
40 AI PROMPTS FOR HIGHLEVEL AGENCIES

The Agency Offer Engine

Build, price and launch offers your clients can't ignore — client retainers, snapshots, SaaS mode and everything in between. Copy a prompt, paste your data, ship a sharper offer.

Where HighLevel agencies get unstuck.

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Your offer is the bottleneck

Most agencies don't have a traffic problem — they have an offer problem. A vague retainer priced on guesswork loses to a sharp, guaranteed, tiered offer every time. This playbook gives you 40 strategic AI prompts to research your niche, architect your value stack, price with confidence and launch with genuine urgency.

Every prompt is written for how HighLevel agencies actually sell: done-for-you retainers, snapshot-powered delivery, SaaS mode subscriptions and hybrid plans. Use them with Claude, ChatGPT or any capable AI assistant.

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How to use these prompts

Each prompt is copy-ready. The `[bracketed text]` marks what you replace with your own niche, offer or data before you hit send.

1 Bring real data

The prompts work as hard as the context you feed them. Pull call transcripts, client reviews, churn surveys and pipeline numbers from your HighLevel account before you start.

2 Replace every placeholder

Swap each bracket for your specifics — the niche you serve, the offer you're building, the data you gathered. Vague in, vague out.

3 Work in order

Research before architecture, architecture before pricing, pricing before copy. Sections build on each other — the output of one prompt is the input to the next.

4 Iterate, then systematize

Push back on first drafts and ask for alternatives. When a prompt combination works, save it — winning offers become snapshots, SOPs and templates you resell across clients.

Client research & niche insight

Great offers start with the words your market already uses. These prompts turn call transcripts, reviews and survey data into the raw material for everything that follows.

01 Market gap analysis

Act as a market research analyst for a HighLevel agency serving [your niche – e.g. med spas, roofers]. Analyze these [survey results / sales-call notes] and identify the top 3 unmet needs agencies are not solving in this market. Give clear insights with supporting data: [paste your research]

02 Competitor teardown

Build a competitor analysis framework for agencies selling [your service – e.g. reputation management] to [your niche]. Cover pricing models, guarantees, unique selling propositions and client-satisfaction signals. Here is what I know about my market: [paste market notes]

03 Decision-maker persona

Create a detailed persona of the decision-maker at a [niche] business who buys marketing services. Include psychographics, buying triggers, budget pressures and their biggest objections to agency retainers: [paste client data points]

04 Voice-of-client mining

Analyze these [client reviews / churn surveys / support tickets] and extract patterns in the exact language clients use for pain points and desired outcomes. Structure the findings so I can reuse the phrasing in offer copy: [paste feedback]

05 Discovery-call insights

Turn these [discovery-call transcripts] into actionable insight about how [niche] owners decide to hire an agency — who is involved, what triggers the search and what stalls the deal: [paste transcripts]

06 Client journey map

Map the journey from first ad click to signed agreement for `[your service]`, with key touchpoints and emotional states. Flag every step where a HighLevel automation — missed-call text back, nurture workflow, booking reminder — should respond: `[paste pipeline / behavior data]`

Offer architecture & value stack

Tiered plans, value stacks and bonuses — the structure that lets one delivery system serve retainer clients, hybrid clients and SaaS subscribers at once.

07 Tiered offer design

Design 3 tiered offers for [your service] aimed at [your niche]: a done-for-you retainer, a hybrid plan, and a SaaS-only plan on my white-labeled HighLevel. List deliverables, benefits and pricing logic for each tier: [paste service details]

08 Value stack builder

Build a value stack for this offer bundle. For each component — snapshot install, funnel build, reputation management, SaaS seat, onboarding — give: component name, perceived value, actual cost to deliver, and value justification: [paste offer components]

09 USP generator

Write 5 unique selling propositions for [your offer] based on these competitive advantages and client pain points. Each must be specific enough that no competitor could claim it word for word: [paste advantages + pain points]

10 Objection-killing bonuses

Design a strategic bonus package for [your core offer] that neutralizes these specific objections. Favor bonuses that cost little to deliver at scale — pre-built snapshots, template libraries, an onboarding call, 30-day support: [paste objections + offer details]

11 Time-sensitive bonuses

Create 3 time-sensitive bonuses that naturally complement [your core offer] and raise its perceived value. Include delivery timelines and how each ships through HighLevel — a membership course, an installed workflow, a done-with-you audit: [paste offer details]

Pricing strategy

Price on value, not hours. These prompts build pricing models, anchors and ROI narratives that make a retainer feel cheap next to the alternative.

