

Prompts

BUILD YOUR AUTOMATED SALES CHATBOT

The difference between a thriving business and one that struggles often comes down to a single factor: **response time**.

Most businesses take 42 hours to reply to a new lead. Forty-two hours. By then, the person who filled out your form has already found someone else, bought from a competitor, or simply forgotten they ever reached out.

And it gets worse. Research on lead response time shows that waiting just 30 minutes drops your odds of closing by a factor of 21. Half an hour. That's the window. Most of us miss it because we're in a meeting, making dinner, or sleeping.

This prompt library exists to solve that specific problem. It walks you through building a conversational sales system that handles the first reply, qualifies the lead, answers common questions, and nudges people toward a buying decision, whether you're awake

or not. No more losing deals at 3 AM because you couldn't get to your phone.

If you're a solopreneur buried in DMs, a small business owner trying to grow past what you can personally handle, or a marketing professional who wants better numbers from your lead flow, these prompts will get you there. Each one is built to use with an AI assistant (ChatGPT, Claude, or similar tools), and together they cover the full process: figuring out your ideal customer conversation, writing scripts that actually sound like you, picking the right platform, qualifying leads without being pushy, and measuring what's working.

The prompts follow the order you'd naturally build in. Start with strategic thinking. Move into conversation design. Choose your tools. Set up lead qualification. Tighten your conversion process. Then refine based on real data.

Here's what this isn't: a way to remove yourself from your business. The real conversations, the ones with qualified buyers who are ready to move forward, those still need you. What these prompts do is take the repetitive, time-sensitive stuff off your plate. The "what are your hours?" and "do you offer payment plans?" messages that eat up your energy before you ever get to talk to someone who's serious about buying.

You stay human. The system handles the rest.

Prompts

CATEGORIES

Strategic Foundation & Process Mapping

Understanding Your Current Sales Conversation

Prompt 1: Sales Script Extraction

Act as an expert sales analyst. I need to document my current sales process to create an automated chatbot flow. Interview me with targeted questions to extract the key elements of my best sales conversations. Ask me one question at a time about:

- The most common questions prospects ask
- The information I need to qualify a lead
- The objections I typically encounter
- The progression from initial contact to closed sale
- The decision points that indicate buying readiness

My business is: [INSERT BUSINESS TYPE AND OFFERING]

My typical customer is: [INSERT TARGET AUDIENCE DESCRIPTION]

My average sale value is: [INSERT PRICE RANGE]

After gathering this information, create a structured outline of my sales process that can be translated into an automated conversation flow.

Prompt 2: Customer Journey Mapping

You are a customer experience strategist. Help me map the complete journey a prospect takes from first discovering my business to becoming a paying customer. For my business (describe below), identify:

- The initial trigger that causes someone to seek my solution
- The research phase behaviors and questions
- The evaluation criteria they use to compare options
- The emotional states at each stage
- The friction points that typically cause abandonment
- The "aha moments" that accelerate buying decisions

My business details: [INSERT BUSINESS DESCRIPTION, TARGET MARKET, AND PRIMARY OFFERING]

Create a visual text-based journey map with stages, customer mindset, typical questions, and opportunities for automated intervention at each phase.

Prompt 3: Qualifying Question Framework

Act as a sales qualification expert. I need to create 5-7 knockout questions that will quickly identify whether a prospect is a good fit for my business. These questions need to filter for:

- Budget capability
- Decision-making authority
- Timeline/urgency
- Specific needs that match my offering
- Deal-breakers that make the prospect unqualifiable

My business is: [DESCRIBE YOUR BUSINESS, PRODUCTS/SERVICES, IDEAL CLIENT PROFILE]

My minimum viable customer criteria: [DESCRIBE MUST-HAVE CHARACTERISTICS]

Common time-wasters I encounter: [DESCRIBE UNQUALIFIED LEAD PATTERNS]

Create the questions in a conversational tone that feels helpful rather than interrogating, and explain the strategic purpose of each question.

Prompt 4: Value Proposition Crystallization

You are a messaging strategist specializing in clarity. I need to distill my value proposition into chat-friendly language that can be understood in 5 seconds or less.

My current description: [PASTE YOUR CURRENT MARKETING COPY OR WEBSITE DESCRIPTION]

What my customers actually get: [DESCRIBE THE TANGIBLE OUTCOME OR TRANSFORMATION]

How I'm different from competitors: [DESCRIBE YOUR UNIQUE APPROACH OR ADVANTAGE]

Transform this into:

1. A one-sentence hook that captures immediate attention
 2. A 3-bullet summary of key benefits in "you get" language
 3. A question that helps prospects self-identify as a good fit
- All written at an 8th-grade reading level, suitable for mobile chat interfaces.

