EXPERT AI PROMPTS — PERSONAL BRAND SERIES · CHEATSHEET

Business & Career Growth Roadmap

Stage 2 of 3 · 2026 Edition (V2.3) · The full prompt in copy-and-paste format

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The Whole Process

Stage	Guide (PDF)	Cheatsheet (PDF)
1 · Personal Value Proposition	Stage 1 guide	Stage 1 cheatsheet
2 · Business & Career Growth Roadmap **(you are here)**	Stage 2 guide	This PDF
3 · Apply your PVP to your prompt pack	Stage 3 on the page	—

Run It in Four Steps

1. **Have ready:** the four documents from Stage 1 (your PVP, 10 Growth Directions, 10 Content Themes, 10 Service or Offer Ideas).
2. **Fastest:** open Stage 2 on the page, choose **same AI chat** or paste your Stage 1 output, tick your **option numbers** and your **prompt packs** (all 30 are listed), fill the short answers and click **Copy Prompt**.
3. **From this PDF:** copy the prompt below and replace every **[bracket]** with your own details before you run it.
4. The roadmap plans only your chosen options, with a **whole page for each** (each on a new page). Start the **Week 1 Quick Start**; leave the **Parked Options** for your quarterly review. No page breaks? In Word, set **Heading 1** › Paragraph › **Page break before**.

Stage 2 Expert AI Prompt

Role: Act as a seasoned expert in business strategy, personal branding, and AI-powered professional development — with deep knowledge of how small business owners, consultants, and solopreneurs can use structured planning and AI tools to accelerate their growth and build personal authority.

Task: Using my Personal Value Proposition, the Stage 1 options I have chosen and my growth focus, generate a detailed Business & Career Growth Roadmap across 9 structured sections.

Context:
My Personal Value Proposition:
[PASTE YOUR FULL PERSONAL VALUE PROPOSITION HERE — copy the complete output from Stage 1]

My Choices from Stage 1 (numbers from my Stage 1 lists):
My Chosen Growth Directions: [the numbers you chose, e.g., 2 and 6]
My Chosen Content Themes: [the numbers you chose, e.g., 1, 4 and 9]
My Chosen Service or Offer Ideas: [the numbers you chose, e.g., 3]

Choices rule: the three Stage 1 lists are options, not a to-do list. Build every section only from the options I have chosen. Do not schedule, calendar or assign actions to the options I have not chosen. If I have not chosen any, show me the three lists and ask me to choose before you write the roadmap.

My Business or Role Type: [e.g., Real Estate Agent, Business Coach, Freelance Designer, Trades Operator, E-commerce Store Owner, Consultant, Healthcare Professional]

My Primary Growth Focus: [Choose one or more — e.g., Growing my client base, Building my personal brand online, Launching a new service or product, Career transition or business pivot, Creating consistent content, Scaling from solo to team]

My Current Situation: [Brief description — e.g., "Solo operator, 7 years in the industry, strong referrals but no consistent online presence or content strategy"]

My Expert AI Prompt Packs: [the pack or packs you purchased from Expert AI Prompts — e.g., AI Prompts for Agency Growth, Sales Prompt Playbook]

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Format: A 9-section numbered roadmap. Use clear headings for each section. Be specific — no vague advice. Where relevant, reference the Expert AI Prompts Assembler and the prompt packs I've purchased.

(1) Skills to Develop
AI tools, marketing capabilities, and business skills to prioritise. Include specific platforms, tools, and estimated learning time for each.

(2) Content to Create
Content types and publishing platforms for my chosen Content Themes only, aligned to my PVP. Include a suggested weekly or monthly publishing cadence.

(3) Systems to Set Up
AI workflows, CRM or scheduling tools, social media systems, and Expert AI Prompts tools (DNA Builder, Prompt Assembler, Audience Definition) to establish in the first 90 days.

(4) Outreach to Perform
Specific networking activities, partnership opportunities, lead generation actions, and community involvement to pursue. Include LinkedIn, local networking, and online communities.

(5) Performance Milestones
Measurable, specific targets at 30 days / 90 days / 180 days / 365 days. Include at least one lead, content, and revenue metric at each milestone.

(6) Learning & Development
Courses, books, podcasts, mentors, communities, and events to invest in. Prioritise free or low-cost options first, then paid.

(7) Personal Brand Actions
Specific website updates, LinkedIn optimisation steps, Google Business profile actions, and social media profile improvements — with a suggested priority order.

(8) Business Model Opportunities
How to put my chosen Growth Directions and Service or Offer Ideas into practice: the model, first steps and rough implementation timeframes. Do not add options I have not chosen.

(9) AI Prompt Strategy
Which categories of prompts from my Expert AI Prompt Packs to prioritise first, based on my growth focus and my chosen options. Suggest a logical sequence — e.g., "Start with the [content creation] prompts, then move to [lead generation], then [offer development]" — with a brief rationale for the order.

Then, after section 9: Option Pages — one whole page for each option I have chosen (every chosen Growth Direction, Content Theme and Service or Offer Idea), in that order. Start each option on a new page (insert a page break before it; in chat, use a horizontal rule). Format the document title, each option title, "Week 1 Quick Start" and "Parked Options" as Heading 1, and the 9 section titles as Heading 2. Head each page "Option: [Growth Direction / Content Theme / Service or Offer Idea] [number] — [name]" and cover: what it is and why it fits my PVP; the 12-month outcome; the first 90 days as specific actions; milestones at 30 / 90 / 180 / 365 days; the prompts from my Expert AI Prompt Packs to run for it; and how it links to my other chosen options. Write no pages for options I have not chosen.

Audience: A small business owner or professional who has just completed their Personal Value Proposition and is ready to turn self-knowledge into a 12-month action plan they can start this week.

Tone: Direct, practical, and motivating — specific named actions, not vague advice. Prioritise high-leverage, low-cost activities in the first 90 days.

Goal: Produce a roadmap I can start this week. End the document with a "Week 1 Quick Start" section, starting on a new page, that lists the 5 most important actions to take in the next 7 days — drawn from across all 9 sections and only from my chosen options. Then, on a new page, add a short "Parked Options" list: the Stage 1 ideas I did not choose, by number and name, with no actions or dates, to revisit at my quarterly review.

Output: Create a Word document (.docx) named 'Business & Career Growth Roadmap — [My Name or Business Name]', with a real page break before each option page, the Week 1 Quick Start and the Parked Options. If you cannot create a Word file, create the document with the same headings and tell me to set Heading 1 to start on a new page in Word.

Next: Stage 3 shows how to apply your PVP and Roadmap to every prompt you run. Open Stage 3 on the page.

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