Scott William Wulson's Advanced Prompt, laying the foundation for an LLM to understand your business, industry, rivals and customers

Important Student Instructions:

Run these prompts ONE AT A TIME in sequence. Do not paste them all at once.

Large Language Models learn from the conversation: each prompt reuses the memory object(s) produced by the previous step.

This complex, five-stage runbook highlights how to orchestrate a professional-grade competitive intelligence and brand-strategy workflow using AI—mirroring the sequence a senior marketing team would follow in the real world. By chaining discovery → social audit → SEO intelligence → opportunity scanning → narrative synthesis, it forces structured thinking, data reuse across stages, and evidence-backed decisions; students learn to avoid siloed analysis, master context persistence, and produce client-ready deliverables (from keyword clusters to JSON-LD schema) in one coherent sprint. The rigor builds muscle memory for high-stakes projects where incomplete research or unaligned messaging can cost market share.

Fill out the highlighted basic info requests and then paste the entire prompt below into a LLM of your choice.

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Follow the order: Prompt 1 → Prompt 2 → Prompt 3 → Prompt 4 → Prompt 5.
All URLs must be full and placed on their own lines. Do not use emojis.

Prompt 1/5 — Online Discovery & Company/Rival Dossier (Copy/Paste)

You are a senior digital researcher. Perform a full online discovery of my company and 2–3 named rivals. Identify official websites and social profiles, summarize what they do, and capture key public signals (site structure, offers, ICPs, geographies, hiring clues, content themes, SEO and social indicators). Persist everything as DISCOVERY_CONTEXT for use in the next prompt.

Inputs (minimal)

- COMPANY_NAME (legal or common): <enter name>

- OPTIONAL_SEED_WEBSITE: https://example.com (leave blank if unknown)

Access & Method (browsing required)

1. Confirm you have browsing/web access. If any input is missing or ambiguous (e.g., multiple companies share the same name), resolve by:

   ○ Searching the company name + industry + city/country.

   ○ Validating the official domain via cross-signals (LinkedIn, press releases, footer NAP data, consistent branding).

   ○ If still unclear, ask me for clarification before proceeding.

2. For COMPANY and each RIVAL, discover and record:

   ○ Official website (primary domain) and key sections: Home, About, Product/Service, Pricing, Locations, Blog/Resources, Contact.

   ○ Official social profiles (paste each full URL on its own line): LinkedIn, Instagram, Facebook, X/Twitter, YouTube, TikTok, Pinterest, Reddit, Threads, Google Business Profile (if applicable); app store listings if relevant.

   ○ Recent news/press releases, reviews (Google/Trustpilot/G2/Capterra/Glassdoor as applicable), partnerships, case studies.

   ○ Hiring/job postings (roles suggest strategic priorities).

   ○ Technology/analytics signals (best-effort from public artifacts): CMS, ecommerce platform, analytics/pixels, marketing automation.

   ○ Geographies served (countries, regions, local offices).

   ○ Core ICPs/buyer roles, value propositions, offer types, differentiators.

   ○ Content & creative themes used across site/social.

3. Lightweight quant for social (last ~90 days where visible):

- Followers/Subscribers.

- Posting cadence (avg/wk).

- Visible engagement (avg likes+comments+shares per post); ER% when computable = engagements_per_post / followers × 100%.

- Top 1–3 posts per channel (paste each full URL on its own line).

4. Website keyword signals snapshot (qualitative):

- Extract prominent title tags/H1s/subheads/anchors across key pages (10–30 signals).

- Tag intent (Informational/Commercial/Transactional/Navigational). Brand vs non-brand.

5. Rival parity notes:

- Where rivals clearly out-position or out-execute (site, content, social).

- Any obvious gaps or missed plays by each party.

Output Requirements (strict)

- Use concise markdown tables and short bullets.

- Every external reference must be a full raw URL on its own line (no markdown link text).

- Do not use emojis.

- Mark unknowns as "TBD".

- Include a final "Citations" section listing all source URLs (full raw URLs, one per line).

Deliverables (in this order)

1. Company Profile (Overview)

- ○ Bullets: What they do, ICPs/buyer roles, main offers, differentiators, countries served, compliance considerations.

2. Digital Properties (Inventory Table)
   Columns: Property Type (Website/Social/App/Other), Platform, Handle/Name, Full URL
   Note: put each full URL on its own line inside the URL cell.

3. Website Map (Key Pages)
   Columns: Page Type, Page Title, Purpose/Offer, Full URL

4. Website Keyword Signals (Snapshot)
   Columns: Term/Phrase, Brand/Non-brand, Likely Intent, Evidence (Title/H1/Subhead/Anchor), Full URL

5. Social Snapshot (Last ~90 Days)
   Columns: Channel, Followers/Subs, Posting Cadence (/wk), Avg Engagements/Post, ER (%) if computable, Top Post URL(s)

6. News/PR/Reviews/Partnerships (Bullets + URLs)

   - ○ Summarize notable items; include each source as a full URL on its own line.

7. Rival Dossiers (repeat Deliverables 1–6 per rival)

   - ○ Create separate sections for Rival A, Rival B, Rival C.

8. Comparative Summary (Side-by-Side)

   - ○ Table: Dimension, Company, Rival A, Rival B, Rival C
     Dimensions to include: Positioning, Offers, Content Themes, Social Cadence, Social ER (qual), Website Depth, Notable Strengths, Notable Weaknesses.

9. Immediate Observations (Bullets)

   - ○ 5–10 bullets on standout strengths, weaknesses, risks, and quick opportunities across web and social.

