

DISCLAIMER:

This sales letter is a fictionalized marketing example created for illustrative and promotional purposes only. Any individuals, anecdotes, or results referenced within are generalized or hypothetical and should not be interpreted as factual representations of real people or guaranteed outcomes.

This content is not intended to substitute for professional advice—whether legal, financial, medical, psychological, or otherwise. Please consult a qualified expert before making decisions based on information contained in this material.

All product claims, benefits, or suggestions should be verified and substantiated by the product creator. The use of frameworks inspired by classic sales letters (e.g., The Wall Street Journal letter) is for structural and educational purposes only and does not imply endorsement or affiliation.

By using or adapting this content, you agree that it is your responsibility to ensure accuracy, compliance with applicable advertising standards, and truth-in-marketing requirements.

AI Sales Letter Series

Wall St. Journal Letter

We're going to model the most successful sales letter ever written.

It's the "Two Young Men" letter written by Martin Conroy for the Wall St. Journal and it's said to have generated \$2 billion dollars in sales.

This is a 2-step prompt where you tell AI to ask you questions about your product/service before creating the copy.

This helps AI create a targeted sales letter for your product or service as opposed to a generic sales letter like a lot of marketers who don't know how to properly prompt create with AI.

Of course, AI can still make stuff up so always proofread the copy it writes for you.

I'll give you the prompt below, then walk you through an example:

PROMPT



//START OF PROMPT//

This will be a 2-step prompt.

#TASK:

We're going to create a sales letter for my **<PRODUCT>** based on Martin Conroy's classic Wall Street Journal sales letter that I've added below. There are notes added to the sales letter in brackets to help you understand what each section of the sales letter should

accomplish so you can better apply the letter to my niche.

I want you to write a sales letter that uses the same persuasive architecture as the WSJ letter, but in fresh language that matches the audience of my product/service.

Keep the people you use in the story told in the sales letter anonymous.

#STEPS:

1. You're going to ask me about what I'm selling so you can gather the necessary information you need to write a sales letter based on the Wall St. Journal letter.

2. You'll take the information I provide and use it to create the sales letter.

WALL ST JOURNAL SALES LETTER:

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

\<This opening uses a relatable anecdote and vivid imagery to draw you in and build curiosity ("story hook").>

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

\<Creates contrast and intrigue—prompting you to wonder “What made the difference?” (“contrast & curiosity”).>

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people’s lives? It isn’t a native intelligence or talent or dedication. It isn’t that one person wants success and the other doesn’t.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: to give its readers knowledge... knowledge that they can use in business.

\<Clearly states the problem (lack of useful knowledge) and presents WSJ as the solution (“problem-solution framing”).>

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It’s the country’s only national business daily. Each business day, it is put together by the world’s largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business... The Wall Street Journal gives you all the business news you need—when you need it.

\<Establishes uniqueness and authority ("unique selling proposition"); emphasizes breadth and timeliness ("feature highlighting").>

Knowledge Is Power

Right now, I am looking at page one of The Journal, the best-read front page in America. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered. I see articles on new inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

And there is page after page inside The Journal, filled with fascinating and significant information that's useful to you. The Marketplace section gives you insights into how consumers are thinking and spending. How companies compete for market share. There is daily coverage of law, technology, media and marketing. Plus daily features on the challenges of managing smaller companies.

The Journal is also the single best source for news and statistics about your money. In the Money & Investing section there are helpful charts, easy-to-scan market quotations, plus "Abreast of the Market," "Heard on the Street" and "Your Money Matters," three of America's most influential and carefully read investment columns.

If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

\<Provides specific features and benefits to build credibility and paint a vivid picture of value ("feature-benefit linkage").>

A Money-Saving Subscription

Put our statements to the proof by subscribing for the next 13 weeks for just \ \$44. This is among the shortest subscription terms we offer—and a perfect way to get acquainted with The Journal.

Or you may prefer to take advantage of our better buy—one year for \ \$149. You save over \ \$40 off the cover price of The Journal.

Simply fill out the enclosed order card and mail it in the postage-paid envelope provided. And here's The Journal's guarantee: should The Journal not measure up to your expectations, you may cancel this arrangement at any point and receive a refund for the undelivered portion of your subscription.

If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.

