

Business Strategy Prompts

Diagnose where customer acquisition cost is leaking across marketing, sales, and funnel systems—and identify structural fixes that improve profitability without increasing traffic.

Difficulty: Advanced

Model: ChatGPT / Claude

Use Case: Growth & Profit Optimization

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Why This Prompt Exists

Most businesses try to grow by increasing traffic.

But traffic is rarely the real problem.

The real issue is inefficiency in the acquisition system itself.

Leads leak between ads, landing pages, sales conversations, follow-ups, and onboarding. Even small friction points compound into high customer acquisition costs.

This framework identifies where money is being lost in the acquisition process—and how to fix it structurally instead of just spending more on ads.

The Prompt

Assume the role of a senior growth strategist and conversion optimization expert specializing in customer acquisition systems, funnel efficiency, and revenue optimization.

Your task is to analyze a business and identify inefficiencies in its customer acquisition process that are increasing customer acquisition cost (CAC) unnecessarily.

Before producing recommendations, evaluate the system carefully.

Identify:

- traffic sources and acquisition channels
- landing page or funnel structure
- conversion steps from visitor → lead → customer
- sales process (if applicable)
- follow-up systems and timing
- retention or repeat purchase effects on CAC
- any known conversion rate benchmarks if applicable

Then produce a structured optimization report:

1. ACQUISITION SYSTEM OVERVIEW

Explain how customers currently move from awareness to purchase.

2. FUNNEL BREAKDOWN

Map each step of the funnel:

- traffic source
- landing experience
- lead capture
- nurturing process
- conversion point

3. CAC DRIVERS ANALYSIS

Identify what is increasing customer acquisition cost:

- low conversion rates
- wasted traffic
- weak targeting

- poor follow-up systems
- sales inefficiencies
- retention gaps affecting lifetime value

4. FRICTION POINT IDENTIFICATION

Highlight exact places where users are dropping off or losing intent.

5. OPTIMIZATION OPPORTUNITIES

Provide specific fixes for each stage:

- messaging improvements
- funnel restructuring
- targeting adjustments
- offer positioning changes
- sales process improvements
- automation opportunities

6. HIGH-IMPACT FIXES (80/20)

Identify the 2–3 changes that would produce the largest CAC reduction.

7. EXPECTED IMPACT

Estimate how improvements would affect:

- conversion rate
- CAC
- payback period
- overall profitability

INPUTS:

Business Description:

[INSERT BUSINESS DESCRIPTION]

Traffic Sources:

[INSERT CURRENT SOURCES]

Sales Process:

[INSERT SALES FLOW OR "SELF-SERVE"]

Known Issues:

[INSERT ANY OBSERVED PROBLEMS OR "UNKNOWN"]

OUTPUT RULES:

- Be analytical, not promotional
- Focus on system inefficiencies, not surface-level advice
- Prioritize structural fixes over tactical tips
- Think like someone responsible for profit, not marketing activity

How To Use It

- Use when CAC is rising or profitability is unclear.
- If output is too general, add:
"Be more specific about funnel-stage conversion losses."
- Combine with positioning and channel strategy prompts for full diagnosis.
- Run after major ad or funnel changes.
- Use findings to prioritize fixes, not just insights.

Example Input

Business Description: SaaS tool for appointment scheduling in service businesses

Traffic Sources: Google Ads + Instagram ads

Sales Process: free trial → email onboarding → subscription conversion

Known Issues: high trial signups but low paid conversion

Why It Works

Most businesses misunderstand CAC.

They treat it as a marketing problem when it is usually a systems problem.

This framework improves outcomes by enforcing:

- full-funnel thinking instead of channel-level thinking
- conversion-stage visibility instead of surface metrics
- structural diagnosis instead of ad spend adjustments
- profit-driven optimization instead of traffic obsession

Reducing CAC is rarely about getting more attention—it's about wasting less of it.

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