



ChatGPT

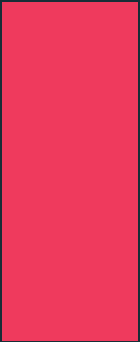
Business Strategy Mastery

A Step-by-Step Guide to Writing
Perfect Prompts for a Winning
Business Strategy



Guillaume Tourneur

Volume 1



The objective of this book is to give you a framework that will **enable you to be completely autonomous leveraging AI**, precisely Large Language Models (LLMs) like ChatGPT, Bard AI, Bing...for your winning **business strategy**. More precisely this step-by-step guide will help you formulate the **perfect prompts** for business strategy activities such as:

1. Business vision and mission development
2. Market research and analysis
3. Competitive analysis
4. SWOT analysis - Basic SWOT analysis
5. Target market segmentation
6. Customer profiling and buyer personas



What is included in this book? You will get detailed templates you can copy paste and replace with your own data so that you are immediately operational!

Who is this for? This book is for every business professional; no Engineering experience is required.

There is no book like this on the market (yet), be the first; take the lead for your company! Be a Hero or Heroine!

In a rush? No problem; you can jump to page 28 and start using the templates for your needs. The rest of the book will teach you how to be autonomous.



About the Author

Guillaume Tourneur Business Strategy & Product Innovation



As a transformative leader in health and wellness technology, I excel in cultivating groundbreaking products and strategies that drive success in start-ups and Fortune 500 companies alike. My expertise in product development, UX, and Agile methodologies has generated over \$20 million in revenue and improved countless lives through innovative digital platforms.

In the past six years, I have honed my focus on health, wellness, and athletic performance technologies, leveraging wearables, IoT, and mobile apps to inspire meaningful behavioral changes. My work spans various roles, including serving as the VP of Product Management at OutcomeMD, the Global Product Manager at the Movember Foundation, and the co-founder of Go Beyond Yourself, where I merge my passion for extreme sports with technology research.

I am not only a staunch advocate of the technology I develop but also an active user, ensuring that my work remains relevant and impactful.



<https://www.linkedin.com/in/guillaumetourneur/>

Table of Content

Disclaimer.....	6
What you will learn and how.....	7
The PE framework.....	9
The BS Framework.....	22
The PEBS Framework.....	25
Template 1	29
Template 2	32
Template 3	33
Template 4	35
Template 5	36
Template 6	37
Bibliography	39

This book is also available in print-friendly format, just click on the link below:

[Click Here](#)

Disclaimer

It is important to understand that the data you feed your favorite LLM, such as ChatGPT, will often be public. Therefore, I strongly advise you to use a personal account, not mention your company name, and do not submit any confidential data.

"ChatGPT never signed an NDA with your company."



What you will learn and how

There is a multitude of free resources on AI basics, including Large Language Models (LLMs), which won't be our focus. Instead, we'll jump into prompt engineering to quickly achieve "Great" results for your business strategy. You should get a paid subscription with ChatGPT to access the latest version and leverage all its power.



OpenAI
ChatGPT **4.0**

<https://openai.com/>

I also strongly advise you to install plugins such as "WebChatGPT" to allow ChatGPT to read web links, as it is not currently supported, and you will only receive data up to 2021. This will probably change soon. Stay tuned!



<https://www.webchatgpt.app/>

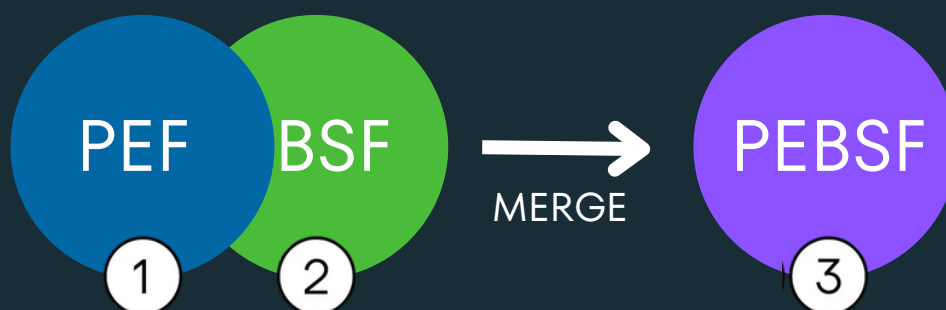
What you will learn and how

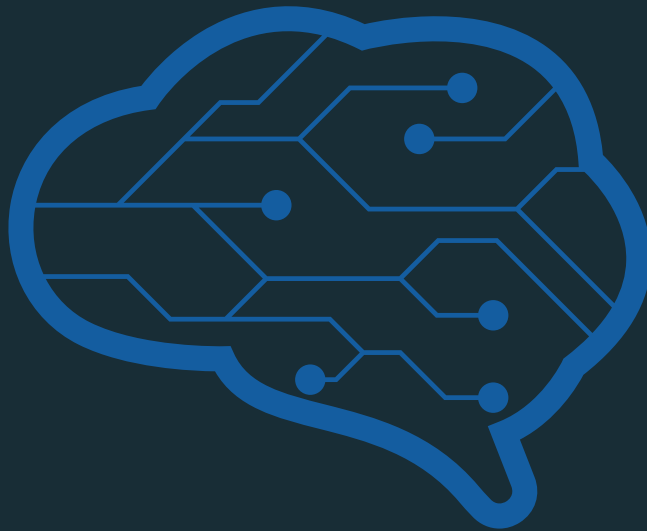
We will first review the basics of prompt engineering, general guidelines, and rules.

Then we will go over the **(1) Prompt Engineering Framework (PEF)** and get into great yet simple details for building perfect prompts.

Last but not least, we will go over the different activities in business strategy and organize those in a specific format, which I call the **(2) Business Strategy Framework (BSF)**.

Finally, the piece of resistance, we will merge the PEF and BSF that will create the framework for you to leverage in your business, called the **(3) PEBSF, with templates and examples.**





The Prompt Engineering Framework

PEF

1

In this first section, we will go over the **Prompt Engineering Framework (PEF)** and get into great yet simple details for building perfect prompts. Understand the structure of a prompt, and how to refine a prompt with the proper tools and rules. We will then test all the above with our first example.

