



# DEC Founder Session Resources



Here you can access all the resources from today's session and it would be great to connect on [LinkedIn!](#)

## All Demo Prompts & Templates

### Prompt 1: Competitor Research

Act as a market research analyst. I'm starting a [YOUR BUSINESS TYPE] targeting [YOUR TARGET AUDIENCE] in [YOUR LOCATION].

Identify 5 potential competitors, their positioning, price ranges, and one gap in the market I could exploit.

Present findings in a simple table format.

## Prompt 2: Social Media Content Calendar

You are a social media manager for [BUSINESS NAME], a [BUSINESS TYPE] in [LOCATION]. Our brand voice is [DESCRIBE: e.g., friendly, playful, professional, etc.].

Create a 5-post content calendar for [PLATFORM] covering the next week.

Include:

- Post copy (max 150 words each)
- Suggested image/visual concept
- Relevant hashtags (max 10 per post)
- Best posting time for UK audiences

Mix content types: 1 product feature, 1 behind-the-scenes, 1 educational tip, 1 engagement question, 1 promotional.

## Prompt 3: Handling Difficult Customer Emails

A customer has sent this email:

"[PASTE CUSTOMER EMAIL HERE]"

Help me draft a professional, empathetic response that:

1. Acknowledges their frustration
2. Explains what I'll do to resolve this
3. Offers a concrete solution
4. Maintains a warm brand voice

Keep it under 150 words.

## Prompt 4: Project Planning

I'm [PROJECT DESCRIPTION]. I have [TIMEFRAME] until launch and

I'm [SOLO/TEAM SIZE].

Create a detailed [TIMEFRAME] project plan with:

- Weekly milestones
- Daily actionable tasks
- Tools I'll need (free options preferred)
- Potential risks and how to mitigate them

Assume I have [SKILL LEVEL] digital skills.

Be realistic about capacity ([HOURS/DAY] on this project).

## Prompt 5: Product Description

Create a product description for [PRODUCT] with the following details:

- Name: "[PRODUCT NAME]"
- Key features: [LIST FEATURES]
- Price point: [BUDGET/MID/PREMIUM] (£XX)

The description should:

- Be [WORD COUNT] words
- Evoke [DESIRED MOOD/FEELING]
- Include sensory language
- End with a subtle call to action

Brand voice: [DESCRIBE YOUR BRAND VOICE]

## Prompt 6: Proposal Writing

Help me write a proposal for [SERVICE/PROJECT TYPE].

Client: [CLIENT DESCRIPTION]

Their brief: [WHAT THEY'VE ASKED FOR]

My deliverables: [LIST WHAT YOU'LL PROVIDE]

My price: £[AMOUNT]

Timeline: [TIMEFRAME]

Write a proposal that:

- Shows I understand their needs
- Outlines my process clearly
- Justifies the investment
- Includes a professional sign-off

Keep it under [WORD COUNT] words.

Tone: [DESCRIBE DESIRED TONE]

## Prompt 7: Email Sequence

I run a [BUSINESS TYPE]. A new [CUSTOMER/USER] has just [SIGNED UP/PURCHASED/ENQUIRED].

Create a [NUMBER]-email sequence:

Email 1 (Day 0): [PURPOSE - e.g., Welcome + quick win]

Email 2 (Day X): [PURPOSE]

Email 3 (Day X): [PURPOSE]

For each email include:

- Subject line (under 50 characters)
- Email body (under [WORD COUNT] words)
- Clear CTA

Tone: [DESCRIBE YOUR TONE]

## Prompt 8: Grant/Funding Application

I'm applying for [GRANT/FUNDING AMOUNT] from [ORGANISATION] to  
[PURPOSE OF FUNDING].

Help me draft the "[SECTION NAME]" section ([WORD COUNT] words max).

Current metrics:

- [METRIC 1]
- [METRIC 2]
- [METRIC 3]

The funding would enable:

- [OUTCOME 1]
- [OUTCOME 2]
- [OUTCOME 3]

Write in [DESCRIBE TONE]. Focus on measurable outcomes and [RELEVANT IMPACT AREA]. Reference alignment with [RELEVANT POLICIES/TARGETS] if appropriate.

## Prompt 9: Safe Research Prompt

[YOUR QUESTION]

Important:

- Only include information you are confident about
- If you're uncertain about any point, explicitly say so

- Cite specific sources, regulations, or documents so I can verify
- Clearly state this is general information, not professional advice
- Indicate when information may have changed or need checking

## The PROMPT Framework Template

PURPOSE: I want to [achieve this specific outcome]

ROLE: Act as a [specific role with relevant expertise]

OUTPUT: Provide your response as [specific format: email, table, bullet points, etc.]

MODIFIERS:

- Tone: [professional/casual/friendly/formal]
- Length: [specific word count or range]
- Style: [any style preferences]

PARAMETERS:

- Audience: [who will read/use this]
- Constraints: [what to avoid or include]
- Context: [relevant background information]

TEST: After generating, I will [how you'll verify/review]

## GDPR Checklist for AI Use

- Am I inputting any personal customer data? (If yes, STOP)
- Have I anonymised any data before using it in AI?
- Do I know where this AI tool processes data?
- Have I read the tool's privacy policy?

- Am I using a business account with better data agreements?
  - Will I review all AI outputs before using them?
  - Am I transparent with customers about AI use where relevant?
  - Have I documented which AI tools I use and for what purpose?
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## Additional Resources

### Official AI Guidance:

- ICO AI Guidance: <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/artificial-intelligence/>
- Government AI Framework: <https://www.gov.uk/government/publications/ai-regulation-a-pro-innovation-approach>

### Learning Resources:

- Anthropic Prompt Engineering: <https://docs.anthropic.com/en/docs/build-with-claude/prompt-engineering/overview>
- OpenAI Prompt Engineering: <https://platform.openai.com/docs/guides/prompt-engineering>

### Free AI Tools:

- Claude: <https://claude.ai>
- ChatGPT: <https://chat.openai.com>
- Perplexity: <https://perplexity.ai>
- Canva: <https://canva.com>
- Notion: <https://notion.so>
- Tome: <https://tome.app>
- Otter.ai: <https://otter.ai>
- CapCut: <https://capcut.com>