



MARKETING FOUNDATION BRIEF

AI Systems for Small Business
Chapter 4 Worksheet

This worksheet guides you through building the four strategic assets that form your marketing foundation. Work through each section using AI as your thinking partner. By the end, you'll have a completed Marketing Foundation Brief that feeds every chapter from here forward.

Time estimate: 1–2 hours across all four sections.

How to use this: For each section, open an AI conversation, use the suggested prompt to start, and work through the questions collaboratively. Capture your key outputs in the spaces provided. Save your full AI conversation outputs separately as reference material.

Section 1: Competitive Analysis

Use this section to map your competitive landscape. The goal isn't a list of competitors. It's an understanding of what the market looks like, what messaging is overused, and where the gaps are.

Suggested prompt:

“Acting as a marketing strategist specializing in competitive analysis, I want to understand my competitive landscape. I'm going to describe my business and my market. Before we start building anything, ask me whatever questions you need to give me the most useful analysis possible.”

Key Competitors (name and what they're known for)



Common Messaging Themes (what everyone in your market is saying)

Market Gaps and Opportunities (what's NOT being addressed)

Your Clearest Differentiators (based on the analysis)

Section 2: Buyer Persona

Go deeper than demographics. The goal is to understand how your ideal customer thinks, what they're afraid of, what they've tried before, and what language they use to describe their problem.

Suggested prompt:

“Acting as a customer research specialist, I want to build a detailed buyer persona for my business. I want to go well beyond demographics into motivations, fears, objections, and decision-making patterns. Before we start building, ask me whatever questions you need to make this as accurate and useful as possible.”



Demographics (age range, role, business type, etc.)

Core Problem (what keeps them up at night)

Fears and Objections (what makes them hesitate)

What They've Already Tried (and why it didn't work)

Language They Use (how they describe their problem in their own words)



Brand Personality Match (Hallmark Channel or action movie? Warm or polished?)

Section 3: Positioning and Messaging

Feed your competitive analysis and persona into this conversation. Your positioning statement should be specific enough that it could only apply to your business.

Suggested prompt:

“Acting as a brand positioning strategist, help me develop a clear positioning statement and messaging framework for my business. Here’s my competitive analysis and buyer persona. [Paste your outputs from Sections 1 and 2.] Before we start crafting, ask me any additional questions you need.”

Positioning Statement (who you serve, what you do, how you’re different, why it matters)

Core Message: One-Sentence Version

Core Message: One-Paragraph Version (with proof points)



Pressure-Test Notes (weakest claims, likely objections, what a skeptic would say)

Section 4: Brand Voice Guide

Gather 3–5 writing samples that represent your authentic voice (blog posts, emails, social media) and load them into the conversation.

Suggested prompt:

“Acting as a brand voice analyst, review these writing samples and identify the consistent patterns in tone, vocabulary, sentence structure, and personality. Then produce a brand voice guide that I can use to ensure all future content matches this voice.”

Tone (authoritative or approachable? serious or lighthearted? where on the spectrum?)

Vocabulary (words you use, words you avoid, phrases that are distinctly yours)



Personality (if your brand were a person in a room, how would they come across?)

Voice Guardrails (what your brand NEVER sounds like)

Your Marketing Foundation Brief: Summary

Once you've completed all four sections, combine your outputs into a single document. This becomes the strategic asset you'll reference throughout the rest of this book and throughout your AI-assisted workflows.

Review cadence:

Competitive analysis: Quarterly

Buyer persona: Every 6 months

Positioning and messaging: When you notice disconnect between messaging and market response

Brand voice: Annually or when expanding your team/content output

For more resources and tools:
fistbumpmedia.com/ai-for-business