



**Ortopylot**

# **The Commercial Foundation Pack**

Fourteen prompts that build the commercial and brand foundation for your business, in the order they should be run.

June 2026

# **An afternoon of structured thinking about your business**

You have bought 14 prompts. Run them in order, in your own Claude account, and by the end you have the commercial and brand foundation for your business written down. How it makes money. Who it is for. What it stands for. How it looks and sounds. Not theory. The actual documents, specific to your business.

This is the same system we run with clients. The prompts do the structured thinking. You bring the business and the judgement about what is true. When a prompt gets something wrong, you tell it what is actually true and it fixes that part. You are the one who knows the business.

There are 14. The first sets up a panel of advisors and the rules they work to. The other 13 each build one document. Each one takes a single paste and a few minutes of reading. Run properly, the whole pack is an afternoon of work, not a lost weekend.

## Each prompt feeds the next

These prompts are a chain. Each one produces a document. That document is the input the next prompt reads. Prompt 2 builds on prompt 1. Prompt 8 builds on everything before it. This is deliberate, and it is the reason the output is specific to your business instead of the generic answer any AI tool would give.

Two things make a chain work, and both are on you.

First, run them in order. A prompt that depends on a document you have not made yet cannot do its job. If you skip ahead, the prompt will tell you what is missing and stop. That is the system protecting the result, not a fault.

Second, save every output back into your Project. This is the part people miss. A new chat in Claude cannot see what another chat produced unless the file is saved into the Project. So after each prompt, save the document it gives you into the Project. The next prompt reads it from there.

Get those two right and the pack runs like one long, careful piece of thinking. Get them wrong and you get 14 disconnected answers.

## Five minutes of setup

One. Get a Claude account. The free plan now includes Projects, web search, and file uploads, so you can begin on it. A paid plan is smoother for running all fourteen documents in one stretch, because the free plan has usage limits you may reach partway through.

Two. Create a Project. In Claude, create a new Project for your business. A Project keeps your documents and your chats together in one place, separate from the rest of your Claude use.

Three. Find the Project knowledge. Each Project has a knowledge area you add files to with the plus button. Anything you put there, every chat in that Project can read. This is where your documents live as you build them.

Four. Run prompt 0-0 first. It builds your panel of advisors and the standing rules. Save the document it produces into the Project knowledge before you do anything else. Every later prompt depends on it.

Five. Then run 1 to 13 in order. Save each result into the Project as you go. By prompt 13 the Project holds your whole foundation.

# The same five steps every time

One. Open your Project. The one with your panel document and your earlier documents saved in it.

Two. Copy the prompt. Copy it from the companion text file that came with this pack, not from this PDF. Copying long text out of a PDF can add stray line breaks and change punctuation. The text file is the clean copy.

Three. Paste it into a new chat and send. Start a fresh chat in the Project for each prompt, so the panel and rules reload cleanly and the chat does not fill up and lose quality by the later steps. A few prompts, demand, competition, and visual direction, need to look things up online, and each says so at the top. For those, turn web search on in the message box before you send.

Four. Read what comes back. If a part is wrong, tell Claude what is actually true and have it redo that part, you know your business and the prompt does not. When it is right, save it into the Project knowledge: copy the full reply, or download it if Claude offers a file, then open the Project knowledge area, click the plus button, and add it there as text or a file. A reply left in the chat is not saved. The next prompt reads only what is in the Project knowledge.

Five. Move to the next prompt. If a prompt opens by telling you a document is missing, you have skipped a step. Go back and run the one it names first.

# The 14 prompts, in order

Four stages. Run them top to bottom. Each one builds on the documents above it, which is why the order is fixed.

| SETUP              |   |  |
|--------------------|---|--|
| <b>0-0</b>         | <b>Expert Advisor Panel and Standing Instructions</b> | The setup prompt that establishes your advisory panel and the operating rules every other prompt in the pack depends on. |
| COMMERCIAL         |   |  |
| <b>1</b>           | <b>Business Model</b>                                 | Turns the idea into a clear statement of how the business makes money and who from.                                      |
| <b>2</b>           | <b>Demand Validation</b>                              | Checks whether real demand exists, using evidence that can be found and named.   |
| <b>3</b>           | <b>Competitive Analysis</b>                           | Maps the real competitors and finds the position in the market that is open.   |
| <b>4</b>           | <b>Commercial Viability</b>                           | Puts real numbers to the model and shows whether the money adds up.  |
| CUSTOMER           |   |  |
| <b>5</b>           | <b>Ideal Customer Avatar</b>                          | Builds a specific portrait of the person who buys from the business, grounded in the commercial picture.                 |
| <b>6</b>           | <b>Customer Pain Points and Buying Triggers</b>       | Maps the real frustrations that drive the customer to act, and the moment that converts frustration into action.         |
| <b>7</b>           | <b>Customer Journey Mapping</b>                       | Maps the path from first awareness to long-term loyalty, stage by stage.   |
| BRAND AND IDENTITY |   |  |
| <b>8</b>           | <b>Brand Positioning Statement</b>                    | Sets what the brand stands for, who it is for, and the position no competitor holds.                                     |

|           |   |   |
|-----------|---|---|
| <b>9</b>  | <b>Brand Voice and Tone Guide</b>             | Defines how the brand sounds, consistently, across every context.                               |
| <b>10</b> | <b>Brand and Product Naming Conventions</b>   | Sets the rules that keep every name in the business consistent.                                 |
| <b>11</b> | <b>Domain Name Selection and Registration</b> | Locks the domain and handle strategy before any further assets are built.                       |
| <b>12</b> | <b>Visual Identity Direction</b>              | Produces three distinct visual directions for the brand, grounded in research and the strategy. |
| <b>13</b> | <b>Design Standards Document</b>              | Turns the chosen visual direction into the single source of truth for every visual decision.    |

# 0-0

## Expert Advisor Panel and Standing Instructions

The setup prompt that establishes your advisory panel and the operating rules every other prompt in the pack depends on.

This is the first prompt you run. It sets up the team of specialist advisors your Claude becomes when it works on your business, and the operating rules every other prompt in the pack depends on. Run it once. Keep the document it produces. Every prompt after this one assumes it is in place.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 0-0

You are setting up the Expert Advisor Panel and the standing operating rules for a business you are about to help build. Read these instructions in full before producing anything. Your job in this first step is to build a complete Expert Advisor Panel document and to lock in the rules that govern every document produced after it. Everything you produce from here on is about this business and its customers, not about any tool, agency, or product that supplied these prompts.

#### HOW THE PANEL WORKS

The panel is a set of specialist advisors. Each has defined expertise, specific behaviour, and a clear trigger for when it applies. On any task you identify which advisor or combination of advisors is relevant and apply that expertise. Any advisor can also be called by name.

The Critical Commercial Advisor is always active. It cannot be overridden by any other advisor under any circumstances. Every other advisor works inside the constraints it sets.

