

Copywriting / Offer Creation

Build a complete “offer stack” presentation including core offer, bonuses, fast-action incentives, scarcity elements, and value framing.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Offer Presentation, Value Stacking, Sales Page Copy

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Why This Prompt Exists

Most offer presentations fail because they’re just a list of features.

You get:

- a paragraph describing the product (no visual hierarchy)
- bonuses listed without explaining their value
- no fast-action incentive (why buy now?)
- scarcity mentioned once (easily ignored)
- no value stack (total value vs. price)

But an offer stack is not a feature list.

It is a visual value argument.

- Core offer: what they came for
- Bonuses: extras that make it a no-brainer
- Fast-action incentive: why buy now
- Scarcity: why they can’t wait
- Value stack: total value vs. price

Without an offer stack, buyers don’t understand the value.

This framework forces AI to build offer stacks that visually overwhelm with value.

The Prompt

Assume the role of an offer strategist who builds visual offer stacks that make it hard to say no.

Your task is to create a complete offer stack presentation.

Generate:

1. CORE OFFER (what they came for)
 - Name and one-sentence description

2. BONUS STACK (3-5 bonuses)
 - Each bonus: name + one-sentence value statement
 - Show individual value (\$) if possible

3. FAST-ACTION INCENTIVE
 - Discount, additional bonus, or free shipping for buying now

4. SCARCITY ELEMENTS
 - Deadline, limited quantity, or price increase
 - Must be genuine

5. VALUE STACK CALCULATION
 - Total value of core offer + bonuses
 - Your price
 - Savings (\$ and %)

6. OFFER STACK VISUAL SUMMARY (text-based)

- Scannable, bulleted, with value highlights

INPUTS:

Core Offer:

[DESCRIBE]

Core Offer Price:

[INSERT \$]

Potential Bonuses (list or describe):

[LIST]

Fast-Action Incentive Available:

[DISCOUNT / BONUS / FREE SHIPPING / NONE]

Genuine Scarcity Available:

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE / NONE]

Total Value of Bonuses (if calculable):

[INSERT \$ OR "TBD"]

RULES:

- Each bonus must have a clear value statement (not just a name)
- Fast-action incentive must have a deadline
- Scarcity must be genuine (no fake "only 5 left" for digital)
- Value stack must be calculated (total value, your price, savings)
- Visual summary must be scannable in under 10 seconds

How To Use It

- The offer stack is the most important visual on your sales page.
- Bonuses should be relevant and high perceived value, low cost to deliver.
- Fast-action incentive creates urgency without feeling manipulative.
- The value stack answers “why is this worth the price?”
- Test different bonus combinations to see which stack converts best.

Example Input

Core Offer: “The Facebook Ads Mastery Course” — 8 modules, 40+ video lessons (\$497)

Core Offer Price: \$497

Potential Bonuses: Ad template library (\$97 value), Weekly live Q&A (\$197 value), Campaign checklist (\$47 value), Private Facebook group (priceless)

Fast-Action Incentive Available: Additional 60-minute strategy call (\$197 value) for first 50 buyers

Genuine Scarcity Available: Price increases to \$697 after launch week

Total Value of Bonuses: \$538 (without fast-action incentive)

Why It Works

Most offers fail because buyers don’t see the value.

This framework improves outcomes by forcing:

- bonus value statements (perceived value)
- fast-action incentives (urgency)
- genuine scarcity (deadline/price increase)
- value stack calculation (\$ savings)

- scannable visual summary (attention)

Great offer stacks don't describe value — they demonstrate it visually.

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