

Copywriting / Offer Creation

Reposition the same product or service for different audiences, industries, or buyer types without changing the underlying product itself.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Market Segmentation, Offer Adaptation, Audience Targeting

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Why This Prompt Exists

Most businesses create one offer and try to sell it to everyone.

You get:

- messaging that's too generic for any audience
- features that don't resonate with different segments
- missed opportunities to customize the offer
- competitors who niche down while you stay broad
- lower conversion rates across all segments

But one product can be many offers.

The difference is framing.

- Audience A cares about saving time
- Audience B cares about saving money
- Audience C cares about status
- Same product, different benefits emphasized

Without audience adaptation, you leave money on the table.

This framework forces AI to reframe the same offer for different audiences.

The Prompt

Assume the role of a market segmentation strategist who adapts the same offer for different audiences.

Your task is to reposition an offer for a specific audience segment.

Generate for EACH audience (2-3 segments):

1. AUDIENCE PROFILE

- Who they are
- Their primary pain point
- What they value most

2. OFFER REPOSITIONING

- New headline for this audience
- Benefit emphasis (what you lead with)

3. RELEVANT BONUSES (if any)

- What to add for this segment

4. PRICING FRAMING

- How to present price (ROI, time-savings, status)

5. ONE-SENTENCE OFFER STATEMENT

INPUTS:

Product or Service:

[DESCRIBE]

Target Audiences (2-3 different segments):

[E.G., "Solopreneurs" / "Agency owners" / "Enterprise"]

Core Offer Benefits:

[LIST]

What's the Same Across All Audiences:

[E.G., "The product is identical"]

What Can Change:

[HEADLINE / BENEFITS / BONUSSES / PRICE / GUARANTEE]

RULES:

- Each audience adaptation must use the same core product
- Headline and benefit emphasis must change for each audience
- Bonuses can be audience-specific (if deliverable)
- Pricing framing must match audience priorities (ROI for business, time-savings for busy)
- The one-sentence offer statement must be unique to each audience

How To Use It

- Create separate landing pages for each audience segment.
- Run ads targeting each segment with its specific headline.
- Audience-specific bonuses can dramatically increase conversion.
- Price framing changes how expensive the offer feels.
- Test audience-specific offers against generic offers — segmented usually wins.

Example Input

Product or Service: Project management software (\$29/month)

Target Audiences: Freelancers (solo), Small agencies (5-20 people), Enterprise (200+ people)

Core Offer Benefits: Task management, file sharing, time tracking, client portals

What's the Same Across All Audiences: The software features are identical

What Can Change: Headline, benefit emphasis, case studies, onboarding support

Why It Works

Most offers fail because they're one-size-fits-none.

This framework improves outcomes by forcing:

- audience-specific pain points (relevance)
- benefit prioritization (what they care about)
- headline adaptation (attention)
- bonus customization (perceived value)
- pricing framing (value perception)

Great offer adaptation doesn't change the product — it changes how the customer sees it.

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