

✂ VOL. 1 — GHL ESSENTIALS

THE AGENCY OWNER'S SHORTCUT

# GHL Agency Starter Prompt Pack

50 ready-to-use ChatGPT prompts for GHL agencies — covering lead gen, follow-up, onboarding, ad copy, retention, and social media.

50

PROMPTS

6

CATEGORIES

∞

USES

🎯 Lead Generation

📧 Follow-Up Sequences

👋 Client Onboarding

🗣️ Ad Copy & Funnels

📊 Client Retention

📱 Social Media

## BEFORE YOU DIVE IN

# How to Use This Prompt Pack

## 01

### Fill In the Brackets

Every prompt has **[placeholders]** shown in pink. Simply replace them with your niche, client name, offer, or business details before running the prompt.

## 02

### Pick Your AI Tool

Works with **ChatGPT GPT-4o**, **Claude**, or **Gemini**. ChatGPT GPT-4o gives the best copywriting results for marketing content.

## 03

### Iterate & Refine

After the first output, follow up: *"Make it shorter"*, *"More casual"*, *"Add urgency"*, or *"Write 3 variations."* The prompt is just the starting point.

## 04

### Build Your Swipe File

Save every output that works. Create a Google Doc called "Agency Swipe File." In 90 days, you'll have a library of proven copy you can reuse across clients endlessly.

### ✂ POWER MOVE — ADD THIS BEFORE ANY PROMPT

For best results, paste this line **before** any prompt below:

**"You are an expert GHL marketing strategist specializing in [niche] businesses. Write in a conversational, direct tone – no corporate language, no filler, no AI-sounding phrases."**

This primes the AI for agency-quality output from the very first response.

### PASTE DIRECTLY INTO GHL

Prompts are built to generate copy you can paste straight into GHL's native tools:

 Email Templates

 SMS Workflows

 Funnel Pages



Chatbot Flows









Social Planner



SOPs & Snapshots

## NAVIGATION

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## Quick Start Recommendation

New to AI prompting? Start with **Prompt #1** (Cold Outreach DM), **Prompt #12** (Speed-to-Lead SMS), and **Prompt #21** (Welcome Email). Three working assets in under 15 minutes.

PROMPTS #1 – #10



## Lead Generation

Fill your pipeline with qualified leads. Cold outreach, hooks, reactivation campaigns, and market research.

# 01

### Cold Outreach DM — Instagram / Facebook

Instagram

Facebook

60 words max

COPY &amp; PASTE →

Write a 3-sentence cold DM for a **[niche]** business owner introducing my GHL-powered marketing agency. The message should feel human, not salesy, mention ONE pain point (slow lead response time), and end with a soft call-to-action asking if they're open to a quick chat. Keep it under 60 words.

# 02

### Cold Email Subject Lines — A/B Test Pack

Email

10 subject lines

3 angles

COPY &amp; PASTE →

Write 10 cold email subject lines for a marketing agency targeting **[niche]** business owners. Make 5 curiosity-based, 3 pain-point-based, and 2 results-based. Avoid spam words like "free" or "guaranteed". Goal: high open rates.

# 03

### Lead Magnet Title Generator

Lead Magnets

10 ideas

COPY &amp; PASTE →

Generate 10 irresistible lead magnet title ideas for **[niche]** business owners that my GHL agency can offer. Each title should promise a specific, fast result. Format: [Number] + [Outcome] + [Timeframe or Differentiator]. Example: "5 Texts That Book Appointments in 24 Hours".

# 04

## Facebook Ad Hook Pack

Facebook Ads

7 hooks

3 hook types

 COPY & PASTE →

Write 7 powerful opening hooks for Facebook/Instagram ads targeting **[niche]** owners struggling to get consistent leads. Each hook should stop the scroll in the first line. Mix question hooks, bold statement hooks, and story hooks.

