

CREATING THE CURVE

BUILDING SH*T NO ONE WANTS

THE PROMPTS & ACTIONS COMPANION

Every AI prompt and every “Try this” from the book, pulled into one place so you can get on and do the work instead of hunting through pages.

ANNA BRAVINGTON

CREATINGTHECURVE.CO.UK

START HERE

HOW TO USE THIS

You don't need to read this back to front. It's here so you don't have to keep flipping through the book with your thumb wedged in a page, hunting for that prompt you wanted, or the action you meant to do and then forgot about.

Every chapter that had something to do is in here. The Try This at the end of the chapter, and the AI prompts where there were any, lifted straight out so you can copy them in one go rather than retyping the lot.

Use it however suits you. Work through it in order if you're starting from scratch, or jump to the bit that matches the leak you've got - the offer, the visibility, or the clarity. The prompts work with ChatGPT, Claude or Gemini, and they're written to ask you questions first, so don't just paste and run, have the conversation.

— WHICH LEAK HAVE YOU GOT?

PART 1 – THE OFFER PROBLEM CHAPTERS 1-5

You've built something people aren't buying, and you're not sure why.

PART 2 – THE VISIBILITY PROBLEM CHAPTERS 6-10

The thing's good, but nobody knows you exist.

PART 3 – THE CLARITY PROBLEM CHAPTERS 11-15

People find you, then can't work out what you actually do.

PART 1

THE OFFER PROBLEM

CHAPTER 1

Understanding Your Market

Working out what's really going on around your business, so you're not just guessing at why the offer isn't landing.

— TRY THIS

This week, I want you to look at the market forces affecting your business. Pick one of these:

Option 1: Do a quick SWOT analysis. Grab a piece of paper and draw four boxes. Spend 15 minutes on each one, being really honest. When you've filled in all four, step back and look at the whole picture. Do the threats explain why you're struggling? Are you leveraging your real strengths? Are there opportunities you've been too busy to notice?

Option 2: Use the AI prompt above for SWOT. Let it walk you through each section. When it gives you the analysis, find one action you can take this week based on what you've learned - not a list of ten things, one thing.

Option 3: Do a quick PESTLE check. Spend 20 minutes going through each factor for your market. You're just looking for anything significant - a political change, an economic shift, a social trend, a technology development that might explain why sales have slowed. Find one external force that might be working against you, and ask yourself whether you can adapt to it.

— COPY-AND-PASTE PROMPTS

Drop these into ChatGPT, Claude or Gemini. They're built to ask you questions first, so answer as you go rather than pasting and running.

PROMPT SWOT analysis

I run a [describe your business in one sentence]. I launched [timeframe] and sales are [describe current situation]. Help me do a SWOT analysis to understand what's happening.

Ask me roughly 3-5 questions for each of the four quadrants - my genuine strengths (what I really have, not what I wish I had), my real weaknesses, opportunities in my market right now, and threats that might be affecting sales. Ask me one question at a time, and wait for my answer before moving on to the next.

Once you've worked through all four quadrants, stop asking questions and give me a clear SWOT analysis. For each finding, suggest one concrete next step I could take in the next two weeks to act on it.

PROMPT PESTLE analysis

I run a [describe your business]. My target customers are [describe them]. Help me do a PESTLE analysis - Political, Economic, Social, Technological, Legal, Environmental - to understand what external forces might be affecting my sales.

Work through the six factors one at a time. For each one, first ask me what I know about changes in that area, then add any relevant trends or changes you're aware of (and tell me if you're uncertain about recent developments rather than guessing). Help me decide whether this factor is affecting my sales right now before we move on to the next one.

Once you've worked through all six factors, stop and give me a summary. Tell me which one or two factors are most likely affecting my sales right now, and for each one suggest one concrete next step I could take in the next two weeks to respond to it. Focus only on factors that are relevant to my specific business and market - don't pad the analysis with forces that don't apply.

CHAPTER 2

Understanding Your Competitors

Getting honest about who you're up against, including the alternatives you've not been counting.