Prompt 5: Competitive Response Analysis

Act as a market intelligence analyst. Help me understand how my competitors are likely responding to the same prospects I'm targeting, so I can design my chatbot to differentiate and win.

My competitors are: [LIST 2-3 MAIN COMPETITORS OR COMPETITOR TYPES]

Their typical approach is: [DESCRIBE THEIR SALES/MARKETING METHODS]

My competitive advantages are: [LIST YOUR STRENGTHS]

Their weaknesses are: [DESCRIBE GAPS IN THEIR APPROACH]

Based on this analysis, suggest:

- What prospects are likely experiencing from competitors
- Specific friction points in competitor experiences I can solve with instant automated responses
- Messaging angles that position me as the superior choice
- Questions my chatbot should ask to highlight competitive advantages

Conversation Design & Copywriting

Prompt 6: Hook-Value-Ask Script Generator

You are an expert chatbot conversation designer. Using the Hook-Value-Ask framework, create a complete greeting sequence for my automated chatbot.

Context: [DESCRIBE THE ENTRY POINT - IS THIS FROM AN AD, ORGANIC POST, WEBSITE WIDGET, ETC.]

What the user was doing: [DESCRIBE THE USER'S LAST ACTION BEFORE STARTING THE CHAT]

What they expect: [DESCRIBE WHAT WAS PROMISED OR IMPLIED]

Create a 3-message sequence:

1. HOOK: Acknowledge their context and set expectations (1 sentence)
2. VALUE: Deliver the promised information or answer their implied question (2-3 sentences max, consider using a link/resource)
3. ASK: Pose a simple binary or multiple-choice question that advances the conversation

Keep each message under 20 words. Use casual, conversational language. End with clickable button options, not open-ended questions.

Prompt 7: Persona Voice Development

Act as a brand voice specialist. I need to define a consistent personality for my chatbot that aligns with my brand and resonates with my target audience.

My brand is: [DESCRIBE YOUR BRAND PERSONALITY - PROFESSIONAL, EDGY, FRIENDLY, LUXURIOUS, ETC.]

My target audience is: [DESCRIBE DEMOGRAPHIC AND PSYCHOGRAPHIC DETAILS]

The emotional state I want to create: [CONFIDENT, EXCITED, REASSURED, INSPIRED, ETC.]

Create a "Bot Persona Document" that includes:

- A name for the bot
- 5 personality traits with examples
- A tone guide (formal vs. casual, emoji usage, punctuation style)
- 10 "Do" and "Don't" copywriting rules
- Sample phrases that embody this voice
- 3 example message rewrites showing bland → branded versions

Prompt 8: Objection Response Library

You are a sales objection handling expert. Help me create pre-written responses to common objections that my chatbot can deploy automatically.

The objections I typically hear are: [LIST 5-10 COMMON OBJECTIONS LIKE "TOO EXPENSIVE," "NEED TO THINK ABOUT IT," "NOT THE RIGHT TIME," ETC.]

For each objection, create:

1. An empathetic acknowledgment (1 sentence)
2. A reframe or value reminder (1-2 sentences)
3. A micro-commitment question with button options

Format these as IF-THEN logic: "IF user says X, THEN bot responds with Y."

Keep responses under 30 words each. Focus on moving the conversation forward, not winning an argument.

Prompt 9: Mobile-First Message Optimization

Act as a UX copywriter specializing in mobile interfaces. I have drafted chatbot messages, but they're too long and complex for mobile users. Optimize them using the "One Breath Rule" - each message should be readable in a single glance.

My current messages: [PASTE YOUR DRAFT CHATBOT MESSAGES]

Rewrite these following these principles:

- Maximum 15 words per message bubble
- Break long explanations into 2-3 sequential short messages
- Replace paragraphs with bullet points or numbered lists
- Add line breaks for visual breathing room

- Suggest where to insert images, GIFs, or emojis to replace words
- Indicate natural 1-2 second pauses between messages

Show before/after versions with explanation of why changes improve mobile readability.

Prompt 10: Call-to-Action Progression

You are a conversion rate optimization specialist. Design a sequence of micro-commitments that gradually move a prospect from initial interest to a high-commitment action (like booking a call or making a purchase).

My ultimate goal for the conversation is: [DESCRIBE THE END ACTION - BOOK APPOINTMENT, MAKE PURCHASE, REQUEST QUOTE, ETC.]

