

AI Starter Kit for Smart Small Businesses

Workshop Prompt Pack

PROMPT 0. BASELINE CUSTOMER NOTES GENERATOR

Use this if you have little or no customer notes.

Role

You are a customer research assistant.

Goal

Generate a baseline set of customer notes for my business. These are hypotheses to start segmentation. They must be realistic and specific. They must not be presented as confirmed facts.

Rules

1. Do not claim you interviewed anyone.
2. Output as “Assumption based” insights.
3. If something depends on geography or industry norms, say so.
4. Keep it practical. Write like real customer notes, not marketing copy.
5. Separate B2B and B2C logic. If my business is mixed, do both.
6. Include a confidence rating per theme, 1 to 5, based on how common it typically is.

Step 1. Ask me for missing inputs

If any of the fields below are blank, ask only for the missing ones, then wait.

Business snapshot inputs

Business name:

Industry:

Offer type: product, service, both

B2B or B2C or both:

Target geography: city, emirate, country

Price level: budget, mid, premium

Sales motion: walk in, WhatsApp, website form, phone, marketplace, other

Typical customer: who they are in one line

Top 3 competitors:

Differentiator: why choose you

Seasonality: yes or no, explain

Languages: English, Arabic, other

Step 2. Produce baseline customer notes

Create 60 to 100 raw customer notes that sound like what customers say or write.

Format as one line per note.

Include variety:

Questions they ask

Complaints and frustrations

Reasons they delay

What makes them trust

What makes them bounce

Mention channels where the note came from, as a label:

Google review, WhatsApp chat, phone call, Instagram DM, walk in, website form, referral

Step 3. Turn notes into the same structure as Prompt 1 expects

A. Themes, 6 to 10

For each: theme name, what it means, confidence 1 to 5

B. Tables

Top problems

Triggers

Objections

Desired outcomes

Each with bullet style inside cells

Step 4. Validation checklist

Give me a short list of actions to validate the assumptions in 30 to 60 minutes:

5 fast checks, reviews, competitor reviews, forums, Reddit, Google autosuggest, etc

5 direct questions to ask 3 real customers

Now start.

Here is my Business snapshot:

PASTE FILLED FIELDS HERE:

PROMPT 1. CUSTOMER NOTES CLEANUP AND INSIGHT THEMES

Role

You are a customer insight analyst.

Goal

Turn messy customer notes into clean, reusable insight blocks that will be used to build customer segments next.

Input

I will paste raw customer notes below. These notes may include duplicates, slang, mixed languages, opinions, and random context.

Rules

1. Keep the customer meaning. Remove filler, chatter, and repeated lines.
2. Do not invent facts. If something is unclear, label it as unclear.
3. Normalize wording. Use simple, consistent terms.
4. Merge duplicates. Keep one best version.
5. If notes include multiple industries, keep them separated.
6. If notes include multiple offer types, separate them too.
7. If you see numbers, timeframes, locations, platforms, or budgets, keep them.
8. Keep the output short and operational. No essays.

Step A. Cleaned notes

Return a cleaned list. One line per note.

Format each line like this:

ID 001, cleaned note

Step B. Themes

Group the cleaned notes into 6 to 10 themes.

For each theme, include:

Theme name

What it means in one sentence

Supporting note IDs

Step C. Insight extraction tables

Create 4 tables. Each table must be bullet style inside the cells.

Table 1. Top problems

Columns: Theme, Problem bullets, Supporting note IDs

Table 2. Triggers

Columns: Theme, Trigger bullets, Supporting note IDs

Table 3. Objections

Columns: Theme, Objection bullets, Supporting note IDs

Table 4. Desired outcomes

Columns: Theme, Outcome bullets, Supporting note IDs

Step D. Segment building blocks

Create a final table called Segment building blocks.

Columns:

Common jobs to be done, Common pains, Common gains, Buying signals, Decision blockers, Must have keywords

Bullet rules for table cells

Use short bullets.

One idea per bullet.

Max 6 bullets per cell.

Now process these raw notes

Paste the notes after this line:

RAW NOTES:

[PASTE HERE]

PROMPT 2. BUILD CUSTOMER SEGMENTS FROM INSIGHTS

Role

You are a segmentation strategist.

Goal

Use the insight output below to create 5 distinct customer segments that are real, non-overlapping, and actionable for marketing.

Input you will receive

The cleaned notes, themes, and the Segment building blocks table from Prompt 1.

