



STEAL THIS AUTOMATION

10 automations you can copy and run this week.

The automations Enterprise DNA runs on itself, written out so you can lift them. Every prompt, a setup checklist, and the map of how the tools connect.

1. MARKETING

Draft a Week of Social Posts From One Blog Post

Feed it one blog post, case study, or product update, and it writes a week of short posts shaped for each channel you use, keeping your voice and adding a soft call to action. You review and post, or schedule them.

Starter

About 3 Hours A Week

WHEN IT RUNS

Every Monday morning, or whenever you publish something new worth talking about.

THE STEPS

- 1 Paste your source.** Drop a blog post, a customer win, or a product note into the assistant.
- 2 Set the context.** Tell it your channels, your audience, and one line about your voice.
- 3 Ask for the week.** Request a week of posts, one per channel per day, each with a hook and a soft call to action.
- 4 Review and schedule.** Fix anything off-brand, then drop them into your scheduler.

THE PROMPTS

The week-of-posts writer

You are my social content writer. Voice: [ONE LINE, e.g. plain, practical, no hype].
Audience: [WHO, e.g. small business owners in New Zealand].
Channels I post to: [e.g. LinkedIn, Instagram, Facebook].

Source material:

"""

[PASTE YOUR BLOG POST, CASE STUDY, OR UPDATE]

"""

Write one week of posts (5 posting days). For each day and each channel, give me:

- a scroll-stopping first line
- 2 to 4 short lines of body
- one soft call to action

Keep it in my voice, no buzzwords, no em dashes. Number each post and label the channel.

This one works on its own. The pack adds a prompt that turns the same source into a short-form video script and an email version.

The short-form video script

Turn the same source material below into a 30 to 45 second short-form video script for [PLATFORM, e.g. Instagram Reels or TikTok].

Voice: [ONE LINE]. No buzzwords, no em dashes.

Source material:

"""

[PASTE THE SAME SOURCE]

"""

Give me:

- a hook line for the first 2 seconds
- 4 to 6 short spoken lines, one idea each
- an on-screen caption for each line
- a closing line with a soft call to action

The email version

Turn the same source below into a short email for my list. Voice: [ONE LINE]. Warm, useful, no buzzwords, no em dashes.

Source material:

""

[PASTE THE SAME SOURCE]

""

Give me:

- three subject line options
- a 120 to 160 word body that gives one clear takeaway
- one soft call to action at the end

HOW THE TOOLS CONNECT

- **A chat assistant.** Writes the posts (ChatGPT, Claude, or Gemini)
- **A scheduler.** Queues the posts (Buffer, Later, or your platform's native scheduler)
- **A connector.** Optional, runs it hands-free (Zapier or Make)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have a scheduler ready (Buffer, Later, or your platform's native scheduler).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Read every post before it goes out. Your voice is the point.

2. MARKETING

Reply to Every Google Review, On Brand

Paste in a review and it drafts a reply that sounds like you: thanks the good ones specifically, handles the critical ones calmly and offers to make it right, and never sounds like a template. You approve and post.

Starter

About 90 Minutes A Week

WHEN IT RUNS

Whenever a new review lands, or in one weekly batch.

THE STEPS

- 1 Copy the review.** Grab the review text and the star rating.
- 2 Set your tone.** Give the assistant your business name and one line on your tone.
- 3 Ask for a specific reply.** Request a reply that speaks to what the reviewer actually said.
- 4 Read and post.** Adjust anything, then post it.

THE PROMPTS

The review reply drafter

You write review replies for [BUSINESS NAME], a [WHAT YOU DO] in [CITY].
Tone: warm, specific, human. No corporate filler, no buzzwords, no em dashes.

Review (rating [X] out of 5):

""

[PASTE THE REVIEW]

""

Draft a reply that:

- thanks or acknowledges them by referring to the actual thing they mentioned
- if the rating is 3 or below, stays calm, takes responsibility where fair, and offers to make it right offline
- stays under 80 words and never sounds like a template

Give me two versions so I can pick one.

This one works on its own. The pack adds a version for handling a clearly unfair or fake review, and one for turning a five-star review into a testimonial request.

