

Minimum Viable Company Brief Worksheet

Copy, print, or paste into your notes. Each bullet is a field to complete.

1. Snapshot – “Who are we?”

One-line identity (industry | category | location):

Founding year & stage (idea, pre-seed, seed, Series A, etc.):

Mission in a sentence:

2. Core Offering – “What do we sell?”

Flagship product or service name:

Primary value (outcome delivered):

Pricing model (one-time, subscription, usage-based, other):

3. Target Customer – “Who do we serve?”

Ideal segment (ICP name or market slice):

Key persona / buyer title:

Pain they feel today (one sentence):

4. Need Timing – “When do they look for us?”

Typical triggering event (e.g., funding, audit, churn spike):

Urgency window (immediate, 90 days, annual cycle):

5. Problem–Solution Fit – “How do we help?”

Top three pains we solve:

1) _____

2) _____

3) _____

Top three benefits we deliver:

1) _____

2) _____

3) _____

6. Strategic Why – “Why does it matter?”

Bigger impact (vision or purpose):

Proof point or stat that supports the impact:

7. Messaging Pillars – “What must every pitch reinforce?”

One-sentence explanation

- 1) _____
- 2) _____
- 3) _____

8. Signature Use Cases – “How customers apply us”

Outcome in one phrase

- 1) _____
- 2) _____
- 3) _____

9. Competitive Landscape – “Who else is in the room?”

Direct alternatives (same category):

Workarounds currently used:

Differentiator in five words:

10. One-Paragraph Company Blurb

Write 3–5 sentences that stitch the answers above into a story.

Guidance for Each Section + ChatGPT Prompts

Worksheet Section	What to Think About	ChatGPT Starter Prompt
Snapshot	New hires and collaborators need a crisp headline. Keep jargon out and clarity in.	“Draft a one-line identity for a seed-stage SaaS that automates B2B onboarding.”
Core Offering	Focus on ONE thing you ship today, not the five in your backlog. Tie value to an outcome.	“Rewrite our product description so a non-technical founder sees the core benefit in 25 words.”
Target Customer	Lean on your earliest paying users. Name the persona, not the company logo.	“Summarize the common traits of the first ten customers who paid for our beta.”
Need Timing	Map the buying moment. If you know the trigger, you	“List three business events that push a Head of Ops to seek a

	can time campaigns and outreach.	workflow automation tool.”
Problem–Solution Fit	Rank pains by cost or frustration level. Limit each to one line to stay sharp.	“Turn the support tickets below into a ranked list of problems we solve.”
Strategic Why	This connects your product to a mission bigger than profit. A compelling ‘why’ rallies both staff and buyers.	“Convert our product vision into a single sentence that passes the ‘so what’ test.”
Messaging Pillars	Pillars become themes for website copy, decks, and ads. Three is memorable; more is noise.	“Propose three messaging pillars for an early-stage AI document-review platform, each <10 words.”
Signature Use Cases	Pick use cases that buyers already search for. Show variety: one strategic, one operational, one quick win.	“Suggest three high-impact use cases for manufacturers adopting our predictive maintenance API.”
Competitive Landscape	Honest awareness builds credibility. List real rivals plus the ‘do nothing’ status quo.	“Create a competitive snapshot contrasting us with the top two no-code AI agents and with spreadsheets as the workaround.”
One-Paragraph Blurb	This is your default PR paragraph and ChatGPT context	“Using the filled worksheet, craft a 120-word company

	block. Make it scannable and punchy.	blurb suitable for our website footer.”
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Tip: After filling the worksheet, paste it into ChatGPT and ask: “Evaluate this brief for unclear jargon or missing proof points. Suggest improvements line by line.”

Iterate until every section is specific, believable, and inspiring. Then save the brief as the go-to reference for all future marketing tasks.

Ideal Customer Profile (ICP) Worksheet

Print or copy into your notes. Each bullet marks a field the student should complete.

