

WAYMAKER.CX

Founder Marketing Moves

40 original prompts to discover a customer problem, decide what to offer, share useful work, and improve from what actually happens.

40 ORIGINAL PROMPTS

Inputs. Working drafts. Review checks. Useful next moves.

Discover / Decide / Share / Improve

A practical resource for people building a service, product, workshop, or small business.

September 2026 | Original instructional resource

No guaranteed outcomes. No automatic publishing or customer contact. Use actual evidence and review the work.

Start with one decision.

Choose the prompt that resolves your nearest uncertainty. You do not need to complete the entire library in order.

- 1. Gather context.** Bring your audience, offer, evidence, approved claims, brand voice, constraints, and the decision you need to make.
- 2. Supply the inputs.** Replace the bracketed descriptions with actual notes or data. If an input is missing, ask the assistant to explain the limitation.
- 3. Draft and review.** Use the prompt, inspect its evidence and assumptions, then edit the output. A persuasive answer is not proof.
- 4. Act and learn.** Save the reviewed output, choose a real next action, and record what happens at your checkpoint.

Start every session with this instruction

Use only supplied evidence or sources you actually retrieve. Separate observations, interpretations, and hypotheses. If a required input is missing, ask for it or state the limitation. Do not invent customer quotes, data, results, source access, or completed actions. Use minimized, appropriate data; do not infer sensitive traits. Produce a reviewable draft, not an external action.

How this resource is different

These are independently authored prompts and worksheets. HubSpot's public Loop Marketing prompt-library page informed the request for a staged resource. We did not access or reproduce its gated prompt collection. Our stage names describe practical jobs, not a proprietary predictive model.

Suggested first path: WM-D01, WM-C01, WM-C02, WM-S01, WM-I01, WM-I02.

Discover

Use the session instruction on page 2 with each prompt.

WM-D01 | Find the problem in real conversations

Bring: [anonymized conversations], [business idea]

Identify specific situations people described, their workarounds, and consequences. Separate enthusiasm about an idea from evidence of an important problem.

Return: A problem map with source notes and the three most useful follow-up questions.

Review: Can you point to an actual observation behind each proposed problem?

WM-D02 | Prepare a first customer conversation

Bring: [person you can reach], [uncertain assumption]

Write neutral questions about the last time the situation occurred. Explore what the person tried and how they decided. Avoid pitching before understanding.

Return: A ten-minute conversation guide and a simple evidence note.

Review: Remove questions that invite politeness rather than useful information.

WM-D03 | Choose an audience you can reach

Bring: [skills], [audience access], [candidate problems], [time]

Compare plausible audiences by problem relevance, ability to help, and access to real conversations. Keep market size and willingness to pay unknown unless evidenced.

Return: Three audience options with one practical research step each.

Review: Prefer reachable learning over an invented large opportunity score.

WM-D04 | Understand the current workaround

Bring: [customer account], [task steps], [known tools]

Describe how the person solves the problem today, including doing nothing. Identify effort, switching friction, and what already works well.

Return: A before-state map and questions about why a change would be worth it.

Review: Do not assume an imperfect workaround means someone will buy a replacement.

Discover

Use the session instruction on page 2 with each prompt.

WM-D05 | Compare alternatives without guessing

Bring: [alternative pages], [dates], [your proposed offer]

Compare visible promises, intended users, scope, and evidence. Mark missing information as unknown. Include manual work and avoiding the problem as alternatives.

Return: A compact comparison and two differentiation hypotheses to ask buyers about.

Review: Do not equate absent website copy with absent functionality.

WM-D06 | Check your useful advantage

Bring: [experience], [work samples], [offer idea], [buyer problem]

Identify advantages you can demonstrate today and capabilities still needing development. Suggest proof you could produce honestly.

Return: An advantage statement, evidence list, and one proof-building task.

Review: Exclude invented credentials, customer outcomes, and superiority claims.

WM-D07 | Write a voice guide that sounds like you

Bring: [your approved writing], [audience], [tone preferences]

Turn your natural voice into clear instructions for future drafts. Include vocabulary, sentence style, warmth, directness, and claim boundaries.

Return: A short voice card with three before-and-after examples.

Review: Read it aloud and remove language you would never actually say.

Discover

Use the session instruction on page 2 with each prompt.

