AI Expert AI Prompts

2026 EDITION

BONUS GUIDE

The Customer-Centric Business Blueprint

Reverse-engineer the roles, tasks and automations your business actually needs — then rank them by what they are worth against what they cost to do. 15 prompts, and 10 free tools doing the work the 2025 edition asked you to do by hand.

15 prompts | 10 free tools | No subscription needed

The order has changed, and that is the point. The operations blueprint used to be the third thing you reached. It is the one part of this product nothing else in the library replaces, so it is now Part 1.



Version 2.0 · 19 October 2026

01
What this blueprint is for

Three parts. One of them is why you are here.



This product has three parts, and in 2026 they are not worth the same. Saying so in the first page is more useful than letting you find out on page nine.

Part	In 2026	Why
Business operations blueprint	**THE PRODUCT**	Roles, tasks, AI applications and an automation map ranked by impact against ease. Nothing else in the library does this. It leads from here.
Journey touchpoints	KEPT	The ten stage prompts are this product's own. For building the map itself, the Customer Journey Map 2026 bonus is better and already written.
Keywords and content	NOW TOOLS	The 2025 edition asked one AI for 150 keywords, intent classification, titles and formats in a single prompt. Four free tools now do it properly.

What was removed, and where it went. 4 prompts from the 2025 edition are not here. Two were persona and value-proposition interviews, which is exactly what the Business DNA Builder now runs. The other two asked a single model for a 150-row content plan and a full draft in one pass. Each is named with its replacement in Part 3.

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02

Before you start

One prerequisite, and one pointer.



Every prompt in this guide assumes it knows who you serve and what you sell. Answer that once rather than at the top of each prompt.

PREREQUISITE

Business DNA Builder

Persona, value proposition and brand identity in one interview.

`expertaiprompts.info/tools/business-dna-builder/`

PREREQUISITE

Prompt Assembler

Puts your Business DNA in front of any prompt here.

`expertaiprompts.info/tools/prompt-assembler/`

On the customer journey map itself. The 2025 edition opened by building one. The Customer Journey Map 2026 bonus now does that in 13 pages, and it already works with the Customer Research Sweep and the Seed Keywords Planner. Build it there and bring it back here. This guide keeps the ten stage prompts that go further than a map — the touchpoints and opportunities at each stage — because nothing else carries them.

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03

Part 1 — The business operations blueprint

Roles, tasks, and what a machine should actually be doing.



Most AI advice starts from the tool and looks for a job. This starts from the job. You describe what your business has to produce, break that into roles and tasks, and only then ask which tasks a model is genuinely good at.

The reverse-engineering prompt below takes your Business DNA and works backwards: five to eight roles, the tasks under each, and the AI applications that fit. It is the only part of this product with no equivalent anywhere else in the library.

> **The prompt is in the library.** Every prompt in this guide lives once, in Part 07, so there is one copy to keep current and one place to copy from. Run **Reverse-engineer your operations** first.

> **The judgement this guide adds.** A task that an AI can do is not automatically a task an AI should do. Ask what happens when the output is wrong and nobody notices for a week. Tasks where that answer is cheap are the ones to automate first — not the ones where the model performs best in a demo.

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04

Part 1 — The automation map and the 30 days after

Ranked by impact against ease, then actually started.



A list of automatable tasks is not a plan. Ranking them is, and the ranking has two axes rather than one.

Quadrant	What to do with it
High impact, easy	Start here, this month. These pay for the time you spend learning the method.
High impact, hard	Plan it, do not start it. These are where consultants earn their fee and where a first attempt usually fails.
Low impact, easy	Do them while you wait. Useful for building the habit, not the case.
Low impact, hard	Leave them. Writing them down is the point — so you stop reconsidering them.

Put the hours the map saves into the ROI Calculator to get a figure you can defend, and the pieces it schedules into the Content Calendar.

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05

Part 2 — Journey touchpoints, stage by stage

Five stages, two prompts each, and what to do with the answers.



These 10 prompts find where customers actually meet you at each stage, and what they are trying to settle before they move on. They are kept because nothing else in the library asks these questions.

