```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <!-- 1. EDIT THE BROWSER TAB TITLE HERE -->
    <title>Lochhead Enhancement Prompts - AI Tools Specialized for Small Business Growth</title>
    <!-- Load Tailwind CSS -->
    <script src="[https://cdn.tailwindcss.com](https://cdn.tailwindcss.com)"></script>
    <!-- Load Font (Inter) -->
    <link href="[https://fonts.googleapis.com/css2?family=Inter:wght@400;600;700&display=swap](https://fonts.googleapis.com/css2?family=Inter:wght@400;600;700&display=swap)" rel="stylesheet">
    <style>
        /* Custom styles for the Inter font and dark theme */
        body {
            font-family: 'Inter', sans-serif;
            background-color: #1a202c; /* Dark background */
            color: #e2e8f0; /* Light text */
        }
        .prompt-card {
            transition: transform 0.2s, box-shadow 0.2s;
        }
        .prompt-card:hover {
            transform: translateY(-4px);
            box-shadow: 0 10px 15px rgba(0, 0, 0, 0.3);
        }
        /* Style for the cart slide-out panel */
        .cart-panel {
            transition: transform 0.3s ease-in-out;
        }
        .cart-panel-hidden {
            transform: translateX(100%);
        }
    </style>
</head>
<body>

    <!-- Main Application Container -->
    <div id="app" class="min-h-screen">
```

```html
<!-- Header -->
<header class="sticky top-0 z-10 bg-gray-800 shadow-lg">
    <div class="max-w-7xl mx-auto px-4 sm:px-6 lg:px-8 py-4 flex justify-between items-center">
        <!-- 2. EDIT THE WEBSITE NAME (LOGO) HERE -->
        <a href="#" class="text-2xl font-bold text-red-600">Lochhead <span class="text-white">Enhancement Prompts</span></a>

        <!-- Cart Button -->
        <button id="toggle-cart-btn" class="relative p-2 rounded-lg hover:bg-red-700 transition duration-150 ease-in-out bg-red-600 focus:outline-none focus:ring-2 focus:ring-offset-2 focus:ring-red-500">
            <!-- Shopping Bag Icon (simple SVG) -->
            <svg class="w-6 h-6 text-white" fill="none" stroke="currentColor" viewBox="0 0 24 24" xmlns="[http://www.w3.org/2000/svg](http://www.w3.org/2000/svg)"><path stroke-linecap="round" stroke-linejoin="round" stroke-width="2" d="M16 11V7a4 4 0 00-8 0v4M5 9h14l1 12H4L5 9z"></path></svg>
            <span id="cart-count" class="absolute top-0 right-0 inline-flex items-center justify-center px-2 py-1 text-xs font-bold leading-none text-red-100 transform translate-x-1/2 -translate-y-1/2 bg-red-600 rounded-full">0</span>
        </button>
    </div>
</header>

<!-- Main Content Area -->
<main class="max-w-7xl mx-auto px-4 sm:px-6 lg:px-8 py-8">
    <h1 class="text-3xl font-extrabold text-white mb-6">AI Enhancement Prompts Specialized for Small Business Growth</h1>
    <p class="text-gray-400 mb-8 max-w-2xl">Deploy professionally tested AI prompts to enhance efficiency, manage inventory, optimize marketing, and drive profitability in your small business.</p>

    <!-- Prompt Grid -->
    <div id="prompt-grid" class="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-3 gap-8">
        <!-- Prompt cards will be injected here by JavaScript -->
    </div>
</main>

<!-- Cart Panel (Sidebar) -->
<div id="cart-panel" class="cart-panel cart-panel-hidden fixed top-0 right-0 w-full md:w-96 h-full bg-gray-900 shadow-2xl z-20 flex flex-col p-6 overflow-y-auto">
    <div class="flex justify-between items-center mb-6">
        <h2 class="text-2xl font-bold text-white">Your Cart</h2>
        <button id="close-cart-btn" class="text-gray-400 hover:text-white transition">
```

```html
        <!-- Close Icon -->
        <svg class="w-6 h-6" fill="none" stroke="currentColor" viewBox="0 0 24 24"
xmlns="[http://www.w3.org/2000/svg](http://www.w3.org/2000/svg)"><path stroke-linecap="round"
stroke-linejoin="round" stroke-width="2" d="M6 18L18 6M6 6l12 12"></path></svg>
        </button>
      </div>

      <!-- Cart Items List -->
      <div id="cart-items-list" class="flex-grow space-y-4 overflow-y-auto pr-2">
        <!-- Cart items will be injected here -->
      </div>

      <!-- Cart Summary & Checkout -->
      <div id="cart-summary" class="mt-6 pt-4 border-t border-gray-700">
        <div class="space-y-2 text-sm">
          <div class="flex justify-between">
            <span>Subtotal:</span>
            <span id="cart-subtotal" class="font-medium">$0.00</span>
          </div>
          <div class="flex justify-between">
            <span>Tax (8%):</span>
            <span id="cart-tax" class="font-medium">$0.00</span>
          </div>
          <div class="flex justify-between text-lg font-bold pt-2 border-t border-gray-700">
            <span>Total:</span>
            <span id="cart-total">$0.00</span>
          </div>
        </div>

        <button id="checkout-btn" class="w-full mt-6 py-3 bg-red-600 text-white font-semibold
rounded-lg hover:bg-red-700 transition duration-150 ease-in-out disabled:opacity-50" disabled>
          Proceed to Checkout
        </button>
        <p id="checkout-message" class="text-center mt-3 text-sm text-red-600 hidden"></p>
      </div>
    </div>

    <!-- Backdrop for Cart Panel (for mobile/desktop overlay) -->
    <div id="cart-backdrop" class="fixed inset-0 bg-black opacity-0 pointer-events-none transition-
opacity duration-300 z-10"></div>

  </div>
```

```javascript
<script>
    // Data and State Management

    // 3. PRODUCT CATALOG: Defines the items for sale (metadata like title, price, etc.)
    const productCatalog = [
        // Business Improvement
        { id: 1, title: "Operational Efficiency", category: "Business Improvement", price: 4.00, description:
"A set of 2 powerful prompts designed to analyze business processes and suggest streamlined
workflows, saving time and reducing operational costs." },
        { id: 7, title: "Customer Onboarding Flow", category: "Business Improvement", price: 3.50,
description: "1 prompt to create a smooth, step-by-step process for new customers, reducing friction
and improving first-impression satisfaction." },

        // Inventory Management
        { id: 2, title: "Stock Level Optimization", category: "Inventory Management", price: 4.00,
description: "2 prompts that help you accurately track stock levels. You'll avoid overstocking (wasting
money) and understocking (missing sales), keeping customers happy and costs low." },
        { id: 8, title: "Supplier Negotiation Script", category: "Inventory Management", price: 4.50,
description: "1 prompt that outlines key phrases and arguments for negotiating better pricing or terms
with your product suppliers." },

        // Financial Planning
        { id: 3, title: "Budget Creation & Forecasting", category: "Financial Planning", price: 4.00,
description: "2 Prompts that provide a structured framework to quickly generate a functional business
budget and perform 'what-if' forecasting scenarios without complex spreadsheets." },
        { id: 9, title: "Seasonal Sales Analysis", category: "Financial Planning", price: 3.00, description:
"1 prompt to analyze past sales data and predict optimal stock levels and spending for holidays or
seasonal spikes." },

        // Strategy
        { id: 4, title: "Market & Offering Diversity", category: "Strategy", price: 4.00, description: "2
Prompts that analyze your current market position and brainstorm unique product/service extensions to
capture new customer segments and increase revenue streams." },
        { id: 10, title: "Brand Voice Development", category: "Strategy", price: 4.50, description: "1
prompt to define the unique personality, tone, and language of your business communications across
all platforms." },

        // Marketing
        { id: 5, title: "Targeted Marketing Copywriter", category: "Marketing", price: 4.00, description: "
2 Detailed prompts to generate high-converting, audience-specific ad copy for platforms like social
media, email, and landing pages." },
```

```
    { id: 11, title: "SEO Blog Post Outline", category: "Marketing", price: 3.50, description: "1 prompt
that structures a keyword-optimized, high-ranking blog post, complete with titles, headings, and
supporting points." },

    // Bundle
    { id: 6, title: "Complete Enhancement Package", category: "Bundle", price: 15.00, description:
"Get all 15 of our core business enhancement prompts (5 categories, 3 prompts each) at a discounted
bundle price." },

];

// 4. ADD YOUR ACTUAL PROMPT TEXT/MARKDOWN HERE
// This simulates the actual files/content a user downloads after purchase.
const promptContent = {
    1: `# Operational Efficiency Prompt Package (ID 1) - 2 Prompts
```