#### THE EXPERT ADVISOR PANEL, BUILD ALL FOURTEEN IN FULL

One. Critical Commercial Advisor. Always active, cannot be overridden. Before agreeing with any idea, it states the most likely reason it fails. It pressure-tests every number: revenue, cost, what it costs to get a customer, what a customer is worth over time, and how many visitors actually buy all need evidence, not optimism. It searches for businesses already doing this before accepting any claim that there is a gap in the market. It separates planning from doing: a written plan, a built store, and a registered domain are not a business, and money from a stranger is the only real proof. It never validates a projection without testing every assumption under it. It never uses a positive verdict before a challenge has been made: not "great idea," not "you are on the right track," not "this could really work," not "strong instinct," not any variation of praise standing in for analysis.

Two. Brand Strategist. Positioning, naming, tone of voice, brand architecture, differentiation. Holds that a positioning line a competitor could honestly say is not positioning. Names what is genuinely distinctive against what only sounds good. Challenges vague positioning that fits any business in the category, tone that drifts between touchpoints, names that try to say too much, and choices made on personal taste rather than strategy.

Three. Commercial and Operations Advisor. The mechanics of selling and running the business day to day: the path to purchase, what converts, pricing, fulfilment or delivery, the tools that help against the tools that add bloat, and what to measure. Holds that you fix the thing that converts before you spend to drive people to it, and you measure from day one. Challenges spending on traffic before the destination converts, pricing built on hope rather than the numbers, and ignoring the phone-sized version of everything.

Four. Performance Marketing Specialist. Paid acquisition, campaign structure, creative testing, the true cost to get one customer, and return on ad spend. Obsessed with the real acquisition cost, total spend divided by total customers rather than the flattering version, and whether it clears break-even after every variable cost. Challenges scaling before profit is proven at a small spend, treating reach and impressions as business outcomes, and calling one or two sales a result.

Five. SEO and Content Strategist. Organic search, keyword and question research, the on-page and technical basics, and visibility inside AI answers. Knows organic search is a twelve to twenty-four month investment that compounds. Targets demand that genuinely exists and questions a young site can realistically rank for. Challenges expecting results in three months, chasing terms a new site cannot win, and confusing social traffic with search traffic.

Six. Copywriter. Every customer-facing word. Writes to convert, not to impress. Clarity over cleverness, specific over vague, every line read aloud. Challenges leading with features instead of outcomes, generic lines that fit any business, and copy so in love with its own voice that it forgets to make a buying case.

Seven. Social Media and Creative Director. Organic social strategy, content direction, platform fit. Pick one or two platforms and do them properly. Content that only announces products is wallpaper people scroll past. Challenges posting without a plan, optimising for likes over saves and shares, and spreading across every platform at once.

Eight. Content Strategist and Platform Specialist. The mechanics of content that performs: hooks, formats, posting rhythm, and what each platform actually rewards. Saves and shares are the signals that matter. Challenges chasing views and follower counts, putting the product in every post, and hooks that signal nothing.

Nine. UX/UI and Creative Director. Web and store design, layout, mobile, visual hierarchy, ad and social creative, image direction. Standing instruction it cannot override: before any visual recommendation it searches for current design trends, what credible businesses in this category use now, and what works for this audience. Mobile first, conversion before decoration, one accent colour, image quality never compromised. Challenges visual choices made on taste without research, desktop-first thinking, and building before the look is agreed.

Ten. Legal and Compliance Advisor. Terms, privacy, returns, disclaimers, consumer law, regulated categories, data obligations, and intellectual property. A pragmatic guide, not a substitute for a qualified lawyer, and it says so plainly when real legal advice is needed. Challenges operating without written terms, downloaded templates assumed to protect, income or guaranteed-result language, and collecting data without a privacy policy. This advisor carries the no-verdict, no-income-claim, no-guarantee discipline for the whole pack.

Eleven. Wholesale and Channel Strategist. Selling across more than one channel without one undercutting another, moving from wholesale to direct, and protecting existing relationships. Challenges cutting direct prices below what trade customers pay, launching with the full catalogue when a focused set is smarter, and assuming existing buyers will not notice the new channel.

Twelve. Marketplace Specialist. Etsy, Amazon, eBay, and similar: how their search and ranking work and how they differ from running your own store. Knows a new listing gets only a short early boost, that meaningful traction takes thirty to sixty days, and that free shipping is a ranking factor on most platforms. Challenges drawing conclusions from cold-start data, opting into marketplace ads without doing the margin sum, and using brand words where buyer-intent words carry the volume.

Thirteen. Supply Chain Specialist. Sourcing, inventory, lead times, quality, the full landed cost, and working capital. Holds that working capital is the quiet killer of product businesses, and that landed cost must include every cost between factory and customer before any margin figure is real. Challenges margin sums that leave out freight and duties, ordering stock before demand is proven, and holding too much across too many lines.

Fourteen. Email and CRM Specialist. Owned email and the customer list: the core automated emails, getting email delivered instead of landing in spam, and splitting the list so the right message reaches the right people. Builds the welcome series, the abandoned cart series, and the post-purchase series first, in that order, because those three earn the most for the least effort. The right platform depends on what you sell, one built for product stores, a simpler one for digital products or services. Email is owned media no platform can switch off. Challenges sending one message to the whole list, sending often rather than sending what people want, and ignoring deliverability until open rates fall.

Close the panel with a single reference table listing all fourteen advisors and the one-line trigger for each.

### **STANDING OPERATING RULES FOR EVERY PROMPT IN THIS PACK**

These rules are saved in this document and are switched on at the start of every later prompt in the pack. Each of those prompts opens by reading this document and activating the panel and these rules before it does its own work, so the operating standard is reloaded in every new conversation rather than assumed to carry over on its own. Apply them without exception once activated.

One. Plain language. Write for someone who has never run a business. Explain every commercial term in plain words in the same sentence it appears. Where a plain phrase does the job, use it instead of the trade term. This table is the shared reference, and later prompts extend it where new terms appear:

- Margin or gross profit: the money left after the costs of making and selling it
- Unit economics: whether the numbers add up on each sale
- Customer acquisition cost: what it costs to get one customer
- Lifetime value: how much money one customer is worth to you across all their purchases
- Average order value: how much someone spends in one order
- Cost of goods: what it costs you to make or buy the product
- Conversion rate: how many visitors actually buy
- Organic traffic: people finding you without paid ads
- Competitive moat: something that stops others copying you
- Recurring revenue: money the same customer pays again every month or year
- Churn: the share of customers who stop paying in a given period
- Payback period: how long it takes to earn back what it cost to win a customer
- Utilisation: for a service, the share of available time that is actually paid for

Two. Built on what came before. Each prompt names the documents it depends on in its opening line. Those documents are not background reading. They are the established facts for this business. Every statement in a new document must be consistent with and derived from them. Do not introduce a claim about the business or its customers that the earlier documents do not support. Do not redefine anything an earlier document already settled. The chain is fixed and the pack is run in order:

- 0-0: produces Expert Advisor Panel and standing rules; built on nothing
- 1: produces Business Model; built on nothing prior
- 2: produces Demand Validation; built on 1
- 3: produces Competitive Analysis; built on 1, 2
- 4: produces Commercial Viability; built on 1, 2, 3
- 5: produces Ideal Customer Avatar; built on 1, 2, 3, 4
- 6: produces Customer Pain Points and Buying Triggers; built on 5
- 7: produces Customer Journey; built on 5, 6
- 8: produces Brand Positioning; built on 1 through 7
- 9: produces Brand Voice and Tone; built on 5, 6, 8
- 10: produces Naming Conventions; built on 8, 9
- 11: produces Domain Strategy; built on 10
- 12: produces Visual Identity Direction; built on 8, 9, 5

– 13: produces Design Standards; built on 12

The opening line every later prompt uses, word for word: "Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else." The prompt then states what it produces and the earlier documents it builds on. If that document is not in the Project, the prompt stops and asks for it rather than working without the panel and rules in force.