\<Introduces a low-risk, time-limited offer ("call to action" + "risk reversal" via money-back guarantee); emphasizes savings ("scarcity/value").>

About those two college classmates I mention at the beginning of this letter: they were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

\<Reinforces the central theme—tying the anecdote back to the offer (“thematic reinforcement”).>

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

\<Honest disclaimer builds trust and sets realistic expectations (“credibility anchoring”).>

Sincerely,

P.S. It’s important to note that The Journal’s subscription price may be tax deductible. Ask your tax advisor.

\<The P.S. leverages a final persuasive nudge—tax deductibility adds practical upside (“value enhancement”).>

//END OF PROMPT//



How To Use The Prompt

The only part of the prompt you need to edit is where it says "<PRODUCT>".

Replace that with your product or service then run it using your favorite AI/LLM.

You can use Claude, ChatGPT, Gemini, or other similar tools.



About The Prompt

You can see I tell the AI that this will be a 2-step prompt then give it some instructions about the task.

Then I give it a copy of the Wall St. Journal sales letter it's going to model.

I added notes to the sales letter to help it apply the structure of the letter to any niche.

The notes are in <brackets>.

I also marked the subheads with two hashtags "##" so AI understands the formatting of the letter.



Example

Now let's run the prompt so you can see it in action.

We'll use a dating app I made up called "One True Love" for this example.

Remember, this is a two-step prompt.

Here's what running this prompt will look like...

- Step 1: Give AI the prompt
 - AI will ask you questions about your product/service
- Step 2: Answer the questions
 - AI creates a sales letter based on the Wall St. Journal letter using your feedback.

Now let's run the prompt.

Here's Step 1 of the prompt using my One True Love app example...

SAMPLE PROMPT

This will be a 2-step prompt.

#TASK:

We're going to create a sales letter for my dating app called "One True Love" based on Martin Conroy's classic Wall Street Journal sales letter that I've added below along with notes to help you understand what each section of the sales letter should accomplish so you can better apply the letter to my niche.

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language that matches the audience of my product/service.

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Sincerely,

P.S. It’s important to note that The Journal’s subscription price may be tax deductible. Ask your tax advisor.

\<The P.S. leverages a final persuasive nudge—tax deductibility adds practical upside (“value enhancement”).>

Here’s what AI generated with that prompt:

A.I. OUTPUT

I'll help you create a compelling sales letter for "One True Love" using the proven WSJ architecture. Let me gather the key information I need to craft this effectively.

About Your Dating App & Target Audience:

1. **Core Problem & Solution:** What's the main frustration your app solves that other dating apps don't? (e.g., endless swiping, superficial matches, time-wasting conversations)
2. **Target Audience:** Who specifically are you targeting? (age range, relationship goals, current dating struggles)
3. **Unique Mechanism:** What makes "One True Love" fundamentally different from Tinder, Bumble, Hinge, etc.? What's your secret sauce?
4. **Success Stories:** Do you have any compelling user testimonials or success stories? Couples who met and got engaged/married through your app?
5. **Key Features:** What are the 3-4 most important features that deliver your core benefit?

Pricing & Positioning:

6. **Pricing Structure:** What's your subscription model? Any free trial or special introductory offer?
7. **Value Proposition:** How do you position the cost? (investment in finding love, compared to what people spend on failed dates, etc.)

Brand Voice & Positioning:

8. **Tone:** Should this feel more premium/sophisticated, warm/approachable, or bold/confident?
9. **Pain Points:** What are the biggest emotional frustrations your users have with dating that keep them up at night?

10. **Transformation Promise:** What's the ultimate outcome/transformation someone gets from using your app successfully?

Once I have these details, I'll craft a sales letter that uses the WSJ's proven story structure but speaks directly to the hearts and minds of people looking for genuine love.

As you can see AI did what it was supposed to do and asked some good questions about my product.

Here's how I answered those questions for step 2 of the prompt:

SAMPLE PROMPT

About Your Dating App & Target Audience:

Core Problem & Solution: While other apps focus on hookups and one night stands, One True Love's main goal is to help you find the love of your life.

Target Audience: Men and women who are past their "hookup" stage and ready to settle down with someone they love and want to spend the rest of their life with.

Unique Mechanism: "One True Love" connects to your social media accounts (with your permission of course and none of your personal info is stored on our computers) and uses AI to connect you with your one true love using billions of compatibility signals.

Success Stories: One True Love was tested by a third party and proven to be better than all other dating apps at helping people find long term relationships.

Key Features: One True Love uses AI and your social media history to discreetly understand you on every level so it can perfectly match you with a perfect partner.