10. DISCOVERY_CONTEXT (Persist for next prompts — print exactly this object)
    Provide a compact JSON-like object with these fields (fill from your findings; use TBD where unknown):

- COMPANY_NAME

- WEBSITE_URL

- COUNTRIES

- PRIMARY_LANGUAGE

- SOCIAL_URLS: { platform: [full URLs on separate lines in the printed object] }

- COMPANY_SUMMARY: <1–3 sentences>

- COMPANY_KEY_PAGES: [{page_type, title, url} …]

- SEO_SITE_SIGNALS: [{term, brand_or_nonbrand, intent, url} …]

- RIVALS: [
  {
  name, website_url,
  social_urls: { platform: [full URLs] },
  summary, key_pages: [{page_type, title, url} …],
  seo_site_signals: [{term, brand_or_nonbrand, intent, url} …]
  }, …
  ]

- SOCIAL_SNAPSHOT: {
  company: [{channel, followers, cadence_per_week, avg_engagements_per_post,
  er_percent_or_TBD, top_post_urls:[full URLs]}],
  rivals: [{name, channel, followers, cadence_per_week, avg_engagements_per_post,
  er_percent_or_TBD, top_post_urls:[full URLs]}]
  }

- NOTABLE_NEWS_AND_REVIEWS: [{topic, url} …]

- EARLY_GAPS_AND_OPPS: [bullets]

Begin

1. Resolve official domains and profiles for COMPANY_NAME and the listed RIVALS; confirm COUNTRIES if signals are clear, else set to TBD.

2. Execute Deliverables 1–9 succinctly with strict URL rules.

3. Output DISCOVERY_CONTEXT exactly as specified in Deliverable 10 so it can be used by Prompt 2/5.

4. Finish with a "Citations" section that lists every source URL (one per line).

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Prompt 2/5 — Social Presence Audit & Opportunities (Carry-Over from Prompt 1)

You are a senior social media strategist. This prompt runs immediately after Prompt 1 (Online Discovery). Reuse and bind data from DISCOVERY_CONTEXT. If SEO_CONTEXT exists (from a separate SEO prompt), leverage it for alignment; if not, proceed without it. Produce a clear audit, benchmarks vs rivals, and an opportunity playbook. Persist results as SOCIAL_CONTEXT.

Auto-Bind (from DISCOVERY_CONTEXT; fallbacks noted)

Set:

- COMPANY_NAME = DISCOVERY_CONTEXT.COMPANY_NAME

- WEBSITE_URL = DISCOVERY_CONTEXT.WEBSITE_URL

- COUNTRIES = DISCOVERY_CONTEXT.COUNTRIES | default "TBD"

- PRIMARY_LANGUAGE = DISCOVERY_CONTEXT.PRIMARY_LANGUAGE | default "TBD"

- COMPANY_SOCIAL = DISCOVERY_CONTEXT.SOCIAL_URLS

- RIVALS = DISCOVERY_CONTEXT.RIVALS (use name, website_url, social_urls)

- SOCIAL_SNAPSHOT_SEED = DISCOVERY_CONTEXT.SOCIAL_SNAPSHOT | optional

- EARLY_GAPS_AND_OPPS = DISCOVERY_CONTEXT.EARLY_GAPS_AND_OPPS | optional

Also bind SEO learning **if available**:

- If SEO_CONTEXT exists, bind: SEO_TOP10, SEO_CLUSTERS, SEO_LSI, SEO_GAPS_COMPANY, SEO_GAPS_RIVALS, SEO_SITE_SIGNALS,

SEO_RIVAL_SIGNALS.

- If SEO_CONTEXT is missing, set these to "TBD" and proceed; still complete all deliverables with best-effort reasoning.

Minimal Inputs to Request (ONLY if missing)

- DATE_RANGE for analysis window (default: last 90 days).

- If any company or rival social profile URLs are missing from DISCOVERY_CONTEXT, ask for them (full URLs on separate lines) and proceed best-effort with what you have.

Access & Method

- Confirm browsing status.

  - If YES: visit each profile URL for COMPANY_NAME and each RIVAL within DATE_RANGE; review at least 20–40 recent posts per channel when available. Capture visible metrics only (followers/subs, likes, comments, shares/reposts; views for video where shown).

  - If NO: ask me to paste recent post links with visible stats for key channels; proceed best-effort.

- Normalize channels to: LinkedIn, Instagram, Facebook, X/Twitter, YouTube, TikTok, Pinterest, Reddit, Threads, Google Business Profile (if applicable). Include others if present (e.g., Discord, GitHub).

- When SEO_CONTEXT is present, cross-map content themes/hashtags/keywords to SEO_TOP10 and SEO_CLUSTERS; when absent, use DISCOVERY_CONTEXT keyword signals as a proxy (from SEO_SITE_SIGNALS inside DISCOVERY_CONTEXT.rivals/company where available, else set "TBD").

Metrics & Definitions

- Followers/Subscribers (current snapshot).

- Posting Cadence: average posts per week in DATE_RANGE.

- Average Engagements/Post: likes + comments + shares/reposts (visible only).

- ER% (if computable) = (engagements_per_post / followers) × 100%.

- Avg Video Views (when visible); note when counts are hidden.

- Content Mix: % short-form video, long-form video, carousel, image, link, story/live.

- Creative/Form Factor: hooks, captions, subtitles, brand elements, CTAs.

- Community Management: responsiveness (qual), tone, helpfulness.

- Linking/Tracking: link-in-bio, UTM presence (visible), destination relevance.