1. The Prompt Engineering Framework

What is prompt engineering? Although there are many definitions, for this book, we define prompt engineering as the "craft," if not "the art," of constructing proper inputs (in plain English) so that you can get the most out of Large Language Models (LLMs) such as ChatGPT.

That is understanding how LLMs work, how to interact with those tools, and how to refine your prompts to maximize the output.

In other words, how to formulate perfect questions or tasks for your AI assistant, who can significantly help you and your objectives.



*"The higher the quality of your input...
...the higher the quality of the output"*

1. The Prompt Engineering Framework

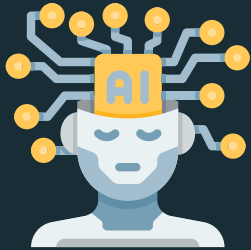
Anatomy of a prompt - The Structure

In general, a prompt can be a question or a task. But the most important is its structure. Below are all the components that make a great prompt.

1	Persona simulation	Give it brains!
2	Objective/ Goal	What are you trying to achieve and why
3	Background /Context /Constraints	Describe the setting
4	Task	What you want your specific task(s) to be to achieve your above objective
5	Rules/ Instructions	What the rules (dos and don't)
6	Example(s)	To help refine the structure and content
7	Format /Output	How do you want the answer/task be delivered and formatted

1. The Prompt Engineering Framework

Anatomy of a prompt - The Persona Simulation



Picture yourself being the ideal person who could answer your question or complete a task for you. *Imagine you are the best <insert company title> at your company, "Company A" with top expertise in <domain of expertise> and the following qualities: <quality 1>, <quality 2>, and you want to complete the below objective through specific tasks described in details and listed below.*

By meticulously defining this exceptional individual, you can harness the power of ChatGPT to deliver unparalleled insights and guidance.



The "persona simulation" is one of the most important and yet underutilized features that will significantly affect the results. Do not limit yourself."

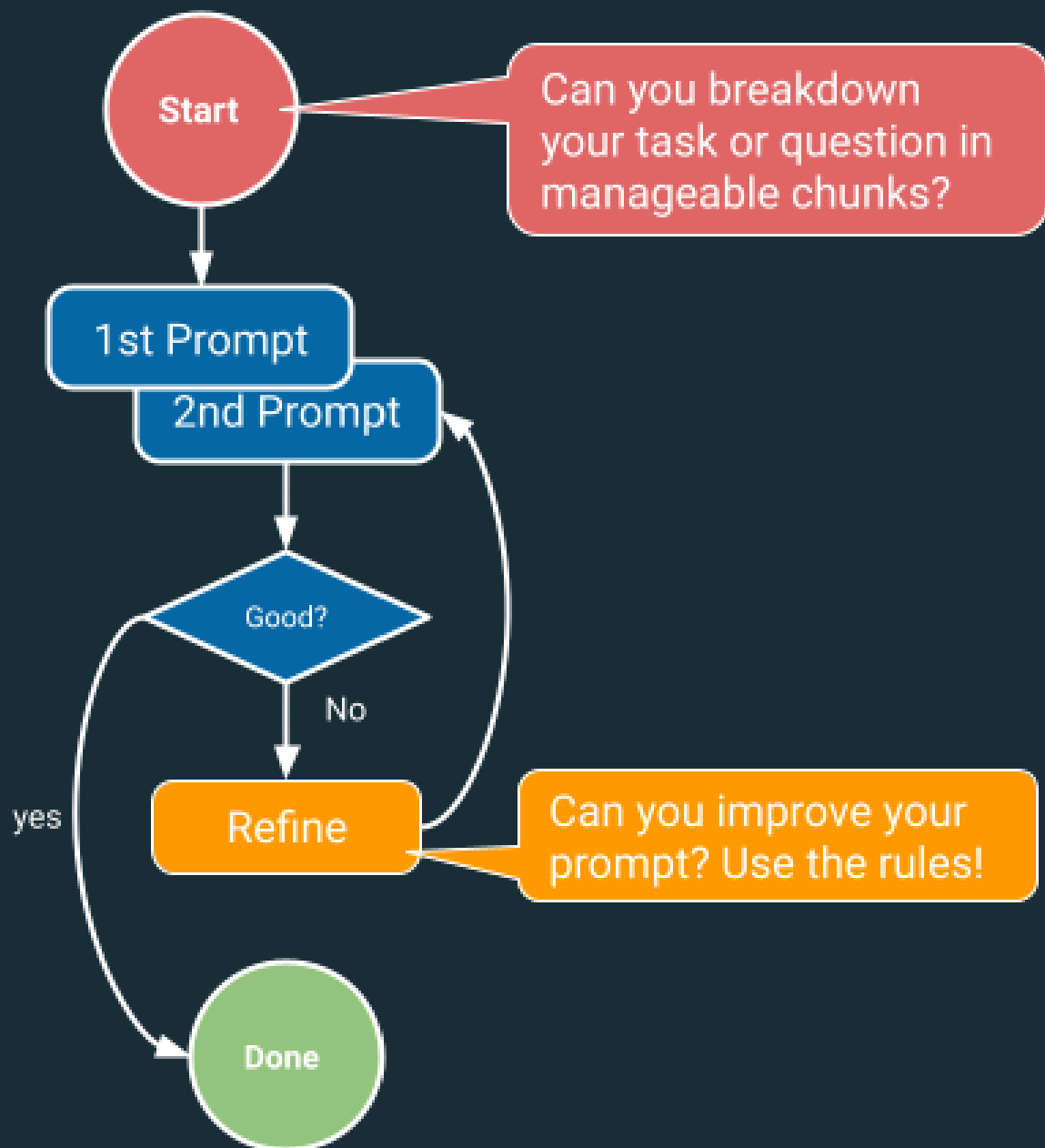
1. The Prompt Engineering Framework

The Process - Two major approaches
Before we get into writing a prompt, the below diagram shows the process you need to follow before you start writing your prompt or prompts. There are two approaches to consider, which are non-exclusive if not both necessary:

1. **Break down** - your tasks or your questions (a.k.a Prompts) into smaller ones so you can get a more precise answer versus a generic one. Feed the response to your following prompt.
2. **Refine** - Write a prompt and refine it, that is, rewrite it because it didn't yield the proper results or use the answer as new data so I can go deeper in your request.