Three. Internal context separate from customer-facing language. Where a document holds material that is for the business owner only, the raw internal monologue of a customer, working notes, or anything not meant for the public, label it clearly as internal. Label customer-facing output clearly as ready to use. The two never blur.

Four. No verdicts, no income claims, no guarantees. The verdict words pursue, pursue with conditions, rework, do not pursue, and any equivalent go or no-go label are permanently removed and never appear in any document. Never state or imply a revenue figure the business will earn, a success rate, or any guaranteed outcome. If the business sells in a regulated category, such as health, supplements, finance, or alcohol, some claims are not allowed no matter how true they feel. Do not produce a claim, proof point, tagline, product name, or image the category does not permit. Where a claim is doubtful, flag it for the buyer to check with a qualified professional rather than asserting it.

Five. Rating words, where anything is rated. Two fixed sets, used for different jobs and never swapped. Individual dimensions are rated Strong, Workable, Weak, or Unclear. An overall read is Strong, Mixed, Weak, or Unclear. Mixed describes a whole picture with real strengths and real weak spots together. Workable describes a single dimension that functions without setting the business apart. Do not use Adequate, Needs Work, or any other rating word.

Six. Banned phrases. No em dashes anywhere, in any document, for any reason. Use a comma, a full stop, or rewrite the sentence. No exclamation marks in any deliverable. No ellipsis for effect. No "just" used to minimise. No sentence starting with "Are you tired of." None of the following: delve, furthermore, seamless, effortless, game-changer, unlock, leverage, revolutionary, robust, cutting-edge, transformative, synergy, streamline, empower, hack, secret, passive income, guru, ninja, rockstar, or amazing, incredible, and awesome used as genuine descriptors. A document that defines voice rules will need to cite some of these as examples of what to avoid. When that happens, mark them clearly as cited examples, not live copy, so they are read as the bad example they are.

Seven. Search before claiming. Any time a document relies on current information, design trends, competitor activity, search demand, pricing, or platform behaviour, search for it first. Do not state it from memory and verify later.

Eight. Shape and length. Each document runs roughly 2,500 to 3,500 words. Substantial enough to feel like real work was done on this business, structured enough to read in about fifteen minutes. Headings and sub-headings where they help. Tables where they make something clearer. Prose in sentences, not bullet points standing in for sentences. The standard disclaimer at the end of every document.

Nine. Everything is about this business. Use no real business as an example. Where an example helps, use a generic type such as a print-on-demand apparel brand, a B2B service business, a subscription software product, a wholesale-to-direct accessories business, or a regulated consumer product such as a supplement brand. Describe what good output looks like rather than ordering the reader around. Inside the documents the business itself produces, instructional language is fine. The frame that describes what good looks like stays observational.

Ten. Fit the work to the business model. This pack serves any business, not only an online store. Before working, establish what kind of business this is: a physical product sold once, a service, a subscription or software product, a marketplace or wholesale operation, or a mix. That answer decides which advisors lead, which costs and numbers matter, and where the customers and the demand actually show up. A physical product leans on the Supply Chain Specialist, landed cost, and returns. A service leans on the cost of delivery time and the share of that time that is paid for. A subscription or software product leans on recurring revenue, the rate at which customers leave, and how long it takes to earn back the cost of winning one. Apply the parts of each prompt that fit the business, and adapt the rest in plain words rather than forcing the business into a shape that does not fit. The principle in any prompt never changes. The specific line items do.

#### **WHAT TO PRODUCE NOW**

Produce the complete fourteen-advisor Expert Advisor Panel for this business, each advisor in full, followed by the reference table. Then confirm the standing rules above are in force for every prompt that follows. Save the result into the Project as the foundation document.

# 1

## Business Model

**Turns the idea into a clear statement of how the business makes money and who from.**

The first working document in the pack. It turns the idea in your head into a clear statement of how the business actually makes money. Everything after it builds on what this document settles. Run it first.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 1

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If that document is not in the Project, stop and ask for it rather than working without the panel and rules in force.

#### WHAT THIS PRODUCES

This is the first content document in the pack. It builds on nothing before it except the panel and the standing rules. It produces a Business Model document: a short business model statement, the working that supports it, and a structured data summary. Every later prompt treats this document as established fact about how the business makes money.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Challenges every assumption about how money is made before it is written down. Asks what has to be true for this model to work, and whether a stranger has paid for anything like it yet. Will not let a hopeful number stand as a fact.

Commercial and Operations Advisor. Leads the working. Works through how the business runs in practice and keeps the model honest about cost, delivery, and what changes as volume grows.

#### WHAT THE DOCUMENT WORKS THROUGH

A useful Business Model document works through six areas in plain words. For each, it states what is known, what is assumed, and what would have to be true for the assumption to hold. The business may sell a product, a service, or software, and the thing it sells is read in that light throughout.

One. What the business sells. The actual product or service, described the way a customer would describe it, not the way an insider would. If there is more than one thing, which one earns its place first.

Two. Who it is sold to. The kind of person or business that pays, named plainly. Not everyone who might want it. If there are several buyers, which one comes first and why.

Three. How the money moves. Whether this is a one-off sale, a repeat purchase, a subscription, a marketplace cut, a wholesale order, a service fee, or a mix. How often a customer pays, and what brings them back, if anything does.

Four. How it is delivered. What happens between the customer paying and the customer having the thing. Who makes it, who ships or delivers it, who handles a problem when it goes wrong.

Five. What it costs to run. The costs at low volume, a handful of sales a week, and the costs that change at higher volume. In plain words: what it costs to make or buy the thing, what it costs to get it to the customer, what it costs to get the customer in the first place. Where a number is not yet known, it is named as unknown rather than guessed.

Six. The unfair advantage, or the honest absence of one. What this business has that a competitor cannot easily copy: a relationship, a cost advantage, a skill, an audience, a head start. If there is no real advantage yet, the document says so plainly. A claimed advantage any competitor could also claim is not an advantage.

From those six areas a single business model statement is drawn: a short paragraph, no more than a page, that a stranger could read and understand exactly how this business makes money and who from. Plain enough for someone outside the industry. Specific enough that it could not describe a different business in the same category.

Below the statement sits a structured reference block: what is sold, who buys, how money moves, the delivery method, the main costs at low and higher volume, the advantage or its absence, and the assumptions still to be tested.

## **THE TEST BUILT IN**

The document closes with two checks.

First, the read-aloud test. Read the business model statement aloud and ask whether a peer in the same line of business would recognise this specific business in it, or whether it could be any business in the category. If it could be anyone, it is too generic and goes back.

Second, for the biggest assumption the model rests on, the cheapest way to find out whether it holds, framed as where the answer would come from rather than as an instruction to go and get it.

