

Marketing & Advertising / Funnels

Design a low-risk first purchase funnel (\$7-\$47) that converts cold traffic into buyers — with landing page, order bump, thank you page upsell, email sequence, and breakeven calculation.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Tripwire Funnels, Low-Ticket Offers, Customer Acquisition

Updated: May 2026

Why This Prompt Exists

Most tripwire funnels fail because the tripwire is too expensive or not valuable enough.

You get:

- a \$47 tripwire for a \$500 product (too high — they won't buy)
- a \$7 tripwire with no perceived value (they feel tricked)
- no order bump (leaving money on the table)
- no upsell to the core offer (the whole point of the tripwire)
- no breakeven math — so you don't know if the funnel is profitable

But a tripwire is not a product.

It is a customer acquisition system.

- The tripwire should be cheap enough to be an impulse buy
- It must deliver immediate value (so they trust you)
- The upsell is where you make your profit
- Breakeven math tells you if the funnel works

Without structure, tripwires lose money or don't convert.

This framework forces AI to build tripwire funnels that acquire customers profitably.

The Prompt

Assume the role of a funnel economist who knows that the first purchase is the hardest – so make it cheap.

Your task is to generate a tripwire funnel.

Generate:

1. TRIPWIRE LANDING PAGE

- Headline
- 3 bullet benefits
- Price (\$7-\$47 range)

2. ORDER BUMP

- Add-on offer (\$5-\$20)
- One-sentence description

3. THANK YOU PAGE

- Delivery instructions
- Upsell to core offer (discounted)

4. EMAIL SEQUENCE (3 emails)

- Email 1: Delivery + usage instructions
- Email 2: Social proof + additional tips
- Email 3: Core offer pitch + urgency

5. BREAKEVEN CALCULATION

- How many tripwire buyers need to convert to core offer to profit

INPUTS:

Core Offer (high ticket or subscription):

[WHAT YOU REALLY WANT TO SELL]

Core Offer Price:

[INSERT \$]

Tripwire Product Idea:

[E.G., "5-day email template pack" / "Cheat sheet + 2 video trainings"]

Target Audience:

[WHO ARE YOU SELLING TO?]

Cost Per Click (CPC) or Cost Per Lead (CPL):

[INSERT \$]

RULES:

- Tripwire price should be 5-15% of core offer price (e.g., \$7-20 for \$197 core offer)
- Order bump should be relevant to the tripwire (no random products)
- Email 3 must include urgency (deadline or limited availability)
- Breakeven calculation must be explicit (e.g., "If 5% of tripwire buyers buy the core offer, the funnel breaks even")
- If CPC/CPL is unknown, provide a formula for the user to calculate

their own

How To Use It

- The tripwire must deliver value immediately — don't hide the good stuff behind a paywall.
- Order bumps increase average order value by 15-30% — always test one.
- The upsell on the thank you page should be a no-brainer discount.
- Email 3 is your best chance to sell the core offer — spend time on it.
- Track tripwire to core offer conversion rate religiously.

Example Input

Core Offer: Facebook Ads coaching program (\$1,997)

Core Offer Price: \$1,997

Tripwire Product Idea: "The Facebook Ad Launch Checklist & Campaign Tracker" (PDF + spreadsheet)

Target Audience: Small business owners running their own Facebook Ads

Cost Per Click (CPC) or Cost Per Lead (CPL): \$1.50 CPC to the tripwire landing page

Why It Works

Most tripwires fail because they're not cheap enough or valuable enough.

This framework improves outcomes by forcing:

- price anchoring (5-15% of core offer)
- order bump strategy (increase AOV)
- thank you page upsell (path to core offer)
- breakeven calculation (profitability test)

- value-first tripwire (trust before transaction)

Great tripwires don't lose money — they acquire customers you can sell to again and again.

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