MASTER TOOLKIT • APPENDIX C

The 7-Minute Teardown & AI Prompts Pack

The structured prompt architectures and templates for delivering world-class asynchronous video walkthroughs and automated client intelligence.

PROMPT TEMPLATE 01: The Conversion Funnel Teardown (Loom Video Structure)

ASYNC VIDEO

- Minute 1: Context & Headline Audit — State commercial goal; analyze whether hero promise creates immediate category distinction or sounds like a commodity.
- Minutes 2–4: Friction & Psychological Drop-Offs — Scroll live page; identify where user attention evaporates and why specific objections were left unanswered.
- Minutes 5–6: The Strategic Prescription — Show exact replacement narrative, hook reframe, or checkout restructuring.
- Minute 7: Action Milestone — Outline the single priority task for client team.

PROMPT TEMPLATE 02: The Executive Presence Telemetry Memo

TELEMETRY MEMO

- Minute 1: Acoustic Scorecard Overview — Review student's automated telemetry metrics (cadence, filler words, pitch floor).
- Minutes 2–4: Timestamped Root-Cause Analysis — Play back exact 15-second clip where breath collapsed; explain subconscious emotion driving hesitation.
- Minutes 5–6: Master Modeling — Model correct vocal resonance, pause timing, and posture directly on camera.
- Minute 7: 72-Hour Drill Assignment — Assign one specific vocal calibration drill.

PROMPT TEMPLATE 03: The Crucible Gap & Mechanism Extraction Prompt (AI)

CORE AI PROMPT

"Act as a World-Class Diagnostic Business Architect. Analyze my lived crucible story: [PASTE STORY]. Extract my top 3 uncopyable positioning angles, identify 3 conventional traps in my niche, and name 3 proprietary mechanisms that solve them permanently without commoditized tactics."

PROMPT TEMPLATE 04: The ICP Psychological Diagnostic Interrogation Prompt (AI)

AI ICP SYNTHESIS

"Act as an Elite Behavioral Psychologist and Direct Response Strategist. For the avatar: [PASTE AVATAR & PROBLEM], map: (1) Their conscious 3:00 AM panic thought, (2) The humiliating surface symptom they admit to peers, (3) The secret resentment they conceal, and (4) The exact mathematical bleed of inaction over 12 months."

THE VIDEO & PROMPT STANDARD

Never exceed 9 minutes on video. If your teardown goes beyond 9 minutes, you are rambling. A 7-minute video packed with surgical insight is re-watched and implemented; a 30-minute recording gathers dust.

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