1. Firmographics – “Who are they?”

Primary industry / niche:

Annual revenue range:

Employee headcount:

Geography / service regions:

Ownership & growth stage (bootstrapped, VC-backed, PE-owned, public, etc.):

2. Technographics – “How do they work today?”

Core software stack (ERP, CRM, cloud, etc.):

AI / automation maturity (early, experimenting, scaling, advanced):

Must-have integrations or compliance requirements:

3. Business Model & Structure – “How do they make money & buy?”

Model (B2B, B2C, marketplace, other):

Go-to-market motion (sales-led, product-led, channel, hybrid):

Buying process (centralized, committee, self-serve):

4. Pain Points & Challenges – “What’s broken?”

Top operational or strategic pain (1):

Secondary pain (2):

Current workaround / cost of inaction:

5. Goals & Objectives – “What are they trying to achieve?”

Primary business goal your product supports:

Success timeline (e.g., 6-month target):

Strategic initiatives already in play:

6. Buying Triggers – “Why now?”

Events that spark urgency (funding, audit, leadership change, regulation):

Symptoms that appear internally (missed KPI, rising churn, etc.):

7. Success Criteria & KPIs – “How will they measure value?”

Quantitative metric (time saved, revenue gained, cost reduced):

Qualitative win (brand, morale, risk reduction):

ROI hurdle / payback period expected:

8. Ideal Buyer Persona(s) – “Who signs the deal?”

Role	Typical titles	Motivation	Likely objections
Champion			
Decision-maker			
Influencer / Gatekeeper			

9. Readiness To Purchase Score – quick gut check

Fit (1–5)	Need (1–5)	Budget (1–5)	Timing (1–5)	Total /20

10. One-Paragraph ICP Snapshot

Write 3-5 sentences that capture the essence of this ideal customer.

How to Think Through Each Section (with ChatGPT jump-start prompts)

Worksheet Section	What to Consider	Starter Prompt for ChatGPT
Firmographics	Where does your earliest traction appear? Focus on the size and sectors that buy quickly, not the dream logo list.	<i>“Given our pilot customers in SaaS and logistics, what common firmographic traits do you see (industry, size, geography)?”</i>
Technographics	List systems your product must connect with – if you integrate smoothly, you shorten sales cycles. Note their appetite for new tech (early vs. late adopters).	<i>“Create a table showing the typical tech stack for a mid-market logistics firm adopting AI, and flag gaps our product can fill.”</i>
Business Model & Structure	Map how they sell and how they buy. A	<i>“Summarize how a product-led SaaS</i>

	product-led SMB behaves very differently from an enterprise with a buying committee.	<i>company under 200 employees usually evaluates a workflow tool like ours.”</i>
Pain Points & Challenges	Interview notes, support tickets, and competitor reviews are gold. Prioritize pains that are urgent and expensive.	<i>“List the top three operational pains for a VC-backed SaaS COO trying to scale without new headcount.”</i>
Goals & Objectives	Tie your benefit to a goal they already track (ARR, churn, deployment speed). If you can’t anchor to a KPI, you’ll struggle to prove value.	<i>“Rewrite our product benefit in terms of metrics a COO reports to the board.”</i>
Buying Triggers	Triggers turn a “someday” problem into a “this-quarter” budget. Think funding rounds, new compliance rules, tech sunsets.	<i>“What external events typically push a mid-market manufacturer to seek an AI workflow solution?”</i>
Success Criteria & KPIs	Ask prospects how they’ll judge success before you sell. Capture both hard numbers and softer wins like team morale.	<i>“Draft three measurable success criteria a RevOps leader would cite after deploying our platform.”</i>
Ideal Buyer Persona(s)	Separate the <i>champion</i> (day-to-day user), the	<i>“Based on this ICP, outline champion,</i>

	<i>economic buyer, and any blockers. Note each one's personal win and fear.</i>	<i>decision-maker, and blocker personas with their motivations and objections."</i>
Readiness To Purchase Score	Scoring helps reps disqualify politely and focus on high-probability deals. Define what a 5 vs. a 3 looks like for each axis.	<i>"Suggest a simple 1-5 rubric for assessing Fit, Need, Budget, Timing for early-stage SaaS prospects."</i>
ICP Snapshot	This is the elevator pitch for your internal team and for ChatGPT later. Make it vivid: "A 200-person SaaS firm, Series B, struggling to..."	<i>"Condense the completed worksheet into a 100-word narrative any new hire can grasp."</i>

Pro tip: Once you draft an ICP, paste the filled worksheet into ChatGPT and ask:

"Challenge this ICP: what assumptions look risky for an early-stage company, and what data should we gather next?"

Use the AI as a sounding board but ground every answer in real conversations with prospects. The tighter your inputs, the sharper your marketing.

