

Copywriting / Offer Creation

Create strategic product or service bundles that increase average order value while making the purchase feel more valuable to customers.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: AOV Optimization, Product Bundling, Value Engineering

Updated: May 2026

Why This Prompt Exists

Most bundles fail because they're random products thrown together.

You get:

- “Buy these 3 unrelated products for 10% off” (no logic)
- bundles that don't solve a complete problem
- no perceived value increase (just a small discount)
- bundles that compete with core offer
- no bundling strategy — just a discount

But a bundle is not a discount.

It is a complete solution.

- Problem-solution bundles: everything needed to solve a problem
- Continuity bundles: product + refills or subscriptions
- Training bundles: course + templates + coaching
- Savings perception: bundle price vs. individual prices

Without strategic bundling, you leave AOV on the table.

This framework forces AI to build bundles that feel like a steal.

The Prompt

Assume the role of a bundling strategist who creates offers that increase average order value.

Your task is to design a product or service bundle.

Generate:

1. BUNDLE TYPE

- Problem-solution bundle
- Continuity bundle
- Training bundle
- Tiered bundle (good, better, best)

2. BUNDLE CONTENTS (3-5 items)

- Core product/service
- Complementary items (fill gaps)

3. PRICE LOGIC

- Individual prices
- Bundle price
- Savings (\$ and %)

4. BUNDLE VALUE STATEMENT (one sentence)

- Why this bundle solves a complete problem

5. UPGRADE PATH (optional)

- From entry to bundle to premium

INPUTS:

Core Product or Service:

[DESCRIBE]

Other Products/Services Available:

[LIST]

Target Audience:

[WHO IS BUYING?]

Problem Being Solved:

[WHAT COMPLETE PROBLEM?]

Typical Purchase Patterns (what do customers buy together?):

[IF KNOWN]

RULES:

- Bundle items must be complementary (not random)
- Bundle price must be less than sum of individual prices
- Savings should be 15-30% for perceived value
- The bundle must solve a complete problem (not partial)
- Tiered bundles (good, better, best) help customers self-select

How To Use It

- Analyze purchase data to see what customers buy together.
- Bundle savings should be significant enough to motivate (15-30%).
- Tiered bundles help customers upgrade themselves.
- The bundle should feel like a complete solution, not a discount rack.

- Test bundle vs. individual prices — bundles usually win on AOV.

Example Input

Core Product or Service: Online course — “The Profitable Newsletter” (\$297)

Other Products/Services Available: Weekly templates (\$47), Subject line swipe file (\$27), 30-day email sequence (\$97), Quarterly strategy call (\$197)

Target Audience: Solopreneurs starting a newsletter from scratch

Problem Being Solved: Going from zero to first paid subscriber

Typical Purchase Patterns: Customers who buy the course often buy templates and subject line file later

Why It Works

Most bundles fail because they’re random.

This framework improves outcomes by forcing:

- complementary item selection (logical pairing)
- savings calculation (perceived value)
- bundle value statement (complete solution)
- tiered option (self-selection)
- purchase pattern analysis (data-driven)

Great bundles don’t just discount — they solve the complete problem in one purchase.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI copywriting tools, offer creation

frameworks, and practical strategies for writers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)