# 05

## LinkedIn Prospecting Message Sequence

LinkedIn

3 messages

3 days apart

 COPY & PASTE →

Write a LinkedIn connection request + follow-up message sequence (3 messages, 3 days apart) for outreach to **[niche]** business owners. Goal: book a discovery call. Tone: professional but conversational. No pitching in message 1.

# 06

## VSL (Video Sales Letter) Script Outline

Video

5 minutes

6 sections

 COPY & PASTE →

Create a 5-minute VSL script outline for a GHL marketing agency targeting **[niche]** businesses. Include: Hook (30 sec), Pain Agitation (60 sec), Solution Introduction (60 sec), Social Proof (60 sec), Offer breakdown (60 sec), and CTA (30 sec).

# 07

## Database Reactivation SMS Sequence

SMS

3 messages

160 chars each

 COPY & PASTE →

Write a 3-message SMS sequence to reactivate cold leads in a **[niche]** business's old database. Message 1: Re-engage with curiosity. Message 2 (24 hrs later): Soft offer. Message 3 (48 hrs later): Final nudge with urgency. Keep each under 160 characters.

# 08

## Google Business Profile Post

Google

Local SEO

Under 1500 chars

 COPY & PASTE →

Write a Google Business Profile post for a **[niche]** business to attract local leads. Include a pain point, a brief solution, social proof placeholder, and a CTA with a GHL booking link. Under 1500 characters. Conversational tone.

# 09

### Referral Request Script

SMS

Casual tone

Incentive

 COPY & PASTE →

Write a text message script for a **[niche]** business owner to send to satisfied clients asking for referrals. Make it casual, not pushy. Include a simple incentive mention placeholder. Should feel like a friend texting, not a corporation.

# 10

### Niche Market Research Prompt

Research

Pain points

Messaging

 COPY & PASTE →

Act as a market researcher. For **[niche]** businesses in **[location]** , identify: 1) Top 3 pain points they face getting new clients, 2) Objections they have to marketing services, 3) What they ACTUALLY want (dream outcome), 4) The language and words they use to describe their problems.

PROMPTS #11 – #20



## Follow-Up & Nurture Sequences

Turn cold leads into booked calls. Speed-to-lead SMS, nurture emails, no-show recovery, and objection handlers.

# 11

### 5-Day Email Nurture Sequence

Email

5 emails

Post lead magnet

COPY &amp; PASTE →

Write a 5-day email nurture sequence for leads who opted into my free lead magnet for **[niche]** businesses. Day 1: Deliver lead magnet + warm welcome. Day 2: Pain point story. Day 3: Educational value. Day 4: Social proof/case study. Day 5: Soft pitch for a discovery call. Conversational tone, short paragraphs.

# 12

### Speed-to-Lead SMS (Fires Within 60 Seconds)

SMS

160 chars

Auto-response

COPY &amp; PASTE →

Write a GHL SMS auto-response that fires within 60 seconds when a new lead comes in from a Facebook ad. The message should: greet them by first name, reference what they opted in for, ask one qualifying question, and hint that someone will follow up. Under 160 characters.

# 13

### No-Show Follow-Up Sequence

SMS + Email

3 steps

No-shows

COPY &amp; PASTE →

Write a 3-step follow-up for leads who booked but didn't show. Step 1 (same day): Empathetic reschedule text. Step 2 (next day): Email with value + reschedule link. Step 3 (Day 3): Final "breaking up" text with urgency. Match the **[niche]** business context.

# 14

## Post-Discovery Call Follow-Up — "I Need to Think"

Email

Under 300 words

Objection handle

 COPY & PASTE →

Write a follow-up email for within 1 hour after a discovery call where the prospect said "I need to think about it." Recap their pain points (placeholders), reinforce ROI, address the objection **[objection]**, and include a soft next step. Under 300 words.

