

AI Prompt Library

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How to Use These Prompt Tools

These prompts are designed to help organise thinking, develop drafts, compare options, and review work.

They are not intended to replace customer research, factual checking, business judgement, or final editing.

Before using any prompt:

1. Replace all bracketed sections with details from your own product.
2. Remove instructions that do not apply.
3. Do not include private customer, financial, login, medical, or confidential business information.
4. Treat the response as a draft or analysis.
5. Check every important fact, claim, example, and recommendation.
6. Rewrite the final material so it fits your product and natural voice.

A prompt becomes more useful when it contains real information.

A vague prompt asks the tool to guess.

A specific prompt gives it something meaningful to work with.

Product Idea Prompts

Purpose

Use these prompts to generate, compare, narrow, and improve digital product ideas.

The prompts should help the reader think more clearly. They do not prove that an idea has demand.

Prompt 1: Generate Product Ideas From Customer Problems

I am exploring digital product ideas for [type of customer].

These are the problems, questions, or frustrations I have observed:

[Paste anonymised customer questions, research notes, review themes, or problem statements.]

Suggest [number] small digital product ideas that each solve one clear problem.

For each idea, include:

- the customer problem
- the intended customer
- the result the product helps them achieve
- a suitable format
- what the product could include
- the main strength of the idea
- the main limitation or risk

Keep the ideas realistic for one person to create within [time period] and with a budget of [amount].

Do not assume demand has been proven. Clearly label any assumptions.

Prompt 2: Generate Ideas From Skills and Experience

Help me identify digital product ideas based on my existing knowledge and experience.

My skills, experience, and areas of knowledge include:

[List relevant skills, work experience, hobbies, personal experience, qualifications, or repeated tasks.]

The types of people I may be able to help are:

[Describe possible customers.]

Suggest [number] product ideas that use what I already know.

Avoid ideas that would require:

- qualifications I do not have
- personalised professional advice
- complex technology
- a large team
- regular live delivery

For each idea, explain:

- the problem it solves
- why I may be credible enough to create it
- what additional research I would still need
- the simplest useful version I could create

Prompt 3: Turn One Broad Idea Into Smaller Products

My broad product idea is:

[Describe the broad idea.]

Break this into [number] smaller digital products, with each product solving one specific problem.

For each option, include:

- a clear product title
- the narrow customer problem
- the intended buyer
- the practical outcome
- the simplest suitable format
- what should be excluded to keep the scope manageable

Prioritise products that are easier for a beginner to complete and explain.

Prompt 4: Compare Several Product Ideas

Compare the following digital product ideas:

1. [Idea]
2. [Idea]
3. [Idea]
4. [Idea]

Assess each idea using these criteria:

- clarity of the problem
- evidence of demand
- urgency of the problem
- ease of reaching the customer
- fit with my experience
- time required to create
- cost to create
- price potential
- support burden

- ability to improve or expand later

Score each criterion from 1 to 5.

Explain the reasoning behind every score.

Do not select a winner based only on the total score. Identify where more evidence is needed before making a decision.

Prompt 5: Find the Weaknesses in a Product Idea

Review this digital product idea critically:

[Describe the product idea, audience, problem, format, price, and proposed contents.]

Identify:

- assumptions I may be making
- reasons customers may not buy
- areas where the problem is too broad
- parts of the idea that may be unclear
- possible competition concerns
- delivery or support problems
- claims that may be difficult to support
- information I still need to validate

Be constructive but honest.

Do not rewrite the product idea yet. First explain the main weaknesses and why each one matters.

Prompt 6: Improve an Existing Product Idea

Help me improve this digital product idea:

[Insert idea.]

The intended customer is:

[Describe customer.]

The problem is:

[Describe problem.]

My current product format is:

[Format.]

My current planned price is:

[Price.]

Suggest three improved versions:

1. a simpler version
2. a more focused version
3. a more complete version

For each version, explain:

- what changes
- what remains
- who it suits
- the likely creation difficulty
- the main risk

Do not add unnecessary features simply to make the product appear larger.

Product Idea Review Questions

After receiving the response, ask:

- Which ideas are based on evidence?
- Which ideas are mainly assumptions?
- Which problem is easiest to explain?
- Which customer can I reach?
- Which idea can I complete well?
- Which option fits my available time and budget?
- What must I validate before creating anything?

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Customer Research Prompts

Purpose

Use these prompts to organise real customer evidence, identify patterns, and prepare better research questions.

AI-generated customer opinions should not be treated as proof of demand.

Prompt 1: Organise Customer Questions Into Themes

Below are anonymised customer questions, comments, reviews, or research notes:

[Paste the material.]

Group them into clear themes.

For each theme, include:

- the repeated problem
- the language customers use
- what they appear to want
- what may be causing frustration
- possible product opportunities
- questions that still need answering

Do not invent quotes or facts.