— TRY THIS

This week, map your actual competitive landscape - not the version you wish existed, but the reality of what your customers see when they're looking for solutions.

Option 1: Manual competitive mapping. Create three columns - direct competitors (who's doing exactly what you're doing?), substitutes (what else could solve the same problem, including DIY and free alternatives?), and doing nothing (why might someone not solve this problem at all right now?). For each alternative you list, write down why a customer might choose it over you.

Option 2: Use the AI prompts above to identify your real competition, run a Porter's Five Forces analysis, and understand your competitive positioning. Then verify the top three to five alternatives the AI identified by googling them and checking what real customers say about them.

Option 3: Ask your customers directly. If you have existing customers, ask them what they were using before they found you and what else they considered. If you don't have customers yet, ask potential customers how they're handling the problem right now and what they've tried before. Their answers will tell you your real competition - and it probably won't be who you think.

— COPY-AND-PASTE PROMPTS

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PROMPT Map your real competition

I sell [describe your offer] to [describe target customers]. I'm trying to understand my real competition - not just direct competitors, but all the alternatives my customers might choose instead of me.

Before you start, ask me 2-3 questions to make sure you understand what I sell, who I sell to, and what problem I'm solving for them.

Then help me identify alternatives across five categories: direct competitors doing exactly what I'm doing, indirect competitors solving the same problem differently, DIY alternatives where customers do it themselves, substitutes that solve the same underlying need in a completely different way, and the 'do nothing' option - why might customers just live with the problem? For specific company or product names, only suggest ones you're confident about. If you're not sure who's in this market, describe the type of alternative instead (for example, "a freelance designer charging £500-£1,000 per project" rather than inventing a company name). I'd rather have fewer accurate suggestions than a long list of guesses.

For each category, explain why a customer might choose that alternative over me. Once you've covered all five, tell me which one or two alternatives are most likely the real competition I'm losing customers to, and what would need to change for someone to pick me instead.

PROMPT Porter's Five Forces

I want to understand the competitive forces in my market using Porter's Five Forces. My business is [describe it]. My customers are [describe them].

Before you start, ask me 2-3 questions about my market so the analysis is grounded in my actual situation rather than generic industry assumptions.

Then walk me through each of the five forces - rivalry among existing competitors, threat of new entrants, bargaining power of suppliers, bargaining power of buyers, and threat of substitutes. For each one, tell me how strong this force is in my market, whether it's helping me or hurting me, and what I should be aware of. If you're not confident about an aspect of my market, say so rather than guessing - I'd rather have fewer accurate insights than a long list of assumptions.

Once you've covered all five forces, tell me which one or two are most likely affecting my sales right now, and for each of those suggest one concrete thing I could do in the next two weeks to either reduce the impact of that force or work with it more effectively.

PROMPT **If you've already launched**

I've launched [describe offer] but sales are slower than expected. My main competitors seem to be [list who you think they are].

Before you start, ask me 2-3 questions to make sure you understand my offer, my pricing, and my target customer - so the diagnosis is based on my actual situation rather than generic assumptions.

Then work through these four diagnostic questions one at a time:

1. Are these competitors I listed really my main competition, or am I missing who I'm really competing against?
2. Based on what I'm offering, what alternatives are customers more likely to choose?
3. What would make someone choose me over those alternatives?
4. Am I positioned correctly, or should I be competing in a different category?

For specific competitor names, only suggest ones you're confident about - describe types of alternatives instead if you're uncertain. I'd rather have fewer accurate suggestions than a long list of guesses.

Once you've answered all four, tell me which finding is most likely the cause of my slow sales, and suggest one concrete change I could make in the next two weeks to test it.

CHAPTER 3

Understanding Your Customers

Finding out what your customers really think, in their words rather than the ones you'd like them to use.

— TRY THIS

This week, do some actual customer research. Pick whichever of these feels most manageable right now.

