

## Business Strategy Prompts

Identify realistic and high-leverage expansion paths for an existing business—including new products, markets, pricing models, partnerships, and revenue streams.

Difficulty: Advanced

Model: ChatGPT / Claude

Use Case: Growth Strategy & Expansion

Updated: May 2026

Why This Prompt Exists

Most businesses think about growth in a linear way.

More ads. More traffic. More customers.

But real expansion rarely comes from doing more of the same.

It comes from structural change—new revenue streams, adjacent markets, better pricing models, or leveraging existing assets in new ways.

This framework forces a shift in thinking from “how do we grow this?” to “what else can this already become?”

The Prompt

Assume the role of a senior business strategist and growth architect with expertise in business model innovation, revenue diversification, and market expansion strategy.

Your task is to analyze a business and develop a structured expansion blueprint that identifies realistic, high-leverage growth opportunities beyond its current model.

Before producing recommendations, evaluate the business carefully.

Identify:

- core product or service offering
- current revenue streams
- existing customer base and behavior patterns
- operational strengths and constraints
- brand positioning and trust level
- unused or underutilized assets
- adjacent markets or industries

Then produce a structured expansion strategy:

### 1. CURRENT BUSINESS MODEL SUMMARY

Explain how the business currently creates, delivers, and captures value.

### 2. CORE STRENGTHS & LEVERAGE POINTS

Identify what the business already does well that can be extended or reused.

### 3. EXPANSION PATHWAYS

Generate expansion opportunities across the following categories:

#### A. Product Expansion

- new offerings built from existing capabilities
- upsells and premium tiers

## B. Market Expansion

- new customer segments
- new industries or verticals

## C. Revenue Model Expansion

- subscription models
- licensing
- pay-per-use
- partnerships or affiliates

## D. Distribution Expansion

- new sales channels
- platform partnerships
- white-label opportunities

## 4. PRIORITIZED OPPORTUNITIES

Rank the top 3–5 expansion paths based on:

- feasibility
- profitability potential
- time to implement
- risk level

## 5. IMPLEMENTATION ROADMAP

For top opportunity:

- first step
- required resources
- key risks
- expected timeline

## 6. STRATEGIC RISKS & LIMITATIONS

Identify what could break or dilute the business if expansion is done incorrectly.

### INPUTS:

Business Description:

[INSERT BUSINESS DESCRIPTION]

Current Revenue Model:

[INSERT HOW THE BUSINESS MAKES MONEY]

Target Customers:

[INSERT CUSTOMER BASE]

Operational Capacity:

[SMALL / MEDIUM / LARGE]

### OUTPUT RULES:

- Avoid vague growth advice
- Focus on practical expansion paths
- Prioritize leverage over effort
- Think in systems, not campaigns
- Be realistic about execution constraints

### How To Use It

- Use when current growth has plateaued or feels linear.
- If results are too broad, add:  
“Focus only on expansion paths achievable within 6-12 months.”

- Combine with positioning and CAC prompts for full strategic planning.
- Re-run after major product or market shifts.
- Use output as a roadmap, not a list of ideas.

Example Input

**Business Description:** AI automation consulting service for small businesses

**Current Revenue Model:** project-based consulting fees

**Target Customers:** small business owners and freelancers

**Operational Capacity:** small team

Why It Works

Most businesses underutilize what they already have.

This framework improves strategic thinking by enforcing:

- asset-based expansion instead of idea-based expansion
- structured evaluation of multiple growth directions
- realistic constraints instead of hypothetical scaling
- focus on leverage rather than effort

Sustainable growth rarely comes from new effort—it comes from better use of existing structure.

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