The unfair or fake review reply

You write review replies for [BUSINESS NAME]. Tone: calm, factual, professional. No buzzwords, no em dashes, never defensive.

This review looks unfair or possibly fake:

""

[PASTE THE REVIEW]

""

Draft a short public reply that:

- stays polite and factual
- gently notes we have no record of this experience, if that is true
- invites them to contact us directly so we can look into it
- never argues and never reveals private details

Keep it under 70 words.

The testimonial request

A customer left this five-star review for [BUSINESS NAME]:

""

[PASTE THE REVIEW]

""

Draft a short, warm reply that thanks them specifically, then a separate one-line follow-up message asking if they would be open to us sharing their words as a testimonial. No buzzwords, no em dashes.

HOW THE TOOLS CONNECT

- **A chat assistant.** Drafts the replies (ChatGPT, Claude, or Gemini)
- **Your review profile.** Where you post the reply (Google Business Profile, Trustpilot, or Facebook)
- **A connector.** Optional, pulls new reviews into a queue (Zapier or Make)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have your review profile ready (Google Business Profile, Trustpilot, or Facebook).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. A person approves every reply. A bad automated reply to a bad review makes it worse.

3. SALES

Research Every Lead Before the Call

Give it a name, a company, and a website, and it pulls together a short brief: what the business does, likely pain points, a recent signal worth mentioning, and three smart questions to open with. You skim it in the two minutes before the call.

Starter

About 2 To 3 Hours A Week

WHEN IT RUNS

The night before, for every call on tomorrow's calendar. Or on demand before any call.

THE STEPS

- 1 **Give it the basics.** Hand the assistant the lead's name, company, and website.
- 2 **Ask for the brief.** Request a one-page brief with the sections below.
- 3 **Flag one opener.** Have it surface one recent, specific thing you can open with.
- 4 **Skim before the call.** Bring one of the three suggested questions.

THE PROMPTS

The pre-call brief

Research this lead and give me a one-page pre-call brief. Be concrete, cite what you find, and say plainly if you cannot find something. No filler, no em dashes.

Lead: [NAME], [ROLE] at [COMPANY]

Website: [URL]

What I sell: [ONE LINE]

Brief sections:

1. What the business does, in two lines
2. Three likely pain points my offer could help with
3. One recent, specific signal (a hire, a launch, a post, a news mention) I can reference
4. Three sharp opening questions tailored to them
5. One thing to avoid saying

This one works on its own. The pack adds a prompt that turns the brief into a tailored follow-up email, and one that scores the lead's fit against your ideal customer.

The tailored follow-up email

Using the pre-call brief below, draft a short follow-up email to send after the call.

Warm, specific, low pressure. No buzzwords, no em dashes. My offer: [ONE LINE].

Brief:

"""

[PASTE THE BRIEF]

"""

Reference one concrete thing from the brief, restate the one problem I can help with, and end with a simple next step.

The fit score

Score this lead against my ideal customer. My ideal customer looks like: [DESCRIBE IN 2 TO 3 LINES].
No em dashes. Be honest, not generous.

Lead brief:

"""

[PASTE THE BRIEF]

"""

Give me: a fit score out of 10, the two strongest reasons it fits, the one biggest reason it might not, and whether to prioritise or park this lead.

HOW THE TOOLS CONNECT

- **A chat assistant with web access.** Does the research (ChatGPT with browsing, Claude, or Gemini)
- **Your calendar.** The trigger source (Google Calendar or Outlook)
- **A connector.** Optional, runs it for every booked call overnight (Zapier or Make)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT with browsing, Claude, or Gemini).
- ☐ Have your calendar ready (Google Calendar or Outlook).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Verify any fact you plan to quote. Web research can be wrong or out of date.

4. SALES

Follow Up With Leads Who Went Quiet

Point it at your list of leads who went cold, and it drafts a short, specific follow-up for each one, matched to where the conversation stopped. Not a generic just checking in, a real reason to reply. You review and send.

Intermediate

About 2 Hours A Week, And Deals That Would Otherwise Die

WHEN IT RUNS

Every Friday, for anyone with no reply in 7, 14, or 30 days.