# 15

## Appointment Reminder Sequence

SMS + Email

3-part

24hr / 2hr / 30min

 COPY & PASTE →

Write a 3-part appointment reminder for a **[niche]** business: 1) 24 hours before (email + SMS), 2) 2 hours before (SMS only), 3) 30 minutes before (SMS only). Keep SMS under 160 characters. Make them friendly, not robotic.

# 16

## Lead Qualification Chatbot Script

GHL Chatbot

5 questions

Button options

 COPY & PASTE →

Create a 5-question chatbot flow to qualify leads for a **[niche]** business. Filter for: budget, timeline, problem severity, decision-maker status, and location. For each question, write 2–3 answer button options. End with a booking CTA for qualified leads and a soft redirect for others.

# 17

## Win-Back Email (Cold Leads — 90+ Days)

Email

Re-engagement

Zero pressure

 COPY & PASTE →

Write a re-engagement email for leads who went cold 90+ days ago in a **[niche]** business's GHL CRM. 3 subject line options. Body: brief, curious, zero pressure. One CTA. Make it feel like a human checking in, not a system email.

# 18

### Objection Handler — "Too Expensive"

Email + SMS

ROI reframe

Entry point offer

📄 COPY & PASTE →

Write a follow-up message (email + SMS version) for a prospect who said your services are too expensive. Reframe the cost as an investment with a ROI calculation placeholder, and offer an alternative entry point (smaller package or payment plan). Do not be defensive.

# 19

### Social Proof Email — Case Study Format

Email

Storytelling

Under 250 words

📄 COPY & PASTE →

Write a short case study email for **[niche]** agency clients. Format: Client description → Problem → What we did (GHL solution) → Specific results (placeholder numbers) → CTA. Under 250 words. Storytelling style, not corporate.

# 20

### Referral Thank You + Subtle Upsell SMS

SMS

Under 160 chars

Warm + personal

📄 COPY & PASTE →

Write an SMS to send after receiving a referral from an existing client. Thank them, mention a small reward/incentive placeholder, and subtly introduce one additional service. Keep it warm and personal. Under 160 characters.

PROMPTS #21 – #28



## Client Onboarding

Impress from day one. Welcome emails, kickoff agendas, SOPs, questionnaires, and expectation-setting.

# 21

### Welcome Email — New Client

Email

Under 300 words

7-day preview

 COPY & PASTE →

Write a warm, professional welcome email for a new client joining my GHL marketing agency. Include: what they can expect in the first 7 days, their dedicated point of contact, how to reach us, and a link to their onboarding form. Excited but confident tone. Under 300 words.

# 22

### Client Onboarding Questionnaire (Full)

Form

Brand + Goals

Tech access

 COPY & PASTE →

Create a comprehensive onboarding questionnaire for a new **[niche]** client at my GHL agency. Cover: business background, target customer, current marketing, past wins/losses, brand voice, competitors, 30/60/90-day goals, login credentials needed, and communication preferences. Format as a clean form with sections.

# 23

### Kickoff Call Agenda — 60 Minutes

Agenda

6 sections

Time-blocked

 COPY & PASTE →

Write a 60-minute kickoff call agenda for a new **[niche]** client at a GHL agency. Include: intro/rapport (5 min), review questionnaire (15 min), goal alignment (10 min), tech setup walkthrough (15 min), workflow review (10 min), Q&A (5 min). Add talking points for each section.

# 24

**SOP: GHL Sub-Account Setup**

SOP

Team-ready

Step-by-step

 COPY & PASTE →

Write a step-by-step SOP for setting up a new GHL sub-account for a [niche] client. Include: account creation, branding setup, pipeline creation, calendar/booking setup, automation triggers, and integration checklist. Written for a team member to follow without supervision.

# 25

**Client Communication Policy Document**

Document

Under 400 words

Policy

 COPY & PASTE →

Write a "Client Communication Policy" document to share with new agency clients. Cover: response times, communication channels, revision policy, monthly reporting schedule, escalation process, and office hours. Firm but friendly tone. Under 400 words.