- Consistency: branding coherency, pinned content strategy, cover images.

- Compliance/Risk: any observed risks for the category/countries.

Output Requirements (strict)

- Provide every profile or post reference as a **full raw URL**, each on its own line (no markdown link text).

- Do **not** use emojis.

- Use concise markdown tables and bullets. Mark unknowns as "TBD".

Deliverables (in this exact order)

1. Channel Inventory (Company + Rivals)
   Columns: Brand/Rival, Channel, Handle/Name, Profile URL (full URL), Followers/Subs, Posting Cadence (/wk), Avg Engagements/Post, ER (%), Content Mix Highlights

2. Top Content & Creative Patterns (Company)
   Columns: Channel, What Works (themes/hooks/formats), What Underperforms, Notes (hashtags/CTAs/production cues), Representative Post URL(s) (full URLs on separate lines)

3. Benchmarks vs Rivals (Per Channel)
   Create one table per channel.
   Columns: Brand/Rival, Followers, Posts in DATE_RANGE, Avg Engagements/Post, ER

(%), Avg Video Views (if visible), Top Post URL(s) (full URLs on separate lines)

4. Strengths, Weaknesses, Opportunities (Company)

● Strengths: 5–10 bullets grounded in the data above.

● Weaknesses: 5–10 bullets grounded in the data above.

● Opportunities: 8–15 channel-specific opportunities with brief rationale.
  Format each opportunity row as: Opportunity, Channel(s), Why It Matters, Example Next Step, Expected Impact (High/Med/Low), Effort (High/Med/Low).

5. Missed Plays vs Rivals (Gap Map)
  Columns: Channel, Rival Edge (what they do better), Our Gap, Concrete Counter-Move, Reference URL(s) (full URLs on separate lines)

6. Landing Page & UTM Alignment (Drive to Website)
  Columns: Channel, Use Case/Offer, Target Landing Page URL (full URL), Recommended UTM Pattern (paste literal example), Conversion Event

● If SEO_CONTEXT is available: add "Related SEO Cluster/Keyword" column and map each row.

● If SEO_CONTEXT is TBD: leave mapping as "TBD" and proceed.

7. Priority Playbook (Next 90 Days)
  Columns: Action, Channel, Rationale, Effort (1–5), Impact (1–5), Confidence (1–5), Priority Score

● Add a brief 30-60-90 outline beneath the table.

8. KPIs & Targets
  Per priority channel, set 90-day targets: cadence (posts/week), ER target, avg views, follower growth, CTR to site, response time. Add a short note on measurement (native analytics sampling, UTM parameters on bio links/CTAs).

Learning Artifact to Persist

Print a compact object named SOCIAL_CONTEXT for use in later prompts, with the following fields:

SOCIAL_CONTEXT = {
 COMPANY_NAME: "...",

DATE_RANGE: "...",
CHANNEL_INVENTORY: [{brand_or_rival, channel, handle, profile_url, followers, cadence_per_week, avg_engagements_per_post, er_percent_or_TBD, content_mix_highlights}
],
BENCHMARKS: [{channel, brand_or_rival, followers, posts_in_range, avg_engagements_per_post, er_percent_or_TBD, avg_video_views_or_TBD, top_post_urls:[full URLs]}],
STRENGTHS: ["..."],
WEAKNESSES: ["..."],
OPPORTUNITIES: [
{opportunity, channels, why_it_matters, example_next_step, impact: "High|Med|Low", effort: "High|Med|Low"}
],
GAP_MAP: [{channel, rival_edge, our_gap, counter_move, reference_urls:[full URLs]}],
LANDING_PAGE_ALIGNMENT: [
{channel, use_case_or_offer, target_landing_url, utm_pattern_literal, conversion_event, related_seo_cluster_or_keyword:"TBD or value"}
],
PRIORITY_PLAYBOOK_TOP10: [{action, channel, rationale, effort_1to5, impact_1to5, confidence_1to5, priority_score}],
KPIS_TARGETS_90D: [{channel, cadence_per_week_target, er_percent_target, avg_views_target_or_TBD, follower_growth_target, ctr_target_or_TBD, response_time_sla}]
}

Begin

1. Bind variables from DISCOVERY_CONTEXT (and SEO_CONTEXT if present).

2. If essential items are missing (typically DATE_RANGE or certain channel URLs), ask ONLY for those.

3. Execute the audit and produce Deliverables 1–8.

4. Output SOCIAL_CONTEXT exactly as specified for use in subsequent prompts.

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Prompt 3/5 — Keyword Intelligence, Gaps, and Impact Model (Copy/Paste)

You are a senior SEO strategist. This prompt runs immediately after Prompt 1 (Discovery) and Prompt 2 (Social Audit). Reuse and bind data from DISCOVERY_CONTEXT and SOCIAL_CONTEXT to perform comprehensive keyword research for the company and its

rivals. Classify keywords (core, mid-tail, long-tail, related, LSI), identify gaps (missed by company; used by rivals), and estimate traffic/lead uplift under clear assumptions. Persist results as SEO_CONTEXT for the next prompt.

