The Content Marketing Blueprint Training Prompts

**Analyze Market Trends**

Is the **[content marketing training]** industry in the U.S. for **[small businesses]** growing or declining. Please provide overall growth, reasons for growth, whether there is a slowdown and cite and sources and include any resources.

**Analyze Specific Trends**

Can you identify any specific trends that are driving market expansion?

**Analyze Untapped Niches**

What are the untapped niches?

**Develop Customer Persona Profile**

Act as an expert marketing strategist with a focus on **[content marketing training for small businesses]** and create a detailed customer persona for [**small business that’s provide a service who want to create compelling content that generate leads].** Consider their specific pain points, goals, demographics, fears, questions, preferences, interests, where they get their information, and behavior patterns based on your market research. Exclude any general information about **[content marketing not specific to small businesses that provides a service].** Present the persona in a structured format with clear headings for each category.

Use CHATGPT TO CREATE SURVEY

You are an expert in market research and customer persona development. Help me create a comprehensive set of survey questions to better understand my ideal customers. I run a content marketing training business that helps small business owners who provide a service, achieve generate leads, grow their business. I want to conduct a survey to gain deeper insights into my customers’ needs, preferences, challenges, and decision-making process.

Please provide a structured list of survey questions that cover key areas such as demographics (e.g., age, gender, business size, industry, location), pain points and challenges (e.g., biggest struggles related to my industry), buying behavior (e.g., how they currently solve their problem, what influences their purchasing decisions), preferred content and engagement (e.g., where they consume information, what content they find valuable), pricing sensitivity and decision-making process (e.g., what factors affect their willingness to buy, budget considerations), and feedback on existing solutions (e.g., what they like/dislike about current options in the market).

Ensure the questions are clear, engaging, and designed to elicit detailed, actionable responses. The survey should be easy to complete, keeping respondents engaged while gathering meaningful insights. Format the response with section titles such as "Demographics" and "Buying Behavior," followed by a structured list of questions under each section. Avoid overly complex or leading questions—ensure they are unbiased and designed for objective responses."