

Copywriting / Offer Creation

Transform a basic product or service into a stronger offer by improving value perception, bonuses, guarantees, urgency, and positioning.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Offer Creation, Value Enhancement, Conversion Optimization

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Why This Prompt Exists

Most offers fail because they're just products with price tags.

You get:

- a product description and a “Buy Now” button (no reason to buy now)
- no bonuses (so no perceived extra value)
- weak or missing guarantees (buyer takes all the risk)
- no urgency (they'll buy later — or never)
- positioning that doesn't differentiate

But an offer is not a product.

It is a promise of transformation wrapped in value.

- Bonuses increase perceived value without increasing cost
- Guarantees transfer risk from buyer to seller
- Urgency overcomes procrastination
- Positioning frames the offer as a unique solution

Without offer engineering, you compete on price.

This framework forces AI to build offers that feel irresistible.

The Prompt

Assume the role of an offer strategist who transforms basic products into irresistible offers.

Your task is to strengthen an existing offer.

Generate:

1. CORE OFFER ANALYSIS

- What's working
- What's missing

2. BONUS STACK (3-5 items)

- High perceived value, low cost to deliver
- Each bonus with a one-sentence value statement

3. GUARANTEE RECOMMENDATION

- 30/60/90-day money-back
- Or performance-based guarantee

4. URGENCY MECHANISM

- Deadline, limited quantity, or price increase
- Must be genuine (no fake scarcity)

5. POSITIONING REFRAME

- One sentence that makes the offer unique

6. COMPLETE OFFER STACK (visual summary)

- Core offer + bonuses + guarantee + urgency

INPUTS:

Product or Service:

[DESCRIBE]

Current Offer (what they get):

[LIST]

Current Price:

[INSERT \$]

Target Audience:

[WHO IS THIS FOR?]

Problem It Solves:

[WHAT PAIN POINT?]

What Competitors Offer (if known):

[DESCRIBE]

RULES:

- Bonuses must be relevant to the core offer (no random freebies)
- Guarantee must reduce buyer risk (not just "satisfaction guaranteed")
- Urgency must be genuine (no "only 5 left" for digital products)
- Positioning reframe must be one sentence
- The complete offer stack must be scannable in under 10 seconds

How To Use It

- The bonus stack is often the difference between “maybe” and “yes.”
- Guarantees should be specific, not vague (“100% money-back for 60 days”).
- Positioning reframe is your headline — test it.
- Urgency works best when there’s a real reason (cart closes, price increases).
- Test the complete offer stack against the original — you’ll see the lift.

Example Input

Product or Service: Online course — “Facebook Ads for Beginners”

Current Offer: 6-module video course, lifetime access, private Facebook group

Current Price: \$297

Target Audience: Small business owners who have tried Facebook Ads and failed

Problem It Solves: Wasting money on ads that don’t convert

What Competitors Offer: Similar courses, no live support, generic templates

Why It Works

Most offers fail because they’re products, not promises.

This framework improves outcomes by forcing:

- bonus stacking (perceived value)
- guarantee engineering (risk reversal)
- urgency mechanisms (action motivation)
- positioning reframe (uniqueness)
- complete offer visualization (scannability)

Great offers don't just sell products — they solve problems with irresistible packages.

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