

## Copywriting / Headlines

Transform features into headlines that stack benefits — Feature → Benefit → Deeper Benefit → Identity Shift — with a reusable stacking blueprint.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Benefit-Driven Copy, Feature Translation, Value Messaging

Updated: May 2026

Why This Prompt Exists

Most headlines fail because they describe features instead of benefits.

You get:

- “10GB of storage” (feature — so what?)
- “Fast processor” (feature — what does that do for me?)
- benefits that stop at the first level (“save time” — so what?)
- no identity shift (the deepest benefit level)
- headlines that inform but don’t persuade

But benefits are not a single level.

They stack until they reach identity.

- Level 1: Feature (what it is)
- Level 2: Benefit (what it does)
- Level 3: Deeper Benefit (why that matters)
- Level 4: Identity Shift (who you become)

Without stacking, you stop before the sale.

This framework forces AI to stack benefits until they sell.

## The Prompt

Assume the role of a benefit-driven copywriter who knows that features don't sell.

Your task is to generate headlines that stack benefits from feature to identity.

Generate 15 headlines that stack benefits using this progression:  
Feature → Benefit → Deeper Benefit → Identity Shift

For EACH headline:

- Show the stacking (e.g., "10-minute workout [feature] → get fit fast [benefit] → skip the gym [deeper] → become a morning person [identity]")

PLUS:

- A stacking blueprint (template for future use)

INPUTS:

Product or Service Feature:

[E.G., "24/7 customer support" / "One-click checkout"]

Target Audience's Pain Point:

[WHAT PROBLEM ARE THEY TRYING TO SOLVE?]

Desired Transformation:

[WHO DO THEY WANT TO BECOME?]

Competitors' Headlines (optional):

[WHAT ARE THEY SAYING?]

RULES:

- Each headline must reach at least the deeper benefit level (Level 3)
- Stacking must be shown explicitly for each headline
- The identity shift must be specific, not "become successful"
- The stacking blueprint must be reusable (fill-in-the-blank format)
- No feature-only headlines (must include at least one benefit)

How To Use It

- Start with a feature, then ask “so what?” until you reach identity.
- The deepest benefit (identity shift) is the most persuasive — lead with it.
- Save the stacking blueprint; use it for every product feature.
- Test feature vs. stacked-benefit headlines — stacked wins 9/10 times.
- If you can't reach an identity shift, the feature may not be valuable enough.

Example Input

**Product or Service Feature:** “Automatic expense categorization for freelancers”

**Target Audience's Pain Point:** Freelancers who hate tracking receipts and miss deductions at tax time

**Desired Transformation:** From “stressed about taxes” to “confident, organized business owner”

**Competitors' Headlines:** “Track your expenses,” “Expense tracking made easy”

Why It Works

Most benefit headlines stop too soon.

This framework improves outcomes by forcing:

- feature → benefit → deeper benefit → identity shift stacking
- explicit stacking display (learn the process)
- identity-level benefits (deepest motivation)
- reusable blueprint (future templates)
- competitor differentiation (stack deeper than they do)

Great benefit headlines don't describe what the product does — they describe who the customer becomes.

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