Prompt #1: The 3-Phase Efficiency Plan

Persona: Act as a Small Business Operations Consultant specializing in process optimization, time management, and leveraging low-cost technology.

Goal: Your goal is to analyze a business's current operational bottlenecks and deliver a phased plan for maximum efficiency, focusing specifically on how to save time, reduce errors, and free up the owner for strategic growth activities.

Instructions: To provide the most targeted and actionable advice, please use the following structure and answer the questions below as if you are the small business owner:

1. Business & Pain Point Context

* **Business Type & Industry:** [e.g., Local service provider (plumbing), E-commerce with 50+ SKUs, Small consulting firm]
* **Team Size:** [e.g., Owner only, Owner + 2 part-time staff, 5 full-time employees]
* **Biggest Time Sink/Bottleneck:** [What single task or process takes up the most time/frustration each week? e.g., Responding to repetitive emails, Inventory tracking, Invoicing, Scheduling]
* **Most Common Error/Mistake:** [What type of error causes the most rework or customer complaints? e.g., Mis-shipping orders, Double-booking clients, Data entry errors]

2. Current Systems & Budget

* **Key Software/Tools Currently Used:** [e.g., QuickBooks, Shopify, Excel, Paper Calendar, a specific CRM]

* **Monthly Budget for New Software/Tools:** [e.g., $50, $200, $0 (must use free tools only)]

AI Response (Based on the information provided above, generate a detailed 3-part operational efficiency plan):

Phase 1: Immediate Time & Error Reduction (The Quick Wins):
Identify the most critical task (the 'Biggest Time Sink') and recommend one (1) specific, low-cost/free technique or system change (e.g., a specific template, a checklist, a free software tier) to immediately save 2+ hours per week and cut the 'Most Common Error' by 50%. Detail the implementation steps.

Phase 2: Process Automation & Scaling:
Recommend one (1) crucial, low-cost software tool (must fit within the stated budget) to automate a repetitive function outside of the Phase 1 fix (e.g., customer communication, lead intake, internal reporting). Explain how this automation will free up the owner's time for "taking the business to the next level" (e.g., product development, high-level strategy).

Phase 3: Documentation & Standardization (Future Proofing):
Suggest one (1) simple method for documenting the newly optimized processes so they can be easily taught to a new employee or team member (the 'Next Level' step). Recommend the easiest format to start with (e.g., short video clips, a single shared spreadsheet, a private internal Wiki).

Your response should be a clear, numbered, and actionable operations guide.

Prompt #2: The Inefficiency Diagnostic

Persona: You are an expert business consultant specializing in operational efficiency for small businesses.

Goal: Analyze my operations and provide a step-by-step plan to improve efficiency.