Create a 5-step commitment ladder:

- Step 1: Easiest possible engagement (virtually no barrier)
- Step 2: Slight increase in commitment
- Step 3: Moderate commitment (some friction acceptable)
- Step 4: Significant commitment (requires decision)
- Step 5: Final conversion action

For each step, write:

- The specific ask
- Why it's positioned at this stage

- The exact CTA language with button options
- What happens if they say no (alternative path)

Prompt 11: FAQ Automation Design

Act as a customer support automation specialist. Transform my most frequently asked questions into a conversational decision tree that guides users to answers without feeling like they're navigating a phone menu.

My top FAQs are: [LIST YOUR 10-15 MOST COMMON QUESTIONS]

Create a smart FAQ flow that:

- Starts with a category-level question (e.g., "Are you asking about pricing, shipping, or returns?")
- Branches to specific questions within that category
- Provides concise answers (under 30 words when possible)
- Links to detailed resources when needed
- Always offers a "None of these" option that routes to human support
- Ends each answer with a relevant next question to keep engagement going

Map this as a text-based flowchart showing the decision tree structure.

Prompt 12: Contextual Entry Point Scripts

You are a chatbot strategist. I need different greeting scripts for different entry points, ensuring the bot's first message always matches what the user was just doing.

My entry points are:

1. [ENTRY POINT 1: E.G., "CLICKED AD OFFERING FREE GUIDE"]
2. [ENTRY POINT 2: E.G., "COMMENTED ON INSTAGRAM POST"]
3. [ENTRY POINT 3: E.G., "MESSAGED FROM WEBSITE CHAT WIDGET"]
4. [ENTRY POINT 4: E.G., "SENT DM AFTER VIEWING STORIES"]

For each entry point, create:

- A contextually relevant first message that acknowledges what they just did
- What to deliver immediately (if anything was promised)
- The first question that naturally follows from this context
- Button options appropriate to this user's likely intent

Ensure each greeting feels like a continuation of their action, not a generic "How can I help you?"

Platform Selection & Technical Setup

Prompt 13: Platform Recommendation Analysis

Act as a marketing technology consultant. Help me choose the optimal platform for my automated chatbot based on where my customers actually are and how they prefer to communicate.

My business type: [B2B/B2C/SERVICE/ECOMMERCE/ETC.]

My target audience demographics: [AGE, LOCATION, TECH-SAVVINESS, INDUSTRY]

Where I currently get most engagement:

[INSTAGRAM/FACEBOOK/WEBSITE/ETC.]

My primary goal: [LEAD GENERATION/DIRECT SALES/APPOINTMENT BOOKING/CUSTOMER SUPPORT]

My technical skill level: [BEGINNER/INTERMEDIATE/ADVANCED]

My budget: [BUDGET RANGE FOR TOOLS]

Recommend:

1. The single best "home base" platform for my situation with detailed reasoning
2. The pros and cons specific to my business model
3. Any secondary platforms to consider after mastering the first
4. Red flags or limitations I should be aware of
5. Approximate setup complexity and learning curve

Prompt 14: 24-Hour Window Strategy

You are an expert in Meta messaging policies. Help me design a conversation strategy that maximizes my free 24-hour messaging window and minimizes reliance on paid message templates.

My typical sales cycle length is: [HOURS/DAYS FROM FIRST CONTACT TO CLOSE]

My business hours are: [YOUR OPERATING HOURS]

Create a timing strategy that includes:

- Optimal timing for the first automated response (immediate)
- Strategic check-in points within the 24-hour window (suggest 3-hour and 20-hour marks)
- What triggers should extend the conversation vs. let it close
- Script for the "23-hour last call" message that encourages re-engagement
- Criteria for when to use a paid template to reopen a conversation
- How to train users to respond quickly to keep the window open

Explain the psychology behind each timing decision.

Prompt 15: Verification Document Preparation

Act as a business compliance advisor. I need to prepare for Meta Business verification to access chatbot APIs. Create a checklist and guide me through preparing the required documentation.

My business structure: [LLC/CORPORATION/SOLE PROPRIETOR/ETC.]

Business legal name: [EXACT LEGAL NAME]

Operating name (if different): [DBA NAME IF APPLICABLE]

Business location: [COUNTRY/STATE/CITY]

Provide:

1. A complete checklist of documents I'll need
2. Specific formatting requirements for each document
3. Common rejection reasons and how to avoid them
4. How to ensure names match exactly across all documents
5. Whether I need a new phone number or can port my existing one
6. Step-by-step process overview with time estimates
7. What to do if I get rejected

Make this actionable enough that I can start gathering documents immediately.