THE STEPS

- 1 **List the quiet leads.** Export the leads with no reply and the date and topic of the last contact.
- 2 **Give it your offer.** Hand the assistant the list and one line on your offer.
- 3 **Ask for varied nudges.** Request one short, specific follow-up per lead, varied so they do not read as a mail-merge.
- 4 **Review and send.** Read each one, then send from your normal tool.

THE PROMPTS

The quiet-lead nudge writer

You write short sales follow-ups. Warm, specific, low pressure. No "just checking in", no buzzwords, no em dashes. My offer: [ONE LINE].

For each lead below, write a 3 to 5 line follow-up that gives a real reason to reply now, referencing where we left off. Vary the openings so they do not look like a template.

Leads (name | last contact date | what we last discussed | any known detail):

""

[PASTE 5 TO 20 ROWS]

""

Label each draft with the lead's name.

This one works on its own. The pack adds a three-step sequence (the nudge, the value-add, the graceful sign-off) and a version for re-engaging a past customer.

The three-step sequence

Write a three-message follow-up sequence for one stalled lead. No buzzwords, no em dashes. My offer: [ONE LINE]. Context: [WHERE WE LEFT OFF].

Give me:

1. The nudge, a short reminder with a real reason to reply
 2. The value-add, a message that shares one useful thing and asks nothing
 3. The graceful sign-off, a polite last message that leaves the door open
- Keep each under 5 lines.

The past-customer re-engagement

Write a warm re-engagement message for a past customer we have not spoken to in a while.

No buzzwords, no em dashes, no guilt. My business: [ONE LINE]. What they bought before: [ONE LINE].

Give me a short message that acknowledges the gap, shares one thing that is new or better, and offers an easy way to pick things back up.

HOW THE TOOLS CONNECT

- **A chat assistant.** Drafts the messages (ChatGPT, Claude, or Gemini)

- **Your CRM or a spreadsheet.** Holds the leads and last-contact dates (HubSpot, a Google Sheet, or Excel)
- **Your email or messaging tool.** Sends the follow-ups (Gmail or Outlook)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have your crm or a spreadsheet ready (HubSpot, a Google Sheet, or Excel).
- ☐ Have your email or messaging tool ready (Gmail or Outlook).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Keep a person approving sends. Automated outreach with no review is how you damage a relationship.

5. FINANCE

Chase Unpaid Invoices Automatically

Give it your overdue list and it writes the right chase message for each one, gentle for a few days late, firmer at 30 days, matched to the amount and the customer. You approve, and it sends or you send.

Intermediate

About 2 Hours A Week, And Faster Payment

WHEN IT RUNS

Every weekday at 9am, or the moment an invoice passes 7 days overdue.

THE STEPS

- 1 **Pull the overdue list.** Get the list of overdue invoices with customer, amount, and days overdue.
- 2 **Set the tone.** Give the assistant your business name and the tone you want.
- 3 **Ask for a chase per invoice.** Request one message per invoice, escalating politely by how overdue it is.
- 4 **Review and send.** Send them, and keep a copy of what went out.

THE PROMPTS

The chase-email drafter

You write invoice chase emails for [BUSINESS NAME]. Professional, warm, firm, never rude.
No buzzwords, no em dashes. Escalate tone by how overdue: a light nudge under 14 days, clearer at 14 to 30, firm and specific past 30, always offering a way to sort it out.

Overdue invoices (customer | invoice number | amount | days overdue):

"""

[PASTE YOUR OVERDUE LIST]

"""

For each, write a subject line and a short email. Reference the invoice number and amount.
Label each draft with the customer name and days overdue.

This one works on its own. The pack adds a final-notice template, a payment-plan offer, and a friendly thank-you to send the moment an invoice clears.

The final-notice template

Write a firm but professional final-notice email for a badly overdue invoice from [BUSINESS NAME].
No buzzwords, no em dashes, never threatening. Invoice: [NUMBER], amount [AMOUNT], now [DAYS] days overdue.

Make clear this is the last reminder before we pause work or escalate, state the exact amount and due date, and still offer a way to resolve it today.

