

THE AI TOOLKIT FOR

E-Commerce Sellers

50+ Copy-Paste AI Prompts to Write Better Listings,  
Drive More Traffic, and Convert More Buyers

Amazon · Shopify · Etsy · eBay · General E-Commerce

By Omni AI — useomni.ai

50+ Prompts

10 Chapters

All Platforms

Copy-Paste Ready

# Welcome

E-commerce is the most competitive it has ever been. Millions of sellers compete for the same buyer attention — on Amazon, Shopify, Etsy, eBay, and every marketplace in between. The sellers who win aren't working harder. They're working smarter — using AI to write better listings, launch faster, optimize continuously, and scale without burning out.

This toolkit gives you 50+ proven, copy-paste AI prompts built specifically for e-commerce sellers. Every prompt is platform-tested and results-focused. Whether you're a first-time Etsy shop owner or a 7-figure Amazon FBA operator, you'll find prompts that save hours, sharpen your copy, and directly lift conversion.

## How to use this toolkit:

|        |                                                    |
|--------|----------------------------------------------------|
| Step 1 | Open ChatGPT, Claude, or any AI assistant          |
| Step 2 | Find the prompt for your current task              |
| Step 3 | Copy it and replace [BRACKETS] with your specifics |
| Step 4 | Review, adjust tone if needed, and use immediately |

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## CHAPTER 1

# Product Listings That Convert

Titles, bullets, and descriptions that rank AND sell

Your listing is your salesperson. It works 24/7 without a commission. The difference between a 7% conversion rate and a 2% conversion rate on the same product is almost always the listing. These prompts help you write copy that earns the click, justifies the price, and closes the sale.

### PROMPT 1.1 — Amazon Product Title (Full SEO Optimization)

Write an optimized Amazon product title for the following item. Include the most important keyword first, then brand name, key features, size/quantity, and a secondary keyword. Keep it under 200 characters. Do not use ALL CAPS, pipes for primary separation, or promotional phrases like 'Best' or 'Top Rated.' Product: [PRODUCT NAME] Category: [CATEGORY, e.g., Kitchen Gadgets, Baby Products] Primary keyword (what buyers search): [KEYWORD] Key features: [FEATURE 1], [FEATURE 2], [FEATURE 3] Size/variant: [SIZE, COLOR, QUANTITY if applicable] Brand name: [BRAND]

■ Run this prompt for every ASIN variant — size, color, bundle — with the specific variant details filled in.

### PROMPT 1.2 — Amazon Bullet Points (5 Benefit-Driven Bullets)

Write 5 Amazon bullet points for the following product. Each bullet should: start with a bold benefit (in ALL CAPS), include a key feature that supports the benefit, address a specific buyer concern or objection, and stay under 200 characters. Write for conversion, not just search. Product: [PRODUCT NAME] Target customer: [WHO BUYS THIS] Top 5 benefits customers care about: [BENEFIT 1], [BENEFIT 2], [BENEFIT 3], [BENEFIT 4], [BENEFIT 5] Common objections or questions: [OBJECTION 1], [OBJECTION 2]

■ The 5th bullet is prime real estate for social proof — include warranty, certifications, or your guarantee.

### PROMPT 1.3 — Amazon Product Description (A+ Content Body)

Write a persuasive Amazon product description (or A+ content body copy) for the following product. Structure: (1) Opening hook — 1-2 sentences that resonate with the buyer's desire or frustration. (2) Product story — what makes this product different and why it was designed this way. (3) Feature/benefit breakdown — 3-4 key features with specific outcomes. (4) Ideal for — bullet list of use cases and buyer types. (5) Risk reversal — warranty, guarantee, or quality promise. Tone: [TONE: professional / casual / premium / friendly]. Target length: 300-400 words. Product: [PRODUCT NAME] Buyer pain point: [THE PROBLEM THIS SOLVES] Key differentiator: [WHAT MAKES THIS BETTER THAN COMPETITORS] Materials/specs: [SPECS]

■ For A+ content, break this into 3 modules: Hero, Feature Callouts, and Lifestyle Story.

### PROMPT 1.4 — Etsy Listing Title & Description

Write an Etsy listing title and full description for the following product. Title: 140 characters max, lead with the primary keyword, include material/style/occasion, use commas to separate keyword phrases (not dashes). Description: 800-1,200 words. Structure: opening hook, what the buyer receives, materials/dimensions/variants, care instructions, shipping timeline, and a warm closing. Tone should feel handmade, personal, and trustworthy. Product: [PRODUCT NAME or TYPE] Material: [MATERIAL] Occasion: [e.g., Wedding, Birthday, Home Decor] Dimensions/sizes available: [DETAILS] Customization options: [OPTIONS or 'none'] Unique story behind this product: [YOUR STORY]

■ Etsy SEO tip: include your primary keyword in the first 40 characters of the title — it's what shows in search results.