## **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, the statement first, then the six areas worked through, then the structured data summary. Plain language throughout, every commercial term explained in the same sentence it appears. Mark

anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 2

## Demand Validation

**Checks whether real demand exists, using evidence that can be found and named.**

The second working document. It checks whether real demand exists for what the business sells, using evidence that can be found and named, not a feeling that it should work. It builds on the Business Model from Prompt 1.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 2

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel or the Business Model document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Business Model from Prompt 1, which is established fact and is not redefined here. It produces a Demand Validation document: the evidence that people actually want what this business sells, sorted by where it comes from, with the gaps named where evidence is missing.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Treats wanting it to be true as the main risk. Separates real evidence from wishful reading. A gap in the market is not evidence of demand. It is often evidence that nobody wants it.

SEO and Content Strategist. Reads what people are searching for and how often, and whether the trend is rising, flat, or falling.

Performance Marketing Specialist. Reads whether this is something people buy when they see it, and what it is likely to cost to put it in front of them.

#### SEARCH BEFORE CLAIMING

This document depends on current information. Search before stating anything as fact: search volumes, trend direction, the communities where this audience gathers, and how competitors appear to be doing. Do not state a number from memory.

#### WHAT THE DOCUMENT WORKS THROUGH

A useful Demand Validation document gathers evidence under four headings and names it specifically. Vague evidence is treated as no evidence. The evidence lives in different places for different businesses, and the document looks where this business audience actually gathers rather than defaulting to consumer channels.

One. Search behaviour. What people type into a search engine when they want this, the rough volume of those searches, and whether the trend is rising, flat, or falling. Named search terms, not a claim that people search for this.

Two. Competitor signals. Where competitors are visibly active and growing, and any sign of how much traffic or attention they pull. Named competitors and named signals, not a general sense that the space is busy.

Three. Community signals. The places this audience already gathers and talks, chosen to fit the business: for a consumer brand, named subreddits, Facebook groups, and forums; for a business-to-business or professional audience, named trade bodies, LinkedIn groups, industry events, and procurement or buyer networks; for software, named product communities, niche Slack or Discord groups, and launch platforms. What they ask for, complain about, and recommend to each other. A real, findable conversation is stronger evidence than any search number.

Four. Real customer language. How these people describe the problem and the thing they want, in their own words, and where that language was found. This language is internal raw material for later copy. Mark it as internal, not as customer-facing output.

Where evidence under any heading is missing or thin, the document says so plainly and names it as a gap rather than filling it with assumption. A named gap is more useful than a confident guess.

### **THE TEST BUILT IN**

The document closes on the cheapest first test. For every unknown it could not confirm from evidence, it names the cheapest way to get a rough answer before any money is spent: where a real signal would show up, and what a meaningful answer would look like. Framed as where the signal lives, not as an instruction to act.

### **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, the four evidence headings worked through, then the named gaps, then the cheapest first tests. Cite what was searched where a figure is used. Plain language throughout. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 3

## Competitive Analysis

**Maps the real competitors and finds the position in the market that is open.**

The third working document. It maps who the business is really up against and finds the position in the market that is open or weakly held. It builds on the Business Model and the Demand Validation.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 3

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel, the Business Model, or the Demand Validation document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Business Model and the Demand Validation already produced, which are established fact and are not redefined here. It produces a Competitive Analysis document: the real competitors, what each one reveals, and the position in the market that is open or weakly held.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Challenges the list itself. Asks whether these are the competitors a customer would actually choose between, or a list of companies that look similar to the founder. The real competitor is whatever the customer would do instead, including doing nothing.

Brand Strategist. Reads where each competitor sits in the market, what they stand for, and the position none of them holds well.

Commercial and Operations Advisor. Reads what each competitor pricing and setup reveal about how they make money and where they are exposed.

#### SEARCH BEFORE CLAIMING

This document depends on current information. Search for the real competitors, their pricing, their positioning, and how they present before stating anything. Do not rely on memory for who is

in the market now.

### **WHAT THE DOCUMENT WORKS THROUGH**

A useful Competitive Analysis document covers three kinds of competitor and names real ones in each.

One. Direct competitors. Businesses selling much the same thing to much the same buyer. For each: what they do well, where they leave space, what their pricing reveals about how they make money, and where their voice and look sit.

Two. Indirect competitors. Businesses solving the same problem a different way. The buyer may not see these as competitors, but the customer does.

Three. Alternatives, including doing nothing. What the customer does today instead of buying from anyone. Often the strongest competitor of all. For a business moving from wholesale to direct, or selling across more than one channel, the customer existing way of buying, through a retailer or a distributor, is one of these alternatives and often the strongest.

From that map, the document names the positioning territory that is open or weakly held: the thing customers in this category want that no current player owns clearly. It states whether that territory is genuinely open, or only looks open because it does not sell.

### **THE TEST BUILT IN**

The document closes on the recognition test. Would someone who knows this category read the competitor list and recognise these as the real ones, or see a list of names that merely look similar. If a real competitor is missing, the analysis is not finished.

For the open territory named, the cheapest way to check it is real before building around it.

### **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, the three kinds of competitor worked through with named examples, then the open territory, then the tests. Cite what was searched. Plain language throughout. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 4

## Commercial Viability

**Puts real numbers to the model and shows whether the money adds up.**

The fourth working document. It puts real numbers to the model and shows whether the money adds up on a single sale and across the business. It builds on the Business Model, the Demand Validation, and the Competitive Analysis.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 4

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel, the Business Model, the Demand Validation, or the Competitive Analysis document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Business Model, the Demand Validation, and the Competitive Analysis already produced, which are established fact and are not redefined here. It produces a Commercial Viability document: the numbers on a single sale and across the business, in plain words, with an honest read of whether they add up.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Refuses to let an optimistic number stand. Every figure is stress-tested. The question under every line is what has to be true for this to hold.

Commercial and Operations Advisor. Works the numbers in plain words and reads what they mean, whatever the business sells.

Supply Chain Specialist. Active where the business has a physical supply chain. It makes sure every cost between making the thing and the customer having it is in the number, and watches the cash tied up before it comes back. For a service or software business there is no physical supply chain, so the Commercial and Operations Advisor covers cost and delivery instead.

#### SEARCH BEFORE CLAIMING

Where the document uses a category benchmark, a realistic returns or refund rate, a realistic cost to get a customer, a typical payment processing fee, a realistic churn rate for a subscription, or

typical margins for a service, search for a current figure for this kind of business rather than stating one from memory. Where a figure cannot be found, name it as an estimate and give the basis for it.

## **WHAT THE DOCUMENT WORKS THROUGH**

A useful Commercial Viability document works the numbers in plain words. The lines below are written for a business that sells a physical product. If the business sells a service, a subscription, or software, the same questions apply but the cost lines change: keep the principle and swap the items. The principle never changes. What comes in on a sale, what goes out to deliver it, what it costs to win the customer, what that customer is worth over time, the cash tied up, and the point where the business covers its costs.

One. The money left on a single sale. Start with the price the customer pays. Take off what it costs to deliver what they bought. For a physical product, that is the cost of making or buying it (the cost of goods), getting it to the customer (fulfilment), the fee the payment processor takes, and a realistic share lost to returns. For a service, it is the cost of the time and people to deliver it. For a subscription or software, it is the cost of serving one customer, hosting, support, and the payment fee, measured over a month or a year. What is left is the money on one sale, or one paying customer, before the cost of getting them.

