

WORTH EVERY PENNY

THE AI PROMPT PLAYBOOK

CHARGE WHAT YOU'RE WORTH

FIVE TOOLS · TWENTY-FIVE PROMPTS

The AI system for professionals who charge for expertise. Every prompt built on the psychology of price, cost, value and worth, so clients stop questioning the fee and start recognising the worth.

PRICE ♦ COST ♦ VALUE ♦ WORTH

Price is what the world sees. Worth is what the buyer feels.

WORTHAUDIT.TODAY

WHY THIS GUIDE EXISTS

Most professionals now use AI to save time. Far fewer use it to earn more. This guide closes that gap. Every prompt in it is built around one commercial problem: how to communicate the value behind your price so clearly that clients stop questioning the fee and start recognising the worth.

A quick definition of terms, because the distinction is the whole point.

PRICE

The amount you charge.

COST

What a client spends or sacrifices, including the cost of choosing badly.

VALUE

The benefit they perceive.

WORTH

The deeper judgement that the return justified the decision.

Clients rarely object to price itself. They object when value has been left unexplained and worth has been left unproven. The five tools that follow each play one role in fixing that.

How to use it. Replace anything in [brackets] with your own detail. Keep your own voice; the prompts produce raw material, and you remain the editor. Verify any figure or claim before it reaches a client.

01

Claude

THE THINKING PARTNER

THE JOB Value articulation, positioning and the difficult money conversations.

Claude is at its best on work that needs judgement and nuance: shaping your value proposition, stress-testing your fee justification, and rewriting client-facing copy so it sounds confident rather than apologetic.

PROMPT 01 The value proposition builder

Act as a value proposition strategist. Here is what I do, who I serve and what clients typically say after working with me: [paste details]. Using the distinctions between price, cost, value and worth, write three versions of my value proposition: one for my website, one for a first meeting, one for a proposal. Each must lead with client outcomes, avoid jargon and give a reason my fee is justified without mentioning the fee.

PROMPT 02 The fee objection rehearsal

You are a sceptical prospect who thinks my fee of [amount] is too high. I will respond as myself. Push back realistically, raise the objections a real client would, and do not soften. After ten exchanges, break character and tell me where I sounded defensive, where I discounted too quickly and where my justification was strongest.

PROMPT 03 The invisible work audit

Here is everything my service actually includes: [list every task, check and safeguard]. Identify which parts clients see, which parts they never see, and which carry the most risk if done badly. Then draft three short paragraphs for my proposals that make the invisible work visible without sounding boastful.

PROMPT 04 The premium rewrite

Rewrite the following [proposal / email / brochure copy] so it leads with the client's outcome rather than my effort. Remove hedging, apology, filler and generic claims. Keep it warm, specific and confident. Show the before and after with a one-line note on each change: [paste text].

PROMPT 05 The worth-based case study

Interview me about a recent client result, one question at a time, until you have enough detail. Then write a 200-word case study covering the situation, what was at stake, what I did and what the outcome was worth to the client in practical terms. No superlatives. Let the facts carry it.

02

ChatGPT

THE EVERYDAY OPERATOR

THE JOB Meeting preparation, quick drafting and the daily running of a value-led practice.

Treat ChatGPT as the fast general assistant. It is ideal for briefs, banks of reusable material and the small pieces of writing that shape how clients experience you between meetings.

PROMPT 01 The client value map

I am meeting a prospect: [role, situation, likely goal]. List the five things this person most likely values in a [your service], the fear that sits underneath each one, and one question per item I can ask to confirm it. Format it as a one-page brief.

PROMPT 02 The objection bank

List the ten most common objections a [your profession] hears about fees. For each, name the real concern underneath it, usually cost, risk, trust or timing, and give one calm question that moves the conversation from price to value.

PROMPT 03 The follow-up that sells the value again

Turn these rough meeting notes into a follow-up email that restates the value we discussed, confirms what happens next and quietly reinforces why the fee is justified. No hard sell. Under 150 words: [paste notes].

PROMPT 04 The comparison clarifier

Create a plain-English comparison of what a client gets from a premium [your profession] versus a budget alternative. Focus on outcomes, risks avoided and total cost over time rather than features. Make it honest enough that I could hand it to a client.

PROMPT 05 The plain-language translator

Explain [technical process or piece of jargon] to an intelligent client with no industry background, in under 100 words, in a way that makes clear why expertise matters here.

