



42 WORKFLOWS / 7 SYSTEMS

THE D2C FOUNDER OPERATING SYSTEM

42 Prompts D2C Founders Must Know

Turn scattered AI chats into a reusable operating system for understanding customers, building offers, creating campaigns and learning from results



42

Evidence boundary

WHAT THIS GUIDE IS

A workflow system for recurring D2C decisions. Each card combines the job, required context, a finished prompt, worked example, quality gate and next action.

WHAT IT IS NOT

It is not legal, financial or advertising approval. AI output remains a draft until an accountable person verifies evidence, policy, arithmetic and platform requirements.

EXAMPLE BOUNDARY

Nivasa Home is fictional. Its sample prices, interviews, product facts and results are teaching material - not market evidence or customer proof.

UPDATES

Edition 2026.1 was reviewed 2026-08-17. Minor corrections stay in this edition; substantial rewrites receive a new edition and upgrade path.

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How to use one workflow

01 / PREPARE

Update the Business Context File and gather only the inputs named on the card. Do not ask the model to guess missing facts.

02 / RUN

Paste the context, then the master prompt. Answer no more than the high-leverage clarifying questions. Use the fallback only for a fast first pass.

03 / INSPECT

Apply the quality checks, verify consequential facts at their sources and log corrections. A polished draft can still fail the job.

04 / CONTINUE

Complete the stated next action. Promote repeated corrections into the Context File, examples, approved claims or workflow itself.

Business Context File / minimum viable version

BRAND AND CUSTOMER

Verified brand facts; primary audience and trigger; the customer job; positioning; voice do/don't examples.

PRODUCT AND CLAIMS

Current products, price, availability, specifications, approved claims with evidence and prohibited claims awaiting evidence.

CHANNELS AND CONSTRAINTS

Active channels; delivery and return facts; budget, inventory, team and regulatory constraints; named approval owners.

TRUTH HYGIENE

Separate fact, interpretation, hypothesis and unknown. Add an owner and last-reviewed date. Never include secrets or unnecessary personal data.

Build the Business Context File

A compact, reusable source of truth that improves every later workflow

CONTEXT REQUIRED

- brand_facts
- audience
- products
- positioning
- voice
- approved_claims
- prohibited_claims
- channels
- constraints

INPUTS

- Verified brand and product facts
- Current customer and channel knowledge
- Claims, policies and operating constraints

MASTER PROMPT / COPY AND ADAPT

You are the operating partner for a direct-to-consumer brand. Your job is to help a founder make a usable decision, not to produce generic marketing prose.

BUSINESS CONTEXT

Use only the supplied Business Context File. Treat missing facts as unknown. Label every assumption and never invent product performance, customer proof, certifications, scarcity or legal claims.

JOB

Transform the supplied facts into a structured Business Context File. Preserve source wording for approved claims, identify conflicts and leave unknown fields blank.

INPUTS

- Verified brand and product facts
- Current customer and channel knowledge
- Claims, policies and operating constraints

METHOD

1. Restate the decision in one sentence.
2. Separate evidence, interpretation and assumptions.
3. Complete the analysis required for this job.
4. Produce the deliverable in the exact requested structure.
5. End with the next action, owner and earliest useful measurement.

REQUIRED OUTPUT

Brand facts; audience; product table; positioning; voice do/don't examples; approved and prohibited claims; channels; constraints; unknowns; last-reviewed date.

QUALITY GATE

- Facts, hypotheses and unknowns are visibly separated
- Every sensitive claim has an evidence reference
- File is short enough to paste into a new AI session

If information is missing, ask no more than three high-leverage questions, then provide a clearly labelled provisional version.

Example, checks and next action

COMPACT FALLBACK PROMPT

Using the supplied brand facts only, complete this D2C job: Build the Business Context File. Deliver: A compact, reusable source of truth that improves every later workflow. Mark unknowns and assumptions, avoid unsupported claims, and finish with one recommended next action plus a quality checklist.

WORKED EXAMPLE / NIVASA HOME

Input

Nivasa sells one INR 1,299 organiser. Washable claim is tested. Recycled-cotton percentage awaits certificate.

Provisional output

Approved: washable per care test dated 12 Aug. Prohibited pending evidence: '70% recycled cotton'. Unknown: repeat-purchase window.

COMMON FAILURE

Filling gaps with plausible copy and quietly turning guesses into brand facts.

