

The Cash Spike Prompts

FIVE PROMPTS TO BUILD YOUR SALE. THREE MORE TO FINISH IT.

Most prompt packs hand you forty prompts and make you re-type your offer, your buyer, and your deadline into every single one. By prompt six you want to throw your laptop. So this pack is built the opposite way.

There are five prompts that build your entire sale, one that packages it into a plan, plus one optional and one for after. Each one does a big job and writes a whole batch at once, all your emails in one run, all your stories in another, not one message at a time. And you enter your offer and your buyer **once**, in prompt one. Every prompt after it just asks you to paste what you already made. No repeating yourself.

Under each prompt you'll see what I actually did on my real July 4 sale, the one that made \$7,100 in four days. That's so you can see what a good answer looks like before you write your own.

How these fit together

Prompts 1, 2, and 3 are your foundation, the occasion, the offer, and your messaging. You build those first, in order, because everything else is made out of them.

Then prompts 4 and 5 write your actual content, your stories and your emails, using that foundation. Paste your foundation in, and they build the whole batch.

Prompt 6 packages everything into one dated plan you can follow. Prompt 7 is optional feed content. Prompt 8 is your debrief, for after the sale. That's the whole thing.

BEFORE YOU START: THE RUN SHEET

Five prompts, in order. Do 1, 2, and 3 first, they're your foundation. Then 4 and 5 write your content. Then go live.

Prompt 1, the occasion. Find the real reason for your sale to exist. Fill in your offer and your buyer here, once. You'll reuse these answers in every prompt after this, so keep them somewhere handy.

Prompt 2, the offer. Decide what's actually on sale and what the deal is. This one also pressure-tests you so you don't devalue your best product.

Prompt 3, the messaging. Build your whole messaging package, the core lines and the buyer menu. This is the spine. Prompts 4 and 5 are built out of it.

Prompt 4, the stories. Writes your announcement slide and your full story plan across the sale, all at once.

Prompt 5, the emails. Writes your entire email sequence in one run.

Prompt 6, put it all together. Feed it everything you made and it hands you one dated run of show, what to post and send, in order, on each day. This is what turns your pieces into a plan.

Then go live. Post the announcement, send the first email, and work down the plan prompt 6 built you.

Prompt 7 (optional), the feed. Only if you want feed posts. It'll tell you honestly whether you even need them.

Prompt 8, the debrief. The morning after. Ten minutes that make your next sale better.

Read this before you run a single prompt

Use one chat thread for the whole thing. Start a single conversation and run all the prompts inside it, in order. That way the AI remembers your sale as you go, and by prompt 5 it already knows your offer, your voice, and your deadline. Don't start a fresh chat for each prompt or you'll lose all that context.

Claude is recommended, but ChatGPT works too. Claude tends to hold context better across a long thread, which matters here. Either one will do the job.

Set up your keyword automation before you announce. You'll be telling people to reply with a word to get the link. Make sure you've got an automation ready in ManyChat (or whatever you use) that captures their email and sends them to your sale. Most of you already know how to do this, if you don't, it's the one piece to set up before you go live.

When you're done, ask for everything back in one place. After you've run all the prompts, tell the AI: "put everything you just made into one document, organized by what I post and send and when." You'll walk away with your whole sale in a single file instead of scattered across a long chat.

Find the real reason for your sale

Do this first. It's where you enter your offer and your buyer, once, for the whole pack. Keep your answers, you'll paste them into every prompt after this.

I want to run a flash sale, but I don't want to just slap a discount on something because I feel like making money this week. Help me find a real reason for the sale to exist, an occasion my buyer already feels, so it lands as an invitation instead of a plea.

Here's my situation, and I'll reuse these answers throughout my whole sale, so make them count:

What I sell: [list your products, prices, and who each one is for]

My buyer: [who they are]

What they'd be embarrassed to admit: [the real thing underneath their frustration, not just "they want to grow"]

What's going on in their life or business right now: [the season, the month, what they're worried about]

What's going on in my life right now: [a trip, a milestone, a launch, a result, a season, anything]

Give me 8 possible occasions I could hang a sale on. For each: the occasion, why buying today makes sense because of it, whether it even needs a discount or whether a deadline or bonus would do the same job, and one opening line written the way I'd actually say it.