Key Buyer Persona Worksheet

*Copy, print, or paste into your notes. Each bullet is a field to complete for **one** persona. Create 2-4 separate worksheets if you have multiple buyer roles.*

1. Persona Snapshot – “Who are they?”

Alliterative name (e.g., Ops Olivia):

Real-world title(s) & level (VP, Director, Manager):

Department / function:

Adoption role (Champion, Decision Maker, Influencer, Skeptic, End User):

2. Goals & KPIs – “What keeps them measured?”

How success is tracked

- 1) _____
- 2) _____
- 3) _____

3. Job Responsibilities – “What do they do each week?”

Top recurring tasks (bullet list):

4. Pain Points & Active Problems – “Where does it hurt?”

Business impact

- 1) _____
- 2) _____
- 3) _____

5. Buying Motivations – “Why would they say yes?”

Personal wins:

- 1) _____
- 2) _____
- 3) _____

Team or company wins:

- 1) _____
- 2) _____
- 3) _____

6. Objections & Concerns – “Why might they hesitate?”

Primary objections:

- 1) _____
- 2) _____
- 3) _____

Secondary objections:

- 1) _____
- 2) _____
- 3) _____

7. Research & Evaluation Habits – “How do they shop?”

Channel (peers, analyst, webinar, etc.)	Trust level (high / medium / low)

8. Influencers & Stakeholders – “Who shapes the decision?”

Role	Influence on deal	What they care about

9. Communication Style – “What resonates?”

Preferred tone (data-driven, visionary, tactical):

Content formats they prefer (case study, demo, checklist, etc.):

10. Internal Wins – “How do they look good?”

Quick win they can show	Metric or story shared upward

11. Success Metrics Post-Purchase – “What proves you delivered?”

Metric	Target value	Timeframe

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Notes:

How to Fill Each Section (with Starter Prompts)

Worksheet Section	What to Think About	ChatGPT Starter Prompt
Persona Snapshot	Choose a memorable nickname and gather the most common job titles you meet in sales calls.	“List common titles and a memorable alliterative nickname for the internal AI champion within a mid-market SaaS firm.”
Goals & KPIs	Tie goals directly to metrics already on their bonus plan. Revenue, churn, and cycle time beat vague “innovation” talk.	“Based on recent LinkedIn posts from VPs of RevOps, what KPIs do they cite most often as success measures?”
Job Responsibilities	Scan job ads and LinkedIn profiles to capture everyday tasks. This grounds your	“Summarize the weekly responsibilities of a Director of Customer Success at a Series B SaaS company.”

	messaging in reality.	
Pain Points & Active Problems	Rank pains by business impact and urgency. Ignore annoyances that will not justify budget.	“Convert these support-call notes into a ranked list of pains for a logistics COO, including the cost of each pain.”
Buying Motivations	Separate personal career wins from company outcomes. Both matter in B2B deals.	“Describe the personal and company-level motivations that push a CIO to buy workflow automation.”
Objections & Concerns	Pull from real sales calls. Address hidden fears like job security or change fatigue.	“List three likely objections a CFO raises when assessing a no-code AI platform priced on usage.”
Research & Evaluation Habits	Identify where they look first – peer Slack groups, Gartner, Reddit, podcasts. This informs channel strategy.	“Map the typical research journey for a Head of Ops comparing AI vendors in manufacturing.”
Influencers & Stakeholders	Chart who can veto or boost the purchase – IT, finance, legal.	“For this persona, list the three internal stakeholders most likely to influence their decision and

	Note their hot buttons.	what each one prioritizes.”
Communication Style	Match tone to persona. A visionary likes big-picture stories; a skeptic wants proof and numbers.	“Suggest the tone, evidence types, and content formats that resonate with a detail-oriented IT security lead.”
Internal Wins	Frame quick wins they can show their boss within 30–60 days.	“Give two fast wins a RevOps leader can achieve in the first month after deploying our tool.”
Success Metrics Post-Purchase	Define measurable outcomes you can commit to in case studies later.	“Draft three measurable success metrics a digital transformation leader would track after rolling out our platform.”

Next step: After completing one worksheet, paste it into ChatGPT and ask:

“Challenge this persona profile for assumptions or missing data. Suggest follow-up questions to validate each section.”

Iterate until each persona feels like a real person on your next sales call. Save the set alongside your ICPs and Company Brief so every future marketing asset can name-check “Ops Olivia” or “Tech Exec Tom” and speak their language.

Brand Voice & Style Guide Worksheet

Copy, print, or paste into your notes. Each bullet is a field to complete.

