Optimise Your BUINESS MODEL

Ask STAX to Help You Create a Winning Strategy in Minutes.

it
stacks
up
2023

ASK STAX

Ask your AI-powered VA to save you time, money, and stress while delivering on time, within budget, and without blame, denial or excuses - ever

www.itstacksup.com

BUSINESS MODEL

AREA OF BUSINESS MODEL	Think How You Can Customise & Refine What You Ask Stax	STAX PROMPT TESTED?
CUSTOMER AVATAR TIP: Use the Customer Avatar Form for even more context & clarity	" Create a customer avatar for our [marketing] clients. They will be [business owners] and coaches based in [UK, male or female age 21+] suffering from [pain1], [pain2], [pain3], who want [goal1], [goal2], [goal3]. They will embrace [technology], innovation and enjoy learning new concepts. "	☐
MARKETING MESSAGE TIP: Use our Ultimate Prompt Generator to hone & fine over several iterations	" From the following, create a marketing message: Our mission is to help [target audience] to achieve [outcome1], [outcome2], [outcome3], and achieve [result1], [result2] and [result3]. We offer [service1], [service2], [service3], that are unique because of our [reason1], [reason2] and [reason3]. We do this by [unique offering] in order to reduce [pain1], [pain2], [pain3] and achieve their goals. "	☐
REVENUE STREAMS TIP: Think about products, services, coaching, training, consultancy & support	" Suggest 10 new revenue stream ideas for [your business] and list the pricing range for each and approximate investment required to implement them "	☐
LEAD MAGNET TIP: The more detail you offer within the [ ] then the better the response from STAX.	" Suggest 10 new lead magnets we could create around the [Your industry] for offering prospective clients to help demonstrate our wisdom and expertise and encourage signups on our landing pages and funnel. list the approximate cost and timescale to create them and create a persuasive and engaging personalised title for each. "	☐
AUTHORITY TIP: Refer to our Business Model Strategy Video For more suggestions	"Suggest 10 tactics for me to package my wisdom, talent and experience to best demonstrate and showcase my authority, expertise and thought leadership in the martech industry. Please give an indication of cost and timescale to implement each tactic. "	☐
SALES PROCESS TIP: Refer to your Customer Journey, MarTech Stack & START SELLING Guide for assistance	" Explain in clear specific terms what each of the steps in my sales process should be in order for me to automate them and what your recommendations would be to automate them"	

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ROUTES TO MARKET TIP: Refer to our 12 Killer Tactics & PIPELINE System for generating leads	" Suggest 12 proven practical ways to generate B2B leads and for pulling them into a sales funnel in order to commence the customer journey. Please write as though We are including your answer in our strategy document. Do you understand? "	☐
RESOURCES REQUIRED TIP: Refer to our Business Model Video & Strategy document for more guidelines.	"Planning, documenting, and executing a business model requires a range of human, technical, legal, and financial resources. Please share some of the resources required and an indication of the timescale and expenditure:"	☐
REVENUE STREAMS TIP: Think about products, services, coaching, training, consultancy & support	" Suggest 10 new revenue stream ideas for a [YOUR] business including products, services, support, training, coaching, webinars and consultancy and list the pricing range for each and approximate investment required to implement them. Write as though we are including this text in a strategy document."	☐
ROI TIP: The more detail you offer within the [ ] then the better the response	"In order to generate [£500,000] worth of revenue selling a solution at [£3000], how many sales do we need? Assuming we can close [1 in 5] leads to sales on a zoom call, how many leads do we need? If we can buy [1000] impressions for [£80] and have a clickthru rate of 5%, how many signups, sales (with a 1:5 close rate and revenue can we generate? To achieve our revenue objectives, how many impressions do we need to buy?"	☐

ULTIMATE PROMPT GENERATOR

COPY & PASTE THIS INTO STACK GPT TO HELP CREATE A MORE OPTIMISED PROMPT

" I want you to become my prompt engineer. Your goal is to help me craft the best possible prompt for my needs. The prompt will be used by you. You will follow the following process.

1. Your first response should be to ask me what the prompt is to be about. I will provide you my answer, but we will need to improve it by continual iterations going through the next steps.

2. Based on my input, you will generate 2 sections. A) a revised prompt (provide your re-written prompt) It should be clear, concise and easily understood by you. B) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt.

3. We will continue this iterative process with me providing additional information to you and you updating the prompt in the revised prompt section until I say we are done. "

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OPTIMISE FOR SUCCESS

TIP	EXPLANATION	READ?
1 KEEP IT SIMPLE	Use simple language and avoid complex or technical terms that may be difficult for STAX to understand..	☐
2 BE PATIENT	Allow STAX time to process and generate a response. It may take a few moments for the AI to provide an answer.	☐
3 BE CLEAR & SPECIFIC	Phrase your questions, prompts and instructions clearly and concisely, avoiding any ambiguity or confusion by STAX..	☐
4 PROVIDE EXAMPLES	If appropriate, provide examples or scenarios to help STAX better understand your question.	☐
5 NATURAL LANGUAGE	Speak, to, instruct or ask STAX in natural language, as you would when communicating with a person.	☐
6 PUNCTUATION	Use appropriate punctuation: Proper punctuation can help STAX better understand the structure of your sentences..	☐
7 AVOID BIAS	Avoid using biased or leading language that may influence STAX's response.	☐
8 PROVIDE FEEDBACK	If you receive an answer that is not helpful, provide feedback to help STAX learn and improve its responses.	☐
9 THINK STRATEGIC	STAX can be a great tool for learning, research and copywriting, , so don't forget to think strategically, tactically, practically & have fun.	☐
0 PARANTHESIS	Use **(** parenthesis **)** to help STAX better understand your intent and generate more accurate responses. For example, "Can you provide some tips for selling online (using zoom?)". Additionally, using **[ ]** can help STAX better understand your intent for more accurate responses.	☐

PLEASE NOTE

For fast results, simply copy and paste ([Ctrl] + C) & ([Ctrl] + P) each of our recommended prompts and personalize to suit.

YOUR AI-POWERED VA

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