03

Perplexity

THE EVIDENCE ENGINE

THE JOB Sourced research that puts proof behind your price.

Perplexity answers with citations, which makes it the right tool for market data, benchmarks and the statistics that turn "trust me" into "here is the evidence". Always open the sources it cites before you use a figure publicly.

PROMPT 01 The proof-of-expertise brief

Find the most recent credible data on [your market or specialism] from sources such as [ONS, trade bodies, major indices]. Give me three statistics, each with its source, that demonstrate why professional expertise materially affects outcomes in this area.

PROMPT 02 The cost of choosing badly

Find evidence of what it costs clients when [your service] is done poorly or attempted without professional help. Include figures where available and cite every source. The aim is honest client education.

PROMPT 03 The fee context check

What is the typical fee range for [your service] in [region], and what factors explain the difference between the bottom and the top of that range? Cite sources and note where the data is thin.

PROMPT 04 The authority briefing

Summarise the three most significant developments in [your industry] over the past six months, with sources, in a form I could confidently discuss with a well-informed client.

PROMPT 05 The question clients always ask

Clients regularly ask me: [question]. Research the most credible current answer, cite the sources, and give me a plain-English summary of no more than 150 words that I can share.

04

ElevenLabs

THE VOICE

THE JOB Turning written value into a human presence at scale.

ElevenLabs converts scripts into natural speech, including a clone of your own voice. Write each script first using Claude or ChatGPT with the prompts below, then let ElevenLabs deliver it. Voice carries warmth and authority that text cannot, which is exactly what premium positioning needs.

PROMPT 01 The new client welcome

Write a warm, confident 60-second welcome message for a new [client type]. It should set out what they can expect from working with me, the standards I hold, and the first thing that will happen next. No hype.

PROMPT 02 The post-meeting voice note

Write a 30-second voice note script thanking [name] for today's meeting, restating the single most important point of value we discussed and confirming the next step.

PROMPT 03 The audio guide

Convert this written guide into a natural spoken script of around [X] minutes. Break the long sentences, add brief signposts between sections and keep my tone: [paste guide].

PROMPT 04 The FAQ answer

Write a 45-second spoken answer to the question "[common fee or value question]". Acknowledge why the question is fair, answer it directly, and end on what the client should weigh up when deciding.

PROMPT 05 The video voiceover

Write a 60-second voiceover script for a faceless video about [topic], designed to be read aloud: short sentences, natural rhythm, one idea per line, ending with a clear next step.

THE JOB Faceless video that builds authority while you do the day job.

InVideo turns a written brief into a finished video with stock footage, voiceover and captions. You never need to appear on camera. Consistent, calm, useful video is one of the strongest trust builders available to a premium professional.

PROMPT 01 The concept explainer

Create a 60-second faceless video for [audience] explaining the difference between price and worth. Calm, premium tone. Minimal, elegant stock footage of [relevant setting]. On-screen text for the key lines. Voiceover script: [paste script]. End card: [your brand and call to action].

PROMPT 02 The myth video

Create a 45-second faceless video challenging the belief that the cheapest option carries the lowest cost, using the example of [your industry example]. Understated, editorial style. End with [call to action].

PROMPT 03 The case story

Create a 60-second faceless video telling a client story: the situation, what was at risk, the outcome, and what that outcome was worth. No client names. Documentary tone, restrained music, [brand] end card.

PROMPT 04 The market minute

Create a 60-second faceless video summarising [market update] for [audience], using only these verified figures: [paste statistics with sources]. Authoritative but plain-speaking, with a text overlay for each figure.

PROMPT 05 The lead magnet promo

Create a 45-second faceless video promoting a free guide called [guide title]. Open on the problem it solves, describe what is inside in one sentence, and close with where to download it. Premium, calm, confident.

WHERE THIS LEADS

THE SKILL UNDERNEATH

Prompts produce words. The skill underneath them, understanding how people judge price, cost, value and worth, is what turns those words into fees agreed without flinching. That skill can be measured and it can be trained.

TAKE THE AUDIT

The Worth Audit

A short diagnostic that scores how well you currently communicate value, and shows you exactly where the headroom is. worthaudit.today

READ THE BOOK

Worth Every Penny

COMING SOON

Mastering the Psychology Behind Value Propositions, by Ross D'Aniello. The full framework, in depth.

GO DEEPER

The Masterclass

COMING SOON

Worth Every Penny, for professionals who charge for expertise and want to charge it with confidence.

Price is what the world sees.

Worth is what the buyer feels.

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