1. Brand Snapshot – “Who is speaking?”

Mission in one sentence:

Brand archetype (trusted guide, bold innovator, friendly coach, etc.):

Primary audience segment(s):

2. Tone of Voice – “How should we sound?”

Attribute	Primary ✓	Secondary ✓
Confident		
Friendly		
Authoritative		
Conversational		
Technical		
Warm		
Humorous		

3. Personality Filters – “What feels on-brand?”

Three descriptive adjectives (e.g., pragmatic, optimistic, candid):

- 1) _____
- 2) _____
- 3) _____

One sentence that captures the vibe:

4. Reading Level & Clarity

Target grade level (e.g., 8-10):

Complexity notes (define jargon or avoid it?):

5. Writing Style Rules – “Mechanics that never change”

Rule	Example
Paragraph length	1-3 short sentences
Voice	Active (“We build workflows”)
Preferred perspective	First person plural (“we/our”)
Sentence variety	Mix short and medium
Bullet usage	For 3+ related ideas

6. Language Do’s and Don’ts

Do	Don’t
Use plain English	Use jargon such as “synergize”
Show evidence with numbers	Over-promise with hype
Ask clarifying questions	Assume facts not supplied
	Add emojis or slang
	Start with clichés (“In today’s world...”)

7. Vocabulary & Phrase Bank

Preferred terms (list 5-10):

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Banned words/phrases:

8. Formatting Preferences

Headings style (Title Case? Sentence case?):

CTA format (imperative, ≤6 words):

Punctuation quirks (avoid em dashes, use Oxford comma, etc.):

9. Anti-AI Tells to Eliminate

Common tell	How we avoid it
Overlong intros	Lead with the value
Repetition of key phrases	Vary wording
Passive filler	Replace with action verbs

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10. Content Priorities – “Order of importance”

1. Reader outcome or benefit
2. Current pain point
3. How we solve it
4. Proof or example
5. Next step (CTA)

11. Review Checklist – “Before we publish”

- o Tone matches attributes in Section 2
- o Reading level goal met
- o No banned words or AI tells
- o CTA present and clear

How to Complete Each Section (with ChatGPT Prompts)

Worksheet Section	What to Consider	ChatGPT Starter Prompt
Brand Snapshot	Summarize brand intent and audience in one breath.	“Using our Company Brief, draft a one-sentence mission and name a fitting brand archetype.”
Tone of Voice	Choose 1-2 traits that dominate, plus 2-3 supporting notes.	“List three tone attributes that resonate with Ops-level buyers in mid-market SaaS.”
Personality Filters	Adjectives should cue style decisions.	“Suggest three adjectives that capture a confident

		yet approachable AI vendor.”
Reading Level & Clarity	Lower grade levels increase reach without dumbing content down.	“Rewrite this paragraph at a 9th-grade level while keeping technical accuracy.”
Writing Style Rules	Lock rules you wish every freelancer knew.	“Turn our preferred writing habits into a rules table with examples.”
Language Do’s and Don’ts	Banned words save editing time later.	“Create a ‘do versus don’t’ list comparing plain English to buzzwords for our brand.”
Vocabulary & Phrase Bank	Keep terms that reinforce positioning.	“From recent case studies, pull out recurring phrases that feel on-brand and list five we should keep.”
Formatting Preferences	This governs headings, bullets, punctuation quirks.	“Propose formatting guidelines for blog posts aimed at technical executives.”
Anti-AI Tells	Note patterns you delete when editing AI drafts.	“Identify common AI writing quirks in this sample and suggest fixes.”
Content Priorities	Teach writers the hierarchy of info.	“Outline the five-step flow that hooks a CIO in the first 100 words.”
Review Checklist	Minimal list you can run through in 60 seconds.	“Create a publication checklist based on our voice guide sections.”

Next step: After filling the worksheet, paste it into ChatGPT and ask:

“Audit this Brand Voice Guide for contradictions or gaps. Propose any clarifications needed.”

Once refined, store the guide alongside your Company Brief and Personas. Every future prompt to ChatGPT should reference these three assets to keep content consistent and unmistakably yours.

Custom GPT Configuration Worksheet

Copy, print, or paste into your notes. Fill one worksheet for each assistant you create.

1. GPT Identity

Name (plain, descriptive)

Short description (20 words or fewer)

2. Role & Purpose

One-sentence job statement

3. Core Knowledge Pack

List the files or text you will upload or paste (✓ when included)

- Company Brief ✓
- Buyer Personas ✓
- ICPs ✓
- Brand Voice Guide ✓
- Other:

4. Tone & Style Summary

Key traits from your Brand Voice (maximum three)

- 1) _____
- 2) _____
- 3) _____

5. Behavior & Workflow Rules

Tick the boxes that apply and add extras as needed.