Option 1: Interview five real people. Find five people who represent your customers or potential customers, use the interview questions from earlier in this chapter, record the conversations with permission, and look for patterns in what they say. What problems keep coming up? What language do they use? What stopped them from buying, or what nearly stopped them?

Option 2: Voice of customer research with AI. Use the first prompt above and ask it to search for what your target customers are saying online about the problem you solve. Look for language you hadn't thought to use, problems that are more painful than you'd realised, and emotional intensity you'd underestimated.

Option 3: Build one synthetic customer. Find five to ten LinkedIn profiles of your ideal customers, use the second prompt to create a detailed persona, then use the third prompt to test your actual offer against it. What concerns does it raise? What would make it a no-brainer purchase? What's missing?

— COPY-AND-PASTE PROMPTS

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PROMPT Voice of customer research

I sell [describe your offer] to [describe your target customers]. I want to understand what they're really saying about [the problem you solve] when they're being honest online.

Before you start, ask me 1-2 questions about my customers and the problem so the analysis is grounded in my specific market.

If you can use a web search function, look at Reddit threads, forum posts, and online discussions where my target customers talk about this problem. If you can't search the web, tell me upfront and I'll paste in posts and threads I've collected for you to analyse instead.

Once you have the source material, find the most common frustrations they mention, the actual language they use (pull direct quotes from the source material, not made-up examples), what solutions they've tried and why those didn't work, and the emotional intensity of how they feel about this problem. Give me the top five to ten themes that come up most often, with quotes for each.

If at any point you're tempted to invent a quote to illustrate a theme, please don't - say "I don't have enough source material on this theme" instead. I'd rather have fewer real quotes than a long list of plausible-sounding fabrications.

Once you've shared the themes, tell me which one or two emotional pain points come through most strongly - the ones with the most visceral language - and what those tell me about how I should be talking about my offer.

PROMPT Build an AI persona you can talk to

I want to build a detailed customer persona I can interact with for [your business]. My ideal customers are [describe them - their role, industry, challenges]. Here's what I know about them: [paste in information - LinkedIn profiles, customer interviews, demographic data, anything you have].

Before you build the persona, ask me 2-3 questions about anything that's missing or unclear in what I've given you, so the persona is grounded in real detail rather than guesswork.

Then create a detailed persona that includes their background and current role, their daily frustrations and challenges, what they're trying to achieve, what's stopping them, the language they use when talking about these problems (drawing from any quotes I've given you rather than inventing phrases), and what would make a solution attractive to them.

After you've created the persona, switch mode: from this point on, when I ask you questions, respond in first person as this persona would, drawing on the background, frustrations, language, and motivations you've just identified. Stay in character until I explicitly tell you to step out of it. If I ask something the persona wouldn't know or wouldn't have an opinion on, say so in character rather than breaking out.

PROMPT Test your offer against the persona

Now I want to test my offer against you as my customer. I'm selling [describe your offer/product/service].

Respond to these questions in first person as the persona you've just built, drawing on the frustrations, motivations, and language we established:

1. Would this actually solve your problem, and why or why not?
2. What concerns would you have about buying this?
3. What would nearly stop you from buying?
4. If you were explaining this to a colleague, how would you describe what it does?
5. What would need to change for this to be an absolute no-brainer for you?

Once you've answered all five in character, step out of the persona and give me a short summary as my marketing assistant: which concern is the biggest barrier, what's the most important change I could make to my offer or messaging in the next two weeks based on this conversation, and what would I need to test to know if that change works.

CHAPTER 4

Test Before You Build

Checking whether people will pay before you sink months into building the thing.

— TRY THIS

This week, test something before building it fully. Pick whichever approach fits where you are right now.

Option 1 - if you're sitting there right now with a shiny new idea you're desperate to build, the first thing you could do is create a landing page describing it. Include the problem it solves, how it works, the price, and an option to pre-order or reserve a spot at a discount. Drive £50-100 in ads to it and see if anyone tries to buy. If they do, you've got validation - go and build it. If they don't, you just saved yourself months of building the wrong thing.

