

An AI prompt bundle: a makeover

A full rewrite of a real Gumroad listing with dozens of sales and zero reviews. Benchmarked against four AI-prompt listings with strong reviews. Ready to paste.

CURRENT COVER · DESCRIBED

Square image on a dark, neon-lit background. A black 3D product box with the pack name in huge gold caps, a glowing circuit-brain in the middle ringed by social and shopping icons, and a gold "over 3,200 prompts" seal. A column of five benefit badges down the right edge, a big repeat of the prompt count at the bottom, and a row of tiny niche icons.

The only image in the gallery.

Seller artwork is not reproduced in this sample.

LISTING

⚡ **THE COPPERKITE PACK : 3,200+ Premium AI Prompts In 9 Categories — The Ultimate Toolkit That Turns AI Into Your Own Expert Team**

Gumroad · bundle · seller and link withheld · title paraphrased

<\$50

price, just under \$50 (struck from about \$230)

0

ratings

~60

sales (from the listing's public page data)

THE VERDICT

The copy is above average. The listing loses buyers on **trust**: three different prompt counts, two different "value" prices, bonus values that don't match the seller's own listings, a one-image gallery, and no reviews. Fix the contradictions, show what's inside, and drop to a review-building price.

Listing snapshot

FIELD	OBSERVED ON THE PUBLIC LISTING (18 OCT 2026)
Link	Withheld (Gumroad bundle listing; seller not named)
Title	⚡ THE COPPERKITE PACK : 3,200+ Premium AI Prompts In 9 Categories — The Ultimate Toolkit That Turns AI Into Your Own Expert Team (paraphrased; the original is about 140 characters, mostly caps)
Price	Just under \$50 one-time, shown struck from about \$230. Product type: bundle of 16 of the seller's own listings. Their separate prices add up to exactly the struck-out figure.
Ratings	0. Of the bundled products, only a couple have a single 5★ rating each. The rest have none.
Sales	About 60. This comes from the sales count in the listing's public page data; shoppers may not see it on the page.
Short summary	"3,000+ Next-Level Prompts For All The Best Niches" (paraphrased)
Gallery	1 square cover (3D box, glowing brain, many small labels). No inside-page previews.
Spec details	None set (no format, page count, or file-size rows, which the top comp uses).
Description	Roughly 7,000+ characters of long-form copy: a strong before/after prompt demo, pain points, 9 categories with counts, 3 bonuses, a "math" stack, a 30-day guarantee, and urgency.

Diagnosis: the 5 problems costing sales

1

The numbers contradict each other. A careful buyer finds three different prompt counts and two category counts (7 and 9) on one page (paraphrased):

Title: "3,200+ ... In 9 Categories" · Summary: "3,000+" · Body: "3,100+ PREMIUM PROMPTS IN 7 CATEGORIES", "this pack is 3,000 of the good kind", "3,200+ Premium Prompts In 7 Categories"

The 9 categories it lists add up to **3,150**, which matches none of them. In the "trust me" niche, inconsistency reads as "made up".

2

Two value anchors that disagree. The price box shows **about \$230** struck out (the sum of the bundled listings). The copy claims a **total value of about \$150**. The three bonuses are valued at roughly \$15–\$30 each, but the seller's own listings for them are priced **around \$3–\$4 each**, and buyers can click through to check.

3

Zero social proof at a premium price. At just under \$50 it costs about the same as Comp A (about \$50+, 100+ ratings) and three times as much as Comp B (about \$15 on sale, 20+ ratings). With 0 reviews, buyers have no reason to pick it over those.

4

Buyers can't see inside. One cover image, no sample pages, no format details (is it a PDF? Notion? how many pages?). Strong comps show the actual product (a phone mockup of the pages) or list the specs.

5

The title is a tagline, not a search phrase. About 140 characters in all caps. The words people search for ("ChatGPT", "Claude", "prompt pack", "business") are buried or missing, while hype words like "Premium" and "Ultimate Toolkit" don't help it rank.

Comparable listings that are selling

All are AI-prompt products on Gumroad found through Discover search. Figures as displayed or in public page data, 18 Oct 2026.

LISTING (ANONYMISED)	PRICE	RATINGS	SALES*	WHAT IT DOES BETTER
Comp A · large ChatGPT prompt collection (five-figure prompt count)	about \$50+	~5.0 · 100+ nearly all 5★	2,500+	Short, searchable title: name + one number. The cover shows a phone with real inside pages and a "5-star" badge. The seller replies to every review. Bold guarantee.
Comp B · Notion-based AI prompt collection (four-figure prompt count)	about \$15 (50% off)	~5.0 · 20+	200+	One clear promise (a prompt for anything you want AI to do). Wide covers with 4 clean stats, several images. Says exactly how you get it (Notion vault, instant link). Same numbers everywhere.
Comp C · Claude prompt library, dated edition	\$0+ (pay what you want)	~4.9 · 50+	10,000+	Free entry point that builds a big list. Year in the title. An "every prompt includes" list and a "what you get" line (a PDF of a few dozen pages) make it concrete. File size and page count shown.
Comp D · multi-language interactive prompting book	\$0+ (pay what you want, suggested about \$10)	~4.6 · 2,000+	100,000+ downloads (shown)	Authority up front (creator of a hugely popular open-source prompt repo). Spec table (chapters, page count of several hundred, format, level). Edition number signals that it's kept up to date.

