HIVE NETWORK

AI AGENTS WORKSHOP · PROMPT PACK

BUILD A BUSINESS WITH AI

Seven prompts that take you from idea to a live business with an agent working for you. Fill in every [bracket] and run them in order.

THE FORMULA

Role (who it acts as) · **Context** (your business and customer) · **Goal** (the outcome you want) · **Constraints** (the rules) · **Format** (table, list, CSV, page).

The upgrade: end any prompt with `Ask me questions until you're 95% confident you can do this well.` The first answer is a draft. Coach it like a new hire.

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01 • Name it

GROK

```
Act as a world-class brand strategist who has named hundreds of small businesses. I'm launching [your business here] in [your city] for [your ideal customer]. Ask me 3 questions about my goals first. Then give me 10 names. For each: the name, a one-line promise to the customer, and a memorability score out of 10. Cut any name that sounds like an existing local competitor. Format as a table.
```

02 • Research it

GROK

```
Act as a market analyst. My business is [your business here] in [your city]. Find my top 8 competitors. For each: Google rating, main services, starting price, and the most common complaint in their reviews. Then show me the gap: what customers want that nobody delivers well. Recommend 3 offers to launch with and what to charge for each. Cite every source.
```

03 • Brand it

CLAUDE DESIGN

```
Act as a senior brand designer. Design a logo for [your business here]. My customer is [your ideal customer] and the brand should feel [3 words]. Show 3 directions: a wordmark, an icon with wordmark, and a badge. Two colors max. It has to work as a tiny profile picture and on a large sign. Explain the thinking behind each in one sentence.
```

04 • Design the site

CLAUDE DESIGN

```
Act as a conversion-focused web designer. Design a one-page website for [your business here] using the attached logo and colors. The page has one job: get [your ideal customer] to [call / book / buy]. Sections: hero with one clear call to action, the problem you solve, offers, proof (reviews or results), about, and contact. Design for phones first.
```

05 • Launch the site

CLAUDE CODE

```
Act as a senior web developer. This folder has a website exported from Claude Design for [your business here]. Turn it into a production site. Send contact form submissions to [your email]. Add basic SEO for "[your service] in [your city]". Deploy it to [Netlify / Vercel] and give me the live URL. Explain each step in plain English before you run it.
```

06 • Hire your first agent

GROK BOT

```
You are the lead responder for [your business here]. Your job: every new inquiry from [website form / Instagram / Facebook] gets a reply within 5 minutes. Ask the 3 questions I need to qualify a lead: [question 1], [question 2], [question 3]. Offer the next two open times on my calendar. Never quote a price. Never book without my approval. Send me a one-line summary of every lead.
```

07 • Plan content

GROK · BONUS

```
Act as a social media manager who grows local businesses. Build a 30-day Instagram and Facebook calendar for [your business here]. 3 posts a week. Every post either teaches, builds trust, or makes an offer. Lead each caption with a hook that stops the scroll. Columns: date, platform, post type, hook, caption, photo idea, call to action. Give it to me as a CSV.
```