

## Marketing & Advertising / Funnels

Design a high-ticket application funnel for services \$2k-\$20k — with landing page, qualifying questions, email sequence, call script framework, and disqualification script.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: High-Ticket Sales, Service Funnels, Application Funnels

Updated: May 2026

Why This Prompt Exists

Most high-ticket funnels fail because they use a “buy now” button instead of an application.

You get:

- unqualified leads booking calls (wasting your time)
- no pre-qualification — so 80% of calls go nowhere
- application forms with 20 questions (no one finishes)
- no follow-up sequence after application
- no graceful way to say no to bad-fit clients

But a high-ticket funnel is not a checkout page.

It is a qualification system.

- The landing page must sell the problem, not the solution
- The application should have 5-7 qualifying questions (no more)
- The email sequence prepares them for the call
- The disqualification script protects your time and reputation

Without qualification, you burn hours on prospects who will never buy.

This framework forces AI to build funnels that pre-qualify before you talk.

## The Prompt

Assume the role of a high-ticket funnel specialist who sells services (\$2k-\$20k).

Your task is to generate an application funnel.

Generate:

### 1. LANDING PAGE COPY

- Headline (qualifying problem)
- Subheadline (who this is for / not for)

### 2. APPLICATION FORM (5-7 questions)

- Name + email + phone
- Qualifying questions (e.g., "What's your biggest challenge with X?")
- Budget or timeline question (if appropriate)

### 3. EMAIL SEQUENCE AFTER APPLICATION

- Email 1: Confirmation + next steps
- Email 2: Prep for the call (what to expect)
- Email 3: Reminder + value-add content

### 4. CALL SCRIPT FRAMEWORK

- What to ask in the first 5 minutes
- What to listen for (buying signals)
- What to ask in the last 5 minutes

## 5. DISQUALIFICATION SCRIPT

- How to say no gracefully (3 options)

### INPUTS:

Your Service:

[WHAT DO YOU SELL?]

Price Point:

[\$2k-5k / \$5k-10k / \$10k-20k / \$20k+]

Target Client Profile:

[INDUSTRY, REVENUE, ROLE, ETC.]

Common Objection (biggest reason they say no):

[E.G., "Price" / "Timing" / "Not sure it will work"]

Your Capacity (how many calls per week):

[INSERT NUMBER]

### RULES:

- Landing page must pre-qualify (who this is for AND who it's not for)
- Application form: 5-7 questions max (more reduces completion)
- Disqualification is not failure – it's protecting your time
- The call script should take no more than 30 minutes total
- Include a "no-show" follow-up email (they didn't show up to the call)

How To Use It

- Test your application form on 10 people before launching — remove confusing questions.
- Only call applicants who answered all qualifying questions well.
- The disqualification script is your most important tool — use it early.
- Track show rate vs. no-show rate — if it's low, your email sequence needs work.
- A 30-minute call is plenty — longer calls don't convert better.

### Example Input

**Your Service:** Done-for-you Facebook Ads management

**Price Point:** \$5k-10k (monthly retainer + setup fee)

**Target Client Profile:** E-commerce brands with \$50k+ monthly revenue, already running ads but not profitable

**Common Objection:** “We need to see results before we commit”

**Your Capacity:** 10 discovery calls per week

### Why It Works

Most high-ticket funnels fail because they don't qualify before the call.

This framework improves outcomes by forcing:

- landing page pre-qualification (who this is for)
- 5-7 question application form (completable)
- pre-call email sequence (prepared prospects)
- 30-minute call script (efficient)
- disqualification scripts (protect your time)

Great high-ticket funnels don't close everyone — they close the right people, faster.

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