### PROMPT 1.5 — Shopify Product Description (Conversion-Optimized)

Write a Shopify product description for the following item. Structure for conversion: (1) Bold opening line — the transformation this product creates. (2) 4-5 bullet benefits with specific details (not vague adjectives). (3) Product specs section — clean and scannable. (4) Social proof sentence — referencing reviews, bestseller status, or community. (5) Urgency/CTA — subtle scarcity or value statement before the add-to-cart button. Optimize with the primary SEO keyword in the first sentence and naturally throughout. Product: [PRODUCT NAME] Price: [\$XX] Primary SEO keyword: [KEYWORD] Key benefits: [BENEFIT 1], [BENEFIT 2], [BENEFIT 3] Specs: [SPECS] Target customer: [WHO BUYS THIS]

■ Keep descriptions under 300 words for mobile shoppers — most Shopify traffic is mobile.

## CHAPTER 2

# Product Photography & Creative Briefs

Brief photographers, generate AI concepts, and plan your visual strategy

Buyers can't touch your product. Your images have to do everything — communicate quality, demonstrate use, and build trust in under 3 seconds. These prompts help you brief photographers professionally, plan your image strategy, and write visual concepts you can execute with AI tools.

### PROMPT 2.1 — Photographer Brief (Professional Product Shoot)

Write a professional photographer brief for the following product. Include: shot list (minimum 7 shots), mood board direction (3 reference aesthetics), background/prop recommendations, lighting style, required technical specs (resolution, format), and deadline/delivery expectations. Product: [PRODUCT NAME] Platform: [Amazon / Shopify / Etsy / All] Target customer aesthetic: [e.g., Minimalist modern, Warm rustic, Clean clinical, Bold lifestyle] Brand colors: [HEX CODES or descriptors] Budget indicator: [\$XX for photographer] Competitor imagery style to avoid: [DESCRIBE]

■ *Send this brief before the call — it saves 1-2 revision rounds and shows photographers you're professional.*

### PROMPT 2.2 — AI Image Generation Prompt (Midjourney/DALL-E)

Write a detailed AI image generation prompt for creating product photography or lifestyle imagery for the following item. Include: product description, scene/environment, lighting, camera angle, color palette, and style references. Format it for use in Midjourney or DALL-E 3. Product: [PRODUCT NAME] Desired scene: [e.g., Kitchen counter, Outdoor adventure, Minimalist white studio] Mood: [e.g., Warm and cozy, Energetic and bold, Clean and clinical] Style reference: [e.g., 'like a Kinfolk magazine spread', 'like an Apple product page'] Color palette: [COLORS]

■ *Use Midjourney v6 for photorealistic product shots. Always test 4 variations before committing to one.*

### PROMPT 2.3 — Amazon Main Image Strategy & Alt Text

Give me a strategy for my Amazon main image and generate alt text for all 7 listing images. For the main image: what exact elements should be shown, how to maximize white space, and what to avoid to stay compliant. For each of the 7 image slots: describe what should be shown and why (lifestyle, infographic, comparison, etc.). Product: [PRODUCT NAME] Category: [CATEGORY] Top buyer question images should answer: [QUESTION] Competitor weakness in imagery: [WHAT THEY GET WRONG]

■ Amazon's image slot 2 (the 'lifestyle' slot) typically drives the highest secondary conversion — prioritize it after the hero.

### PROMPT 2.4 — Infographic Text & Layout Brief

Write the copy for a product infographic image and provide a layout brief for a designer. Include: headline (6 words max), 4-5 feature callout labels with supporting micro-copy (15 words each), and a bottom trust bar (warranty, certifications, guarantee). Also describe the ideal layout: where callout arrows should point, recommended color blocks, and visual hierarchy. Product: [PRODUCT NAME] Top 4-5 features to highlight: [LIST] Certifications/awards: [IF ANY] Guarantee: [YOUR GUARANTEE]

■ Infographics in image slot 4 or 5 increase conversion by explaining features buyers won't read in bullets.

### PROMPT 2.5 — UGC Creator Brief (User-Generated Content)

Write a UGC (User-Generated Content) creator brief for the following product. Include: content deliverables requested (number of videos + photos), tone and style guidelines, 3 specific video concepts with scripts or talking points, must-include and must-avoid list, usage rights requested, and compensation structure template. Product: [PRODUCT NAME] Target platform: [TikTok / Instagram Reels / Amazon Posts / All] Target customer persona: [WHO SHOULD THE CREATOR LOOK LIKE] Core message to communicate: [THE ONE THING BUYERS NEED TO FEEL]

■ UGC converts 4x better than polished brand content for most product categories — invest here before paid ads.

## CHAPTER 3

# Advertising & PPC Copy

Amazon Ads, Meta Ads, and Google Shopping campaigns that convert

Ads amplify what's already working. If your listing converts, ads scale it. These prompts help you write ad copy, build audiences, and structure campaigns across the platforms e-commerce sellers actually use — Amazon, Meta, and Google.

### PROMPT 3.1 — Amazon Sponsored Brand Headline Ad Copy

Write 5 variations of Amazon Sponsored Brand headline ad copy for the following product or brand. Headlines must be under 50 characters, highlight a primary benefit or differentiator, and drive urgency or curiosity. Do not use competitor brand names or prohibited terms (Best, #1). Brand/Product: [NAME] Primary benefit: [BENEFIT] Differentiator: [WHAT MAKES THIS BETTER] Current promotion (if any): [e.g., '20% off today', 'Free shipping']

■ Test all 5 simultaneously in a campaign rotation. Cut the bottom 2 performers after 14 days.