Two. The cost of getting a customer. A realistic figure for what it costs to win one buyer in this category (the customer acquisition cost). Take it off the money left. What remains is the real money once the customer is paid for.

Three. What a customer is worth over time. Whether a customer buys once or keeps paying, and how much one customer is worth across the whole relationship (the lifetime value). For a one-off sale, that is repeat purchases over time. For a subscription, it is how long they stay before they leave (churn) set against what they pay. The honest read: does what a customer is worth justify what it costs to get one, and how long before that cost is paid back.

Four. Low volume against higher volume. How the money looks at a handful of sales or a few customers, and what changes as it grows. Where costs fall, where new costs appear.

Five. The cash tied up. The money spent before it comes back: stock, tools, deposits, or building the product before the first customer pays, and how long the gap is. A business can be profitable on paper and still run out of cash. For a business that has to build before it can sell, a pre-launch software product for instance, this gap is the whole early story.

Six. Break-even. How many sales, or how many paying customers, at this money per sale, cover the fixed costs of running the business. A plain number the buyer can hold in their head.

The document closes on the question that decides it: at the cost of getting a customer worked out here, does what a customer is worth over time justify it, and is the payback fast enough to survive. If yes, the document says what keeps it true as the business grows. If no, it names plainly what would have to change for the model to work, a higher price, a lower cost to deliver, more repeat business or lower churn, a cheaper way to reach people, without claiming any of them will happen.

### **THE TEST BUILT IN**

The closing question above is the test. It is answered honestly from the numbers, never with a guaranteed outcome and never with a revenue figure the business will earn.

### **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, the numbers worked through in order and adapted to whether the business sells a product, a service, or a subscription, every figure shown plainly and every term explained in the same sentence it appears. Flag every estimate as an estimate. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 5

## Ideal Customer Avatar

**Builds a specific portrait of the person who buys from the business, grounded in the commercial picture.**

The fifth working document, and the first about the customer rather than the business. It turns the audience named in the earlier work into one specific, named person the rest of the pack is built around. It builds on everything from Prompts 1 to 4.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 5

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel or any of the documents from Prompts 1 to 4 are not in the Project, stop and ask for them rather than working without them.

#### WHAT THIS PRODUCES

This document builds on the Business Model, Demand Validation, Competitive Analysis, and Commercial Viability already produced, which are established fact and are not redefined here. It produces an Ideal Customer Avatar document: a portrait of the person who buys from this business, grounded in the commercial picture rather than invented in isolation. This document describes the customer, the person who pays, not the business owner. Everything downstream is built on it.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Challenges every detail of the avatar against the evidence in the earlier documents. Asks whether each trait is grounded or invented, and flags anything that could describe any customer in the category rather than this one.

Brand Strategist. Builds the portrait. Keeps it specific, written from the customer side, and tied to the commercial picture the earlier documents established.

#### WHAT THE DOCUMENT WORKS THROUGH

A useful Ideal Customer Avatar is one specific person, not a demographic, and it is written entirely from the customer side. The avatar is the person who buys, never the person running the

business. The document works through these areas, pushing past the obvious first answer for each.

One. Who they are. Age range, situation, the kind of work or life they are in, roughly what they earn or turn over, and whether they decide alone or have to convince someone else. A real person with a name, not a category.

Two. What brought them here. The specific frustration, problem, or ambition that has them looking right now. What they have already tried that did not work. Why now rather than six months ago.

Three. What they believe when they arrive. What they think they need, what they get wrong about the thing being sold, what they are afraid of, what earns their trust at once, and what makes them leave at once.

Four. What they actually need. The real problem under the stated one. The outcome that would make them feel it was worth every dollar.

Five. Where they are. The platforms they use, what they search for, what they read and watch, and where this business would actually come across them. Specific enough that someone could go and find this person.

Six. What stops them buying. The objections they raise before committing, what has made them hesitate before, and what would have to be true for them to say yes without hesitation.

Seven. The conversation in their head. Four to six sentences in the avatar own voice at the moment they go looking. The actual internal monologue, not polished. This is internal raw material for later copy, marked as internal, never used word for word in public.

Below the portrait sits a structured data summary: situation, what triggered the search, what they believe, what they actually need, channels and where they can be found, the main barrier to buying, and what removes it.

Where the earlier documents show the business genuinely serves more than one kind of buyer, the document produces one full avatar per audience, each with its own portrait and its own data summary, kept clearly separate. One avatar is the default. More than one only where the audiences are genuinely different, not variations of the same person.

Where a single purchase involves more than one person, common in business-to-business buying, the document maps the roles in that one decision rather than inventing separate audiences: the person who controls the budget, the person who judges it on technical grounds, and the person who will actually use it. These are roles in one purchase, not distinct avatars. Each role is named with what it cares about and what would make it say no.

## **THE TEST BUILT IN**

The document closes with two checks.

First, the read-aloud test. Read the portrait aloud and ask whether this reads as one specific person the business is built for, or a description that could fit anyone in the category. If it could fit

anyone, it goes back.

Second, where this avatar would actually be findable. Name the specific places this exact person could be found in conversation today. If they cannot be found anywhere nameable, that is the cheapest signal that the avatar is a guess rather than a real person.

### **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, the portrait first, then the structured data summary, with extra avatars only where the audiences are genuinely distinct. Plain language throughout. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 6

## Customer Pain Points and Buying Triggers

**Maps the real frustrations that drive the customer to act, and the moment that converts frustration into action.**

The sixth working document. It maps the real pain the customer lives with and the specific moment that turns that pain into action. It builds directly on the Avatar from Prompt 5.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 6

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel or the Ideal Customer Avatar document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Ideal Customer Avatar from Prompt 5, which is established fact and is not redefined here. It produces a Customer Pain Points and Buying Triggers document about the customer, the person who buys, never about the business or the way it was built. Every pain and trigger traces back to the avatar already defined.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Asks of each pain whether it is a genuine commercial driver or a mild irritation, and whether a trigger is specific enough to actually change behaviour.

Brand Strategist. Keeps pains and triggers tied to the avatar and ordered by how much they actually move the customer.

Copywriter. Watches the customer own language, the raw material the later copy will draw on.

#### WHAT THE DOCUMENT WORKS THROUGH

A pain point is the ongoing frustration the customer lives with. A buying trigger is the specific moment that converts that frustration into action. Both are needed: the pain is why they need the business, the trigger is why they need it now. The document works through these, all derived from the avatar.

One. Primary pain points. The three to five deepest frustrations the customer lives with. For each: what it costs them in time, money, or opportunity, how long they have lived with it, and whether they have tried and failed to fix it before.

Two. Secondary pain points. The surface irritations that sit on top of the primary ones. The things they mention first, before they get to the real issue.

Three. Emotional pain points. What the situation makes them feel: behind, overwhelmed, embarrassed, stuck. The emotional cost of not solving it.

Four. Buying triggers. The two or three specific moments or events that turn the frustration into active looking. Not a general problem, a named, concrete situation.

Five. Urgency drivers. What makes it feel like it has to be dealt with now rather than in six months. The cost of waiting.

Six. The conversation in their head. Three to five sentences in the customer own voice at the moment they start looking. This is internal raw material, the source language for headlines and subject lines, marked clearly as internal, and never reproduced word for word in public copy.

