

# THE 12 PROMPTS I USE TO BUILD A B2B OFFER

Not a "money machine".  
Just the work.

solo founder · no ad budget · async-first

## THE MAP

# Four groups, twelve prompts

Foundation (1-3)

who we sell · to whom · why us

Strategy (4-6)

what to say · where

Execution (7-9)

content · funnel · price

Operations (10-12)

check · iterate · exit

→ Prompts 1-3 are mandatory before the rest.

# Audience Diagnostic

You can't position what you can't describe.

"Describe my ideal buyer for [PRODUCT]: industry, company size, job title + level, their top 5 daily work frustrations, 3 trigger events that make them look NOW, 2 substitutes they use instead of me, the price at which they say 'too expensive', and the misconceptions keeping them stuck."

# Pain Mapping

Assumptions don't convert. Documented pain does.

"For [audience], list 5 pains ranked by frequency × severity. Per pain: one VERBATIM quote from a real forum/Reddit/X thread, the substitute used today + why it's bad, and which feature of [PRODUCT] actually solves it."

No quote → it's a guess. Go research it.

# Positioning Wedge

One sentence on why pick you over the 3-5 obvious alternatives.

"Compare [PRODUCT] with [5 competitors].  
Table: what each does better/worse, which buyer segment it fits. Then: 'X beats [comps] for [specific buyer] because [3 reasons]'. Banned words: better / easier / more powerful — unless followed by a measurable claim."

# Trust Stack Inventory

B2B buyers don't trust adjectives. They trust artifacts.

"For [PRODUCT], list every proof artifact that lifts B2B conversion — case studies, live dashboards, open-source code, postmortems (including our own failures), third-party audits, verified testimonials, hard data points. Per item: what I have / what's missing / priority to add."

# Content Pillar Plan

Post the problems your buyer Googles — not "motivation".

"For [audience], propose 4-5 content pillars (= what they search + the answers they want). Per pillar: 12 cornerstone topics with search intent (info / commercial / transactional). Then a 12-week calendar. Banned pillars: inspiring stories, motivation, success quotes."

# Syndication Map

Write once. Republish everywhere it belongs, nowhere it doesn't.

"Map syndication for [PRODUCT]: cornerstone on my own site (canonical) → cross-post w/ canonical\_url back (dev.to, Hashnode, Medium, LinkedIn) → snippet + link (X, Reddit/HN after warmup) → OSS proof (GitHub topics, awesome-\* lists, PyPI). Mark channels to AVOID for audience mismatch. Per channel: frequency + auto/manual."

# Cornerstone Article

The piece everything else links back to.

"Write a 1500-3000 word cornerstone on [topic]: factual title (no clickbait), TL;DR bullets, the problem (with a real quote), 3-5 sections, a comparison table, a 'what it does NOT do' section, footer linking the right tier. Banned: hype words, emoji in body, 'make money' framing. Tone: a technical writer explaining to a colleague."

# Async Funnel

What happens when a lead signs up — with zero "hop on a call".

"Email funnel for a new [PRODUCT] lead: Day 0 = confirmation + what to expect (no pitch). Day 1 = one useful resource (not mine). Day 3 = a case study with a metric. Day 7 = soft CTA. Day 14 = 'still here? feedback?'. Day 30 = prune if zero engagement. Banned: 'book a call', 'schedule a demo', urgency. Each email  $\leq$  200 words."

# Pricing Tier Ladder

Not "free forever" — a path that pulls people up.

"4-5 tier ladder for [PRODUCT category]: Tier 1 entry (one pain, one value, a price). Each next tier =  $\times 2-3$  price + exactly one new value. Top tier = white-glove, async-only, time-boxed. Per tier: the trigger that makes someone buy the next one. Banned: 'free forever' (devalues), 'discount if you buy now' (urgency)."

# Friction Filter

The fastest way to save time later: tell the wrong-fit buyers to leave.

"Write a 'Who this is NOT for' section for [PRODUCT] (8-12 items): buyer segments that won't get value, expectations we don't meet (e.g. 'no calls, ever'), required stack/setup, the commitment level expected. This goes next to the CTA. It doesn't shrink sales — it raises quality."

# KPIs & Kill Conditions

Decide in advance when you'll quit — or sunk cost decides for you.

"For [PRODUCT] define: 3 leading indicators (visible in 7-30 days), 3 lagging ones (90+ days), threshold values for 'working' vs 'not', a time-box for the kill/scale/pivot call, and the signs we're holding it out of inertia not data. Banned: vanity metrics with no conversion attached."

# Trust Posture

Privacy and honesty in plain words, not legalese.

"Write a Trust page for [PRODUCT]: what we collect (data minimization), what we DON'T (no telemetry/fingerprinting), where it's stored / how to delete, open methodology (link the OSS code), postmortems we published (link them), NDA terms if any. Banned: 'we take security seriously', 'bank-level encryption'. Use specifics: 'PostgreSQL 16 on our VPS, encrypted at rest.'"

# Three rules

- Prompts 1-3 first. Always. Audience / Pain / Positioning, or everything's on sand.
- One product at a time.
- Output goes into your docs + your landing page. Not the chat.

We run this on GuardLabs — web audits + AI-agent readiness, open methodology, no calls.

Full version (input → output for each + the guardrails):

[guardlabs.online/free-pdf](https://guardlabs.online/free-pdf)

Found this useful? Repost it for the next solo builder.