

Copywriting / Offer Creation

Help businesses clearly explain what customers get, why it matters, how it improves their situation, and why it is worth the price.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Value Proposition, Messaging Clarity, Offer Positioning

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Why This Prompt Exists

Most value propositions fail because they're vague or internally focused.

You get:

- “We provide high-quality solutions” (what does that mean?)
- “We help businesses grow” (everyone says this)
- features listed without benefits
- no explanation of why it matters
- no justification for the price

But a value proposition is not a mission statement.

It is a clear answer to “why should I buy from you?”

- What: what the customer gets (specific deliverables)
- Why matters: the benefit they receive
- How it improves: the transformation
- Why it's worth the price: value justification

Without clarity, customers don't understand the value.

This framework forces AI to write value propositions that sell.

The Prompt

Assume the role of a value proposition strategist who clarifies why customers should buy.

Your task is to write a clear value proposition.

Generate:

1. WHAT THEY GET (specific deliverables)
 - Bulleted list of what's included
2. WHY IT MATTERS (benefits)
 - For each deliverable, the benefit
3. HOW IT IMPROVES THEIR SITUATION (transformation)
 - Before vs. after
4. WHY IT'S WORTH THE PRICE
 - ROI calculation, time-savings, or value comparison
5. VALUE PROPOSITION STATEMENT (one sentence)
 - Clear, specific, benefit-driven
6. ELEVATOR PITCH (30 seconds)
 - For verbal or video use

INPUTS:

Product or Service:

[DESCRIBE]

What Customers Get (deliverables):

[LIST]

Price:

[INSERT \$]

Current Customer Situation (the problem):

[WHAT'S BROKEN NOW?]

Desired Customer Situation (the solution):

[WHAT DOES GOOD LOOK LIKE?]

ROI or Savings (if calculable):

[E.G., "Saves 10 hours/week" / "Increases revenue by 30%"]

RULES:

- "What they get" must be specific (not "access" or "support")
- "Why it matters" must be a benefit (not a feature)
- "How it improves" must show before/after contrast
- Value statement must be one sentence
- Elevator pitch must be speakable in 30 seconds

How To Use It

- The value proposition statement is your homepage headline — test it.
- The elevator pitch is for networking and sales calls — memorize it.
- Before/after contrast creates desire (show the gap).

- ROI calculation is the most powerful justification for price.
- Test the value proposition on customers — do they nod or ask questions?

Example Input

Product or Service: Virtual assistant service for small business owners

What Customers Get: Dedicated VA, task management portal, weekly check-ins, unlimited task requests

Price: \$1,500/month

Current Customer Situation: Spending 15+ hours/week on admin tasks, missing strategic work, feeling overwhelmed

Desired Customer Situation: 5 hours/week on admin, focusing on revenue-generating activities, less stress

ROI or Savings: Frees 40+ hours/month → valued at \$8,000+ in their time

Why It Works

Most value propositions are vague.

This framework improves outcomes by forcing:

- specific deliverables (what they get)
- benefit articulation (why it matters)
- before/after contrast (transformation)
- ROI or savings (price justification)
- elevator pitch (verbal ready)

Great value propositions don't describe — they convince.

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