AI Expert AI Prompts

2026 EDITION

CHEATSHEET · BONUS

The Customer-Centric Business Blueprint

All 15 prompts on one sheet, in run order: the operations blueprint first, then the journey touchpoints. The reasoning is in the guide; this is the page you keep open.

15 prompts | 5 operations | 10 touchpoints

Build your Business DNA first. Every prompt here assumes it knows who you serve and what you sell. Answer that once in the Business DNA Builder and the Prompt Assembler puts it in front of any prompt on this sheet.



01
How to work from this sheet

Operations first. That order is deliberate.



The operations blueprint is the part of this product nothing else replaces, so it runs first. The journey touchpoints feed the keyword tools afterwards.

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/`

What is not on this sheet, and where it went. 4 prompts from the 2025 edition are retired. Two were persona and value-proposition interviews, now run by the Business DNA Builder. Two asked a single model for a 150-row content plan and a full draft in one pass; the Seed Keywords Planner, Keyword Clustering Tool, Content Idea Generator and SEO Content Brief do that properly, and the guide names each replacement.

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02
Part 1 — Operations

Roles, tasks, AI applications, and the automation map.



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.

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03

Part 2 — Journey touchpoints

Awareness, Consideration, Decision, Retention, Advocacy.



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’.
```

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’.
```


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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.

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.

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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’.
```

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’.
```


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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.

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.

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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.

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'.
```


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04
The tools

All 10, free, nothing leaves your 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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