Rules

1. Do not invent facts. Only use what is supported by the input.
2. Segments must not overlap. Each segment needs a clear “this is not the others” line.
3. Keep segments practical. A marketing team should be able to target them tomorrow.
4. Prefer segments based on situation and intent. Not vague demographics.
5. If the input is missing a detail, write “Unknown from notes” and suggest what to research.
6. Use the same wording as the customer when possible. Mirror their phrases.

7. Keep it tight. Bullets over paragraphs.

Step 1. Segment map

Create exactly 5 segments.

For each segment, define it using:

Primary situation

Primary goal

Primary blocker

One sentence boundary, who this segment is not

Step 2. Segment profiles

Create a table with 5 rows, one per segment.

Columns

Segment name

Profile, 3 to 5 bullets

Core pains, 4 to 6 bullets

Triggers, 3 to 5 bullets

Objections, 3 to 5 bullets

Decision criteria, 4 to 6 bullets

Best offer angle, 2 to 4 bullets

Best channels, rank top 3 with why in 1 bullet each

Keywords they would search, 8 to 12 phrases

One sample hook, max 18 words

Step 3. Confidence and gaps

For each segment, add:

Confidence score 1 to 5

What we still need to know, 2 to 4 bullets

Best research question to validate it, 1 line

Step 4. Perplexity research briefs

Create 5 research briefs, one per segment, that I can paste into Perplexity.

Each brief must include

Segment name

Business type and location, if known

What to find, 6 bullets

Questions to answer, 6 bullets

Search queries to run, 10 queries

Preferred sources, 5 bullets

Formatting rules

Use simple tables.

Use bullets inside cells.

No long paragraphs.

Now create segments using this input

PASTE PROMPT 1 OUTPUT BELOW:

[PASTE HERE]

PROMPT 3. PERPLEXITY SEGMENT DEEP DIVE + BEST CHANNEL PICK

Role

You are a market research analyst and channel strategist.

Context

I will paste 1 customer segment below. Your job is to validate it with external evidence and choose the best channel mix to reach it.

Rules

1. Use sources. Cite every key claim.
2. Prefer recent sources. Use the latest 24 months when possible.
3. If the segment detail is missing, infer carefully and label it as an assumption.
4. Focus on UAE first if a location is mentioned. If not, use the closest comparable market and say so.
5. Do not give generic advice. Tie recommendations to evidence and behavior.

What I will paste

Segment name, profile, pains, triggers, objections, decision criteria, keywords, best offer angle, best channels guess.

Deliverables

A. Segment reality check

Return:

Who they are, 5 bullets

What they are trying to achieve, 5 bullets

What stops them, 5 bullets

How they decide, 5 bullets

Top 3 misconceptions brands have about this segment, 3 bullets

B. Where they hang out

List their likely touchpoints, grouped by:

Search intent, Google and Maps behavior
Social platforms, which ones and why
Communities, forums, groups, associations
Offline touchpoints, events and venues
Tools they use, apps, marketplaces, directories
For each item, include a short reason and at least one citation.

C. Best channels ranked

Pick the top 5 channels to reach this segment.

For each channel include:

Why it fits this segment, 3 bullets with citations

Typical targeting options, keywords, interests, placements, or filters

Best content formats, 3 to 5

Best CTA type

Expected time to impact, short, medium, long

Main risk and how to reduce it

D. Message and offer guidance

Provide:

Top 10 message angles this segment responds to

Words and phrases to use, 15

Words and phrases to avoid, 10

2 offer examples that match their decision criteria

3 sample hooks, max 14 words each

E. Competitor and benchmark scan

Find 3 to 5 competitors or adjacent brands targeting this segment.

For each:

What channel they use most

What their main message is

What they do well

What they miss

Include citations.

F. Research appendix

Provide:

10 best Google queries

10 best Perplexity queries

10 best TikTok or YouTube search phrases if those channels are relevant

A short list of the most credible sources for this segment

Now analyze this segment

SEGMENT INPUT:

[PASTE 1 SEGMENT HERE]

PROMPT 4. CONTENT CALENDAR. 4 WEEKS. 5 SEGMENTS. 3 POSTS PER SEGMENT PER WEEK. PER CHANNEL.

Role

You are a content strategist and production planner.

Goal

Create a 4 week content calendar that targets 5 customer segments using the segment research and channel picks we already built.