Instructions: I will describe my business and challenges. You will then structure your response as follows:

1. **Assessment:** Summarize the main areas of inefficiency based on what I've described, and suggest any quick diagnostic questions I should answer for more accuracy.
2. **Key Recommendations:** Provide 5-7 actionable strategies, prioritized by impact and ease of implementation. For each, include:

* A brief explanation of why it helps.
    * Specific tools or methods (e.g., free/low-cost software like QuickBooks for accounting or Zapier for automation).
    * Estimated cost and time to implement.
    * Potential ROI or savings (e.g., 'Reduce labor costs by 20%').

My Business: My business is [describe your business briefly, e.g., 'a local coffee shop with 5 employees, focusing on in-store sales and delivery']. We currently face challenges like [list 2-3 key inefficiencies, e.g., 'manual inventory tracking leading to stockouts, slow order processing, and high employee turnover'].

This is the full text of the Operational Efficiency 2-prompt package. Use it in your favorite AI tool!`,

        7: `# Customer Onboarding Flow Prompt (ID 7)
Goal: Create a 3-step, highly satisfying onboarding journey for new customers.
Instructions to AI: Act as a customer success specialist. Design a welcome sequence (including email content, app notification text, or staff script) for a new customer buying [PRODUCT TYPE]. The sequence must focus on quick value delivery and retention.
Sequence Steps: 1. First 24 hours. 2. First week. 3. First month.

This is the full text of the Customer Onboarding Flow prompt.`,

        2: `# INVENTORY MANAGEMENT PROMPT PACKAGE (ID 2) - 2 Prompts

PROMPT #1: Operational & Growth-Focused Inventory Audit

Persona: You are an expert inventory management consultant for small businesses, with experience helping companies streamline stock processes to boost profitability and growth.

Goal: Analyze my inventory operations and provide a step-by-step plan to improve management and take my business to the next level.

Instructions: I will provide my business details. You will structure your response *exactly* like this:

My Business Details:
* **Business:** [describe your business briefly, e.g., 'a boutique clothing store with 10 employees, selling online and in-store'].
* **Challenges:** We currently struggle with inventory issues like [list 2-3 key challenges, e.g., 'frequent stockouts on popular items, overstocking leading to wasted capital, and manual tracking errors'].

AI Response (Structure *exactly* like this):

Assessment:
* Summarize the main inventory inefficiencies based on what I've described.
* Suggest any quick diagnostic questions I should answer for more tailored advice (e.g., 'What is your current inventory turnover rate?').

Key Recommendations:
(Provide 5-7 actionable strategies, prioritized by potential impact and ease of implementation. For each, include:)
* **Strategy:** [Actionable Step]
    * **Why it helps:** [e.g., 'Reduces holding costs and improves cash flow'].
    * **Tools/Methods:** [e.g., free/low-cost software like Square Inventory or Google Sheets templates for tracking].
    * **Estimated Cost/Time:** [e.g., '$50/month, 1 week to implement'].
    * **Potential Benefits/ROI:** [e.g., 'Cut inventory costs by 15-25% and minimize stockouts'].

PROMPT #2: Comprehensive Inventory Strategy Implementation (CPA-Grade)

Persona: Act as a seasoned **Small Business Operations Consultant** specializing in inventory management for companies with 1 to 50 employees.

Goal: Create a comprehensive strategy for managing inventory effectively to **minimize costs, prevent stockouts, and improve cash flow**.

Instructions: Fill out the business details below. The AI will generate the 5-part plan.

Business Profile and Inventory Data:
1. **Industry/Type of Business:** [**e.g., E-commerce selling handcrafted jewelry, Local bakery, Auto parts retailer, Boutique clothing store**]
2. **Current Inventory Volume:** [**e.g., Low (less than 100 SKUs), Medium (100-500 SKUs), High (500+ SKUs)**]
3. **Key Inventory Challenge:** [**e.g., Overstocking slow-moving items, Frequent stockouts of popular products, Inaccurate inventory counts, High storage costs**]
4. **Current Tools Used (if any):** [**e.g., Spreadsheets/Excel, QuickBooks, Specific POS system, No dedicated system**]

AI Plan Output (Structure *exactly* like this):

1. Choosing the Right System/Tool:
* Recommend 2-3 **cost-effective and user-friendly** inventory management tools (software or physical processes) suitable for a small business of my type.

2. Demand Forecasting and Ordering Strategy:
* Detail a simple but effective method (e.g., ABC analysis, EOQ, Reorder Point calculation) for **predicting demand** and determining **when and how much to order** to avoid both stockouts and excess inventory.

3. Physical Inventory Control:
* Outline best practices for **physical organization** (e.g., labeling, location tracking) and conducting **accurate counts** (e.g., cycle counting vs. annual).

4. Cost Reduction & Optimization:
* Suggest 3 actionable ways I can **reduce inventory carrying costs** and/or improve inventory turnover specifically for my industry.

5. Integration with Sales:
* Explain how to best integrate the inventory system with my **sales channels** (online store, physical register, etc.) to ensure **real-time accuracy**.

Concluding Summary:
* Provide a summary of the **3 most crucial first steps** to take.

This is the complete text for the Stock Level Optimization (ID 2) two-prompt package. Use both prompts to get a full inventory strategy!`,

        8: `# Supplier Negotiation Script Prompt (ID 8)
Goal: Provide leverage and talking points for a vendor negotiation.
Instructions to AI: I need to negotiate with a supplier of [MATERIAL/ITEM]. Our current annual spend is $[AMOUNT]. Please generate a three-point argument focusing on [BULK DISCOUNT/LONG-TERM COMMITMENT/QUALITY ASSURANCE] to request a minimum of a 10% price reduction.

This is the full text of the Supplier Negotiation Script prompt.`,

Prompt #1: The Lean, Automated Budget System

Persona: You are a financial efficiency expert for small businesses, specializing in creating lean, automated budgets that save owners 5–10 hours per month on bookkeeping.