*Sales figures come from each listing's public product data, rounded down. Comp D shows its count on the page. The others may not show theirs to shoppers. Ratings are rounded from what is displayed.

Patterns the winners share and the target lacks

1. One number, used everywhere.

Each comp repeats the same headline figure in the title, cover, and body.

2. Proof of what's inside.

Page mockups, page counts, format, file size.

3. Social proof.

Ratings, replies to reviews, download counts, creator credibility.

4. Low-risk entry.

Free or pay-what-you-want front doors (2 of 4), or a deep discount while reviews are building.

New title

Copperkite Prompt Pack: 3,150+ ChatGPT & Claude Prompts for Business, Content & Career

About 85 characters. Leads with the searched terms. Uses the 3,150+ that the category list actually adds up to (the seller should confirm the real count). One number, and it matches the cover.

ALT A · bundle angle

Copperkite Bundle: 16 AI Prompt Packs in One (3,150+ Prompts for ChatGPT & Claude)

ALT B · outcome angle

3,150+ Expert AI Prompts to Grow an Online Business: ChatGPT & Claude Prompt Pack (2026 Edition)

New short summary (Gumroad "summary" field)

16 prompt packs, 3,150+ copy-paste prompts for ChatGPT & Claude across 9 categories: online business, content, coding, career, finance and more. One-time payment, lifetime updates, 30-day refund.

Rewritten description, ready to paste

Same AI as everyone else. Very different results.

ChatGPT and Claude only answer the question you type. Ask a vague question and you get a vague answer. The Copperkite Prompt Pack gives you **3,150+ prompts already written the expert way**, with a persona, context, a framework and an output format, so you paste, fill in the blanks, and get work you'd actually use.

See the difference in 10 seconds

✗ The usual request: "Give me an article on getting more done."
→ "Being productive matters. Here are a few tips: get up early..."

✓ The same request, written the expert way: "You are a productivity coach who has worked with dozens of high-earning founders. Draft an article for overworked business owners... Start with a surprising truth... Use a named framework... Finish with one step they can take today."
→ A sharp, original post with a hook, a framework and a clear next step.

What's inside: 16 packs, 9 categories

-  **Online Business:** 1,200 prompts (digital products, sales pages, email, funnels, freelancing and more)
-  **Content Creation:** 600 prompts (social posts, blog articles, video scripts, content strategy)
-  **Learning** ·  **Fitness** ·  **Career:** 250 each
-  **AI Coding** ·  **AI Media** ·  **AI Photos** ·  **Personal Finance:** 150 each
- *Total: 3,150 prompts, the same figure as the title and cover.*

Included bonuses

-  **The Copperkite Prompt Blueprint** (ebook): how these prompts are built, so you can create your own
-  **Copperkite Tool Atlas:** 120 AI tools sorted by job
-  **Copperkite Browser Boosters:** 40 AI browser extensions that automate the busywork

How it works

1. Open the pack for what you're working on
2. Copy a prompt and fill in the blanks with your details
3. Paste into ChatGPT, Claude or any major model, and go

What you get

- 16 PDF files, 420 pages in total, instant download
- Works with ChatGPT, Claude, Gemini and other major models
- Lifetime updates: new packs are added free

Bought separately: \$230. The bundle: \$27.

All 16 packs are also sold on their own in my store. Buying the bundle saves you \$203.

Who it's for

- Creators and solopreneurs who want finished drafts, not blank screens
- Freelancers and agency owners who want to deliver faster
- Anyone paying for ChatGPT or Claude and getting average output

Try before you buy

Get **Copperkite Starter 250** (250 prompts, free) from my store to test the style first.

Risk-free for 30 days

Try the prompts for a month. If they don't clearly improve your results, send me a message and you'll get a full refund, no questions asked.

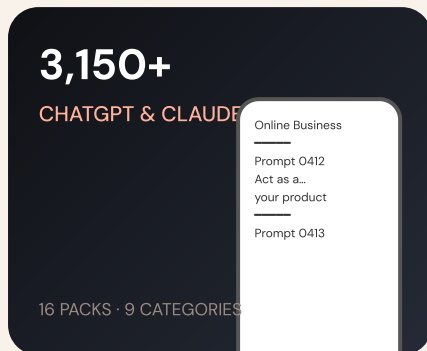
FAQ

Do I need paid ChatGPT or Claude? No. The prompts work on free plans too. **Is this a subscription?** No, you pay once. **Beginner friendly?** Yes: every prompt is copy, fill in, paste.

→ Click "I want this!" to get all 16 packs now.

