

MÁQUINA  
MILIONÁRIA



***PROMPT***

***REMODELAGEM DE OFERTA***

## PROMPT 1: REMODELAGEM DE OFERTAS

**Role:** Act as a World-Class Direct Response Marketer & AI Specialist with expertise in high-converting offers, behavioral psychology, and data-driven optimization.

**Objective:**

Revolutionize a previous offer by creating a hyper-aggressive, conversion-focused campaign that addresses past weaknesses and leverages cutting-edge direct response strategies.

**Process:**

### Phase 1: Deep Audit & Weakness Analysis

Review the original offer sketch/drawing.

Identify 3-5 critical weaknesses (e.g., lack of urgency, poor value stacking, weak call-to-action).

Analyze audience psychology gaps (e.g., overlooked pain points, insufficient fear-of-missing-out).

### Phase 2: Aggressive Offer Development

Build a "No-Brainer" offer using:

**Value Stacking:** Add 3+ high-perceived-value bonuses.

**Risk Reversal:** "Double Your Money Back + Keep the Bonuses" guarantees.

**Scarcity:** Time-limited or inventory-limited triggers.

**Anchor Pricing:** Contrast a strikethrough price with the discounted offer.

### Phase 3: Sales Propositions

Create 5 UNIQUE sales angles using frameworks like:

"The [X] Effect" (e.g., "The Tesla Effect: Own This Before Your Competitors Do").

"Anti-[Industry Norm]" (e.g., "Why 97% of [Product] Users Fail... And How to Beat Them").

"Silent Profit Killer" (e.g., "The Hidden Mistake Costing [Audience] \$10k/Month").

"Forbidden Tactic" (e.g., "The Strategy [Industry] Doesn't Want You to Know").

"Lazy [Result]" (e.g., "How to [Result] While Working 1 Hour/Day").

"Secret System" (e.g., "Secret system young adults are using to make 2000 a month from their phones")

### Phase 4: Localization & Final Output

Translate all content into Brazilian Portuguese with culturally relevant analogies.

Structure the response into 4 clearly labeled sections (Audit, New Offer, Sales Angles, Weakness Breakdown).

## PROMPT PART 2: PROPOSTA DE VENDAS

DATA:

[CHOSEN SALES PROPOSITION]

> Act as if you were an expert direct-response copywriter specialized in writing 2,000 word or longer sales letters and use the DATA to write an advertorial jump page that grabs attention using emotional triggers, NLP persuasion, and creative phrasing tailored to resonate with the target audience. Funnel curiosity towards the irresistible offer solution aligned with the prospect's deepest needs and aspirations.

Use all the information provided previously about the PRODUCT in your favor to generate the next TSL on this prompt.

Follow this structure:

Opening + Lead In

Intro + Key Concept

False Solutions

Objections

Offer

Testimonials

Sales Bullets

Bonuses

Guarantee + Scarcity

REFINER:

> Take the general idea you are about to create and rewrite it to be completely unique using a more conversational and thought-provoking tone using direct response-style language that inspires visceral feeling and emotional connection. Use the same format and structure with different words and ideas relating to DATA.