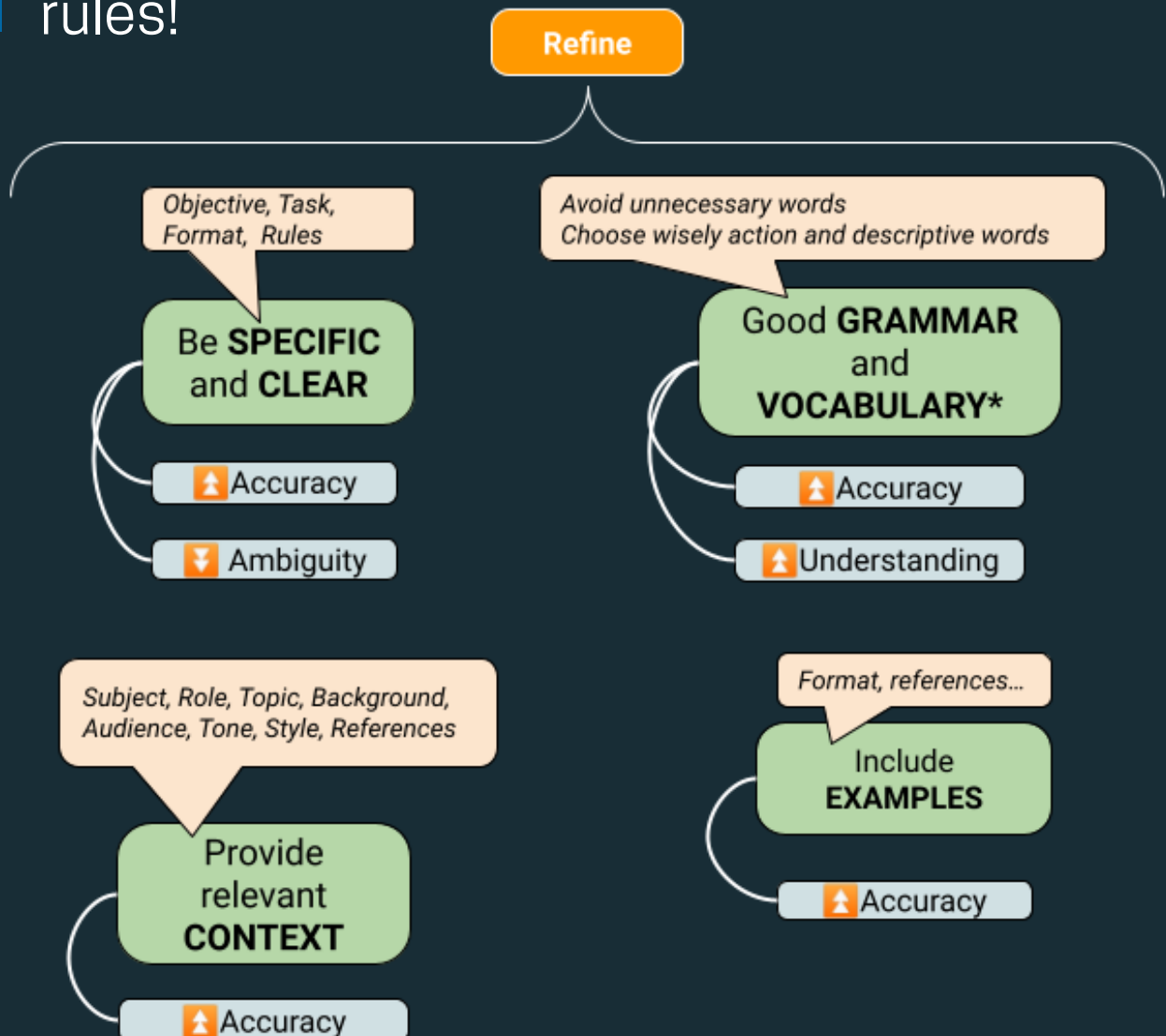
1. The Prompt Engineering Framework

The Process - Breakdown & Refine your prompt



1. The Prompt Engineering Framework

The Process - Refining your prompt with rules!



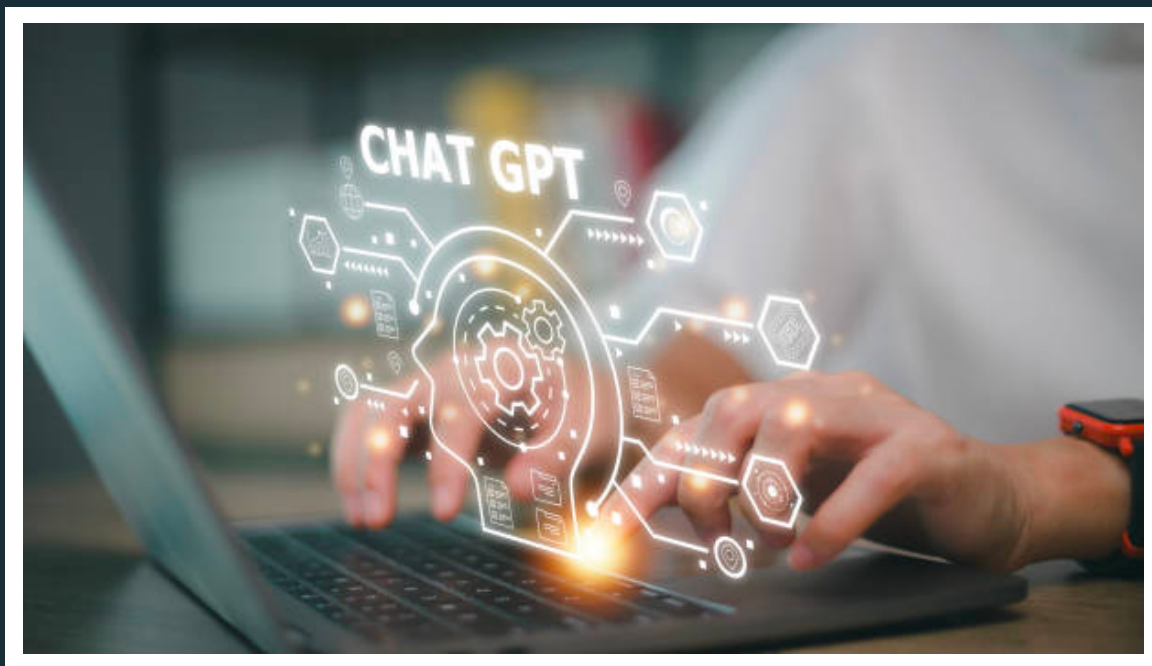
(*) Use Google if you need more clarification about the definition of a word; otherwise, you might create ambiguity in the model and therefore reduce accuracy.