QUALITY CHECKS

- Facts, hypotheses and unknowns are visibly separated
- Every sensitive claim has an evidence reference
- File is short enough to paste into a new AI session

NEXT ACTION

Assign one owner and review the file whenever product, policy or positioning changes.

Safety

- Do not include passwords, payment data or unnecessary personal customer data.

Source 1 Source 2 Reviewed 2026-08-17

02

Customer intelligence

Convert customer language and market evidence into choices - without turning anecdotes into truth.

Mine customer reviews

A traceable language bank of pains, outcomes, objections and proof

CONTEXT REQUIRED

- products
- audience
- approved_claims

INPUTS

- Anonymised first-party reviews
- Public competitor reviews with URLs
- Date range and product scope

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JOB

Code review evidence without blending sources. Extract exact short phrases, recurring themes, counter-evidence and confidence.

INPUTS

- Anonymised first-party reviews
- Public competitor reviews with URLs
- Date range and product scope

METHOD

1. Restate the decision in one sentence.
2. Separate evidence, interpretation and assumptions.
3. Complete the analysis required for this job.
4. Produce the deliverable in the exact requested structure.
5. End with the next action, owner and earliest useful measurement.

REQUIRED OUTPUT

Theme table; frequency; short verbatim phrase; source; stage of journey; implication; counter-signal; five copy inputs-not finished claims.

QUALITY GATE

- Every quote is traceable
- Frequency and sample size are visible
- Negative and contradictory evidence is retained

If information is missing, ask no more than three high-leverage questions, then provide a clearly labelled provisional version.

Example, checks and next action

COMPACT FALLBACK PROMPT

Using the supplied brand facts only, complete this D2C job: Mine customer reviews. Deliver: A traceable language bank of pains, outcomes, objections and proof. Mark unknowns and assumptions, avoid unsupported claims, and finish with one recommended next action plus a quality checklist.

WORKED EXAMPLE / NIVASA HOME

Input

27 organiser reviews; 11 mention clearing the dining table and 5 mention soft sides collapsing.

Provisional output

Strong job language: 'clear the table in one trip.' Product risk: structure. Do not claim 'holds its shape' until validated.

COMMON FAILURE

Using a handful of vivid comments as if they represent the entire market.

QUALITY CHECKS

- Every quote is traceable
- Frequency and sample size are visible
- Negative and contradictory evidence is retained

NEXT ACTION

Add validated language to the insight bank and route product risks to the owner.

Safety

- Anonymise private reviews and respect platform terms for public data.

Source 1 Source 2 Reviewed 2026-08-17

03

Product and offer

Make the product, position, price and page cohere around one customer job.

Design a product bundle

A customer-journey bundle with clear incremental value and margin logic

CONTEXT REQUIRED

- products
- audience
- operating_constraints

INPUTS

- Products and attach-rate history
- Jobs customers complete together
- Inventory, shipping and margin constraints

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BUSINESS CONTEXT

Use only the supplied Business Context File. Treat missing facts as unknown. Label every assumption and never invent product performance, customer proof, certifications, scarcity or legal claims.

JOB

Generate bundle hypotheses around one customer journey. Reject combinations that merely clear stock or create confusing choice.

INPUTS

- Products and attach-rate history
- Jobs customers complete together
- Inventory, shipping and margin constraints

METHOD

1. Restate the decision in one sentence.
2. Separate evidence, interpretation and assumptions.
3. Complete the analysis required for this job.
4. Produce the deliverable in the exact requested structure.
5. End with the next action, owner and earliest useful measurement.

REQUIRED OUTPUT

Bundle job; included products; sequence of use; incremental value; price logic; margin; cannibalisation risk; test design.

QUALITY GATE

- One journey explains all items
- Standalone and bundle economics are compared
- Cannibalisation and inventory risk are stated

If information is missing, ask no more than three high-leverage questions, then provide a clearly labelled provisional version.

Example, checks and next action

COMPACT FALLBACK PROMPT

Using the supplied brand facts only, complete this D2C job: Design a product bundle. Deliver: A customer-journey bundle with clear incremental value and margin logic. Mark unknowns and assumptions, avoid unsupported claims, and finish with one recommended next action plus a quality checklist.

WORKED EXAMPLE / NIVASA HOME

Input

Organiser plus cable pouch and washable desk mat.

Provisional output

Remote-work reset bundle: carry, connect, clear. Test INR 1,899 vs individual INR 2,147; verify shipping weight and whether mat increases the same job's completion.

