

with a little help from AI

FIND OUT WHAT YOUR CUSTOMERS REALLY WANT

Two prompts that turn AI into your customer, so you can ask them anything. Twenty minutes, and you'll know who you're talking to.

2

PROMPTS

20

MINUTES

1

CLEAR CUSTOMER

WHAT IT LOOKS LIKE

YOU

What made you not go back to the last place you tried?

YOUR CUSTOMER

Nobody followed up. I felt like a number, so I just drifted off.

YOU

So what would have kept you?

YOUR CUSTOMER

One message checking in. That's it.

A LOT OF MARKETING PROBLEMS ARE REALLY CUSTOMER PROBLEMS.

When you know what your customer is thinking, the right words come naturally. This exercise uses AI as a thinking tool. Not to write your marketing for you, but to ask the questions you probably haven't asked yourself yet.

Answer honestly. Be specific. That's the whole trick.

here's the plan

HOW IT WORKS

01 BUILD YOUR CUSTOMER

Answer ten questions and AI turns your answers into a customer persona.

02 TALK TO THEM

Start a fresh chat where AI plays that customer. Ask them anything, like you would over a coffee.

03 TYPE DEBRIEF

The AI steps out of character and gives you their pain points, needs and what makes them buy.

YOU'LL NEED

Claude, ChatGPT or any AI chat tool, and twenty quiet minutes.

COPY IN ONE CLICK

Copying from a PDF can scramble the line breaks. Grab both prompts from the [web version](#).

01 PART ONE BUILD YOUR CUSTOMER PERSONA

Open your AI tool and paste the prompt below exactly as it is. Answer each question honestly. Not sure? Give your best guess and say so, and the AI will help you narrow it down. **The temptation is to give the "right" answer rather than the true one. Resist it.**

PROMPT 1 · BUILD YOUR PERSONA

[COPY ONLINE](#)

I want you to help me build a detailed customer persona for my business.

Ask me the following questions one at a time, waiting for my answer before moving to the next. If I say I'm not sure or give a vague answer, ask me one or two follow-up questions to help me narrow it down. Don't move on until we've got something useful.

1. What does your business sell, and who is it for?
2. What age range and life stage is your typical customer? (e.g. young professional, new parent, retiree)
3. What is their job or daily routine like?
4. What problem or frustration drives them to look for what you offer?
5. What has stopped them from solving this problem before now?
6. Where do they spend time online and offline?
7. What do they value most when choosing a product or service like yours? (e.g. price, quality, speed, trust, status)
8. Who or what influences their decisions? (e.g. friends, reviews, social media, professionals)
9. What would make them hesitate or say no to buying from you?
10. If they were recommending you to a friend, what would they say?

Once I have answered all ten questions, summarise my answers into a single customer persona. Where I was unsure or vague, use logic and reasonable assumptions based on what I've told you to fill in the gaps, and flag what you've assumed so I can correct anything. Give them a first name, age, job title, and a short paragraph describing their daily life, their frustrations, what they are looking for, and what matters most to them when making a buying decision.

SAVE IT Copy the persona somewhere safe before you move on. You'll need it for part two.

02 PART TWO TALK TO YOUR CUSTOMER

Start a **fresh** conversation. Paste the prompt below and swap the highlighted bit for the persona from part one. Then just ask questions, the way you'd talk to a real customer. When you're done, type **DEBRIEF**.

PROMPT 2 · TALK TO YOUR CUSTOMER

[COPY ONLINE](#)

I am going to give you a customer persona. I want you to become this person. Stay in character for the entire conversation. Answer every question as this person would, using their language, their priorities, their doubts, and their emotions. Do not break character or offer marketing advice.

Here is the persona:

[PASTE YOUR PERSONA HERE]

You are now this person. I am the business owner. I am going to ask you questions to understand you better. Wait for my first question before you respond.

When I type the word DEBRIEF, step out of character and give me:

- My customer's top pain points
- Their needs and desires
- Their purchase drivers
- Any other insights that would help me market to them more effectively

THEN Type DEBRIEF when you're done. The AI steps out of character and hands you a breakdown you can use straight away.

WHY?
WHY?
WHY?

ASK IT MORE THAN ONCE

talk like a human

Ask follow-ups. Ask "why?" more than once. If an answer surprises you, that's the bit worth digging into.

03

IF YOU GET STUCK

QUESTIONS THAT OPEN THINGS UP

You won't need all of these. Pick a few that feel right and let the conversation go where it goes.

→ What does a typical Tuesday look like for you?

→ When did you last feel really frustrated with this problem?

→ What have you already tried?

→ What made you not go back to the last person you tried?

→ What would make you recommend someone to a friend?

→ What would make you hesitate before buying?

→ What does success look like six months from now?

→ If money wasn't a factor, what would you do?

WHAT THE DEBRIEF GIVES YOU

Four things you can put straight into your website, your posts and your sales conversations.

PAIN POINTS

Their real frustrations, in their own words.

NEEDS AND DESIRES

What they want, not just what they say they want.

PURCHASE DRIVERS

What tips them from interested to committed.

USEFUL EXTRAS

Anything else worth knowing about how to reach them.



THIS ISN'T ABOUT GETTING AI TO WRITE YOUR MARKETING. IT'S ABOUT KNOWING WHO YOU'RE TALKING TO. THEN YOUR OWN WORDS COME EASILY.

found that useful?

KNOW WHAT TO DO NEXT

The Small Business Instruction Manual turns what you've learned about your customer into a plan you'll stick to. Five weeks, Wednesday lunchtimes on Zoom, two of us and ten of you.

[SEE THE INSTRUCTION MANUAL →](#)

[VISIT OUR WEBSITE](#)

5

WEEKS

1

WEDNESDAY
LUNCHTIME A WEEK

10

BUSINESS OWNERS
PER COHORT

KNOW YOUR CUSTOMER. THEN BUILD THE PLAN AROUND THEM.

**THIRTY THREE
PERCENT**

supporting first time business owners

thirtythreepercent.co.uk