

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

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

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.

1. The Strategic Positioning Audit

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

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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
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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*.

2. 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.

3. 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.

4. The Market Entry Briefing

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.

5. The Financial Model Interrogator

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?

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(4) What metric should I obsess over above all others right now? Show your working.
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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.

6. The Customer Acquisition Playbook

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

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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.
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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.

7. The SWOT That Doesn't Waste Your Time

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.

8. The Investor Pitch Sharpener

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.

9. The Operations Bottleneck Finder

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.

10. The "What Am I Missing?" Blind Spot Scan

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.

How to Get Even More From These Prompts

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.

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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**