

< 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. After 90 days you'll have a library of proven copy to reuse across all your clients forever.

✂ POWER MOVE — ADD THIS BEFORE ANY PROMPT

Paste this line **before** any prompt for agency-quality output from the first response:

"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

Table of Contents

- 01**  **Lead Generation**
Cold DMs, email subject lines, Facebook ad hooks, database reactivation, VSL scripts **10 Prompts**
- 02**  **Follow-Up & Nurture Sequences**
Speed-to-lead SMS, 5-day nurture, no-show recovery, objection handling, win-back **10 Prompts**
- 03**  **Client Onboarding**
Welcome emails, kickoff agendas, GHL sub-account SOPs, expectation-setting **8 Prompts**
- 04**  **Ad Copy & Sales Funnels**
Facebook ads, landing pages, retargeting scripts, 5-email sequences, full sales pages **8 Prompts**
- 05**  **Client Reporting & Retention**
Monthly reports, check-in SMS, upsell emails, handling complaints, renewal emails **7 Prompts**
- 06**  **Social Media Content**
LinkedIn posts, Instagram captions, TikTok scripts, 30-day calendar, newsletter **7 Prompts**

 Quick Start — First 15 Minutes

Run **Prompt #1** (Cold 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, database reactivation, and market research.

#01 Cold Outreach DM — Instagram / Facebook

DM 60 words max 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 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 Fast results

📄 COPY & PASTE →

Generate 10 irresistible lead magnet titles for **[niche]** business owners. Each 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 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), 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 clients, 2) Objections to marketing services, 3) Their dream outcome, 4) The exact 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 & 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)

SMS 160 chars GHL auto-response

COPY & PASTE →

Write a GHL SMS auto-response that fires within 60 seconds of a new Facebook ad lead. Greet by first name, reference the opt-in, ask one qualifying question, hint someone will follow up. Under 160 characters.

#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 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.

#19 Social Proof Email — Case Study Format

Email Storytelling Under 250 words

COPY & PASTE →

Write a short case study email for [niche] clients. Format: Client description → Problem → GHL solution → 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 after receiving a referral from an existing client. Thank them, mention a small reward placeholder, and subtly introduce one additional service. 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 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

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 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 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: PAS. 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.

#31 Thank You Page + Low-Ticket Upsell

Funnel \$27-\$47 upsell Confirm → Curiosity

COPY & 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 & 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 month after month. 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 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 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



PROMPTS #44-#50

Social Media Content

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

#44 LinkedIn Thought Leadership Post

LinkedIn 150-250 words Engagement question

📄 COPY & PASTE →

Write a LinkedIn post from a GHL agency owner sharing a lesson 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 & 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 post. 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: "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 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: 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 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)

EXCLUSIVE EXTRAS

Make Every Prompt **Work Harder**



Universal Persona Primer

Add before ANY prompt for 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

Claude Sonnet

Best for SOPs & structured docs

Gemini 1.5 Pro

Best for research-heavy prompts



Quick Start (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

💡 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**. Create a Google Doc called "Agency Swipe File." After 90 days you'll have a battle-tested library of proven copy you can remix and reuse forever.

 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

MeAI ✦ **HireAI** · 2026