

SOLO FOUNDER TOOLKIT

5 Prompts to Find Your Right Customers

Stop Chasing Enterprise. Start Winning. | Real Life AI

Copy these prompts into ChatGPT or Claude. Fill in the brackets. Get clarity on your ideal customer.

PROMPT 1: Find Your Real Ideal Customer

I'm a solo founder building [DESCRIBE YOUR APP/PRODUCT]. I have [YOUR CURRENT RESOURCES: time, budget, team size]. My product solves [PROBLEM]. Help me identify my ideal early customers. Consider: 1) Who has this problem urgently enough to try a new solution? 2) Who can make buying decisions quickly without committees? 3) Who will forgive early-stage rough edges for a good solution? 4) Who can I actually support well right now? Give me 3 specific customer profiles with company size, role, and why they're a fit for my current stage.

PROMPT 2: Enterprise Readiness Reality Check

I want to sell to enterprise companies. Be brutally honest with me. Here's what I currently have: [LIST: team size, support hours, documentation, security certifications, uptime history, backup systems, incident response plan]. Here's what I don't have: [LIST GAPS]. Tell me: 1) What would a Fortune 500 procurement team think of this? 2) What are the top 5 things I'm missing that would be dealbreakers? 3) How long would it realistically take to become enterprise-ready? 4) What customer segment should I target instead right now?

PROMPT 3: Build Your Stage-Right Pricing

I'm a solo founder with [PRODUCT DESCRIPTION]. My costs are approximately [COSTS]. I can realistically support [X] customers well right now. Help me create pricing that: 1) Attracts customers who match my current capabilities, 2) Naturally filters out enterprise buyers I can't serve yet, 3) Lets me grow sustainably, 4) Doesn't undervalue my work. Give me 3 pricing tier options with the psychology behind each. Tell me which customer type each tier attracts and repels.

PROMPT 4: Create Your 'Not Yet' Response

A large company [DESCRIBE COMPANY SIZE/TYPE] just reached out interested in my product. I'm a solo founder and honestly not ready to serve them well. Help me write a response that: 1) Is honest without being self-deprecating, 2) Keeps the door open for the future, 3) Possibly refers them to an alternative, 4) Asks if they know smaller companies who might be a fit, 5) Positions my stage as intentional, not inadequate. Draft the email for me.

PROMPT 5: Map Your Path to Enterprise

I eventually want to sell to enterprise, but I'm starting as a solo founder. My product is [DESCRIPTION]. Create a realistic roadmap showing: 1) What milestones I need to hit before targeting SMBs, 2) What I need before targeting mid-market, 3) What I need before approaching enterprise, 4) Realistic timelines for each phase, 5) The key hires or capabilities needed at each stage. Be specific about documentation, security, support, and operational requirements at each level.

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