- ☐ Ask clarifying questions
- ☐ Restate user request first
- ☐ Require persona selection if missing
- ☐ End with next-step suggestion

Additional rules:

6. Things to Avoid

(List banned items such as emojis, legal advice, etc.)

7. Capability Toggles

Check capabilities to enable.

- ☐ Web browsing
- ☐ Code interpreter
- ☐ DALL·E

☐ File uploads

8. Starter Prompts (optional)

Prompt 1: _____

Prompt 2: _____

Prompt 3: _____

9. Sample Interaction

Use this to test the assistant after setup.

Q: _____

A: _____

10. Publish Meta

Icon / image source: _____

Visibility (private or share link): _____

Last updated: _____

Fill out each section, then transfer the details into the Custom GPT builder to complete your configuration.

How to Complete Each Section (with ChatGPT Prompts)

Worksheet Section	What to Consider	ChatGPT Starter Prompt
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GPT Identity	A clear name beats clever branding in the sidebar. The description shows in the picker—keep it utility-focused.	“Suggest three descriptive names and one-line summaries for a GPT that writes product-led case studies.”
Role & Purpose	Distill why this GPT exists. One sentence guides every response.	“Condense this detailed job description into a single ‘role & purpose’ line for the assistant.”
Core Knowledge Pack	Load only what the GPT must reference often. Fewer but sharper docs improve accuracy.	“Given these five brand docs, which should be primary knowledge files for a marketing assistant GPT and why?”
Tone & Style Summary	Pull top traits from your Brand Voice Guide so the GPT stays on-brand even in short replies.	“Extract the three most critical tone cues from our voice guide.”
Behavior & Workflow Rules	Think through common misfires: incorrect persona, missing CTAs, invented data. Bake safeguards here.	“List five practical behavior rules that stop a marketing GPT from fabricating metrics.”
Things to Avoid	Add any recurring edits you make (excessive hype, em dashes, emojis).	“Create a ‘never do’ checklist for an enterprise-facing tech brand.”
Capability Toggles	Only enable what you trust. If accuracy is	“Recommend which capabilities to enable

	critical, you might leave browsing off.	for a GPT writing gated-content outlines, with pros and cons.”
Starter Prompts	Quick-start buttons help teammates discover value fast. Pick tasks you perform weekly.	“Suggest two starter prompts that show off our GPT’s strengths to new users.”
Sample Interaction	Write a test question that touches core files and style rules. Use the answer to verify tone and accuracy.	“Draft a short Q&A exchange that would confirm the GPT applies our persona and style correctly.”
Publish Meta	A distinctive icon speeds recognition when your GPT list grows. Decide if the link should stay private or be shareable.	“List three minimal icon ideas for a GPT focused on logistics ops content.”

Next step: After completing the worksheet, paste each filled section into the Custom GPT builder fields, upload the knowledge files, run your sample interaction, and iterate until the reply feels like it came from one of your team members.

Messaging Pillars Development Worksheet

Print, duplicate, or copy into your notes. Each blank line or table cell is a space to write.

1. Context Snapshot

Primary objective for these pillars (e.g., website relaunch, new-feature launch)

Chosen messaging framework (circle)

JTBD / StoryBrand / Challenger / Golden Circle / PAS / AIDA / 4 Ps / FAB / SPIN / Before-After-Bridge / Other _____

Key personas this set must speak to (list 2–3 nicknames)

Persona 1: _____

Persona 2: _____

Persona 3: _____

2. Core Value Proposition (one crisp sentence)

What overarching promise unites every pillar?

3. Draft Messaging Pillars

Aim for 3–5 pillars. Each one should state a benefit, not a feature.

Pillar #	Pillar statement (≤ 12 words)	Primary persona served	Business proof / evidence

1			
2			
3			
4			
5			

4. Proof Point Brain-Dump

List stats, case snippets, or anecdotes you can attach beneath each pillar.

Pillar 1 Proof Ideas:

Pillar 2 Proof Ideas:

Pillar 3 Proof Ideas:

Pillar 4 Proof Ideas:

Pillar 5 Proof Ideas:

5. Resonance & Coverage Check

Check each box that applies to the full pillar set.

Test	✓
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Every core persona sees one pillar written for them	
At least one pillar addresses an emotional win	
At least one pillar addresses a rational / ROI win	
Each pillar can be backed by specific proof	
Language matches Brand Voice guidelines (tone, reading level)	

Gaps noted:

6. Ladder-Down Copy Variations

Write shorter forms that ladder down from the pillars.