Posting volume

3 posts per segment, per week.

5 segments.

4 weeks.

Total posts: 60.

Channel rule

Each segment uses its own primary channel, chosen from the research.

So you are creating 3 posts per segment per week, for that segment's channel.

Inputs I will paste

1. The 5 final customer segments.
2. The Perplexity deep dive output for each segment, including ranked channels, messaging angles, and competitor notes.
3. Business basics, offer, location, CTA links.

Non negotiables

1. Output must be a single table that I can copy and paste into Google Sheets.
2. Output the table as tab separated values only. No extra commentary. No blank lines. Keep every cell single line. If you need line breaks, use “ | ” inside the cell.
3. Include an Image Prompt column. These prompts will be used in Gemini to generate images.
4. Every row must include a clear CTA.

5. Every row must map to exactly one segment.
6. Every row must map to one primary channel. No multi channel rows.
7. Keep captions short. Use a caption outline, not full long captions.

For each segment, include:

Primary channel

Top 10 message angles

Words to use

Words to avoid

Top 10 keywords

Top 3 competitor patterns to beat

Calendar structure

Duration: 4 weeks

Funnel stages by week

Week 1. Awareness

Week 2. Consideration

Week 3. Proof

Week 4. Conversion

Weekly post mix per segment

Post 1. Education

Post 2. Proof or example

Post 3. Offer or CTA push

Table columns

Week

Segment

Primary channel

Post number

Funnel stage

Post goal

Content format

Hook

Caption outline, 3 to 5 bullets max

CTA

Creative concept

Gemini image prompt

Landing page or WhatsApp link

UTM slug

Success metric

Post date
Posting time
Owner
Status (Draft, Approved, Scheduled, Posted)
Asset file name
Alt text (for accessibility and SEO)
Notes (for small tweaks, localization, approvals)

Use exactly 4 content pillars across all posts, and tag each post with one pillar.
Example pillars: Education, Proof, Process, Offer

Rules for Hook
Max 12 words.
Must match the segment's pains or desired outcomes.
No vague claims.

Rules for Caption outline
3 to 5 bullets.
Short bullets.
One idea per bullet.
Include one proof bullet when relevant.
No hashtags unless the primary channel is Instagram.
If Instagram, max 5 hashtags, all relevant.

Rules for Creative concept
Write what the visual should be.
Include:
Scene and subject
Setting
Text overlay, max 7 words
Composition, close up or wide
Brand vibe
Do not mention competitor brands.

Rules for Gemini image prompt
Brand color accents allowed (mention your palette)
No text in the image, text overlay is handled in design
Include "clean negative space for overlay"
Specify subject diversity when humans appear
Specify "no distorted hands, no extra fingers" in negative prompts
Specify logo rule, either "no logos" or "only our logo placeholder area"
Must be ready to paste into Gemini.
Each prompt must include:

Photorealistic style
Subject description
Setting and location context
Lighting
Camera angle
Depth of field
Negative prompts, what to avoid
Aspect ratio by channel:
Instagram feed and Facebook, 1:1
Instagram story and reels cover, 9:16
LinkedIn, 16:9
Google Business Profile post, 4:3

UTM rules

utm_source = channel name
utm_medium = organic
utm_campaign = segment name short
utm_content = w#_s#_p#

Example

?utm_source=instagram&utm_medium=organic&utm_campaign=segment1&utm_content=w1_s1_p1

Success metrics by channel

LinkedIn: saves, comments, profile visits, link clicks
Instagram: reach, saves, DMs, link clicks
Facebook: reach, comments, messages
Google Business Profile: calls, direction requests, website clicks
TikTok: watch time, profile visits, DMs

Quality checks before output

60 rows exactly
12 rows per segment
Week 1 equals awareness only, week 4 equals conversion only
Every row has hook, 3 to 5 caption bullets, CTA, creative concept, Gemini prompt, UTM, metric
UTM slugs are unique across all 60 rows

If CTA is WhatsApp, include the exact prefilled WhatsApp message text in a new column called WhatsApp prefill.

If CTA is a page link, include the page slug only. Do not repeat full URLs.

Now build the calendar using the inputs below

PASTE SEGMENTS AND RESEARCH HERE:

[PASTE HERE]

PASTE BUSINESS BASICS HERE:

Offer:

Location:

Primary CTA link:

Secondary CTA:

Brand style notes:

Services focus this month: