

➤ 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, client 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]** in pink. Replace them with your niche, client name, offer, or specific 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 output 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 into a Google Doc called "Agency Swipe File." After 90 days you'll have a library of proven copy to reuse forever.

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

Paste this line **before** any prompt for agency-quality output:

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

### PASTE DIRECTLY INTO GHL

 Email Templates

 SMS Workflows

 Funnel Pages

 Chatbot Flows

 Social Planner

 SOPs & Snapshots

## NAVIGATION

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Cold DMs, email hooks, Facebook ad hooks, database reactivation, VSL scripts &amp; more

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**7 Prompts**** Quick Start (First 15 Minutes)**

New to AI prompting? Run **Prompt #1** (Cold Outreach DM), **Prompt #12** (Speed-to-Lead SMS), and **Prompt #21** (Welcome Email). Three working GHL assets — done.



PROMPTS #1-#10

## Lead Generation

Fill your pipeline. Cold outreach, hooks, ad copy, reactivation, market research, and more.

### #01 Cold Outreach DM — Instagram / Facebook

DM

60 words

Soft CTA

📄 COPY & PASTE →

Write a 3-sentence cold DM for a **[niche]** business owner introducing my GHL-powered marketing agency. Feel human, not salesy, mention ONE pain point (slow lead response), end with a soft CTA asking if they're open to a quick chat. Under 60 words.

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

Email

10 subject lines

3 angles

📄 COPY & 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

Specific outcomes

📄 COPY & PASTE →

Generate 10 irresistible lead magnet titles for **[niche]** business owners. Each title should promise a specific, fast result. Format: [Number] + [Outcome] + [Timeframe]. Example: "5 Texts That Book Appointments in 24 Hours".

### #04 Facebook Ad Hook Pack

Facebook

7 hooks

3 hook types

📄 COPY & PASTE →

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

### #05 LinkedIn Prospecting Message Sequence

LinkedIn

3 messages

3 days apart

📄 COPY & PASTE →

Write a LinkedIn connection request + 2 follow-up messages (3 days apart each) targeting **[niche]** business owners. Goal: book a discovery call. 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 agency targeting **[niche]** businesses. Include: Hook (30s), Pain

**#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 (24hrs later): Soft offer. Message 3 (48hrs later): Final nudge with urgency. 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, brief solution, social proof placeholder, and a CTA with a GHL booking link. Under 1500 characters. Conversational tone.

**#09 Referral Request Script (SMS)**

SMS

Casual tone

Incentive included

 COPY & PASTE →

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

**#10 Niche Market Research Prompt**

Research

Pain points

Messaging clarity

 COPY & PASTE →

Act as a market researcher. For **[niche]** businesses in **[location]**, identify: 1) Top 3 pain points getting new clients, 2) Objections to marketing services, 3) Their dream outcome, 4) The exact words they use to describe their problems. Use this for sharper agency messaging.

## 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 & PASTE →

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

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

## #13 No-Show Follow-Up Sequence

SMS + Email

3 steps

Same day → Day 3

## 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 **[niche]** context.

## #14 Post-Discovery Call — "I Need to Think About It"

Email

Under 300 words

Objection handler

## COPY &amp; PASTE →

Write a follow-up email 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 objection: **[objection]**, include a soft next step. Under 300 words.

## #15 Appointment Reminder Sequence

SMS + Email

3-part

24h / 2h / 30min

## COPY &amp; 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. Friendly, not robotic.

## #16 Lead Qualification Chatbot Script

GHL Chatbot

5 questions

Button options

## COPY &amp; PASTE →

Create a 5-question chatbot flow to qualify leads for a **[niche]** business. Filter for: budget, timeline, problem severity, decision-maker status, location. Write 2-3 button answer options per question. Booking CTA for qualified leads; soft redirect for others.