Separate direct evidence from interpretation.

Prompt 2: Identify Repeated Problems

Review the following anonymised research notes:

[Paste notes.]

Identify the five most repeated problems.

For each problem, explain:

- how often it appears
- the different ways customers describe it
- the practical consequence
- the emotional concern, if visible
- whether the problem appears urgent or optional
- what evidence is still missing

Use only the information provided.

Prompt 3: Turn Reviews Into Product Insights

Analyse these anonymised reviews of existing products:

[Paste review excerpts or notes.]

Create four sections:

1. What customers liked
2. What customers found disappointing
3. What customers expected but did not receive
4. Opportunities for a clearer or more useful product

Do not copy review wording unnecessarily.

Do not assume every complaint represents the whole market.

Prompt 4: Create Customer Interview Questions

I am researching a possible digital product for [customer type].

The problem I want to understand is:

[Describe problem.]

Create a short interview guide with [number] open questions.

The questions should help me understand:

- what the person is trying to do
- what makes it difficult
- what they have already tried
- what they disliked about existing solutions
- what a useful outcome would look like

- what might stop them from buying

Avoid leading questions.

Do not ask the customer to design the product for me.

Prompt 5: Improve a Survey

Review this customer survey:

[Paste survey.]

Identify:

- leading questions
- vague wording
- questions that ask two things at once
- unnecessary questions
- answer choices that may be missing
- questions that may be difficult to answer honestly

Then provide a revised version.

Keep the survey short enough to complete in [time].

Prompt 6: Separate Evidence From Assumptions

Review the following customer research summary:

[Paste summary.]

Create a table with four columns:

- statement
- direct evidence
- reasonable interpretation
- unsupported assumption

Place each important claim into the most suitable category.

Explain what additional evidence would be needed for the unsupported assumptions.

Prompt 7: Identify Likely Objections From Real Research

Based only on the anonymised customer comments below:

[Paste comments.]

Identify possible objections to buying [product description].

For each objection, explain:

- the evidence that suggests it
- whether it relates to price, trust, timing, fit, format, complexity, or something else
- what factual information may answer it
- whether the product itself may need changing

Do not invent objections that are not supported by the material.

Customer Research Review Questions

- Did the response use real evidence?
- Were any customer views invented?
- Are the themes too broad?
- Which phrases appear repeatedly?
- Which concerns relate to the product itself?
- Which concerns relate only to communication?
- What should I ask real customers next?

Product Outline Prompts

Purpose

Use these prompts to organise product content into a logical and manageable structure.

A longer outline is not automatically a better one.

Prompt 1: Create a First Product Outline

Create a practical outline for a digital product with the following details:

Product type: [guide, workbook, toolkit, course, template pack, planner, or other]

Intended customer: [describe customer]

Main problem: [describe problem]

Desired outcome: [describe result]

Approximate length or size: [length]

Customer experience level: [beginner, intermediate, or mixed]

Topics that must be included:

[List topics.]

Topics that should not be included:

[List exclusions.]

Organise the product in a logical order from the customer's starting point to the intended result.

For each section, include:

- section title
- purpose
- main points
- practical activity, if suitable

- what the customer should understand or complete before moving on

Avoid repetition and unnecessary sections.

Prompt 2: Simplify an Overly Large Outline

Review this product outline:

[Paste outline.]

The intended product should be approximately [length or size].

Identify:

- repeated sections
- topics that are outside the main promise
- areas that may overwhelm a beginner
- sections that could be combined
- information that could become a bonus rather than part of the core product

Then create a simpler outline that still delivers the main result.

Prompt 3: Create Three Outline Approaches

Based on the following product details:

[Insert product details.]

Create three different outline approaches:

1. a step-by-step outline
2. a problem-and-solution outline
3. a workbook-led action outline

Explain the strengths and weaknesses of each structure.

Recommend which type may be easiest for [target customer], but clearly state the assumptions behind the recommendation.

Prompt 4: Check the Logic of an Outline

Review this outline for logical order:

[Paste outline.]

Check whether:

- the product begins at the customer's real starting point
- important ideas are explained before action is requested
- sections build on one another
- the sequence contains gaps
- any topic appears too early or too late
- the final section delivers the promised outcome

Do not rewrite the full outline yet.

First list the most important structural problems and suggest how to correct them.

Prompt 5: Identify Missing Content

Review this product outline:

[Paste outline.]

The customer is:

[Describe customer.]

The product promise is:

[State promise.]

Identify any missing explanations, decisions, examples, tools, warnings, or next steps that the customer may need.

Separate:

- essential missing content
- useful but optional content
- content that should not be added because it would expand the scope too far

Prompt 6: Turn an Outline Into a Writing Blueprint

Turn the following approved outline into a detailed writing blueprint:

[Paste outline.]