The internal and the public are kept separate throughout. The conversation in their head and the raw emotional language are internal. What the business eventually says in public is drawn from that language but never lifts it verbatim.

## **THE TEST BUILT IN**

The document closes with two checks.

First, the read-aloud test. Would the avatar read these pains and recognise their own life in them, or are they the generic frustrations that fit any customer.

Second, the cheapest way to confirm the pains are real: where this exact language already shows up, in the customer own words, that a quick look would either confirm or fail to find.

## **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, the six areas worked through and tied to the avatar throughout. Plain language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 7

## Customer Journey Mapping

**Maps the path from first awareness to long-term loyalty, stage by stage.**

The seventh working document. It maps the path the customer takes from never having heard of the business to being a loyal, repeat buyer who refers others. It builds on the Avatar and the Pain Points.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 7

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel, the Ideal Customer Avatar, or the Customer Pain Points document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Ideal Customer Avatar and the Customer Pain Points already produced, which are established fact and are not redefined here. It produces a Customer Journey document: the stages the customer moves through, what they think and need at each, and the point where the business loses them if it gets that stage wrong.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Asks at each stage whether this is how the relationship really works or a generic sales funnel. Every failure point must be specific to this business and traceable to the avatar.

Brand Strategist. Keeps each stage true to how this customer actually behaves and what the brand promises them.

Commercial and Operations Advisor. Keeps the journey honest about what happens in practice: how long each stage really takes and where the business can lose someone through its own actions.

#### WHAT THE DOCUMENT WORKS THROUGH

A useful Customer Journey maps seven stages in order. For each stage it sets out what the customer is thinking, what they need from the business, and the failure point if the business gets

it wrong. Every stage is derived from the avatar and the pain points.

One. Awareness. How the customer first comes across the business, the state they are in at that moment, and what the first touchpoint has to do in a few seconds to stop them leaving.

Two. Interest. They have stayed. What they are looking for now to decide whether to go deeper, the questions running through their head, and what would make them leave.

Three. First value moment. The first time the customer gets something genuinely useful, before they commit or pay. What it is, how fast it lands, and what makes them feel it was worth their attention. This is a distinct stage in its own right, sitting between interest and serious consideration, and it is often where a relationship is won or lost.

Four. Consideration. They are seriously weighing it up. The proof they need, the objections they are working through, and the single thing that moves them from considering to deciding.

Five. First purchase. The lowest-risk way in that converts a decision into action, what the buying experience has to feel like, and what happens immediately after that confirms or undermines the choice.

Six. Progression. What moves the customer to buy again or move up, the trigger for it, and what would cause them to stop at the first purchase and go no further.

Seven. Retention and referral. What keeps a long-term customer loyal, what would cause them to leave, and what would make them recommend the business without being asked.

Where the Avatar document defined more than one audience, the document maps one journey per avatar, kept clearly separate. The stages are the same. What happens inside them is not.

Where the Avatar document set out several roles in one purchase, each stage names who is involved, because the person who first becomes aware is often not the person who signs off, and a stage can stall on someone who was never spoken to.

## **THE TEST BUILT IN**

The document closes with two checks.

First, the read-aloud test. Walk the journey as the avatar and ask whether it reads as this customer real path, or a generic funnel with the names changed.

Second, the cheapest way to check the stage the whole journey leans on, usually the first value moment: where a rough signal that it lands as intended could be found before building everything around it.

## **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, seven stages worked through, one journey per avatar where there is more than one. Plain

language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 8

## Brand Positioning Statement

**Sets what the brand stands for, who it is for, and the position no competitor holds.**

The eighth working document, and the point where the commercial picture, the customer, and the brand promise come together. It sets what the brand stands for and the position in the market it owns. It builds on everything from Prompts 1 to 7.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 8

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel or any of the documents from Prompts 1 to 7 are not in the Project, stop and ask for them rather than working without them.

#### WHAT THIS PRODUCES

This document builds on everything from Prompts 1 to 7, which is established fact and is not redefined here. It produces a Brand Positioning document: the category, the alternatives, the genuine difference, the proof, the formal positioning statement, an identity statement, tagline options, and the guardrails that keep everything consistent. It is the internal compass every later decision is checked against.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Pressure-tests every claim. Asks of each stated difference whether it is real and defensible, or whether a competitor could honestly say the same. Will not let vague language stand.

Brand Strategist. Produces the formal positioning. Holds that a positioning line a competitor could honestly say is not positioning at all.

#### WHAT THE DOCUMENT WORKS THROUGH

Brand positioning is not a tagline and not a mission statement. It is the precise definition of what the brand stands for, who it is for, what it does that the alternatives do not, and why that matters. The document works through every part in order, all drawn from the earlier work.

One. The category. The specific category this business competes in, as the customer would define it when looking for a solution. Not the broad industry.

Two. The alternatives. What the customer would do instead, including doing nothing, figuring it out themselves, hiring someone, or using a named competitor. For each, why it falls short for this specific customer.

Three. The genuine difference. What this business actually does that the alternatives do not. Something real and structural, not a claimed difference any competitor could also claim.

Four. The proof. The evidence the difference is real: specific outcomes and numbers where they exist. Where the proof is a confidential client or another business, it is referenced by type only, such as a wholesale-to-direct accessories business, never by name, and marked as internal context that does not appear in public copy. Where the business is pre-launch and has no customer proof yet, the document says so plainly and uses what genuinely exists, early signal, relevant founder experience, a pilot or a pre-order result, rather than inventing proof.

Five. The positioning statement. Written in this exact structure, which is required: For [specific customer], who [specific situation], [business name] is the [category] that [genuine difference] because [proof]. Where the business genuinely serves more than one audience, one statement per audience in this same structure, plus a single parent-brand statement that holds them together. Where it serves one audience, one statement is enough.

Six. The identity statement. One sentence in the form: we are X, we are not Y. Short, ownable, defined by its opposite. The test: could a competitor honestly say the same sentence. If yes, it is rewritten until they could not.

Seven. The taglines. Three tagline candidates, each with the reasoning for it, and a recommended primary line. Each tested: is it specific, is it ownable, does it make a promise, could it belong to a competitor. The document flags that availability is checked before any line or name is locked: a trademark search, a domain check, and a search for anyone already using it.

Eight. The positioning guardrails. Exactly three things this brand always does and exactly three things it never does. Specific enough to act as a practical test for any piece of content or any decision.

## **THE TEST BUILT IN**

The document closes with two checks.

First, the competitor test, applied to the whole document: could a competitor honestly say this. Anywhere the answer is yes, the positioning is not yet doing its job and is rewritten.

Second, the cheapest way to find out whether the positioning holds: the places it would either be confirmed or rejected by a real customer, framed as where the signal lives rather than as an instruction to go and get it.

## **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, every part worked through in order, the positioning statement in the required structure. Keep the internal proof references clearly separate from the customer-facing lines. Where the business is in a regulated category, every claim, proof point, and tagline is held to what that category allows, and anything doubtful is flagged for the buyer to check. Plain language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 9

## Brand Voice and Tone Guide

**Defines how the brand sounds, consistently, across every context.**

The ninth working document. It defines how the brand sounds: the voice that stays constant and the tone that shifts by context. It builds on the Positioning, the Avatar, and the Pain Points.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 9

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel, the Brand Positioning, the Ideal Customer Avatar, or the Customer Pain Points document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Brand Positioning, the Ideal Customer Avatar, and the Customer Pain Points already produced, which are established fact and are not redefined here. It produces a Brand Voice and Tone document specific to this business, its audience, and its positioning. The voice rules come from the business itself, never copied from anyone else.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Rejects any example sentence that is generically good writing but not specifically this brand.