Auto-Bind (from prior prompts; fallbacks noted)

Bind from DISCOVERY_CONTEXT:

- COMPANY_NAME, WEBSITE_URL, COUNTRIES (or "TBD"), PRIMARY_LANGUAGE (or "TBD")

- COMPANY_KEY_PAGES, SEO_SITE_SIGNALS (initial keyword signals from site)

- RIVALS [{name, website_url, seo_site_signals, key_pages, social_urls} …]

- SOCIAL_SNAPSHOT (company + rivals), NOTABLE_NEWS_AND_REVIEWS (optional)

Bind from SOCIAL_CONTEXT (if available):

- CHANNEL_INVENTORY, BENCHMARKS, STRENGTHS, WEAKNESSES, OPPORTUNITIES, GAP_MAP

- Any hashtags/themes that map to likely keywords

If any essentials are missing (e.g., WEBSITE_URL or clearly identified rivals), ask ONLY for those, then proceed.

Access & Method

- Confirm browsing/web access.

  - If YES: crawl the COMPANY website and each RIVAL more deeply (aim ~30–50 URLs per site when feasible, prioritizing product/service/category/locations/resources). Extract Title tags, H1s, prominent subheads, internal anchors, and on-page repeated phrases.

  - If NO: request up to 10 priority URLs per site (company + each rival) or pasted HTML/visible content to expand the signal set; proceed best-effort.

- Normalize terms across regions and PRIMARY_LANGUAGE. Use COUNTRY-specific spellings and terminology.

- Treat brand terms separately from non-brand. Lemmatize (singular/plural/verb forms) and dedupe aggressively.

Definitions

- Core keywords: high-relevance, head terms central to offerings/categories (1–2 words, sometimes 3).

- Mid-tail keywords: modifiers/near-synonyms/subcategories that support core topics (typically 2–3 words).

- Long-tail keywords: 3+ words, reflecting specificity, problems, use cases, local intent, or purchase context.

- Related keywords: closely associated queries that users often consider alongside the target term.

- LSI/related entities: semantically connected entities, attributes, problems/solutions, and co-occurring concepts; used for topical depth, not always direct targets.

- "Missed" keyword: relevant non-brand term with clear intent fit (by COUNTRY/LANGUAGE) not meaningfully covered by the site (absent/very weak in Titles/H1s/anchors/key pages).

Output Requirements (strict)

- Use concise markdown tables and bullets.

- Every reference must be a **full raw URL on its own line** (no markdown link text).

- Do **not** use emojis.

- Mark unknowns as "TBD".

- Where numeric data (e.g., search volume) is unavailable, state proxies/assumptions.

Deliverables (in this exact order)

1. Expanded Keyword Signals (Company & Rivals)
   Create two tables.

1A) Company Keyword Signals
 Columns: Term/Phrase, Brand/Non-brand, Likely Intent (Info/Comm/Trans/Nav), Evidence (Title/H1/Subhead/Anchor), Full URL
 Scope: 25–60 strongest signals.

1B) Rival Keyword Signals (one combined table; include multiple rivals)
 Columns: Rival, Term/Phrase, Brand/Non-brand, Likely Intent, Evidence, Full URL
 Scope: 15–40 strongest signals per rival.

2. Classification & Clustering
   2A) Keyword Classification (Company + Rivals, deduped)
   Columns: Keyword, Class (Core/Mid-tail/Long-tail/Related), Brand/Non-brand, Primary Intent, Notes
   Include 10–20 clusters total.

2B) Semantic Clusters
 Columns: Cluster Name, Representative Keywords (comma-separated), Funnel Stage (TOFU/MOFU/BOFU), Notes (themes/personas/countries)

3. LSI / Related Entities
   Two subtables:
   3A) Per Core Keyword
   Columns: Core Keyword, LSI/Related Entities (8–20 comma-separated), Entity/Concept Hints
   3B) Cluster-Level
   Columns: Cluster, LSI/Related Entities (10–25), How to Use (section ideas, FAQs, comparisons)

4. Gap Analysis — Missed Keywords
   4A) Missed by COMPANY
   Method: Compare industry-relevant set and rival coverage vs our coverage.
   Columns: Candidate Keyword, Why It Matters (ICP/Use Case), Estimated Intent, Closest Rival Coverage (full URL on its own line), Suggested Page Type (pillar/category/product/local/guide/comparison/FAQ/case study), Priority (High/Med/Low)

4B) Missed by Specific RIVALS (Our Advantage)
 Columns: Rival, Candidate Keyword, Our Evidence URL(s) (full URLs), Rival Evidence of Absence/Weakness (brief), Suggested Angle to Win, Priority

5. Priority Keyword Set (Next 90 Days)
   Pick the most valuable non-brand terms to target now (typically 10–20).
   Scoring rubric:

● Relevance to COMPANY_NAME (0–5, weight ×2)

● Commercial Potential (0–5)

● Competitive Opportunity (0–5)

● Execution Readiness (0–5)
   TOTAL_SCORE = Relevance×2 + Commercial + Opportunity + Readiness
   Columns: Keyword, Cluster, Intent, Reason for Selection, TOTAL_SCORE

6. Content Mapping & Upgrade Plan
   6A) Net-New Content Map
   Columns: Keyword/Theme, Target Page Type, Working Title, Primary Keyword,
   Supporting (Mid/Long/Related/LSI), Funnel Stage, CTA, Destination URL (TBD if new)

6B) Existing Page Improvements
Columns: Current URL (full URL), Target Keyword/Theme, Gaps to Close
(H1/Title/Sections/Entities/Internal Links/Schema), Expected Outcome (qualitative), Priority

7. Impact Model — Traffic & Leads (Scenario-Based)
   Provide a transparent, best-effort model for incremental organic traffic and leads over
   the next 6–12 months if recommendations are implemented and existing content is
   upgraded.

● State assumptions explicitly (examples below). Use ranges for Low/Base/High
   scenarios.