	Copy (fill in after drafting)
10-word tagline	
25-word elevator pitch	
50-word blurb	
100-word paragraph	
250-word passage	

7. Peer / AI Feedback Loop

Questions to ask ChatGPT or a colleague once draft is filled:

1. “Rewrite Pillar __ to be sharper and more buyer-centric.”
2. “Suggest one proof point for each pillar drawn from our case studies.”
3. “Check this pillar set against Persona __’s top objection—what’s missing?”

Notes from feedback:

8. Final Sign-Off

- **Approved pillar set version #:** _____
- **Date:** _____
- **Next deployment (asset & owner):**

How to Use This Worksheet

1. **Fill Sections 1–2** to lock purpose and POV.
2. **Draft 3–5 pillars** in Section 3—keep them crisp and benefit-led.
3. **Attach proof** in Section 4 so every claim is defensible.
4. **Run the resonance check;** rewrite until every box is ticked.
5. **Create short forms** in Section 6 for taglines, bios, and ads.
6. **Get feedback** (Section 7) from ChatGPT and humans, iterate, then record the final set in Section 8.

Complete this worksheet and you'll have messaging pillars sturdy enough to anchor campaigns, sales decks, and AI-generated content, without drifting off-brand or off-target.

AI-Powered Campaign Planning Worksheet

Fill one worksheet per campaign. Duplicate the page for future launches.

1. Campaign Snapshot

Working title / theme

Primary goal (one sentence & numeric target)

e.g., “Book 50 demo calls in 6 weeks.”

Core persona focus (nickname + role)

Key message or tagline anchoring the campaign

2. Strategy Alignment Check

Tick each box you can answer confidently. Circle gaps you must clarify before moving on.

Question	✓
Goal is measurable and time-boxed	
Persona’s pain & desired win are clear	
Message aligns with at least one messaging pillar	
Budget / resources confirmed	
Success metric agreed by sales & marketing	

3. Channel & Tactic Brainstorm

List up to 5 primary channels where your persona actually spends time. Add a key tactic for each.

Channel	Primary tactic	KPI
1		
2		
3		
4		
5		

4. 6-Week Timeline Planner

(Adjust length as needed. Shade the cell where an activity lands.)

Week →	0 <i>(Prep)</i>	1	2	3	4	5	6
Asset creation							
Teaser / awareness							
Lead magnet launch							
Live event / webinar							
Follow-up / nurture							
Retargeting							
Wrap & measure							

5. Deliverables Checklist

List every asset you'll create and who owns it.

Asset	Owner	Due date
Landing page		

Ad creative (variants)		
Email #1		
Email #2		
Email #3		
Webinar deck / demo		
Lead magnet PDF		
Retargeting ads		
Reporting dashboard		

(Add rows as needed.)

6. Metrics Dashboard (define before launch)

Funnel stage	Metric	Target	Actual
Awareness	Ad CTR		
Lead capture	Landing page CVR		
Engagement	Webinar attendance %		
Conversion	Demo requests		
Post-campaign	SQLs / opps		

7. Risk & Mitigation Snapshot

Identify top risks early.

Risk	Likelihood (H/M/L)	Mitigation action

8. AI Assist Prompts

Paste these straight into your custom GPT when you need a boost.

1. **Channel ideas**

“Given the ‘Innovation Champion’ persona and our tagline <...>, list three channels with the highest demo-request potential, plus one tactical idea for each.”

2. **Email draft**

“Write Email #2 in a 3-part sequence for this campaign. Goal: drive webinar sign-ups. Keep tone aligned with our Brand Voice Guide.”

3. **Proof point hunt**

“Pull compelling stats from our last case study that support Pillar #2 for this campaign copy.”

4. **Performance check**

“Ad CTR is below target. Suggest two headline tweaks and one image concept to test.”

9. Next-Step Commitments

Kick-off meeting date: _____

First asset due: _____

Owner for campaign reporting: _____

How to Use

1. **Complete Sections 1–2** to anchor the campaign in goals, persona, and messaging.
2. **Brainstorm channels (3)**, draft a **timeline (4)**, and detail **deliverables (5)** to see workload at a glance.
3. **Predefine metrics (6)** so success can’t move post-launch.

4. **List risks (7)** to avoid last-minute surprises.
5. **Lean on the AI prompts (8)** anytime you're stuck—it will accelerate copy, ideas, or diagnostics.
6. **Record commitments (9)** so everyone knows who owes what, when.

Fill it, run the plan, measure, iterate—then duplicate for the next campaign.