Stage	What you are looking for
Awareness	The words used before your category is known. These rarely include your product name.
Consideration	The comparison being made, and who else is in it.
Decision	The last objection. Usually price, risk, or who else has done this.
Retention	The moment the value either lands or does not.
Advocacy	What a customer would have to be able to say to recommend you without hedging.

> **Where these go next.** The touchpoints feed the Seed Keywords Planner, which turns them into seed keywords for every stage. That is the handoff from this part to the next.

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06

Part 3 — Keywords and content, by tool chain

What used to be one prompt is now four tools.



The 2025 edition asked a single model for 30 keywords per journey stage, intent classification for all 150, five titles per stage and a format for each — in one prompt. A model asked for 150 keywords in one pass invents the ones it cannot find.

STEP 1

Seed Keywords Planner

Seed keywords for every journey stage, with a CSV export.

`expertaiprompts.info/tools/seed-keywords-planner/`

STEP 2

Keyword Clustering Tool

Groups by intent, then the pillar, its supports and the link map.

`expertaiprompts.info/tools/keyword-clustering-tool/`

STEP 3

Content Idea Generator

Angles, formats and working titles for every journey stage.

`expertaiprompts.info/tools/content-idea-generator/`

STEP 4

SEO Content Brief

One keyword and title become a content prompt and two image briefs.

`expertaiprompts.info/tools/seo-content-brief/`

Each hands the next the format it expects: the planner exports a CSV the clustering tool reads, and the clustering output names the pages the brief writes. Mark up the finished page with the Schema Markup Generator.

> **The judgement the tools cannot make.** Choosing the ten keywords worth backing and the three pieces to write first. The tools will hand you a hundred and fifty candidates and no opinion. Pick the ones where you can say something the pages already ranking do not.

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07
The prompt library

All 15 prompts, in run order. The cheatsheet prints the same 15.



Both documents are built from one file, so the pair cannot drift apart.

How these prompts chain

Each step feeds the next. Run them in order and paste the previous output in when asked — that is what makes the later prompts specific rather than generic.

Chain	Prompts	What the first hands the rest
Part 1 - Operations	4 in order	The reverse-engineering prompt produces the roles and tasks. The three department prompts then take THAT output, not your raw notes, which is why they run after it and not before.
Part 2 - Journey touchpoints	5 in order	The map outline comes first. Each stage prompt then works from the map it produced, one journey stage at a time.

> **Where the Prompt Assembler earns its place.** 10 of these 15 prompts ask for your Customer Persona, Value Proposition or Brand Identity by name. Pasting that context in by hand at the top of each one is the single most tedious part of the 2025 method, and it is where answers drift as you retype. Run each prompt through the Prompt Assembler and the context is attached identically every time.

Part 1 · Operations

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REVERSE ENGINEERING YOUR BUSINESS OPERATIONS WITH AI

needs Business DNA

```
Act as: An expert in business strategy, prompt engineering and human resources.
Task: Reverse Engineer Business Operations from the Customer Persona and Value Proposition.
Inputs: Use the previous Customer Persona and Business Value Proposition.
Output1: Provide a list of roles and tasks needed to deliver the Value Proposition to the Customer.
Create a document named ‘Business Roles and Tasks’.
Output2: Where appropriate, suggest AI Prompts that can be used with roles/tasks. Include Prompt
title, Prompt (Act as: Task: Tone: Audience: Length: Include: Constraints: Output:), Estimated Time
saved, Business Benefit. Create a document named ‘Business Role Tasks AI Prompts’.
```

Needs your Business DNA. This prompt asks for your Customer Persona and Value Proposition. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

MOCK-UP EXAMPLE: BUSINESS TASKS AI PROMPTS

needs Business DNA

```
Act as: A product management consultant specializing in user-centric design.
Task: Analyse the provided Customer Persona and Business Value Proposition. Generate a
prioritised list of 5-7 potential product features or service enhancements that directly address the
most critical pain points identified in the persona and amplify the core gain creators from the value
proposition.
Tone: Analytical, strategic, and actionable.
Audience: Product development team.
Length: A bulleted list with a brief justification (1-2 sentences) for each feature.
Include: Feature name, primary pain point addressed, and expected gain created.
Constraints: Focus on feasibility and direct impact on value delivery.
Output: A prioritised list of features.
Prompt Title: User Story Generation for Development
```