Then rank them best first, and tell me which has the strongest reason-to-act-now built in.

Do not suggest an occasion that only matters to me, it has to be something my buyer already feels. And apply this test to each one: if I removed the discount entirely, would the occasion still give someone a reason to pay attention? If not, flag it, because it's not a real permission slip.

WHAT I ACTUALLY DID

I saw everyone running holiday sales and thought, I have free will. That was the whole strategy.

But look at what July 4th gave me: a long weekend, people off work and already spending, and a trip to Disney that proved my business runs without me. The occasion and the proof were the same weekend. Run the test on it, take the 50 percent off and "I'm on vacation, my business paid for it, here's a little something" still stops the scroll. That's how you know it's a real one.

MORGAN NOTE You have more of these than you think. A birthday. The last week of a month. The day your kid goes back to school. A number you just hit. It doesn't have to be impressive, it just has to be real and dated.

Decide what's on sale, and don't devalue your best thing

Do this second. It decides what's on sale, what the deal is, and whether you're about to make a mistake you'll regret in a few months.

Help me decide what to put on sale and what the deal should be. Do not assume it should be a percentage off.

Paste your answers from Prompt 1 (what I sell, my buyer) at the top so you have context.

A few more things you'll need:

The occasion I picked: [from Prompt 1]

What's been selling well lately: [list]

What nobody buys: [list]

How often I've discounted in the last year: [be honest]

What I've publicly said about my pricing before: [any past claims or promises]

My goal for this sale: [cash now / new buyers / move people up a level / clear an old product]

First, the offer. Tell me whether this should be one product, a few, or everything, and why. Which products actually benefit from a discount and which get cheapened by one. Which is the entry point for someone who's never bought from me, and which single product should get the most attention even if everything's on sale.

Then, the structure. Give me 3 ways to run it, across a straight discount, a bonus stack, a bundle, a fast-action incentive, and a deadline with no discount at all. For each: what it is, why it fits this buyer and occasion, what it costs me, and what it teaches my audience about my prices. Tell me which you'd run and why the others are worse.

Then, pressure-test your own recommendation. What does it train my list to do? Am I teaching people to wait for the next sale? Would anyone who bought recently at full price feel burned? And what would I have to say six months from now that this promo would turn into a lie?

If a discount would damage how people value a product, say so plainly. If the honest answer is a bonus instead of a discount, make that case. Do not soften the pressure-test to be agreeable.

WHAT I DID, AND WHAT THIS WOULD HAVE CAUGHT

Sitewide, 50 percent off, code JULY4. It worked because my catalog is deep, a beginner at \$8.50 and a serious buyer at \$250 both found something. One \$997 course at half off would have made three sales and taught my list my price is a suggestion.

What the pressure-test would have flagged: I wrote "this is the lowest price it will ever be." Great line, converts, and now it's a promise I have to keep forever. The first Black Friday sale makes that a lie to everyone who believed it. "This is the lowest it's been" is nearly as good and stays true.

Build your whole messaging package

Do this third. It's the spine of your sale, the lines you'll reuse everywhere, plus the menu that sorts your products so nobody has to figure out which one is theirs. Prompts 4 and 5 are built out of this, so don't skip it.

Help me build the core messaging for my sale so I say the same thing consistently everywhere without repeating myself word for word, and write the menu that sorts my products by what my buyer needs.

Paste your answers from Prompt 1 (what I sell, my buyer, what they'd be embarrassed to admit) and your occasion and offer from Prompts 1 and 2.

One more thing:

Why this matters to my buyer right now: [the reason]

My deadline: [when it ends, with a timezone]

The messaging. Give me the one-sentence version of this sale, what it is and why now. Then 3 core angles I can rotate through. Then 10 lines I can reuse across stories and email without them feeling recycled. Then 5 CTA lines. Then 3 urgency lines.

