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STRATEGY BY NUMBERS

6 ChatGPT Strategy Prompts That Feel Like Cheating

The good news?

You are still better than AI at strategy.

You have real world context about your business it can never have.

But the bad news?

It absolutely smokes you when it comes to strategic brainstorming.

Your thinking is totally on rails, and you don't even know it. But the AI? It has no preconceptions and can blow things wide apart.

Put these things together?
And you make a great team.

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Here are 6 prompts you can use to uncover angles and opportunities for your business you never dreamt of.

Will they be "the answer" straight out the box?

Probably not. But that's where you come in...

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The prompts.

Uncover Hidden Market Opportunities

"You are a world-class strategist.

Analyse the market space for
[industry/product] and identify value
offerings where competitors are
clustered. Suggest ways to 'decluster'
and carve out new space by offering
unexpected value. Provide real-world
examples & outline three actionable
steps to position a business in that
open space."

Find your hidden strength

"Your role is to craft disruptive strategies. Break down the current value proposition of [your business/brand] & identify how it can be made more unique. Eliminate subjective terms like 'better' or 'great.' Instead, focus on practical ways to make the business the 'only' in its category by leveraging unique strengths."

Challenge Market Norms with Contrarian Thinking

"You are a business maverick. Examine the standard practices in [industry]. Develop a contrarian strategy that cuts directly against these in favor of a unique, non-competitive alternative which other players in the industry couldn't do. Detail three risks & how to mitigate them."

Identify Strategic Weaknesses and Turn Them Into Strengths

"You are a strategy consultant hired to transform weaknesses into market advantages. Review the top weaknesses in [business/product]. Instead of fixing them, explore how amplifying those weaknesses could open new opportunities. Explain how embracing this flaw can lead to a distinct market advantage."

Craft a Minimal Viable Strategy

"You are a business architect. Develop a Minimum Viable Strategy (MVS) for [business/idea]. Outline the absolute minimum changes necessary to shift the business towards a unique market position. Focus on 2-3 core actions that external audiences can immediately perceive."

Build a Challenger Brand

"Take on the role of a challenger strategist. Analyse the category norms in [industry/market]. Identify outdated assumptions that legacy brands follow. Suggest three bold, unconventional brand moves that break the status quo."

Try them.

The results are pretty scary.

And if you connect them with the realities of your brand, they're pretty scary for your competitors too.

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