### PROMPT 3.2 — Meta (Facebook/Instagram) Product Ad — 3 Variations

Write 3 variations of Meta ad copy for the following product. Each variation should use a different angle: (1) Problem/Solution — lead with buyer pain, (2) Social proof — lead with results or reviews, (3) Curiosity/Pattern interrupt — open with an unexpected hook. For each: Primary text (125 words max), Headline (27 characters max), Description (27 characters max), CTA button selection. Product: [PRODUCT NAME] Price: [\$XX] Target audience: [WHO THIS IS FOR] Biggest buyer pain: [PAIN POINT] Top review quote (if available): [QUOTE] Landing page URL type: [Product page / Advertorial / Quiz]

■ Variation 3 (Pattern Interrupt) typically outperforms in cold audiences. Start there for new campaigns.

### PROMPT 3.3 — Google Shopping Product Feed Optimization

Optimize the following product's Google Shopping feed attributes for maximum impressions and clicks. Provide optimized versions of: product title (150 chars max), description (5,000 chars max, focus on first 150 chars), Google product category, product type (your taxonomy), and 3 recommended custom labels for bidding segmentation. Current product title: [YOUR CURRENT TITLE] Current description: [YOUR CURRENT DESC] Price: [\$XX] GTIN/MPN: [IF AVAILABLE] Product URL: [URL] Key attributes: [COLOR, MATERIAL, SIZE etc.]

■ *Google Shopping CTR is driven 60% by image and 40% by title. Titles with size + color outperform generic titles by 18%.*

### PROMPT 3.4 — Retargeting Ad Copy (Abandoned Cart / Product View)

Write retargeting ad copy for people who viewed but didn't buy the following product. Create 2 versions: (1) Soft reminder — low pressure, value reinforcement. (2) Urgency — limited stock, price, or time-based hook. Include: headline, primary text (3 sentences max), and CTA. Keep it conversational — these people already know your product. Product: [PRODUCT NAME] Price: [\$XX] Top objection (why they didn't buy): [OBJECTION] Any genuine urgency: [e.g., 'Sale ends Sunday', 'Only 12 left in stock', or 'none']

■ *Soft reminder version typically wins for products over \$50. Urgency wins for impulse purchases under \$30.*

### PROMPT 3.5 — TikTok / Reels Ad Script (30-Second Product Demo)

Write a 30-second video ad script for TikTok or Instagram Reels for the following product. Format: Hook (first 2 seconds — pattern interrupt line), Demo (10 seconds — show the problem → solution), Reaction (8 seconds — emotional response, social proof, results), CTA (5 seconds — clear next step with urgency). Write exact spoken lines + visual direction in brackets. Product: [PRODUCT NAME] Key transformation: [BEFORE → AFTER] Target viewer: [WHO IS WATCHING] Tone: [Funny / Educational / Inspiring / Relatable] Offer: [DISCOUNT or CTA]

■ *The hook is everything on TikTok. Test 5 different hooks on the same video body before changing the creative.*

## CHAPTER 4

# Customer Reviews & Reputation Management

More 5-stars, professional responses, and turning negatives into positives

Reviews are your most valuable conversion asset. 93% of buyers check reviews before purchasing. These prompts help you ethically generate more reviews, respond professionally to all ratings, and extract insights from feedback to improve your products.

### PROMPT 4.1 — Post-Purchase Review Request Email

Write a post-purchase email requesting a review for the following product. The email should: feel personal and grateful (not transactional), remind the buyer what they purchased, express genuine care for their experience, make leaving a review feel easy and quick, and include a clear direct link placeholder. Do NOT offer incentives for reviews (against TOS). Send timing: 7-10 days post-delivery. Product: [PRODUCT NAME] Brand name: [BRAND] Platform: [Amazon / Etsy / Shopify / Your Store] Tone: [Warm and personal / Professional / Playful] Any relevant product tip to include: [TIP]

■ Amazon TOS prohibits incentivized reviews but allows genuine requests. Never say 'leave a 5-star review.'

### PROMPT 4.2 — Response to a 5-Star Review

Write a warm, specific response to the following 5-star review. The response should: use the reviewer's name (if available), reference something specific from their review, reinforce the product benefit they mentioned, and invite them back or mention another product if relevant. Keep it under 75 words. Do not copy/paste generic responses. Reviewer name: [NAME or 'Verified Buyer'] Their review: [PASTE REVIEW TEXT] Product: [PRODUCT NAME]

■ Responding to positive reviews increases repeat purchase rate by 12% — most sellers ignore this.