Assumptions (sample—edit based on available data):

● Addressable Monthly Search Volume per cluster (proxy or "TBD").

● Achievable Avg Position by month 6–9 for new/improved pages (e.g., Low: 8–10, Base:
   4–6, High: 1–3).

● CTR curve by position (use public heuristic if no tool data; cite source URL if used).

● Click Share Adjustment for brand vs non-brand and SERP features (±).

- On-site CVR to lead/sale (use current baseline from analytics; else conservative proxy per COUNTRY/vertical).

- Social assist: % uplift to organic visits from social distribution of new content (qualitative if numeric is TBD).

Output a small table:
 Columns: Scenario (Low/Base/High), Est. Monthly Incremental Clicks by Month 6–9, Est. Monthly Incremental Leads (using stated CVR), Key Assumptions (bulleted under each scenario)
 Add a short paragraph on risks (competition, seasonality, crawl/indexing, resources).

8. Measurement Plan

- What to track (rank buckets, impressions, clicks, CTR, conversions by page/cluster; social-assisted sessions).

- Dashboards and cadence.

- Experiment design for content upgrades (A/B titles/intros/FAQ blocks; internal linking tests).

Notes on Evidence & Links

- When referencing any web evidence (company or rival), paste the full raw URL on its own line.

- If you use any public CTR curves or benchmarks, paste their full raw URLs in a small "Citations" list at the end.

Persisted Learning Object

Print a compact object named SEO_CONTEXT for use in Prompt 4:

```
SEO_CONTEXT = {
 COMPANY_NAME: "...",
 WEBSITE_URL: "...",
 COUNTRIES: ["..."],
 LANGUAGE: "...",
 SEO_TOP10: [ {keyword, cluster, intent, rationale, total_score} ], // or Top 10–20
```

SEO_CLUSTERS: [{cluster, keywords:[...], funnel_stage, notes}],
SEO_LSI: {
per_core_keyword: [{core_keyword, lsi_terms:[...], hints}],
per_cluster: [{cluster, lsi_terms:[...], usage_hints}]
},
SEO_GAPS_COMPANY: [{keyword, why_it_matters, intent, rival_example_url, suggested_page_type, priority}],
SEO_GAPS_RIVALS: [{rival, keyword, our_evidence_urls:[...], rival_weakness, angle_to_win, priority}],
SEO_SITE_SIGNALS: [{term, brand_or_nonbrand, intent, url}],
SEO_RIVAL_SIGNALS: [{rival, term, brand_or_nonbrand, intent, url}],
CONTENT_MAP_NET_NEW: [{keyword_or_theme, page_type, title, primary_keyword, supporting_terms:[...], funnel_stage, cta}],
CONTENT_UPGRADES: [{url, target_keyword, gaps_to_close:[...], expected_outcome, priority}],
IMPACT_MODEL: {
assumptions: { ctr_curve_source_url: "…", cvr_basis:"…", position_targets:"…", volume_source_or_TBD:"…" },
scenarios: [{name:"Low", monthly_clicks_by_m6_9:"~", monthly_leads_by_m6_9:"~", notes:"…"}, {name:"Base", ...}, {name:"High", ...}]
}
}

Begin

1. Bind from DISCOVERY_CONTEXT and SOCIAL_CONTEXT (asking ONLY for missing essentials).

2. Expand keyword signals via crawl or user-provided pages; dedupe and classify (core/mid/long/related/LSI).

3. Complete Deliverables 1–8 with strict URL rules and transparent assumptions.

4. Print SEO_CONTEXT exactly as specified for use in subsequent prompts.

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Prompt 4/5 — Global Opportunity Scan & Cross-Industry Strategy (Copy/Paste)

You are a world-class CEO with a team of elite researchers. This prompt runs immediately after Prompts 1–3. Use what we already learned to explore NEW opportunities beyond our current scope: adjacent markets, cross-industry patterns, and global/national trends that could unlock

step-change growth. Deliver bold, evidence-backed options and an experiment portfolio. Persist results as OPPORTUNITY_CONTEXT for Prompt 5.

Auto-Bind Prior Learning (do this first)

From DISCOVERY_CONTEXT:

- COMPANY_NAME, WEBSITE_URL, COUNTRIES, PRIMARY_LANGUAGE

- COMPANY_SUMMARY, COMPANY_KEY_PAGES, SOCIAL_URLS

- RIVALS [name, website_url, social_urls], SEO_SITE_SIGNALS
  From SOCIAL_CONTEXT (if present):

- CHANNEL_INVENTORY, BENCHMARKS, STRENGTHS, WEAKNESSES, OPPORTUNITIES, GAP_MAP
  From SEO_CONTEXT (if present):

- SEO_TOP10, SEO_CLUSTERS, SEO_LSI, SEO_GAPS_COMPANY, SEO_GAPS_RIVALS
  If any of the above are missing, ask ONLY for the missing pieces, then proceed.

Objective

Identify, size, and prioritize NEW strategic growth opportunities OUTSIDE the current business footprint by:

- Scanning global and national trends that materially affect demand, distribution, customer behavior, or regulation.

- Mining adjacent and analogous industries (domestic and international) for repeatable patterns.

- Proposing differentiated moves in product/offer, pricing/packaging, channels/partnerships, market entry, and defensibility.

Access & Method (browsing encouraged)

- Confirm browsing/web access.

- - If YES: use reputable sources (industry associations, government stats, credible research firms, ad libraries, marketplace data, trade publications, open datasets). Capture citations as full raw URLs on separate lines and note access month/year in-line.