For each section, include:

- emotional purpose
- practical purpose
- main ideas to explain
- common misunderstandings
- relatable everyday situations
- natural transitions
- places for reflection or exercises

Writing tone:

[Describe tone.]

Do not write the full content.

Avoid repetitive formatting and unnecessary filler.

Product Outline Review Questions

- Does the structure begin where the customer is?
- Does each section support the product promise?
- Are any sections included only to make the product look larger?
- Is the order practical?
- Are there repeated ideas?
- Is the customer asked to act before understanding?
- Could any section be removed without weakening the result?

Workbook Creation Prompts

Purpose

Use these prompts to create worksheets, exercises, planners, checklists, scorecards, and reflection pages.

Workbook tools should lead to decisions or action, not simply add pages.

Prompt 1: Turn a Chapter Into Workbook Activities

Review this chapter or lesson:

[Paste chapter or summary.]

Create practical workbook activities that help the reader apply the main ideas.

For each activity, include:

- tool name
- purpose
- short instructions
- questions or fields to complete
- decision or outcome produced

Do not create an activity for every paragraph.

Focus only on points where the reader needs to reflect, compare, decide, plan, or record progress.

Prompt 2: Create a Worksheet

Create a worksheet for:

[Describe the task or decision.]

Intended user:

[Describe user.]

The completed worksheet should help the user:

[State outcome.]

Include:

- a short introduction explaining why the task matters
- simple instructions
- clear questions
- writing space
- a final decision or conclusion section

Keep the worksheet practical and easy to use.

Avoid vague questions that do not lead anywhere.

Prompt 3: Create a Checklist

Create a checklist for:

[Describe process.]

Divide it into logical stages.

Each checklist item should:

- begin with an action
- be specific
- be possible to confirm as complete
- avoid combining several unrelated tasks

Include a final readiness decision with:

- ready
- ready with minor changes
- not ready

Do not add tasks that are outside the stated process.

Prompt 4: Create a Scorecard

Create a scorecard to help [type of user] assess [idea, product, offer, launch, sales page, or other].

Use [number] clear criteria.

For each criterion, include:

- a plain-language definition
- a score from 1 to 5
- what a low score means
- what a high score means
- one reflection question

Add:

- total score
- score interpretation
- warning that the score supports judgement rather than replacing it
- a final decision section

Prompt 5: Create a Planner

Create a [number]-day or [number]-week planner for:

[Describe goal.]

The user has approximately [time available] each day or week.

Divide the work into realistic stages.

Include:

- main focus for each period
- essential tasks
- optional tasks
- completion check
- notes section

Keep the workload manageable.

Do not assume the user has a team.

Prompt 6: Improve an Existing Worksheet

Review this worksheet:

[Paste worksheet.]

Assess:

- clarity of instructions
- usefulness of each question
- repeated questions
- missing decision points
- questions that are too broad
- places where an example may help
- whether the final outcome is clear

Then provide an improved version.

Preserve the original purpose.

Prompt 7: Create a Worked Example

Create one realistic worked example for this worksheet:

[Paste worksheet.]

Use an ordinary digital product business with modest assumptions.

Show:

- how each field may be completed
- the reasoning behind important answers
- uncertainty where appropriate

Do not use dramatic revenue figures or guaranteed results.

Label the example clearly as illustrative.

Workbook Review Questions

- Does the tool help the reader make a decision?
- Are the instructions clear?
- Are any questions repeated?
- Does the activity require knowledge not yet explained?
- Is the amount of writing realistic?
- Is there a clear outcome?
- Would an example improve understanding?
- Is the tool useful or merely decorative?

Tool 5: Sales Page Prompts

Purpose

Use these prompts to draft and improve individual parts of a sales page.

Always provide accurate product facts before requesting sales copy.

Prompt 1: Organise Product Facts Before Writing

Organise the following product information into a sales-page planning brief:

Product name: [name]

Intended customer: [customer]

Main problem: [problem]

Desired result: [result]

Product format: [format]

Contents: [contents]

Price: [price]

Support: [support]

Refund policy: [policy]

Limitations: [limitations]

Proof or evidence available: [evidence]

Claims that must not be made: [claims to avoid]

Identify any important information that is missing before a sales page can be drafted.

Do not invent missing facts.

Prompt 2: Create Headline Options

Create [number] headline and subheading options for this product:

[Insert product planning brief.]

The headlines should:

- clearly identify the problem or result
- suit [target customer]
- avoid hype
- avoid guarantees
- avoid vague language
- reflect the actual product

Group the options into:

- direct
- problem-focused
- outcome-focused

Explain the strength and weakness of each option.

Prompt 3: Draft the Problem Section

Draft the problem section for this sales page:

[Insert product information and customer research.]

