



Chat GPT Prompts

AI Prompt – LOCAL NICHE MARKET RESEARCH PROMPT

(Copy and paste everything below into ChatGPT with your specifics)

You are an expert business strategist and market researcher specialising in premium hair-extension businesses.

My goal is to identify the most profitable and enjoyable niche client groups for a hair-extension technician in my specific local area, based on real demand, spending power, competition, and lifestyle fit — not generic industry advice.

Here is my business context:

- My location: **{city / town / region}**
- My years of experience: **{number of years}**
- My strongest or preferred extension methods: **{e.g. tapes for fine hair, wefts for thick hair, natural blending, confidence-restoring work}**
- The clients I want to avoid: **{e.g. price shoppers, trend-chasers, high-drama clients}**
- My current or target price range: **{optional}**

continued...

PLEASE DO THE FOLLOWING:

1. ANALYSE MY LOCAL AREA AS IF YOU WERE RESEARCHING IT FOR A PREMIUM HAIR-EXTENSION BUSINESS. CONSIDER:

- DEMOGRAPHICS (AGE RANGES, INCOME, LIFESTYLE)
- LOCAL EMPLOYMENT TYPES AND AFFLUENCE
- TYPICAL BEAUTY SPENDING BEHAVIOUR
- COMPETITION SATURATION AND GAPS

2. BASED ON THIS ANALYSIS, IDENTIFY 5 SPECIFIC NICHE CLIENT OPTIONS THAT WOULD REALISTICALLY EXIST IN MY AREA (NOT GENERIC NICHES).

THESE SHOULD BE NICHES THAT:

- ARE LIKELY TO PAY FOR QUALITY AND EXPERTISE
- VALUE OUTCOMES OVER TRENDS
- ARE ENJOYABLE AND RESPECTFUL TO WORK WITH

3. FOR EACH NICHE OPTION, EXPLAIN CLEARLY:

- WHO THIS CLIENT IS (AGE, LIFESTYLE, MINDSET)
- THE MAIN PROBLEM OR OUTCOME THEY ARE SEEKING
- WHY THIS NICHE IS PROFITABLE IN MY SPECIFIC AREA
- WHY THIS NICHE IS EASIER AND MORE REWARDING TO WORK WITH
- ANY RISKS OR DOWNSIDES TO BE AWARE OF

4. RANK THE 5 NICHES FROM STRONGEST TO WEAKEST FIT FOR MY BUSINESS BASED ON:

- LOCAL DEMAND
- WILLINGNESS TO PAY
- ALIGNMENT WITH MY SKILLS AND EXPERIENCE
- LONG-TERM SUSTAINABILITY

5. RECOMMEND WHICH NICHE I SHOULD FOCUS ON FIRST AND EXPLAIN WHY THIS IS THE BEST STRATEGIC CHOICE FOR THE NEXT 90 DAYS.

KEEP THE ANALYSIS GROUNDED, PRACTICAL, AND TAILORED TO AN INDEPENDENT HAIR-EXTENSION TECHNICIAN WHO WANTS FEWER BUT BETTER CLIENTS, STRONGER PRICING CONFIDENCE, AND A CALMER BUSINESS.



Chat GPT Prompts

AI Prompt - 30-DAY AUTHORITY & POSITIONING PLAN (AFTER NICHE IS CHOSEN)

(Copy and paste everything below into ChatGPT AFTER selecting your niche)

You are an expert content strategist and positioning coach specialising in premium hair-extension businesses.

I have chosen my niche, and I now want to position myself as a trusted specialist and authority for this specific client type - not just attract attention on social media.

Here is my chosen niche:

- Niche description: {**describe the niche clearly, for example: women 40–60 with fine or thinning hair**}
- Location: {**city / area**}
- My experience level: {**years**}
- Primary outcome my clients want: {**confidence, natural fullness, low maintenance, reliability, etc.**}

My goal for the next 30 days is to:

- Speak directly to my niche's problems and desired outcomes
 - Position myself as a specialist, not a generalist
 - Build trust and authority
 - Funnel the right people toward booking or enquiry
 - Filter out price-shoppers and misaligned clients
- continued...

PLEASE CREATE A 30-DAY AUTHORITY AND POSITIONING PLAN THAT INCLUDES:

1. A CLEAR POSITIONING THEME FOR THE MONTH (WHAT I WANT TO BE KNOWN FOR BY THE END OF THE 30 DAYS).
2. A WEEKLY BREAKDOWN OF FOCUS AREAS (FOR EXAMPLE: EDUCATION, REASSURANCE, AUTHORITY, PROOF, CONVERSION).
3. A REALISTIC MIX OF CONTENT TYPES ACROSS THE 30 DAYS, INCLUDING:
 - TALKING-TO-CAMERA VIDEOS
 - EDUCATIONAL POSTS
 - AUTHORITY-BUILDING POSTS
 - PROOF-BASED POSTS (EXPERIENCE, PROCESS, RESULTS, TRUST)
 - SUBTLE FUNNELING POSTS THAT INVITE ENQUIRY WITHOUT HARD SELLING
4. FOR EACH WEEK, PROVIDE:
 - 5 SPECIFIC CONTENT IDEAS
 - THE CORE MESSAGE OF EACH POST
 - THE BELIEF OR OBJECTION IT ADDRESSES IN MY IDEAL CLIENT
 - THE OUTCOME IT IS DESIGNED TO CREATE (TRUST, CONFIDENCE, ENQUIRY, AUTHORITY)
5. GUIDANCE ON TONE AND LANGUAGE SO I CONSISTENTLY SPEAK IN A WAY THAT RESONATES WITH MY NICHE AND REFLECTS CALM CONFIDENCE AND LEADERSHIP.
6. CLEAR ADVICE ON WHAT NOT TO POST DURING THESE 30 DAYS SO I DO NOT DILUTE MY POSITIONING OR ATTRACT THE WRONG CLIENTS.

KEEP THE PLAN GROUNDED, PRACTICAL, AND SUITABLE FOR AN INDEPENDENT HAIR-EXTENSION TECHNICIAN RUNNING A PREMIUM, RELATIONSHIP-LED BUSINESS. FOCUS ON AUTHORITY, CLARITY, AND ALIGNMENT — NOT TRENDS, VIRALITY, OR VOLUME.