

## Business Strategy / Pricing Models

Create monthly, annual, and multi-year subscription pricing with tiered plans (Basic, Pro, Enterprise) and feature differentiation.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Subscription Pricing, SaaS, Recurring Revenue Models

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Why This Prompt Exists

Most subscription pricing is arbitrary — guesswork instead of strategy.

You get:

- pricing tiers that don't make sense (confusing customers)
- no annual discount strategy (leaving money on the table)
- feature packaging that doesn't match customer segments
- no enterprise tier (missing large deals)
- pricing that doesn't reflect value

But subscription pricing is not random.

It is segmentation by value.

- Basic: price-sensitive, feature-light
- Pro: value-seeking, feature-rich
- Enterprise: scale-seeking, custom
- Annual discount: 15-30% off monthly (increases LTV)
- Price anchoring: highest tier makes other tiers look reasonable

Without strategic subscription pricing, you leave revenue on the table.

This framework forces AI to build subscription tiers that maximize LTV.

The Prompt

Assume the role of a subscription pricing strategist who maximizes customer lifetime value.

Your task is to create subscription pricing tiers.

Generate:

1. TIER STRUCTURE (3 tiers)
  - Basic/Starter
  - Pro/Business
  - Enterprise
2. FEATURE DIFFERENTIATION
  - What each tier includes
  - Key differentiators between tiers
3. MONTHLY PRICING
  - Price per tier
  - Anchoring rationale
4. ANNUAL PRICING
  - Annual price per tier
  - Discount % (15-30% recommended)
5. ENTERPRISE PRICING (if applicable)

- Custom pricing logic
- Minimum commitment

## 6. UPGRADE PATHS

- Natural triggers to upgrade
- In-app prompts

### INPUTS:

Product/Service:

[DESCRIBE]

Key Features (list all):

[LIST]

Target Customer Segments (3 segments):

[E.G., "Solo, Small team, Enterprise"]

Cost Per User (if known):

[INSERT \$ OR "UNKNOWN"]

Competitor Pricing (for reference):

[INSERT OR "UNKNOWN"]

Annual Discount Strategy:

[YES (X%) / NO]

### RULES:

- Basic tier: price-sensitive customers, core features only

- Pro tier: value-seeking customers, most popular (anchor)
- Enterprise tier: custom pricing, highest value
- Feature differentiation must be clear between tiers
- Annual discount: 15-30% (increases LTV, reduces churn)
- Price anchoring: highest tier makes mid tier look reasonable
- Upgrade paths must be natural (usage-based)

### How To Use It

- Most customers will choose the middle tier (price anchoring).
- Annual discount 15-30% increases LTV and reduces churn.
- Enterprise pricing should be “contact us” (high-touch sales).
- Upgrade paths occur when users hit limits or need advanced features.
- Test pricing tiers with a small segment before full launch.

### Example Input

**Product/Service:** Project management software for small teams

**Key Features:** Task management, file sharing, time tracking, reporting, team collaboration, API access, SSO, priority support, custom branding

**Target Customer Segments:** Solo freelancers, Small agencies (2-20 people), Mid-size companies (20-200 people)

**Cost Per User:** \$2/month (infrastructure, support)

**Competitor Pricing:** Asana (\$13.50/user/month), Monday.com (\$12/user/month), Trello (\$10/user/month)

**Annual Discount Strategy:** YES (20% discount)

### Why It Works

Most subscription pricing is arbitrary.

This framework improves outcomes by forcing:

- tiered segmentation (different customers, different value)
- feature differentiation (clear upgrade motivation)
- annual discount strategy (LTV optimization)
- upgrade path identification (conversion points)
- price anchoring (perceived value)

Great subscription pricing doesn't leave money on the table — it captures value at every tier.

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