  - If NO: proceed best-effort; clearly mark "TBD" and state assumptions.

- Triangulate with multiple sources. Prefer data within the last 24 months; label older items.

- Use COUNTRY-specific spellings/terms when relevant.

Research Lenses & Frameworks

Apply these lenses; cite when you rely on public heuristics or studies:

- PESTLE trends (Political, Economic, Social, Tech, Legal, Environmental) — global → country drilldown.

- Jobs-To-Be-Done (JTBD) and unmet needs by persona; note regional differences.

- Value chain & ecosystem: where profit pools and switching power sit.

- Ansoff expansion: Market Penetration, Market Development (geo/segment), Product Development, Diversification.

- "7 Powers" defensibility (Scale Economies, Network Effects, Counter-Positioning, Switching Costs, Branding, Cornered Resource, Process Power).

- Blue Ocean/Category design: non-obvious whitespace; simplify or bundle to escape price competition.

- Barbell/Optionality road-map: low-risk/core improvements + asymmetric upside bets.

Non-Proprietary Prompt Patterns to Reuse (as thinking aids)

- "Analogous Market Pattern Mining" (find solutions in different verticals and translate)

- "JTBD Problem Stack" (rank pains/constraints → map to solution archetypes)

- "Distribution First" (start with channel/partner advantages, then back-solve offer)

- "Pricing Tear-Down" (compare good/better/best, usage-based, outcome pricing)

- "Moat Stress-Test" (each idea scored vs 7 Powers)

Output Requirements (strict)

- Use concise markdown sections and tables.

- List every external reference as a **full raw URL on its own line** (no markdown link text).

- Do **not** use emojis.

- Mark unknowns as "TBD". State assumptions explicitly when quantifying.

Deliverables (in this exact order)

1. Executive Insight (one page)

- The single biggest outside-the-box opportunity and why now.

- Three to five bold moves with expected qualitative impact and the core risks.

2. Trend Radar (Global → Country)
   Create a table per country we operate in (and 1–3 expansion candidate countries).
   Columns: Trend (PESTLE), Why It Matters, Evidence URL(s) (each on its own line),
   Time Horizon (Near/Medium/Long), Confidence (Low/Med/High)

3. Adjacent & Analogous Markets — Pattern Library
   Identify 6–12 cross-industry patterns we can borrow.
   Columns: Pattern Name, Source Industry/Geo Example URL(s), Customer JTBD it
   Solves, How to Translate to COMPANY_NAME, Constraints/Risks

4. Opportunity Map — Ansoff Matrix
   List initiatives across the four quadrants.
   Columns: Initiative, Quadrant (Penetration/Market Dev/Product Dev/Diversification),
   Related SEO Cluster/Keyword (if applicable), Primary Persona, Country/Region,
   Expected Impact, Effort, Confidence

5. Distribution & Partnership Plays
   Think "distribution first": affiliates, marketplaces, retail, B2B2C, OEM/white-label, strategic alliances, influencers/KOLs, trade associations, communities.
   Columns: Play, Target Partner/Platform, Why This Channel, Proof/Analogy URL(s), Entry Motion (pilot/terms), Risks, 7-Powers Edge (if any)

6. Product/Offer & Pricing Innovation
   Propose differentiated packaging (tiers, bundles, subscriptions, outcome or usage-based), guarantees, and risk-reversal.
   Columns: Offer Idea, Pricing/Packaging Model, Target Segment, Country, Expected Value Prop, Required Capabilities, Example/Benchmark URL(s)

7. Geo Expansion Shortlist
   Based on demand, competition, logistics, and regulation.
   Columns: Country, Demand Proxy (qual/URL), Competitive Intensity (qual), Regulatory Notes (URL), GTM Motion (direct/partner/marketplace), 6–12 Month Objective

8. Regulatory & Standards Advantage (if applicable)
   Find compliance niches, certifications, or incentives that create moats or lower CAC (e.g., rebates, grants).
   Columns: Program/Rule, Country, Advantage Mechanism, Requirements, Official URL(s), Risk

9. Blue Ocean / Category Design Concepts
   Three to five "create and own the phrase" angles. Provide suggested category names, POV statements, and who we're counter-positioning against. Include example narratives or manifesto bullets.

10. Optionality Portfolio — Experiments & Bets
    Create a barbell set: 8–12 low-risk tests + 3–5 asymmetric bets.
    Columns: Idea, Type (Low-Risk Core | Asymmetric Bet), Hypothesis, Success Metric, Effort (1–5), Impact (1–5), Confidence (1–5), RICE/ICE Score, 90-Day Plan (weeks), Owner (TBD)

11. High-Level Sizing & Financial Sketch (transparent assumptions)

- For top 6–10 opportunities, estimate order-of-magnitude TAM/SAM proxies, potential ACV/ARPU, payback windows, and CAC channels.

- Show a simple scenario table:
  Columns: Opportunity, Low/Base/High Annualized Revenue Range, Key Assumptions (bullets), Main Risks
  Note: Cite benchmark/heuristic sources with raw URLs.

12. Risk Register & Kill-Criteria
   Top risks (strategic, execution, regulatory, supply, brand). For each: early warning signals, pre-commit "stop/continue" thresholds, and reversal plan.

13. Actionable 30-60-90 (Outside-the-Box only)

● Ten highest-priority outside-scope actions, ranked by (Impact × Confidence) / Effort, with owners (TBD), budget rough-order (Low/Med/High), and dependency notes.

14. Citations
   List all sources used during research as full raw URLs on their own lines, each with an access month/year noted beside the URL (e.g., "Accessed 2025-09").