# 26

**30-Day Onboarding Checklist (Client-Facing)**

Checklist

Week-by-week

Client vs Agency split

 COPY & PASTE →

Create a client-facing 30-day onboarding checklist for a GHL marketing agency. Week 1: Setup & Access. Week 2: Campaign Launch. Week 3: First Optimization. Week 4: First Report + Review. Clearly separate what the CLIENT does vs. what the AGENCY handles.

# 27

**Tech Stack Integration Access Email**

Email

Access request

Security reassurance

 COPY & PASTE →

Write an email requesting all tech access needed to set up a new client's GHL account. List what we need (Facebook Ads Manager, Google Business, website access, etc.) with clear instructions for each. Reassure them about security. Friendly, confident tone.

# 28

## Expectation-Setting Email — Week 1

Email

Timelines

Transparent

 COPY & PASTE →

Write a "Setting Expectations" email to send after the kickoff call. Cover: realistic timelines for results, what success looks like in month 1 vs. month 3, what we need from the client to succeed, and how to avoid the most common pitfalls. Confident and transparent.

PROMPTS #29 – #36



## Ad Copy & Sales Funnels

Turn clicks into paying clients. Facebook ads, landing pages, retargeting scripts, email funnels, and full sales pages.

# 29

### Facebook Ad Copy — 3 Angle Variations

Facebook Ads

PAS · Proof · Curiosity

Mobile-optimized

COPY &amp; PASTE →

Write 3 Facebook ad variations for a **[niche]** business targeting **[audience]**. Variation A: Problem-agitation-solution. Variation B: Social proof/results. Variation C: Curiosity/question. Include headline (40 chars max), primary text (125 chars for mobile), and CTA button suggestion.

# 30

### Landing Page Copy — Lead Gen Funnel

Funnel

Under 400 words

Conversion-optimized

COPY &amp; PASTE →

Write full landing page copy for a **[niche]** business's lead generation funnel. Include: Hero headline + subheadline, 3 benefit bullets, social proof section placeholder, short form intro, trust signals, and footer disclaimer. Conversion-optimized. Under 400 words total.

# 31

### Thank You Page Copy + Low-Ticket Upsell

Funnel

\$27-\$47 upsell

Confirm → Upsell

COPY &amp; PASTE →

Write copy for a thank-you page after a lead opts into a free offer for a **[niche]** business. Confirm their signup, set expectations for next steps, and introduce a low-ticket upsell at \$27-\$47. Create curiosity without being pushy.

# 32

**Paid Ad Email Funnel — 5-Email Sequence**

Email

5 emails

Under 200 words each

 COPY & PASTE →

Write a 5-email sequence for leads from a paid Facebook ad for a **[niche]** business.  
Email 1: Deliver lead magnet. Email 2 (Day 2): Value + story. Email 3 (Day 3): Testimonial.  
Email 4 (Day 4): Offer intro. Email 5 (Day 5): Urgency close. Each email under 200 words.

# 33

**Retargeting Ad Copy — 3 Objections**

Retargeting

3 angles

2-3 sentences each

 COPY & PASTE →

Write 3 retargeting ad scripts for people who visited a **[niche]** business's landing page but didn't opt in. Objection 1: "I'm not sure it works." Objection 2: "I don't have time."  
Objection 3: "I've tried this before." 2-3 sentences per ad.

# 34

**Full Sales Page — Agency Service**

Sales Page

6 sections

FAQ included

 COPY & PASTE →

Write a full sales page for a GHL marketing agency offering "Done-For-You Lead Generation" to **[niche]** businesses at \$ **[price]** /month. Sections: Hero, Problem, Why us, What's included, Results/proof, FAQ (5 questions), and final CTA. Confident, direct, no fluff.

# 35

**Abandoned Form Follow-Up Sequence**

Email + SMS

Low-pressure

1hr + next day

 COPY & PASTE →

Write a 2-message sequence for leads who started an inquiry form on a **[niche]** business website but didn't complete it. Message 1 (email, 1 hour later): Curious, helpful tone. Message 2 (SMS, next day): Short, direct. Both should make completing the form feel easy and low-pressure.

