AI Expert AI Prompts

2026 EDITION

BONUS · KNOW WHO YOU ARE SELLING TO

The Customer Journey Map

Six stages, twelve prompts, and the words your customers actually type at each one. A map of what they experience, not a diagram of what you sell.

6 stages | 12 copy-ready prompts | 8 things to record at each

New in this edition. Six stages rather than five: Evaluation has been separated from Decision, because checking proof and being ready to buy are not the same search. The stages now match the free Seed Keywords Planner exactly, so what you plan here is what the tool sorts. The 2025 keyword list has been folded in and retired.



Version 1.2 · 17 October 2026

01

What a journey map is, and why yours is wrong

A record of what someone else experiences, not a diagram of what you sell.



Most journey maps are drawn from the seller's side. They show the sales process with the customer bolted on, which is why they never change anything. A map worth having records what the customer does, thinks and searches at each point, in their words, and is drawn for one person at a time.

1. Awareness
Discovery

2. Consideration
Exploration and research

3. Evaluation
Checking the proof

4. Decision
Ready to act

5. Retention
Onboarding and use

6. Advocacy
Loyalty and referral

Before you start, you need one persona. A map drawn for "everyone" averages two customers into a third who does not exist. Build one in the free **Business DNA Builder**, then draw the map for them.

If you have an earlier version of this

Four stage models have been in circulation across the library. They reconcile like this, and the free Seed Keywords Planner now uses the same six.

This edition	Seed Keywords Planner	2025 Journey Map Outline	2025 Keyword Phrases
1. Awareness	Awareness	Awareness (Discovery)	Awareness
2. Consideration	Consideration	Consideration (Exploration/Research)	Interest + Consideration
3. Evaluation	Evaluation	— folded into Consideration	Evaluation
4. Decision	Decision	Decision (Purchase/Conversion)	Purchase
5. Retention	Retention	Retention (Onboarding/Usage)	Retention

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This edition	Seed Keywords Planner	2025 Journey Map Outline	2025 Keyword Phrases
6. Advocacy	Advocacy	Advocacy (Loyalty/Referral)	— not covered

And if you use the Customer Research Sweep

The Sweep sorts phrases by how aware someone is rather than by stage. It is a different kind of model and both are useful; its rungs land here.

Sweep rung	Lands in
Unaware	1. Awareness
Problem aware	1. Awareness → 2. Consideration
Solution aware	2. Consideration
Comparing	3. Evaluation
Ready to buy	4. Decision

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02
Stage 1: Awareness

Discovery



They realise they have a problem, and discover that you exist.

WHAT THEY ARE DOING

- Hits a problem, or notices a need
- Searches for information, not for products
- Asks people they trust
- Sees an ad, a post or a mention

WHAT THEY ARE THINKING

"I have this problem."

"Is there a solution for this?"

"What are my options?"

Curious, often overwhelmed, looking for clarity.

WHERE THEY MEET YOU

- Articles and guides that answer the problem
- Search results for problem-shaped questions
- Social posts
- Awareness advertising
- Word of mouth

WHAT THEY SEARCH

`what is [topic]`
`how to fix [problem]`
`signs you need [solution]`
`why does [thing] happen`
`best way to [goal]`
`[problem] symptoms`

PROMPT 1.1 — Copy everything in this box

ACT AS A content strategist who works on early-stage demand.

TASK Generate five article ideas that answer problems [Target Audience] have in [Your Industry], introducing [Your Product or Service] as one possible answer without selling.

TONE Informative, warm, useful.

AUDIENCE [Target Audience], who have just realised they have a problem.

LENGTH A title and a two-sentence summary for each.

INCLUDE The problem stated plainly, the words they would search, and a hint at the solution.

CONSTRAINTS No sales pitch. Nothing that assumes they know your category exists.

OUTPUT Five titles with summaries, as a numbered list.

PROMPT 1.2 — Copy everything in this box

ACT AS A social media copywriter.

TASK Write three short posts that make [Target Audience] recognise a problem they have not named yet.

TONE Conversational, a little provocative, never smug.

AUDIENCE [Target Audience], scrolling and not looking for you.

LENGTH Under 60 words each.

INCLUDE One specific, recognisable detail from their working day in each.

CONSTRAINTS No product mention. No statistics you cannot source.