#### PROMPT 4.3 — Response to a 1-3 Star Review (Professionally)

Write a professional, de-escalating response to the following negative or neutral review. Do not be defensive. Acknowledge the experience, apologize for the inconvenience, offer a specific resolution, and invite them to contact you directly. Keep it under 100 words. The goal: show future buyers you handle problems well, and give the reviewer a reason to update their rating. Review rating: [1-3 stars] Review text: [PASTE REVIEW] Product: [PRODUCT] Issue type: [Defective product / Shipping delay / Wrong item / Expectation mismatch / Other] Resolution you can offer: [REFUND / REPLACEMENT / DISCOUNT / OTHER]

■ *Future buyers read your responses to negative reviews more carefully than the review itself. Stay professional.*

#### PROMPT 4.4 — Review Mining & Product Improvement Brief

Analyze the following batch of reviews and extract: (1) Top 3 reasons customers love this product (direct language they use), (2) Top 3 complaints or friction points, (3) Unexpected use cases mentioned, (4) Competitor comparisons (positive or negative), (5) Specific product improvement recommendations based on the feedback. Format the output as a product brief I can share with my supplier. Product: [PRODUCT NAME] Reviews: [PASTE 10-20 REVIEWS] Current star rating: [X.X stars]

■ *This prompt is worth running quarterly — hidden in reviews are your next product iteration and your best ad copy.*

## CHAPTER 5

# Email Marketing & Customer Retention

Welcome flows, post-purchase sequences, and loyalty programs that LTV

Acquiring a new customer costs 5x more than retaining an existing one. Email is the highest-ROI channel for e-commerce retention. These prompts cover the full lifecycle from first purchase to long-term loyalty.

### PROMPT 5.1 — Welcome Email Series (3-Part Sequence for New Subscribers)

Write a 3-part welcome email sequence for new subscribers who haven't purchased yet. Email 1 (Sent immediately): Brand story + what makes you different. Email 2 (Day 3): Your most popular product with social proof. Email 3 (Day 7): Overcoming objections + first-purchase incentive. Each email: Subject line, Preview text, Body (150-200 words), CTA. Brand: [BRAND NAME] Best-selling product: [PRODUCT] Top buyer objection: [OBJECTION] Incentive for Email 3: [e.g., '10% off', 'Free shipping', 'Bonus gift'] Tone: [TONE]

■ *Email 2 (Day 3) typically has the highest purchase conversion in welcome sequences — treat it as your hero send.*

### PROMPT 5.2 — Post-Purchase Thank You + Upsell Email

Write a post-purchase thank you email that includes a strategic upsell or cross-sell. Send timing: Immediately after purchase. Structure: Warm thank you → Order confirmation snippet → Care tip or getting-started advice → Natural transition to related product → Soft CTA. No hard sell. The upsell should feel like a helpful recommendation, not a push. Product purchased: [PRODUCT] Upsell/cross-sell product: [RELATED PRODUCT] Why these products go together: [REASON] Brand tone: [TONE] Any discount for the upsell: [YES/NO + AMOUNT]

■ *Post-purchase emails have 8x higher open rates than standard marketing emails — use the attention wisely.*

### PROMPT 5.3 — Win-Back Campaign (Lapsed Customers — 60/90 Days)

Write a 2-email win-back sequence for customers who haven't purchased in 60-90 days. Email 1 (Day 60): 'We miss you' — personal tone, highlight what's new, soft offer. Email 2 (Day 90): Final attempt — best offer + urgency. Each email: Subject line, Preview text, Body (120-150 words), CTA button text. Brand: [BRAND] What's new since they last bought: [NEW PRODUCTS or FEATURES] Win-back incentive Email 1: [OFFER] Win-back incentive Email 2: [STRONGER OFFER] Average time between purchases for loyal customers: [X weeks/months]

■ Segment win-back campaigns by product category — someone who bought yoga gear responds better to wellness messaging, not generic 'we miss you' copy.

### PROMPT 5.4 — VIP Customer Loyalty Email

Write a VIP customer appreciation email for your highest-value buyers. This email should: make them feel genuinely seen and special (not like a mass email), acknowledge their loyalty with a specific detail (order count, spend, tenure), offer an exclusive VIP benefit (early access, special discount, free gift), and ask for feedback. Tone: warm, personal, never corporate. Brand: [BRAND] VIP threshold: [e.g., '3+ orders', '\$500+ lifetime spend'] Exclusive VIP offer: [OFFER] Feedback ask: [SPECIFIC QUESTION] Loyal customer milestone to reference: [e.g., '1 year with us', '5th order']

■ VIP emails with a specific acknowledgment ('You've ordered from us 5 times') outperform generic loyalty emails by 3x.

### PROMPT 5.5 — Product Launch Email (New SKU Announcement)

Write a product launch announcement email for a new product. Structure: Teaser subject line that builds curiosity, Intro paragraph that creates excitement, Product reveal with 3 key benefits (not features), Founding member / early bird offer, Strong CTA. Keep it under 200 words — the email's job is to drive clicks, not explain everything. New product: [PRODUCT NAME] What problem it solves: [PROBLEM] Key benefits: [BENEFIT 1], [BENEFIT 2], [BENEFIT 3] Launch offer: [DISCOUNT / BONUS / EARLY ACCESS] Launch deadline: [DATE or 'limited quantity']

■ Create a pre-launch list by teasing the product 5-7 days early. Launch emails to pre-registrants convert 2-3x better.