# 36

## Webinar / Workshop Invitation Email

Email

Under 250 words

RSVP CTA

 COPY & PASTE →

Write an invitation email for a free online workshop hosted by a **[niche]** marketing agency. Topic: **[workshop title]** . Include: 3 learning bullets, who it's for, date/time placeholder, and a clear RSVP CTA. Build excitement without overpromising. Under 250 words.

PROMPTS #37 – #43



## Client Reporting & Retention

Keep clients happy and paying month after month. Reports, check-ins, upsells, damage control, and renewals.

# 37

### Monthly Report Summary Email

Email

Metrics placeholders

Under 400 words

COPY &amp; PASTE →

Write a monthly performance report email template for a GHL agency. Include: month overview, key metrics (leads, calls booked, revenue attributed — all placeholders), what worked, what we're optimizing, and next month's focus. Professional but readable. Under 400 words.

# 38

### Monthly Client Check-In SMS

SMS

Under 160 chars

Personal feel

COPY &amp; PASTE →

Write a casual monthly check-in SMS from an agency to a client. Should feel personal, briefly reference their results, ask how they're feeling about progress, and invite a quick call if they want to chat. Under 160 characters.

# 39

### Handling an Unhappy Client — Email Response

Email

Calm + solution-focused

Goodwill gesture

COPY &amp; PASTE →

Write a professional response email to a client unhappy with their results after 30 days. Acknowledge their frustration, take responsibility where appropriate, explain what adjustments are being made, give a realistic revised timeline, and offer a goodwill gesture. Calm, confident, solution-focused.

# 40

**Upsell Email — Introduce a New Service**

Email

Exclusive framing

Under 250 words

 COPY & PASTE →

Write an email to an existing client introducing a new add-on service: **[service name]** . Frame it as exclusive to current clients. Explain the benefit in terms of THEIR results, not your features. Include social proof placeholder and soft CTA. Under 250 words.

# 41

**Contract Renewal Email — 60 Days Out**

Email

Recap wins

Renewal incentive

 COPY & PASTE →

Write a proactive retention email sent 60 days before a client's contract ends. Recap their wins, preview what's coming next quarter, and make staying feel like the obvious choice. Include a limited-time renewal incentive placeholder. Warm, confident tone.

# 42

**Case Study / Testimonial Request Email**

Email

Easy ask

Under 200 words

 COPY & PASTE →

Write an email asking a happy client for a testimonial or case study. Make it easy — offer to write it for them based on a short call or answers to 3 questions. Explain how it benefits them too (free PR, exposure). Under 200 words.

# 43

**Graceful Offboarding Email**

Email

Leave door open

No guilt-tripping

 COPY & PASTE →

Write a graceful offboarding email for a client who's canceling. Thank them, offer a clean handoff, ask for honest feedback (with a link to a short form), leave the door open for future work, and wish them well. No guilt-tripping. Professional and warm.

PROMPTS #44 – #50



## Social Media Content

Build authority and attract inbound leads. LinkedIn posts, Instagram captions, TikTok scripts, and a 30-day content calendar.

# 44

### LinkedIn Thought Leadership Post

LinkedIn

150–250 words

Engagement question

COPY &amp; PASTE →

Write a LinkedIn post from the perspective of a GHL agency owner sharing a lesson learned from working with **[niche]** businesses. Format: hook line, 3–5 short insight paragraphs, engagement question at the end. Conversational, no corporate speak. 150–250 words.

# 45

### Instagram Caption Pack — 5 Captions

Instagram

5 content types

With hashtags

COPY &amp; PASTE →

Write 5 Instagram captions for a GHL marketing agency. Mix: 1) Behind-the-scenes, 2) Client result (placeholder numbers), 3) Educational tip, 4) Motivational/mindset, 5) Offer/CTA. Each with 3–5 relevant hashtag suggestions.

