

➤ 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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 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 Agitation (60s), Solution (60s), Social Proof (60s), Offer Breakdown (60s), and CTA (30s).

#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

#13 No-Show Follow-Up Sequence

SMS + Email

3 steps

Same day → Day 3

COPY & 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 & 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 & 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 & 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 & 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 & 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 & 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 & 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 & 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 & 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 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)

Checklist

Week-by-week

Client vs Agency split

 COPY & PASTE →

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

#27 Tech Stack Access Request 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's needed (Facebook Ads Manager, Google Business, website access, etc.) with clear instructions. 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 common pitfalls. Confident and transparent.

PROMPTS #29-#36

**Ad Copy & Sales Funnels**

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

#29 Facebook Ad Copy — 3 Angle Variations

Facebook Ads

PAS · Proof · Curiosity

Mobile-optimized

 COPY & 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 & 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.

#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 under 200 words.

#33 Retargeting Ad Copy — 3 Objections Handled

Retargeting 3 angles 2-3 sentences each

 COPY & 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

 COPY & PASTE →

Write a full sales page for a GHL 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 a **[niche]** inquiry form but didn't finish. Message 1 (email, 1 hour later): Curious, helpful. 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 a free online workshop invitation email for a **[niche]** marketing agency. Topic: **[workshop title]**. Include: 3 learning bullet points, 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. Reports, check-ins, upsells, damage control, and renewals.

#37 Monthly Report Summary Email

#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 Upsell Email — Introduce a New Add-On Service

Email

Exclusive framing

Under 250 words

COPY & PASTE →

Write an email to an existing client introducing add-on service **[service name]**. Frame 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 3 quick 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 (link to a short form), leave the door open for future work, and wish them well. No guilt-tripping. Professional and warm.

#45 Instagram Caption Pack — 5 Captions

Instagram

5 content types

With hashtags

 COPY & 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 & PASTE →

Write a 60-second TikTok/Reels script exposing "3 things **[niche]** businesses do that kill 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: 40% educational, 20% social proof, 20% personal/brand, 20% promotional. Table format: 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 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 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). Hook: **[your name]** helps **[niche]** businesses stop losing leads and start booking clients on autopilot.

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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