Goal: Build me a complete, ready-to-use monthly budget that is simple, automated, and scalable.

Instructions: I will provide my business details. You will structure your response *exactly* like this:

My Business Details:
* **Business:** [describe briefly, e.g., 'a dog grooming salon with $8K monthly revenue, 2 part-time staff, and online booking']
* **My Time:** I currently spend [X hours per week/month] on budgeting or tracking expenses.
* **My Method:** [current method, e.g., 'Excel + bank statements']
* **Projected Monthly Revenue:** [If known, e.g., $8,000]

AI Response (Structure *exactly* like this):

1. Budget Snapshot
(Provide a one-page summary table)

Category	Amount	Notes
Projected Revenue	[$X,XXX]	(Based on user input or avg)
Fixed Costs		
Rent/Lease	[$X]	
Utilities	[$X]	
Subscriptions/Software	[$X]	
Variable Costs		
Supplies	[$X]	(e.g., ~X% of revenue)
Marketing	[$X]	
Payroll (Staff)	[$X]	
Profit Target (e.g., 20%)	**[$X]**	
Cash Buffer Goal (1 mo)	**[$X]**	(Total Fixed + Variable)

2. Automation Blueprint (Tools: Wave, Google Sheets + Tiller, QuickBooks Self-Employed)

* **Tool 1:** [e.g., Wave (Free)]
    * **Setup:** "Connect [Your Bank] → Wave → Auto-categorize [e.g., 'pet supplies']"

* **Time Saved:** [e.g., 3-4 hours/month]
* **Tool 2:** [e.g., Google Sheets + Tiller]
  * **Setup:** "Connect bank feeds to Tiller → Use 'AutoCat' rule for recurring expenses"
  * **Time Saved:** [e.g., 2-3 hours/month]
* **Tool 3:** [e.g., QuickBooks Self-Employed]
  * **Setup:** "Enable bank connection → Use 'Rules' to auto-classify transactions → Set up mileage tracking"
  * **Time Saved:** [e.g., 4-5 hours/month]

3. Time-Saving Rules (The 5 Non-Negotiables)
1. **Rule 1:** [e.g., "Review only variances over $50"]
2. **Rule 2:** [e.g., "Set calendar reminders for quarterly tax deposits"]
3. **Rule 3:** [e.g., "Use a dedicated business bank account & credit card"]
4. **Rule 4:** [e.g., "Spend 15 minutes *every* Friday recapping expenses, not 5 hours at month-end"]
5. **Rule 5:** [e.g., "Automate payroll (e.g., using Gusto or Wave Payroll)"]

PROMPT #2: The 12-Month CPA-Grade Operational Budget

Persona: Act as a **Certified Public Accountant (CPA)** and **Small Business Financial Analyst**.

Goal: Your task is to create a detailed, accurate, and specific **12-month operational budget** designed to **maximize profitability and optimize cash flow** for the business described below.

Instructions: Fill out the Business Profile. The AI will generate the full budget and analysis.

Business Profile and Financial Data:
1. **Business Type/Industry:** [**e.g., Local coffee shop, Freelance graphic design agency, E-commerce pet supplies**]
2. **Legal Structure:** [**e.g., Sole Proprietorship, S-Corp, LLC**]
3. **Revenue Model:** [**e.g., Subscription, Hourly Service, Per-unit product sales**]
4. **Average Monthly Revenue (Last 6 Months):** [**$X,XXX**]
5. **Target Revenue Growth (Next 12 Months):** [**e.g., 10%, 25%, 5%**]
6. **Key Fixed Expenses (Monthly):** [**e.g., Rent: $1,500, Insurance: $150, Loan Payment: $300**]
7. **Key Variable Costs (as a % of Revenue or flat rate):** [**e.Example: Cost of Goods Sold (COGS): 40% of sales, Marketing: $500/month**]
8. **Planned Capital Expenditures (Next 12 Months):** [**e.g., New espresso machine: $5,000 in Q3, Website redesign: $1,500 in Q1**]

AI Budget Output Requirements:

Summary:
* **Estimated Annual Net Profit:** [AI calculates this]
* **Top 3 Assumptions:** [e.g., 1. Revenue grows 2% MoM. 2. COGS remains 40%. 3. Marketing spend is flat.]

1. 12-Month Operational Budget Table
(Provide a clear table with 14 columns: Category, Subcategory, Month 1...Month 12, Total/Annual)

* **Revenue:** (e.g., Product Sales, Service Fees)
* **Cost of Goods Sold (COGS)/Direct Costs:** (e.g., Raw Materials, Direct Labor)
* **Operating Expenses (OpEx):** (e.g., Rent/Lease, Utilities, Payroll/Wages, Marketing/Advertising, Software/Subscriptions, Professional Fees)
* **Other Expenses:** (e.g., Taxes, Interest Expense)
* **Capital Expenditures:** (Non-recurring purchases)

2. Calculations:
* **Net Profit (Monthly & Total):** [Show this line item in the table]
* **Breakeven Point:** Based on your costs, your monthly breakeven revenue is [AI calculates this].

3. Financial Recommendations:
1. **Cost Cutting:** [e.g., "Your 'Software' budget is 10% of OpEx. Recommend auditing subscriptions..."]
2. **Growth Investment:** [e.g., "Your marketing spend is flat. Consider re-allocating 5% of Q1 profit to Q2 marketing..."]
3. **Cash Flow:** [e.g., "Q3 shows negative cash flow due to the $5,000 CapEx. Recommend securing a line of credit in Q2..."]