1. The Prompt Engineering Framework

The Process - Refining your prompt

The above framework enables you to generate a train of thoughts - a series of intermediate reasoning steps, also called in LLMs language "chain prompting," which significantly improves the ability of large language models to perform complex reasoning.

Now on the following pages, we will apply all we have learned with a **concrete example**.



1. The Prompt Engineering Framework

Example - Let's write a prompt in ChatGPT using the anatomy of the prompt table, using the rules and up-to-date source data.

1	Persona simulation	Imagine you are the "chief strategist officer" at your company "Company A". You have great experience in startups and online retail. You are very innovative and aggressive with your go to market strategies.
2	Objective /Goal	As the "chief strategist officer" you want to expand your market reach to a younger customer segment (25 through 39) and increase "Company A" sales rapidly, while selling to your current demographic.
3	Background /Context /Constraints	"Company A" is an online retailer that sells all bicycle brands and equipment primarily to the US West coast. "Company A" customer demographic are men and women between 40 and 55 years old. "Company A" competitors are: <competitor 1> <competitor n>

1. The Prompt Engineering Framework

Example - Let's write a prompt in ChatGPT using the anatomy of the prompt table, the rules and up-to-date source data.

4	Task	Your task as the " chief strategy officer" is to identify your customer demographic, which products they want, why do they want these products and where to sell them these products.
5	Rules/ Instructions	As part of your knowledge that ends in 2021, please use the following links to update your data on the subject so that you have a more relevant answer. <u><insert market research data or URL></u>
6	Example(s)	To help refine the structure and content
7	Format/ Output	Please output your amazing results in the following table format. Column 1 - Customers Gender Column 2 - Age range Column 3 - Income range Column 4 - What product to sell Column 5 - Which channel to use to sell the product on column 4

1. The Prompt Engineering Framework

Example - the answer to the prompt:

Male	25-29	\$40,000 \$70,000	Mountain Bikes, Electric Bikes, Bike Accessories	Social Media (Instagram, YouTube, TikTok), Influencer Marketing
Female	25-29	\$40,000 \$70,000	Road Bikes, Commuter Bikes, Bike Accessories	Social Media (Instagram, YouTube, TikTok), Influencer Marketing
Male	30-34	\$60,000 \$90,000	Mountain Bikes, Electric Bikes, High- Performance Bikes, Bike Accessories	Social Media (Facebook, LinkedIn, Twitter), Content Marketing (Blog, Podcast)
Female	30-34	\$60,000 \$90,000	Road Bikes, Commuter Bikes, High-Performance Bikes, Bike Accessories	Social Media (Facebook, LinkedIn, Twitter), Content Marketing (Blog, Podcast)
Male	35-39	\$80,000 \$120,000	High-Performance Bikes, Electric Bikes, Bike Accessories	Email Marketing, Referral Programs, Partnerships with Cycling Clubs and Groups
Female	35-39	\$80,000 \$120,000	High-Performance Bikes, Commuter Bikes, Bike Accessories	Email Marketing, Referral Programs, Partnerships with Cycling Clubs and Groups

1. The Prompt Engineering Framework

Example - Let's push it and refine the task by asking for the following:

Prompt: *"that is great! Thank you! What should be my marketing costs for each demographic listed in column 1 and 2?"*

The answer:

Column 1	Column 2	Estimated Marketing Cost Per Month
Male	25-29	\$8,000 - \$12,000
Female	25-29	\$8,000 - \$12,000
Male	30-34	\$10,000 - \$14,000
Female	30-34	\$10,000 - \$14,000
Male	35-39	\$12,000 - \$16,000
Female	35-39	\$12,000 - \$16,000

You get the picture. You can continue refining your prompts to be more targeted and specific and also extend on those.

1. The Prompt Engineering Framework

Reminders - Some important points



"You are the expert and the only one who can interpret the data properly. You leverage ChatGPT as preparatory work with great accuracy and efficiency (time). Bottom line, you are the one who can interpret the data, enhance it and apply it to your company's objectives."



"ChatGPT data is only valid until 2021. Therefore, if you have updated market data, include it as text or as a publicly accessible URL so that ChatPGT can parse the most up-to-date information."*



"ChatGPT uses tokens to answer to your prompt, that is take each word as part of the answer. It is important to be consistent with words (action words, description words) and use the proper punctuation. For example, putting names in quotes " " to avoid confusion."