The menu. Write a series of lines in the shape "if you [situation she'd recognize about herself], get [product]." The situation comes first, the product second, always. Each line describes something she'd actually say about herself, not a benefit I'd claim. No two lines describe the same person. If two products serve the same situation, tell me, one of them shouldn't be on the menu.

Do not write an urgency line that would be untrue if I extended the deadline. Do not write a line I'd be embarrassed to say out loud. For the menu, do not write "perfect for beginners," write the sentence she'd actually say about her own situation.

Keep all of this output together and labeled clearly. I'm going to paste it into my next two prompts to write my stories and emails.

THE LINE THAT CARRIED THE WHOLE SALE, AND THE MENU THAT CLOSED IT

The spine was one line on a story slide: "we are headed out the door for a last minute family vacation (paid for by digital products)." That parenthetical is the entire sales argument, and it landed before anyone knew there was a sale. Not a claim about results, a fact about where I was standing. Nobody argues with a trip.

The menu ran in the last email: "want more consistent sales from the offer you already have? Stress Free Sales. Haven't started yet? Clueless to Cashflow. Want to activate your audience through stories? Same Day Sales." Three products, three situations, zero overlap. Nobody had to diagnose herself.

MORGAN NOTE A buyer who has to figure out which product is hers doesn't buy. She closes the tab and feels vaguely stupid, and she blames the tab. Do the diagnosing for her.

Write all your stories at once

Do this fourth, after your messaging exists. This writes your announcement slide and your whole story plan across the sale, in one run. You'll get a batch, not one slide at a time.

Write all the stories for my flash sale in one go: the announcement slide that kicks it off, plus a day-by-day plan for the whole run that keeps the sale alive without me nagging people to buy.

Paste your full messaging package from Prompt 3, plus your occasion, offer, and deadline. That's everything this prompt needs to sound like me.

A few specifics:

The moment I'm in when I announce: [what you're literally doing, where you are]

The proof buried in that moment: [what about your life quietly proves your offer works]

My keyword: [the word people reply with to get the link]

What they get when they reply: [the link, plus any freebie]

What I'll actually be doing each day of the sale: [your real life during the sale]

The objections I expect: [the real reasons people hesitate]

Write me, in order:

1. **The announcement slide**, as separate text boxes I can drop straight onto a story. Open inside a moment with the proof sitting in it as a fact, not a claim. Include a box that establishes I don't need this sale, that it's a whim. Name the offer in one breath. End with a keyword CTA on its own line. Give me 3 versions: one led by the moment, one by a result, one by a problem my buyer has.

2. **A day-by-day story plan** for the rest of the sale. For each day: the job of that day's stories (announce, prove, handle a doubt, create urgency), 2 or 3 specific slide ideas written the way I'd post them, and where the keyword CTA goes. Include at least one slide that shows the outcome my offer promises happening to me in real time, and a final-hours sequence that states the deadline once and runs the menu of outcomes.

Do not open the announcement with "I'm running a sale." Do not make anything sound like I need the money, nothing desperate, no false urgency. Do not put a link in a story, the keyword is the point. Do not write a single slide whose only message is "don't forget the sale," if it doesn't show or teach something, cut it. And do not count down in the final hours, state the deadline once as a fact and let it be true.

THE ANNOUNCEMENT THAT STARTED IT, AND HOW THE DAYS RAN

My slide: "we are headed out the door for a last minute family vacation (paid for by digital products) / and I just remembered I have free will / so I'm giving you 50% off almost EVERYTHING this weekend / reply JULY4 and I'll send you the link (there are some free goodies in there too)."

The middle days were never "don't forget the sale." They were the lazy river, the parks, my phone at the bottom of a bag, each one the outcome my offer promises, happening in real time. The sale stayed alive by being visible, not by being repeated.

MORGAN NOTE The photo does half the work. Sparkler, sunset, about to leave. If the photo carries the "my business runs without me" story, the words can be shorter. There's a whole method to the story slide itself, that's One Slide Story Magic, but even the basic version beats a link sticker every time.