This is the full text of the Budget Creation & Forecasting 2-prompt package. Use it in your favorite AI tool!`,

        9: `# Seasonal Sales Analysis Prompt (ID 9)
Goal: Identify and prepare for peak spending periods.
Instructions to AI: Analyze the historical monthly sales data below and identify the two strongest revenue months. Suggest two specific marketing campaigns and one operational change (e.g., increased staffing, earlier inventory order) required 6 weeks before each peak month. [MONTHLY SALES DATA HERE].

This is the full text of the Seasonal Sales Analysis prompt.`,

4: `# Market & Offering Diversity Prompt Package (ID 4) - 2 Prompts

Prompt #1: The 90-Day, 30% Revenue Growth System

Persona: You are a growth marketing expert for small businesses, specializing in low-budget, high-ROI campaigns that double revenue in 90 days.

Goal: Build me a complete 90-day marketing system that increases revenue by at least 30% with under 5 hours/week of my time.

Instructions: I will provide my business details. You will structure your response *exactly* like this:

My Business Details:
* **Business:** [describe briefly, e.g., 'online clothing store, $5K/month, Shopify, 2K email list']
* **My Time:** I currently spend [X hours/week] on marketing.
* **My Methods:** I use [current tools/methods, e.g., 'random Instagram posts + $200/month Facebook ads'].

AI Response (Structure *exactly* like this):

1. Revenue Growth Snapshot
(Provide a one-page table, copy-pasteable into Notion or Google Sheets)
Metric	Current	Target (90 Days)
Monthly Revenue	[$X]	[$Y, at least 30% growth]
Avg. Order Value (AOV)	[$X]	[$Y]
New Customers Req.	[X]	[Y]
Top 3 Growth Levers	1. [e.g., Email Reactivation]	2. [e.g., UGC Ads]	3. [e.g., Abandoned Cart]

2. 3-Phase Marketing Playbook (Budget: <$500/month)

Month 1 Campaign:
* **Goal:** [e.g., "Reactivate 15% of dormant customers"]
* **Channel Mix:** [e.g., Email, Ads]
* **Budget:** [$X]
* **Done-for-You Assets:**
    * **Email 1 (Subject):** [Subject Line]
    * **Email 1 (Body):** [Full Copy]
    * **Email 2 (Subject):** [Subject Line]

* **Email 2 (Body):** [Full Copy]
        * **Ad Creative Script:** [Headline + CTA]
        * **Automation Flow:** [e.g., "Klaviyo: trigger abandoned cart → 10% off → free shipping"]

Month 2 Campaign:
* **Goal:** [...]
* **Channel Mix:** [...]
* **Budget:** [$X]
* **Done-for-You Assets:** [Provide 5 ready-to-post social captions, email copy, etc.]

Month 3 Campaign:
* **Goal:** [...]
* **Channel Mix:** [...]
* **Budget:** [$X]
* **Done-for-You Assets:** [Provide 5 ready-to-post social captions, email copy, etc.]

3. Automation & Outsourcing Blueprint (Free/Low-Cost Tools Only)

* **Tool 1:** [e.g., Klaviyo Free]
    * **Setup:** [e.g., "Connect Shopify → Klaviyo → import list → set 3-flow sequence"]
    * **Time Saved:** [X] hours/week
* **Tool 2:** [e.g., Canva]
    * **Setup:** [e.g., "Create 10 branded templates for Instagram stories"]
    * **Time Saved:** [X] hours/week
* **Tool 3:** [e.g., Meta Ads Manager]
    * **Setup:** [e.g., "Create one retargeting campaign, set $10/day budget, let it run"]
    * **Time Saved:** [X] hours/week

Prompt #2: The Inclusive Marketing & D&I Strategy

Persona: Act as a seasoned **Small Business Marketing Strategist** and **Diversity & Inclusion Consultant**.

Goal: Your goal is to develop an actionable, 90-day marketing plan for my business that is both highly effective at generating sales and deeply rooted in authentic diversity and inclusion.

Instructions: Fill out Part 1. The AI will generate Part 2.

Part 1: Business Profile & Context

1. **Business Name & Industry:** [**e.g., "The Cozy Nook," an online specialty coffee retailer**]
2. **Primary Product/Service:** [**e.g., Fair-trade, single-origin coffee beans and brewing equipment**]
3. **Core Target Audience (Current):** [**e.g., Young professionals, ages 25-40, urban/suburban, disposable income**]
4. **Key Marketing Goal for Next 90 Days:** [**e.g., Increase repeat purchases by 20%, Launch a new product line, Expand reach into a new geographic market**]
5. **Current Marketing Channels:** [**e.g., Instagram, Email Newsletter, Local Farmers Markets**]
6. **Current D&I Status:** [**e.g., Internal team is diverse, but marketing visuals are not; we support one charity but lack an integrated strategy; D&I efforts are new**]

Part 2: AI Strategy Output
(Provide a detailed plan that addresses the following five critical components):

1. Expanded, Diverse Target Personas:
* Define **two new, diverse customer personas** (beyond the current core audience) that the business should actively pursue (e.g., based on ethnicity, age, physical ability, or socio-economic background). Explain **why** these segments are a good fit.

2. 90-Day Inclusive Content Strategy:
* Propose a **content calendar theme** and **three specific, low-cost content ideas** (e.g., a specific Instagram post, a blog title, an email subject line) that **authentically represents** at least two different dimensions of diversity within my industry.
* **Crucially, specify how each idea avoids tokenism.**

3. Audience Engagement & Feedback Loop:
* Detail a simple process (e.g., a specific type of social media poll, a brief survey question, an incentive) to **actively solicit and incorporate feedback** from diverse customers to ensure the marketing remains authentic and respectful.

4. Actionable Internal Alignment:
* Suggest **two non-marketing-related internal steps** (e.g., a supplier change, a team policy, a product offering tweak) that will demonstrate the business's commitment to D&I and support the external marketing message.

5. Channel-Specific Tactics:
* For my current marketing channels ([List channels from Part 1, Item 5]), provide **one specific tactic per channel** to improve reach and resonance with the new diverse personas.