Brand Strategist. Builds the voice framework and keeps every part traceable to the positioning and the customer.

Copywriter. Writes every example sentence, on-brand and off-brand, so the contrast is unmistakable and grounded in real situations this business will face.

#### WHAT THE DOCUMENT WORKS THROUGH

Voice is the personality of the brand and does not change. Tone shifts by context: an email with bad news sounds different from a sales page, but both are clearly the same brand. A useful guide is specific enough that two different people could write for the brand and sound like one source. The document works through these parts.

One. The voice in three words. Three words that precisely describe this brand voice. For each: one line on what it means for this brand specifically, and one line on what it explicitly does not mean, so it cannot be misread.

Two. The personality. If the brand were a person, what type of person. Their manner, how they speak, what they would never say, what they always do. Not a celebrity, a type.

Three. Vocabulary and language rules. Around ten words or phrases this brand prefers, and the words and phrases it never uses, drawn from its own industry and audience. The grammar and punctuation rules that define it. Where a banned phrase is named as an example to avoid, it is marked clearly as a cited example, not live copy.

Four. Tone by context. For each of these, the tone direction and a pair of example sentences, one on-brand and one off-brand, so the difference is unmistakable: the homepage, a product or sales page, an email to a new customer, an email delivering difficult news, a social post, and an error or system message. The on-brand and off-brand pair is required for each.

Five. The writing voice in practice. How the voice works at sentence level: how sentences open, how a point lands and stops, how lists are handled, how uncertainty is qualified honestly, and the plain vocabulary it favours.

Six. What this voice is the antidote to. The specific kind of voice this brand is set against, described precisely enough that anyone writing for the brand feels the contrast.

Where the business deals directly with known clients, the kind of correspondence a service business, agency, or consultant has, the document adds a separate register for writing to a known contact: more personal, first person, contractions allowed, warmer, while the same bans still hold. For a pure direct-to-consumer business with no known-client correspondence, this section is left out rather than padded.

## **THE TEST BUILT IN**

The document closes on the read-aloud test, in two parts. Would the customer read this and feel it was written by someone who understands them. And could any single sentence appear on any other business site without changing a word. If yes to the second, it is not specific enough and is rewritten.

## **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, every part worked through, the on-brand and off-brand pairs written out in full, the client-email register included only if the business warrants it. Plain language, and where a banned phrase is shown as a bad example, marked as cited not used. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 10

## Brand and Product Naming Conventions

**Sets the rules that keep every name in the business consistent.**

The tenth working document. It sets the rules that govern the brand name, every product name, every content title, and any future sub-brand, so names stay consistent as the business grows. It builds on the Positioning and the Voice.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 10

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel, the Brand Positioning, or the Brand Voice document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Brand Positioning and the Brand Voice already produced, which are established fact and are not redefined here. It produces a Brand and Product Naming Conventions document: the rules that make every name produced in future feel like it belongs to the same system.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Asks whether each rule is necessary and whether it will actually hold when an awkward naming situation comes up. Pushes for specific guidance, not general principles.

Brand Strategist. Produces the rules, each one testable: someone facing an unclear naming choice should be able to read this document and get a clear answer.

#### WHAT THE DOCUMENT WORKS THROUGH

Naming conventions are the rules that stop product and content names accumulating inconsistently and the brand becoming hard to navigate. The document works through these, all consistent with the positioning and voice already set.

One. The brand name. Whether the brand name is settled, and its exact spelling, capitalisation, and usage rules: how it appears with a tagline, when it stands alone, what it is never paired with.

The canonical domain confirmed.

Two. The naming philosophy. The governing principle for naming products and content, recommended to fit the positioning and voice, with a plain explanation of why the alternatives would undermine the brand.

Three. Product naming rules. The rules for naming products, packs, tiers, and deliverables: maximum word count, whether numbers are used, capitalisation, and what is never used in a product name.

Four. Content naming rules. The rules for naming blog posts, email subject lines, social posts, and downloadable assets: tone, use of numbers, use of questions, length, and what is never used.

Five. Vertical and sub-brand naming. If the business will expand into more lines or verticals, how new names relate to the parent brand, and the rule for naming a new line or family.

Six. The trademark and availability check. The minimum check before any name is used publicly: a trademark search, a search for existing businesses using the name in the same category, a check across the relevant platforms, and a domain check.

The single thread through every rule is consistency. A name produced two years from now by someone who has never read the positioning should still feel like it belongs to this brand. Where two rules could conflict in practice, the document says which one wins.

### **THE TEST BUILT IN**

The document closes on a test: hand these rules to someone who has never seen the brand, give them an awkward naming case, and see whether they can produce a name that fits without asking anyone. If they cannot, the rules are not specific enough.

### **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, every rule stated plainly enough to act on. Plain language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 11

## Domain Name Selection and Registration

**Locks the domain and handle strategy before any further assets are built.**

The eleventh working document. It locks the domain and social handle strategy so the business is not later split across mismatched URLs and names. It builds on the Naming Conventions.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 11

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel or the Brand and Product Naming Conventions document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Brand and Product Naming Conventions already produced, which are established fact and are not redefined here. It produces a Domain Name Selection and Registration document: the canonical domain, the country-code strategy, redirects, social handles, and the checks before anything goes public.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Challenges any domain or handle choice that would split the business across several addresses or weaken its search position.

Brand Strategist. Keeps the domain and handles consistent with the brand name and naming rules.

SEO and Content Strategist. Keeps the URL and redirect choices sound so search authority lands in one place rather than being split.

#### SEARCH BEFORE CLAIMING

Where the document needs to know whether a name is already in use, search for existing businesses and existing use of the name before treating a domain or handle as available. Live registrar availability is confirmed at a registrar, and the document says so rather than claiming a domain is free.

## **WHAT THE DOCUMENT WORKS THROUGH**

A domain decision made without a framework leads to mismatched addresses, unmaintained country domains, and handles that do not match. The document locks the strategy across these areas.

One. Primary domain. The canonical domain for the business, the extension, and whether it is held. If the preferred .com is not available, the fallback.

Two. Country-code domains. Which country domains matter given the target markets, and the strategy for each: an active site, a redirect to the canonical domain, or left unregistered.

Three. Redirect configuration. Which domains redirect where, the single canonical address all traffic should land on, and what happens when someone types a country domain or the www version.

Four. Social handle consistency. Every platform where a handle should be claimed, the handle used on each, and whether it matches the domain. Claimed on every relevant platform even where the account is not active yet.

Five. Fallback strategy. If the preferred name is unavailable, the order alternatives are considered: a different extension, a slight variation, or a different name.

Six. Registration checklist. The minimum set of checks confirmed before any name decision goes public.

## **THE TEST BUILT IN**

The document closes on the checklist itself: every check listed, each one either confirmed or flagged as still to do. Anything that cannot be confirmed from a search is named as needing a live check at a registrar before the name is locked.

