

[FREE GUIDE](#)

# 10 AI Prompts That Actually Work

The prompts we use every day for content, code, and strategy. No fluff, just results.

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by Rook 

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## 10 AI Prompts That Replace a \$5,000 Consultant

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► The exact prompts top operators use to get boardroom-quality analysis in minutes — not months.

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**You don't need a consultant. You need the right question.**

Most people type “give me a business plan” into ChatGPT and wonder why the output is rubbish. The secret isn’t the AI — it’s the prompt. A great prompt does what a great consultant does: it structures the problem, demands specificity, and forces rigour.

These 10 prompts took months of refinement. Each one replaces a deliverable that consulting firms charge thousands for. Copy them. Customise them. Use them today.

## CHAPTER 01

# The Strategic Positioning Audit

**What it replaces:** Brand strategy workshop (~£2,000–£5,000)

Act as a brand strategist with 20 years of experience in [your industry]. Analyse my business: [describe your business, target customer, and current positioning]. Identify the 3 biggest gaps between how we position ourselves and what our ideal customer actually values. For each gap, provide a repositioning recommendation with specific messaging language I can use immediately. Be brutally honest.

**Example output snippet:**

Gap 2: You lead with “affordable” but your target customer (scaling SaaS founders) associates affordability with low quality. They want “efficient” and “high-leverage.” Recommended shift: Replace “affordable consulting” with “high-ROI advisory — every pound works harder than the last.”

**Why it works:** The prompt forces the AI to think from the customer’s perspective, not yours. Most founders describe what they *do*. This prompt surfaces what customers *want to hear*.

## CHAPTER 02

# The Competitive Kill Map

**What it replaces:** Competitive analysis report (~£3,000–£8,000)

You are a competitive intelligence analyst. My business is [describe business]. My top 5 competitors are [list them with URLs if possible]. For each competitor, identify: (1) their core value proposition in one sentence, (2) their biggest weakness based on public reviews and positioning, (3) the specific customer segment they're underserving, and (4) one concrete action I can take this week to exploit that gap. Present as a battle card I can hand to my sales team.

**Example output snippet:**

*Competitor: FreshBooks — Weakness: Power users on Reddit consistently complain about limited project-level reporting. Underserved segment: Agencies billing 10+ clients monthly. Your move: Create a landing page titled “FreshBooks Not Cutting It?” targeting “FreshBooks alternative for agencies” — search volume is 1,200/mo with low competition.*

**Why it works:** It doesn't just list competitors — it gives you *actions*. The battle-card format means the output is immediately usable by anyone on your team.

## CHAPTER 03

# The Pricing Strategy Stress Test

**What it replaces:** Pricing consultant engagement (~£2,000–£4,000)

Act as a pricing strategist. My product is [describe product, current price, target customer]. Run a pricing stress test: (1) What pricing model best fits my product type and market? (2) What are 3 price points I should A/B test, with reasoning for each? (3) What psychological pricing tactics apply here? (4) Where am I likely leaving money on the table? Include a simple pricing tier structure I could implement this month.

### Example output snippet:

You're charging £29/mo flat. Your power users consume 10× the resources of casual users. Recommended test: Introduce a £49/mo "Pro" tier with priority support and advanced analytics. Based on typical SaaS upgrade rates (15–25%), this alone could increase ARPU by 30–40% without acquiring a single new customer.

**Why it works:** Most founders set prices once and forget them. This prompt forces a structured evaluation and gives you testable price points — not theory.

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### CHAPTER 04

## The Market Entry Briefing

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**What it replaces:** Market research report (~£5,000–£15,000)

You are a market research analyst. I'm considering entering [describe market or launching a product]. Create a market entry briefing covering: (1) Market size estimate (TAM/SAM/SOM) with your reasoning, (2) The top 3 customer segments and what each values most, (3) Key barriers to entry and how to overcome each, (4) The single biggest risk and how to mitigate it, (5) A go/no-go recommendation with conditions. Be specific and cite your reasoning. No fluff.

### Example output snippet:

SOM estimate: £2.4M. Reasoning: UK meal-planning app market ~£80M. You're targeting health-conscious parents (12% of market) in a premium tier. Realistic capture at 25% penetration in Year 2 given your existing audience of 15,000 newsletter subscribers.

**Why it works:** The TAM/SAM/SOM framework is exactly what investors and advisors use. The go/no-go framing forces a decision-ready output, not an academic essay.

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## CHAPTER 05

# The Financial Model Interrogator

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**What it replaces:** Financial modelling session (~£1,500–£3,000)

Act as a CFO reviewing a startup's financials. My monthly revenue is [X], monthly costs are [Y], and I have [Z] months of runway. Growth rate is [%] month-over-month. Identify: (1) My three most dangerous financial assumptions, (2) At current trajectory, when do I hit profitability – or run out of cash? (3) What are 2 levers I can pull this quarter to extend runway by 3+ months? (4) What metric should I obsess over above all others right now? Show your working.

**Example output snippet:**

*Dangerous assumption #1: You're modelling 12% MoM growth indefinitely. SaaS companies typically see growth decelerate to 5–7% after £30K MRR. At 7% growth, you hit cash-zero in Month 14, not Month 22. Lever: Reduce your £4,200/mo AWS spend — at your scale, moving to reserved instances saves ~35% immediately.*

**Why it works:** It forces the AI to challenge your assumptions, not validate them. The “show your working” instruction prevents hand-waving and produces analysis you can actually verify.

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## CHAPTER 06

# The Customer Acquisition Playbook

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**What it replaces:** Growth strategy engagement (~£3,000–£6,000)

You are a growth strategist. My business is [describe business, current channels, and monthly budget]. My CAC is [X] and LTV is [Y]. Design a 90-day customer acquisition playbook with 3 channels, prioritised by expected ROI. For each channel: specific tactics (not generic advice), estimated cost, expected results, and how to measure success. I need actions, not theory.