OUTPUT Three posts, each with a one-line hook on its own first line.

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03
Stage 2: Consideration

Exploration and research



They have named the problem and are actively comparing ways to solve it, including yours and everyone else's.

WHAT THEY ARE DOING

- Compares solutions and brands
- Reads reviews, testimonials and case studies
- Watches a demo, downloads a guide
- Signs up for a trial or a newsletter

WHAT THEY ARE THINKING

"Does this fit what I actually need?"

"How does it compare to the other one?"

"What are the trade-offs?"

Sceptical, analytical, looking for proof.

WHERE THEY MEET YOU

- Detailed service pages
- Comparisons
- Testimonials and case studies
- Free trials, demos and consultations
- Nurture emails

WHAT THEY SEARCH

`best [category]`
`types of [solution]`
`alternatives to [solution]`
`how to choose a [service]`
`[category] benefits`
`[category] pros and cons`

PROMPT 2.1 — Copy everything in this box

ACT AS	An email specialist who writes nurture sequences.
TASK	Draft a three-email sequence for [Customer Persona] who downloaded a guide about [Industry Problem], covering what makes [Your Product or Service] different and answering the objections they will have.
TONE	Trustworthy, informative, unhurried.
AUDIENCE	Leads who are comparing options.
LENGTH	Three to five short paragraphs per email.
INCLUDE	A subject line, a reason to keep reading in the first sentence, and one clear next step per email.
CONSTRAINTS	No pressure language. No invented deadlines or discounts.
OUTPUT	Three emails, each with its subject line, separated clearly.

PROMPT 2.2 — Copy everything in this box

ACT AS	A subject-matter teacher, not a salesperson.
TASK	Explain the three ways someone can solve [Industry Problem], including the one where they do it themselves and the one where they do nothing, and when each is the right choice.
TONE	Even, unhurried, genuinely useful.
AUDIENCE	[Customer Persona], who does not yet know the options exist.
LENGTH	About 500 words, one section per option.
INCLUDE	What each costs in money and in time, and who each suits.
CONSTRAINTS	Do not rank them. Do not mention your own product by name.
OUTPUT	Three sections with a one-line summary at the top of each.

If you used the 2025 keyword list. Its Interest and Consideration stages land here.

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04
Stage 3: Evaluation

Checking the proof



They have a shortlist and are looking for reasons to believe you, or reasons to rule you out.

WHAT THEY ARE DOING

- Reads reviews, properly, including the bad ones
- Looks for someone like them in a case study
- Works out what it really costs
- Checks the guarantee, the terms, the exit

WHAT THEY ARE THINKING

"Has this worked for someone like me?"

"What is the catch?"

"What does it actually cost?"

Careful, slightly suspicious, close to deciding.

WHERE THEY MEET YOU

- Reviews you do not control
- Case studies with real numbers
- Pricing that answers the question
- Guarantees and terms
- A person who will answer a hard question

WHAT THEY SEARCH

`[brand] reviews`
`[product] case study`
`[brand] vs [brand]`
`[product] cost`
`is [brand] any good`
`[product] testimonials`

PROMPT 3.1

Copy everything in this box

ACT AS A product marketer who writes comparisons.

TASK Write a fair comparison of [Your Product or Service] against the two alternatives [Customer Persona] is most likely to be weighing, including where you are the wrong choice.

TONE Even-handed, specific, confident enough to concede a point.

AUDIENCE A buyer who distrusts vendor comparisons, correctly.

LENGTH A short table plus three paragraphs.

INCLUDE At least one scenario where a competitor is the better answer.

CONSTRAINTS No claim you cannot substantiate. No competitor name you have not been given.

OUTPUT A comparison table, then the paragraphs under it.

PROMPT 3.2

Copy everything in this box

ACT AS A case-study writer who refuses to exaggerate.

TASK Write the proof page for [Your Product or Service]: what results look like, for whom, and how long they take.

TONE Measured, concrete, quietly confident.

AUDIENCE A buyer who has read too many case studies and believes none of them.

LENGTH Under 400 words.

INCLUDE A range rather than a best case, the conditions it depends on, and what happens when it does not work.

CONSTRAINTS No figure you have not been given. No testimonial you cannot attribute.

OUTPUT A short page with a heading per claim.

If you used the 2025 keyword list. Its Evaluation stage lands here.