The payment-plan offer

A customer has an overdue balance of [AMOUNT] with [BUSINESS NAME] and may be struggling to pay in full.
Write a warm, no-pressure email offering a simple payment plan. No buzzwords, no em dashes.

Suggest splitting the balance over [NUMBER] instalments, keep the tone understanding, and make it easy to say yes.

The paid thank-you

Write a short, friendly thank-you email to send the moment an invoice clears, for [BUSINESS NAME].
No buzzwords, no em dashes. Confirm the payment, thank them warmly, and leave the relationship on a good note.

HOW THE TOOLS CONNECT

- **A chat assistant.** Writes the messages (ChatGPT, Claude, or Gemini)
- **Your accounting tool.** Source of the overdue list (Xero, MYOB, or QuickBooks)
- **Your email.** Sends the chases (Gmail or Outlook)
- **A connector.** Optional, pulls overdue invoices and routes drafts for approval (Zapier or Make)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have your accounting tool ready (Xero, MYOB, or QuickBooks).
- ☐ Have your email ready (Gmail or Outlook).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Review the first week of drafts before letting anything send on its own. Getting a customer's name or amount wrong on a chase is costly.

6. FINANCE

Categorise and Flag Your Expenses

Paste an export of your transactions and it suggests a category for each, groups them, totals them, and flags anything odd, a duplicate, an unusually large charge, or something it cannot place, so your review is minutes, not hours.

Intermediate

About 3 Hours A Month

WHEN IT RUNS

Monthly at close, or weekly if you like to stay on top of it.

THE STEPS

- 1 **Export your transactions.** Get them into a spreadsheet with date, description, and amount.
- 2 **Give it your categories.** Hand the assistant your category list.
- 3 **Ask it to sort and flag.** Request a suggested category per row and a flag on anything that needs a human.
- 4 **Review and code.** Confirm the rest and code them in your accounting tool.

THE PROMPTS

The bookkeeping sorter

```
You are my bookkeeping assistant. Here are my categories: [LIST YOUR CATEGORIES].  
Rules: never invent a category, use "Needs review" if unsure, no em dashes.
```

```
Transactions (date | description | amount):  
""  
[PASTE YOUR EXPORT]  
""
```

```
Return a table with: date, description, amount, suggested category, and a Flag column.  
Flag anything that is a likely duplicate, unusually large for its category, or unclear.  
Then give me a short summary: total per category, and a list of everything flagged.
```

This one works on its own. The pack adds a prompt for spotting subscriptions you forgot you were paying for, and one for a plain-English month-end summary you can send yourself.

The forgotten-subscriptions finder

```
Look through these transactions for recurring charges, especially small ones that repeat monthly.  
No em dashes. List every likely subscription with the merchant, the amount, and how often it appears,  
and flag the ones I might have forgotten about or no longer use.
```

```
Transactions:  
""  
[PASTE YOUR EXPORT]  
""
```

The plain-English month-end summary

```
Write me a short, plain-English month-end summary from these categorised transactions.  
Only use the figures given, never invent a number, no em dashes.
```

```
Data:  
""  
[PASTE THE CATEGORISED TABLE]  
""
```

```
Give me: total spend, the three biggest categories, anything unusual this month versus a normal month, and one thing  
worth a closer look.
```

HOW THE TOOLS CONNECT

- **A chat assistant.** Does the sorting (ChatGPT, Claude, or Gemini)
- **A spreadsheet.** Holds the export (Google Sheets or Excel)
- **Your accounting tool.** Where the final coding lands (Xero, MYOB, or QuickBooks)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have a spreadsheet ready (Google Sheets or Excel).
- ☐ Have your accounting tool ready (Xero, MYOB, or QuickBooks).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. A person confirms the categories before they hit your books. Treat the suggestions as a first pass, not the final word.

7. OPS

Triage Your Inbox Every Morning

It reads the overnight inbox and hands you a short brief: the few things that genuinely need you today, the ones that can wait, and the noise you can archive. For the ones that need a reply, it can draft one. You start the day on the three things that matter, not on 60 unread.

