

Funnel Profit Accelerator

Quickly Build Mid-Ticket and High-Ticket Upsells
for Your Afternoon Product Lines

A practical prompt system for turning one finished product
into a more valuable offer ladder.

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How to Use This Prompt Pack

Start with Prompt 1 and work in order. The system is designed to use your existing product as the foundation, then identify logical upgrades, build the offers, price them, and create the copy needed to sell them.

For best results, give the prompts concrete source material: your product description, modules, deliverables, sales page, customer profile, price, and any existing bonuses. Save the output from each step because later prompts can use it as input.

Prompt	Purpose
1. Upgrade Opportunity Miner	Find the strongest upsell opportunities.
2. Mid-Ticket Upgrade Builder	Develop a complete logical next-step offer.
3. High-Ticket Upgrade Builder	Create a premium implementation or access offer.
4. Deliverable Stack Builder	Turn the concept into a concrete product stack.
5. Pricing & Packaging	Set pricing, tiers, boundaries, and value anchors.
6. Upgrade Sales Copy	Write the post-purchase upgrade pitch.
7. Funnel Architect	Place the upgrades into a clean offer sequence.
8. Final Offer Review	Pressure-test the entire upgrade system.

1. Upgrade Opportunity Miner

Use this first. It analyzes the product you already created and finds upgrades that extend the customer's result instead of merely adding more information.

COPY + PASTE PROMPT

You are an expert direct-response product strategist. Analyze the product information I provide and identify the strongest opportunities for paid upgrades.

PRODUCT INFORMATION:

[PASTE PRODUCT DESCRIPTION, SALES PAGE, OUTLINE, MODULES, DELIVERABLES, PRICE, CUSTOMER, AND BONUSES]

Your job is to find what the buyer will logically want, need, or struggle with AFTER purchasing the core product.

Generate 12 upgrade opportunities across these categories:

1. Faster implementation
2. Done-for-you assets
3. Templates, tools, calculators, or systems
4. Deeper or more advanced training
5. Personalization or customization
6. Access, support, coaching, or review
7. Automation
8. Commercial or expanded-use rights, where appropriate

For each opportunity provide:

- Upgrade name
- One-sentence concept
- The specific problem it solves after the core purchase
- Why it belongs AFTER this product
- Recommended format
- Recommended price range
- Whether it is best suited to mid-ticket or high-ticket
- What must be included to make the offer feel complete

Avoid generic bonuses, filler, unrelated products, and upgrades that should have been included in the original purchase.

Then rank the opportunities by:

- A. Natural fit with the core product
- B. Speed to create
- C. Perceived value
- D. Revenue potential

Finish by selecting the 3 strongest upgrade concepts and explain how each extends the customer's result.

2. Mid-Ticket Upgrade Builder

Turn the strongest low-friction opportunity into a complete mid-ticket offer that can sit immediately after the core purchase.

COPY + PASTE PROMPT

Act as a product architect specializing in post-purchase upsells.

CORE PRODUCT:

[PASTE CORE PRODUCT DETAILS]

SELECTED UPGRADE IDEA:

[PASTE THE UPGRADE IDEA FROM PROMPT 1]

Build this into a complete mid-ticket upgrade designed to be offered immediately after the core purchase.

The upgrade must help the customer get the desired result faster, easier, more completely, or with less work.

Develop:

1. Product name and subtitle
2. Core promise
3. Ideal buyer within the core-product customer base
4. The exact post-purchase problem this solves
5. 5 to 8 concrete deliverables
6. What each deliverable helps the buyer accomplish
7. Recommended delivery format
8. Recommended price, plus a reasonable pricing range
9. Value justification without fabricated monetary claims
10. The primary reason to buy now
11. 10 benefit-driven bullets
12. 5 objections and how the offer addresses them
13. A concise product-creation checklist
14. What NOT to include because it would dilute the offer

Keep the upgrade tightly connected to the core purchase. Do not simply create a larger version of the original product.

3. High-Ticket Upgrade Builder

Use this to develop a premium next step based on implementation, customization, access, service, or a materially larger outcome.