The section should:

- describe the customer's situation accurately
- show why the problem matters
- avoid exaggeration
- avoid inventing emotions or experiences
- lead naturally towards the product

Use a calm, conversational tone.

Do not introduce the product until the end of the section.

Prompt 4: Turn Features Into Meaningful Benefits

Review these product features:

[List features.]

For each feature, explain:

- what it is
- how the customer may use it
- why it matters
- the practical benefit
- any limitation

Avoid inflated outcomes.

Use only the information provided.

Prompt 5: Draft the “What Is Included” Section

Draft a clear “What Is Included” section for:

[Insert product details.]

For each item, include:

- item name
- short description
- what it helps the customer do

Keep each description concise.

Do not make the product appear larger by repeating the same benefit in different words.

Prompt 6: Draft the “Who It Is For” Section

Draft two sections:

1. Who this product is for
2. Who this product may not be for

Product details:

[Insert details.]

Be specific and honest.

Do not imply that the product suits everyone.

Prompt 7: Create FAQ Answers

Based on the following real or likely customer questions:

[List questions.]

Draft clear FAQ answers.

Use only the product facts provided:

[Insert facts.]

Keep answers direct.

Mark any question that cannot be answered without more information.

Prompt 8: Review a Sales Page for Weak Claims

Review this sales-page draft:

[Paste page.]

Identify:

- unsupported claims
- vague promises
- exaggerated wording
- repeated ideas
- missing product facts
- unclear pricing or delivery details
- weak calls to action
- sections that could describe almost any product

Do not rewrite the page yet.

First explain the five most important problems.

Prompt 9: Improve the Full Sales Page

Revise this sales page:

[Paste sales page.]

Product facts:

[Insert verified facts.]

Intended tone:

[Describe tone.]

Improve:

- clarity
- flow
- specificity
- customer relevance
- explanation of value
- calls to action

Remove:

- hype
- unsupported claims
- repetition
- unnecessary urgency
- generic phrases

Do not change facts, price, terms, or product contents.

Sales Page Review Questions

- Is every claim true?
- Can every important claim be supported?
- Is the intended customer clear?
- Does the page explain why the product matters?
- Are product contents accurate?
- Are limitations stated honestly?
- Are delivery, access, support, and refund details clear?
- Does the page sound like this business?

Email Writing Prompts

Purpose

Use these prompts to create, adapt, and improve launch and customer emails.

Each email should have one clear job.

Prompt 1: Plan an Email Sequence

Create a simple email sequence for the launch of:

[Product details.]

Audience:

[Describe audience.]

Launch period:

[Dates.]

Genuine offer or deadline:

[Details.]

The sequence should include:

- pre-launch education
- product announcement
- useful teaching
- objection handling
- FAQ
- reminder
- final-day email
- buyer welcome
- non-buyer follow-up

For each email, provide:

- purpose

- main idea
- suggested subject line
- call to action
- information needed before writing

Do not write the full emails yet.

Avoid repeating the same angle.

Prompt 2: Draft an Educational Email

Draft an educational email based on this idea:

[Insert idea.]

Audience:

[Describe audience.]

Product:

[Describe product.]

The email should:

- begin with a familiar observation
- explain why the issue matters
- share one useful takeaway
- connect naturally to the product
- include one clear call to action

Tone:

[Describe tone.]

Avoid hype, pressure, and long lists.

Prompt 3: Draft a Product Announcement

Draft a product announcement email using these verified details:

[Insert product facts.]

The email should clearly explain:

- what the product is
- who it is for
- the problem it helps with
- what is included
- the price
- any genuine deadline
- where to learn more

Keep the tone calm and direct.

Do not invent proof, results, scarcity, or testimonials.

Prompt 4: Draft an Objection Email

Draft an email answering this customer concern:

[Insert objection.]

Product facts relevant to the answer:

[Insert facts.]

The email should:

- state the concern respectfully
- explain why it is reasonable
- answer it honestly
- clarify who the product suits
- mention any relevant limitation
- allow the reader to decide

Do not sound defensive.

Prompt 5: Create Reminder Variations

Create three genuinely different reminder-email angles for:

[Insert product.]

Use these possible themes:

- one specific tool inside the product
- one common customer question
- one realistic use case

For each version, provide:

- subject line
- opening
- main point
- call to action

Do not simply rewrite the same message with different words.

Prompt 6: Draft a Final-Day Email

Draft a final-day email using the following verified information:

Product: [name]

Deadline: [exact date, time, and time zone]

What changes after the deadline: [details]

Price: [price]

Intended customer: [customer]

Main benefit: [benefit]

Keep the email brief, clear, and calm.

Use urgency only to explain the genuine deadline.

Do not suggest that the reader will regret not buying.

Prompt 7: Draft a Buyer Welcome Email

Draft a buyer welcome email using these details:

Product: [name]

Access link: [link]

First file or first action: [details]

File formats: [formats]

Technical requirements: [requirements]

Support contact: [contact]

Response time: [time]

The email should prioritise access and next steps.