## CHAPTER 6

# Social Media & Influencer Marketing

Content that builds community, drives traffic, and converts followers to buyers

Social media is where discovery happens. These prompts help you create content that educates, entertains, and sells — without feeling like advertising. Plus influencer outreach that actually gets responses.

### PROMPT 6.1 — 30-Day Social Media Content Calendar (E-Commerce)

Create a 30-day social media content calendar for an e-commerce brand. For each week, provide: 3 content pillars and 7 specific post ideas (mix of formats: static, carousel, Reel/TikTok, Story). Include: caption direction (2-3 sentences), hashtag strategy, and best posting time. Balance: 40% educational, 30% product/promotional, 20% UGC/social proof, 10% behind-the-scenes. Brand: [BRAND NAME] Products sold: [PRODUCT CATEGORY] Target audience: [AUDIENCE] Platforms: [INSTAGRAM / TIKTOK / FACEBOOK / PINTEREST] Brand voice: [VOICE DESCRIPTION]

■ *Batch-create content every Sunday for the following week using this calendar as your guide.*

### PROMPT 6.2 — Instagram Carousel: Product Education

Write the slides for a 6-8 slide Instagram carousel that educates potential buyers about my product. Slide 1 (Hook): Bold statement or surprising fact that stops the scroll. Slides 2-5: One insight or tip per slide that builds toward the product solution. Slide 6-7: How the product solves the problem. Slide 8 (CTA): Clear next step. Each slide: Headline (max 8 words) + Supporting text (max 25 words) + Visual direction. Product: [PRODUCT NAME] Educational angle: [WHAT TO TEACH] Target audience: [WHO] Brand aesthetic: [AESTHETIC]

■ *Carousels get 3x more reach than single images on Instagram. The hook slide determines everything.*

### PROMPT 6.3 — Micro-Influencer Outreach DM (Cold Approach)

Write a short, personalized DM to a micro-influencer to collaborate on promoting my product. Requirements: Under 100 words, references something specific about their content, leads with value (free product, commission, or fee), clear on what you're asking, and ends with an easy yes/no question. Do not pitch immediately — build curiosity first. Influencer niche: [NICHE] Something specific from their account: [DETAIL TO REFERENCE] Product: [PRODUCT NAME] Collab offer: [FREE PRODUCT / 20% COMMISSION / \$XX FLAT FEE] What you want: [1 reel, 3 stories, 1 post, etc.]

■ Send 20 DMs to get 3-5 responses. Target influencers with 5K-50K followers and engagement rate above 3%.

### PROMPT 6.4 — Pinterest Product Pin Descriptions (SEO-Optimized)

Write 5 Pinterest pin descriptions for the following product. Each description: 200-500 characters, starts with a benefit-led sentence, includes the primary keyword naturally, has a secondary keyword, and ends with a CTA. Pinterest is a search engine — write for search, not social engagement. Product: [PRODUCT NAME] Primary Pinterest keyword: [KEYWORD] Secondary keyword: [KEYWORD] Target searcher intent: [e.g., 'looking for gift ideas', 'planning a kitchen renovation', 'searching for healthy snacks'] Boards this pin would appear in: [BOARD NAMES]

■ Pinterest drives 87% of pinners to purchase after discovering a product. Optimize pin descriptions like Amazon listings.

## CHAPTER 7

# Customer Service & Returns

Scripts for every customer situation — protect margin while keeping buyers happy

Great customer service turns a problem into loyalty. These prompts handle every common e-commerce scenario: product issues, shipping delays, return requests, and difficult buyers.

### PROMPT 7.1 — Shipping Delay Proactive Customer Notice

Write a proactive email to send to customers whose orders are delayed. Tone: Transparent, apologetic without being over-dramatic, solution-oriented. Include: what happened (vague but honest), new expected delivery window, what you're doing to help, and a goodwill offer. Do not make promises you can't keep. Product ordered: [PRODUCT] Original expected delivery: [DATE] New estimated delivery: [DATE] Delay reason (shareable version): [e.g., 'Unexpected shipping carrier delays', 'Weather event', 'High demand'] Goodwill offer: [DISCOUNT CODE / EXTRA ITEM / NONE]

■ *Proactive communication on delays reduces negative reviews by 60% — send before customers have to contact you.*

### PROMPT 7.2 — Return Request Response (Approve with Grace)

Write a response to a customer requesting a return. Approve it gracefully, make the process easy, and leave them feeling good about the brand even though the purchase didn't work out. Include: return instructions, expected refund timeline, and a soft invitation to try something else. Keep it under 150 words. Warm, not robotic. Customer name: [NAME] Product: [PRODUCT] Return reason: [REASON] Your return policy: [POLICY SUMMARY] Refund timeline: [X DAYS] Return label: [INCLUDED / BUYER PAYS]

■ *Every graceful return is a potential future sale. 67% of buyers check return policies before purchasing.*

