

Copywriting / Offer Creation

Design premium offers for consultants, agencies, coaches, and service providers — identifying outcomes, exclusivity, support structure, and pricing logic.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: High-Ticket Sales, Consulting, Coaching, Agency Services

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Why This Prompt Exists

Most high-ticket offers fail because they're just hourly services with higher rates.

You get:

- "\$5,000 for 12 weeks of coaching" (so what? What do I get?)
- no clear outcome — just "help" and "support"
- no exclusivity or scarcity (feels like a commodity)
- pricing without logic (expensive or cheap, no reason why)
- no transformation promise (just deliverables)

But high-ticket is not high price.

It is high value with clear outcomes.

- Outcome-based: what changes for the client
- Exclusivity: limited seats, application required, invite-only
- Support structure: what they get (access, calls, feedback)
- Pricing logic: why it costs what it costs (ROI, market, exclusivity)

Without outcome clarity, high-ticket feels expensive.

This framework forces AI to build offers that justify premium pricing.

The Prompt

Assume the role of a high-ticket offer strategist who designs premium offers for service providers.

Your task is to create a high-ticket offer.

Generate:

1. OUTCOME STATEMENT (one sentence)
 - What the client achieves (specific, measurable)
2. DELIVERABLES AND SUPPORT STRUCTURE
 - What they get (sessions, materials, access)
 - Support format (live calls, Voxer, email, portal)
3. EXCLUSIVITY MECHANISM
 - Application, limited seats, invite-only, or qualification
4. PRICING LOGIC
 - Why this price (ROI, market comparison, value stack)
 - Payment options (upfront, payment plan)
5. BONUSES (2-3 high-value additions)
 - Only for high-ticket (not the same as low-ticket offers)
6. OFFER FRAMING FOR SALES PAGE
 - Headline, subheadline, bullet benefits

INPUTS:

Service Type:

[COACHING / CONSULTING / AGENCY / DONE-FOR-YOU / OTHER]

Target Client:

[INDUSTRY, REVENUE, ROLE]

Desired Outcome (what they want):

[E.G., "Generate 100 qualified leads per month"]

Current Pain Point:

[WHAT'S NOT WORKING NOW?]

Your Differentiator:

[WHAT ONLY YOU CAN DO?]

Target Price Range:

[\$2-5K / \$5-10K / \$10-25K / \$25K+]

RULES:

- Outcome must be specific and measurable (not "grow your business")
- Exclusivity must be genuine (not fake scarcity)
- Pricing logic must include ROI calculation or value justification
- Bonuses must be relevant to the outcome
- Offer framing must fit on a sales page (scannable)

How To Use It

- High-ticket buyers buy outcomes, not hours — lead with the result.

- Exclusivity (application, limited seats) increases perceived value.
- Pricing logic should answer “why is this worth \$10,000?”
- Bonuses for high-ticket offers should be substantial (not ebooks).
- Payment plans are essential for high-ticket offers.

Example Input

Service Type: Done-for-you Facebook Ads management

Target Client: E-commerce brands with \$50k+ monthly revenue, already running ads but not profitable

Desired Outcome: Achieve 3x ROAS within 90 days

Current Pain Point: Breaking even or losing money on ads

Your Differentiator: Proprietary audience scoring system that predicts LTV before spending

Target Price Range: \$5-10K (monthly retainer)

Why It Works

Most high-ticket offers fail because they're hourly services with higher rates.

This framework improves outcomes by forcing:

- outcome-based framing (what they get)
- exclusivity mechanisms (perceived scarcity)
- pricing logic (value justification)
- support structure clarity (what's included)
- sales page framing (scannable benefits)

Great high-ticket offers don't charge for time — they charge for guaranteed outcomes.

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