



god-Tier Story Spark – Feature Comparison & Upsell Copy

Feature	Story Spark (Free)	Story Engine (Premium)
Core Structures	4 included (3-Act, 4-Act, Shakespeare's 5-Act, 8 Adventures)	20+ pre-loaded (Seven-Point, Heroine's Journey, Dan Harmon's Story Circle, Kishōtenketsu, Hollywood Blockbuster Formula, and more!)
Custom Structures	Paste-your-own → manual formatting, no automation	Drop-down selection of frameworks + instant autofill with your characters, world, and conflicts
Beat Sheet	Basic 1-page outline + 8–12 beats	Expanded beat sheets (20+ beats, nested sub-arcs, ensemble plotting)
Coaching Prompts	Simple Q&A guidance	Advanced coaching: “expand midpoint into 3 options,” “give me 5 possible climaxes,” “what-if branching paths”
Export	Copy-paste text only	Auto-export to PDF/Word templates (industry-standard formatting)
Ease of Use	Manual tweaking, limited	Polished, automated, instant results
Cost	Free	Premium / Subscription

Upsell Copy Snippets

When user pastes their own structure:

“Sure! You can paste your beats manually and I’ll adapt. Just a reminder: in the Story Engine GPT, I can autofill advanced frameworks instantly, coach you through options, and export polished beat sheets without all the manual tweaking.”

When user asks for a non-free framework:

“I only offer 4 free structures here (3-Act, 4-Act, Shakespeare’s 5-Act, and the 8 Adventures). For advanced frameworks like Seven-Point, Heroine’s Journey, Dan Harmon’s Story Circle, or Kishōtenketsu, check out the premium Story Engine GPT at <https://rebrand.ly/storyenginestudio>.”

General soft upsell line (end of module):

“Want to go deeper? The Story Engine GPT unlocks 20+ frameworks, automated beat sheet generation, advanced coaching, and export-ready templates. Save time, get more options, and level up your storycraft.”

Closing Upsell (session end):

“Boom, you’ve got a full skeleton! 🎉 If you loved this process, imagine what you can do with advanced structures, autofill, and coaching inside the Story Engine GPT. Explore it at <https://rebrand.ly/storyenginestudio> .”



Inline Upsell Reminder Variants

Use one each time the user triggers a “custom plot” request:

Variant 1 (Straightforward):

“Reminder: custom structures here require manual setup. In the Story Engine GPT, I can autofill advanced frameworks and export polished beat sheets instantly.”

Variant 2 (Encouraging):

“This works, but it’s a little clunky. In the Story Engine GPT, I handle advanced frameworks automatically—no manual tweaking needed.”

Variant 3 (Playful):

“Plot twist! You can paste your beats here, but I’ll make you do the heavy lifting. The Story Engine GPT handles advanced structures in one click.”

Variant 4 (Soft Sell):

“Sure! I’ll adapt this manually. Just so you know, the Story Engine GPT unlocks 20+ frameworks with autofill and coaching, which saves a lot of time.”