12 Pricing models

Develop 3 alternative pricing models for [your offer] — flat retainer, performance hybrid, and SaaS subscription plus setup fee — based on these market conditions and the value metrics clients care about: [paste conditions + metrics]

13 Price anchoring

Create a price-anchoring strategy for [your offer] using these reference points: the cost of an in-house hire, competitor retainers, and the DIY software stack I replace. Include the order I present them in and the justification for each: [paste market research]

14 Segmented pricing

Design a segmented pricing framework for [your offer] that accounts for these seasonal factors, client sizes and usage patterns — including SaaS rebilling and per-location pricing for multi-location clients: [paste factors + segments]

15 ROI narratives

Write 3 price-justification narratives showing the ROI of [your offer] for different client segments. Walk the math from leads to booked appointments to closed revenue, in numbers a [niche] owner recognizes: [paste offer + segment info]

16 Value comparison

Create a value-comparison table showing how [your offer] beats the alternatives: hiring in-house, a generalist agency, or cobbling together DIY tools. Compare on outcome, speed, cost and risk: [paste competitor info]

Urgency & scarcity

Real deadlines convert; fake countdowns burn trust. Build urgency from constraints you genuinely have — capacity, territory exclusivity and your niche's seasons.

17 Honest scarcity

Develop 3 authentic scarcity mechanisms for [your offer] grounded in genuine constraints — onboarding capacity, one-client-per-territory exclusivity, delivery bandwidth: [paste your real constraints]

18 Seasonal urgency

Create a natural urgency framework for [your offer] built on [niche]'s seasonal windows — HVAC pre-summer, tax season, holiday bookings — and my real capacity limits: [paste seasonal + resource details]

19 Transparent urgency copy

Write 5 urgency messages that communicate these genuine limitations plainly, without fake countdowns or manipulative pressure: [paste limitation details]

20 Deadline sequences

Design a countdown strategy for [your offer launch] with messaging for each timeframe and segment, mapped to HighLevel email and SMS workflows with send timing: [paste timeline + segments]

Risk reversal & guarantees

The bolder the guarantee, the easier the yes — if your operations can back it. Design guarantees you can track, fulfill and profit from.

21 Performance guarantees

Create 3 performance-based guarantee structures for [your offer] — a lead-volume floor, a results-or-free month, a paid pilot period — that address these specific client concerns: [paste concerns]

22 Risk-reversal framework

Develop a risk-reversal framework for [your offer] built on these trust elements and proof points: case studies, review counts, live client dashboards, month-to-month terms: [paste trust elements + proof]

23 Guarantee operations

Design the fulfillment process behind [your guarantee]: how it is tracked in HighLevel pipelines and reporting, the operational requirements, and the service protocol when a client invokes it: [paste operational requirements]

24 Guarantee copy

Write guarantee presentation copy for [your offer] that leads with the trust-building elements and states the terms in plain language — no asterisks, no fine-print feel: [paste trust elements]

Testing & optimization

Your funnel builder ships with split testing — use it. These prompts design the tests, the metrics and the analysis so decisions come from data.