Persisted Learning Object

Print a compact object named OPPORTUNITY_CONTEXT for use in Prompt 5:

```
OPPORTUNITY_CONTEXT = {
 COMPANY_NAME: "...",
 COUNTRIES: ["..."],
 CORE_THEMES: ["..."], // cross-industry themes we'll pursue
 TREND_SIGNALS: [ {country, trend, horizon, confidence, evidence_urls:[...]} ],
 PATTERN_LIBRARY: [ {pattern, source_industry, translation, risks, example_urls:[...]} ],
 ANSOFF_OPPORTUNITIES: [ {initiative, quadrant, persona, country, impact, effort, confidence}
],
 DISTRIBUTION_PLAYS: [ {play, partner_or_platform, why, entry_motion, risks,
evidence_urls:[...]} ],
 OFFER_PRICING_INNOVATIONS: [ {idea, model, segment, country, value_prop, capabilities,
example_urls:[...]} ],
 GEO_SHORTLIST: [ {country, demand_proxy, competitive_intensity, regulatory_notes_urls:[...],
gtm_motion, objective_6_12m} ],
 REGULATORY_EDGES: [ {program_or_rule, country, advantage, requirements,
official_urls:[...]} ],
 BLUE_OCEAN_CONCEPTS: [ {category_name, pov, counter_positioning_target} ],
 OPTIONALITY_PORTFOLIO: {
 low_risk_tests: [ {idea, metric, 90d_plan} ],
 asymmetric_bets: [ {idea, metric, 90d_plan} ]
 },
 TOP10_NEXT_ACTIONS_90D: [ {action, rationale, effort_1to5, impact_1to5, confidence_1to5,
priority_score} ]
 }
```

Begin

1. Bind from DISCOVERY_CONTEXT, SOCIAL_CONTEXT, and SEO_CONTEXT (ask ONLY for any missing essentials).

2. If browsing is available, research trends and analogous markets with multiple reputable sources; paste raw URLs on their own lines. If not, proceed with stated assumptions and mark "TBD".

3. Produce Deliverables 1–14 with clear, scannable tables and bullets.

4. Print OPPORTUNITY_CONTEXT exactly as specified for use in Prompt 5.

==
==================

Prompt 5/5 — Definitive "About Us" Story, Evidence-Backed and SEO-Aligned (Copy/Paste)

You are a senior brand storyteller and editor-in-chief. This prompt runs immediately after Prompts 1–4. Produce a long-form (up to ~5,000 words) factual, human, and SEO-aligned "About Us" story for our company. The narrative must be grounded in evidence and prior context, include all target keywords naturally, and deliver technical extras (schema, OG tags), plus social/PR derivatives. Persist outputs as BRAND_STORY_CONTEXT.

==

0) Auto-Bind Prior Learning (strict)

Bind these objects if available; do not re-ask for known inputs:

- DISCOVERY_CONTEXT

- SOCIAL_CONTEXT

- SEO_CONTEXT

- OPPORTUNITY_CONTEXT

From these, set:

- COMPANY_NAME, WEBSITE_URL, COUNTRIES, PRIMARY_LANGUAGE

- COMPANY_SUMMARY, COMPANY_KEY_PAGES, SOCIAL_URLS

- RIVALS (names, websites), CATEGORY/CLUSTERS from SEO_CONTEXT
  (SEO_TOP10, SEO_CLUSTERS, SEO_LSI)

- GAPS/OPPORTUNITIES from SEO_CONTEXT and SOCIAL_CONTEXT

- CORE_THEMES and opportunities from OPPORTUNITY_CONTEXT

If any essential item is missing (usually founder/leader bios, milestone dates, or COUNTRIES), ask ONLY for those specifics, then proceed. For anything still unknown, write "TBD" and log it in the Fact-Check Table.

==

1) Non-Negotiable Rules

- Never fabricate dates, quotes, awards, metrics, or customer names. If uncertain, write "TBD" and record it in the Fact-Check Table.

- Every major claim must include a supporting detail (number, named source, or URL).

- All external references must be pasted as full raw URLs on their own lines (no markdown link text).

- Maintain regional spellings and legal phrasing per country.

- Natural keyword use only. If a keyword doesn't fit, place it in the Keyword Appendix or as an internal link anchor.

- No emojis.

==

2) Inputs You May Use (if present)

- Founder/leadership bios, approved quotes, customer mini-stories, milestone list, value stack, regulated disclaimers, photos/asset URLs, and any permissions notes.

If not present, proceed and mark specifics as "TBD" in the Fact-Check Table.

==

3) Narrative Architecture (target ~5,000 words, sectioned)

Write a polished, human narrative with the following structure and headings:

A) Cold-Open Hook (150–250 words)

- Drop the reader into a vivid, concrete moment that captures the founding problem or customer pain.

- Introduce COMPANY_NAME, the category, and the promise in plain language (no hype).

B) Act I — Origin Story

- Founding year, place, founder spark, first prototypes/customers, first revenue.

- Early constraints and how values emerged.

- Include 1 short founder quote (if approved; else mark "TBD").

C) Act II — Trials, Craft, and Focus

- Pivots, setbacks, hard lessons; what changed in product/process/culture.

- Tie to 2–3 values with evidence (policy, practice, or metric).

D) Act III — Breakthroughs and Proof

- Milestones (launches, markets, patents, awards, certifications) with URLs to proof on their own lines.

- Short customer mini-stories (3–5), each with a concrete before/after outcome and a proof URL when possible.

