

Clarity Before Content

وضوح قبل المحتوى

A custom communications strategy for your online growth

This prompt will help you build a complete communications strategy for your online growth — not generic advice, but a plan built specifically around your business.

The final output will be a single document covering: your mission and positioning, your target audience in full detail, the right channels for you and how to use them, content pillars, your voice and tone with examples, a realistic publishing system that fits your capacity, and KPIs you can actually measure.

Before you continue, two things to keep in mind:

First — the quality of what you get is determined by the quality of your answers. The more specific and honest you are, the more precise and actionable the strategy will be.

Second — the two questions that matter most are: what genuinely sets your business apart, and what do your satisfied clients actually say about you. This is not the time for marketing language — this is the time for honesty.

HOW TO USE THIS PROMPT

- Read all the questions first before you start answering
- Be as specific as possible — use numbers, real situations, actual quotes from clients
- When finished, copy everything from "I have a business" to the last line and paste it into any AI model

I have a business and I want to build a complete strategy for my presence on: website / online store / social media platforms — covering:

Writing my mission statement and what sets me apart

Defining my target audience in full detail, narrowed down to a single persona with demographics and behavioral characteristics

- Identifying the right channels for me and how to use each one
- Writing my core messages and defining my tone of voice
- Developing content pillars based on everything above
- Building a simple, realistic content publishing system that fits my production capacity
- Setting success metrics, analyzing data, and adjusting the strategy when needed

And below is everything you need to know about my brand/project

- **My business in detail:**
- **My biggest goal from growing online, beyond increasing sales:**
- **Other goals I can achieve, or unique services I can offer:**
- **I offer this product or service to the following people:**
- **This is what clients gain from working with me:**
- **Satisfied clients say things like:**
- **My most satisfied current client can be described as:**
- **The client I do not want:**
- **My future plans or what I want to achieve long-term:**
- **I am currently facing these challenges with growing online:**
- **I can achieve greater success, if I:**
- **Compared to my competitors, I stand out because:**
- **This is something no one else can offer with the same quality:**
- **My team consists of:**
- **I can dedicate this many hours per week to creating and publishing content:**
- **My monthly content production budget is approximately:**

At the end, I want to receive a single document that includes the strategy and how to execute it clearly, with a simple and easy-to-read design.

I do not want a theoretical or generic strategy. I want a practical, executable plan built around my actual resources and production capacity, with clear steps and implementation priorities.

If you find any gaps in the information or assumptions that need confirmation, please ask me before building the strategy.