Intermediate

About 45 Minutes A Day

WHEN IT RUNS

Every morning at 7am, before you open your inbox.

THE STEPS

- 1 **Pull the overnight list.** Gather the subject and sender of everything that arrived since yesterday.
- 2 **Set your priorities.** Give the assistant your priorities and who your important senders are.
- 3 **Ask for three groups.** Have it sort into needs you today, can wait, and noise, with a one-line why.
- 4 **Act and draft.** Act on the top few, and draft replies for the ones that need them.

THE PROMPTS

The inbox triage brief

```
You are my inbox triage assistant. My priorities today: [1 TO 3 THINGS].
People who always matter: [NAMES OR DOMAINS]. No em dashes, be blunt about what is noise.
```

```
Here is everything that arrived overnight (sender | subject | first line):
"""
[PASTE THE LIST]
"""
```

```
Give me three groups:
- NEEDS YOU TODAY: the few that genuinely need me, each with a one-line reason and a suggested next step
- CAN WAIT: worth seeing, not urgent
- NOISE: safe to archive
Keep NEEDS YOU TODAY to the real few. Do not pad it.
```

This one works on its own. The pack adds a reply-drafting prompt and a rule set for what should always be flagged versus always archived.

The reply drafter

```
Draft short replies for the emails I mark below. Match my usual tone: [ONE LINE]. No buzzwords, no em dashes.
Where a decision is needed, give me the reply plus a one-line note on what I am agreeing to.
```

```
Emails needing a reply:
"""
[PASTE SENDER, SUBJECT, AND THE KEY LINES]
"""
Label each draft with the sender.
```

The always-flag versus always-archive rules

```
Help me write a simple rule set my assistant can follow every morning. My work: [ONE LINE].
No em dashes. Ask me a few questions if you need to, then give me two clear lists:
- ALWAYS FLAG: senders, subjects, or phrases that must always reach me
- ALWAYS ARCHIVE: the noise that never needs me
Keep each list short and specific.
```

HOW THE TOOLS CONNECT

- **A chat assistant.** Summarises and drafts (ChatGPT, Claude, or Gemini)
- **Your email.** The source (Gmail or Outlook)
- **A connector.** Optional, pulls the overnight messages and posts the brief to you (Zapier or Make)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have your email ready (Gmail or Outlook).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Let the assistant sort and draft, but you decide what sends and what gets deleted. Do not auto-archive on trust alone in week one.

Turn Meeting Notes Into Actions and a Recap

Paste your notes or a transcript and it pulls out the decisions, the action items with an owner and a due date, and a clean recap email you can send to everyone who was in the room. No more what did we agree again.

Starter

About 90 Minutes A Week

WHEN IT RUNS

The moment a meeting ends, or on demand from a transcript.

THE STEPS

- 1 **Paste the notes.** Drop in your raw notes or the transcript.
- 2 **Add the attendees.** Give the assistant the attendee names.
- 3 **Ask for the output.** Request decisions, action items with owners and dates, and a recap email.
- 4 **Review and send.** Adjust owners and dates, then send.

THE PROMPTS

The notes-to-actions extractor

Turn these meeting notes into a clean output. No em dashes, no filler.

Attendees: [NAMES]

Notes / transcript:

"""

[PASTE YOUR NOTES OR TRANSCRIPT]

"""

Give me:

1. Decisions made (bullet list)
2. Action items, as a table: task | owner | due date (guess a sensible date if none was said, and mark it as a guess)
3. Open questions still unresolved
4. A short recap email I can send to the attendees, friendly and clear

This one works on its own. The pack adds a prompt that pushes the action items straight into a task list format, and a weekly roll-up of everything still open.

The task-list formatter

Take the action items below and format them so I can paste them straight into my task tool.

No em dashes. One line per task in the form: [] task, owner: NAME, due: DATE.

Action items:

"""

[PASTE THE ACTION ITEMS]

"""

The weekly open-items roll-up

Here are the open action items across my meetings this week (task | owner | due date | status):

"""

[PASTE THE ITEMS]

"""

Write a short weekly roll-up. No em dashes. Group by owner, flag anything overdue, and end with the two or three items most likely to slip.