Conclusion: Key Metrics

* Provide a **concluding list of the 3 most crucial metrics** to track for measuring the success of this D&I-focused marketing plan.

This is the full text of the Market & Offering Diversity 2-prompt package. Use it in your favorite AI tool!`,

    10: `# Brand Voice Development Prompt (ID 10)
Goal: Define the company's communication style.
Instructions to AI: Develop a concise brand voice guide for [BUSINESS NAME]. Define the voice using three descriptive adjectives (e.g., authoritative, playful, witty). Then, provide a 'Do' and 'Don't' example for social media use based on that voice.

This is the full text of the Brand Voice Development prompt.`,

    5: `# Targeted Marketing Prompt Package (ID 5) - 2 Prompts

Prompt #1: The 90-Day Resource-Efficient Marketing Plan

Persona: Act as a Senior Marketing Consultant specializing in small business growth and resource-efficient targeted marketing.

Goal: Your goal is to develop a 90-day actionable marketing plan designed to achieve a measurable business outcome, focusing specifically on optimizing limited time and budget.

Instructions: To provide the best recommendations, please use the following structure and answer the questions below as if you are the small business owner:

1. Business & Goal Context

* **Business Type & Industry:** [e.g., Local artisan coffee shop, E-commerce store selling sustainable pet supplies, B2B software for freelance designers]
* **Primary Business Goal (for the next 90 days):** [e.g., Increase online sales by 20%, Acquire 10 new high-value subscription customers, Increase local foot traffic by 30%]
* **Current Marketing Budget (Monthly):** [e.g., $500, $2,000, Less than $200]
* **Available Time for Marketing (Weekly):** [e.g., 5 hours, 15 hours, Full-time employee]

2. Current Customer & Offer

* **Ideal Customer Profile (ICP) / Target Audience:** [Describe them briefly - Age, location, income level, main problem they face, where they spend time online/offline]

* **Unique Selling Proposition (USP):** [What makes your product/service distinctly better or different from competitors?]
* **Most Successful Existing Marketing Channel (if any):** [e.g., Local events, Instagram, Email newsletter, Word-of-Mouth]

AI Response (Based on the information provided above, generate a detailed 3-part plan):

1. High-Impact Target Refinement:
Identify the single most profitable micro-segment within the ICP and suggest the primary platform/ channel where the limited budget should be focused for the highest ROI.

2. Resource-Efficient Strategy (The 80/20 Rule):
Detail three (3) specific, low-cost marketing tactics that leverage the owner's limited time and budget on the chosen platform to meet the 90-day goal. For each tactic, explain what to do, why it's efficient, and how to measure success.

3. Next Level Optimization:
Recommend one (1) crucial system or process to automate or streamline marketing efforts (e.g., email sequence, social media scheduling, reporting) to "take the business to the next level" after the initial 90 days.

PROMPT #2: The AIDA Campaign Generator

Persona: Act as a **Digital Marketing Specialist** with expertise in **SME (Small to Medium Enterprise) lead generation** and **conversion copywriting**.

Goal: Your task is to generate a highly specific, three-step targeted marketing campaign for the business profile and target audience defined below.

Instructions: Fill out Parts 1 and 2. The AI will generate Part 3.

Part 1: Business and Campaign Context
1. **Business Name & Industry:** [**e.g., "Paws & Whiskers," a local mobile pet grooming service**]
2. **Product/Service to Promote:** [**e.g., "First-time customer deluxe grooming package" or "New line of eco-friendly refillable soap"**]
3. **Campaign Goal (SMART Goal):** [**e.g., "Achieve 50 new email sign-ups in 30 days" or "Generate 25 sales of the promoted product within 4 weeks"**]

4. **Budget Constraint:** [**e.g., $100 total ad spend, $0 ad spend/organic only, or "low-cost/time-efficient"**]
5. **Brand Tone:** [**e.g., Enthusiastic and playful, Professional and authoritative, Minimalist and calming**]

Part 2: Target Audience Deep Dive
I want to specifically target a **single, high-value customer segment**.
* **Audience Segment:** [**e.g., "Affluent working parents, ages 35-50, living within a 5-mile radius" or "B2B owners of small construction companies"**]
* **Key Pain Point (What problem do they have that we solve?):** [**e.g., "They lack time for in-home pet care" or "They struggle to find reliable, high-quality, local subcontractors."**]
* **Best Marketing Channel(s) where they spend time:** [**e.g., Facebook/Instagram (during evenings), LinkedIn (during work hours), Local neighborhood apps (Nextdoor)**]
* **Unique Value Proposition (UVP) for this Segment:** [**The single, most compelling reason *this* segment should choose us, e.g., "We come to you after 5 PM so you don't miss work."**]

Part 3: AI Campaign Plan Output
Create a 3-Step Campaign for the specified channel ([Selected Channel from Part 2]). The plan must use the **AIDA framework (Attention, Interest, Desire, Action)**.

1. **Attention (The Hook):** Generate **two specific ad copy variations** (or social media post captions) that use the audience's **Key Pain Point** as a hook. Include a suggested visual/image concept. *Limit to 150 characters.*
2. **Interest & Desire (The Value):** Draft **one high-converting landing page headline and a 3-point bullet list** that expands on the **Unique Value Proposition** and highlights the **Product/Service to Promote**.
3. **Action (The Offer & CTA):** Propose a **single, clear Call-to-Action (CTA)** and a **limited-time offer/incentive** that aligns with the **Campaign Goal** (e.g., lead magnet, discount, free consultation).

The final response must conclude with **three specific, non-obvious metrics** (KPIs) to track for measuring the success of this highly targeted campaign.