E) Act IV — Today: Who We Serve and How We Help

- Primary personas by country, jobs-to-be-done, top outcomes, and success levers.

- Clear value proposition: 1-sentence promise + 3–5 proof pillars (each backed by a metric, case, or URL).

F) Act V — People and Culture

- Leadership and team spotlights (3–6 short profiles): role, superpower, a human detail, and (if available) a quote or external profile URL on its own line.

- Community/CSR and ethics (privacy/safety/sustainability) with any third-party validations.

G) Act VI — The Road Ahead

- Vision and near-term roadmap themes (non-confidential).

- Specific promises to customers (what will stay true as we scale).

H) Timeline Sidebar (bulleted chronological list)

- Year/Month — Event — Outcome — URL on its own line (when available).

I) FAQ (6–10 entries)

- Address top objections, comparisons, pricing logic (high level), support/service, data practices. Link to relevant pages via full URLs on their own lines.

J) Calls to Action (audience-aware)

- For buyers, partners, recruits, and press—each with 1–2 clear next steps and destination URLs on separate lines.

===

4) SEO & Keyword Integration (from SEO_CONTEXT)

- Ensure all target keywords appear naturally across relevant sections:

- Core keywords (head terms central to offerings)

- Mid-tail keywords (closely related modifiers/subcategories)

- Long-tail keywords (specific problem/use-case/location/intent)

- Related keywords and LSI entities (for topical depth)

● Add a "Keyword & Entity Appendix" mapping keywords to sections and internal/site URLs.
Table columns: Keyword/Entity, Class (Core/Mid/Long/Related/LSI), Primary Section(s), Recommended Internal Link URL (full URL), Notes.

===

5) Internal Linking & Navigation Handoff

● Within the story, naturally reference and then list full URLs (each on its own line) for:

- Pillar/category pages

- Key product/service pages

- Case studies

- Careers, Press Kit, CSR/ESG, Contact

● Provide a short "Internal Link Map" table: Anchor Text, Destination (full URL), Placed In Section.

===

6) Technical Extras (output as code blocks after the narrative)

● JSON-LD schema for:

- Organization

- Person (leadership profiles included in the story)

- ○ Article (the About page long-form)

- ○ BreadcrumbList

- ○ VideoObject (if a founder video script is provided below)

- Open Graph / Twitter Card meta tags (title, description, image, canonical).

- Accessibility checklist (alt-text suggestions for any images you mention; aria labels for timeline components).

===

7) Derivative Assets (for launch & distribution)

Produce succinct, ready-to-use collateral:

- Founder video script (60–90 seconds) narrativizing the Cold-Open + Value Proposition + Proof.

- Social posts (5–7 per network: LinkedIn, Instagram, X/Twitter, Facebook) to announce the new page. Each post should include 1–2 keywords naturally and 1 CTA URL on its own line.

- 3 pull-quotes and 3 stat-graphic copy lines.

- A press-kit boilerplate paragraph (100–150 words) consistent with the narrative.

===

8) Fact-Check & Compliance Layer

- Output a "Fact-Check Table" summarizing every significant claim requiring validation. Columns: Claim (verbatim), Source URL (full URL on its own line or "TBD"), Country/Region (if relevant), Approved By (TBD), Notes/Disclaimers.

- Surface any regulated claims and include the exact disclaimer language (or mark "TBD" and flag).

===

9) Measurement & Iteration Plan

- Define success metrics for the About page (time on page, scroll depth, clicks to pillar pages, branded search lift, recruiter replies).

- A/B test plan: hook paragraph, hero image, CTA placement, story length (long vs condensed).

- 30-day optimization cadence and what signals will trigger revisions.

===

10) Output Requirements (strict)

- Write in the PRIMARY_LANGUAGE. Reading level target: Grade 8–10. Short paragraphs, varied sentence length, precise verbs, concrete nouns.

- "Show, don't tell": pair big statements with facts, numbers, quotes, or URLs.

- Every external reference must appear as a full raw URL on its own line. Do not mask links.

- Mark unknowns as "TBD" (and include them in the Fact-Check Table).

- Avoid clichés and buzzwords; keep tone confident but humble.

===

11) Persisted Learning Object

After all outputs, print a compact object named BRAND_STORY_CONTEXT with:
BRAND_STORY_CONTEXT = {
company_name: "...",
about_page_title: "...",
primary_value_proposition: "...",
proof_pillars: ["..."],
people_highlights: [{name:"...", role:"...", highlight:"..."}],
keyword_to_section_map: [{keyword:"...", class:"Core|Mid|Long|Related|LSI", sections:["..."],
url:"..."}],
internal_link_map: [{anchor:"...", url:"..."}],
published_assets: {

schema_blocks: ["Organization","Person","Article","BreadcrumbList","VideoObject"],
og_tags: true,
founder_video_script: true,
social_posts: { linkedin:n, instagram:n, twitter:n, facebook:n },
press_boilerplate: true
},
fact_check_todos: [{claim:"...", source_url_or_TBD:"..."}],
measurement_plan_summary: ["..."]
}

===

12) Begin

1. Bind all available contexts (DISCOVERY_CONTEXT, SOCIAL_CONTEXT, SEO_CONTEXT, OPPORTUNITY_CONTEXT).

2. Ask ONLY for any essential missing bits (e.g., founder names, milestone years) and proceed.

3. Draft the long-form narrative with the specified architecture, weaving in keywords naturally, and include all required appendices, technical extras, and derivatives.

4. End with the Fact-Check Table, followed by BRAND_STORY_CONTEXT.