HOW THE TOOLS CONNECT

- **A chat assistant.** Does the extraction (ChatGPT, Claude, or Gemini)
- **Your notes tool or a transcriber.** The source (Otter, Fireflies, or your call platform's transcript)
- **Your email.** Sends the recap (Gmail or Outlook)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have your notes tool or a transcriber ready (Otter, Fireflies, or your call platform's transcript).
- ☐ Have your email ready (Gmail or Outlook).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Check the owners and due dates before you send. A wrong owner on an action item causes real confusion.

9. DATA

Turn Your Spreadsheet Into a Weekly Dashboard

Feed it this week's numbers and last week's, and it writes the read a good analyst would: what moved, by how much, what is likely behind it, and the one or two things worth doing. Not a wall of charts, the story in the numbers.

Intermediate

About 2 Hours A Week

WHEN IT RUNS

Every Monday, on last week's export.

THE STEPS

- 1 **Export both periods.** Get this week's numbers and the prior period into a spreadsheet.
- 2 **Name the key metrics.** Give the assistant both, and tell it which metrics matter most.
- 3 **Ask for the read.** Request the week-over-week read: what changed, the likely why, and what to do.
- 4 **Sanity-check and share.** Check the numbers against the raw data, then share it.

THE PROMPTS

The weekly-read writer

You are my data analyst. Numbers are computed, not invented: only use the figures I give you, and never make up a number. No em dashes. Metrics that matter most: [LIST THEM].

This period:

"""

[PASTE THIS WEEK'S NUMBERS]

"""

Last period:

"""

[PASTE LAST WEEK'S NUMBERS]

"""

Write a short weekly read:

1. Headline: the single most important change, with the exact numbers
 2. What moved: each key metric, this vs last, the percentage change, up or down
 3. Likely why: your best read on what is behind the biggest moves, marked as a hypothesis
 4. Do next: one or two specific actions
- Keep it to what a busy owner would read in two minutes.

This one works on its own. The pack adds a prompt for spotting an anomaly worth investigating, and one for a month-over-month version.

The anomaly spotter

Look at the numbers below and find anything that looks off: a sudden spike, a drop, or a figure that does not fit the trend.

Only use the figures given, never invent a number, no em dashes.

Data:

"""

[PASTE THE NUMBERS]

"""

For each anomaly, give me: the metric, what changed with exact figures, and two plausible explanations to check, marked as hypotheses.

The month-over-month read

Write a month-over-month read from the two months of numbers below.

Only use the figures given, never invent a number, no em dashes. Key metrics: [LIST THEM].

This month:

""

[PASTE THIS MONTH]

""

Last month:

""

[PASTE LAST MONTH]

""

Give me a headline, the moves that matter with exact figures and percentages, the likely why as hypotheses, and one or two actions.

HOW THE TOOLS CONNECT

- **A chat assistant.** Writes the read (ChatGPT, Claude, or Gemini)
- **A spreadsheet.** Holds the data (Google Sheets or Excel)
- **A connector.** Optional, pulls the export and posts the read to your team channel (Zapier or Make)

SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT, Claude, or Gemini).
- ☐ Have a spreadsheet ready (Google Sheets or Excel).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. The assistant reads the numbers you give it. It should never invent a figure. Sanity-check the headline against the raw data before you share it.

10. DATA

Watch Your Competitors and Your Market

Give it your competitors and the topics you care about and it checks in each week: price changes, new offers, hires, launches, and market news, then hands you a short digest with the one or two things actually worth a reaction. You stay current without living on the internet.

Advanced

About 2 Hours A Week

WHEN IT RUNS

Every Monday morning.

THE STEPS

- 1 **List what to watch.** Name your competitors, their websites, and the topics you want watched.
- 2 **Ask for the last week.** Have the assistant check each for anything new in the last week.
- 3 **Get a cited digest.** Have it write a short digest with only what changed, and cite each item.
- 4 **Act on what matters.** Skim it, and act on the one or two things that count.