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

Email

Re-engagement

Zero pressure

## COPY &amp; PASTE →

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

## #18 Objection Handler — "Too Expensive"

Email + SMS

ROI reframe

Entry point offer

## COPY &amp; PASTE →

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

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 &amp; PASTE →

Write a warm, professional welcome email for a new client joining my GHL agency. Include: what they can expect in the first 7 days, 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

Form

Brand + Goals

Tech access

COPY &amp; PASTE →

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

### #23 Kickoff Call Agenda — 60 Minutes

Agenda

6 sections

Time-blocked

COPY &amp; PASTE →

Write a 60-minute kickoff call agenda for a new **[niche]** client. Sections: intro/rapport (5 min), questionnaire review (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 &amp; 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 &amp; PASTE →

Write a "Client Communication Policy" document for 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)



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-focused

COPY &amp; PASTE →

Write full landing page copy for a **[niche]** 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 + Low-Ticket Upsell

Funnel

\$27-\$47 upsell

Confirm → Curiosity

COPY &amp; PASTE →

Write copy for a thank-you page after a **[niche]** lead opts into a free offer. Confirm 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 &amp; 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 under 200 words.

### #33 Retargeting Ad Copy — 3 Objections Handled

Retargeting

3 angles

2-3 sentences each

COPY &amp; PASTE →

Write 3 retargeting ad scripts for people who visited a **[niche]** 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 each.

### #34 Full Sales Page — Agency Service

Sales Page

6 sections

5 FAQs included



PROMPTS #37-#43

## Client Reporting & Retention

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

### #37 Monthly Report Summary Email

Email

Metrics placeholders

Under 400 words

📄 COPY & PASTE →

Write a monthly performance report email template for a GHL agency. Include: month overview, key metrics (leads, calls booked, revenue — 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 & PASTE →

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

### #39 Handling an Unhappy Client — Email Response

Email

Solution-focused

Goodwill gesture

📄 COPY & PASTE →

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

### #40-43 Upsell / Renewal / Case Study / Offboarding

Email

4 templates

Retention suite

📄 COPY & PASTE (RUN SEPARATELY FOR EACH) →

**#40 Upsell Email:** Write an email introducing add-on service **[service name]** to an existing client. Frame as exclusive, benefit-first, soft CTA. Under 250 words.

**#41 Renewal Email (60 Days Out):** Proactive retention email recapping wins, previewing next quarter, renewal incentive placeholder. Warm, confident.

**#42 Case Study Request:** Email asking a happy client for a testimonial — offer to write it for them. Explain mutual benefit. Under 200 words.

**#43 Graceful Offboarding:** Email for a canceling client. Thank them, clean handoff, feedback form link, leave door open. No guilt-tripping.

PROMPTS #44-#50

## Social Media Content

Build authority and attract inbound leads. LinkedIn, Instagram, TikTok, 30-day calendar, and newsletter



## EXCLUSIVE EXTRAS

# Make Every Prompt **Work Harder**



## Universal Persona Primer

Add this before ANY prompt for significantly better output:

"You are an expert GHL marketing strategist for [niche] businesses. Write in a conversational, direct tone – no corporate language, no filler, no AI-sounding phrases. Every sentence earns its place."



## Iteration Commands

After any output, follow up with:

- "Make it 30% shorter"
- "Add more urgency"
- "Write 3 A/B variations"
- "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, onboarding

### Gemini 1.5 Pro

Best for research-heavy and analytical prompts



## Quick Start (First 15 Minutes)

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

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

**Step 3** → Run Prompt #21 (Welcome Email)

Three working GHL assets — done. That's more than most agencies have.

## 💡 THE SWIPE FILE STRATEGY — YOUR UNFAIR ADVANTAGE

Every time a prompt output performs — a DM gets a reply, an email gets opened, a hook stops the scroll — **save it**. Keep a Google Doc called "Agency Swipe File." After 90 days you'll have a battle-tested library of proven copy that you can remix and repurpose forever. This is how the best agency owners consistently outperform their 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 →](#)

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