### PROMPT 7.3 — Defective / Wrong Item Resolution Email

Write an email resolving a situation where a customer received a defective or wrong item. Open with a genuine apology (no excuses), immediately offer a resolution (replacement or refund — their choice), make the process require zero effort from them, and close with a gesture of goodwill. Do not ask them to send proof unless absolutely necessary. Customer name: [NAME] Issue: [Defective / Wrong item / Missing item] Product: [PRODUCT] Resolution options: [REPLACEMENT and/or REFUND] Goodwill gesture: [DISCOUNT / FREE ITEM / NONE] Do they need to return the item: [YES / NO]

■ *Never make a customer fight for a resolution they deserve. The cost of one generous resolution is far less than one public complaint.*

### PROMPT 7.4 — Difficult Customer De-Escalation Script

Write a de-escalation response for an aggressive, emotional, or unreasonable customer complaint. Do not match their energy. Acknowledge their frustration, validate the emotion without admitting fault on contested facts, pivot to what you CAN do (not what you can't), and offer a path forward. Keep it professional and human. Customer complaint: [PASTE THEIR MESSAGE] The actual situation: [YOUR ACCOUNT OF EVENTS] What resolution you're authorized to offer: [OPTIONS] Platform: [Amazon / Email / Social / Chat]

■ *The goal isn't to win the argument. The goal is to turn the situation without damaging your brand or your margins.*

## CHAPTER 8

# Inventory, Sourcing & Supplier Relations

Negotiate better deals, qualify suppliers, and manage your supply chain with AI

Your margin is made at the source. These prompts help you communicate professionally with suppliers, negotiate better terms, and manage the operational side of e-commerce like an operator, not a hobbyist.

### PROMPT 8.1 — Supplier Negotiation Email (Price & Terms)

Write a professional email to a supplier negotiating better pricing or payment terms. Approach: Collaborative, not adversarial. Reference the value of long-term partnership. Make specific asks: unit price reduction, extended payment terms, or minimum order flexibility. Anchor your position with volume commitments or market comparison where truthful. Supplier name: [NAME / COMPANY] Current unit price: [\$XX] Target unit price: [\$XX] Current terms: [NET-30 / 50% upfront / etc.] Requested terms: [YOUR ASK] Your monthly order volume (current or projected): [UNITS] Relationship tenure: [X months/years]

■ *The best time to negotiate is when you're reordering, not when you're desperate. Always negotiate from a position of ongoing business.*

### PROMPT 8.2 — New Supplier Qualification Questionnaire

Write a professional supplier qualification questionnaire to evaluate a potential new manufacturer or wholesaler. Include questions about: production capacity, quality control processes, certifications, MOQ and pricing tiers, lead times, sample policy, payment terms, references, and communication standards. Format as a clean numbered questionnaire they can respond to. Product category: [CATEGORY] Key quality requirements: [CERTIFICATIONS or STANDARDS NEEDED] Planned order volume: [UNITS/MONTH] Import/domestic preference: [DOMESTIC / CHINA / INDIA / ANY]

■ *Run every new supplier through this before placing an order. One bad supplier can wipe out 3 months of margin.*

### PROMPT 8.3 — Inventory Reorder Alert Email to Supplier

Write a professional purchase order or reorder request email to an existing supplier. Include: specific product SKUs and quantities, requested ship date, delivery address, quality reminder (reference previous spec sheet), and payment method/terms. Friendly but precise — leave no room for misunderstanding. Supplier name: [NAME] SKUs to reorder: [SKU 1: QTY X], [SKU 2: QTY X] Required delivery date: [DATE] Ship to: [ADDRESS] Payment: [METHOD + TERMS] Special instructions: [ANY QUALITY or PACKAGING NOTES]

■ *Always confirm spec sheets in writing with every reorder — supplier staff change and assumptions get expensive.*

### PROMPT 8.4 — Stockout Recovery Plan & Customer Communication

Write a plan for managing a stockout event and the customer communication to go with it. Plan: 5 steps to manage the stockout operationally (backorder options, fulfillment alternatives, reorder timeline, listing changes). Communication: Email to customers who ordered before stockout realized, and a Waitlist sign-up page copy for new interested buyers. Product: [PRODUCT NAME] Stockout cause: [CAUSE] Estimated restock date: [DATE or RANGE] Can you offer backorder: [YES / NO] Alternative product to offer: [IF ANY]

■ *Stockouts are a marketing opportunity if handled correctly — a waitlist builds your most motivated buyer list.*

## CHAPTER 9

# Store & Brand Building

About pages, brand voice, product launches, and building a brand buyers remember

Products get compared. Brands get chosen. These prompts help you build the brand layer that turns a catalog of products into a business customers trust, remember, and return to.