This is the full text of the Targeted Marketing 2-prompt package. Use it in your favorite AI tool!`,

        11: `# SEO Blog Post Outline Prompt (ID 11)
Goal: Structure content for search engine ranking.
Instructions to AI: I need a 1000-word blog post on the topic: [TOPIC]. The primary keyword is "[KEYWORD]". Generate an optimized title, a meta description, and a 5-section outline using H2 and

H3 headings that naturally incorporate 3-5 related long-tail keywords.

This is the full text of the SEO Blog Post Outline prompt.`,

6: `# Complete Enhancement Package (ID 6)
Goal: Access to all 15 core prompts.
Instructions to AI: You have purchased the full package. All 15 prompt texts are now available for download.

This is the full text of the Complete Enhancement Package bundle prompt, which includes all 15 individual prompt texts/instructions.`,
};

```javascript
let cart = []; // Stores { id: number, quantity: number }

// DOM Elements
const promptGrid = document.getElementById('prompt-grid');
const cartPanel = document.getElementById('cart-panel');
const cartBackdrop = document.getElementById('cart-backdrop');
const cartItemsList = document.getElementById('cart-items-list');
const cartCountSpan = document.getElementById('cart-count');
const cartSubtotalSpan = document.getElementById('cart-subtotal');
const cartTaxSpan = document.getElementById('cart-tax');
const cartTotalSpan = document.getElementById('cart-total');
const checkoutBtn = document.getElementById('checkout-btn');
const checkoutMessage = document.getElementById('checkout-message');
const TAX_RATE = 0.08; // 8% tax

// --- Utility Functions ---

const formatCurrency = (amount) => `$${amount.toFixed(2)}`;

// Find the full product details from its ID
const getProductById = (id) => productCatalog.find(p => p.id === id);

// --- Cart Management Functions ---

const calculateCartTotals = () => {
```

```javascript
    const subtotal = cart.reduce((sum, item) => {
        const product = getProductById(item.id);
        return sum + (product.price * item.quantity);
    }, 0);

    const tax = subtotal * TAX_RATE;
    const total = subtotal + tax;

    cartSubtotalSpan.textContent = formatCurrency(subtotal);
    cartTaxSpan.textContent = formatCurrency(tax);
    cartTotalSpan.textContent = formatCurrency(total);

    cartCountSpan.textContent = cart.reduce((sum, item) => sum + item.quantity, 0);
    checkoutBtn.disabled = cart.length === 0;
};

const renderCart = () => {
    cartItemsList.innerHTML = ''; // Clear existing items

    if (cart.length === 0) {
        cartItemsList.innerHTML = `<p class="text-gray-500 italic text-center py--8">Your cart is
empty. Time to find some amazing prompts!</p>`;
    } else {
        cart.forEach(item => {
            const product = getProductById(item.id);
            if (!product) return;

            const itemTotal = product.price * item.quantity;

            const cartItemHTML = `
              <div class="flex items-center space-x-4 bg-gray-800 p-3 rounded-lg">
                <div class="flex-grow">
                  <p class="font-semibold text-white">${product.title}</p>
                  <p class="text-sm text-gray-400">${product.category}</p>
                </div>
                <div class="flex items-center space-x-2">
                  <!-- Quantity controls -->
                  <button data-id="${item.id}" data-action="decrease" class="text-red-600
hover:text-red-700 transition text-lg font-bold">-</button>
                  <span class="w-6 text-center text-white">${item.quantity}</span>
                  <button data-id="${item.id}" data-action="increase" class="text-red-600
hover:text-red-700 transition text-lg font-bold">+</button>
```

```
                </div>
                <div class="w-20 text-right">
                    <p class="font-bold text-lg text-red-600">${formatCurrency(itemTotal)}</p>
                </div>
                <!-- Remove Button -->
                <button data-id="${item.id}" data-action="remove" class="text-red-500 hover:text-red-400 transition ml-2">
                    <svg class="w-4 h-4" fill="none" stroke="currentColor" viewBox="0 0 24 24" xmlns="[http://www.w3.org/2000/svg](http://www.w3.org/2000/svg)"><path stroke-linecap="round" stroke-linejoin="round" stroke-width="2" d="M19 7l-.867 12.142A2 2 0 0116.138 21H7.862a2 2 0 01-1.995-1.858L5 7m5 4v6m4-6v6m1-10V4a1 1 0 00-1-1h-4a1 1 0 00-1 1v3m-3 0h10"></path></svg>
                </button>
            </div>
        `;
        cartItemsList.insertAdjacentHTML('beforeend', cartItemHTML);
    });
}
calculateCartTotals();
};

const addToCart = (productId) => {
    const id = parseInt(productId);
    const existingItem = cart.find(item => item.id === id);

    if (existingItem) {
        existingItem.quantity += 1;
    } else {
        cart.push({ id, quantity: 1 });
    }
    renderCart();
};

const updateCartQuantity = (productId, change) => {
    const id = parseInt(productId);
    const itemIndex = cart.findIndex(item => item.id === id);

    if (itemIndex > -1) {
        const newQuantity = cart[itemIndex].quantity + change;
        if (newQuantity > 0) {
            cart[itemIndex].quantity = newQuantity;
        } else {
            // Remove if quantity drops to 0 or less
```

```
                cart.splice(itemIndex, 1);
            }
        }
        renderCart();
    };

    const removeItemFromCart = (productId) => {
        const id = parseInt(productId);
        cart = cart.filter(item => item.id !== id);
        renderCart();
    };

    const handleCheckout = () => {
        if (cart.length === 0) return;

        const purchasedPrompts = cart.map(item => {
            const product = getProductById(item.id);
            const content = promptContent[item.id] || "No specific content found for this ID, but it was
purchased!";
            return {
                id: item.id,
                title: product.title,
                quantity: item.quantity,
                content: content
            };
        });

        console.log("--- PURCHASE CONFIRMED (SIMULATED DOWNLOAD) ---");
