Module 1: Courage

AI Prompt
Cheatsheet

Step 1: Share Your Background

Before you start with any research, first tell Gemini or your preferred AI about yourself and your business. This will help AI to understand your vision and tone of language to pick up for the next results

Prompt :

"I run a [your business type] in Australia, specifically serving [your ideal customer description]. My offer is [your core offer]. I believe the deepest problem my customers face is [your problem statement from the worksheet]. The transformation I create is [your outcome statement]. Please deeply understand this context before responding to my next prompt."

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Step 2: Analyse Your Competitor's Strategy

Now ask AI to analyse your competitors' strategy, what customers are talking about the competitor. Try to look for the patterns that are working and/or not working out for them. This is where your opprtunities lie

Prompt :

"Based on the context above, analyse the negative reviews of these 5 competitors in my industry: [list competitor names]. Look for patterns in what customers are complaining about, what problems they mention aren't being solved, and what emotional needs are going unmet. Synthesise these into 5-7 key gaps these competitors have in addressing the deeper problem I've identified."

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Step 3: Customer Insight Profiling

Finally, we dig into what your actual or ideal customers are saying in public spaces. This is where you will know the real language your customers are using - language you can mirror back in your strategy.

Prompt :

"Search public conversations on Reddit, forums, and social media where people in [your industry] discuss their struggles. Identify 10 specific pain points, fears, or desires they mention. Then, map each one to whether my current offering addresses it, partially addresses it, or misses it entirely. Highlight which emotional needs I could lean into more powerfully in my marketing."

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