Prompt 16: Multi-Platform Integration Strategy

You are a marketing automation architect. I've mastered one chatbot platform and I'm ready to expand. Design a phased rollout plan for managing conversations across multiple channels without creating operational chaos.

My current platform:

[INSTAGRAM/WHATSAPP/MESSENGER/ETC.]

Performance metrics: [SHARE CURRENT CONVERSION RATES, VOLUME, ETC.]

Platforms I'm considering adding: [LIST 2-3 ADDITIONAL PLATFORMS]

Create a 90-day expansion plan that includes:

- Which platform to add first and why
- How to modify my existing scripts for the new platform's user psychology
- A unified inbox solution to manage all conversations
- Tagging/routing logic to keep leads organized across channels
- Which conversations should funnel back to the main platform vs. stay native
- Resource requirements (time, tools, team members)
- Success metrics for deciding whether to keep or eliminate a channel

Focus on sustainable growth, not just being everywhere.

Lead Qualification & Segmentation

Prompt 17: Knockout Question Flow Builder

Act as a lead qualification expert. Design a conversational flow using knockout questions to filter out unqualified prospects early, before wasting their time or mine.

My qualifying criteria:

- Budget minimum: [MINIMUM ACCEPTABLE BUDGET]
- Geographic limitations: [SERVICE AREA OR SHIPPING RESTRICTIONS]
- Timeline: [HOW URGENT MUST THE NEED BE]
- Authority: [MUST THEY BE THE DECISION MAKER]
- Other deal-breakers: [ANY OTHER MUST-HAVE OR MUST-NOT-HAVE CRITERIA]

Create:

1. The sequence of knockout questions (prioritize from most to least restrictive)
2. Exact question phrasing with multiple-choice button options
3. Disqualification messages that are polite and offer alternatives (like a resource or referral)
4. Qualification messages that create excitement and move to the next stage
5. Tagging logic: what label to apply based on each answer
6. A flowchart showing the decision tree

Ensure disqualified leads still feel helped, not rejected.

Prompt 18: Lead Scoring System Design

You are a sales operations specialist. Create a point-based lead scoring system that my chatbot can use to automatically prioritize which leads my sales team should contact first.

My business model: [DESCRIBE YOUR OFFERING AND SALES PROCESS]

The factors that indicate a high-quality lead for me are:

- [FACTOR 1: E.G., "MENTIONED A SPECIFIC URGENT PROBLEM"]
- [FACTOR 2: E.G., "BUDGET OVER \$5,000"]
- [FACTOR 3: E.G., "WANTS TO START WITHIN 2 WEEKS"]
- [FACTOR 4: E.G., "CURRENTLY USING A COMPETITOR"]
- [FACTOR 5: E.G., "ENGAGED WITH MULTIPLE MESSAGES"]

Create:

- A point value for each factor (out of 100 total points)
- Score thresholds: Cold (0-30), Warm (31-60), Hot (61-100)
- Automated routing rules based on score
- Visual dashboard concept showing how leads are distributed
- How the score should trigger different follow-up speeds

Prompt 19: Segmentation Tag Architecture

Act as a CRM data architect. Design a comprehensive tagging system that my chatbot will apply to contacts based on their

responses, allowing for sophisticated segmentation and personalized follow-up.

My business offers: [LIST YOUR PRODUCTS/SERVICES/PACKAGES]

My customer types include: [DESCRIBE DIFFERENT BUYER PERSONAS OR USE CASES]

Create a tag taxonomy with categories:

1. Interest Tags: What they're interested in (product/service specific)
2. Readiness Tags: How soon they want to buy (timeline)
3. Budget Tags: What they can afford (price tier)
4. Behavior Tags: How they're engaging (high/medium/low engagement)
5. Source Tags: Where they came from (ad campaign, organic, referral)
6. Lifecycle Tags: Where they are in the journey (awareness, consideration, decision)

For each category, list 3-5 specific tags and explain when/why the bot should apply them. Show how these tags can be combined to create highly targeted segments for follow-up campaigns.

Prompt 20: Appointment Booking Logic

You are a scheduling automation expert. Design a chatbot flow that moves qualified leads seamlessly from conversation to booked appointment without friction.

