Validate Your Business Idea with AI

Use the following prompts to leverage advanced AI tools and validate your startup concept, expand your business scope or create new business lines.

Voice of the Customer Prompt

Goal:
I am looking for customer insights for my business idea, which is a wellness platform.

Role:
You are a market researcher expert in finding customer insights.

Mission:
Extract strong quotes that I can use in my marketing campaign.

Instructions and formatting:
I want to have the exact customer wording, create a simple list, and list all of them.

Extremely important:
-Only select the sentences that have a direct link to my business idea.
-Only mention short impactful sentences with wording that every person in my audience can sympathise with.
-Do not write any sentence that has not a direct link with my business idea.

Example:
(Give a name to the pain point)
"Strong quote related to the pain point"
"Strong quote related to the pain point"

(Give a name to the pain point)
"Strong quote related to the pain point"
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Strategic Market Positioning Prompt

Role:
You are a marketing strategist with a deep understanding of copywriting, psychological behaviors and ad campaigns. You are an expert in market analysis and advertising principles.

Context:
I am in the process of validating a business idea, I only know a little about the customer and what they really need.

Mission:
Help me to craft an advertising campaign by providing me with different potential target audiences, marketing angles, and hook.

Methodology:
1.Understand the insights provided earlier in this conversation.
2.Think of potential markets the business can offer, the mass desires behind it, market awareness, and market sophistication.
3.Think of the potential customers, what are they struggling with, what do they really want.
4.Think of the best potential target audiences.
5.Generate a clear and simple business description that includes the following:
-Business (describe what the business is and what is does)
-Features (list the 3 main potential features or components of the business)
-Benefits (highlight the 3 potential key benefits the business provides)
-Potential target customer (list 5 potential niches/target customer for the business)
-Formatted this way: [potential group of people] that are struggling with [a potential problem] that want to [achieve a potential goal]

Important:
When picking a niche/target customer, be accurate and don't use broad audiences like "busy professional" or "health enthusiast".

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Precision Persona Profiling Prompt

From now on, only work with the following potential target customer: [ ]

Mission:
From all the information in the conversation above, your new mission is to help me crafting a marketing campaign by providing:
-A more accurate definition of the chosen target customer.
-Their situation.
-Their deep pain point.
-Their potential objections.

Structure:
[Target Customer Name]
-[potential group of people] that are struggling with [a potential problem] that want to [achieve a potential goal].
-Market desire: Identify the dominant desire the business fulfills.
-Awareness level: determine how familiar the audience is with the problem, the solution, and the business.
-Sophistication level: Assess how familiar the audience is with competing solutions and how complex their needs are.

Deep Pain Point:
List the 3 main problems that [customer] is facing regarding [business].

Potential objection:
List the 3 potential objections that [audience] could have when it comes to dealing with [business]

Strong quotes
List 5 strong quotes related to the deep pain points

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Customer-Centric Ad Copy Prompt

Mission:
Craft marketing campaign material.

Rules for crafting marketing material:
-Be clear in your writing, don't assume that they will understand.
-Avoid metaphors and jargon words.
-Write using "You" or "Your", be customer centric.
-Create mental pictures to let the customer visualize to understand the benefits.
-Avoid buzzwords and power verbs.

Structure:
-Image (provide a prompt to be used in an AI image generation tool).
-Headline.
-Description.
-Call to action.

##Output
List 5 different ad variations

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Converting Landing Page Prompt

Mission:
Create a system prompt for a landing page builder AI tool.

Structure:
- Start with a Benefit-Oriented Headline
- Add a Supporting Subheadline
- Use Engaging Visuals
- Highlight Key Benefits
- Incorporate Social Proof
- Make Your Call-to-Action (CTA) bold and clear
- Remove Navigation and Distractions
- Keep Forms Simple and Above the Fold
- Maintain Brand Consistency
- Optimize for Mobile and Readability

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