** Currently parsing content from a URL requires third party plugins and/or tools.*



The Business Strategy Framework

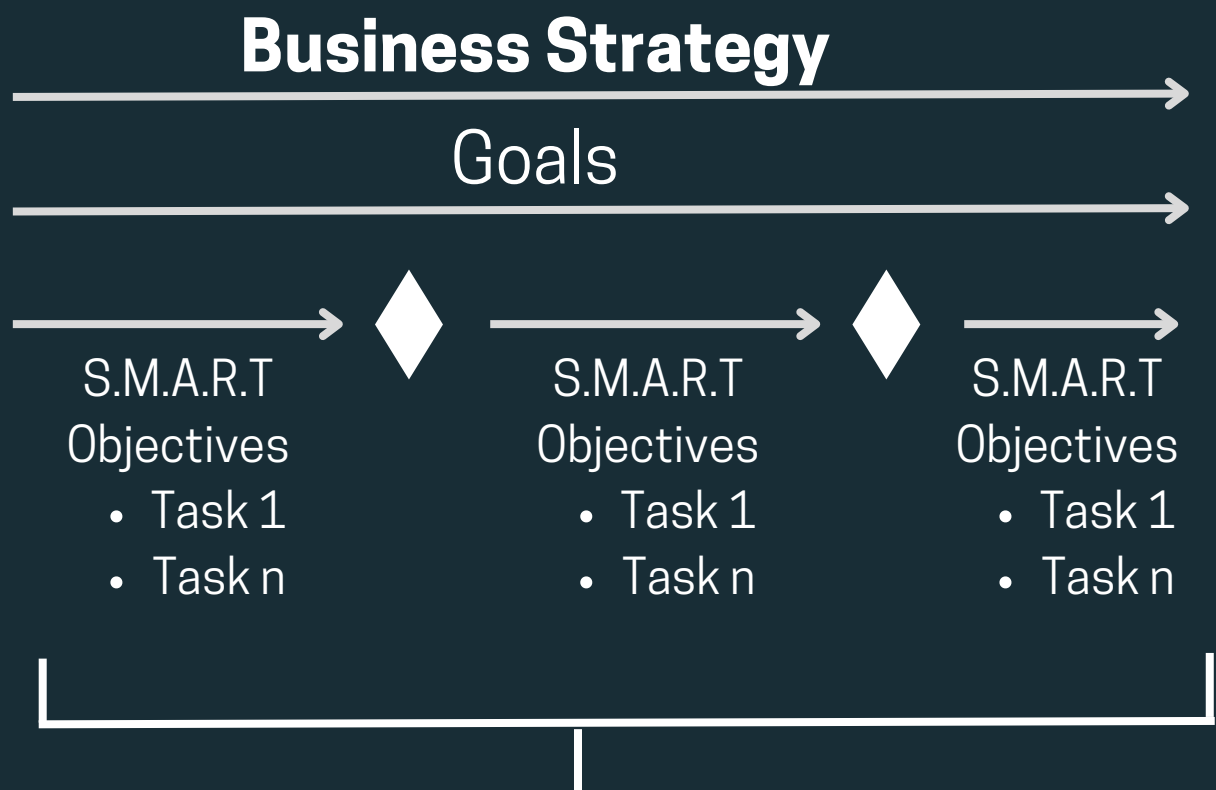
BSF

2

We will briefly go over the different activities in business strategy and organize those in a specific format, which I call for this book, the **Business Strategy Framework (BSF)**. By formatting these business strategy activities, we will be ready to move onto our last step, merging all those in the **Prompt Engineering Business Strategy Framework (PEBSF)**.

2. The Business Strategy Framework

Overview - Let's review the SMART business strategy objectives and how it all relates to AI and, more precisely, prompt engineering.

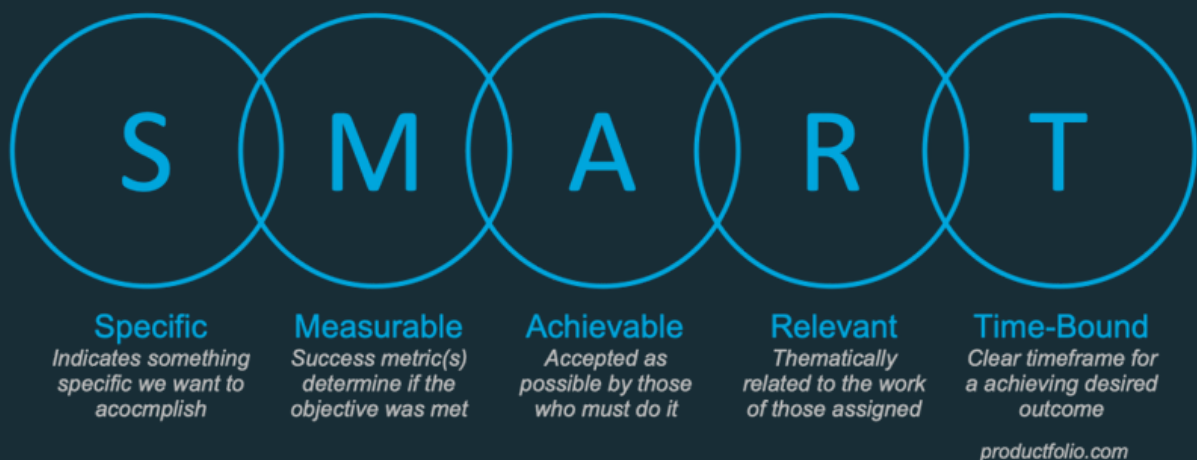


The ChatGPT agent, or persona, will help with your objectives through tasks that will help you achieve your goals for your business strategy.

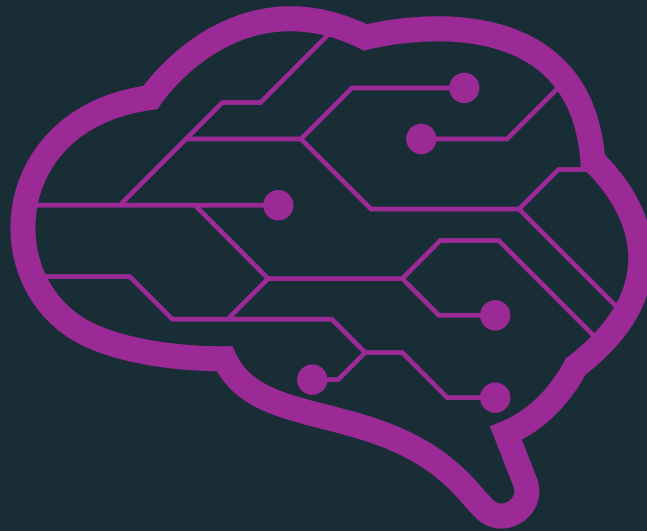
2. The Business Strategy Framework

Overview - In the above diagram, you will set up S.M.A.R.T objectives that align with the previous Prompt rules we described. Those are very similar!

