

AI FOR DECISION-MAKING

Ready-to-Use Modeling Prompts

Test Decisions Before You Make Them | Real Life AI

Copy these prompts to simulate scenarios and predict outcomes before committing resources.

PROMPT 1: Create a Customer Digital Twin

Act as my ideal customer for [PRODUCT/SERVICE]. Your profile: [AGE, JOB, GOALS, PAIN POINTS]. I'm going to describe a new [FEATURE/OFFER/CHANGE]. React exactly as this customer would. Tell me: 1) Your honest first impression, 2) What questions you'd have, 3) What would make you buy or not buy, 4) What you'd tell a friend about it. Stay in character throughout our conversation.

PROMPT 2: Simulate a Business Decision

I'm considering [DECISION: e.g., raising prices 15%, launching new product, entering new market]. My business context: [BRIEF DESCRIPTION]. Simulate 3 scenarios: 1) BEST CASE: What happens if everything goes right? 2) WORST CASE: What happens if key assumptions are wrong? 3) MOST LIKELY: What realistically happens? For each scenario, give probability estimate, timeline, and key indicators I'd see.

PROMPT 3: Pre-Test a Marketing Message

I want to test this marketing message before spending money: '[YOUR MESSAGE]'. My target audience is [DESCRIPTION]. Simulate how 5 different people in this audience would react: 1) The Skeptic, 2) The Ideal Customer, 3) The Budget-Conscious, 4) The Comparison Shopper, 5) The Impulse Buyer. For each, tell me their reaction, objections, and what would make this message work better for them.

PROMPT 4: Stress-Test a Strategy

Here's my business strategy: [DESCRIBE STRATEGY]. Now try to break it. Act as a hostile analyst and identify: 1) The 3 biggest assumptions that could be wrong, 2) External events that would destroy this plan, 3) What competitors would do to counter this, 4) Hidden dependencies I might be missing, 5) The earliest warning signs that this strategy is failing. Be brutally honest.

PROMPT 5: Model a Pricing Change

I'm thinking of changing my pricing from [CURRENT] to [PROPOSED]. My product: [DESCRIPTION]. Customer base: [DESCRIPTION]. Model what happens: 1) What % of current customers might leave? 2) What new customers might this attract? 3) How will competitors likely respond? 4) What's the break-even point? 5) What pricing would YOU recommend instead, and why?

MORE DECISION-MODELING PROMPTS

See the Future Before You Commit

PROMPT 6: Simulate a Negotiation

I have an upcoming negotiation with [WHO] about [WHAT]. Their likely priorities: [GUESS]. My priorities: [LIST]. Role-play as them and negotiate with me. Push back realistically. After 3-4 exchanges, break character and tell me: 1) Where I was weak, 2) What arguments would have worked better, 3) What their likely BATNA is, 4) The deal structure most likely to succeed.

PROMPT 7: Pre-Mortem Analysis

Imagine it's [TIMEFRAME] from now. My project [DESCRIBE PROJECT] has completely failed. Write the post-mortem. What went wrong? Be specific about: 1) The root causes of failure, 2) Warning signs that were ignored, 3) Decisions that seemed right but weren't, 4) External factors that contributed, 5) What should have been done differently. Make this feel painfully realistic.

PROMPT 8: Competitor Response Simulation

I'm planning to [YOUR MOVE]. My main competitors are [LIST COMPETITORS]. For each competitor, simulate their likely response: 1) Their most probable counter-move, 2) Timeline for their response, 3) How this affects my advantage, 4) Their second-order response if my move succeeds. Then recommend how I should adjust my strategy to stay ahead.

PROMPT 9: Hiring Decision Simulator

I'm deciding between candidates for [ROLE]. Candidate A: [PROFILE]. Candidate B: [PROFILE]. Team context: [DESCRIPTION]. Simulate 12 months with each hire: 1) How does onboarding go? 2) What conflicts arise? 3) What do they accomplish? 4) What problems emerge? 5) How does the team dynamic change? Then give me your recommendation and the key factors that should drive my decision.

PROMPT 10: Personal Decision Modeling

I'm facing a personal decision: [DESCRIBE - career change, move, investment, etc.]. My current situation: [CONTEXT]. My priorities: [LIST]. Model both paths 5 years out. For each path, describe: 1) Best realistic outcome, 2) Worst realistic outcome, 3) What I'd regret most, 4) What I'd be grateful for, 5) The version of me that emerges. Help me see what I might be missing.

THE MODELING MINDSET:

Don't ask AI 'Do this for me.' Ask 'Show me what happens if I do this.'

Test decisions in simulation before committing real resources. See futures before choosing one.