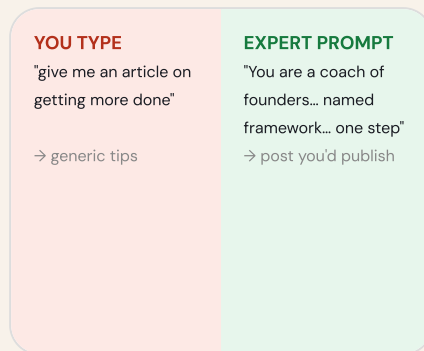
What changed: every count now matches (3,150+ · 16 packs · 9 categories). The unsupported "total value" claim and the inflated bonus values are replaced by the real, checkable separate price (about \$230). Format details, a free sample and an FAQ answer the "what am I actually getting?" question. About 40% shorter. Example names and numbers in the rewrite are fictional; the seller would use their own. Their own claim that the prompts work on free plans should be checked before publishing.

Thumbnail & cover concepts



A · "Look inside"

Dark background, one big number, and a phone or page mockup showing a *real* prompt page. Copies Comp A's best idea. Most of the wording comes off the cover.



B · Before / After split

Turns the listing's strongest copy (the productivity demo) into the thumbnail. It stands out in a Discover grid full of glowing brains and 3D boxes.



C · Bundle stack

A row of colour-coded pack "spines", each labelled with its category and count, plus a "Save \$X vs separate" badge. It makes the bundle value obvious at a glance.

Gallery plan: use concept A as the main cover, then add 3 to 4 more images (one inside page per top category, a "what you get" spec card, and concept B). The top comps use wide 16:9-style covers. Test one against the current square format.

13 tags / keywords

chatgpt prompts

claude prompts

ai prompts

prompt pack

prompt bundle

prompt engineering

ai for business

online business

content creation

digital products

side hustle

make money online

ai marketing

These cover the platform searches ("chatgpt prompts", "claude prompts"), the format searches ("prompt pack / bundle") and the buyer-intent searches (business, side hustle, make money). They should also appear naturally in the title and the first two lines of the description.

Pricing recommendation

RECOMMENDED

\$27 until 25 reviews

Then \$37, then back to the current price (just under \$50) once the listing has 50+ reviews. Keep the real "if bought separately" comparison (about \$230) throughout.

Why

- With 0 reviews, a price just under \$50 goes up against Comp A (about \$50+, **100+** ratings), and buyers will pick the proven option.
- Comp B has 20+ ratings at about \$15 with a bigger headline count. Matching that would undercut the bundle's value. \$27 still puts it in the middle of the range.
- 2 of the 4 comps use free or pay-what-you-want entry points. The seller already has a free 250-prompt starter pack, so make it the visible "try first" step.

The price points and review thresholds are **ESTIMATE** recommendations based on the comps, not measured results. The sales impact can't be predicted from public data. Test the change for 2 to 4 weeks against the current conversion rate.

3 quick wins (under 1 hour total)

10 MIN

Make every number match. Use one prompt count and one category count in the title, summary, cover, body and checklist. Delete the "total value" claim and the inflated bonus values.

20 MIN

Show the inside. Add 3 to 4 gallery images of real pages, and fill in Gumroad's spec rows (format, total pages, file size, "lifetime updates").

20 MIN

Turn ~60 buyers into reviews. Use Gumroad's email/workflow tools to send past buyers a short request to rate the bundle. Reply to every review, as Comp A's seller does.

Before vs after

	BEFORE	AFTER
Title	⚡ THE COPPERKITE PACK : 3,200+ Premium AI Prompts In 9 Categories — The Ultimate Toolkit That Turns AI Into Your Own Expert Team	Copperkite Prompt Pack: 3,150+ ChatGPT & Claude Prompts for Business, Content & Career
Numbers	Three prompt counts (3,000+ / 3,100+ / 3,200+); 7 or 9 categories	3,150+ prompts · 16 packs · 9 categories, everywhere
Value anchor	About \$230 struck out, a stated "total value" of about \$150, bonuses "worth" about \$60	One real figure: the separate price (about \$230)
Price	Just under \$50, no reviews	\$27 launch price → \$37 → current price as reviews come in ESTIMATE
Gallery	1 busy 3D-box image	Clean main cover + 3 to 4 inside-page and spec images
Proof	0 ratings, no preview	Free sample link, format specs, review requests to past buyers
Description	Roughly 7,000+ characters, hype-heavy	About 40% shorter: demo, contents, how it works, specs, FAQ

How we built this sample

ITEM	METHOD
Target listing	Public Gumroad listing page and its public page data, read on 18 Oct 2026 (MYT).
Comparable listings	Four AI-prompt products found through Gumroad Discover search. Public pages only.
Figures	Rounded so the listings can't be matched exactly. Names, prompt counts and pack counts are fictional stand-ins that keep the same contradictions.
Anonymisation	Seller, shop, product names and links are withheld. Titles and copy are paraphrased, keeping their flaws. The current cover is described, not reproduced.

Method: public Gumroad pages only, read-only. The seller was not contacted. Sales counts come from each listing's public product data and may not be shown to shoppers. Figures were captured 18 Oct 2026 (MYT), are rounded, and may have changed since. The rewritten copy reuses the seller's own claims and demo idea, reworded. Example names and numbers in the rewrite are fictional; the seller would use their own.