

Hector Garcia

The BOOKED Framework Prompt Pack

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If your landing page gets clicks but never books a call, the problem usually is not your price, it is your structure. BOOKED is a 6 part framework for high ticket landing pages: Bold Hook, Open the Wound, Own the Method, Know the Proof, Extend the Offer, Drop the Deadline. Below is one ready to use AI prompt for each section. Fill in the brackets with your own details and paste it into ChatGPT or Claude, one section at a time.

THE FRAMEWORK

LETTER	SECTION	WHAT IT IS
B	Bold Hook	Headline names the outcome, not the offer. One qualifier line, one button.
O	Open the Wound	Names the exact frustration in the reader's words, right under the hero.
O	Own the Method	Names your process, gives it a label. Makes you the guide, not just another option.
K	Know the Proof	Video testimonials first, specific results over vague praise.
E	Extend the Offer	Program broken into pieces, each piece with its own value attached.
D	Drop the Deadline	Real spot count, guarantee, and top objections answered before the final button.

AI PROMPTS BY SECTION

Copy a prompt, fill in the brackets with your own details, and paste it into ChatGPT or Claude. Work through them in order, B through D, since each section sets up the next.

B, BOLD HOOK

Write a headline for a high ticket landing page. It should name the specific outcome the client gets, not the name of my offer. My offer is [describe your offer]. My ideal client is [describe your ideal client].

Below the headline, write one qualifier line that tells the reader exactly who this is for. Then suggest one clear call to action for the button. Keep the headline under 12 words, no hype words.

O, OPEN THE WOUND

Write 3 short statements that name the exact frustration my ideal client is feeling right now, in their own words, not mine. My ideal client is [describe your ideal client] and their current situation is [describe the pain point].

Make each statement feel like I am reading their mind, not selling to them. No corporate language.

O, OWN THE METHOD

I have a process for helping clients get [describe the result]. Here are the steps: [list your steps].

Turn this into a named framework with a memorable short name or acronym. For each step, write one sentence explaining what happens and why it matters. Make me sound like the person who built this method, not someone repeating advice.

K, KNOW THE PROOF

I have these client results: [list your results or testimonials].

Rewrite each one as a short, specific proof statement that leads with the exact result and number, not vague praise like "great to work with." Order them strongest result first. Suggest a one line caption to put under each, for a video testimonial section.

E, EXTEND THE OFFER

My program includes [list everything included].

Break this into individual pieces, and for each piece write one line describing what it is, plus a believable dollar value based on what it would cost separately. Add up the total value against my actual price of [your price], so the value gap is clear. Keep the numbers believable, no exaggeration.

D, DROP THE DEADLINE

Write a closing section for a landing page. Include:

- A real reason for urgency based on [your actual capacity limit, spots per month, or start date]
- A one sentence guarantee based on [your actual guarantee]
- Answers to these 3 objections my ideal client usually has: [list 3 objections]

Keep each answer to 2 sentences, direct, no hedging.

TIPS FOR BEST RESULTS

- ☐ Run all 6 prompts through the same AI chat so the tone stays consistent section to section
- ☐ Fill in every bracket with real specifics, the more exact your input, the less generic the output
- ☐ Build the sections in order, B through D, since each one sets up the one after it
- ☐ Treat the output as a first draft, tighten the wording in your own voice before it goes live

WORK WITH ME

Business owner looking to automate?

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Questions? Reply to the newsletter or reach out via email.

Hector Garcia
@hex.gar · contact@hexgarcia.com