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The BOFU Workflow: Prompts

*Best served with [The Workflow](#).
May trigger spontaneous “aha” moments.*

Instructions

These are the exact prompts Lashay uses with her clients. They're designed to help you capture marketing insights, and structure what you already know about your product, customers, and competitors with AI.

 **Important:** Don't skip ahead. Each prompt connects to a step in the newsletter workflow. Before running them, complete the tasks described there (like collecting customer insights, product docs, or competitor research).

Copy them, adapt them, and make them your own. **The end goal is simple: use them to build a high-converting BOFU content strategy that reflects reality, not just keywords.**

Step 1: Collect product and customer documentation

Prompt: Extract useful BOFU insights from your internal docs

Here's a practical prompt you can give ChatGPT, Claude, or Perplexity (Lashay's fav) once you've uploaded business, customer and product documentations:

Prompt

I'm building bottom-of-funnel content for a SaaS product. Below is a mix of customer interview quotes, sales notes, and internal docs [or other documentation you've uploaded].

Create comprehensive value proposition canvases for each [product]. If multiple products exist, create separate analyses for each.

For single-product companies:

Create one comprehensive value proposition canvas covering all features.

For multi-product companies:

Create separate canvases following this format:

Value proposition canvas: [product name]

Product overview:

- Target personas: [Which personas use this product]
- Primary use cases: [Main applications]
- Market position: [How it fits in portfolio]

Feature analysis table:

| Feature | How It's Used | Current Alternative | Pain Point | Capability Enabled | Immediate Benefit | Persona Impact |

Product-specific insights:

- Unique differentiators
 - Upsell/cross-sell opportunities
 - Competitive positioning
 - Success metrics
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Step 2: Map the competitive landscape

Prompt 1: Competitive landscape research

I want to analyze my competitive landscape to position my product with clarity and contrast. Please help me build a complete picture by:

1. Mapping direct, indirect, and emerging competitors.
2. Summarizing their key value propositions, pricing, and features.

Deliverables

- Competitor map organized by competition level (direct, indirect, emerging)
- Market category definition and scope
- Competitive discovery methodology and data sources used
- Search terms that surface relevant players

Discovery framework

1. **Direct competitors**

Companies in the same category with similar features, use cases, and customer segments.

- Similar pricing models
- Feature overlap
- Targeting identical use cases

2. **Indirect competitors**

Companies solving the same problems differently.

- Alternative approaches to customer needs
- Substitutes for your solution

3. **Emerging competitors**

New entrants shaking things up.

- Startups gaining traction
- Recently funded companies
- New product launches or pivots

Finally, answer these strategic questions:

- Which companies consistently show up in analyst reports or market maps?
- What alternatives are customers mentioning in reviews and forums?
- Which competitors are evaluated side by side during sales cycles?
- Who is investing heavily in R&D for similar features?

Prompt 2: Comparative Matrix

I want to analyze my competitive landscape to position my product with clarity and contrast. Please help me build a complete picture by:

- Highlighting common claims and messaging overlaps
- Identifying gaps or whitespace opportunities we can exploit
- Suggesting how our product can stand out clearly in this environment

Now, generate the following outputs:

1. **Feature comparison table**

Compare all competitors vs. our product across key features.

2. **Pricing comparison matrix**

Summarize competitor pricing models and highlight our value positioning.

3. **Target market overlap**

Show where we share audiences with competitors and where gaps exist.

4. **Strengths & weaknesses**

Create a short assessment for each competitor.

5. **Market positioning map**

Visualize (or describe) how competitors relate to each other in terms of price, features, and audience focus.

6. **Customer decision journey**

Outline how buyers typically evaluate options in this space and what factors weigh most heavily in the decision.

Finally, answer these strategic questions:

- Which competitors pose the biggest threats to our specific segments?
 - Where do we have the clearest advantages across the entire competitive set?
 - Are there potential partnership opportunities with any competitors?
 - How should we differentiate most effectively in this landscape?
 - Which competitors are customers most likely to cross-shop with us?
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Step 3: Run BOFU keyword research that goes deep

 **Prompt: Generate BOFU keywords and LLM-friendly queries**

I want to run bottom-of-funnel keyword research that goes deeper than “best tool” listicles. Please help me uncover high-intent queries that reflect how real buyers think, so I can show up in both Google search and LLM answers.

Instructions

Using the information I provide (e.g. customer insights, ICPs, product features, competitor mentions, industry terms), generate keyword opportunities across the following four angles:

1. **By ICP (department/job role)**

- List pain points specific to each department.
- Identify their job responsibilities tied to my solution.
- Extract buying criteria.

- Suggest keyword patterns such as:
 - [Department] + [software/solution/tool]
 - [Department] + [pain point] + solution
 - [Job title] + [productivity/efficiency/management] + tool
 - Best [solution] for [department]

2. By category

Identify industry-specific terminology and jargon.

- Suggest high-intent keyword patterns such as:
 - Best [category] software/solution/platform
 - Top [category] tools for [specific use case]
 - [Category] solution for [industry/need]
 - [Category] software for enterprise/SMB/midmarket

3. By feature

For each feature, identify the pain points it solves.

- Suggest feature-specific keyword patterns such as:
 - [Feature] software/tool
 - How to [solve problem] with [feature]
 - [Feature] integration with [complementary tool]
 - Best [product type] with [feature]
 - [Feature] automation/template/dashboard

4. By competitors

For each competitor, identify overlapping features and buyer pain points.

- Suggest competitor-driven keyword patterns such as:
 - [Competitor] alternatives
 - [Competitor] vs [Product]
 - Best [product category] vs [Competitor]
 - [Competitor] replacement

Output format

Organize findings into a table with these columns:

- Keyword Idea
- Angle (ICP, Category, Feature, Competitor)
- Buyer Pain Point or Context
- Query Type (classic search vs LLM-style conversational)
- Commercial Intent (High / Medium / Low)