Option 2 - if you've already built and want to test variations: create a landing page for a different version of what you've got. A different package, a different price point, a different target audience, or a new feature you're considering adding. Test whether this variation gets more interest than your current offer.

Option 3 - test an MVP of your next thing: if you're thinking about adding a new service, feature, or product, don't build it yet. Offer to deliver it manually to three to five people at a discount. See if they pay for it, see if it solves their problem, learn what they wish it did differently, then build the scalable version based on what you learned.

The goal isn't to create something perfect - it's to find out whether people will pay for the thing before you invest months building it.

CHAPTER 5

Fixing What's Wrong

Turning everything you've learned in Part 1 into one fix to your offer, or to how you're selling it.

— TRY THIS

This week, based on everything you've learned in Part 1, make one fix to your offer or how you're selling it.

If it's a positioning problem, rewrite your homepage headline and first paragraph. Instead of explaining what you are, explain the exact problem you solve and for whom - "Point of sale system built for Nigerian retailers that works offline and across any device" rather than "comprehensive business management platform with ERP, POS, inventory management". Test the new version for two weeks and track whether conversions improve.

If it's an audience problem, spend this week identifying who your actual best customers are by looking at who's already bought, rewriting your messaging to speak directly to them, and finding where they spend time online so you can test your new message there.

If it's a product gap, create one variation based on the most consistent piece of customer feedback you've received - a different package, a different price point, a simplified version, or an add-on that addresses the main objection you keep hearing. Offer it to ten people and see if it converts better than what you currently have.

PART 2

THE VISIBILITY PROBLEM

CHAPTER 6

The Sod It Strategy

Getting past the fear of being seen, and putting one imperfect thing out into the world.

— TRY THIS

This week, publish one imperfect thing. That's the whole exercise. One post, one video, one email, one comment - whatever version of visible feels most manageable right now.

The rules are simple: you have a maximum of twenty minutes to write or record it, you're allowed one edit, and then you publish it, close the laptop or put the phone down, and go do something else. No obsessing over the response, no refreshing notifications every ten minutes. You've done the thing, and that's enough.

If you really can't decide what to say, here are some starting points: share something you learned recently that surprised you. Describe a mistake you made and what it taught you. Answer a question a client asked you this week. Share a short observation about something you've noticed in your industry. Describe what you did today at work. Any of these will do. The topic is less important than the act of showing up.

And if the idea of any of that still feels impossible, find your Bob first. Find the prop, the workaround, the trick that makes the doing-it feel slightly less terrifying. Post the football. Post the biscuits. Post something.

CHAPTER 7

Where Are Your People?

Picking the one place worth showing up, instead of scattering yourself thin across all of them.

— TRY THIS

This week, pick your platform. One platform where you're going to commit to being fully present for the next three months.

To choose, ask yourself three things: where are your target customers spending time - online or in person? Which platform feels least painful for you to use regularly? And where have you already got some small momentum, even if it's tiny? The answers will usually point you somewhere obvious.

Once you've picked it, commit to a realistic posting schedule - not an optimistic "I should post daily" schedule, but a realistic "I can definitely manage this even in my busiest weeks" schedule. Three times a week is better than daily posts that peter out after a fortnight.

Then show up to that schedule for the next three months. Imperfectly is fine, ordinary content is fine, what matters is consistency. Track what happens - not just likes and followers, but actual enquiries, conversations, connection requests from relevant people. At the end of three months, if you've shown up consistently and seen zero traction, then we can talk about whether it's the right platform or whether the content needs adjusting. But you need three months of actual consistency first.

CHAPTER 8

What to Say

Sorting out what to post when the page is blank and nothing's coming.

— TRY THIS

This week, create your first pillar piece. Pick whichever version feels most manageable right now.

Option 1: record a fifteen-minute voice note explaining something you know well, just talking it through as if you're explaining it to a client. Use AI to transcribe it, then pull out five or six distinct points that could each be a separate post.

Option 2: write a thousand words answering a question you get asked regularly. Do it roughly - don't try to make it perfect. Then break it into sections, and each section becomes a standalone post.

