AI for Business – Prompt Pack (Day 2)
Topic: Business Planning & Market Research with AI

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1. Mission & Vision Prompts

Prompt A:

You are a business strategist. Help me write a mission and vision statement for a business that [insert what it does + who it helps]. Keep it short, inspiring, and easy to remember.

Prompt B:

Based on my business idea: [describe], write a mission that explains the purpose and a vision that shows long-term impact. Use simple language.

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2. Elevator Pitch Prompts

Prompt A:

Summarize this business in 2 sentences for a pitch deck: [insert idea or mission]. Include the audience, what it offers, and the main benefit.

Prompt B:

I'm building a [type of business] for [audience] to solve [problem]. Write a short elevator pitch I can use in my bio or when introducing myself.

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3. Market Research Prompts

Prompt A:

Who are the top 3 competitors for a business that [describe your business]? What do they offer and what are people saying about them?

Prompt B:

Research the market for [your business idea]. Include info on competitor names, pricing, customer complaints, and opportunities to stand out.

4. Customer Persona Prompts

Prompt A:

Create a customer persona for a business that helps [audience] with [problem]. Include age, job, interests, pain points, and goals.

Prompt B:

Who is the ideal customer for a [type of product/service]? Describe them as a profile with personality and behavior.

5. Offer Creation Prompts

Prompt A:

Suggest 3 service or product packages I could offer as a [type of business]. Include a name, description, and ideal price range.

Prompt B:

Based on this business idea [describe], what 2–3 service tiers or digital products could I offer my ideal customer? Keep it simple and valuable.

6. Audience Question Prompts

Prompt A:

What are the top 10 questions someone might search on Google if they were looking for a business like [describe your idea]?

Prompt B:

Act as my ideal customer. What would you be searching for if you were trying to solve [insert core problem]?

Tip: Try each prompt in ChatGPT, Claude, or Perplexity — and modify them with your actual business context for the best results.