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Act as a premium-offer strategist. Build a high-ticket upgrade that logically follows the product below.

CORE PRODUCT:

[PASTE CORE PRODUCT DETAILS]

CUSTOMER:

[PASTE CUSTOMER DESCRIPTION]

EXISTING MID-TICKET UPGRADE, IF ANY:

[PASTE OR WRITE NONE]

Create 5 possible premium upgrade models using combinations of:

- Done-with-you implementation
- Done-for-you execution
- Personal review or audit
- Customization
- Coaching or consulting
- Small-group access
- Premium tools or systems
- Advanced implementation resources
- Ongoing support, where justified

For each model provide:

- Offer concept
- Specific transformation or outcome
- Scope
- Deliverables
- Delivery method
- Seller time required
- Buyer time required
- Recommended price range
- Fulfillment complexity
- Scalability
- Primary sales argument

Then select the model with the best balance of customer value, fulfillment simplicity, margin, and logical fit.

Build the selected model into a complete offer with:

1. Name
2. Promise
3. Who it is for
4. Who it is not for
5. Exact scope
6. Deliverables
7. Fulfillment process
8. Boundaries and exclusions
9. Recommended price
10. Capacity limits, if appropriate
11. 10 sales bullets
12. 5 objections with responses
13. A simple fulfillment SOP

Do not invent testimonials, scarcity, guarantees, credentials, or performance claims.

4. Deliverable Stack Builder

Once you have an offer concept, this prompt defines exactly what must be produced so the upgrade feels tangible and complete.

COPY + PASTE PROMPT

You are a product production manager. Convert the upgrade below into a concrete, customer-ready deliverable stack.

UPGRADE:

[PASTE COMPLETE UPGRADE CONCEPT]

Create the minimum complete product needed to fulfill the promise well.

For every deliverable specify:

- Deliverable name
- Purpose
- Format
- What it contains
- Approximate scope or length
- Inputs required from the customer, if any
- Production difficulty: easy, moderate, or substantial
- Whether it can be templated
- Whether customization is required

Then organize the deliverables into:

- A. Essential deliverables
- B. Value-enhancing deliverables
- C. Optional items that should be removed unless there is a strong reason to include them

Create a production sequence showing the fastest sensible order for building everything.

Finish with a final customer-facing product stack written as concise benefit-driven bullets.

Favor useful assets over volume. Do not add filler merely to make the stack look larger.

5. Pricing & Packaging

Use this after the deliverables are defined. It creates a rational price and packaging structure without relying on made-up value claims.

COPY + PASTE PROMPT

Act as an offer pricing strategist.

CORE PRODUCT:

[PASTE CORE PRODUCT AND PRICE]

UPGRADE:

[PASTE UPGRADE, DELIVERABLES, DELIVERY METHOD, AND FULFILLMENT REQUIREMENTS]

Analyze the upgrade and recommend a pricing and packaging strategy.

Evaluate:

- Incremental value relative to the core product
- Customer outcome
- Specificity
- Degree of implementation
- Seller labor
- Customization
- Access
- Delivery cost
- Scalability
- Purchase friction
- Position in the funnel

Provide:

1. Recommended selling price
2. Sensible low and high price boundaries
3. Why the recommended price fits the offer
4. Whether one price or multiple tiers make sense
5. If tiers make sense, define each tier and its scope
6. Payment-plan recommendation if appropriate
7. What should be removed if the price needs to be lower
8. What would need to be added to credibly support a higher price
9. A clean value explanation that does not use fabricated savings, fake comparison values, or unsupported ROI claims
10. The simplest recommended final package

Optimize for a clear buying decision, not maximum complexity.

6. Upgrade Sales Copy

This produces the actual post-purchase pitch. Feed it the final upgrade and the core offer so the copy can bridge naturally from one purchase to the next.

COPY + PASTE PROMPT

You are a direct-response copywriter writing a post-purchase upsell page.

CORE PRODUCT THE CUSTOMER JUST BOUGHT:

[PASTE DETAILS]

UPGRADE OFFER:

[PASTE FINAL UPGRADE, PRICE, DELIVERABLES, AND POSITIONING]

Write a concise upgrade sales page that assumes the reader has JUST purchased the core product.

The copy should:

- Congratulate or acknowledge the purchase briefly
- Create a natural bridge from the core product to the next problem or opportunity
- Explain why the upgrade complements the purchase
- Focus on speed, ease, implementation, completeness, access, or leverage as appropriate
- Clearly explain the deliverables
- Make the price and buying decision easy to understand
- Avoid repeating the entire front-end sales argument

Write:

1. Pre-headline
2. Main headline
3. Subheadline
4. Opening bridge
5. The new problem/opportunity
6. Offer introduction
7. Benefit-driven deliverable stack
8. 10 sales bullets
9. Price presentation
10. 5 objection-handling FAQ items
11. Primary CTA
12. Short decline-link copy that does not shame the customer

Do not use fake urgency, invented scarcity, unsupported income claims, fabricated testimonials, or misleading comparison prices.

Keep the page focused enough to work as an immediate post-purchase upsell.

7. Funnel Architect

Use this when you have more than one upgrade. It determines the cleanest sequence and prevents overlapping offers.

COPY + PASTE PROMPT

Act as a direct-response funnel architect.

CORE PRODUCT:

[PASTE CORE PRODUCT]

POSSIBLE UPGRADES:

[PASTE ALL UPGRADE CONCEPTS]

Design the cleanest post-purchase offer sequence.

For each offer determine:

- Whether it belongs in the funnel
- Where it should appear
- The buying logic connecting it to the previous purchase
- Whether it overlaps another offer
- Whether it creates fulfillment problems
- Whether it should be removed, combined, or moved to a later follow-up

Build a recommended funnel containing no more than 3 immediate post-purchase offers unless there is a compelling reason for more.

For the final sequence provide:

1. Offer order
2. Price of each offer
3. One-sentence purpose of each offer
4. The bridge from the previous purchase
5. What makes each buying decision distinct
6. What the customer owns after each step
7. Any downsell that is genuinely useful, not merely a discounted duplicate
8. What should be sold later by email instead of immediately

Finish with a simple funnel map in plain text.

Prioritize clarity and logical progression over the number of offers.

8. Final Offer Review

Run the finished funnel through this prompt before production or launch. Its job is to find weak logic, duplication, missing value, and fulfillment traps.

COPY + PASTE PROMPT

You are reviewing a completed product funnel before launch.

CORE PRODUCT:

[PASTE CORE OFFER]

UPGRADE SEQUENCE:

[PASTE ALL UPGRADES, PRICES, DELIVERABLES, AND SALES ANGLES]

Audit the funnel from the perspective of a skeptical paying customer and an experienced product operator.

Review:

1. Logical progression
2. Upgrade relevance
3. Product overlap
4. Missing deliverables
5. Price-to-scope alignment
6. Fulfillment burden

7. Customer confusion
8. Claims that need evidence
9. Unnecessary complexity
10. Weak reasons to upgrade
11. Opportunities to make the offer more tangible
12. Anything that should have been included in the core product instead

For every issue found provide:

- The problem
- Why it matters
- Exact recommended correction

Then provide:

- A. The revised offer ladder
- B. The purpose of each offer in one sentence
- C. The final deliverable stack for each upgrade
- D. Recommended pricing
- E. A production priority list
- F. A launch-readiness checklist

Be critical. Remove weak ideas rather than trying to justify them. The final funnel should feel like a natural progression of increasingly valuable outcomes.

Quick-Start Workflow

If you want the fastest path from finished core product to a usable upgrade funnel, use this sequence:

1. Run Prompt 1 against your finished Afternoon Product.
2. Choose one strong mid-ticket concept and build it with Prompt 2.
3. If the market and product justify a premium next step, run Prompt 3.
4. Turn each selected offer into real deliverables with Prompt 4.
5. Set the package and price with Prompt 5.
6. Create the post-purchase pitch with Prompt 6.
7. If you have multiple upgrades, organize them with Prompt 7.
8. Run Prompt 8 before launch and fix anything it flags.

Build the next logical purchase, not another pile of stuff.