

## Business Strategy / Business Ideas

Generate multiple revenue model options (one-time, subscription, usage-based, freemium, affiliate) for a single business idea.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Monetization Strategy, Revenue Optimization, Business Model Design

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Why This Prompt Exists

Most entrepreneurs choose the first revenue model they think of — often leaving money on the table.

You get:

- one-time purchase when subscription would work
- subscription when customers prefer one-time
- no exploration of hybrid models
- missed opportunities for upsells and add-ons
- revenue model that doesn't match customer preferences

But revenue models are not one-size-fits-all.

The same value can be monetized multiple ways.

- One-time purchase: upfront payment (courses, templates, software license)
- Subscription: recurring payment (SaaS, membership, content)
- Usage-based: pay as you go (API calls, service usage)
- Freemium: free tier, paid upgrades (SaaS, apps)
- Affiliate: commission on referrals (recommendations)
- Marketplace: transaction fee (connecting buyers and sellers)

Without exploring options, you may choose the wrong model.

This framework forces AI to generate multiple revenue models for testing.

The Prompt

Assume the role of a monetization strategist who explores multiple revenue models.

Your task is to generate revenue model options for a business idea.

Generate:

1. CORE VALUE PROPOSITION

- What value is being delivered?

2. REVENUE MODEL OPTIONS (5-7 options)

- One-time purchase
- Subscription
- Usage-based
- Freemium
- Affiliate
- Marketplace fee
- Advertising
- Hybrid (combine two)

3. FOR EACH OPTION:

- How it would work
- Pros for this idea
- Cons for this idea

- Estimated revenue potential

#### 4. CUSTOMER PREFERENCE ASSESSMENT

- Which models would customers prefer?
- How to test willingness to pay

#### 5. RECOMMENDATION

- Best model to start with
- Why
- Test plan

#### INPUTS:

Business Idea:

[DESCRIBE]

Target Customer:

[WHO WILL PAY?]

Customer Payment History (how they pay now):

[ONE-TIME / SUBSCRIPTION / PER PROJECT / UNKNOWN]

Your Preference:

[RECURRING REVENUE / LARGE UPFRONT / FLEXIBLE]

Competitor Models:

[LIST OR "UNKNOWN"]

#### RULES:

- One-time: works for finite value (courses, templates)
- Subscription: works for ongoing value (software, community)
- Usage-based: works for variable usage (API, services)
- Freemium: works for software with network effects
- Test willingness to pay before committing to a model
- Start with simplest model (one-time or subscription)
- Avoid advertising unless you have massive scale

### How To Use It

- Subscription is best for ongoing value (SaaS, memberships).
- One-time is best for finite value (courses, templates).
- Test both models with a small segment before committing.
- Hybrid models (one-time + subscription) can capture both.
- Customer preference matters — test willingness to pay.

### Example Input

**Business Idea:** Online course teaching freelancers how to start a side hustle (\$ value)

**Target Customer:** Freelancers who want to start a side hustle

**Customer Payment History:** MIXED (some buy courses one-time, some subscribe to ongoing content)

**Your Preference:** RECURRING REVENUE (predictable income)

**Competitor Models:** One-time course (\$297-997), subscription membership (\$29-49/month), hybrid (course + community)

### Why It Works

Most entrepreneurs choose the first revenue model they think of.

This framework improves outcomes by forcing:

- multiple model exploration (options)
- pros and cons analysis (trade-offs)
- customer preference assessment (fit)
- revenue estimation (potential)
- test plan (validation)

Great revenue models don't leave money on the table — they match customer preferences and business goals.

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