Option 3: have a conversation with a client or colleague (with their permission) about a topic your audience cares about, record it, transcribe it, and pull out the best bits.

Then schedule those smaller pieces across the next two weeks. You've just created a fortnight of content from one hour of work.

— COPY-AND-PASTE PROMPTS

Drop these into ChatGPT, Claude or Gemini. They're built to ask you questions first, so answer as you go rather than pasting and running.

PROMPT

Turn one piece of content into a month's worth

I'd like you to help me turn one piece of pillar content into multiple smaller pieces for different channels. Here's the source material: [paste in your transcript, blog post, or other long-form content].

Before you start, ask me 1-2 questions about my audience and where I plan to share these pieces, so the formats and tone match what works for me.

Keep my tone, style, and word choice throughout so the content matches me and my voice. The source material is my voice - use the phrasings, contractions, asides, and rhythm directly from it rather than translating it into more 'professional' or generic language.

Then produce the following from the source material:

- 10-12 standalone social posts I could use on LinkedIn or similar text-first platforms, each making one clear point with a hook, the point, and a what-next signal
- 3-5 short clips I could pull out for video - timestamp or quote them from the source so I know which sections to use
- A short summary I could use as a podcast or blog overview, around 100-150 words
- 3-5 title ideas for the source material itself

Once you've produced the drafts, flag which 2-3 social posts are the strongest (most distinct, most memorable, most likely to engage), and remind me to hand-edit them all to sound like me rather than like AI before I publish.

CHAPTER 9

Showing Up When You'd Rather Not

Building a way of staying visible that survives your busiest, least-motivated weeks.

— TRY THIS

This week, set up your batching system.

Start by blocking two hours in your calendar - for next Wednesday, or whatever day you can protect. Label it “content creation time” and treat it like a client meeting: it doesn't get moved for other things. Before that session arrives, decide what your pillar content will be - a long-form article, a recorded conversation, a detailed explanation of something you know well - and commit to creating one piece. Also make sure your scheduling tool is set up and you know how to use it, so you're not wasting your creative time figuring out the tech.

When Wednesday comes, create the pillar content and immediately break it into smaller pieces while you're still in the same headspace. Don't wait, don't overthink - just extract five or six posts from it, load them all into your scheduler right there and then, and set them to go out over the next two weeks. That's it. You've just solved content creation for the next fortnight. Next Wednesday, repeat.

If batching a full fortnight feels too ambitious to start, batch one week instead - four posts rather than six. But do the full process in one session: create, break down, schedule. That's what makes it a system rather than just a good intention.

CHAPTER 10

Sales for People Who Would Rather Eat Glass

Handling the bit after someone notices you, without turning into a pushy salesperson.

— TRY THIS

This week, if you've got any outstanding messages or emails from potential clients that you haven't replied to yet - reply to them. Today. Even if it's been three weeks and you're embarrassed about the delay.

The template: “Hi [name], apologies for the delay getting back to you - [brief honest reason: busy period, things got on top of me, whatever]. I'm still interested in talking about this if you are. Are you free for a quick call [suggest two specific times]?”

Most of them will have found someone else by now. Some won't reply. That's fine. But some will, and you've just recovered a potential client by simply being present.

For any new enquiries that come in this week, practice the diagnostic approach. Your goal isn't to convince them to hire you. It's to understand what's wrong, whether you can help, and if you can, to be clear about what that help would look like. Ask questions, listen fully, diagnose honestly, prescribe appropriately - and whether they hire you or not is less important than whether you treated the conversation like a professional trying to help rather than a salesperson trying to close.

PART 3

THE CLARITY PROBLEM

CHAPTER 11

The Label Inside the Jar

Saying what you do in a way the person reading it understands.

— TRY THIS

Take any piece of your marketing - your homepage, your LinkedIn headline, the first slide of your pitch deck. Read it out loud.

