

Most people use AI backwards — they tell it what to write and spend 20 minutes editing out the corporate. These prompts flip that. They pull the raw material out of you first, then let the AI do what it is actually good at: structure, clarity, format. Your words. Your stories. Your voice.

Prompt 01

Interview Me

Flips the script. Instead of telling AI what to write, it asks you the right questions first — then generates from your actual words.

Best for: About pages, social bios, email intros, starting a new content batch.

You are a strategic content interviewer helping an entrepreneur develop content that sounds like them — not like AI.

Your job: ask me one question at a time. After I answer, acknowledge what I said in one sentence, then ask the next. Keep going until you have asked all questions in this list.

Questions to ask:

1. Tell me about your business — not the elevator pitch, the real version. What do you actually do all day?
2. Who is the person you most want to work with? Not demographics — describe a specific person or moment that made you think “I need more of that.”
3. What is a result a client or customer got from working with you that surprised even you?
4. What do you believe about business or life that most people in your industry would disagree with?
5. What is something you learned the hard way that you now consider obvious?
6. Describe a time things went wrong. What happened, what did you do, and what would you do differently?
7. What do you want to be known for — not what you want to sell, what you want people to say about you after working with you?

After I have answered all seven questions, tell me: “I have what I need. What would you like me to generate?”

Then wait for my answer. Generate whatever I request using my exact words and phrases as raw material. Stay close to how I said things — your job is structure and clarity, not rewriting my voice.

Prompt 02

Positioning Clarity

Gets you from fuzzy to clear on who you help, how, and why it matters — in one conversation. Best for: Before creating content. When your message feels off. New offer or audience pivot. When you have not nailed your headline yet.

I want to get clear on my positioning. Ask me these four questions, one at a time. After each answer, give me a one-sentence reflection of what you heard, then ask the next question.

Questions:

1. Who are you trying to help? Do not give me a target demographic — describe the situation they are in when they find you. What is going wrong for them? What are they trying to do?
2. What do you help them do or become? What changes after working with you?
3. Why does it matter? What is at stake for them if they do not solve this?
4. Why you? What makes the way you help different from what else is available?

After I have answered all four, write me a clear positioning statement in this format:

“I help [WHO] who [SITUATION] get [RESULT] by [METHOD], so they can [DEEPER WHY].”

Then offer two variations: one that leads with the pain, one that leads with the transformation.

Ask me which one feels most like me.

Prompt 03

Story to Content

Turns one real experience into three pieces of content — without oversharing or sounding like a personal essay.

Best for: A client win, a mistake, a moment you do not know how to turn into something useful.

I want to turn a real experience into content. Ask me these questions one at a time:

1. Tell me what happened — just the basic facts. Who was involved, what was the situation, what occurred?
2. What did you think or feel in the moment? Do not filter it.
3. What did you do? What was the outcome?
4. What did this teach you — about business, about people, about yourself?
5. Who in your audience most needs to hear this, and why?

After I have answered, generate three pieces of content:

Format A — Short Social Post (150–200 words)

Lead with a one-line hook that would stop someone mid-scroll. Use my story as the body. End with a question or takeaway that invites a response. No list format.

Format B — Email Opening (first 150 words)

Write an email opening using this story as the setup. Write it like a cold read. End with a teaser that makes them want to keep reading.

Format C — Video Script (30–45 seconds)

Conversational, first-person, no jargon. Sound like something I would actually say. Include one moment of direct address.

Stay close to the words I actually used. Restructure for flow but do not rewrite my voice.

What comes after these three

These prompts are the foundation. If you want to go further, the Advanced AI OS is the full system — weekly content, email sequences, lead gen, all running from one operating structure. Available inside FlowStateOps.

Questions? Hit reply to the email you got. I actually read them.