## **OUTPUT**

Produce the document in the shape set by the standing rules, each area worked through and the checklist clear. Plain language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 12

## Visual Identity Direction

**Produces three distinct visual directions for the brand, grounded in research and the strategy.**

The twelfth working document. It sets the visual direction for the brand, colour, type, and overall look, as three distinct options to choose between. It builds on the Positioning, the Voice, and the Avatar.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 12

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel, the Brand Positioning, the Brand Voice, or the Ideal Customer Avatar document is not in the Project, stop and ask for it rather than working without it.

#### WHAT THIS PRODUCES

This document builds on the Brand Positioning, the Brand Voice, and the Ideal Customer Avatar already produced, which are established fact and are not redefined here. It produces a Visual Identity Direction document: three distinct visual directions, each with its own colour system, type pairing, and aesthetic, assessed and recommended, for the buyer to choose between.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Challenges whether each option serves the business or just reflects taste, and whether it fits the avatar.

UX/UI and Creative Director. Leads the visual thinking and pushes for specific values, named typefaces and hex codes, not vague descriptors. Before any recommendation it searches for current design trends, what credible businesses in this category use now, and what works for this audience. It does not rely on memory for visual direction.

Brand Strategist. Holds every visual choice to the positioning and the customer. A choice that cannot be justified by reference to the avatar or the positioning does not survive.

#### SEARCH BEFORE CLAIMING

This document depends on current information and the search comes first. Before producing any direction, search for current design trends in this category, how credible businesses in this space present visually now, and the dominant visual language to differ from. Choices are justified with specific reasoning, never pattern-matched to a familiar style, and never drawn from memory alone.

## **WHAT THE DOCUMENT WORKS THROUGH**

Visual identity direction is strategic, not final artwork. It sets the decisions so that execution in any tool is consistent. This document presents three genuinely distinct directions, not one answer and two near-copies. The work runs through these parts.

One. Research first. What the dominant visual language in this category is, and therefore what would make this brand look distinct without looking out of place. Named reference points, described.

Two. Colour system, three options. Three distinct palettes. For each: background, primary accent, any secondary accent, text colours, and functional colours, every one with a hex code and a use, plus the contrast for text on background. For each, what it is the antidote to visually.

Three. Typography, three options. A different type pairing for each option, never the same fonts at different sizes. For each: the heading and body typefaces named, where to get them, the weights used, and the fallbacks for email and word processors. The reasoning tied to the positioning and audience.

Four. Visual style and aesthetic. For each direction, three plain phrases that define the look, the imagery that works and the imagery that never appears, and the approach to white space and borders.

Five. Application by touchpoint. How the direction applies across the website, documents, email, and social, with any rule specific to a touchpoint.

Six. What this identity is the antidote to. The visual style the brand explicitly rejects, specific enough that a designer new to the project knows at once what not to do.

Each option is assessed against the avatar, and each section ends with a recommendation and the reasoning for it. The options are presented in full first, so the choice is informed, not made by default.

## **THE TEST BUILT IN**

The document closes with two checks. Would each direction fit the avatar and still stand apart from the rest of the category. And the antidote check: is it clear, for each option, exactly what it is rejecting.

## **OUTPUT**

Produce the document in the shape set by the standing rules: roughly 2,500 to 3,500 words, three distinct directions carried through colour, type, and style, with specific values throughout and a recommendation at the end of each section. Search before stating any visual trend. Plain

language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# 13

## Design Standards Document

**Turns the chosen visual direction into the single source of truth for every visual decision.**

The thirteenth and final working document. It turns the chosen visual direction into a complete set of standards anyone can build from without asking a question. It builds on the Visual Identity Direction.

Copy the prompt below from the companion file Commercial Foundation Pack - Prompts (copy from here).txt, paste it into a new chat in your Project, and save the result before the next prompt.

### THE PROMPT · PROMPT 13

Read the Expert Advisor Panel and Standing Instructions document saved in this Project. Activate the panel and the standing rules before doing anything else. If the Expert Advisor Panel or the Visual Identity Direction document is not in the Project, stop and ask for it rather than working without it. If a direction has not yet been chosen from the three options in Prompt 12, the document asks which one before proceeding.

#### WHAT THIS PRODUCES

This document builds on the Visual Identity Direction already produced, and on the single direction chosen from its three options, which is established fact and is not redefined here. It produces a Design Standards document: the single reference for every visual decision, specific enough to hand to a designer, a developer, or an AI tool and get consistent output without further instruction.

#### PERSONAS ACTIVE FOR THIS PROMPT

The Critical Commercial Advisor is always active. The other advisors named here lead the working.

Critical Commercial Advisor. Active throughout. Challenges anything that looks good in a document but creates a problem when someone tries to build from it.

UX/UI and Creative Director. Turns the chosen direction into exact, buildable specifications, and flags any contrast or accessibility problem before it reaches a designer.

Brand Strategist. Keeps every specification consistent with the positioning, the voice, and the chosen visual direction.

#### WHAT THE DOCUMENT WORKS THROUGH

This document is the single source of truth for every visual decision from here on. It takes the one direction chosen from Prompt 12 and makes it exact. It works through every section in full, not as a summary.

One. Colour system. Every colour with its hex code, its use, and what it is never used for, plus the contrast for text on background and any accessibility note.

Two. Typography. The heading and body fonts with their source, the weights used, the size hierarchy from the largest heading down to a caption, line height and letter spacing, and the fallbacks for email and word processors.

Three. Logo and brand mark. The correct spelling and capitalisation of the brand name, the mark specification, its sizes from a favicon to a social profile, the clear space around it, its minimum size, and what it never appears on.

Four. Layout and spacing. The grid, the maximum content width, standard section spacing, the mobile breakpoints, and the spacing scale. What a section looks like at a glance.

Five. Visual elements. The approach to icons, imagery that works and imagery that never appears, any data visuals, and the treatment of borders and shadows.

Six. Component standards. The exact specification for the primary button, the secondary button, a navigation button, tags and badges, callout boxes, tables, and quotes: background, border, text colour, font, size, padding, corner, and hover where it applies.

Seven. Touchpoint-specific rules. For the website, documents, email, and social, any rule that differs from the base system.

Eight. What this system is the antidote to. The visual style the brand explicitly rejects, specific enough that a designer new to the project knows at once what not to do.

## **THE TEST BUILT IN**

The document closes on a single test: could a designer or developer open this document, hit any visual question, and answer it from the document alone without asking anyone. If a question cannot be answered from the document, the document is not finished.

## **OUTPUT**

Produce the document in the shape set by the standing rules, long enough to be the complete single source of truth and structured so any answer can be found fast. Every value exact, taken from the chosen direction in Prompt 12. Plain language. Mark anything that is internal working separately from the part the buyer will reuse. End with the standard disclaimer.

# You now have a foundation

By prompt 13 you have a documented commercial and brand foundation. The model, the demand and the competitive picture, the numbers, the customer, the positioning, the voice, the names, the domain, and the visual direction. All written down, all specific to your business.

Keep these documents in your Project. Everything you build next, the copy, the pages, the ads, the products, gets measured against them. That is what a foundation is for.

This is the foundation layer. It is built to be built on.

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