Now answer this: if someone heard that sentence and immediately asked “why should I care?” - could you answer in one sentence with a concrete benefit they’d recognise from their own life? If yes, you’re clearer than 90% of founders. If no, rewrite it using the translation exercise above - feature to outcome, technical accuracy to human sounding.

Then test it. Show the new version to someone outside your industry. If they nod and say “oh, I get it now” - you’ve done it. If they look confused, keep translating. You’re not quite out of the jar yet.

CHAPTER 12

Kill the Corporate Waffle

Stripping the jargon and the trying-to-sound-clever out of your copy.

— TRY THIS

Take your website homepage. Read the first three paragraphs out loud. Then ask yourself: would I say this to a friend? Am I using jargon or buzzwords? Am I saying ‘we’ more than ‘you’? Does this sound like a robot wrote it? Would David Attenborough be narrating this for a nature documentary about corporate life?

If any of those get a ‘yes’ (except the friend one), do three things to the page. Start by swapping out the corporate jargon - ‘leverage’ becomes ‘use’, ‘optimise’ becomes ‘make better’, ‘seamlessly integrate’ becomes ‘connect’.

Then change as many ‘we’ lines as you can to ‘you’ lines, so “we help companies grow” becomes “you’ll grow faster” and “we provide support” becomes “you’ll get help when you need it”.

Last, add the personality - what would you say if you were talking to a mate? What makes you different from everyone else in your industry? What’s your biscuit equivalent?

Do this for every page on your website. It’ll take time, but it’s worth it.

— COPY-AND-PASTE PROMPTS

Drop these into ChatGPT, Claude or Gemini. They’re built to ask you questions first, so answer as you go rather than pasting and running.

PROMPT Audit your copy for corporate waffle

I'd like you to audit a piece of my marketing copy for corporate waffle and help me rewrite it in plain English. Here's the copy: [paste in your copy - homepage, about page, proposal, email, etc.].

Before you start, ask me 1-2 questions about who this copy is for and what I'm trying to get the reader to do, so the rewrite is grounded in my actual audience.

Then go through the copy line by line. For each instance of corporate waffle - things like jargon and buzzwords ('leverage', 'synergy', 'best-in-class'), abstract nouns instead of concrete ones, long words where short ones would work, passive voice that hides who's doing what, and features dressed up to sound impressive - flag it and rewrite the line in direct English that a busy person would understand on first read. Aim for the way a real person would explain this out loud to a friend, not how a polished marketing brochure would phrase it.

Once you've worked through the whole piece, tell me which one or two waffle patterns I'm using most consistently (so I know what to watch for in my own writing going forward), and give me a clean rewritten version of the full piece I can use as a starting point for my own edit.

CHAPTER 13

Words That Don't Get In Their Way

Tidying the sentences themselves so nothing trips the reader up.

— TRY THIS

Pick one page from your website - your homepage, an About page, a service description, anything. Read it out loud once, slowly, and listen for the places where you stumble or have to re-read.

Then look for the five things we've covered: sentences over twenty-five words that could be split, hidden verbs in words ending "-tion" and "-ment", passive voice where the doer has gone missing, show-off words you wouldn't say out loud, and redundant phrases that say the same thing twice.

You won't catch all of them on the first pass, and you don't need to. Even fixing two or three of these on a single page makes a visible difference. Read it out loud again afterwards, and you'll feel it read more smoothly than it did before.

CHAPTER 14

Make It About Them

Turning copy that's all about you into copy that's about the person you want to buy.

— TRY THIS

Pick one piece of your marketing - your homepage, your pitch deck, your LinkedIn about section. Anything.

Read through it and highlight every sentence that's about you in one colour, and every sentence that's about them in another. If there's more of the first colour, rewrite it. For each

“about us” sentence, ask: “why should they care?” Then rewrite it from their perspective, focusing on what they get.

Show the before and after to three people outside your industry and ask them: “Which version makes you more interested?” I guarantee the “about them” version wins.

— COPY-AND-PASTE PROMPTS

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PROMPT Run your ‘you’ audit

I’d like you to run a ‘you’ audit on a piece of my marketing copy. Here’s the copy: [paste in your copy - homepage, pitch deck text, sales email, LinkedIn about section, etc.].

