

## Copywriting / Sales Letters

Write powerful guarantees that remove buying risk — money-back, performance-based, try-it-for-free, and lifetime guarantees — with scripts for each type.

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 weak or hidden.

You get:

- “30-day returns” (fine print, no confidence)
- guarantees buried in the footer (no one sees them)
- no emotional reassurance (just legal language)
- generic guarantees that don't address specific fears
- guarantees that actually increase refund rates (poorly designed)

But a guarantee is not a legal formality.

It is a conversion machine.

- Money-back guarantee: standard but effective
- Performance-based guarantee: “You'll get X or your money back”
- Try-it-for-free: sample period
- Lifetime guarantee: high confidence signal
- The right guarantee can double conversion rates

Without a strong guarantee, you leave buyers afraid to pull the trigger.

This framework forces AI to write guarantees that remove fear.

## The Prompt

Assume the role of a direct response copywriter who knows that a strong guarantee can double conversion rates.

Your task is to write guarantee copy for your offer.

Generate guarantee options for EACH type (adapt to your offer):

1. MONEY-BACK GUARANTEE (30, 60, 90 days)
  - Standard, low-risk for you
  - Script: "If you're not satisfied for any reason..."
2. PERFORMANCE-BASED GUARANTEE
  - "You'll get [specific result] or your money back"
  - Requires measurable outcome
3. TRY-IT-FOR-FREE
  - Sample period before full payment
  - Script for the offer
4. LIFETIME GUARANTEE
  - Highest confidence signal
  - Only for products that can support it

PLUS:

- Guarantee placement recommendation (where to put it)

- Refund rate prediction (will this increase refunds?)

#### INPUTS:

Product or Service:

[DESCRIBE]

Offer Price:

[INSERT \$]

Measurable Result (if any):

[E.G., "Double your open rates"]

Your Refund Policy History (if known):

[E.G., "Current refund rate is 3%"]

Risk Tolerance:

[HIGH / MEDIUM / LOW]

#### RULES:

- Each guarantee must include the exact script
- Performance-based guarantee requires a measurable result
- Placement recommendation must be specific (e.g., "next to the price and again in the PS")
- Refund rate prediction must be honest (stronger guarantees may increase refunds)
- If you can't offer a performance guarantee, explain why in the output

## 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.
- Lifetime guarantees signal confidence but can create long-term liability.
- Test guarantee strength — a 90-day guarantee often outperforms 30-day.

## Example Input

**Product or Service:** Online course — “Facebook Ads That Actually Work” (\$497)

**Offer Price:** \$497

**Measurable Result:** “Reduce your cost per lead by at least 50%”

**Your Refund Policy History:** 30-day money-back guarantee, 4% refund rate

**Risk Tolerance:** MEDIUM

## Why It Works

Most guarantees fail because they’re weak and hidden.

This framework improves outcomes by forcing:

- multiple guarantee types (test what works)
- exact scripts (copy-paste ready)
- placement recommendations (visibility)
- refund rate predictions (honest assessment)
- result-specific performance guarantees

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

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