

Growth Pathways Navigator

Quick Start — Tool 4 of the Expert AI Prompts stack

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Five stages that turn your Business DNA into a dated 30/60/90-day plan. Everything runs in your browser — nothing is uploaded, and there is no account to create. Budget **90 minutes** for a first full pass, spread across a week if you prefer.

The one thing to understand first

This tool does not think for you. It **writes prompts**, you run them in Claude or ChatGPT, and you paste the answer back in. That loop repeats at every stage.

Tool builds prompt → you copy it → AI answers → you paste the answer back → tool uses it in the next stage

People who get stuck almost always stopped at the copy step and waited for the page to do something. It won't. The work happens in the AI window, and the value comes from bringing the answer home.

What you need before Stage 1

Six texts, produced by the **Voice-DNA System** and **Super AI Prompt Creator** earlier in the stack. Paste or upload each as plain text. Nothing is mandatory to open the tool — but each missing input silently disables part of it.

Input	Type	What it unlocks — and what breaks without it
Customer Persona	Level 2 DNA	All four Start-Here documents, and the persona voice used across every stage
Personal Value Proposition	Level 2 DNA	Lead Magnet, ICP Brief, and the Stage 4 personal-development lens
Value Proposition	Level 2 DNA	ABM sequence, Cold Call script, and the offer logic in Stage 4
Brand Identity	Level 2 DNA	Tone across every generated asset, and the industry negative the copy must avoid
Business Model Canvas	Document	Stage 2 entirely. Without it there are no growth options to choose from
Customer Journey & Keywords	Document	The 25 content prompts. The Generate button stays disabled until this is pasted

Two settings people skip, then regret

Customer segment. One line, e.g. **Civil contractors**. Every prompt inherits it. A profile run without a segment produces generic output that reads like a template — which is the one thing this tool exists to avoid. Run separate profiles for separate segments.

Profile name. Everything saves to *this browser only*. Use **Download Profile** before clearing site data or moving to another machine, or the run is gone.

The five stages

STAGE 1 Reality Check Four fast documents, 25 content prompts, and a two-pass audit of what you have actually published	STAGE 2 Growth Options Your canvas becomes a menu of 30/60/90-day moves. You pick the ones you'll actually do	STAGE 3 Engine Room Standardise the call to action across every channel; map who can refer you into a new segment	STAGE 4 Choose Your Pathway Five lenses generate options. You commit to one	STAGE 5 Fast Wins Everything you accepted, resolved into a dated content calendar
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Stage by stage — what you do, and what comes out

Stage 1 — Reality Check

The longest stage, and the one that makes the other four honest. It runs in four steps plus an optional warm-up.

Step	What you do	What you get
Start Here optional	Generate any of four fast documents: ABM Email Sequence, Lead Magnet, Cold Call Script, ICP Brief	A usable asset in about ten minutes. Good for confirming your DNA texts are rich enough before the long work
Step 1-2 25 content prompts	Generate the super-prompt, copy it, run it in Claude or ChatGPT	A Word file of 25 structured prompts — five per Customer Journey stage, each starting on a new page. Run them one at a time over following weeks
Step 3 Pass 1	Generate the Pass 1 prompt, run it, paste the JSON reply back	A <i>prediction</i> : what your DNA implies about five reference assets — Business Model Canvas, Customer Journey, Google Business Profile, LinkedIn All-Star profile, LinkedIn Company Page
Step 4 Pass 2	Add your sitemap URL and any off-sitemap URLs, generate the Pass 2 prompt, run it, paste the reply	A <i>verdict</i> : the prediction checked against what you have genuinely published

Reading a verdict — two axes, not one

PREDICTION

scores the assumption Pass 1 made. TRUE · FALSE · UNTESTABLE

HEALTH

scores the asset itself. PRESENT · THIN · ABSENT · UNVERIFIED

Only THIN and ABSENT become work in your 30/60/90 plan. UNVERIFIED deliberately does not — you do not schedule work on an asset nobody has looked at yet. You go and look at it. LinkedIn blocks automated reading and Google Business Profiles do not reliably appear in search, so both routinely come back UNVERIFIED. Each takes about a minute to settle by eye in a signed-out browser window.

Stage 2 — Growth Options

Generate the options prompt, run it, paste the JSON back. Your Business Model Canvas returns as a menu of concrete moves grouped by horizon. Tick the ones you will genuinely do — every ticked option flows into the Stage 5 calendar, and every unticked one disappears. Under-ticking here produces a thin plan later; over-ticking produces a plan you abandon in week three.