Needs your Business DNA. This prompt asks for your Customer Persona and Value Proposition. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

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MOCK-UP EXAMPLE: BUSINESS TASKS AI PROMPTS

needs Business DNA

```
Act as: An Agile software development expert.
Task: Based on the feature "[Specific Feature Name]" (e.g., "One-Click Checkout") and the
associated Customer Persona, generate 3-5 user stories following the "As a [type of user], I want
[some goal] so that [some reason]" format.
Tone: Clear, concise, and technical.
Audience: Software development team.
Length: 3-5 user stories.
Include: User type, desired action, and the benefit derived.
Constraints: Each story must be atomic and testable.
Output: A list of user stories.
```

Needs your Business DNA. This prompt asks for your Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

PROMPT TITLE: VALUE PROPOSITION-DRIVEN AD COPY CREATION

needs Business DNA

```
Act as: A conversion-focused advertising copywriter.
Task: Using the provided Business Value Proposition and Customer Persona, generate 3 short
(max 280 characters) ad copy variations for a social media platform (e.g., Twitter/X, LinkedIn)
targeting [Customer Persona's Primary Demographic/Interest]. Each variation should highlight a
different aspect of the value proposition (e.g., pain relief, gain creation, unique differentiator).
Tone: Persuasive, concise, and engaging.
Audience: Potential customers on social media.
Length: 3 distinct ad copy variations.
Include: A strong hook, a clear benefit, and a call to action.
Constraints: Adhere to character limits; avoid jargon.
Output: Three ad copy examples.
```

Needs your Business DNA. This prompt asks for your Value Proposition and Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

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CUSTOMER EXPERIENCE & SUPPORT

needs Business DNA

```
Act as: A customer success specialist.
Task: Draft a proactive in-app message or email (1-2 paragraphs) for a [Customer Persona Name]
who has just completed their first week using [Your Product/Service]. The message should offer
helpful tips based on common early-user challenges and encourage exploration of a key feature
that delivers significant value.
Tone: Friendly, supportive, and empowering.
Audience: New customers in their initial usage phase.
Length: 1-2 paragraphs.
Include: A personalized greeting, a relevant tip, a call to action to explore a feature, and an offer
for further assistance.
Constraints: Keep it concise and focused on a single key action or benefit.
Output: A draft proactive customer message.
```

Needs your Business DNA. This prompt asks for your Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

Part 2 · Journey touchpoints

CUSTOMER JOURNEY MAP OUTLINE

copy everything below

```
Act as: A content strategist specializing in early-stage customer engagement.
Task: Generate 5 unique blog post ideas that address common problems faced by [Target Audience] in
[Your Industry], subtly introducing [Your Product/Service] as a potential solution without being
overtly promotional.
Tone: Informative, empathetic, helpful, and slightly intriguing.
Audience: [Target Audience] who are just realizing they have a problem.
Length: Blog post titles and a 2-3 sentence summary for each.
Include: Relevant keywords for SEO, a clear problem statement, and a hint at a solution.
Constraints: No direct sales pitch; focus on education and problem identification.
Output: A bulleted list of blog post ideas. Create a document named ‘Customer Journey Stage 1
Awareness 1’.
```


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CUSTOMER JOURNEY MAP OUTLINE

copy everything below

```
Act as: A social media marketing expert.
Task: Propose 3 creative social media campaign concepts (e.g., a series of posts, a short video idea, an
interactive poll) to increase brand awareness for [Your Product/Service] among [Target Audience] on
[Social Media Platform(s)].
Tone: Engaging, fresh, and attention-grabbing.
Audience: [Target Audience] browsing social media.
Length: A brief description (3-5 sentences) for each concept, including suggested visuals or
interaction types.
Include: Hashtag ideas, a call for engagement (e.g., "share your thoughts"), and a clear objective of
increasing visibility.
Constraints: Must be easily digestible and shareable content.
Output: A list of social media campaign concepts. Create a document named ‘Customer Journey Stage 1
Awareness 2’.
```

AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (CONSIDERATION):

needs Business DNA

```
Act as: An email marketing specialist focused on lead nurturing.
Task: Draft a 3-email sequence for a nurturing campaign designed for [Customer Persona Name] who
has downloaded a whitepaper about [Your Industry Problem]. The sequence should highlight the
unique benefits of [Your Product/Service] and address common objections.
Tone: Trustworthy, informative, persuasive, and helpful.
Audience: Leads in the consideration stage.
Length: Each email should be 3-5 paragraphs.
Include: A clear subject line, a personalized greeting, a strong call to action (e.g., "Request a Demo,"
"Start a Free Trial"), and a focus on solving [Customer Persona Name]'s specific pain points.
Constraints: Avoid overly aggressive sales language; focus on value proposition.
Output: Three distinct email drafts. Create a document named ‘Customer Journey Stage 2
Consideration 1’.
```

Needs your Business DNA. This prompt asks for your Customer Persona and Value Proposition. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

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AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (CONSIDERATION):

needs Business DNA

```
Act as: A product marketing manager.
Task: Outline the key sections and talking points for a live webinar or demo of [Your Product/Service]
that effectively showcases its features and benefits, specifically targeting [Customer Persona Name]
and addressing their typical questions.
Tone: Clear, confident, engaging, and educational.
Audience: Potential customers evaluating solutions.
Length: A detailed outline with bullet points for each section.
Include: Introduction, problem statement, solution overview, key features demonstration, Q&A
segment, and a strong call to action.
Constraints: Focus on practical application and real-world benefits.
Output: A structured webinar/demo outline. Create a document named 'Customer Journey Stage 2
Consideration 2'.
```

Needs your Business DNA. This prompt asks for your Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (DECISION):

copy everything below

```
Act as: A UX/UI designer specializing in e-commerce conversion.
Task: Describe an ideal, streamlined checkout process for [Your Product/Service] that minimizes
steps, clearly communicates progress, and builds trust. Include considerations for mobile users.
Tone: Practical, user-centric, and efficient.
Audience: Internal team (developers, product managers).
Length: A detailed step-by-step description (5-7 points) with rationale for each.
Include: Progress indicators, clear form fields, security assurances, and options for guest checkout vs.
account creation.
Constraints: Focus on reducing abandonment rates and enhancing user confidence.
Output: A descriptive outline of the checkout flow. Create a document named 'Customer Journey Stage
3 Decision 1'.
```


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AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (DECISION):

copy everything below

```
Act as: A customer success manager.
Task: Write a concise and reassuring order confirmation email for [Your Product/Service] that
confirms the purchase, provides immediate next steps, and offers easy access to support.
Tone: Professional, friendly, clear, and reassuring.
Audience: Newly converted customers.
Length: 2-3 paragraphs.
Include: Order summary, estimated delivery/access time, link to "getting started" resources, and
contact information for customer support.
Constraints: Must be brief and to the point, avoiding overwhelming the customer.
Output: A complete email draft. Create a document named ‘Customer Journey Stage 3 Decision 2’.
```

AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (RETENTION):

needs Business DNA

```
Act as: An instructional designer.
Task: Develop a step-by-step onboarding guide for a new [Your Product/Service] user, focusing on
helping [Customer Persona Name] achieve their first "quick win" and understand essential features
within the first 24 hours.
Tone: Clear, encouraging, and actionable.
Audience: New users of [Your Product/Service].
Length: 5-7 concise steps with explanations.
Include: Screenshots/visual cues (described), a clear objective for each step, and a final "what's next"
encouragement.
Constraints: Must be easy to follow and prevent early user frustration.
Output: A bulleted guide for onboarding. Create a document named ‘Customer Journey Stage 4
Retention 1’.
```

Needs your Business DNA. This prompt asks for your Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

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AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (RETENTION):

needs Business DNA

```
Act as: A customer support lead.
Task: Suggest 3 proactive customer support initiatives for [Your Product/Service] that aim to
anticipate common user issues for [Customer Persona Name] and improve overall satisfaction,
reducing inbound support tickets.
Tone: Proactive, helpful, and strategic.
Audience: Internal customer support team.
Length: A brief description (3-4 sentences) for each initiative.
Include: Examples like automated tips, in-app tutorials for specific features, or targeted email
campaigns based on usage patterns.
Constraints: Focus on scalable solutions that prevent problems before they occur.
Output: A list of proactive support initiatives. Create a document named 'Customer Journey Stage 4
Retention 2'.
```