Before you start, ask me 1-2 questions about who I’m writing this for - their role, their actual problem, what they care about - so you can rewrite from their perspective rather than guessing what they want.

Then audit the copy: count how many sentences start with ‘we’, ‘our’, or ‘I’ versus how many start with ‘you’ or ‘your’. Tell me the ratio. Then go through every ‘we/our/I’ sentence and rewrite it so the customer is the subject - shift the focus from what I do to what they get, from my features to their outcomes. Keep the rewrites natural and conversational rather than swapping corporate-we for corporate-you.

Once you’ve rewritten each sentence, give me a clean version of the full piece with all the changes applied, and tell me which one or two sentences from my original were the most company-focused so I know what to watch for in my own future writing.

CHAPTER 15

Rewrite Everything

Putting the whole lot together and rewriting your homepage with a process to follow.

— TRY THIS

This week, rewrite your homepage using the process in this chapter. Give yourself two hours, time-boxed, and aim for clearer than what you have now - perfection isn’t the goal here. Start with the audit (highlight what’s about you versus them), extract outcomes from every feature, map those outcomes to real customer problems from your research (Part 1 covers how if you haven’t done this yet), simplify the language using the five techniques, flip the ‘we’ sentences to ‘you’, add concrete details, then test it on someone outside your industry.

Then publish it, test it, and see if people understand better than before. You can always iterate - but you can’t improve messaging that’s sitting in a draft folder.

— COPY-AND-PASTE PROMPTS

Drop these into ChatGPT, Claude or Gemini. They’re built to ask you questions first, so answer as you go rather than pasting and running.

PROMPT**Rewrite a piece of customer-facing copy**

I want to rewrite a piece of my customer-facing copy so it's clearer, more human, and focused on the customer rather than on me. Here it is: [paste your homepage, About page, pitch, or bio].

Before you change anything, ask me 4-5 questions about my customer - the actual problem they're dealing with, the words they actually use for it, what they're using instead of me right now, and what changes for them once my product or service does its job. Ask one at a time and wait for my answer. Do not invent customer problems, outcomes, numbers, or quotes - if a specific would help (a figure, a result), ask me for it rather than making one up, and if I don't know, leave a clearly marked gap for me to fill instead of guessing.

Once you understand my customer, work through my copy in these steps, showing me each one:

- 1) audit it - which sentences are about me versus them, which use jargon, which run over 25 words, which are passive, and which list features with no outcome;
- 2) for each feature, run the "so what?" test until we reach an outcome a real person would care about, using only what I've told you;
- 3) map each outcome to one of the specific customer problems I gave you;
- 4) simplify the language - break up long sentences, free any verbs hidden inside nouns, switch passive to active, swap complicated words for plain ones, cut anything not earning its place;
- 5) flip every 'we' sentence into a 'you' sentence;
- 6) add specificity using the real numbers and examples I've given you, and flag anywhere a detail would strengthen it but you don't have one.

Then give me the rewritten version, keeping it roughly the same length as the original - the goal is to stop wasting the reader's attention, not to make it longer. Afterwards, tell me the single change that made the biggest difference, and give me one "stranger test" question I can put to someone outside my industry to check whether they understand what I do, who it's for, and why they'd want it.

LAST THING

ONE THING THIS WEEK, THEN THE NEXT

That's the lot - every prompt and every action from the book, in one place.

None of it works sitting in a download folder, mind. Pick one thing, do it this week, then come back for the next one. That's how the needle moves.

WANT MORE HELP?

If you've worked through these and fancy more to get your teeth into, the Action Pack picks up where the book leaves off, with more prompts, workbooks and walk-through tutorials, all built as tasks you can sit down and do. You don't need it to get value from what you've just read, but if you'd rather be handed the next thing to do than work out where to start, it's there when you want it.

Get the Action Pack

<https://creatingthecurve.co.uk/building-sh-t-no-one-wants-action-pack>

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