Do not include another sales offer.

Prompt 8: Draft a Non-Buyer Follow-Up

Draft a respectful non-buyer follow-up email.

Product: [name]

Launch status: [ended, still available, regular price, closed, or returning later]

Useful resource to share: [resource]

Question I want to ask: [question]

The email should:

- thank the reader
- avoid guilt
- invite optional feedback
- explain the product's current availability
- offer a useful next step

Prompt 9: Improve an Existing Email

Review and improve this email:

[Paste email.]

Intended purpose:

[Purpose.]

Intended audience:

[Audience.]

Improve:

- clarity

- opening
- flow
- relevance
- call to action

Remove:

- repetition
- vague claims
- unnecessary urgency
- apologetic language
- forceful wording

Preserve accurate facts and the writer's natural tone.

Prompt 10: Generate Subject Lines

Create [number] subject-line options for this email:

[Paste email or summary.]

Group them into:

- direct
- curiosity without vagueness
- benefit-focused
- question-based

Every subject line must accurately reflect the email.

Avoid clickbait, unsupported promises, and false urgency.

Email Review Questions

- Does the email have one main purpose?
- Does the subject line match the content?
- Is the product clearly described?
- Is the call to action visible?
- Is any urgency genuine?
- Does the email add something new?
- Are facts, links, dates, and prices correct?
- Does the message sound natural?

Editing and Improvement Prompts

Purpose

Use these prompts to diagnose weaknesses before rewriting.

A smoother draft is not always a better draft.

Prompt 1: Diagnose Before Editing

Review the following writing:

[Paste writing.]

Do not rewrite it yet.

Identify the five most important issues affecting:

- clarity
- structure
- repetition
- tone
- usefulness

Quote only short examples where necessary.

Explain why each issue matters to the intended reader:

[Describe reader.]

Prompt 2: Review for Clarity

Review this writing for clarity:

[Paste writing.]

Identify:

- long or difficult sentences
- unexplained terms
- vague statements
- missing steps
- assumptions about reader knowledge
- places where an example may help

Suggest specific changes without rewriting the whole piece.

Prompt 3: Remove Repetition

Review this draft:

[Paste draft.]

Identify ideas, phrases, and sentence patterns that are repeated unnecessarily.

Separate:

- useful repetition for emphasis
- unnecessary repetition

Suggest what to remove, combine, or rewrite.

Prompt 4: Improve Natural Tone

Revise this writing so it sounds more natural and conversational:

[Paste writing.]

Intended tone:

[Describe tone.]

Keep the meaning and important detail.

Remove:

- stiff transitions
- formulaic wording
- exaggerated language
- unnecessary summaries
- repeated sentence patterns

Do not make the writing overly casual or simplistic.

Prompt 5: Check Reading Level

Review this writing for a reader who is:

[Describe reader and experience level.]

Identify parts that may be:

- too technical
- too abstract
- too basic
- too dense

Suggest clearer wording while preserving important meaning.

Prompt 6: Improve Examples

Review the examples in this draft:

[Paste draft.]

Assess whether each example is:

- realistic
- relevant
- easy to understand
- proportionate
- factually safe

Replace weak examples with ordinary, believable examples.

Do not invent personal stories or dramatic results.

Prompt 7: Review Transitions

Review the transitions in this chapter or article:

[Paste writing.]

Identify sections where:

- the subject changes too abruptly

- the transition repeats the previous section
- the reader may not understand why the next point follows

Suggest natural transition sentences.

Prompt 8: Check Against Requirements

Review this draft against the following requirements:

[Paste requirements.]

Draft:

[Paste draft.]

Create a table with:

- requirement
- met
- partly met
- not met
- recommended change

Do not assume compliance simply because a topic is mentioned briefly.

Prompt 9: Final Editorial Review

Perform a final review of this draft:

[Paste draft.]

Check:

- factual consistency
- clear structure
- repeated ideas
- tone
- unsupported claims
- awkward wording
- unnecessary filler
- missing practical guidance
- spelling and grammar

List any issues that should be corrected before publication.

Do not add new claims or examples unless clearly marked as suggestions.

Editing Review Questions

- Did the meaning change?
- Does the revised version still sound natural?
- Were useful details removed?
- Did the tool make the writing more generic?
- Are examples still accurate?
- Has the tone become too formal?
- Are all changes genuinely improvements?

Launch Planning Prompts

Purpose

Use these prompts to plan realistic launch tasks, schedules, messages, and review methods.

AI cannot know what a particular audience will do. Treat forecasts as estimates.