Needs your Business DNA. This prompt asks for your Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (ADVOCACY):

needs Business DNA

```
Act as: A growth marketing specialist.
Task: Design a simple, effective customer referral program for [Your Product/Service] that incentivizes
both the referrer ([Existing Customer Persona Name]) and the referred friend ([New Customer
Persona Name]).
Tone: Exciting, generous, and clear.
Audience: Existing loyal customers and potential new customers.
Length: A concise program overview (3-5 sentences) and details on rewards for both parties.
Include: Reward structure (e.g., discounts, credits, exclusive access), how to refer, and how the
referred person benefits.
Constraints: Must be easy to understand and implement.
Output: A structured outline of the referral program. Create a document named 'Customer Journey
Stage 5 Advocacy 1'.
```

Needs your Business DNA. This prompt asks for your Customer Persona. Run it through the **Prompt Assembler** and that context is attached for you — do not paste it in by hand.

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AI PROMPTS FOR OPPORTUNITIES/TOUCHPOINTS (ADVOCACY): copy everything below

```
Act as: A community manager and social media expert.
Task: Draft 3 distinct social media posts (for [Social Media Platform(s)]) that encourage satisfied [Your
Product/Service] users to share their positive experiences, leave reviews, or tag your brand.
Tone: Appreciative, engaging, and inspiring.
Audience: Highly satisfied customers.
Length: Each post should be 1-2 sentences plus relevant hashtags and a clear call to action.
Include: A direct request for reviews/shares, a relevant question to spark engagement, and a thank
you to loyal customers.
Constraints: Must be authentic and not sound overly promotional.
Output: Three unique social media post drafts. Create a document named 'Customer Journey Stage 5
Advocacy 2'.
```

Retired from the 2025 edition

What it did	Now	Why
The Customer-Centric Business Blueprint	**Business DNA Builder**	a customer-persona interview - exactly what the tool now runs
Expert AI Prompt to Generate Content Strategy Tables for Cus	**Content Idea Generator**	asked one AI for 150 content rows in a single pass
Build Your Customer Journey Content Ideas – Outline, Draft,	**SEO Content Brief**	outline, draft, meta and image in one chain; the tool does it with the image briefs attached, and this prompt carried an S3 link
Create Your Business Value Proposition	**Business DNA Builder**	a value-proposition interview - the second half of the same tool

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08

The tools, and what to read next

All 10, with addresses.



Every one is free, needs no account, and keeps what you type in your own browser.

1

Business DNA Builder

Persona, value proposition and brand identity in one interview.

`expertaiprompts.info/tools/business-dna-builder/`

2

Customer Research Sweep

The language real buyers use, from Reddit, YouTube, reviews and Trends.

`expertaiprompts.info/tools/customer-research-sweep/`

3

Seed Keywords Planner

Seed keywords for every journey stage, with a CSV export.

`expertaiprompts.info/tools/seed-keywords-planner/`

4

Keyword Clustering Tool

Groups by intent, then the pillar, its supports and the link map.

`expertaiprompts.info/tools/keyword-clustering-tool/`

5

Content Idea Generator

Angles, formats and working titles for every journey stage.

`expertaiprompts.info/tools/content-idea-generator/`

6

SEO Content Brief

One keyword and title become a content prompt and two image briefs.

`expertaiprompts.info/tools/seo-content-brief/`

7

Schema Markup Generator

Valid JSON-LD in the browser, plus the PAA and FAQ prompts.

`expertaiprompts.info/tools/schema-markup-generator/`

8

Content Calendar

Schedules what the plan selected.

`expertaiprompts.info/tools/content-calendar/`

9

ROI Calculator

Turns the automation map into a figure you can defend.

`expertaiprompts.info/tools/roi-calculator/`

10

Prompt Assembler

Puts your Business DNA in front of any prompt here.

`expertaiprompts.info/tools/prompt-assembler/`

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What this guide does not cover

Topic	Where it goes instead
Building the customer journey map itself	The Customer Journey Map, 2026 edition
Keyword research end to end	Unlock Search Visibility, 2026 edition
Writing a prompt from scratch	Prompt Like a Pro
Grading a draft before publishing	Prompt Quality Checkpoint

Keep the cheatsheet open while you work. It carries these 15 prompts and nothing else.

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