My appointment types:

- [TYPE 1]: [E.G., "15-MINUTE DISCOVERY CALL - FREE"]
- [TYPE 2]: [E.G., "45-MINUTE STRATEGY SESSION - \$50 DEPOSIT"]
- [TYPE 3]: [E.G., "ON-SITE CONSULTATION - QUALIFIED LEADS ONLY"]

Create:

1. Decision logic: Which prospects should be offered which appointment type?
2. Pre-qualification questions to ask before showing calendar
3. Calendar integration approach (tool recommendations)
4. Confirmation message sequence with:
 - Appointment details recap
 - How to prepare / what to bring
 - Cancellation policy
 - Add-to-calendar link
 - Reminder schedule (when to send SMS/email reminders)
5. No-show prevention tactics
6. Fallback if their preferred time isn't available

Make the booking process feel like a gift, not a transaction.

Prompt 21: Product Recommendation Engine

Act as an e-commerce personalization specialist. Create a conversational product recommendation flow that asks diagnostic questions to guide customers to the right product, increasing both conversion rate and customer satisfaction.

My product catalog: [DESCRIBE YOUR PRODUCTS/CATEGORIES]
Common customer confusion points: [WHAT MAKES CHOOSING DIFFICULT?]

Design a quiz-style flow:

1. Opening question that sorts customers into broad categories (3-4 options max)
2. 2-3 follow-up questions per category that narrow the selection
3. Final recommendation with:
 - Why this product matches their needs
 - What makes it special
 - Social proof (if available)
 - Clear CTA to purchase
 - Alternative option if they're unsure
4. Logic for handling "none of these fit" scenarios
5. Tagging strategy to remember their preferences for future marketing

Keep the entire quiz to 3-4 questions max. Speed matters more than perfect precision.

Conversion Optimization & Revenue Maximization

Prompt 22: Cart Abandonment Recovery Sequence

You are a conversion rate optimization expert specializing in abandoned cart recovery. Design a multi-message sequence that automatically re-engages users who viewed products or pricing but didn't complete the purchase.

My average cart value: [DOLLAR AMOUNT]

Common abandonment reasons: [PRICE SHOCK, COMPARISON SHOPPING, DISTRACTION, ETC.]

My competitive advantage: [WHAT MAKES YOU WORTH COMING BACK TO]

Create:

1. The 3-Hour Nudge: Low-pressure check-in message (suggest it's a tech issue, not pressure)
2. The 12-Hour Value Reminder: Reinforce key benefits, add urgency if appropriate
3. The 23-Hour Last Call: Final message before the 24-hour window closes, create FOMO
4. Paid Template for Day 3: If they ghost, design a paid message template to reopen (requires compelling offer)

For each message:

- Exact copy

- Button options
- What happens if they click each button
- What happens if they ignore it
- Tags to apply based on behavior

Include A/B test variations for key elements.

Prompt 23: Upsell & Cross-Sell Flow Design

Act as a revenue optimization strategist. After a customer completes an initial purchase or booking through my chatbot, design an immediate upsell/cross-sell sequence that feels helpful rather than pushy.

Primary offering: [WHAT THEY JUST BOUGHT]

Complementary offerings: [RELATED PRODUCTS/SERVICES/UPGRADES]

Typical customer lifetime value: [IF KNOWN]

Create a post-purchase engagement flow:

1. Confirmation & Celebration: Acknowledge the purchase, build excitement
2. Immediate Upsell: "People who bought X also love Y" (offer a logical addition at 20-30% of original price)
3. Value-Add Suggestion: Position a complementary item as enhancing their original purchase
4. Future Opportunity Seed: "Next time, you might want to consider Z" (plant seeds for future sales)

Include:

- Timing for each message (immediate, +5 minutes, +1 hour)
- Exact copy with scarcity/social proof elements
- Accept/decline button options
- What to do if they buy the upsell (another upsell? celebration and stop?)
- Tagging logic for segmenting buyers by behavior

Prompt 24: High-Ticket Sales Handoff Protocol

You are a sales process engineer. Design the handoff protocol for when my chatbot encounters a high-value opportunity that requires human intervention.

What qualifies as "high-value" for me:

- [CRITERIA 1: E.G., "DEAL SIZE OVER \$5,000"]
- [CRITERIA 2: E.G., "ENTERPRISE BUYER"]
- [CRITERIA 3: E.G., "COMPLEX CUSTOM REQUIREMENTS"]

Create:

1. Trigger Conditions: Exact IF-THEN logic for when the bot should tag for human handoff
2. Human Alert Format: What notification should my sales team receive (SMS, Slack, email)?
 - Include all relevant context captured by the bot
 - Lead score
 - Conversation history summary
 - Specific pain points mentioned
 - Timeline/urgency indicators

3. Transition Message: What the bot tells the user ("Let me connect you with our senior specialist...")
4. Human Opening Script: Suggested first message for the salesperson that references the chat history
5. SLA: How quickly must a human respond? (suggest 5-15 minutes for hot leads)
6. Fallback: What if no human responds within SLA timeframe?