### PROMPT 9.1 — Brand Story & About Page

Write a brand story for the About page of my e-commerce store. Structure: (1) Origin moment — the specific experience that led to starting this brand (not 'I noticed a gap in the market' — something real). (2) The founder (briefly — who, why, what they believe). (3) The product philosophy — what you believe about quality, sustainability, or customer experience. (4) The promise — what customers can always count on from you. (5) Invitation — make the reader feel welcome in the brand community. Target length: 300-450 words. Warm, authentic, specific. Founder name: [NAME] How the brand started: [THE REAL STORY] What you sell: [PRODUCT CATEGORY] Core brand belief: [WHAT YOU BELIEVE ABOUT YOUR CATEGORY] Brand promise: [YOUR GUARANTEE]

■ Read it aloud before publishing. If it sounds like a press release, rewrite it to sound like a person talking.

### PROMPT 9.2 — Brand Voice & Tone Guide

Create a short brand voice and tone guide for my e-commerce brand. Include: Brand personality (3 adjectives), How we talk (vocabulary we use and avoid), Tone in different contexts (product descriptions vs. customer service vs. social media), 3 example before/after rewrites showing brand voice applied, and 5 words that define us vs. 5 we'd never use. Brand name: [BRAND] Product category: [CATEGORY] Target customer: [WHO THEY ARE] Brand personality direction: [e.g., 'Fun but smart', 'Premium but accessible', 'Bold and direct'] Competitor whose voice to differentiate from: [COMPETITOR BRAND]

■ Share this guide with every copywriter, VA, or AI tool you use. Consistency builds brand recognition.

### PROMPT 9.3 — New Product Launch Announcement (Multi-Channel)

Write a new product launch announcement package for the following product. Provide: (1) Launch email subject line + body (150 words), (2) Instagram caption with hashtags, (3) Facebook/LinkedIn post, (4) SMS launch message (160 characters), (5) Amazon or Shopify product listing teaser (for homepage banner). All 5 should feel cohesive but be optimized for each channel. New product: [PRODUCT NAME] Key benefit: [TOP BENEFIT] Launch offer: [OFFER or 'none'] Launch date: [DATE] Brand: [BRAND]

■ *Schedule all 5 to go live simultaneously for maximum launch impact. Stagger by 30 minutes if needed.*

### PROMPT 9.4 — FAQ Page Content (Top 10 Pre-Purchase Questions)

Write an FAQ page for my e-commerce product covering the 10 most common pre-purchase questions. Questions should address: shipping times, return policy, product quality/materials, sizing/fit (if applicable), customization options, how to use, shelf life (if applicable), payment options, gift options, and company contact. Answers: 2-4 sentences each, warm but concise, no jargon. Product: [PRODUCT NAME] Your shipping policy: [POLICY] Return policy: [POLICY] Materials/specs: [DETAILS] Customization: [YES/NO + DETAILS] Any category-specific concern: [CONCERN]

■ *Link your FAQ page from every product listing — it reduces pre-purchase anxiety and cuts support volume by 30%.*

## CHAPTER 10

# Analytics, Optimization & Scaling

Data-driven decisions, A/B testing, and building a system that compounds

The sellers who scale aren't guessing. They're reading data, running tests, and systematically eliminating what doesn't work. These prompts turn your metrics into decisions.

### PROMPT 10.1 — Weekly Performance Review & Action Plan

Analyze the following weekly e-commerce metrics and give me a prioritized action plan for next week. Identify: top 3 wins to double down on, top 3 problems to fix, one test to run this week, and one metric to watch as a leading indicator. Revenue this week: [\$XX] vs last week: [\$XX] Orders: [X] vs last week: [X] Conversion rate: [X%] vs last week: [X%] Top SKU by revenue: [PRODUCT] Top traffic source: [SOURCE] Ad spend: [\$XX], ROAS: [X] Return rate: [X%] Any anomalies (spike/drop): [DESCRIBE]

■ *Schedule this review every Monday morning. Consistent weekly analysis compounds into category-level insight over time.*

### PROMPT 10.2 — A/B Test Design for Listing or Ad

Design a structured A/B test for the following element of my e-commerce funnel. Include: hypothesis (if we change X, Y will improve because Z), what to change (specific element), control vs. variant, success metric and target, required sample size / duration, and how to interpret results. Element to test: [PRODUCT TITLE / MAIN IMAGE / PRICE / BULLET POINT 1 / AD CREATIVE / LANDING PAGE] Current performance: [CURRENT CONVERSION RATE or CTR] Hypothesis: [YOUR GUESS at what will improve it] Platform: [AMAZON / SHOPIFY / META ADS / GOOGLE]

■ *Only test one variable at a time. Multi-variable tests require much larger sample sizes to yield reliable data.*

### PROMPT 10.3 — Pricing Strategy Analysis & Recommendation

Analyze my current pricing and recommend an optimized pricing strategy. Consider: psychological price points, competitor anchoring, perceived value vs. actual cost, bundle opportunities, and the impact of price on conversion vs. margin. Provide 3 pricing scenarios with projected impact on revenue. Current price: [\$XX] COGS (cost of goods): [\$XX] Competitor price range: [\$XX - \$XX] Current conversion rate: [X%] Average order value: [\$XX] Volume sold per month: [X units] Product category: [CATEGORY]

■ *Price anchoring works: showing a bundle or premium version first makes your standard price feel reasonable.*