COMMON FAILURE

Bundling three unrelated items because the arithmetic permits a discount.

QUALITY CHECKS

- One journey explains all items
- Standalone and bundle economics are compared
- Cannibalisation and inventory risk are stated

NEXT ACTION

Prototype the bundle page and test comprehension before committing packaging inventory.

Safety

- Reference prices must reflect genuine separately available prices.

Source 1 Source 2 Reviewed 2026-08-17

04

Campaign and creative

Build testable angles and production-ready assets that preserve claim truth.

Create a hook matrix

A controlled hook test that separates message, format and proof variables

CONTEXT REQUIRED

- audience
- products
- approved_claims
- channels

INPUTS

- Three chosen angles
- Available demonstrations and proof
- Platform placement and first-frame constraints

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BUSINESS CONTEXT

Use only the supplied Business Context File. Treat missing facts as unknown. Label every assumption and never invent product performance, customer proof, certifications, scarcity or legal claims.

JOB

Create hooks by crossing angle with hook device while holding the underlying offer stable. State the visual first frame and proof beat.

INPUTS

- Three chosen angles
- Available demonstrations and proof
- Platform placement and first-frame constraints

METHOD

1. Restate the decision in one sentence.
2. Separate evidence, interpretation and assumptions.
3. Complete the analysis required for this job.
4. Produce the deliverable in the exact requested structure.
5. End with the next action, owner and earliest useful measurement.

REQUIRED OUTPUT

Matrix: angle × question/contrast/demo/confession/specific scene; spoken line; on-screen text; first frame; proof beat; prohibited implication; test cell.

QUALITY GATE

- First frame communicates without sound
- Variables are controlled
- Hook can be supported by the planned proof beat

If information is missing, ask no more than three high-leverage questions, then provide a clearly labelled provisional version.

Example, checks and next action

COMPACT FALLBACK PROMPT

Using the supplied brand facts only, complete this D2C job: Create a hook matrix. Deliver: A controlled hook test that separates message, format and proof variables. Mark unknowns and assumptions, avoid unsupported claims, and finish with one recommended next action plus a quality checklist.

WORKED EXAMPLE / NIVASA HOME

Input

Evening-reset angle with a one-trip demonstration.

Provisional output

Hook: 'Dinner in two minutes. Desk gone in one trip.' Use as a scene target, not a product-time claim, unless the demonstration is timed and representative.

COMMON FAILURE

Changing audience, offer, format and hook together, making results uninterpretable.

QUALITY CHECKS

- First frame communicates without sound
- Variables are controlled
- Hook can be supported by the planned proof beat

NEXT ACTION

Produce six cells: three angles by two hook devices, with naming conventions in the ad account.

Safety

- Do not imply personal deficiencies or use false before-and-after outcomes.

Source 1 Source 2 Reviewed 2026-08-17

05

Conversion and retention

Remove friction from first click through first value and the next legitimate reason to return.

Build approved WhatsApp replies

Fast, human-sounding replies that answer the question and move the customer one step

CONTEXT REQUIRED

- products
- voice
- approved_claims
- policies

INPUTS

- Top pre-purchase and support questions
- Verified product, delivery and policy facts
- Escalation conditions

MASTER PROMPT / COPY AND ADAPT

You are the operating partner for a direct-to-consumer brand. Your job is to help a founder make a usable decision, not to produce generic marketing prose.

BUSINESS CONTEXT

Use only the supplied Business Context File. Treat missing facts as unknown. Label every assumption and never invent product performance, customer proof, certifications, scarcity or legal claims.

JOB

Create modular WhatsApp replies from approved facts. Put the direct answer first, then only the useful detail and next step.

INPUTS

- Top pre-purchase and support questions
- Verified product, delivery and policy facts
- Escalation conditions

METHOD

1. Restate the decision in one sentence.
2. Separate evidence, interpretation and assumptions.
3. Complete the analysis required for this job.
4. Produce the deliverable in the exact requested structure.
5. End with the next action, owner and earliest useful measurement.

REQUIRED OUTPUT

Intent; approved short reply; optional detail; link/asset; next question; do-not-say note; escalation trigger; freshness owner.

QUALITY GATE

- Direct answer appears first
- Only verified facts are used
- Escalation is clear for uncertainty or complaints

If information is missing, ask no more than three high-leverage questions, then provide a clearly labelled provisional version.

