline
2. Short intro text
3. 6 benefit cards
4. One-line benefit description for each card
5. CTA text

Make it simple, persuasive, and easy to add in Elementor.
```

22 Problem-Solution Section Prompt

Visitor pain point থেকে conversion-focused copy করার জন্য

BONUS

COPY-READY PROMPT

```
Act as a landing page conversion strategist.

Create a problem-solution section for this offer:
Product/Service: [Product or Service]
Target Audience: [Audience]
Main Problems: [Problems]
Solution: [How product/service solves it]

Include:
1. Section headline
2. Problem points
3. Solution points
4. Before/after comparison
5. CTA line

Tone: Clear, realistic, and trust-building.
```

23 Review/Testimonial Section Prompt

Realistic customer review copy তৈরির জন্য

BONUS

COPY-READY PROMPT

```
Act as a customer review copywriter.

Create realistic testimonial copy for this landing page:
Product/Service: [Product or Service]
Target Audience: [Audience]
Main Benefits: [Benefits]
Customer Type: [Student / Buyer / Client / Local Customer]

Create:
1. Section headline
2. 6 short reviews
3. Customer names
4. Star rating text
5. One trust-building line

Keep reviews realistic, natural, and not overhyped.
```

24 FAQ Section Prompt

Landing page visitor doubt কমানোর জন্য

BONUS

COPY-READY PROMPT

```
Act as a customer support and conversion copywriter.

Create FAQ content for this landing page:
Product/Offer: [Product or Offer]
Target Audience: [Audience]
Main Goal: [Order / Lead / WhatsApp Message]
Payment/Delivery: [Payment and Delivery Details]

Create 10 FAQs with short answers about:
- Price/offer
- Delivery
- Payment
- Return/exchange
- Quality
- Size/usage
- Support
- Order process

Keep answers short, clear, and trust-focused.
```

25 Sticky CTA + Fast Checkout Copy Prompt

Mobile landing page order button ও checkout flow-এর জন্য

BONUS

COPY-READY PROMPT

```
Act as a mobile-first landing page conversion expert.

Create sticky CTA and fast checkout copy for:
Product/Offer: [Product or Offer]
Price: [Price]
Target Audience: [Audience]
Main Action: [Order Now / WhatsApp Order / Checkout]

Give me:
1. Sticky button text options
2. Short urgency lines
3. Checkout instruction copy
4. COD/payment trust line
5. Final CTA copy
6. Error/doubt reducing microcopy

Keep it short, mobile-friendly, and conversion-focused.
```

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Landing Page Copy Improvement Prompt

Existing landing page copy improve করার জন্য

BONUS

COPY-READY PROMPT

```
Act as a senior landing page copy editor.

Improve the following landing page copy so it becomes clearer, more persuasive, and more conversion-focused.

Landing Page Goal: [Order / Lead / WhatsApp Message]
Target Audience: [Audience]
Current Copy:
[Paste current copy here]

Improve it with:
1. Stronger headline
2. Clearer benefits
3. Better CTA
4. Trust-building language
5. Mobile-friendly short copy
6. FAQ improvements
7. Less generic wording

Return the improved copy section by section.
```

Student Assignment

Assignment 1

একটি T-shirt combo offer landing page-এর জন্য full copy generate করুন। Offer: 3 Premium T-Shirts for ৳800. Output-এ hero, benefit, review, FAQ এবং sticky CTA থাকতে হবে।

Assignment 2

একটি grocery ecommerce landing page-এর copy generate করুন। Copy mobile-first, family-friendly এবং fast delivery focused হতে হবে।

Assignment 3

একটি digital product landing page-এর copy generate করুন। Output-এ what is included, benefits, bonus, FAQ এবং final CTA থাকতে হবে।

Assignment 4

AI-generated copy check করে identify করুন: headline clear কি না, benefit strong কি না, FAQ visitor doubt কমাচ্ছে কি না, CTA direct কি না।

Main Message: Landing page copy-এর main goal হলো visitor কে একটি specific action নিতে help করা। ভালো prompt দিলে AI শুধু text লিখে না, বরং conversion-focused section-wise copy তৈরি করে।