Stage 3 — Engine Room

Two tables and a notes field, all filled by hand. No AI step.

- Lead Generation.** Every place a lead can reach you, its current call to action, and the standard you want. List the offline channels too — referrals, a trade stand, your email signature. Three rows arrive pre-filled as examples; replace them with your real channels.

- **Advocacy.** The segments you want to reach and what would move each one forward.
- **Customer Feedback.** Quotable proof points. Record who said it, when, what you delivered, and whether you have permission to quote them.

Each block has an expandable *worked examples* panel with five filled rows. Open it before you type — the examples are the instructions.

Save to Text writes both tables and the feedback path to a file. Blank cells print as (not set) rather than disappearing, so the export doubles as a to-do list.

Stage 4 — Choose Your Pathway

Five tabs, five different questions about the same business. Each generates its own prompt; you run it and paste the JSON back.

Tab	The question it answers
A — Prompt Pack Fast-Track	Which of the 30 prompt packs compounds growth fastest and saves most time at scale
B — Business Model + Process	How to evolve the canvas using named, pattern-based moves, plus one SOP candidate
C — New Products & Services	How to package what your research already recommends into fixed-scope, sellable offers
D — Business Development Ladder	Where you sit on Technician → Manager → Entrepreneur, and what the next rung looks like
E — Personal Development	The personal growth running alongside the business growth, including cross-skilling

Run as many tabs as you like. **Commit to one.** The commitment is what Stage 5 builds around — five committed pathways is the same as none.

Stage 5 — Fast Wins

Click **Generate 30/60/90-Day Plan**. It assembles your Stage 1 gaps, your Stage 2 selections and your Stage 4 commitment into one ordered list. Review it, then tick the acceptance box.

Do not stop at the plan

Accepting the calendar reveals the **content-drafting prompt** — the last and most valuable output in the tool. Copy it, run it in Claude, and the action list comes back as drafted, dated content: a specific post, page, document or booking for every item, in your voice, ready to edit and ship.

That final step is the difference between a list of intentions and a quarter of work you can actually execute.

Five things that trip people up

What happens	Why, and what to do
A Generate button does nothing, or a note appears under it	A required DNA input is empty. The 25-prompt button needs your Customer Journey document; Stage 2 needs the Business Model Canvas. Scroll up and fill the gap
The AI's reply won't paste back cleanly	The prompts ask for JSON only. If your AI wrapped it in explanation, paste just the JSON — from the first { to the last }. Asking it to "return only the JSON, no prose" fixes the next one
Everything you did has vanished	All data lives in this browser's local storage. Clearing site data, a private window, or a different device all start you empty. Download Profile after every session
The output feels generic	Almost always an empty Customer segment field, or DNA texts that are too short. The tool can only be as specific as what you paste into it
Half the verdicts say UNVERIFIED	Working as designed. LinkedIn and Google Business Profile cannot be read automatically. Check them by eye and update the verdict yourself

What you finish with

A complete pass produces seven artefacts. Five you download; two you carry forward into the next quarter.

#	Artefact	Where it comes from
1	Up to four Start-Here documents	Stage 1, Start Here block
2	25 structured content prompts (Word)	Stage 1, Steps 1–2
3	A funnel audit with dated evidence	Stage 1, Steps 3–4
4	Engine Room channel & relationship audit (text)	Stage 3, Save to Text
5	A committed growth pathway	Stage 4
6	An accepted 30/60/90-day action list	Stage 5
7	Drafted, dated content for every action	Stage 5, content-drafting prompt

Re-run it, don't archive it

The last line of a completed plan is to re-run the Stage 1 Reality Check at the ninety-day mark. That is what converts a one-off exercise into a quarterly rhythm — and the second pass is far quicker, because your DNA is already pasted and the verdicts only need re-testing rather than re-deriving.

Rebuild the DNA itself roughly every three months. A business that has moved is described by texts that no longer fit it, and every stage in this tool inherits from them.

Where this sits in the stack

Voice-DNA System — free. One short voice interview produces the four Level 2 DNA texts everything else depends on.

Tool 1 · Voice Onboarding — captures and structures your business voice.

Tool 2 · Tri-Backlog Resolver — clears what is blocking you before you add more.

Tool 3 · Super AI Prompt Creator — produces the assets the Navigator audits: Google Business Profile, LinkedIn All-Star profile, LinkedIn Company Page.

Tool 4 · Growth Pathways Navigator — this tool. Where the earlier investment turns into a dated quarter of work.

Each tool sharpens the next because they share one DNA. That is the whole design: capture once, compound four times.