Example, checks and next action

COMPACT FALLBACK PROMPT

Using the supplied brand facts only, complete this D2C job: Build approved WhatsApp replies. Deliver: Fast, human-sounding replies that answer the question and move the customer one step. Mark unknowns and assumptions, avoid unsupported claims, and finish with one recommended next action plus a quality checklist.

WORKED EXAMPLE / NIVASA HOME

Input

Does it fit a 16-inch laptop? Internal usable width is 39 cm; device sizes vary.

Provisional output

'The main section is 39 cm wide. Please share your laptop's width (not screen size) and we'll confirm before you order.'

COMMON FAILURE

Writing long promotional paragraphs that avoid the customer's actual question.

QUALITY CHECKS

- Direct answer appears first
- Only verified facts are used
- Escalation is clear for uncertainty or complaints

NEXT ACTION

Load the top 15 replies into the approved library and review unresolved-rate weekly.

Safety

- Never request payment credentials or expose another customer's order data in chat.

Source 1 Source 2 Reviewed 2026-08-17

06

Operations and decisions

Turn recurring founder judgement into inspectable briefs, systems and operating narratives.

Write the weekly metrics narrative

A concise operating readout that explains change, uncertainty and required decisions

CONTEXT REQUIRED

- business_objective
- channels
- products
- operating_constraints

INPUTS

- This week and comparison-period metrics
- Definitions, campaign and operational changes
- Targets, anomalies and data caveats

MASTER PROMPT / COPY AND ADAPT

You are the operating partner for a direct-to-consumer brand. Your job is to help a founder make a usable decision, not to produce generic marketing prose.

BUSINESS CONTEXT

Use only the supplied Business Context File. Treat missing facts as unknown. Label every assumption and never invent product performance, customer proof, certifications, scarcity or legal claims.

JOB

Turn metrics into a decision narrative. Separate observation, likely explanation and missing evidence; resist causal stories from one week's data.

INPUTS

- This week and comparison-period metrics
- Definitions, campaign and operational changes
- Targets, anomalies and data caveats

METHOD

1. Restate the decision in one sentence.
2. Separate evidence, interpretation and assumptions.
3. Complete the analysis required for this job.
4. Produce the deliverable in the exact requested structure.
5. End with the next action, owner and earliest useful measurement.

REQUIRED OUTPUT

Executive sentence; scorecard; material changes; observations; hypotheses; confounders; risks; decisions needed; next-week watchlist.

QUALITY GATE

- Observation and inference are separate
- Comparisons use consistent definitions
- The memo ends with named decisions

If information is missing, ask no more than three high-leverage questions, then provide a clearly labelled provisional version.

Example, checks and next action

COMPACT FALLBACK PROMPT

Using the supplied brand facts only, complete this D2C job: Write the weekly metrics narrative. Deliver: A concise operating readout that explains change, uncertainty and required decisions. Mark unknowns and assumptions, avoid unsupported claims, and finish with one recommended next action plus a quality checklist.

WORKED EXAMPLE / NIVASA HOME

Input

Revenue +18%, CAC +31%, AOV +4%, one influencer post and two out-of-stock days.

Provisional output

Growth came with weaker acquisition efficiency. Do not attribute lift to the influencer yet; stockouts and channel mix confound. Decide spend cap and instrument referral source.

COMMON FAILURE

Explaining every movement confidently and burying the one decision the founder must make.

QUALITY CHECKS

- Observation and inference are separate
- Comparisons use consistent definitions
- The memo ends with named decisions

NEXT ACTION

Resolve the highest-impact decision in the weekly meeting and record the rationale.

Safety

- Do not expose customer-level data in broad operating reports.

Source 1 Reviewed 2026-08-17

Primary operating references

SOURCES

<https://openai.com/business/guides-and-resources/identifying-and-scaling-ai-use-cases/>
<https://support.google.com/merchants/answer/7052112?hl=en>
<https://www.shopify.com/blog/what-is-a-persona>
<https://help.shopify.com/en/manual/products/bundles>
<https://www.pib.gov.in/PressReleasePage.aspx?PRID=1832906&lang=2®=48>
https://www.ascionline.in/wp-content/uploads/2024/01/Code-Book_Print-ready-1.pdf
<https://www.facebook.com/policies/ads/>

METHOD

Sources inform workflow boundaries; they do not endorse 42Prompts. Current provider specifications and offer details belong on dated website cards.



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prompts.
You need the next useful
workflow.**

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File current and return to the workflow that serves today's decision.

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