



Prompt Guide for Solo First Nation Entrepreneurs

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Using AI as Your Digital Helper

1 What Is a Prompt?

A prompt is simply:

The instruction you give AI.

Think of it like giving directions to a new helper.

If your instructions are vague, the results will be vague.

If your instructions are clear, the results improve.

AI is not magic.

It responds to the clarity of your thinking.

2 The REACT Method (Simple Version)

Use this structure when writing prompts:

R – Role

Tell AI who it should act as.

E – Explain

Explain your situation clearly.

A – Ask

Ask for the specific outcome you want.

C – Context

Provide relevant details (location, audience, stage of business).

T – Tone

Tell it how you want it written.

Example Using REACT

“Act as a small business marketing coach.

I run a handmade beadwork business in Ontario.

Help me define my value proposition.

My customers are mostly women 25–55 who value cultural craftsmanship.

Keep the tone professional and warm.”

3 Core Business Strategy Prompts

◇ Value Proposition

“Act as a business strategist.

I run a [business type].

My main customers are [describe them].

Help me define my clear value proposition.

Explain what makes me different and why customers choose me.”

◇ Competitor Analysis

“Act as a competitive market analyst.

My business is [describe].

I operate in [region].

Identify likely competitors and explain how I can differentiate and outcompete them ethically.”

◇ Market Segmentation & Buyer Motivation

“Act as a customer research advisor.

Help me identify my main customer segments.

For each segment, explain their motivations for buying, pain points, and emotional drivers.”

◇ Messaging Pillars

“Act as a branding strategist.

Based on my business description below, identify 3–5 key messaging pillars I should consistently focus on in my marketing.”

◇ Digital Footprint Review

“Act as a digital visibility advisor.

Review the following description of my current online presence.

Identify gaps and create a simple action plan to improve my visibility and credibility.”

(They can paste their website, Instagram bio, Facebook page description.)

◇ Marketing Plan

“Act as a small business marketing coach. Create a simple 90-day marketing plan for my business. Focus on low-cost, realistic actions for a solo entrepreneur.”

◇ Expanding Product or Service Mix

“Act as a revenue growth advisor. Based on my current business model, suggest additional products or services I could add to increase revenue while staying aligned with my brand.”

◇ Strategic Partnerships

“Act as a partnership strategist. Suggest types of local or regional businesses or organizations I could partner with to increase exposure and sales.”

◇ Pricing Strategy

“Act as a small business financial advisor. Help me evaluate whether my pricing is sustainable and aligned with my costs and goals.”

◇ Customer Retention Strategy

“Act as a customer loyalty strategist. Suggest ways I can increase repeat purchases and build long-term relationships.”

◇ Time & Workflow Optimization

“Act as a productivity advisor. Help me identify tasks I can automate or simplify to save time.”

◇ Funding Readiness

“Act as a funding advisor. Review my business description and tell me whether I appear grant-ready. Identify what I should strengthen before applying.”

◆ Risk & Stability Review

“Act as a small business risk advisor. Identify potential risks in my current business model and suggest ways to protect and stabilize my income.”