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The Amazon Listing Prompt Swipe File

Twelve copy-paste prompts for titles, bullets, A+ content, backend search terms, image briefs, and Rufus optimization. The same prompts from the guide, formatted to work through one at a time.

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Full guide and worked examples: mikebegg.me/blog/chatgpt-for-amazon-listings-prompts-2026

How to use these

Every prompt follows the same four-part structure: role, product context, constraints, output format. The bracketed fields are the only parts you change.

Fill in every bracket before you run it. A prompt with unfilled brackets returns generic copy, which is the single most common reason these stop working.

Paste your real keyword list rather than asking the model to invent one. These prompts assume you already know your terms. They are for turning research into copy, not for doing the research.

01

Product Title

The title is the highest-weight field for keyword ranking. It needs to include your primary keyword, your brand name, and key differentiators. Amazon cut the title character limit from 200 to 75 characters, effective July 27, 2026, and it is enforced now. Titles over 75 characters are subject to suppression and auto-truncation, so anything

You are an Amazon listing specialist writing a product title to maximize search ranking and click-through rate.

Product: [product name and description]

Primary keyword: [your primary keyword]

Secondary keywords to include if space allows: [list 3-4 secondary keywords]

Requirements:

- Start with brand name
- Lead with brand, then product type, then primary keyword
- Max 75 characters total (Amazon's limit as of July 27, 2026)
- No promotional language ("best," "amazing," "premium")
- No competitor brand names
- Include key differentiator: [your main differentiator]

Write 3 title options.

Bullet Points (The Objection-Handling Version)

This is the highest-leverage amazon listing prompt in the set. It combines keyword integration with direct objection handling from competitor reviews.

You are an Amazon listing specialist. Write 5 bullet points for an Amazon product listing.

Product: [description]

Top keywords to integrate: [list 8-10 keywords]

Key product strengths: [list 4-5 genuine strengths]

Top competitor complaints to address (from 1-star reviews):

1. [complaint 1]
2. [complaint 2]
3. [complaint 3]
4. [complaint 4]
5. [complaint 5]

Requirements:

- Start each bullet with a capitalized benefit phrase in bold
- First bullet must contain the primary keyword: [keyword]
- Max 250 characters per bullet
- Address at least 3 of the competitor complaints as implied advantages
- No all-caps except for the bold opener
- No exclamation points
- Write in second person ("you") not third person ("this product")

A+ Content Main Module Copy

A+ Content doesn't directly affect keyword ranking, but it lifts conversion rate, which indirectly improves rank. The goal is a narrative that builds purchase confidence for shoppers who read before they buy.

You are writing A+ Content copy for an Amazon product listing. A+ Content is formatted in modules: a header section, feature callout sections, and a brand story section.

Product: [description]

Brand story: [2-3 sentences about the brand: origin, mission, or founding customer insight]

Target customer: [who buys this and why]

3 main reasons customers choose this product: [list them]

3 most common questions or hesitations before purchase: [list them]

Write:

1. A header headline (max 150 characters) that leads with the customer outcome, not the product feature
2. Four feature module headlines (max 80 characters each) with 2-sentence supporting copy for each
3. A brand story paragraph (150 words)

Tone: confident, factual, direct. No superlatives. No fluff.

04

Backend Search Terms

Backend search terms are invisible to shoppers but read by Amazon's algorithm. The field allows up to 250 bytes (not characters). No keyword stuffing, no repetition of terms already in the title and bullets.

I need to build a backend search term string for an Amazon product listing.

Product: [description]

Terms already in my title and bullets: [paste your title and bullets]

My current keyword list from Helium 10: [paste keywords in comma-separated format]

Requirements:

- Only include terms NOT already in the title or bullets
- No commas or punctuation, just space-separated keywords
- Max 250 bytes total (roughly 250 characters)
- Include misspellings that buyers commonly use for this product: [list any known misspellings]
- Include Spanish-language keywords if relevant: [yes/no]
- Prioritize long-tail phrases with clear buying intent over single broad terms

Return the final string ready to paste into Seller Central.

05

Product Description (For Brands Not on Brand Registry)

If you're not enrolled in Brand Registry, the product description field matters. It's a lower-weight ranking field than the title and bullets, but it adds context and can help with long-tail keyword coverage.

Write a 250-word Amazon product description for a non-Brand Registry listing.

Product: [description]

Primary keyword: [keyword]

Secondary keywords: [list 5-6]

Key differentiators: [list 3]

Tone: informative, first-person brand voice. Direct sentences. No hype.

Structure: 3 short paragraphs. First paragraph leads with the primary use case and primary keyword. Second paragraph covers key features. Third paragraph covers a specific use scenario or who this is for.

Image Brief (For Photographer or Designer)

Listing images are not a copywriting task. But ChatGPT is surprisingly good at generating image briefs that communicate the ranking and conversion logic of a listing to a designer or photographer in plain language.

You are briefing a product photographer and graphic designer for an Amazon listing.

Product: [description]

Primary keyword and category: [keyword and category]

Top 5 competitor complaints from reviews: [list them]

Key differentiators: [list 3]

Amazon image slot requirements: main image (white background, product only, fills 85% of frame), lifestyle image x2, infographic x2, comparison chart x1, use-case image x1.

For each of the 7 image slots, write:

- A brief description of what the image should show
- The specific message or objection this image addresses
- Any text overlay suggestions (max 10 words per overlay)

Prioritize the top 3 competitor complaints across the infographic and comparison chart images.