Write your whole email sequence at once

Do this fifth. This writes your entire email sequence in one run, mapped, sequenced, and drafted, not one email at a time. It's the longest prompt in the pack because email does the most work.

Write my full email sequence for this sale in one go. Map it first, then write every email, so I walk away with the whole thing ready to schedule.

Paste your full messaging package from Prompt 3, plus your occasion, offer, and deadline. Everything below builds on it.

A few specifics:

My list size and how warm they are: [rough number, how often you email]

The one product I want to feature most: [hero product]

The moment I'm in during the sale: [what you're doing, where you are]

The real reason my buyer is stuck (the thing she's doing wrong without realizing): [the mechanism]

What she blames instead: [the wrong answers]

First, map it. Give me the full sequence day by day. For each email: its one job and where it sits and why. The sequence must include an announcement, a same-day resend, a proof email, one email that gives real value and barely sells, a mechanism email that names why she's stuck, and a last call. Make the specificity increase toward the deadline, not the volume. For a warm list over a 4-day sale, don't let me under-send, tell me if I'm leaving money on the table.

Then write all of them. For each email give me the subject line, the preview text, and the full body. Rotate the angles so no two in a row feel the same, at least one curiosity subject, one that names a problem, one plain and direct. Follow these rules across the batch:

The announcement opens inside a moment, not on the sale, and describes the outcome in physical objects, not feelings. The resend admits it's a second email and jokes about it instead of apologizing. The proof email is present tense and names anything implausible before the reader can doubt it. The value email teaches one complete idea with examples from outside my industry and pitches only once, at the bottom. The mechanism email names the real problem and lets her off the hook so she can agree without shame. The last call is a series of "last call to [outcome]" lines, and not one says "last call to buy."

Do not make every email lead with the discount. Do not write "financial freedom" or "more time," write the specific physical thing. Do not send the same email six times, each one has to move somewhere new. State the deadline as a plain fact, once per email, never a countdown.

THE EIGHT I ACTUALLY SENT

Announcement, then a same-day resend. Then a life email, a proof email, and the giveaway email that sold nothing. Then two problem emails, then last call. Six of the eight don't lead with the sale.

The subjects moved: "Half off EVERYTHING" / "The mouse says HI" / "The life that IG built" / "Getting paid in a lazy river" / "Nobody wants your product" / "Are your WORDS holding you back" / "THIS is my super power" / "LAST CALL to." The full text of all eight is in your Swipe File, this prompt builds you the same shape for your own sale.

MORGAN NOTE The giveaway email, the one that teaches something and barely sells, is the one that pays for all the others. It proves you're worth buying from instead of just saying so. Don't cut it to save time.

Your whole cash spike, in one document

Do this once your content is written, right before you go live. This is the payoff prompt. It takes everything the prompts above made and hands you back a single, dated plan you can follow in real time, so you finish with a schedule instead of a pile of files.

I've built all the pieces of my flash sale using the prompts above. Now take everything I made and lay it out into one document: a dated, timed run of show that tells me exactly what to post and send, in what order, on what day, so I'm never staring at a pile of files wondering what happens next.

Paste in everything you made in this thread: my occasion and offer, my messaging, my announcement slide and story plan, and my full email sequence. If you ran the feed prompt too, paste that in as well.

A couple of things you'll need:

My sale runs: [start date and time, end date and time, timezone]

My keyword and automation status: [keyword, and "built" or "still to set up"]

When I'm actually available to post each day: [your real windows, e.g. "mornings only, offline Saturday afternoon"]

Build me a single run of show, organized by day and then by time. For each entry give me:

1. the day and a specific time window
2. exactly what goes out then, named, my announcement slide, my email 3, my final-hour story, not a generic placeholder
3. the channel, story, email, broadcast, DM
4. a one-line reminder of that piece's job, so I remember why it's there

Follow the order the run sheet teaches: announce, resend same day, prove in the middle, give value, name the mechanism, then close specific not loud. Space the emails so I'm not sending two within an hour. Put the keyword automation and the final-hour catch where they belong. Work around the windows I gave you, if I said I'm offline Saturday afternoon, don't schedule anything then.

