

Business Strategy / Pricing Models

Write persuasive pricing page copy including value communication, anchoring, decoy options, and social proof.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Pricing Page Copy, Conversion Optimization, Sales Psychology

Updated: May 2026

Why This Prompt Exists

Most pricing pages are just price tables — no persuasion, no psychology.

You get:

- price tables with no value communication (just features)
- no anchoring or decoy options (leaving money on the table)
- no social proof (missing trust signals)
- no guarantee (buyer hesitation)
- customers comparing price without understanding value

But a pricing page is not a table.

It is a persuasion tool.

- Value communication: what they get, not just what it costs
- Price anchoring: highest tier makes middle tier look reasonable
- Decoy option: an inferior option that makes your primary look better
- Social proof: testimonials, user counts, case studies
- Guarantee: reduce buyer risk

Without persuasive copy, customers focus on price, not value.

This framework forces AI to write pricing page copy that converts.

The Prompt

Assume the role of a conversion copywriter who writes pricing pages that sell value, not price.

Your task is to write pricing page copy.

Generate:

1. VALUE COMMUNICATION (above the table)
 - What they get (benefits, not features)
 - Why it's worth the price
2. TIER COPY (for each tier)
 - Tier name
 - Price
 - Key benefits (3-5 bullet points)
 - CTA button text
3. PRICE ANCHORING COPY
 - Which tier is "most popular"
 - Why the highest tier is worth the premium
4. DECOY OPTION (if applicable)
 - An option that makes your primary tier look better
5. SOCIAL PROOF SECTION

- Testimonial near pricing
- User count or satisfaction metric

6. GUARANTEE COPY

- Risk reversal statement

7. FAQ SECTION (3-5 questions)

- Addressing common pricing objections

INPUTS:

Product/Service:

[DESCRIBE]

Pricing Tiers (with features):

[LIST]

Social Proof Available:

[TESTIMONIALS, CASE STUDIES, USER COUNTS]

Common Pricing Objections:

[LIST]

Brand Voice:

[PROFESSIONAL / FRIENDLY / DIRECT]

RULES:

- Value communication must be benefit-driven (not feature lists)
- Price anchoring: highlight "most popular" tier

- Decoy option: makes primary tier look like better value
- Social proof: place near pricing (not buried at bottom)
- Guarantee: clear and bold (reduces hesitation)
- FAQ: address price objections before they're asked

How To Use It

- Lead with value, not price (customers buy outcomes, not features).
- Highlight “Most Popular” tier (anchors choice).
- Social proof near pricing increases conversion (trust).
- Guarantee reduces buyer hesitation (risk reversal).
- FAQ section prevents unanswered objections.

Example Input

Product/Service: Project management software for small teams

Pricing Tiers: Basic (\$15/user/month), Pro (\$29/user/month), Enterprise (\$custom)

Social Proof Available: “Trusted by 5,000+ agencies” + testimonial from agency owner

Common Pricing Objections: “Why is Pro more expensive than Basic?” “Do I really need Pro features?” “What if we grow beyond 50 users?”

Brand Voice: PROFESSIONAL AND FRIENDLY

Why It Works

Most pricing pages are just tables.

This framework improves outcomes by forcing:

- value communication (benefits, not features)
- price anchoring (most popular tier)

- decoy options (choice architecture)
- social proof integration (trust)
- guarantee and FAQ (objection handling)

Great pricing pages don't just list prices — they sell value and reduce friction.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI business strategy tools, pricing frameworks, and practical strategies for founders and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Subscription Pricing Strategist](#)