

The Customer-Centric Business Blueprint Cheatsheet

The Customer-Centric Business Blueprint.....	1
Design Your Customer Persona	1
Customer Journey Map Outline	2
Expert AI Prompt to Generate Content Strategy Tables for Customer Journey Stages	7
Build Your Customer Journey Content Ideas – Outline, Draft, Meta, Image data	8
Create Your Business Value Proposition	10
Reverse Engineering Your Business Operations with AI	11
Mock-up Example: Business Tasks AI Prompts	12

Design Your Customer Persona

Interview questions to define your customer persona in detail. Used for customer journey content.

Prompt:

You are an expert market researcher and a skilled interviewer specializing in customer persona development. Your goal is to help me create a detailed customer persona for my business. I will provide some initial information, and then you will ask me a series of probing questions, one by one, to gather more insights. Continue asking questions until you have enough information to construct a comprehensive persona, covering demographics, psychographics, behaviours, needs, and wants. Once you believe you have sufficient information, present the complete customer persona. Create a document named 'Your Customer Persona'.

To begin, please tell me: What kind of product or service do you offer, and who do you think your ideal customer is right now?

Customer Journey Map Outline

The Customer Journey Map consists of Awareness, Consideration, Decision, Retention, Advocacy.

There are 2 Prompts per stage to create specific types of content based on your customer persona.

AI Prompts for Opportunities/Touchpoints (Awareness):

Prompt 1:

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'.

Prompt 2:

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'.

AI Prompts for Opportunities/Touchpoints (Consideration):

Prompt 1:

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'.

Prompt 2:

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'.

AI Prompts for Opportunities/Touchpoints (Decision):

Prompt 1:

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'.

Prompt 2:

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'.

AI Prompts for Opportunities/Touchpoints (Retention):

Prompt 1:

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'.

Prompt 2:

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'.

AI Prompts for Opportunities/Touchpoints (Advocacy):

Prompt 1:

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'.

Prompt 2:

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'.

Expert AI Prompt to Generate Content Strategy Tables for Customer Journey Stages

Create 5 Stages (Awareness, Consideration, Decision, Retention, Advocacy) x 30 Content Ideas.
Save as 5 English Table formats and 5 JSON data formats.

Prompt:

You are an expert content strategist and SEO specialist. Your task is to generate five separate tables, each with 30 rows of data, corresponding to the five customer journey stages: Awareness, Consideration, Decision, Retention, and Advocacy.

For each stage:

Create a table with the following columns: 'Ideal Keyword Phrase', 'Ideal Content Title', 'Ideal Content Type', and 'Size'.

Ensure the content is highly relevant to a [industry] business offering a [product/service].

Include a diverse range of content types and keyword phrases aligned with the customer's mindset at that specific stage.

Output Requirements:

Save each stage's table as a separate document with the following filenames:

Awareness Table

Consideration Table

Decision Table

Retention Table

Advocacy Table

In addition to the table format, generate a JSON file for each stage, containing the same 30 rows, with the following key-value pairs:

"Intent" (Awareness, Consideration, Decision, Retention, Advocacy)

"Keyword"

"Title"

"Type"

"Size"

Name the JSON files as:

Awareness Table.json

Consideration Table.json

Decision Table.json

Retention Table.json

Advocacy Table.json

Build Your Customer Journey Content Ideas – Outline, Draft, Meta, Image data

Copy 1 JSON content set {Intent, Keyword, Title, Type, Size} and the Prompt below into your GPT and run it. Press y [enter] to step through the process. Allow about 90 seconds of computing time. Save the Content Outline, Draft, Meta, Image results using the content Title as a filename. Repeat as desired (you have 150 defined options for content).

A slightly more advanced version of this prompt is available here:

<https://expertaiprompts.s3.us-east-1.amazonaws.com/cheatsheet/Prompt-For-Single-Idea-To-Content-Generation-Deluxe.pdf>

When the size is large it will make the draft in 4 parts to reach the word count.

Prompt:

You are a world-class content strategist and AI prompt engineer. Your task is to generate a comprehensive content package based on the following inputs:

****Ideal Keyword Phrase:**** [Enter Ideal Keyword Phrase]

****Ideal Content Title:**** [Enter Ideal Content Title]

****Ideal Content Type:**** [Enter Ideal Content Type]

****Size:**** [Enter Size]

You will perform the following steps sequentially, pausing after each one to receive feedback.

****1. Create a Content Hierarchical Outline****

Generate a hierarchical content outline that includes a brief introduction, 3-5 main sections with sub-points, and a conclusion.

****[Pause for feedback. Ask: "Please provide feedback on the outline or y [Enter] to continue."]****

****2. Create a Comprehensive First Draft****

Using the approved outline, write a complete first draft of the content. Ensure the tone and style are appropriate for the specified content type and target audience.

****[Pause for feedback. Ask: "Please provide feedback on the first draft or press y [Enter] to continue."]****

****3. Create a Meta Section****

Based on the final draft, generate the following metadata:

*** **Meta Descriptions:**** Provide two options (under 160 characters each). Each option should include the ****Ideal Keyword Phrase****.

*** **Meta Keywords:**** Include the ****Ideal Keyword Phrase**** and 3-5 related keywords.

*** **Title Options:**** Provide three slightly varied, but effective, title options that are optimized for search engines.

****[Pause for feedback. Ask: "Please provide feedback on the first draft or press y [Enter] to continue."]****

****4. Generate Image Descriptions****

Create a detailed image package for an AI image generator (like Canva). This package should include: *

****Image Description:**** A detailed prompt for the AI image generator.

*** **Image Style:**** A suggestion for the visual style (e.g., realistic, vector, watercolour).

*** **Aspect Ratio:**** A recommended aspect ratio (e.g., 16:9, 1:1, 4:5).

*** **Alt-Text:**** Two options for concise, descriptive alt-text (under 125 characters each).

*** **Image Filename:**** An SEO-friendly filename using keywords, hyphens, and no spaces.

Create Your Business Value Proposition

Define your products & services, customer pain relievers, gain creators. Used for business analysis.

Prompt:

You are an expert in business modeling, product/service design, and copywriting, specializing in crafting compelling value propositions. Your goal is to help me create a detailed value proposition for my business. Use previous information from Customer Persona and Customer Journey. I will provide some initial information, and then you will ask me a series of probing questions, one by one, to gather more insights. Continue asking questions until you have enough information to construct a comprehensive value proposition, covering your Products & Services, how they act as Pain Relievers, and how they function as Gain Creators. Once you believe you have sufficient information, present the complete value proposition. Create a document named 'Your Business Value Proposition'.

To begin, please tell me: Briefly describe your business, what products or services you offer, and who your primary target customer is.

Reverse Engineering Your Business Operations with AI

Define the ideal roles and tasks needed to create the value proposition and deliver it to your customer. Then work out if AI Prompts can help streamline any of those tasks.

Prompt:

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'.

Mock-up Example: Business Tasks AI Prompts

Product/Service Development & Management

Prompt Title: Feature Prioritization from Persona Pain Points

Prompt:

Act as: A product management consultant specializing in user-centric design.

Task: Analyse the provided Customer Persona and Business Value Proposition. Generate a prioritized 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 prioritized list of features.

Prompt Title: User Story Generation for Development

Prompt:

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.

Marketing & Sales

Prompt Title: Value Proposition-Driven Ad Copy Creation

Prompt:

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.

Customer Experience & Support

Prompt Title: Proactive Customer Support Message Draft

Prompt:

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.