Prompt 1: Create a Launch Plan

Create a practical launch plan for:

Product: [details]

Audience: [details]

Launch date: [date]

Launch length: [days]

Available promotional channels: [channels]

Time available each day: [time]

Team: [solo or team details]

Budget: [budget]

Include:

- preparation tasks
- sales-page tasks
- checkout and delivery testing
- email preparation
- promotional activity
- launch-day tasks
- customer support
- post-launch review

Separate essential tasks from optional tasks.

Keep the plan realistic for the available time and resources.

Prompt 2: Create a 14-Day Launch Schedule

Create a simple 14-day launch schedule for:

[Product details.]

The first seven days should focus on preparation.

The second seven days should focus on launch, follow-up, and review.

Include:

- one main focus each day
- essential actions
- optional actions
- completion check

Avoid giving too many tasks to one day.

Prompt 3: Create a 30-Day Launch Plan

Create a 30-day launch plan divided into four stages:

1. offer and audience
2. product, sales page, and delivery
3. launch messages and promotion
4. launch, support, and review

Product information:

[Insert details.]

Include realistic weekly outcomes and daily tasks.

Mark any task that depends on information I have not provided.

Prompt 4: Identify Launch Risks

Review this launch plan:

[Paste plan.]

Identify possible risks relating to:

- product readiness
- sales-page clarity
- checkout
- delivery
- support
- audience fit
- promotional reach
- unrealistic workload
- deadlines

For each risk, suggest:

- prevention
- backup plan
- signs that the problem is occurring

Prompt 5: Plan Promotional Channels

Help me compare these promotional channels for a product launch:

[List channels.]

Product:

[Describe product.]

Customer:

[Describe customer.]

Assess each channel for:

- audience fit
- current reach
- cost
- time required
- speed of feedback
- tracking difficulty
- likely support burden

Recommend:

- one primary channel

- one secondary channel
- channels to avoid for this launch

Clearly explain the assumptions.

Prompt 6: Create Launch Goals

Help me create realistic goals for this launch.

Product price: [price]

Audience size: [size]

Average email open rate, if known: [rate]

Previous sales data, if any: [data]

Promotional channels: [channels]

Create:

- minimum goal
- target goal
- stretch goal
- learning goals
- process goals

Do not present sales estimates as guarantees.

Explain the assumptions behind any numbers.

Prompt 7: Review Launch Results

Review these launch results:

[Insert traffic, email, click, sales, refund, question, and channel data.]

Compare:

- goals
- actual results
- strongest channel
- weakest channel
- strongest message
- common customer questions

- checkout or delivery problems

Separate:

- what the data shows
- reasonable interpretations
- conclusions that cannot yet be made

Suggest the three most useful changes for the next launch.

Launch Planning Review Questions

- Is the workload realistic?
- Are essential and optional tasks separated?
- Are goals based on evidence?
- Are any estimates presented too confidently?
- Has checkout and delivery been tested?
- Is customer support included?
- Does each promotional channel reach the intended buyer?
- Is there a clear post-launch review?

Customer Support Prompts

Purpose

Use these prompts to draft calm, clear customer support replies.

Never paste private customer details, payment information, passwords, addresses, or sensitive personal information into a prompt.

Summarise the issue anonymously.

Prompt 1: Draft a General Support Reply

Draft a customer support response for this anonymised situation:

[Summarise the issue without names or private information.]

Relevant business facts:

[Insert policy, access instructions, product details, or solution.]

The reply should:

- acknowledge the issue
- explain the next step clearly
- avoid blame
- avoid promising anything not confirmed
- state when the customer can expect further help

Tone:

calm, respectful, and practical.

Prompt 2: Respond to an Access Problem

Draft a reply to a customer who cannot access their digital product.

Known facts:

[Insert facts.]

Troubleshooting steps:

[Insert approved steps.]

Support contact or escalation:

[Insert details.]

Keep the instructions easy to follow.

Do not assume the customer caused the problem.

Prompt 3: Respond to a Refund Request

Draft a respectful response to a refund request.

Product:

[Product.]

Refund policy:

[Paste verified policy.]

Customer situation:

[Anonymised summary.]

Decision:

[Approved, declined, or more information needed.]

Explain the decision clearly.

Do not add legal claims or policy terms that were not provided.

Prompt 4: Respond to Product Confusion

Draft a reply to a customer who is unsure where to begin with:

[Product.]

Recommended first step:

[Step.]

Relevant files or sections:

[Details.]

Explain:

- where to start
- what to use next
- what can be ignored for now
- how to ask for further help

Keep the response brief and reassuring.

Prompt 5: Respond to Critical Feedback

Draft a professional reply to this anonymised critical feedback:

[Summarise feedback.]

Facts I can confirm:

[Facts.]

Action I can offer:

[Action.]

The reply should:

- thank the customer for explaining the issue
- acknowledge the specific concern
- avoid defensiveness
- avoid admitting facts that are not known
- explain the available next step

Prompt 6: Turn Support Questions Into an FAQ

Review these anonymised support questions:

[Paste summaries.]