Do not invent new content I haven't made. Only schedule the pieces I gave you. If I'm missing something the sequence needs, a resend, a last call, tell me what's missing and which prompt makes it, don't write it for me here. Give me the whole thing as a checklist I can work down in real time, and format it so I can copy it into my notes or print it.

WHY THIS IS THE ONE THAT MAKES THE REST USABLE

Everything before this made a piece. This one makes the plan. Without it you finish holding an announcement slide, a batch of emails, a story arc, and a keyword flow, and you still have to figure out what happens Saturday at 9am.

This is the run sheet at the front of this pack, made personal. The run sheet taught you the shape. This fills the shape with your actual sale, on your actual dates, so you close the pack with a schedule instead of a stack.

MORGAN NOTE This is the difference between owning a flash sale and being able to run one. Print your run of show or keep it open on your phone, and just work down the list. That's the whole weekend, handled.

Feed content, if you even need it

Optional. Only run this if you're considering feed posts. Read the first thing it tells you before you spend an hour on a reel. I posted nothing to my grid and made \$7,100.

Be honest with me first: given my situation, do I even need feed content for this sale, or is my time better spent on stories and email? Then, only if it's worth it, help me make it.

Paste your messaging package from Prompt 3, plus your offer and deadline.

A couple more things:

Where my audience actually engages with me: [stories, email, feed, DMs]

How much time I have during the sale: [be realistic]

First, tell me straight: is feed content worth it for this sale, or is it a distraction from the channels that'll actually drive the money? If my engagement lives in stories and email, say so and tell me to skip it.

If it is worth it, give me 3 feed post ideas that do a job the stories and emails aren't already doing, not a repeat of the announcement. For each: the concept, the hook, and the caption. Include one "you may not even need this offer" style post that builds trust by being honest about who it's not for.

Do not tell me to post for the sake of posting. If the feed won't move the needle for my situation, your best answer is to tell me not to bother.

MORGAN NOTE I ran a \$7,100 sale with zero feed posts. The feed is where people find you cold. Stories and email are where the people who already know you actually buy. During a short sale, spend your time where the buyers are.

Debrief while you still remember

Run this within a week of the sale ending, while it's fresh. It's the prompt that makes your next sale better, and it's the one everyone skips.

Help me debrief this sale honestly, while I still remember it, so the next one is better.

Paste your offer and structure from Prompt 2 so you have the context of what you ran.

Then tell it how it went:

What I made: [revenue, number of buyers, if you want to track it]

What sold best and worst: [products]

What felt good and what felt like a slog: [your honest read]

Anything that surprised me: [good or bad]

What I said publicly that I now have to live up to: [any pricing claims, promises]

Walk me through: what actually worked and whether I know why, so I can repeat it on purpose. What didn't, and whether it was the offer, the messaging, the timing, or the audience. Which email and which story did the most work, so I lean into that shape next time. Anything I promised this time that constrains me next time. And the three things to do differently, ranked.

Be honest, not encouraging. I don't need a cheerleader, I need to know what to change. If something worked by luck rather than design, say so, so I don't build a strategy on an accident.

MORGAN NOTE Write it down within the week or you'll lose it. The version of you setting up the next sale will thank the version of you who spent ten minutes being honest right after this one.

WHERE TO GO FROM HERE

You've run the sale. When you're ready for the system underneath it, sorted by where you are right now:

If you have something to sell but sales feel random → Stress Free Sales, the full system for consistent sales from the offer you already have.

If you haven't started yet → Clueless to Cashflow, for building the thing and making the first sales.

If you want to sell more through stories specifically → Same Day Sales.

If the announcement slide was your favorite part → One Slide Story Magic, the full method behind the story slide that starts sales like this one.

ONE LAST THING The best proof this works is to run it. Your next sale doesn't need a new reason, it needs a permission slip and thirty minutes. Go find the occasion.