S.M.A.R.T stands for Specific, Measurable, Achievable, Relevant, and Time-bound.



These objectives and tasks are achieved through strategic business activities listed on page 29.



The Prompt Engineering Business Strategy Framework

PEBSF

3

We are now ready to merge what we have learned with the PEF, focusing on rules and personas. With the BSF together, through the SMART objectives to create perfect prompts with specific examples.

3. The PEBS Framework

Important - Before we start:

- This is not an exhaustive list, but by applying any or all of these templates, you will be able to create your own.
- Each template takes different approaches; for example, one template refers to external data to input, and others have no data and rely on your LLM to get the data.
- When we refer to “Company A,” we always refer to it as your company. Any other company B to Z will be referred to as a competitor or partner.
- Text in brackets <text> is for you to replace with your own
- Text in bracket formatted as follows: <text 1>, <text n> refers to the ability for you to put as much text as you want where n is any number you want (within the limit of the LLM tool you use)
- Some examples have URLs and will require additional plug-ins to enable ChatGPT to access these links. This is a bit tricky and will require some research on your part. If you are not able to do so, then replace those URLs with company, products or services names.
- While LLMs like ChatGPT can be more extensively utilized in these strategic activities, it is crucial to remember that they should be used as complementary tools alongside human expertise and intuition. The technology can help automate, optimize, and provide insights, but the ultimate decision-making should still rely on you.

3. The PEBS Framework

The Template Format - core structure of a template

<Category>		<Template name/objective>
1	Persona simulation	Imagine you are the best <insert company title> on the market. Your work for “Company A” with top expertise in <domain of expertise> and the following qualities: <quality 1>, <quality 2> and you want to complete the below objective through specific tasks described in detail and listed below.
2	Objective /Goal	Your Objective is to <insert objective>
3	Background /Context /Constraint	<Describe the setting, such as but not limited to, your market positioning, your strengths and weaknesses, Your deadlines>
4	Task	Your task(s) is/are:<task 1><task n>
5	Rules/ Instructions	<What the rules (dos and don't)> <instructions, such as using URLs for the task...>
6	Example(s)	Give an example for better context
7	Format/ Output	How do you want the answer/task be delivered
How to refine/build on this prompt? Based on the answer you can refine or deeper explore the results of the above task.		

3. The PEBS Framework

The Template - this **volume 1** includes six templates ready for you to customize and examples for better demonstration.

Those six business strategy activities are:

1. Business vision and mission statements
2. Market research and analysis
3. Competitive analysis
4. SWOT analysis - Basic SWOT analysis
5. Target market segmentation
6. Customer profiling and buyer personas

For convenience purposes, all six templates are available for download in plain Word format from my google drive:



[**Click Here**](#)

3. The PEBS Framework

Template 1 - Business vision and Mission Statements Development Template

Core Business		Business Vision and Mission Statement
1	Persona simulation	Hi ChatGPT, Imagine you are a very seasoned professional <insert title/Role>. You sold many consumer facing companies, and completed one IPO. Your market expertise is in <market segments...> primarily for the <country or region>. You have been hired as consultant for "Company A" and given company shares as an incentive, your mission is to help them scale their business by helping them design their brand and presence. You are extremely strategic, aggressive and also very creative and know how to spot niche market opportunities.
2	Objective /Goal	Your objective is based on the information provided in this prompt as well as the information you gathered <market segment>, market trends <type of product you sell>, to propose A top winning Vision online brand strategy for "company A".
3	Background /Context /Constraint	"Company A" is a <describe company, status, size,...>. "Company A" has <Patent? IP?> "Company A" has <partners><Market trends are><Market demographics are:Age: <range>Gender: <gender>Income level: <yearly income range>Education level: <education level>Occupation: <primary role and market segment>Marital status: <Single, married or divorced>Family size: <number of kids, sex and age>Ethnicity: <ethnicity>Location: <country, city, urban, suburban, rural>Nationality: <cultural influence if different>
4	Task	Your task, is to propose a well defined Vision and mission statements that will help "Company A" define their core brand from which we can then execute on.
5	Rules/ Instructions	To be successful in your task it is important you take all the following information: <if you have a plugin, then copy/paste URL><if you have some summarized market trends/research you can copy/paste here>
6	Example(s)	Below are examples of mission statements from one of our two top competitor: <competitor 1 name> - <mission statement><competitor 2 name> - <mission statement>
7	Format/ Output	Your 3 proposed ideas should be delivered in the format of bullet points containing the following:Vision StatementMission statement
How to refine/build on this prompt? Based on the answer you can refine or deeper explore the results of the above task.Ask to refine the answers with shorter statements.Ask to refine the answers with more original ,daring, ideas and words. Ask chatGPT to change the tone, style of these mission statements, limit words, and include words you want.Once you selected a few mission statement ideas, ask ChatGPT how those would perform against various market demographics and psychographic segments (see Customer profiling example to refine your task)		

3. The PEBS Framework

Template 1 - Business vision and Mission Statements Development Example:

Core Business		Business Vision and Mission Statement
1	Persona simulation	Hi ChatGPT, Imagine you are a very seasoned professional Marketing Strategy consultant. You sold many consumer facing companies, and completed one IPO. Your market expertise is consumer sports goods and online retail primarily for the US market. You have been hired as consultant for “Company A” with shares in “Company A” to help them scale their business online fast by helping them design their brand and presence online in a very saturated and competitive market of bicycles, specifically road bikes. You are extremely strategic, aggressive and also very creative and know how to spot niche market opportunities. Your objective and tasks are described below.
2	Objective /Goal	Your objective is based on the information provided in this prompt as well as the information you gathered on bicycle brands, online retail market for sports goods, market trends in bicycle sales in the USA, to propose A top winning Vision online brand strategy for “company A”.
3	Background /Context /Constraint	<p>“Company A” is a small bicycle manufacturer in the USA who manufactures a very uniquely designed carbon fiber bicycle. “Company A” has a patent pending on the shape of the bike. “Company A” has secured partnership with a manufacturing company in Europe for us to be able to scale their production, that is build more and sell more as the demand is increasing. “Company A” is building our online website, and presence on social media and have necessary investment to make a presence on the market fast. “Company A” customer segment is primarily:</p> <ul style="list-style-type: none">• Gender: Male• Ages: 25 to 45• Lifestyle: outdoor• Income range: \$80K to \$200K