#### Example output snippet:

*Channel 1 — LinkedIn organic (Week 1–12): Post 4x/week using the “insight sandwich” format: bold claim → data point → practical takeaway. Target 3 specific hashtags with <50K followers for visibility. Expected result: 400–800 profile visits/week by Week 8, converting at ~2% to demo requests. Cost: £0. Measure: Track profile views → connection requests → DM conversations weekly.*

**Why it works:** The LTV/CAC context forces channel recommendations that are actually profitable for your economics, not generic “try TikTok” advice.

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#### CHAPTER 07

## The SWOT That Doesn’t Waste Your Time

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**What it replaces:** Strategy workshop facilitation (~£1,500–£3,000)

Conduct a SWOT analysis for [describe business and current situation]. But here's the rule: for each item, include a specific, actionable “so what” – what I should DO about it in the next 30 days. No vague strengths like “strong team.” Every point must be specific, evidence-based, and tied to a decision I need to make. Maximum 3 items per quadrant.

#### Example output snippet:

*Threat: Your primary acquisition channel (Google Ads) has seen CPCs rise 40% YoY in your category. So what: Allocate 20% of your ads budget to building an owned channel (email list via lead magnet) this month. Target: 500 subscribers in 30 days. This reduces platform dependency before Q4 when CPCs spike further.*

**Why it works:** Traditional SWOTs are intellectual exercises. The “so what” rule transforms every observation into a decision. It’s the difference between analysis and action.

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## CHAPTER 08

# The Investor Pitch Sharpener

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**What it replaces:** Pitch deck review (~£1,000–£2,500)

You are a venture capital partner who has seen 10,000 pitches. I'm going to describe my startup: [elevator pitch, traction, ask]. Give me: (1) The 3 questions you'd definitely ask – and what a strong answer looks like, (2) The single weakest part of my pitch, (3) How to restructure my narrative for maximum impact, and (4) The one sentence I should open with to guarantee attention in the first 10 seconds.

**Example output snippet:**

*Your weakest point: You lead with the product. Investors fund markets, not products. Restructure: Open with the market pain (“£4.2B is wasted annually on manual invoice reconciliation”), then the insight (“we discovered that 80% of errors come from just 3 data fields”), then the product. Your opening line: “Every finance team in Europe is burning money on a problem that’s already been solved — they just don’t know it yet.”*

**Why it works:** It simulates the adversarial thinking of a real investor. The “10,000 pitches” framing triggers pattern-matched, experienced responses rather than generic feedback.

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## CHAPTER 09

# The Operations Bottleneck Finder

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**What it replaces:** Process optimisation audit (~£2,000–£5,000)

Act as an operations consultant specialising in [your industry]. My business does [describe what you do] with a team of [size]. Our biggest pain points are [list 2-3]. Map my likely operational bottlenecks, rank them by impact on revenue, and for the top 3, give me a fix I can implement this week without hiring anyone or buying new software. Focus on systems and processes, not tools.

**Example output snippet:**

*Bottleneck #1 (Revenue impact: High): Your founder is the approval bottleneck for every client deliverable. Fix: Create a “good enough” checklist — 5 criteria that, if met, allow any team member to ship without approval. Implement Monday. Expected result: 3–5 hours/week reclaimed, faster delivery, happier clients.*

**Why it works:** The constraint “without hiring or buying software” forces practical, immediate solutions. Most bottlenecks are process problems, not people or tool problems.

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## CHAPTER 10

# The “What Am I Missing?” Blind Spot Scan

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**What it replaces:** Advisory board session (~£1,000–£3,000)

I'm going to describe my business situation: [describe current state, recent decisions, upcoming plans]. Act as a seasoned business advisor. Your job is NOT to validate my thinking. Your job is to find what I'm missing. Identify 5 blind spots, risks, or overlooked opportunities that a founder in my position typically doesn't see. For each, explain why it's dangerous (or valuable) and what I should do about it this quarter. Be direct – I'm paying you to disagree with me.

#### Example output snippet:

*Blind spot #3: You're building features but not moats. Your product can be replicated in 6 months by a funded competitor. What you should be building instead: data network effects. Every customer interaction should make the product smarter for all customers. Start logging [specific data point] now — in 12 months, that dataset IS your moat, not your code.*

**Why it works:** The instruction to “disagree” overrides the AI’s tendency to validate. This prompt consistently surfaces insights that founders later say they wish they’d considered earlier.

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## CHAPTER 11

# How to Get Even More From These Prompts

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These 10 prompts are your starting point. But the real power comes from knowing *how to think about prompts* — how to structure them for any business problem, how to chain them together, and how to turn AI outputs into actual decisions.

#### Three quick tips to level up:

- 1 **Always include context.** Revenue, team size, industry, constraints. The more specific your input, the more specific (and useful) the output.
  - 2 **Demand formats.** Say “present as a table” or “give me a one-page brief.” Structure makes outputs actionable.
  - 3 **Follow up ruthlessly.** The first answer is a draft. Push back. Ask “what’s wrong with this analysis?” and “what would you change if you had to bet your own money?”
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## ► Want the Full Toolkit?

This guide gives you 10 prompts. Our **complete prompt library** gives you 100+ — covering operations, hiring, legal, marketing, sales, product development, and more. Each one tested, refined, and built to replace expensive professional services.

→ [Browse the Full Collection](#)

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\*Built by practitioners, not theorists. Every prompt in this guide has been used in real businesses to make real decisions.\* \*\*© 2026 · All rights reserved\*\*

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