25 A/B test plan

Create an A/B testing plan for `[your offer]` using HighLevel funnel split tests. Define the variables to test — headline, price display, guarantee, bonus — plus traffic requirements and success metrics: `[paste variables + metrics]`

26 Multivariate framework

Develop a multivariate testing framework for these offer elements, including control groups and how to segment results by lead source and niche: `[paste offer elements]`

27 KPI dashboard

Design a data-analysis template for tracking these KPIs across offer variations — opportunities created, show rate, close rate, revenue per client, churn: `[paste KPIs]`

28 Feedback analysis

Create a qualitative feedback-analysis framework for these response channels: sales-call recordings, chat-widget conversations, post-onboarding surveys: `[paste channels]`

Copy & presentation

A strong offer still needs a strong reveal. Write the copy, order the page and stack the value so the price lands as a relief, not a shock.

29 Sales copy variants

Write 3 versions of sales copy for [your offer], each leading with a different pain point or motivation of [niche] owners. Keep it operator-to-operator — no marketing fluff: [paste pain points + motivations]

30 Outcome headlines

Create benefit-focused headlines for these offer components. Every headline must name a tangible outcome — hours saved, calls booked, reviews earned — not a feature: [paste offer components]

31 Offer-page hierarchy

Design the visual hierarchy for presenting these offer elements on a [funnel page / proposal / VSL script]. Specify order, emphasis and where the proof sits: [paste elements + format]

32 Value-stack reveal

Create a presentation structure for these value-stack components that builds desire and justifies the price before it appears — for use on a sales call or funnel page: [paste value stack components]

Launch, retention & growth

The offer is sold — now keep the client, grow the account and let happy clients sell for you.

Onboarding, upsells, community and referrals.

33 Launch timeline

Create a launch timeline for [your offer] with key milestones and marketing touchpoints across my list, community and paid channels — mapped week by week: [paste milestones + touchpoints]

34 Pre-launch content

Design a pre-launch content strategy that builds anticipation for these offer elements without giving away the full reveal: [paste offer elements]

35 Onboarding sequence

Develop a client onboarding sequence for [your offer] built as HighLevel workflows — welcome email, kickoff booking, snapshot setup, first-win checkpoint — optimized for these success metrics: [paste success metrics]

36 Success roadmap

Create a 90-day client success roadmap that heads off these common implementation challenges — slow lead follow-up, unanswered reviews, unused features: [paste challenges]

37 Upsell sequencing

Design an upsell sequence for [your offer] triggered by these client behavior patterns — feature usage, results milestones, support requests: [paste behavior patterns]

38 Upgrade paths

Create value-based upgrade paths from [entry offer] to [premium offer] for each client segment, based on these usage patterns: [paste usage patterns]

39 Community strategy

Develop a client community engagement strategy — for example in HighLevel Communities — that reinforces these offer elements and client success metrics: [paste elements + metrics]

40 Referral engine

Create a referral program framework that leverages these client-satisfaction drivers, with tracking and payouts run through HighLevel's affiliate manager: [\[paste satisfaction drivers\]](#)

Implementation strategy

PHASE 1 · PREPARE

Gather your data first — call recordings, reviews, pipeline reports. Write down your goal and constraints before opening a chat window.

PHASE 2 · EXECUTE

Start with the research prompts, then move through architecture, pricing and copy systematically. Don't skip to headlines before the offer is solid.

PHASE 3 · OPTIMIZE

Run the testing prompts on a schedule, not once. Split test in your funnels, read the numbers and refine the offer every month.

PHASE 4 · DOCUMENT

Record what converts. Winning offers, angles and sequences become the snapshots and SOPs you deploy across every client.

Five rules for better output

1. Always give specific context — niche, offer, price point, market.
2. Paste real data and examples; the AI can't invent your numbers.
3. Treat the first response as a draft. Push back and refine.
4. Chain prompts — feed one prompt's output into the next.
5. Save the combinations that work. That library is an asset.



Don't build your next offer alone

Nexus Hub is the community for HighLevel agencies ready to scale. Bring the offer you built with this playbook to a weekly Q&A and pressure-test it with operators who've already sold theirs.

- ◆ Weekly Q&A sessions with experts
- ◆ Exclusive snapshots & templates
- ◆ Premium partner deals
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