Ensure the handoff feels like an upgrade, not a failure of the bot.

Prompt 25: Financing & Payment Plan Builder

Act as a financial product designer. Many prospects are qualified but can't afford the full price upfront. Create a conversational flow that presents payment plan options in a way that reduces price objections and increases conversions.

My standard pricing: [YOUR PRICE]

Payment options I can offer: [E.G., "3-MONTH INSTALLMENTS, 6-MONTH INSTALLMENTS, FINANCING THROUGH THIRD PARTY"]

Design:

1. Price Reveal Strategy: How/when to introduce the price (upfront vs. after value established)
2. Sticker Shock Recovery: If user responds negatively to price, immediately present payment plan
3. Payment Option Presentation:
 - "Would \$X per month for Y months work better than \$Z

upfront?"

- Show the math transparently
- Highlight: "less than a daily coffee" type comparisons

4. Objection Handling: If they still say no, ask why (too expensive vs. wrong timing vs. other reason)

5. Downsell Option: If payment plans don't work, offer a lower-tier product/service

6. Follow-up Sequence: For "maybe later" responses, create nurture sequence

Include exact copy, button options, and branching logic for all scenarios.

Prompt 26: Scarcity & Urgency Implementation

You are a behavioral psychology expert specializing in ethical persuasion. Help me incorporate scarcity and urgency into my chatbot flows in a way that genuinely helps customers make decisions without feeling manipulative.

My business context:

- Type of offer: [PRODUCT/SERVICE/APPOINTMENT]
- Real constraints: [E.G., "LIMITED APPOINTMENT SLOTS," "SEASONAL INVENTORY," "PROMOTIONAL PERIOD"]
- Purchase cycle: [TYPICAL TIME FROM FIRST CONTACT TO SALE]

Create urgency/scarcity elements:

1. Real Scarcity Indicators: How to communicate actual limits

- Appointment availability: "Only 2 slots left this week"
 - Inventory: "4 units remaining in your size"
 - Promotional timing: "Sale ends tonight at midnight"
2. Urgency Copy Variations:
 - Soft urgency (for early in conversation)
 - Medium urgency (for qualified, engaged leads)
 - Hard urgency (for decision point)
 3. Visual Elements: Countdown timers, stock indicators (how to describe these for implementation)
 4. Anti-Manipulation Checks: Ensure claims are verifiable and true
 5. What NOT to do: False scarcity red flags to avoid

Provide 5 before/after examples showing generic message → urgency-enhanced message.

Prompt 27: Social Proof Integration Strategy

Act as a trust-building specialist. Design how my chatbot should incorporate social proof elements throughout the conversation to overcome skepticism and build credibility.

I have access to:

- [TESTIMONIALS/REVIEWS: HOW MANY, AVERAGE RATING]
- [CASE STUDIES: DESCRIBE 1-2 BEST RESULTS]
- [CREDIBILITY INDICATORS: YEARS IN BUSINESS, CERTIFICATIONS, NOTABLE CLIENTS]
- [Social metrics: FOLLOWERS, COMMUNITY SIZE]

Create a social proof deployment strategy:

1. Opening Credibility: What to include in greeting (if anything)
2. Mid-Conversation Reinforcement: When to inject case study or testimonial
 - Exact phrasing: "Our clients typically see [specific result]..."
3. Objection-Specific Proof: Match testimonials to objections
 - If they worry about quality → quality testimonial
 - If they worry about ROI → ROI case study
4. Visual Asset Recommendations: Screenshots, video thumbnail images, logos
5. Closing Social Proof: Final nudge before conversion ("Join 1,200+ customers who...")

Suggest 3-5 specific moments in a typical conversation flow where social proof should appear, with exact copy examples.

Analytics, Testing & Continuous Improvement

Prompt 28: Key Metric Dashboard Design

You are a chatbot analytics expert. I need to know which metrics actually matter for measuring my automated sales engine's performance and profitability.

My business model: [LEAD GENERATION / DIRECT SALES / APPOINTMENT BOOKING / ETC.]

My primary goal: [INCREASE REVENUE / REDUCE COST PER LEAD / IMPROVE QUALIFICATION / ETC.]

