

Copywriting / Offer Creation

Generate compelling guarantees, risk reversals, and confidence-building mechanisms that reduce buyer hesitation and improve conversions.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Guarantee Copy, Risk Reversal, Conversion Optimization

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Why This Prompt Exists

Most guarantees fail because they're buried in fine print or too weak to matter.

You get:

- "30-day returns" (standard, not compelling)
- guarantees hidden in footer (no one sees them)
- conditions that make refunds difficult (no trust)
- no emotional reassurance (just legal language)
- weak guarantees that don't address specific fears

But a guarantee is not a legal formality.

It is a conversion machine.

- Money-back guarantee: standard but effective
- Performance guarantee: "You'll get X or your money back"
- Lifetime guarantee: highest confidence signal
- Pregnancy guarantee: no questions asked, for any reason

Without a strong guarantee, you leave buyers afraid to act.

This framework forces AI to write guarantees that remove fear.

The Prompt

Assume the role of a guarantee strategist who knows that a strong guarantee can double conversion rates.

Your task is to develop a compelling guarantee.

Generate:

1. GUARANTEE TYPE RECOMMENDATION
 - Money-back (30/60/90/365 days)
 - Performance-based (specific result)
 - Lifetime
 - "No questions asked"
 - Pregnancy (any reason, any time)
2. GUARANTEE COPY (100-150 words)
 - Clear, bold, reassuring
 - Explains exactly how it works
3. RISK REVERSAL STATEMENT (one sentence)
 - Transfers risk from buyer to seller
4. EMOTIONAL REASSURANCE (one sentence)
 - Why you can offer this guarantee
5. PLACEMENT RECOMMENDATION
 - Where to put the guarantee on the sales page

INPUTS:

Product or Service:

[DESCRIBE]

Offer Price:

[INSERT \$]

Common Buyer Fears:

[E.G., "Won't work for me" / "Too expensive if it fails"]

Your Refund Rate History (if known):

[INSERT % OR "UNKNOWN"]

Ability to Offer Performance Guarantee:

[YES (measurable result) / NO]

Risk Tolerance:

[HIGH / MEDIUM / LOW]

RULES:

- Guarantee must address specific buyer fears
- Performance guarantee requires a measurable result
- Copy must be clear (no "subject to terms" fine print in the main text)
- Emotional reassurance must be genuine (not "we're just nice")
- Placement must be near price and add to cart button

How To Use It

- A stronger guarantee often increases conversion more than it increases refunds.
- Place the guarantee next to the price and again in the PS.
- Performance-based guarantees work best for outcomes you can control.
- “No questions asked” guarantees have the highest emotional impact.
- Test guarantee strength — a 90-day guarantee often outperforms 30-day.

Example Input

Product or Service: Online course — “LinkedIn Lead Generation” (\$297)

Offer Price: \$297

Common Buyer Fears: “The strategies won’t work for my industry,” “I won’t have time to implement”

Your Refund Rate History: 3% with 30-day guarantee

Ability to Offer Performance Guarantee: YES (can guarantee 10+ leads in 30 days)

Risk Tolerance: MEDIUM

Why It Works

Most guarantees fail because they’re weak and hidden.

This framework improves outcomes by forcing:

- fear-specific guarantee design
- performance-based options (stronger signal)
- clear, bold copy (not fine print)
- emotional reassurance (trust)
- placement strategy (visibility)

Great guarantees don’t increase refunds — they increase confidence, which increases sales.

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