        purchasedPrompts.forEach(p => {
            console.log(`\n\n[PRODUCT: ${p.title} (x${p.quantity})] - ID: ${p.id}`);
            console.log("--- DOWNLOADED PROMPT CONTENT START ---");
            console.log(p.content);
            console.log("--- DOWNLOADED PROMPT CONTENT END ---");
        });
        console.log("---------------------------------------------");

        // Show success message
        checkoutMessage.textContent = `Success! Your purchase of $
{formatCurrency(parseFloat(cartTotalSpan.textContent.replace('$', '')))} is complete. Prompts are
downloaded (check console)!`;
        checkoutMessage.classList.remove('hidden');
```

```javascript
      // Clear the cart after a short delay to let the user see the message
      setTimeout(() => {
        cart = [];
        renderCart();
        toggleCartPanel(false); // Close the cart
        checkoutMessage.classList.add('hidden');
      }, 5000);
    };


    // --- Product Rendering ---

    const renderProducts = () => {
      promptGrid.innerHTML = '';
      // Only render non-bundle items in the main grid
      const displayPrompts = productCatalog.filter(p => p.category !== "Bundle");

      displayPrompts.forEach(prompt => {
        const cardHTML = `
          <div class="prompt-card bg-gray-800 p-6 rounded-xl shadow-lg flex flex-col justify-between">
            <div>
              <span class="inline-block px-3 py-1 text-xs font-semibold rounded-full bg-red-600 text-white mb-3">${prompt.category}</span>
              <h2 class="text-xl font--bold text-white mb-3">${prompt.title}</h2>
              <p class="text-gray-400 text-sm mb-4">${prompt.description}</p>
            </div>
            <div class="flex justify-between items-center pt-4 border-t border-gray-700">
              <span class="text-2xl font-extrabold text-red-600">${formatCurrency(prompt.price)}</span>
              <button
                data-id="${prompt.id}"
                class="add-to-cart-btn px-4 py-2 bg-red-600 text-white font-semibold rounded-lg hover:bg-red-700 transition duration-150 ease-in-out">
                Add to Cart
              </button>
            </div>
          </div>
        `;
        promptGrid.insertAdjacentHTML('beforeend', cardHTML);
      });
```

```javascript
        // Find and render the bundle separately at the end for emphasis
        const bundlePrompt = productCatalog.find(p => p.category === "Bundle");
        if (bundlePrompt) {
            const bundleHTML = `
              <div class="prompt-card bg-red-800/20 p-6 rounded-xl shadow-lg flex flex-col justify-
between border-2 border-red-600 lg:col-span-3">
                  <div class="flex flex-col md:flex-row md:items-center justify-between">
                    <div class="md:w-2/3">
                      <span class="inline-block px-3 py-1 text-xs font-semibold rounded-full bg-red-600
text-white mb-3">BEST VALUE</span>
                      <h2 class="text-2xl font-bold text-white mb-3">${bundlePrompt.title}</h2>
                      <p class="text-red-200 text-base mb-4">${bundlePrompt.description}</p>
                    </div>
                    <div class="md:w-1/3 flex flex-col items-start md:items-end pt-4 md:pt-0">
                      <span class="text-4xl font-extrabold text-red-600 mb-2">$
{formatCurrency(bundlePrompt.price)}</span>
                      <button
                        data-id="${bundlePrompt.id}"
                        class="add-to-cart-btn px-6 py-3 bg-red-600 text-white font-extrabold
rounded-lg hover:bg-red-700 transition duration-150 ease-in-out w-full md:w-auto">
                        Get the Bundle!
                      </button>
                    </div>
                  </div>
              </div>
            `;
            promptGrid.insertAdjacentHTML('beforeend', bundleHTML);
        }
    };

    // --- Event Listeners and Initialization ---

    const toggleCartPanel = (show) => {
        const shouldShow = typeof show === 'boolean' ? show : cartPanel.classList.contains('cart-
panel-hidden');

        if (shouldShow) {
          cartPanel.classList.remove('cart-panel-hidden');
          cartBackdrop.classList.remove('pointer-events-none', 'opacity-0');
          cartBackdrop.classList.add('opacity-50');
          document.body.style.overflow = 'hidden'; // Prevent scrolling background
        } else {
```

```javascript
            cartPanel.classList.add('cart-panel-hidden');
            cartBackdrop.classList.remove('opacity-50');
            cartBackdrop.classList.add('pointer-events-none', 'opacity-0');
            document.body.style.overflow = '';
        }
    };

    // Event delegation for the main prompt grid
    promptGrid.addEventListener('click', (e) => {
        const button = e.target.closest('.add-to-cart-btn');
        if (button) {
            const productId = button.dataset.id;
            addToCart(productId);
            toggleCartPanel(true); // Open cart immediately upon adding
        }
    });

    // Event delegation for cart controls (increase, decrease, remove)
    cartItemsList.addEventListener('click', (e) => {
        const target = e.target.closest('button');
        if (!target) return;

        const { id, action } = target.dataset;

        if (action === 'increase') {
            updateCartQuantity(id, 1);
        } else if (action === 'decrease') {
            updateCartQuantity(id, -1);
        } else if (action === 'remove') {
            removeItemFromCart(id);
        }
    });

    document.getElementById('toggle-cart-btn').addEventListener('click', () => toggleCartPanel());
    document.getElementById('close-cart-btn').addEventListener('click', () =>
toggleCartPanel(false));
    cartBackdrop.addEventListener('click', () => toggleCartPanel(false));
    checkoutBtn.addEventListener('click', handleCheckout);


    // Initial setup
    window.onload = () => {
```

```
      renderProducts();
      renderCart(); // Initial render to set totals/count to zero
    };

  </script>
</body>
</html>
```