Create a custom dashboard concept that includes:

1. North Star Metric: The single most important number to watch (e.g., Revenue Per Conversation)
2. Supporting Metrics: 5-7 metrics that diagnose performance
 - Conversation Start Rate (traffic that engages)
 - Completion Rate (reached final CTA)
 - Qualification Rate (passed knockout questions)
 - Conversion Rate (took desired action)
 - Average Response Time (how quickly bot replies)
 - Drop-Off Points (where conversations die)
 - Human Handoff Success Rate
3. Vanity Metrics to Ignore: What looks impressive but doesn't predict revenue
4. Weekly Review Process: What to check, how often, what

actions to take based on data

5. Red Flag Thresholds: When metrics indicate something is broken

Explain how to calculate each metric and what "good" looks like for my industry.

Prompt 29: A/B Test Planning Framework

Act as a conversion optimization scientist. Design a systematic A/B testing program for my chatbot that will continuously improve performance without creating chaos or confusion.

My current conversion rate: [IF KNOWN]

My monthly conversation volume: [APPROXIMATE NUMBER]

Priority improvement areas: [E.G., "REDUCE DROP-OFF AT PRICING REVEAL"]

Create a testing roadmap:

1. Test Prioritization Matrix: What to test first based on impact potential vs. ease of implementation
2. Test Design for 5 High-Impact Elements:
 - Greeting message variations
 - Value proposition phrasing
 - CTA button copy
 - Question sequencing
 - Timing between messages
3. Sample Size Requirements: How much traffic needed for statistical significance?

4. Test Duration: How long to run each test?
5. Documentation Template: How to record hypotheses, results, learnings
6. Winner Implementation Process: When to declare a winner and roll out

Focus on sequential testing (one test at a time) rather than complex multivariate testing.

Prompt 30: Conversation Flow Audit Checklist

You are a chatbot quality assurance expert. Create a comprehensive audit checklist I can use weekly to review my chatbot's performance and identify optimization opportunities.

My current bot handles: [DESCRIBE WHAT YOUR BOT DOES]
Common user complaints/confusion: [IF ANY ARE KNOWN]

Create a detailed audit checklist organized by:

A. Conversation Health

- Drop-off analysis: Which steps lose the most users?
- Dead-end detection: Where do conversations stop with no clear next action?
- Error message frequency: How often does bot say "I didn't understand"?
- Average conversation length: Too short (not engaging) or too long (friction)?

B. Copy & UX Quality

- Message length audit: Any bubbles over 20 words?
- Button functionality: All clickable options tested?
- Typos/grammar errors
- Tone consistency: Matches brand voice throughout?

C. Technical Performance

- Response speed: All messages firing correctly?
- Integration health: Calendar booking, payment processing, CRM sync all working?
- Mobile rendering: Looks good on small screens?

D. Business Logic

- Tagging accuracy: Leads being categorized correctly?
- Qualification logic: Right leads being approved/rejected?
- Routing rules: High-value leads reaching humans fast enough?

Provide this as a checklist with yes/no items and a scoring system.

Prompt 31: User Feedback Collection System

Act as a customer experience researcher. Design a lightweight feedback collection mechanism built into my chatbot that gives me qualitative insights without annoying users.

My primary questions:

- Is my bot helpful or annoying?

- Where does it confuse people?
- What questions is it failing to answer?

Create:

1. **End-of-Conversation Survey:** Triggered after main interaction completes
 - 1-2 question max
 - Rating scale (emoji-based for mobile)
 - Optional open-ended comment
 - Incentive for completing (if appropriate)
2. **Strategic Check-In Points:** Where in the flow to ask "Is this making sense?" or "Did that help?"
3. **Frustration Detection:** Keywords/patterns that indicate user frustration (trigger immediate survey or human handoff)
4. **Feedback Analysis Process:** How to review responses weekly and identify patterns
5. **Improvement Action Triggers:** Clear rules for when feedback data should trigger a flow revision (e.g., 3+ similar complaints = rewrite that step)

Design the system to collect maximum insight with minimum friction. Users should barely notice they are being surveyed, and every piece of data collected should map directly to an actionable improvement in your chatbot flow.

Prompts

IMPLEMENTATION STRATEGY

Getting Started with These Prompts

Week 1: Foundation and Sales Process Mapping

Start with Prompts 1-3 to document your current sales process. These prompts extract the qualification questions, customer journey stages, and deal-breaker criteria that form the skeleton of your automation. Without this foundation, everything else is guesswork. Then complete Prompts 4-5 to crystallize your value proposition and understand your competitive positioning. These give your chatbot a clear message to deliver and a reason for prospects to choose you over the alternative of doing nothing.