Group them into themes.

Identify:

- questions suitable for an FAQ
- questions that require product changes
- questions that require clearer delivery instructions
- rare issues that should remain individual support cases

Draft short FAQ answers using only the verified information provided.

Prompt 7: Create Support Response Templates

Create reusable support templates for:

- access issue
- missing file
- wrong email address
- download problem
- refund request
- product suitability question
- unclear instructions
- delayed response apology

Business facts and policies:

[Insert verified details.]

Add placeholders where information must be personalised.

Do not invent policies.

Customer Support Review Questions

- Is the customer's issue acknowledged?
- Are the facts correct?
- Does the reply follow the real policy?
- Is the next step clear?
- Has any promise been made that cannot be kept?
- Is private information protected?
- Would the message feel respectful if received?

AI Output Review Checklist

Purpose

Use this checklist before publishing, sending, selling, or relying on AI-assisted work.

A. Purpose and Fit

- ☐ The output answers the task that was actually requested
- ☐ It is relevant to the intended customer
- ☐ It reflects the real product or business
- ☐ It is specific rather than broadly applicable to anyone
- ☐ It does not include unnecessary material
- ☐ It supports the intended outcome

B. Accuracy

- ☐ Names are correct
- ☐ Dates are correct
- ☐ Prices are correct
- ☐ Product contents are correct
- ☐ Links are correct
- ☐ Platform features have been checked
- ☐ Statistics have reliable sources
- ☐ Quotations have been verified
- ☐ Legal, medical, financial, or technical claims have been checked appropriately
- ☐ No facts appear to have been invented

C. Claims and Confidence

- ☐ Claims are proportionate to the evidence
- ☐ Results are not guaranteed
- ☐ Uncertainty is acknowledged where necessary

- ☐ Opinions are not presented as facts
- ☐ Assumptions are clearly identified
- ☐ The output does not use false scarcity
- ☐ Testimonials or customer experiences have not been invented
- ☐ The writing does not imply universal results

D. Customer Evidence

- ☐ Customer questions come from real evidence or are labelled as hypotheses
- ☐ No invented customer quotations are included
- ☐ Broad assumptions about the audience have been checked
- ☐ The material reflects the customer's actual experience level
- ☐ Objections are based on evidence where possible

E. Clarity

- ☐ The main point is easy to identify
- ☐ Terms are explained
- ☐ Sentences are not unnecessarily difficult
- ☐ Steps appear in a logical order
- ☐ Important information is not buried
- ☐ Repeated ideas have been reduced
- ☐ Examples clarify rather than distract
- ☐ The reader knows what to do next

F. Tone and Voice

- ☐ The writing suits the audience
- ☐ It sounds like the business
- ☐ It does not sound overly formal
- ☐ It does not sound forceful
- ☐ It does not sound apologetic about selling
- ☐ It avoids hype
- ☐ It avoids clichés
- ☐ It avoids repetitive sentence patterns
- ☐ It preserves useful personality and observations

G. Originality and Integrity

- ☐ The final work has been shaped for this product
- ☐ Generic phrases have been replaced
- ☐ Existing material has not been copied without permission
- ☐ Personal experiences have not been invented
- ☐ Case studies and examples are labelled accurately
- ☐ Testimonials have permission
- ☐ Substantial edits to customer comments have approval
- ☐ The final wording reflects the creator's own judgement

H. Privacy and Confidentiality

- ☐ No customer names are included unnecessarily
- ☐ No email addresses are included
- ☐ No payment information is included
- ☐ No passwords or login details are included
- ☐ No private health or personal information is included
- ☐ Customer messages have been anonymised
- ☐ Client material is used only with permission
- ☐ Confidential business information has been removed
- ☐ Uploaded files have been checked for hidden personal information
- ☐ Only the minimum necessary information was shared

I. Practical Usefulness

- ☐ The output helps the reader make a decision or take action
- ☐ Recommendations fit the available time and budget
- ☐ The workload is realistic
- ☐ Any required tools or skills are stated
- ☐ Limitations are acknowledged
- ☐ The finished material can be used without excessive correction

J. Final Approval

Before using the output, answer:

Is it true?

Can I support it?

Is it useful?

Is it specific to this customer and product?

Does it sound like my business?

Is anything private or confidential included?

Would I be comfortable putting my name on it?

Final Decision

- ☐ Approved for use
- ☐ Approved after minor editing
- ☐ Requires substantial revision
- ☐ Do not use

Prompt Customisation Formula

Purpose

Use this formula to turn a broad request into a clear working prompt.

The formula is:

**Context + Task + Audience + Source
Material + Constraints + Output + Review
Standard**

1. Context

Explain the situation.