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05
Stage 4: Decision

Ready to act



They choose. Most of what you can do here is remove reasons to stop.

WHAT THEY ARE DOING

- Puts it in the cart, or asks for the contract
- Fills in the form
- Pays
- Waits for confirmation

WHAT THEY ARE THINKING

"Is this the right call?"

"Is the price fair?"

"What happens next?"

Excited, relieved, and quietly anxious.

WHERE THEY MEET YOU

- Clear pricing
- A short checkout
- Easy access to a human
- Unambiguous calls to action
- The confirmation email

WHAT THEY SEARCH

`buy [product]`
`[brand] near me`
`[product] quote`
`book [service]`
`[product] checkout`
`[brand] official store`

PROMPT 4.1

Copy everything in this box

ACT AS	A designer who works on checkout and signup flows.
TASK	Describe the shortest honest path from decided to paid for [Your Product or Service], including what a phone user sees.
TONE	Practical and concrete.
AUDIENCE	Whoever builds it.
LENGTH	Five to seven steps, each with the reason it exists.
INCLUDE	Where they are up to, what happens to their money, and what happens next.
CONSTRAINTS	No step that exists for your convenience rather than theirs.
OUTPUT	A numbered walkthrough of the flow.

PROMPT 4.2

Copy everything in this box

ACT AS	A customer success manager.
TASK	Write the confirmation message for [Your Product or Service]: what they bought, what happens now, and how to reach a person.
TONE	Plain, warm, certain.
AUDIENCE	Someone who has just spent money and wants to know it worked.
LENGTH	Under 150 words.
INCLUDE	The one thing to do first, and how long the next step takes.
CONSTRAINTS	No upsell. No marketing in a receipt.
OUTPUT	A subject line and the message body.

If you used the 2025 keyword list. Its Purchase stage lands here.

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06
Stage 5: Retention

Onboarding and use



They have paid. Now they find out whether they were right.

WHAT THEY ARE DOING

- Opens it, sets it up, tries to use it
- Looks for help when stuck
- Decides whether it was worth it
- Renews, or quietly stops

WHAT THEY ARE THINKING

"How do I get this working?"

"Was this worth the money?"

"Who do I ask?"

Hopeful, impatient, easily disappointed.

WHERE THEY MEET YOU

- Onboarding emails and setup guides
- Support and documentation
- A user community
- Check-ins at the right moment
- Release notes

WHAT THEY SEARCH

`how to use [product]`
`[product] troubleshooting`
`[product] tips and best practices`
`[product] training`
`[brand] user community`
`[product] customer support`

PROMPT 5.1

Copy everything in this box

ACT AS An onboarding designer.

TASK Write the first-week sequence for [Your Product or Service] : three messages that get [Customer Persona] to the first real result.

TONE Encouraging, brief, never condescending.

AUDIENCE A new customer who has not opened it yet.

LENGTH Under 120 words per message.

INCLUDE One action per message, and what success looks like when they have done it.

CONSTRAINTS No feature tours. Nothing that asks them to read before they can act.

OUTPUT Three messages with send timings.

PROMPT 5.2

Copy everything in this box

ACT AS A support lead who reads the tickets.

TASK List the eight questions new customers of [Your Product or Service] ask in the first month, and write the answer to each.

TONE Direct, complete, no hedging.

AUDIENCE Someone stuck, mildly annoyed, who wants one answer.

LENGTH Under 80 words per answer.

INCLUDE What to do, not why it happens.

CONSTRAINTS No answer that ends by telling them to contact support.

OUTPUT Eight question-and-answer pairs.

If you used the 2025 keyword list. Its Retention stage lands here.

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07
Stage 6: Advocacy

Loyalty and referral



They are happy, and they tell someone. This is the stage most maps leave out, and it is where the cheapest customers come from.

WHAT THEY ARE DOING

- Recommends you unprompted
- Leaves a review
- Refers a colleague
- Buys the next thing

WHAT THEY ARE THINKING

"Who else needs to know about this?"

"Is there a reason to tell people?"

"What else do they do?"

Confident, generous, briefly enthusiastic.

