



Your Go-To Product Prompt

Refine Your Product Strategy in Minutes!

When I get a Product Idea, here's what I do:

1. **Braindump:** I jot down all my ideas in a notepad – raw, unfiltered, and straight from my head.
2. **Answer Key Questions:** Next I answer essential questions about this product I want to create.
3. **Create the Sales Page:** Using the insights from the questions, I craft a compelling sales page.
4. **Presell:** I test the waters and validate the idea by preselling the product.

While I don't use ChatGPT for this process because I rely on my years of experience in building and launching products, I've created this simple ChatGPT Product Prompt to help you leverage AI and turn your idea into a successful product!

This prompt is designed to take your product idea from a rough concept to a refined, actionable strategy. Use the steps below to clarify your vision, align your messaging, and create a product that truly resonates with your audience.

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Start with a Braindump

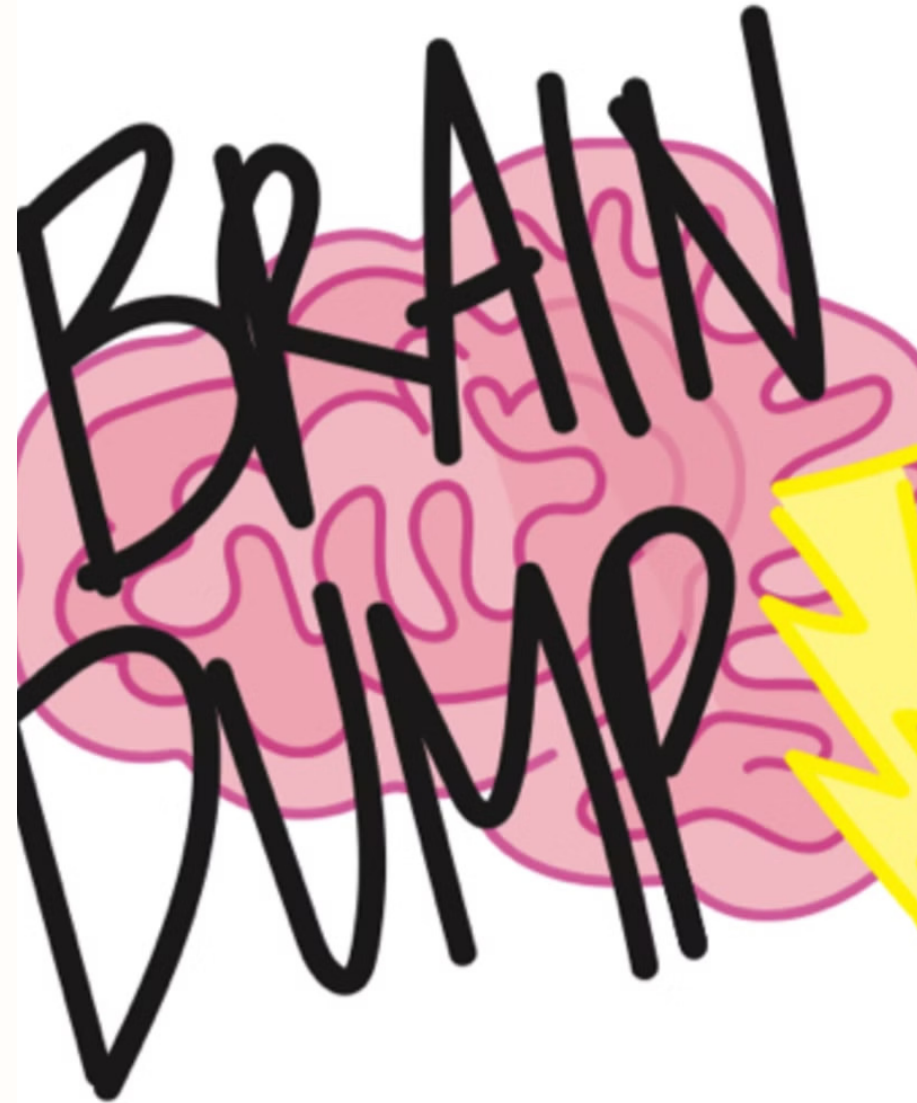
The first step is to do a **braindump**, where you let your ideas flow freely without worrying about structure or formatting. This is your opportunity to get everything out of your head and onto a notepad.