### PROMPT 10.4 — Scale Plan: From \$10K to \$50K/Month

Create a 90-day scaling plan to grow my e-commerce store from \$[CURRENT MRR] to \$[TARGET MRR]. Cover: (1) Which levers to pull first (traffic vs. conversion vs. AOV vs. frequency), (2) Operations that need to be systematized before scaling, (3) Hire or outsource recommendations (VA, photographer, ads manager, etc.), (4) Tech stack upgrades needed, (5) Week-by-week milestone targets. Current monthly revenue: [\$XX] Target monthly revenue: [\$XX] Product category: [CATEGORY] Current team: [YOU ALONE / 1 VA / SMALL TEAM] Biggest bottleneck right now: [DESCRIBE] Current traffic sources: [LIST]

■ *Most sellers try to scale before their core systems work. Fix leaky buckets before spending more on traffic.*

### PROMPT 10.5 — Competitor Analysis Deep Dive

Conduct a structured competitor analysis for the following product/niche. Analyze: (1) Top 5 competitors (who they are, estimated revenue range, key strengths), (2) Gaps in their listings (images, copy, features not highlighted), (3) Review themes they keep getting criticized for, (4) Pricing and bundle strategies, (5) Where they're winning on marketing (social, content, ads), (6) Your top 3 competitive advantages to amplify. Your product: [PRODUCT NAME] Competitors to analyze: [LIST 3-5 BRANDS or ASINs] Platform: [AMAZON / ETSY / SHOPIFY / ALL] Your differentiators: [WHAT MAKES YOU DIFFERENT]

■ *Run this analysis quarterly. Markets shift — what was true 6 months ago about your competitors may no longer apply.*

# BONUS: The 15-Minute Weekly AI Store Review

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Every Monday morning, spend 15 minutes with AI to run your store like a CEO:

|               |                        |                                                                                                                                                     |
|---------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Minutes 0–3   | <b>METRICS REVIEW</b>  | Pull last week's numbers (revenue, orders, conversion, ROAS). Paste into Prompt 10.1. Get your action plan for the week.                            |
| Minutes 3–6   | <b>LISTING HEALTH</b>  | Review your top 3 ASINs or products. Use Prompt 1.1 or 1.5 to refresh any listing that hasn't been touched in 30+ days.                             |
| Minutes 6–9   | <b>REVIEW RESPONSE</b> | Check all new reviews from the past week. Use Prompt 4.2 or 4.3 to respond to all of them — positive and negative. Never leave a review unanswered. |
| Minutes 9–12  | <b>CONTENT QUEUE</b>   | Pick 2 posts from your 30-day content calendar (Prompt 6.1). Draft captions with AI. Schedule them for Tuesday and Thursday.                        |
| Minutes 12–15 | <b>ONE TEST</b>        | Identify one element to A/B test this week using Prompt 10.2. Set it up. Mark your calendar to review results in 14 days.                           |

# Appendix: AI Tools for E-Commerce Sellers

These are the tools worth your time. Each one integrates with AI or uses it natively to save hours per week across listing, advertising, and operations.

| Tool                  | Best For                                                             | Pricing       | ★ Rating | Notes                                                      |
|-----------------------|----------------------------------------------------------------------|---------------|----------|------------------------------------------------------------|
| ChatGPT (chatgpt.com) | All prompts in this guide, copywriting, research                     | \$0–\$20/mo   | ★★★★★    | GPT-4o is best for product copy; start here                |
| Claude (claude.ai)    | Long-form descriptions, brand voice, nuanced writing                 | \$0–\$20/mo   | ★★★★★    | Superior for tone-matching and brand voice                 |
| Jungle Scout          | Amazon keyword research, competitor intelligence, product validation | \$49–\$129/mo | ★★★★■    | Essential for Amazon FBA sellers                           |
| Helium 10             | Amazon listing optimization, keyword tracking, PPC management        | \$39–\$279/mo | ★★★★■    | More comprehensive than Jungle Scout; both have free tiers |
| Canva AI              | Product graphics, social media posts, infographic creation           | \$0–\$17/mo   | ★★★★■    | Magic Write + AI image generation built in                 |
| Midjourney            | Product lifestyle photography concepts, brand imagery, AI mockups    | \$10–\$60/mo  | ★★★★★    | Best-in-class for realistic product imagery concepts       |
| Klaviyo               | Email marketing automation, list segmentation, flow building         | \$0–\$150+/mo | ★★★★★    | Industry standard for Shopify; integrates natively         |
| Triple Whale          | E-commerce analytics, ROAS tracking, multi-channel attribution       | \$129+/mo     | ★★★★■    | Best attribution tool for Shopify/Meta/Google combo        |

You now have 50+ AI prompts to write better listings, run smarter ads, and scale your e-commerce business.

The sellers who will win the next 5 years aren't working more hours — they're leveraging AI better than everyone else.

Ship the listing. Run the test. Close the sale.

More toolkits, templates, and AI resources at [useomni.ai](https://useomni.ai)  
Browse the full shop → [useomni.ai/shop/](https://useomni.ai/shop/)  
Questions? [support@thisisomni.ai](mailto:support@thisisomni.ai)