

Copywriting / VSL Copy

Generate persuasive offer reveal sections including stack value explanations, bonuses, guarantees, urgency, scarcity, and call-to-action language.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: VSL Offer Sections, Cart Close, Sales Presentations

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Why This Prompt Exists

Most VSL offer sections fail because they're rushed or confusing.

You get:

- price mentioned without value justification (price shock)
- bonuses listed without explaining their value
- guarantee buried in fine print
- urgency mentioned once (ignored)
- CTA that's vague ("click the link below")

But the offer section is where the sale happens.

It must be clear, persuasive, and urgent.

- Value stack: total value vs. your price
- Bonuses: each with a value statement
- Guarantee: removes risk
- Urgency: why act now
- CTA: exactly what to do

Without a strong offer section, viewers leave without buying.

This framework forces AI to build offer sections that convert.

The Prompt

Assume the role of a VSL offer strategist who presents offers that convert.

Your task is to write the offer reveal and CTA section of a VSL.

Generate:

1. VALUE STACK PRESENTATION

- What the core offer includes
- What each bonus includes (with individual value)
- Total value calculation

2. THE PRICE REVEAL

- Value of core offer vs. your price
- Payment options (if any)

3. THE GUARANTEE

- Risk reversal statement
- How it works

4. THE URGENCY/SCARCITY

- Deadline, limited quantity, or price increase
- Why it's genuine

5. THE CALL TO ACTION

- Exactly what to do next

6. FULL OFFER SCRIPT (60-90 seconds)

INPUTS:

Product or Service:

[DESCRIBE]

Core Offer Price:

[INSERT \$]

Bonuses (3-5, with individual value):

[LIST]

Guarantee Type:

[MONEY-BACK / PERFORMANCE / LIFETIME / OTHER]

Urgency Available:

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE / NONE]

CTA Type:

[CLICK BUTTON / COMMENT / DM / OTHER]

RULES:

- Value stack must be calculated (total value vs. price)
- Bonuses must have individual value statements
- Guarantee must be clear and bold
- Urgency must be genuine (no fake scarcity)

- CTA must be specific and urgent
- Keep total offer section under 90 seconds

How To Use It

- Place the offer section after trust is fully built (last 2-3 minutes of VSL).
- The value stack is the most persuasive part — make it visual.
- Reveal the price only after justifying the value.
- The guarantee should be mentioned twice (at offer and at CTA).
- The CTA should be the last thing they hear — no additional information after it.

Example Input

Product or Service: Online course — “The 6-Figure Freelancer” (\$497)

Core Offer Price: \$497

Bonuses: Client contract templates (\$197 value), Proposal swipe file (\$97 value), 30-day email sequence (\$197 value), Private Facebook group (priceless)

Guarantee Type: 60-day money-back guarantee

Urgency Available: Price increases to \$997 after launch week

CTA Type: Click the button below to enroll

Why It Works

Most VSL offer sections fail because they’re rushed.

This framework improves outcomes by forcing:

- value stack calculation (perceived value)
- bonus value statements (credibility)
- clear guarantee (risk removal)

- genuine urgency (action motivation)
- specific CTA (no confusion)

Great VSL offer sections don't just present a price — they build a value case that makes the price feel like a steal.

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