

FREE TOOL

# The AI CMO System

3 prompts that replace your first £5,000 strategy meeting.  
With a complete worked example.

Run these 3 prompts in sequence with Claude. By the end you will have an ICP, competitive positioning, and content pillars. Same outputs you would pay an agency £5K for. 15 minutes.

# How This Works

3 free prompts that diagnose. 5 paid prompts that execute.



**PROMPT 01**

### ICP Research

Define your ideal customer in detail. Demographics, psychographics, language, triggers.

**PROMPT 02**

### Competitive Positioning

Map 3 competitors. Find the gap they cannot fill. Write your positioning statement.

**PROMPT 03**

### Content Pillars

Build a 4-pillar content system mapped to your ICP and a weekly posting calendar.

**Each prompt feeds the next.** Run all 3 in sequence. The output of Prompt 1 becomes the input for Prompt 2.

**Recommended AI:** Claude by Anthropic (claude.ai)

**Time:** 15 minutes total. **Replaces:** £5,000+ in agency strategy fees.

01

## Define Your Ideal Customer

5 minutes · Replaces £2,000 to £3,000 ICP research

I sell **[DESCRIBE YOUR PRODUCT]**. My brand is called **[BRAND NAME]** and my website is **[URL]**.

Define my ideal customer persona. Be specific. Include:

- Age range, gender split, location, income level
- Their daily routine and where my product fits
- The specific problem they are trying to solve
- What they have already tried that did not work
- The exact language they use to describe their problem (not marketing language, their real words)
- Their 3 biggest objections before buying
- The moment or event that triggers them to search for a solution
- Where they go for advice (platforms, people, communities)

Format as a one-page ICP dossier.

**Save the output.** You need it as input for Prompt 2.

## Output from Prompt 01

A DTC skincare brand. Here is what Claude returned.

### BARE ICP DOSSIER

**Demographics:** Women aged 25 to 35, urban professionals, income £35K to £65K, primarily UK and US. 78% female, 22% male (growing segment).

**Daily routine:** Morning skincare routine between 6:30 and 7:15am. She applies products in front of the bathroom mirror before work. Evening routine is shorter, usually just cleanser and moisturiser. She watches skincare TikToks during her commute.

**Problem:** Overwhelmed by a 10-step routine that costs £200/month. She wants results (clear skin, even tone) without the complexity. She has sensitive skin and half the products she tries cause breakouts.

**Already tried:** The Ordinary (confusing product names), CeraVe (too clinical, boring), Drunk Elephant (too expensive at £30+ per product), Korean 10-step routine (too many steps, gave up after 2 weeks).

**Language they use:** 'My skin is so temperamental.' 'I just want something that works without 10 steps.' 'Every time I try a new product I break out.' 'I do not have time for a 20-minute routine.' They search for 'simple skincare routine', 'skincare for sensitive skin', 'minimalist skincare'.

**Top 3 objections:** 1. Will this actually work on MY skin type? 2. Another brand claiming to be 'simple' but probably just repackaged basics. 3. £30+ feels expensive if I do not see results in 2 weeks.

**Buying trigger:** A breakout from a new product. Seeing a before/after on TikTok from someone with similar skin. A friend recommending it. A seasonal change (winter dryness, summer oiliness).

**Where they go:** TikTok (SkinTok), Instagram (skincare influencers), Reddit r/SkincareAddiction, YouTube dermatologist channels, friend recommendations.

**What a CMO would refine:** This output is 80% there. A CMO would push deeper on the language section, pulling exact phrases from customer reviews on Amazon and Reddit. They would also segment by skin type (oily vs dry) because the messaging changes completely. But as a starting point, this is stronger than what most agencies deliver in week 1.

02

## Map Your Competitive Landscape

5 minutes · Replaces £5,000 competitive analysis

Here is my ICP dossier:

[PASTE OUTPUT FROM PROMPT 1]

I want to position my brand against 3 main competitors in my space. They are:

1. [COMPETITOR 1]
2. [COMPETITOR 2]
3. [COMPETITOR 3]

For each competitor, give me:

- Their core positioning (in their own words)
- Who their ICP is and how it differs from mine
- Their pricing and price perception
- Their content strategy and where they show up
- Their biggest strength
- Their biggest weakness or unmet need

Then identify THE GAP: a position none of them owns that my ICP would respond to.

Finally, write me a 2-sentence positioning statement that takes the gap. Format: "[Brand] is [category] for [ICP]. Unlike [competitor], we [differentiator]."

**Tip:** Pick competitors your ICP actually considers, not your aspirational ones. The gap only matters in the buyer's mind.

## Output from Prompt 02

BARE vs The Ordinary, CeraVe, Drunk Elephant.

### THE ORDINARY

*Positioning:* 'Clinical formulations with integrity.' Affordable, science-focused.

*ICP:* Budget-conscious skincare enthusiasts who understand ingredients.

*Pricing:* £5 to £15 per product. Aggressively low.

*Content:* Educational, ingredient-focused. Instagram and YouTube.

*Strength:* Price. Nobody can compete on cost.

*Weakness:* Confusing product names (Niacinamide 10% + Zinc 1%). Average customers do not know what to buy. The brand assumes knowledge.

### CERAVE

*Positioning:* 'Developed with dermatologists.' Medical credibility.

*ICP:* People with skin conditions (eczema, acne) seeking dermatologist-approved solutions.