THE PROMPTS

The market-watch digest

You are my market-watch assistant. Check the last 7 days only, cite every claim with a link, and say plainly when you find nothing. Never pad the digest. No em dashes.

Competitors: [NAME + URL, ONE PER LINE]

Topics I care about: [E.G. pricing, new offers, hiring, regulation in my industry]

My business, for context: [ONE LINE]

Write a weekly digest:

1. What changed with each competitor (price, offer, launch, hire), each with a link, or "nothing found"
2. Two or three market or industry items worth knowing, each with a link
3. So what: the one or two things I should actually react to, and how

This one works on its own. The pack adds a prompt for a deeper one-competitor teardown, and a rule set for what counts as worth flagging versus noise.

The one-competitor teardown

Do a focused teardown of one competitor. Cite every claim with a link, say plainly what you cannot find, no em dashes.

Competitor: [NAME + URL]

My business, for context: [ONE LINE]

Give me: what they sell and to whom, their pricing if public, their main strengths, two clear gaps I could win on, and one thing they do that I should consider copying.

The worth-flagging rule set

Help me decide what is worth flagging in a weekly market watch versus what is noise. My business: [ONE LINE].

No em dashes. Give me two short lists:

- WORTH FLAGGING: the kinds of moves that genuinely change my decisions
- NOISE: the updates that look important but rarely matter

Keep it specific to my industry.

HOW THE TOOLS CONNECT

- **A chat assistant with web access.** Does the scanning (ChatGPT with browsing, Claude, or Gemini)
- **A watch list.** Your competitors and topics (A short list you keep in a note or spreadsheet)
- **A connector plus a scheduler.** Optional, runs it weekly and posts the digest to you (Zapier or Make, plus your team channel)

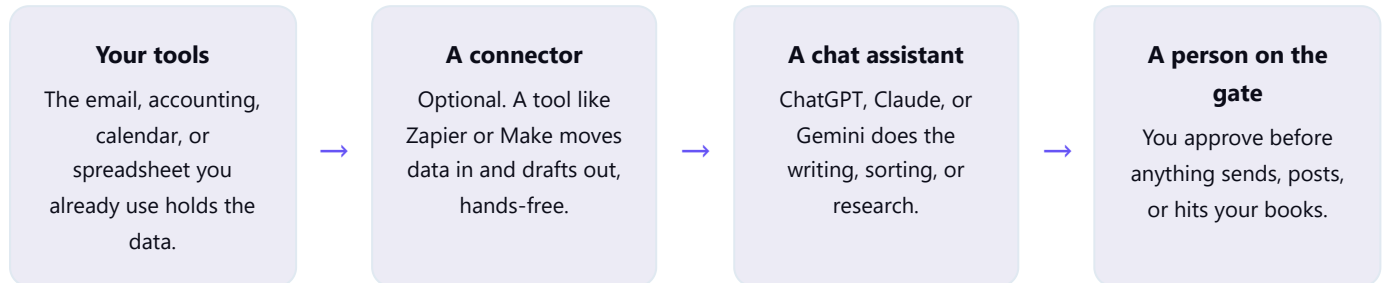
SETUP CHECKLIST

- ☐ Choose your chat assistant (ChatGPT with browsing, Claude, or Gemini).
- ☐ Have a watch list ready (A short list you keep in a note or spreadsheet).
- ☐ Copy the prompt and fill every placeholder written in [BRACKETS].
- ☐ Run it, then read the output end to end before you use it.
- ☐ Keep a person on the gate: approve before anything sends or posts.

Keep a person on the gate. Web results can be wrong or dated. Verify anything before you make a decision or repeat it publicly.

How the tools connect

Every recipe in this pack is the same shape. A chat assistant does the thinking. Your own tools hold the data and do the sending. A person stays on the gate and approves before anything goes out.



Start by hand: copy a prompt and run it yourself. When a recipe earns its place, add a connector so it runs on a schedule, and keep the approval step. That last step is what keeps automation safe.



Copy them, or have them built for you.

You can lift every recipe here and run it by hand. Or Enterprise DNA builds them into your Omni Command Centre, wired to your tools, running on their own, with a person on the gate before anything sends.

[Book a call](#)

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