

# TASK 1:

## PROMPT 1

**Target Persona:** CTO – Scaling D2C Brand

### AI PROMPT

**Role:**

Write as a growth operator who understands tech teams under scale pressure.

**Persona Context:**

CTO at a D2C brand where growth tools have increased, but clarity and decision confidence have dropped.

**Task:**

Generate a personalized outbound email using the AIDCA framework (do not label stages in the output).

**Attention:**

Open with an observation a CTO would relate to — increasing dashboards and tools, but fewer clear answers.

**Interest:**

Explain why this usually emerges at scale and why it is a system-design issue, not a capability gap.

**Desire:**

Introduce the idea of a Growth OS that reduces firefighting and creates one reliable source of truth for growth decisions.

**Confidence:**

Build trust by referencing hands-on experience with fast-growing consumer businesses and repeatable systems (avoid hype or brand-dropping).

**Action:**

Close with a low-pressure invitation to a short exploratory conversation framed as exchanging notes.

**Cialdini Principles (embed, don't mention):**

Authority

Social Proof

**Negative Prompt:**

Avoid generic or sales-heavy language

Avoid buzzwords and exaggerated claims

Avoid over-explaining technology.

**Tone:** Thoughtful, operator-to-operator

**Length:** 120–150 words

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## PROMPT 2

**Target Persona:** COO – Pharma SME

**AI PROMPT:**

**Role:** Write as a consultant experienced with operations-led, regulated businesses.

**Persona Context:** COO at a pharma SME managing sales cycles, compliance, and operational predictability.

**Task:** Generate a personalized outbound email using the AIDCA framework (do not label stages in the output).

**Attention:**

Start with the operational strain caused by long sales cycles, manual follow-ups, and unclear conversion visibility.

**Interest:**

Explain how lack of funnel clarity quietly increases operational risk and leadership load.

**Desire:**

Position CRM automation and funnel visibility as tools for restoring predictability without disrupting compliance workflows.

**Confidence:**

Establish trust through experience working with process-heavy organizations and incremental system implementation.

**Action:**

End with a respectful invitation to a short discussion focused on sharing observations, not selling.

**Cialdini Principles (embed, don't mention):**

Authority

Reciprocity

**Negative Prompt:**

- Avoid marketing jargon
- Avoid urgency-driven CTAs
- Avoid casual or informal tone

**Tone:** Professional, measured, leadership-level  
**Length:** 120–150 words

# TASK 2:

## Funnel Debugging via Prompt-Based Diagnosis

**Mock Funnel Dataset (Simulated)**

Scenario	Funnel Movement	Response Rate	Drop-off Reason (Observed)	Campaign Message Summary
1	Lead → MQL (High) → SQL (Low)	18%	Replies received but trust not established	High-level value pitch without proof
2	Lead (High) → MQL (Low)	6%	Low engagement at first touch	Generic headline, unclear relevance
3	SQL (Moderate) → Client (Low)	12%	Interested prospects hesitate to commit	CTA feels heavy and premature

**Scenario 1 Diagnosis**

**Pattern:** High MQL → Low SQL

**MMF Interpretation:**  
Message resonates initially but fails to build credibility at the decision stage.

**Layer of Failure:**  
Lack of trust anchoring

**Fix Prompt (Scenario 1)**

**Objective:** Repair trust drop between MQL and SQL.

**Prompt Instruction:**

Rewrite the email's Confidence section to anchor credibility using a short, concrete example of how similar companies moved from confusion to clarity.

**AIDCA Stage Targeted:** Confidence

**Cialdini Principle Injected:** Authority, Social Proof

**Justification:**

This reduces hesitation at the SQL stage by replacing abstract claims with pattern-based proof.

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**Scenario 2 Diagnosis**

**Pattern:** High Lead Volume → Low Engagement

**MMF Interpretation:**

Targeting is broad, but the message does not signal relevance.

**Layer of Failure:**

Weak Attention framing

**Fix Prompt (Scenario 2)**

**Objective:** Improve first-touch engagement.

**Prompt Instruction:**

Rewrite the email opening to mirror a persona-specific pain point and eliminate generic growth language.

**AIDCA Stage Targeted:** Attention

**Cialdini Principle Injected:** Liking

**Justification:**

Stronger resonance at the headline level increases open and reply rates by making the message feel personally relevant.

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**Scenario 3 Diagnosis**

**Pattern:** SQL → Client Conversion Low

**MMF Interpretation:**

Interest exists, but commitment friction is high.

**Layer of Failure:**

Over-engineered CTA

**Fix Prompt (Scenario 3)**

**Objective:** Reduce decision friction at the final stage.

**Prompt Instruction:**

Replace the CTA with a low-commitment, curiosity-driven invitation focused on exchanging insights rather than proposing a solution.

**AIDCA Stage Targeted:** Action

**Cialdini Principle Injected:** Reciprocity

**Justification:**

This lowers psychological resistance and increases conversions by reframing the interaction as collaborative rather than transactional.

# Task 3:

**Dashboard Intent:**

The purpose of this dashboard is to convert outreach data into **clear leadership decisions**, by mapping funnel performance to message–market fit and AIDCA stages.

## Boardroom Growth Dashboard

B2B Outreach • Decision View

### 1. Funnel Conversion Health

Stage	Conversion %	Signal
Lead → MQL	22%	Healthy top-funnel interest
MQL → SQL	14%	Trust gap emerging
SQL → Client	6%	Decision friction

### 2. Campaign-wise AIDCA Signal Diagnosis

Stage	Observed Signal	Interpretation
Attention	High opens, low replies	Headline resonates but lacks specificity
Interest	Replies without qualification	Context missing
Desire	SQL hesitation	Value not concretized
Confidence	Delayed follow-ups	Proof deficit
Action	Low meeting-to-client	CTA too heavy

### 3. Persona Performance Snapshot

Persona	Volume	Quality Insight
D2C CTO	High	Strong interest, weak trust anchoring
Pharma COO	Low	High predictability, strong close rate

### 4. Boardroom-Level Strategic Recommendations

- Strengthen **Confidence** stage using proof-based narratives and pattern recognition.
- Replace heavy CTAs with **low-friction, insight-led invites**.
- Scale Pharma COO outreach where SQL → Client conversion is strongest.
- Pause campaigns showing high Attention but weak downstream movement.

## Task 4:

### Strategic Reflection

Working on this assignment shifted my perspective from treating growth as a volume problem to seeing it as a decision-design problem. Instead of focusing on how many leads were generated, I focused on understanding what a decision-maker needs at each stage to move forward with confidence.

By redesigning outreach through structured prompting using AIDCA, the narrative changed from describing offerings to addressing real moments of friction — lack of relevance, lack of trust, and hesitation at commitment. Prompting became a way to extract clearer signals from the funnel rather than just improving copy quality. This made it easier to diagnose where the message–market fit was breaking and why.

As a Growth Analyst, I would use AI as a strategic tool to test assumptions, surface patterns across personas, and reduce noise in decision-making. My approach would be to continuously iterate on strategy using data, judgment, and reflection — ensuring that growth systems create clarity not just for prospects, but for leadership as well.

“Business is not about leads. It’s about levers.”

At DT, you’re not just part of a system — you’re building it.

Let’s see if you can design levers that grow organizations and people alike.