*Pricing:* £8 to £18. Mid-range pharmacy brand.

*Content:* Minimal brand content. Relies on dermatologist endorsements.

*Strength:* Trust. The dermatologist stamp removes risk.

*Weakness:* Zero personality. Clinical, boring, pharmacy aesthetic. No community, no aspiration.

### DRUNK ELEPHANT

*Positioning:* 'Clean-compatible. Results-driven.' Premium, ingredient-conscious.

*ICP:* Affluent women who want premium, 'clean' skincare.

*Pricing:* £28 to £90 per product. Premium.

*Content:* Aspirational, colourful, lifestyle-focused.

*Strength:* Brand desirability. It feels like a luxury purchase.

*Weakness:* Price excludes 70% of the addressable market.

**THE GAP:** Nobody owns 'simple, effective skincare that actually works for sensitive skin without a 10-step routine or a chemistry degree.' The Ordinary is cheap but confusing. CeraVe is trusted but boring. Drunk Elephant is aspirational but expensive. BARE can own the 'effortless results' space.

**POSITIONING STATEMENT:** 'BARE is skincare for women who want clear skin without the complexity. 3 products. 3 minutes. Real results. No chemistry degree required.'

**What a CMO would refine:** This positioning needs testing. Run it past 10 potential customers and see if 'effortless results' resonates more than 'minimalist routine'. Also check if '3 products, 3 minutes' creates a concrete enough mental picture or if it feels like another brand claim.

# 03

## Build Your Content System

5 minutes · Replaces £3,000 content strategy

Here is my ICP dossier:

[PASTE OUTPUT FROM PROMPT 1]

Here is my positioning statement:

[PASTE POSITIONING FROM PROMPT 2]

Build me a 4-pillar content system. Each pillar must:

- Map directly to a specific pain point, desire, or objection from the ICP
- Have a clear percentage allocation of total content (must add to 100%)
- Suggest the best content formats (Reels, carousel, static, video, talking head)
- Include 5 specific topic ideas I could post this week

Then build me a 6-day weekly posting calendar showing which pillar to post on which day, and what format to use.

Be specific. No generic 'educational content' or 'behind the scenes'. Tie every pillar back to the ICP's actual problems.

A pillar without an ICP-pain underneath it is a hobby. A pillar tied to a specific frustration is a conversion lever.

## Output from Prompt 03

4 pillars, weekly calendar.

### **PILLAR 1: 'The 3-Minute Routine' (40%)**

Maps to ICP pain: overwhelmed by complex routines.

Formats: Before/after Reels, step-by-step carousel, TikTok GRWM.

Topics: 'My entire routine in 3 minutes', 'I replaced 10 products with 3', 'Morning routine speed run', 'What I stopped using and why', 'The only 3 products you need'.

### **PILLAR 2: 'Sensitive Skin Truths' (25%)**

Maps to ICP pain: products causing breakouts.

Formats: Talking head Reels, educational carousels, myth-busting posts.

Topics: 'Why your new product is causing breakouts', 'Ingredients that irritate sensitive skin', 'The patch test nobody does', 'What your dermatologist is not telling you', 'My skin disaster story (and what fixed it)'.

### **PILLAR 3: 'Ingredient Decoded' (20%)**

Maps to ICP frustration: confused by ingredient names.

Formats: Short-form explainers, infographic carousels.

Topics: 'Niacinamide explained in 30 seconds', 'Retinol: the truth', 'Hyaluronic acid vs ceramides', 'The only 5 ingredients that matter', 'Ingredients I avoid and why'.

### **PILLAR 4: 'Real Results' (15%)**

Maps to ICP objection: will this actually work on MY skin?

Formats: Testimonial Reels, before/after carousels, UGC reposts.

Topics: 'Week 1 vs week 4', 'She tried BARE for 30 days', 'Real skin, no filter', 'From breakout to clear', 'Your results (repost)'.

### **WEEKLY CALENDAR**

Mon: Pillar 1 (Reel: morning routine) Tue: Pillar 2 (Carousel: sensitive skin tip)

Wed: Pillar 1 (Static: product spotlight) Thu: Pillar 3 (Reel: ingredient explainer)

Fri: Pillar 4 (UGC: customer result) Sat: Pillar 1 or 2 (Reel: longer-form story)

**What a CMO would refine:** The split is right but I would add a fifth pillar at 5%, 'Behind the brand' showing the founder, the lab, the process. Humanises the brand and builds trust. Also, every piece of Pillar 4 content should include a swipe-up or link to shop. Social proof has the highest direct conversion rate.

# What Comes Next

Prompts 1 to 3 diagnose. Prompts 4 to 8 execute.

04

## 30 Scroll-Stopping Hooks

Personalised to your ICP, ranked by platform, paired with CTAs that convert.

05

## Full Funnel Architecture

Top, mid, and bottom of funnel mapped. Every page, every CTA, every drop-off plugged.

06

## 6-Email Welcome Sequence

Subject lines, preview text, body copy. Designed to convert browsers to buyers in 14 days.

07

## 10 Ad Copy Variations

Cold traffic, warm retargeting, abandoned cart. Tested formulas, plug-in your offer.

08

## 90-Day Action Plan

Week-by-week milestones tied to your goals. No more guessing what to do Monday.

Together they replace a £200K/year marketing team. The execution prompts are inside the Creator Brand Growth Playbook. [£27 at growthmode.com](https://growthmode.com)

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