Write everything you can think of – features, target audience, goals, challenges, unique selling points, and anything else.

Your braindump doesn't need to be polished or organized. It's a raw collection of ideas that will serve as the foundation for refining your product strategy.

So simply let your thoughts flow naturally! Whether it's a few sentences, a detailed story, or even fragments of ideas.

The more detail, the better!



ChatGPT Prompt

This ChatGPT prompt helps refine a product's strategy and messaging by **answering key questions about the product**, including its goals, target audience, pain points, format, pricing, and value proposition, using your ideas and provided product details as a guide.

The answers to these key questions will help you craft a compelling sales page.

You can either answer these product questions directly or use the ChatGPT prompt below for actionable insights and enhanced clarity in your product concept.

Step-by-step guide on how to use this prompt:

Step 1: Your Ideas About the Product

- Replace the **"Braindump Section"** in the prompt below with all your ideas about the product. Let your creativity flow! There's no need for structure or formatting! Write freely.

Step 2: Define Key Details First

- Replace "Product Price" in the prompt below with your presell product price.
- Replace "Content Format" in the prompt below with your product's specific format (e.g., pre-recorded videos, live webinars, audio guides, eBooks, PDFs, quizzes, templates, interactive tools, challenges, community forums, drip-fed lessons, infographics, workbooks, etc.).

Step 3: Input the Prompt into ChatGPT

- Copy and paste the refined prompt into ChatGPT. The tool will analyze and enhance your product strategy and messaging.

Step 4: Review the Output

- Copy the ChatGPT response into a document or notepad.
- Carefully review the suggestions and make edits to align them with your vision.

 I'm developing a new product and need help refining its strategy and messaging. Below, I've included a detailed braindump of my thoughts, ideas, and initial plans for the product. Please analyze this information and provide actionable insights to make the product more compelling and impactful. Use the Braindump Section and also the Product Price and Content Format provided below to guide your analysis and answer the questions.

My Product Details:

- **Product Price:** [Enter your presell product price here]
- **Content Format:** [Enter the specific format of your product here]

Braindump Section:

[Write everything you can about your product idea here. Let your ideas flow freely without worrying about structure!]

Questions:

1. **What's the main goal of the product?** Clearly define the primary objective to guide the product's messaging and purpose.
2. **What is the key pain point it will address?** Identify the specific problem or challenge the product solves for its target audience.
3. **Who is this product for?** Describe the ideal audience in detail to ensure the product resonates with their needs.
4. **What is the expected outcome or transformation?** Highlight the tangible results or benefits users can expect from the product.
5. **What is the content format?** Clearly outline the essential features, elements, and delivery formats that drive the transformation and meet user needs effectively.
6. **What might hold someone back from purchasing?** Address potential objections or hesitations to ensure the product's value is clear.
7. **What is the cost of the product, and why is it a great deal?** Explain the pricing and the value it provides.
8. **Why should someone act now?** Create urgency by emphasizing time-sensitive benefits or opportunities.
9. **What personal experience inspired this product?** Share a relatable story to build trust and emotional connection with the audience.

Please analyze the braindump, price and format info, then answer the questions about the product, and refine the messaging to make it as compelling and actionable as possible.

Summary

ChatGPT will provide you with the answers you need to get started.

Think of this as your first draft – a great starting point!

It will give you two key deliverables:

1. **Detailed Product Analysis**
2. **Refined Messaging**

The refined messaging will also serve as a guide for creating your sales page.

However, don't use ChatGPT's response as-is. While it provides a solid foundation, it doesn't fully capture your unique vision and deep understanding of your product.

Here's what to do next:

1. **Review the Answers**

Carefully evaluate the suggestions provided. Adjust and refine them as needed to ensure they align perfectly with your product and vision.

2. **Craft a Clear and Actionable Product Strategy**

Use the refined answers as a foundation to develop a strong, compelling strategy for your product.

3. **Create a Compelling Sales Page**

Leverage the refined messaging to craft a sales page that resonates with your audience.

4. **Prelaunch Your Product**

Validate your idea, generate excitement, and build anticipation before the official launch.

With this streamlined process, you'll be ready to turn your idea into a product that drives sales and delivers value!

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