Useful details may include:

- what you are creating
- where you are in the process
- what has already been decided
- what problem you are trying to solve

Example

I am creating a short workbook for beginners who want to validate a digital product idea before building it.

2. Task

State exactly what help you need.

Use a clear action word:

- organise

- compare
- analyse
- suggest
- outline
- draft
- revise
- simplify
- check
- score
- summarise

Example

Create a worksheet that helps the reader compare three product ideas.

3. Audience

Describe who the work is for.

Include details that affect the output:

- experience level
- main problem
- available time
- likely concerns
- preferred reading level

Example

The reader is a beginner with limited time and no previous product-launch experience.

4. Source Material

Provide the facts, notes, research, or draft the tool should use.

Example

Use the following comparison criteria: evidence of demand, ease of creation, audience access, price potential, and personal experience.

The stronger the source material, the less the tool needs to guess.

5. Constraints

State the boundaries.

These may include:

- length
- tone
- topics to include
- topics to avoid
- claims that must not be made
- available budget
- legal or ethical limits
- product scope

Example

Keep the worksheet to two pages. Use simple language. Do not suggest guaranteed income or claim that a score proves demand.

6. Output

Explain the desired format.

Possible outputs include:

- table
- numbered steps
- worksheet
- email
- checklist
- outline
- comparison
- short report
- questions
- template

Example

Include a short introduction, a five-criterion score table, reflection questions, and a final decision section.

7. Review Standard

Tell the tool how the work should be assessed.

Example

Before presenting the worksheet, check that every question leads to a useful decision and that no two criteria measure the same thing.

Complete Prompt Formula

Context: I am [describe situation].

Task: Help me [state exact task].

Audience: This is for [describe customer or reader].

Source material: Use the following information: [insert facts, notes, evidence, or draft].

Constraints: Include [requirements]. Avoid [what should not appear]. Keep it within [length, time, budget, or scope].

Output: Present the result as [desired format].

Review standard: Before finalising, check for [accuracy, clarity, repetition, tone, unsupported assumptions, or other concerns].

Example 1: Product Idea Prompt

Context: I am choosing a first digital product for women over 40 who struggle to plan simple meals consistently.

Task: Suggest five small product ideas based on the customer questions provided.

Audience: The customer is busy, dislikes complicated meal plans, and wants practical guidance.

Source material: Use these anonymised questions: [insert questions].

Constraints: Each product must solve one specific problem and be possible for one person to create within three weeks. Do not make medical claims.

Output: Present each idea with the problem, customer, result, format, possible contents, and main limitation.

Review standard: Clearly separate evidence from assumptions and do not claim that demand has been proven.

Example 2: Sales Email Prompt

Context: I am launching a £27 workbook that helps beginners validate a digital product idea.

Task: Draft an educational email that leads naturally to the offer.

Audience: Subscribers who are interested in digital products but have not yet created one.

Source material: Use this main idea: many people start building before checking whether the problem matters to customers.

Constraints: Use a calm, practical tone. Avoid hype, guilt, false urgency, and guaranteed results.

Output: Write a subject line and an email of approximately 350 words with one clear call to action.

Review standard: Check that the email teaches one useful point and that the product connection does not feel forced.

Example 3: Editing Prompt

Context: I have drafted a chapter for a beginner business guide.

Task: Review it for clarity, repetition, and natural tone.

Audience: Adults with little business experience who prefer straightforward explanations.

Source material: Use the draft below: [paste draft].

Constraints: Preserve the main ideas and practical detail. Do not make the tone overly casual or polished.

Output: First list the five most important weaknesses. Then provide a revised version.

Review standard: Check that the revised writing varies sentence length, avoids repeated structures, and does not add unsupported claims.

Prompt Improvement Follow-Ups

When the first response is not strong enough, use follow-up instructions such as:

- Make this more specific to [customer].
- Remove any ideas not supported by the information provided.
- Identify the assumptions you made.
- Give a simpler version.
- Show three alternatives with different structures.
- Reduce repetition.
- Use more ordinary examples.
- Explain why you made this recommendation.
- Separate facts from interpretation.
- Mark anything that requires verification.
- Keep the tone calm and less promotional.
- Do not rewrite yet; diagnose the problems first.
- Compare this against the original requirements.
- Remove anything that could apply to almost any product.
- Preserve the useful detail while simplifying the language.

Prompt Record Page

Save useful prompts so they can be improved and reused.

Prompt name:

Task it supports:

Full prompt:

Information that must be customised:

Best use case:

Problems in the first response:

Follow-up instruction that improved it:

Facts that always require checking:

Privacy risks to avoid:

Last updated:

Final Working Principle

Complete this before using AI-assisted material:

I am using this tool to help me _____. I will provide _____, while keeping _____ private. I will treat the response as _____ rather than finished work. Before using it, I will check _____, _____, _____, and _____. The final decision and responsibility remain with _____.
