

Business Strategy Prompts

Identify the few marketing and sales channels that can realistically drive the majority of growth for a business based on industry dynamics, customer behavior, and operational constraints.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Growth Strategy

Updated: May 2026

Why This Prompt Exists

Most businesses don't have a growth problem—they have a focus problem.

They try too many channels at once: ads, SEO, social media, partnerships, email, outbound, referrals.

The result is dilution. Nothing compounds.

In reality, most businesses only have 1-3 channels that actually matter.

Everything else is noise.

This framework identifies those high-leverage channels so effort can be concentrated where returns are structurally highest, not just where trends suggest.

The Prompt

Assume the role of a senior growth strategist and business systems analyst with expertise in customer acquisition, channel economics, and scalable marketing systems.

Your task is to analyze a business and identify the highest-leverage growth channels that are most likely to drive the majority of customer acquisition and revenue growth.

Before producing recommendations, evaluate the business carefully.

Identify:

- target customer behavior and where they spend attention
- typical buying journey and decision triggers
- current acquisition channels (if any)
- cost structure and scalability constraints
- competition intensity across major channels
- speed vs sustainability tradeoffs in acquisition

Then produce a structured growth channel analysis:

1. BUSINESS CONTEXT SUMMARY

Brief overview of what the business does and who it serves.

2. CUSTOMER ATTENTION MAP

Where the target audience spends time:

- online platforms
- search behavior
- communities
- offline channels (if relevant)

3. CURRENT CHANNEL EVALUATION (IF APPLICABLE)

Assess existing channels:

- what is working

- what is underperforming
- what is being overused

4. HIGH-LEVERAGE CHANNEL IDENTIFICATION

Identify 3–5 primary growth channels that have the highest potential impact.

For each channel include:

- why it works for this business
- expected acquisition quality
- scalability potential
- cost efficiency
- time-to-results

5. SECONDARY / SUPPORTING CHANNELS

Channels that may not drive primary growth but support or amplify core channels.

6. CHANNEL PRIORITIZATION STRATEGY

Rank channels in order of:

- fastest impact
- highest long-term value
- lowest operational friction

7. EXECUTION FOCUS RECOMMENDATION

Explain where the business should focus 80% of effort for maximum return.

INPUTS:

Business Description:

[INSERT BUSINESS DESCRIPTION]

Target Audience:

[INSERT TARGET CUSTOMERS]

Current Marketing Efforts:

[INSERT CURRENT CHANNELS OR "NONE"]

Budget Level:

[LOW / MEDIUM / HIGH]

OUTPUT RULES:

- Avoid generic marketing advice
- Focus on realistic channel economics
- Prioritize concentration over diversification
- Think like someone allocating limited resources for maximum return

How To Use It

- Use before investing heavily in marketing execution.
- If results are too broad, add:
“Focus only on channels realistically accessible to a small team.”
- Combine with customer profile and positioning prompts for stronger strategy.
- Re-run when entering new markets or launching new offers.
- Use outputs to eliminate weak or distracting channels early.

Example Input

Business Description: Online course teaching AI automation for small businesses

Target Audience: small business owners and freelancers

Current Marketing Efforts: Instagram posts and cold outreach

Budget Level: medium

Why It Works

Most growth strategies fail because they spread effort too thin.

This framework improves outcomes by enforcing:

- channel concentration instead of diversification bias
- behavior-based marketing decisions instead of trend-based decisions
- attention mapping before execution
- realistic evaluation of scalability constraints

Growth is rarely about doing more—it's about doing less, but better.

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