WHERE THEY MEET YOU

- Review requests at the right moment
- A referral scheme
- Customer stories
- A community that gives them status
- Early access to what is next

WHAT THEY SEARCH

`[brand] referral program`
`[brand] affiliate`
`recommend [product]`
`[brand] community`
`leave a review for [brand]`
`[brand] loyalty rewards`

PROMPT 6.1

Copy everything in this box

ACT AS A community manager.

TASK Write three messages asking satisfied customers of [Your Product or Service] to share what happened, leave a review, or refer someone.

TONE Appreciative, specific, easy to say no to.

AUDIENCE Customers who have had a real result.

LENGTH One or two sentences plus one clear action.

INCLUDE A reason why their particular experience is worth hearing.

CONSTRAINTS No incentive you have not agreed to. No implied obligation.

OUTPUT Three messages, labelled by where each would be sent.

PROMPT 6.2

Copy everything in this box

ACT AS A copywriter who writes customer stories.

TASK Turn these notes about a customer of [Your Product or Service] into a short story a prospect would believe: [paste your notes].

TONE Factual, specific, unexcited.

AUDIENCE A prospect at the Consideration stage who has read too many case studies.

LENGTH Under 300 words.

INCLUDE What the situation was before, what changed, and one number the customer gave you.

CONSTRAINTS Invent nothing. If a detail is not in the notes, leave it out.

OUTPUT A short story with a one-line summary at the top.

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08

The eight things to record at every stage

Enough to draw a stage this guide did not cover.



The six stages above are the common shape. Your business may have a stage of its own — a quote, an install, a renewal. Record these eight for it and you have mapped it.

Persona

Which customer is this? One at a time, never "everyone".

Goals

What are they trying to get done at this moment?

Questions

What are they actually asking, in their words?

Pain points

What makes this stage hard or annoying?

Touchpoints

Where do they meet you here?

Emotions

How do they feel? Confused, hopeful, impatient, relieved.

Opportunities

What would make this stage better for them?

Metrics

How would you know if it got better?

Two different eights. These are eight things to record about a customer. **Prompt Like a Pro** has eight components of a prompt. They are not the same eight and they do not line up — it is a coincidence of number, not a system.

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09

Drawing your own map

Five rules, and the one that decides whether it was worth doing.



A map is a working document, not a deliverable. These five keep it honest.

Ask, do not assume

Research the customers you have. Surveys, five phone calls, your support inbox. A map built from what you imagine is a map of you.

One persona at a time

Two segments have two journeys. Draw them separately or you will average them into a customer who does not exist.

Make it visual

Five columns on a wall beats five pages in a folder. If nobody can see it, nobody uses it.

End with a change

A map that does not produce one thing you will do differently this month was a writing exercise.

Redraw it

Journeys move. Revisit it when your offer changes, and otherwise twice a year.

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10
Where this hands over

Six questions you will have next, and what answers each.



The keyword phrases in this guide are examples of shape, not researched volume. For the words your own customers use, the Sweep and the Planner do that job properly, and the Planner sorts them into these same six stages.

What you will ask next	What answers it	Address
"Who is my customer, exactly?"	**Business DNA Builder**	https://expertaiprompts.info/tools/business-dna-builder/
"What words do mine actually use?"	**Customer Research Sweep**	https://expertaiprompts.info/tools/customer-research-sweep/
"Which keywords should I target?"	**Seed Keywords Planner**	https://expertaiprompts.info/tools/seed-keywords-planner/
"How do I write prompts like these myself?"	**Prompt Like a Pro**	https://expertaiprompts.info/bonus/Prompt_Like_a_Pro.pdf
"Turn this into a content plan"	**The AI Content Creation Workflow**	https://expertaiprompts.info/bonus/The_AI_Content_Creation_Workflow.pdf
"Turn this into a sales funnel"	**The AI Sales Prompt Playbook**	https://expertaiprompts.info/bonus/The_AI_Sales_Prompt_Playbook.pdf

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Scan to open

FREE TOOL

Business DNA Builder

Your persona, in every prompt. Build it once before you map.

FREE TOOL

Customer Research Sweep

Finds the words your customers really use, instead of the examples printed here.

FREE TOOL

Seed Keywords Planner

Sorts seed keywords into the same six stages as this guide.

Map one stage this week

Do not draw all six. Pick the stage where you think you are losing people, record the eight things for it, and run its two prompts. One stage mapped properly beats six drawn from memory, and you will know within a week whether you were right about where the leak is.

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