Rufus and AI Search Optimization

This is the newest prompt in the set and the one most sellers are ignoring. Amazon's Rufus AI assistant answers shopper questions by pulling from listing copy. If your listing doesn't contain the natural-language answer to common buyer questions, Rufus won't surface your product.

You are optimizing an Amazon listing for Rufus, Amazon's AI shopping assistant. Rufus answers shopper questions by pulling from product titles, bullets, descriptions, and A+ content.

Product: [description]

Existing listing copy (title, bullets, description): [paste current copy]

Generate the 8 most common questions a shopper might ask Rufus about this type of product. For each question:

1. Write the question exactly as a shopper would phrase it conversationally
2. Write a 2-3 sentence answer that should be in the listing copy
3. Identify which listing field (title, bullets, A+, description) should contain that answer
4. If the answer isn't currently in the listing, write the specific copy addition

Focus on questions about: use case fit ("is this good for X"), comparison ("how does this compare to Y"), size and compatibility ("will this fit Z"), and safety or claims ("is this safe for A").

Listing Audit and Rewrite Brief

Use this prompt when you have an existing listing that isn't performing. Feed in the current copy, your keyword data, and your conversion rate. ChatGPT produces a structured critique and rewrite priorities.

Audit this Amazon product listing and identify the highest-leverage improvements.

Current listing (paste title, bullets, description):

[paste current listing]

Target keywords I need to rank for: [list 10-15 keywords]

Current conversion rate: [X%]

Category average conversion rate: [Y% - find this in Brand Analytics]

Top 5 one-star review themes from this product: [list them]

Provide:

1. A score (1-10) for keyword integration, with specific gaps identified
2. A score (1-10) for objection handling, with specific gaps identified
3. The single highest-leverage change that would most improve conversion
4. Rewritten versions of the title and first two bullets that address the gaps

Be specific. Name the exact keywords missing and the exact objections not addressed.

09

Variation Listing Copy (Color, Size, or Flavor Variants)

If you have a parent listing with multiple variations, you need variation-specific copy for each child ASIN without rewriting everything from scratch. This prompt handles it.

I have an Amazon parent listing with multiple variations. I need copy for each child ASIN that is distinct enough to target variation-specific keywords without duplicating the parent content.

Parent listing (title and bullets): [paste parent copy]

Variation type: [color / size / flavor / material]

Variations to cover: [list each variant, e.g., "12oz Black," "16oz Red," "20oz Blue"]

Variation-specific keywords (per variant): [list keywords unique to each variant]

For each variation, write:

- A variation title (max 75 chars, includes variant-specific keyword)
- The first bullet point only (make it variant-specific, include the top keyword for that variant)

Keep bullets 2-5 consistent with the parent (they stay the same).

10

Seasonal or Promotional Copy Refresh

When a major event is coming (Prime Day, Black Friday, Q4), listing copy often needs a quick refresh to capture seasonal keywords and purchase context. This prompt handles the update without requiring a full rewrite.

I need to refresh an Amazon product listing for [season/event: Prime Day 2026 / Q4 / Valentine's Day / Back to School].

Current listing (title and bullets): [paste current copy]

Seasonal keywords to add: [list 3-5 seasonal search terms relevant to this product]

Seasonal purchase context: [e.g., "shoppers are buying this as a gift," "buyers are stocking up at sale prices," "back-to-school buyers want durability and value"]

Rewrite:

- The title to incorporate one seasonal keyword naturally
- Bullet 1 to address the seasonal purchase context
- Add a seasonal version of bullet 5 (gift-giving angle, urgency, or seasonal use case)

Keep all other bullets unchanged. Max title length: 75 chars. Max bullet length: 250 chars.

Competitive Positioning Statement

For A+ content and the brand story section, you often need a crisp competitive positioning statement: why this product versus the alternatives. ChatGPT is good at this when you give it the competitor context.

Write a competitive positioning statement for an Amazon A+ brand story section.

Product: [description]

Top 3 competitors in the category: [describe generically, e.g., "the market leader is a lower-price option known for cheap materials and weak support"]

Our top 3 advantages over competitors: [list them with specifics: materials, warranty, certifications, design choices]

Our top 3 weaknesses versus competitors (be honest): [list them]

Write a 100-word brand story paragraph that positions our product as the choice for buyers who prioritize [key differentiator] over [competitor's strength, e.g., low price]. Do not name any competitors. Do not use superlatives.

Full Listing One-Shot (For Simple Products or Fast Drafts)

When you need a fast first draft for a simple product, run this single prompt to generate all fields at once. It's lower quality than running the individual prompts, but it's faster and good enough for a starting point on catalog-level work.

You are an Amazon listing specialist. Write a complete product listing for the following product.

Product: [description]

Primary keyword: [keyword]

Secondary keywords: [list 8-10]

Target customer: [who buys this]

Top 3 purchase objections in this category: [list from review research]

Write:

1. Product title (max 75 chars, start with brand name, then product type, then primary keyword)
2. Five bullet points (max 250 chars each, address objections, include keywords naturally)
3. Product description (200-250 words, 3 paragraphs)
4. Backend search term string (max 250 bytes, exclude all terms already in title/bullets, space-separated)

After each section, note any assumptions you made due to missing information.

Where this goes next

Good prompts produce a good first draft. They do not tell you whether the listing is the thing holding the account back.

If you want a second set of eyes on the account behind the listings, a free Amazon audit is at mikebegg.me/amazon-audit.

Weekly operator notes and real numbers from the portfolio: mikebegg.me/newsletter.