

YOUR BUSINESS PLAN PLAYBOOK PROMPTS

Introduction

This detailed prompt pack translates key concepts into actionable AI prompts designed to help entrepreneurs develop and execute effective business plans. Whether you're creating a traditional business plan or using a lean startup approach, these prompts will help you harness AI to achieve your business planning and execution goals.

How to Use This Guide

1. Choose prompts that align with your current business planning phase
2. Customize the prompts by filling in your specific context and requirements
3. Use these prompts with an AI assistant to generate detailed, personalized responses
4. Implement the insights and recommendations provided
5. Return to relevant prompts as your business evolves

Actionable Prompts

Strategy Development Prompts

1. Business Model Evaluation

I'm considering starting a [type of business]. Based on these factors:

- Target market: [describe]
- Initial capital: [amount]
- Timeline: [timeframe]
- Resources: [list available resources]
- Goals: [list main objectives]

Help me evaluate whether I need a traditional business plan or a lean startup approach. Provide a detailed analysis with pros and cons of each approach for my specific situation.

2. Mission & Vision Development

I'm creating a mission and vision statement for my [type of business]. Here's what makes us unique:

- Key offerings: [list products/services]
- Target audience: [describe ideal customers]
- Core values: [list values]
- Long-term goals: [describe future aspirations]

Help me craft compelling mission and vision statements that are specific, memorable, and aligned with my business goals.

3. Competitive Analysis

I need to analyze my competitors in the [industry/market]. Here's what I know:

- Direct competitors: [list main competitors]
- Market size: [provide details]

- Current market leaders: [list top companies]
 - My unique value proposition: [describe]
- Help me conduct a thorough competitive analysis, identifying gaps in the market and potential opportunities for differentiation.

Market Research Prompts

4. Target Market Analysis

Help me develop detailed customer personas for my [business type]. Consider:

- Demographics: [list key characteristics]
- Pain points: [describe problems they face]
- Buying behaviors: [describe patterns]
- Current solutions they use: [list alternatives]

Provide comprehensive personas and strategies for reaching each customer segment.

5. Market Size Calculation

I need to calculate my total addressable market (TAM) for [product/service]. Here's my data:

- Geographic focus: [specify region]
- Customer segment: [describe]
- Price point: [specify range]
- Market trends: [list relevant trends]

Help me calculate TAM, SAM (Serviceable Addressable Market), and SOM (Serviceable Obtainable Market) with detailed explanations.

Financial Planning Prompts

6. Revenue Projection

Help me create realistic revenue projections for the first 3 years of my [business type]. Consider:

- Pricing strategy: [describe]
- Sales channels: [list channels]
- Market size: [provide details]
- Growth assumptions: [list factors]

Generate monthly projections for Year 1 and quarterly for Years 2-3, including detailed assumptions and calculations.

7. Startup Costs Analysis

I need to calculate startup costs for my [business type].

Include:

- Essential equipment: [list items]
- Legal requirements: [list permits/licenses]
- Location needs: [describe]
- Initial inventory: [if applicable]
- Marketing budget: [initial plans]

Provide a detailed breakdown of all startup costs and suggest potential areas for cost optimization.

Implementation Strategy Prompts

8. Milestone Planning

Help me create a 12-month milestone plan for launching my [business type]. Consider:

- Key objectives: [list goals]
- Available resources: [describe]
- Critical deadlines: [list dates]
- Team capacity: [describe]

Develop a detailed timeline with specific milestones, actions required, and success metrics for each phase.

9. Marketing Strategy Development

I need a comprehensive marketing strategy for my [product/service]. Consider:

- Target audience: [describe]
- Budget: [specify amount]
- Unique selling proposition: [describe]
- Competitors' strategies: [list known approaches]

Create a detailed marketing plan including channels, content strategy, budget allocation, and success metrics.

Risk Analysis Prompts

10. Risk Assessment

Help me identify and analyze potential risks for my [business type]. Consider:

- Market conditions: [describe]
- Regulatory environment: [specify]
- Resource constraints: [list]
- Competition: [describe]

Provide a comprehensive risk assessment with mitigation strategies for each identified risk.

11. Contingency Planning

Help me develop contingency plans for my [business type] considering these scenarios:

- Market downturn: [specify concerns]
- Supply chain disruption: [describe potential issues]
- Competitive threats: [list possibilities]
- Resource limitations: [describe constraints]

Create detailed contingency plans with specific trigger points and action steps.

Performance Tracking Prompts

12. KPI Development

Help me establish KPIs for my [business type]. Consider:

- Business objectives: [list goals]
- Industry standards: [describe benchmarks]
- Available measurement tools: [list resources]
- Critical success factors: [describe]

Develop a comprehensive KPI framework with specific metrics, measurement methods, and reporting frequencies.

13. Progress Review

I need to evaluate progress against my business plan for [time period]. Here's my data:

- Original targets: [list goals]
- Actual performance: [provide metrics]
- Market changes: [describe]
- Resource utilization: [specify]

Analyze performance gaps and provide specific recommendations for improvement.

Growth Strategy Prompts

14. Scaling Planning

Help me develop a scaling strategy for my [business type].

Consider:

- Current capacity: [describe]
- Growth targets: [specify goals]
- Resource availability: [list]

- Market opportunity: [describe]

Create a detailed scaling plan with specific steps, resource requirements, and timeline.

15. Market Expansion

I'm considering expanding my [business type] into new markets. Analysis needed for:

- Target markets: [list potential markets]
- Entry barriers: [describe challenges]
- Resource requirements: [list needs]
- Competition: [describe landscape]

Provide a comprehensive market entry strategy with prioritized recommendations.

Implementation Strategy

To maximize the value of these prompts:

1. **Sequential Approach:** Work through prompts in order of your business planning phase
2. **Iteration:** Return to prompts regularly as your business evolves
3. **Documentation:** Keep detailed records of AI responses and implementations
4. **Review & Adjust:** Regularly review outcomes and adjust your approach
5. **Combination:** Combine relevant prompts for comprehensive planning
6. **Customization:** Modify prompts to match your specific business context
7. **Action Focus:** Convert AI insights into concrete action steps

Remember to:

- Be specific in providing context
- Include relevant data and metrics
- Update prompts as your business evolves
- Focus on actionable outcomes
- Track and measure results
- Iterate based on feedback and results

This prompt pack serves as a dynamic tool to support your business planning and execution journey. Use it flexibly and adapt it to your specific needs as you build and grow your business.