3. The PEBS Framework

Template 1 - Business Vision and Mission Statements Development example:

Core Business		Business Vision and Mission Statement
4	Task	Your task, is to propose a niche, well defined Vision and mission statements as well as marketing ideas for “Company A” potential customers. That is to help “Company A” define their core brand from which we can then execute on.
5	Rules/ Instructions	To be successful in your task it is important you take all the following information: <ul style="list-style-type: none">• Online retail market for sports goods in north America• Bicycle market - growth, trends, and forecasts• Top competitors: Biaco, Bianci, Cervélo, Trek
6	Example(s)	Below are examples of mission statements from one of our two top competitor: <ul style="list-style-type: none">• Trek mission statement: “We are driven by adventure, guided by our history, inspired by community, enchanted by the freedom of the open road and committed, always, to creating the world's greatest bicycles”• Cervelo mission statement “At Cervélo we have had one mission from the very beginning – make riders faster.”
7	Format/ Output	Your 3 proposed ideas should be delivered in the format of bullet point containing the following: <ul style="list-style-type: none">• Vision Statement• Mission statement
How to refine/build on this prompt? Can you shorten your examples? Can you make your examples more unique, more daring?		

3. The PEBS Framework

Template 2 - Market research and analysis template

Market Research		Bottom-up Market Research
1	Persona simulation	Imagine you are the best Strategic Marketing Officer on the market. You work for “Company A” with top expertise in <domain of expertise> and the following qualities: <quality 1>, <quality 2> and you want to complete the below objective through specific tasks described in detail and listed below.
2	Objective /Goal	Your objective is to run a bottom-up market research that is sizing a market using projections of individual clusters. “Company A” must first identify the customer segments it intends to reach
3	Background /Context /Constraint	Your company, “Company A” is a <describe company> and sells the following type of products/services: <product/service 1> <Product service n>
4	Task	Your task is to take disaggregated data from all the market research listed below, report and assemble the relevant bits that make up the target market for Company A
5	Rules/ Instructions	Below are the market research <insert URL or copy/paste text from research 1> <insert URL or copy/paste text from research n>
6	Example(s)	-
7	Format/ Output	The results should be presented in a table format in column A the list customer segment, with each customer segment in their own row.
<p>How to refine/build on this prompt? Thank you so much for this response. Now taking in consideration what you found as well as the additional market reports below can you make estimates of the size and growth of each customer segment. The results should be presented in a table format in column A the market size in 1000, in column B the percentage compared to the entire market, and a row for each customer segment. Below are the additional market reports you can use for your response.</p> <p><insert URL 1 or copy/paste text from research 1> <insert URL n or copy/paste text from research n></p>		

3. The PEBS Framework

Template 3 - Competitive Analysis Template

Competitive Research		Competitor Sizing
1	Persona simulation	Imagine you are the Chief Marketing Officer at a <product/market segment> called "Company A". Your market is primarily <main product or service you sell>. Your company website is: <url of company A>
2	Objective /Goal	Your objective is trying to assess, in a rough order of magnitude with any data available on the internet, if your competition is selling more or less in this market, and rank the results in a table.
3	Background /Context /Constraint	Below is the list of your 3 main competitors: Competitor B website is: <URL of competitor B or name> Competitor C website is: <URL of competitor C or name> Competitor D website is: <URL of competitor D or name>
4	Task	Your task is for each competitor to assess if they are selling more or less in a rough order of magnitude. Taking the current sales level of your company "Company A" which is on average # sold bicycles per year. Take each competitor B,C and D websites and any other data available on the web.
5	Rules/ Instructions	Taking your current sales level of approximately <insert #> sold per month as an index number of 100, assign the appropriate index number to competitor B; if you think they sell less than you in this market, but not that much less, say 10 percent less, give them an index number of 90. Repeat this step for competitor C and D. Rough order of magnitude is fine. Add up all the index numbers, divide the total by 100 and multiply by your level of sales – that is your preliminary estimate of market size. Compare each of those with each competitor.
6	Example(s)	-
7	Format/ Output	Present all the results in a table with column A list the competitors on the market include your company, column B the estimated index number for sales and column C the implied market share in %. Row 1 is your company, row 2 competitor B, row 3 is competitor C, row 4 is competitor D.
How to refine/build on this prompt? N/A		

3. The PEBS Framework

Template 3 - Competitive Analysis Template Example.

"Imagine you are the Chief Marketing Officer at an online bicycle retailer called "Bikes Online". Your market is primarily selling bicycles online. Below is the website of your company:

<https://www.bikesonline.com/>

Your objective is trying to assess, in a rough order of magnitude with any data available on the internet, if your competition is selling more or less in this market, and rank the results in a table. Below is the list of your 3 main competitors:

Competitor A website is: <https://www.bikeexchange.com/>

Competitor B website is: <https://bicyclewarehouse.com/>

Competitor C website is: <https://www.bike24.com/>

Your task is for each competitor to assess if they are selling more or less in a rough order of magnitude. Taking the current sales level of your company "Bikes Online" which is on average 800 sold bicycles per month. Take each competitor A,B and C websites and any other data available on the web.

Taking your current sales level of approximately 800 bikes sold online per month as an index number of 100, assign the appropriate index number to competitor A; if you think they sell less than you in this market, but not that much less, say 10 percent less, give them an index number of 90.

Repeat this step for competitor B and C. Rough order of magnitude is fine. Add up all the index numbers, divide the total by 100 and multiply by your level of sales – that is your preliminary estimate of market size. Compare each of those with each competitor.

Present all the results in a table with column A list the competitors on the market include your company, column B the estimated index number for sales and column C the implied market share in %. Row 1 is your company, row 2 competitor A, row 3 is competitor B, row 4 is competitor C."

