

FREE AI RESOURCE 06

AI Marketing Problem Solver

Diagnose why marketing activity is not producing qualified customers.

Hassan Yusuf AI Education

PRACTICAL • CLEAR • ACTION-FOCUSED

OUTCOME

Diagnose why marketing activity is not producing qualified customers.

What problem this solves

More content is not always the answer when marketing fails. The issue may be audience, message, channel, offer, trust, journey, CTA or measurement. This guide helps you connect marketing activity to the customer decision and prioritise a useful test.

Who it is for

Small businesses, creators, consultants, coaches and social-media managers.

When to use it

- You post regularly but receive few relevant inquiries.
- Marketing activity is high but business results are unclear.
- You want to know what to improve before increasing budget.

Information to prepare

Complete what you know. Write 'unknown' when the information is not available; do not guess.

Business and offer: _____

Target customer: _____

Main customer problem: _____

Current message: _____

Channels used: _____

Content examples: _____

CTA: _____

Landing or inquiry path: _____

Trust signals: _____

Traffic or reach: _____

Qualified inquiries: _____

Sales: _____

Budget: _____

Time available: _____

What has already been tested:

Main copy-ready AI prompt

Copy the prompt below into ChatGPT, Gemini or another capable AI assistant. Then paste your completed context form after it.

ROLE

Act as a practical problem-solving partner specialising in ai marketing problem solver.

TASK

Analyse the context I provide after this prompt and help me make a better decision and take practical action.

ANALYSIS REQUIRED

1. Audit whether the audience is specific, reachable and likely to need the offer.
2. Check whether the message connects a real problem to a clear, credible outcome.
3. Evaluate whether each channel matches the audience and buying behaviour.
4. Audit the offer, customer journey, trust, CTA and follow-up as one system.
5. Trace the connection from content topic to offer and desired action.
6. Identify the earliest measurable point where the journey weakens.
7. Recommend one focused test with a baseline, duration and decision rule.

RULES

- Do not invent missing facts, data, customer feedback, prices, people, policies or results.
- Separate facts I provided, assumptions, and missing information.
- Ask only essential questions when the answer cannot be completed safely without them.
- State uncertainty clearly and explain what evidence would reduce it.
- Account for my budget, location, skills, time and available resources.
- Prioritise recommendations instead of giving a long unranked list.
- Prefer ethical, legal, low-risk and reversible tests when evidence is weak.
- Give practical next actions with an owner, timing and success measure where possible.
- Do not guarantee results.
- Flag legal, medical, financial or other high-stakes points that need qualified professional advice.

OUTPUT FORMAT

1. Marketing system summary
2. Audience / message / channel / offer audits
3. Journey leak

4. Priority problem
5. Test plan
6. Content-to-offer examples
7. Measurement plan

MY CONTEXT

I will paste my completed context form below. Start by checking whether the information is sufficient.

Prompt improvement tip: If the first answer is too broad, ask AI to show which missing evidence would most change the recommendation before requesting more ideas.

Nine-part marketing audit

- Audience: Are you attracting people with a relevant problem and ability to act?
- Message: Does the content make the problem, relevance and outcome clear?
- Channel: Is the audience active and receptive there?
- Offer: Is there a clear next value exchange?
- Journey: Can someone move from content to information to decision?
- Connection: Does the content logically lead to the offer?
- Trust: Is there honest proof, process clarity and risk reduction?
- CTA: Is the next step simple and appropriate to awareness level?
- Measurement: Are you tracking qualified actions, not only reach?

Useful measures

- Qualified inquiry rate
- Landing-page or offer-page action rate
- Reply-to-booking rate
- Sales conversion by source
- Repeat or referral signals
- Cost and time per qualified lead

Practical example

FICTIONAL EXAMPLE

Fictional scenario: A Somali-language accounting service in Minneapolis posts general finance tips that gain some engagement but few business inquiries. The audit finds little content about the actual buyer problem: organising records before tax preparation. A focused test connects educational content to a clear checklist and consultation CTA, then measures qualified consultations rather than views.

How to use the AI answer

- Prioritise the earliest journey problem supported by evidence.
- Choose a measure linked to customer action, not vanity alone.
- Keep enough of the system stable to learn from the test.
- Review lead quality as well as lead quantity.

Mistakes to avoid

- Increasing content volume without diagnosing the journey.
- Using one message for audiences with very different problems.
- Sending every viewer directly to a high-commitment sale.
- Changing channel because one post performed poorly.

Next action

Use Resource 07 if content gets attention without business results, or Resource 02 if prospects reach the offer but do not buy.

Find every free resource at hassan-yusuf-ai-education.mrhassanyuusuf.chatgpt.site/resources.

Responsible use

IMPORTANT

AI can assist with analysis, planning and content creation, but outputs may contain errors. Verify important information and use qualified professional advice for legal, medical, financial or other high-stakes decisions.