# 46

### TikTok / Reels Script — 60 Seconds

TikTok

3-sec hook

Comment CTA

COPY &amp; PASTE →

Write a 60-second TikTok/Reels script for a GHL agency owner exposing "3 things **[niche]** businesses are doing that are killing their leads." Hook in first 3 seconds. Fast-paced, punchy sentences. End with a CTA to follow or comment a word.

# 47

### 30-Day Social Media Content Calendar

Calendar

4 posts/week

Table format

 COPY & PASTE →

Create a 30-day social media content calendar for a GHL agency targeting **[niche]** businesses. 4 posts/week (Mon, Tue, Thu, Fri). Mix: educational (40%), social proof (20%), personal/brand (20%), promotional (20%). Format as a table: Day, Content Type, Topic, Platform.

# 48

### Instagram Story Poll / Quiz Sequence

Stories

5 slides

Lead qualifying

 COPY & PASTE →

Create a 5-slide Instagram Story sequence for a GHL agency using polls and questions to engage followers and qualify leads. Each slide should move toward identifying a pain point and pointing to a solution. Include slide text and suggested poll/question options.

# 49

### Weekly Email Newsletter Template

Email

Under 400 words

Value-first

 COPY & PASTE →

Write a weekly email newsletter for a GHL agency subscriber list. Sections: 1 quick insight/tip (150 words), 1 tool or resource recommendation, 1 success story snippet (placeholder), and a PS with a soft CTA. Conversational, value-first. Under 400 words total.

# 50

### Personal Brand Bio — 3 Platforms

Twitter/X

Instagram

LinkedIn

 COPY & PASTE →

Write 3 personal brand bio versions for a GHL agency owner: 1) Twitter/X (160 chars), 2) Instagram (150 words max), 3) LinkedIn headline + about section (300 words). Angle: **[your name]** helps **[niche]** businesses stop losing leads and start booking clients on autopilot. Confident, specific, human.

## EXCLUSIVE EXTRAS

# Make Every Prompt Work Harder



## Universal Persona Primer

Add before ANY prompt for 10x better output:

"You are a direct-response copywriter with 10 years in [niche] marketing. Write like a human expert – no corporate language, no filler, no AI-sounding phrases. Every sentence earns its place."



## The Iteration Command Pack

After any output, follow up with these:

- "Make it 30% shorter"
- "Add more urgency"
- "Write 3 A/B variations"
- "Make it sound more casual"
- "Rewrite the subject line 5 ways"
- "Add a P.S. line"



## Best AI Tools for This Pack

**ChatGPT GPT-4o** — Best for all-around copywriting and long-form content

**Claude Sonnet** — Best for SOPs, structured documents, and onboarding

**Gemini 1.5 Pro** — Best for research-heavy and analytical prompts

All work with every prompt in this pack.



## 3-Prompt Quick Start

Build momentum in 15 minutes:

**Step 1** → Run Prompt #1 (Cold DM for your niche)

**Step 2** → Run Prompt #12 (Speed-to-Lead SMS for GHL)

**Step 3** → Run Prompt #21 (Welcome email for first client)

You now have 3 working GHL assets. That's a head start most agencies never get.

## 💡 THE SWIPE FILE STRATEGY — YOUR UNFAIR ADVANTAGE

Every time an output performs well — a DM gets a reply, an email gets opened, a hook stops the scroll — **save it**. Create a Google Doc called "Agency Swipe File" and

paste the winners in. After 90 days you'll have a battle-tested library of proven copy you can remix forever. This is how the best agency owners run circles around the competition.

 YOU'RE ALL SET

# 50 Prompts Away From a **Fully Automated Agency**

Stop writing from scratch. Fill in the blanks, run the prompts, and watch your GHL workflows do the heavy lifting.

[Start With Prompt #1 →](#)

Built by

**Me!AI + HireAI - 2026**