Week 2: Conversation Design and Script Writing

Use Prompts 6-9 to build your actual chatbot scripts. Start with the Hook-Value-Ask greeting sequence (Prompt 6), define your

bot persona (Prompt 7), prepare objection responses (Prompt 8), and optimize all messages for mobile readability (Prompt 9). Then use Prompts 10-12 to design your call-to-action progression, FAQ automation, and contextual entry point scripts. By the end of this week, you should have complete written scripts for every conversation path your bot will handle.

Week 3: Platform Setup and Lead Qualification

Use Prompts 13-15 to select your platform, design your 24-hour window strategy, and prepare your verification documents. Handle the technical prerequisites before building inside any software. Then implement your lead qualification system with Prompts 17-21. Build your knockout question flow, lead scoring system, tagging architecture, appointment booking logic, and product recommendation engine. This is where your chatbot transforms from a greeting machine into an actual sales qualification system.

Week 4: Conversion Optimization and Launch

Apply Prompts 22-27 to build your revenue-maximizing features: cart abandonment recovery, upsell sequences, high-ticket handoff protocols, payment plan flows, scarcity elements, and social proof integration. Transfer your complete paper map into your automation software. Run test conversations from every entry point. Verify all tags fire correctly and all branches lead somewhere. Then launch with a small segment of traffic to identify initial friction points.

Monthly: Measurement and Continuous Improvement

Use Prompts 28-31 on an ongoing basis. Design your analytics dashboard (Prompt 28), run systematic A/B tests (Prompt 29), conduct weekly conversation flow audits (Prompt 30), and collect user feedback (Prompt 31). Focus on finding and fixing your single biggest drop-off point each month. Review chat logs weekly to identify where conversations die, then rewrite that specific step. Small, targeted improvements compound into significant conversion gains over time.

Quarterly: Expansion and Strategic Review

Once your primary platform is performing consistently, use Prompt 16 to plan multi-platform expansion. Review your lead scoring thresholds and tagging architecture to ensure they still reflect your actual customer segments. Revisit Prompts 4-5 to update your value proposition and competitive analysis as your market evolves. Your chatbot scripts should evolve alongside your business, not remain frozen at launch.

Critical Principles for Success

1. Paper Before Pixels: Always map your conversation flow on paper before logging into any software. The most expensive mistake in chatbot building is constructing a digital maze without a blueprint. Use Prompts 1-5 to establish your foundation before touching a flow builder.

2. Sell the Next Step, Not the Product: Your chatbot should never try to close the deal in the first message. Every interaction should follow the Hook-Value-Ask formula: acknowledge context, deliver value, then ask a simple question that moves the conversation forward one step at a time.

3. Qualify Early, Qualify Ruthlessly: Place your knockout questions within the first three to five interactions. Spending automation resources on unqualified leads wastes both your time and theirs. Use Prompts 17-19 to build a qualification system that filters fast and filters fair.

4. Respect the 24-Hour Window: Every conversation design decision should account for the messaging platform timer. End every interaction with a question that compels a reply, resetting your ability to message freely. Silence is not rejection; it is distraction. Build recovery flows to bridge the gap.

5. Measure Revenue, Not Vanity: Open rates and conversation counts feel good but do not pay bills. Track Revenue Per Conversation as your primary metric. Use Prompts 28-29 to build

a dashboard focused on the numbers that directly connect to profitability.

6. Launch Is Day One, Not the Finish Line: Your first version will be your worst version. Commit to reviewing chat logs weekly, identifying the single biggest drop-off point, and rewriting that step. The businesses that win with chatbots are not the ones that build the best version one. They are the ones that iterate fastest after launch.

Final Thoughts

These 31 prompts represent a complete system for building, launching, and refining an automated sales conversation engine. They cover every phase from extracting your best salesperson's instincts to measuring the revenue impact of every message your bot sends.

Start with the foundation prompts. Get your sales process documented and your Happy Path mapped before writing a single line of chatbot script. Then build systematically: scripts first, platform second, optimization third. Resist the temptation to skip ahead to the conversion tactics before your qualification logic is solid.

The goal is to ensure that when a human does pick up the conversation, they are speaking with a qualified, informed, and engaged prospect who has already been given value and is ready to make a decision. Your chatbot handles the volume. Your team handles the close. Together, the system captures revenue that would otherwise bleed away during the 42 hours most businesses take to respond.