Pricing & Positioning:

Pricing Structure: You get 5 free matches a month free and can upgrade to a premium account for \$9 a month that gives you unlimited matches.

Value Proposition: You won't be wasting time on failed dates with anyone who is not perfect for you with One True Love. It's hard to put a price on that.

Brand Voice & Positioning:

Tone: Fun and romantic.

Pain Points: You don't want to spend your 30's and 40's on hookup apps. One True Love helps you find a life partner.

Transformation Promise: To find the one true love for the user.

I gave those answers to AI and ran them and got this finished sales letter modeled after the Wall St. Journal letter.

Here's what AI generated with that prompt:

A.I. OUTPUT

Dear Reader:

On a warm spring evening, not long ago, two friends celebrated their 35th birthdays together. They were alike in so many ways. Both attractive, successful, and surrounded by friends and family. And both—after years of casual dating—felt ready for something deeper, something lasting.

Recently, these friends met again, this time at a mutual friend's wedding. Both were still charming and accomplished. Both had active social lives. Yet, there was one crucial difference:

One friend arrived alone, politely deflecting questions about their dating life. The other walked in hand-in-hand with someone special—the unmistakable glow of love and connection lighting up their faces.

What Made the Difference?

Have you ever wondered what makes such a meaningful difference in people's love lives? It's not attractiveness, success, or even a charming personality.

The difference lies in knowing exactly how—and where—to find your one true love.

That's why I'm writing to you about **One True Love**. Our entire mission is to help you find not just a date, but your lifelong partner, the love you've always dreamed of.

An App Unlike Any Other

You see, **One True Love** isn't just another dating app. It doesn't cater to casual hookups or endless superficial conversations. Instead, it's uniquely designed to connect those who are genuinely ready to meet the love of their life.

Leveraging sophisticated artificial intelligence and your own social media history (with your permission—and don't worry, none of your personal information is stored on our computers), **One True Love** analyzes billions of compatibility signals. It discreetly understands who you truly are, what matters most to you, and exactly who you'll genuinely connect with.

Find Love, Not Just Matches

Independent studies have shown that **One True Love** surpasses every major dating app when it comes to fostering real, lasting relationships.

Each month, you'll receive carefully selected matches—five completely free—and each is genuinely aligned with your deepest values, interests, and dreams. Upgrade to our premium subscription for only \$9 a month, and you'll enjoy unlimited opportunities to connect with people who truly could be "the one."

Think of it this way: How much have you already spent on disappointing dates or wasted evenings? What's it worth to finally meet someone who truly complements your life?

A Life-Changing Promise

Imagine finally meeting that special someone—someone you can't wait to introduce to your friends, your family, your world. Imagine evenings filled with laughter, adventures shared, and a future you build together.

That's not just our promise—it's what **One True Love** users experience every day.

So why spend your valuable 30's and 40's stuck swiping endlessly on apps designed for fleeting encounters? Isn't it time to stop searching and start loving?

Download **One True Love** today and experience the difference firsthand.

Because finding the love of your life isn't just luck—it's about knowing exactly where to look.

Warmly,

The One True Love Team

P.S. Remember, you can try **One True Love** completely risk-free with five tailored matches every month. Why not see who could be waiting to meet you right now?

What do you think?

I think that's a very good sales letter.

I like the way it delicately handled the part about the friend who was struggling to find love with this:

"One friend arrived alone, politely deflecting questions about their dating life."

It paints a picture without being too mean.

FINE-TUNING YOUR OUTPUT

Now, if you're happy with the sales letter you can grab it and go.

But if you want to tinker with it you can fine-tune your output with more prompts.

You'll notice our sales letter has lots of em dashes which are these long hyphen things "—".

They've become a red flag for AI written copy which makes some people not like them.

So let's ask AI to remove them without changing up the copy.

Here's the prompt we'll use:

"I want you to remove the em dashes in the sales letter you just wrote and replace them with commas or by breaking up a sentence into two sentences. Only change the parts of the sales letter you need to do this. Leave the rest of the sales letter as is."

Here's what AI generated with that prompt:

A.I. OUTPUT

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Warmly,

The One True Love Team

P.S. Remember, you can try **One True Love** completely risk-free with five tailored matches every month. Why not see who could be waiting to meet you right now?

You can see AI removed the em dashes and left the rest of the sales letter alone just like we asked.

This Wall St. Journal sales letter template can be used for almost any niche where you want to paint a picture about how much better your prospect's life will be if they use your product.

Hope you enjoy it.