3. The PEBS Framework

Template 4 - SWOT Analysis Template

SWOT Analysis		Basic SWOT Analysis
1	Persona simulation	N/A
2	Objective /Goal	Please run a competitive analysis of the below brands in a SWOT format.The brands/Products are: <Brand/Product 1> <Brand/Product 2> <Brand/Product n>
3	Background /Context /Constraint	
4	Task	
5	Rules/ Instructions	
6	Example(s)	Output format should be a 2x2 table for each company listed above, in each quadrant STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS.
7	Format/ Output	
How to refine/build on this prompt? Based on the above, can you identify the common WEAKNESS pattern across all listed brands? You could use this information as a new data input for our Vision/Missions statement template above.		

3. The PEBS Framework

Template 5 - Target Segmentation Template

Target market segmentation		Market Attractiveness
1	Persona simulation	Imagine you are the VP of Product Management at “Company A” who sells <product/services> in the <market segments>. The board has assigned you to present a 3 or 5 years plan for existing and new products.
2	Objective /Goal	Your Objective is to determine your business's desired competitive position in 3-5 years and identify the strategic gap between your current state and the ideal player, both now and in the future. Set goals to narrow or bridge this gap. In order to this you must first define how “attractive is a market segment, in your case you define a market segment as a select group of consumers that can be potential customers of your product(s).
3	Background /Context /Constraint	<Describe the setting, such as but not limited to, your market positioning, your products or services, your strengths and weaknesses, Your deadlines, your competitors....>
4	Task	Your task is the following: Can you score the following market segments for <market/product fit> in one table as follows? Please create a table with the following structure:- 4 columns: Column A, Column B, Column C, Column D- 5 rows: The first row contains headers, and the other rows contain data- Headers: "<insert gender male, age range 1>", "<insert gender male, age range 2>", "<insert gender female, age range 1>", "<insert gender female, age range 1>"- Second row displays the scores for the market growth - Third row displays the scores for competitive intensity- Fourth row displays the scores for the market risk- Fifth row displays the scores for industry profitability- Sixth row displays the average score of rows 2 to 5- Data: Fill the cells with a score based as follows: 1=unattractive, 2=Reasonably attractive, 5=Highly Attractive. Only display the score in the cellHow do you want the answer/task be delivered
5	Rules/ Instructions	
6	Example(s)	
7	Format/ Output	
How to refine/build on this prompt? Obviously you can expand the table with more columns for more granular age ranges as well as add more details on the demographics.		

3. The PEBS Framework

Template 6 - Customer Profiling and Buyer Personas

Customer Profiling		Target Market Psychographics
1	Persona simulation	I am researching on a target market segment I want to reach for a new product. I need you, to the best of your knowledge, to educate me on the core psychographics data based on the demographic data below that represent my potential customers.
2	Objective /Goal	
3	Background /Context /Constraint	Below is the demographic data of my customers structured as follow: <ul style="list-style-type: none">• Age: <range>• Gender: <gender>• Income level: <yearly income range>• Education level: <education level>• Occupation: <primary role and market segment>• Marital status: <Single, married or divorced>• Family size: <number of kids, sex and age>• Ethnicity: <ethnicity>• Location: <country, city, urban, suburban, rural>• Nationality: <cultural influence if different>
4	Task	Your task is, based on the above demographic data, to identify the below psychographic data that best matches. You can give 1 to 3 results for category listed below in bullet points: <ul style="list-style-type: none">• Values• Desires• Goals• Interests• Lifestyle choices• Emotions• Spending habits• Attitudes• Concerns• Hobbies• Needs• Wants
5	Rules/ Instructions	
6	Example(s)	
7	Format/ Output	
How to refine/build on this prompt? Thank you, can you expand on each of those, when applicable with examples of brands, personalities, services, products that best represent these values?		

Conclusion

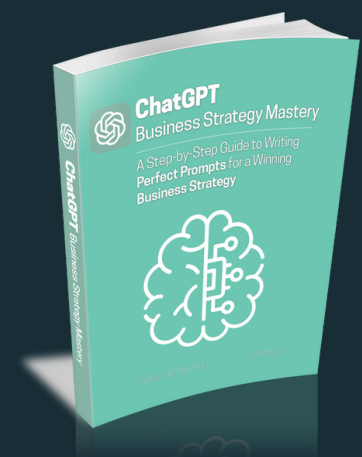
You have completed Volume 1, and I hope you enjoyed this book and are ready to start exploiting AI for your various business strategy activities.

If you liked this book, please share the following link:
<https://payhip.com/b/AhE3F> to your followers on Social Media. I would sincerely appreciate, and this would allow me to accelerate the completion of volume 2, which will include detailed templates for the following:

- Product or service strategy
- Value proposition and unique selling points (USPs)
- Innovation and new product development
- Business model and revenue streams
- Strategic partnerships and alliances
- Market Research
- SWOT analysis - Advanced SWOT analysis

If you want to receive updates and to be one of the first notified when **Volume 2** is available; you can send me an email at:

ChatGPTBusinessVol1@gmail.com



Bibliography

- Strategy Plain and Simple: 3 steps to building a successful strategy for your startup or growing business 1st Edition by Vaughan Evans (Author) - ISBN 1292218134
- The Timeless Principles of Successful Business Strategy (Management for Professionals) Hardcover – July 26, 2011 by Viardot Eric (Author) - ISBN 3642212352
- Business Strategy Success Principles: An Action Plan to Grow Your Business and Enjoy an Easier Life Paperback – July 12, 2022 by Paul Arnold (Author) - ISBN 1631957945
- The SWOT Analysis: A key tool for developing your business strategy (Management & Marketing) Paperback – August 17, 2015 by . 50MINUTES (Author) - ISBN 2806269326
- Impromptu: Amplifying Our Humanity Through AI Kindle Edition by Reid Hoffman (Author) - B0BYG9V1RN
- Quick Start Guide to Large Language Models: Strategies and Best Practices for Using Chatgpt and Other Llms Paperback by Sinan Ozdemir (Author) - ISBN 0138199191