

# Prompts for Comprehensive Business Analysis

## 1. Enhanced Analysis and Messaging with 4 Us Headlines and Free Value Snippets

Analyze the online presence of [Business Name + location] and [web address] following each step exactly, providing observations and improvement suggestions at each stage. Tailor outreach messages based on identified issues across profiles, incorporating a 4 Us headline and a free value snippet to maximize engagement. Avoid summarizing or rephrasing these instructions—only execute each step directly as outlined.

1. **Headline Evaluation:** Score main and service page headlines using the 4 Us (Unique, Useful, Urgent, Ultra-Specific), rating each out of 4. For any headline scoring below 3, suggest three alternative versions with enhanced specificity and urgency.
2. **Homepage and Service Page Review:** Assess homepage and service pages for clarity, engagement, and benefits-focused messaging. Rewrite feature-heavy sections to emphasize client transformation (e.g., “We help you achieve [Benefit] for [Outcome].” Ensure service pages clarify cost, time, and convenience, adding emotional appeal where relevant.
3. **Messaging Alignment:** Identify the main business objective (e.g., bookings, brand authority) and define the target audience. Ensure messaging effectively transitions clients from “before” (challenges) to “after” (solutions). Suggest improvements if clarity is missing.
4. **CTA Evaluation:** Rate CTA clarity, specificity, and urgency. Rewrite any generic CTAs (e.g., “Contact Us”) to be actionable, specific, and time-sensitive (e.g., “Book Your Free Consultation Today!”).
5. **Social Media Profile Analysis:** Locate profiles on Instagram, Facebook, LinkedIn, and GMB. If any profiles are missing, suggest three platform-neutral engagement strategies. For found profiles, note engagement levels and content variety, providing three specific engagement improvements if needed.
6. **GMB Profile Analysis:** Search for GMB profiles using “[Service] in [City]” and “[Business Name] [City] reviews.” Verify through Google Maps. If located, rate completeness out of 5 for contact info, photos, and review responses. Suggest adding photos and responding to reviews to enhance visibility.
7. **Competitor Analysis:** Identify 3-5 competitors by searching “[Service] in [City].” For each competitor, rate GMB completeness, review website headlines, CTA clarity, and social media strategies. Suggest one area for [Business Name] to stand out.
8. **Personalized Outreach Messages with 4 Us Headline and Free Value Snippet:** Based on all findings, create three unique outreach messages. Each should include:
  - **4 Us Headline:** Engaging subject line using the 4 Us framework.
  - **Problem Identification:** A specific problem based on analysis.
  - **Free Value Snippet:** Include a relevant tip from the Free Value Snippet Library to demonstrate immediate value.
  - **Solution Tease:** Briefly hint at further benefits of addressing the issue.
  - **CTA:** Suggest a specific time for follow-up (e.g., “Are you available this week for a quick chat?”).

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## 2. Competitor Research Prompt

This prompt guides the model to focus specifically on gathering insights about competitors:

### **Prompt:**

Research 3-5 competitors for [Business Name] in the [industry/sector] using the information provided:

- Website: [Website URL]
- Competitor Criteria: [e.g., similar location, similar services/products]

Compare [Business Name] with these competitors in terms of:

- Website content quality (e.g., headlines, body text, CTAs) using the 4 Us framework. Score headlines out of 4 for Unique, Useful, Urgent, and Ultra-Specific. Suggest 3 improved headlines if they score below 3.
- Analyze the body text of each competitor's website for clarity, benefits focus, and emotional appeal. Highlight where the messaging is strong or weak in addressing customer pain points.
- Assess the primary CTAs on each page for effectiveness and alignment with customer needs.
- Social media engagement (e.g., frequency of posts, types of content, follower interaction).
- GMB profile completeness (e.g., reviews, photos, engagement). Evaluate how often they respond to reviews and how active they are in updating their profile.

Use the WWP framework to determine how well each competitor aligns their website messaging with the needs of the target market. Focus on the "before" and "after" states they convey to potential customers and identify gaps in messaging.

Provide a summary of how [Business Name] can outperform these competitors by:

- Addressing gaps in messaging and emphasizing benefits that are currently missing.
- Improving engagement on social media based on what resonates with the target audience.
- Leveraging GMB updates and review responses to increase local visibility.

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## 3. Social Media and GMB Profile Analysis Prompt

This prompt targets the analysis of social media profiles and the GMB profile:

### **Prompt:**

Review the social media profiles (Instagram: [Instagram URL], Facebook: [Facebook URL], LinkedIn: [LinkedIn URL]) and the GMB profile ([GMB URL]) for [Business Name]. Focus on:

#### 1. **Engagement Rates**:

- Analyze the engagement rates on the 5 most recent posts from each platform. Highlight which posts have the highest engagement (likes, comments, shares) and which have the lowest.

- Identify patterns in engagement—what types of content (e.g., videos, images, stories, educational posts) tend to perform best, and what content sees lower interaction.

## 2. **Content Analysis**:

- For each platform, describe the types of content currently being posted (e.g., patient testimonials, clinic updates, behind-the-scenes content).
- Identify content types that are missing or underrepresented (e.g., educational videos, live Q&A sessions, patient stories).
- Suggest 3 specific content ideas for each platform that could increase engagement or visibility based on the patterns observed.

## 3. **GMB Profile Completeness**:

- Assess the completeness of the GMB profile, including:
  - Business description: Is it clear and benefit-focused?
  - Photos: Are there recent, high-quality images of the clinic, staff, or patient areas?  
Suggest 3 types of photos that could enhance the profile.
  - Reviews: Analyze the number of reviews and how actively the business responds to them. Provide suggestions for improving engagement with reviews (e.g., personalized responses, addressing common feedback).
  - Posts and updates: Check for recent updates or promotions on the GMB profile.  
Suggest ways to keep the profile active and engaging.

## 4. **Opportunities for Improvement**:

- Based on the analysis, suggest 3 improvements for each platform that could increase engagement or visibility.
- Ensure that the suggestions are actionable and specific, like:
  - “Post a weekly ‘Patient Tip Tuesday’ on Instagram to share quick dental care tips.”
  - “Update the GMB profile with a new ‘Behind-the-Scenes’ album featuring the clinic’s staff.”
  - “Respond to each review with a personalized message thanking the reviewer and addressing any concerns.”

If the GMB profile is not directly accessible, use public search results to infer possible improvements based on the business's general online presence and the practices of similar businesses in the area.

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## **4. Personalized Outreach Message Generation Prompt**

Once the analysis is complete, use this prompt to craft outreach messages based on the findings:

### **Prompt:**

Based on the analysis of [Business Name], craft three personalized outreach messages that highlight the most significant issues you discovered. Use the structure from Ognjen and Jason:

- Write a headline for each message using the 4 Us framework.
- Include a personalized compliment for each message.

- Identify the main problem and tease the solution:
  - Be **specific** when describing the problem so that the recipient can recognize it and agree with your assessment.
  - Clearly state the **benefits** of addressing the problem, providing data or potential results where relevant (e.g., “boost engagement by up to 30%” if you have data to support it).
  - **Do not reveal specific methods or steps** for implementing the solution. Keep the solution teaser broad, encouraging curiosity (e.g., “With a few strategic adjustments, this could significantly improve your results”).
- End with a specific call-to-action proposing a time for a call.

Ensure that each message remains professional yet approachable and that the benefits are directly tied to the recipient’s potential gains.