WM-D08 | Make your story understandable

Bring: [origin], [customer problem], [offer], [verified proof]

Draft a concise explanation linking why you care with the help you provide. Keep the customer's need visible and avoid turning aspirations into results.

Return: A one-sentence promise, a short story, and a comprehension question.

Review: Would a new reader know what you help with and what remains unproven?

WM-D09 | Map the first useful result

Bring: [offer], [customer starting point], [delivery steps]

Define the smallest outcome that demonstrates value after purchase or signup. Separate the customer's benefit from administrative activity.

Return: A first-value statement, required steps, likely friction, and observation method.

Review: A login, download, or completed profile alone may not be a useful result.

WM-D10 | Choose the next research move

Bring: [known facts], [assumptions], [available time], [decision]

Rank uncertainties by whether they would change your next commitment. Suggest the smallest real-world investigation for the most important one.

Return: One research task with input, method, evidence, and review date.

Review: Do not substitute simulated customers for actual demand evidence.

Decide

Use the session instruction on page 2 with each prompt.

WM-C01 | Shape a small pilot offer

Bring: [problem evidence], [skills], [capacity], [costs]

Define a bounded service or product test with a clear deliverable, exclusions, customer effort, and delivery timing. Identify what must be confirmed before charging.

Return: A pilot offer card and three unresolved questions.

Review: Can you deliver the stated outcome within the time and resources available?

WM-C02 | Choose your first three audience groups

Bring: [declared goals], [available fields], [offer]

Suggest no more than three groups that need different help. Use reliable facts and stated preferences. Define an appropriate general path for unknown records.

Return: Group purpose, simple rule, next action, and exit condition.

Review: Do not infer readiness or identity from a single page visit.

WM-C03 | Check who should receive the message

Bring: [segment rule], [permission fields], [purchase status]

Review inclusion, exclusions, overlap, and timing. Test a qualifying person, an opt-out, a customer, and someone with missing information.

Return: A plain-language rule and edge-case decisions.

Review: Keep permission checks outside every OR branch and recheck before sending.

WM-C04 | Adapt one offer for different needs

Bring: [approved offer], [audience groups], [voice card]

Explain the same offer differently for explorers, evaluators, or customers where appropriate. Change the guidance and examples without changing factual terms.

Return: Three short messages with a suitable next step for each.

Review: Remove redundant purchase invitations for people who already bought.

Decide

Use the session instruction on page 2 with each prompt.

WM-C05 | Create a useful free first step

Bring: [customer problem], [paid offer], [delivery capacity]

Design a small resource that helps someone make immediate progress and naturally relates to your work. Specify what it does and does not solve.

Return: A resource outline, completed-example idea, and optional next action.

Review: Is it useful without forcing a sales call or pretending to be a complete solution?

WM-C06 | Plan a truthful offer page

Bring: [offer card], [example], [questions], [approved proof]

Outline a page that explains fit, value, scope, effort, price context, delivery, and next steps. Flag missing facts rather than filling them in.

Return: Page sections, draft key copy, and a fact-check list.

Review: Do not invent testimonials, scarcity, guarantees, or completed client work.

WM-C07 | Give new subscribers a small win

Bring: [signup promise], [resource], [email permissions]

Plan a short welcome sequence that delivers the resource and helps the reader apply one step. Make timing and stop rules explicit.

Return: Three message outlines with purpose, action, and exit criteria.

Review: Subscription must be voluntary and delivery must work before promotion.

Decide

Use the session instruction on page 2 with each prompt.

WM-C08 | Welcome the person who bought

Bring: [purchase], [first-value milestone], [support options]

Create a clear starting experience for a new buyer. Explain what happens now, what they must do, and how to get help.

Return: Confirmation copy, first-step guidance, and a follow-up check.

Review: Separate necessary purchase communication from optional promotional email.

WM-C09 | Choose a simple website variation

Bring: [visitor-selected goal], [base content], [available implementation]

Propose a useful content variation based on an explicit choice, with a general fallback. Avoid assuming the site knows the person's identity.

Return: Choice labels, two content variants, fallback, and success measure.

Review: Keep the experience useful without tracking or a known contact record.

WM-C10 | Make the offer affordable to deliver

Bring: [price], [delivery time], [variable costs], [capacity]

Estimate contribution and capacity under clearly stated assumptions. Show what would make the offer unsuitable and what you need to measure during the pilot.

Return: A simple economics table and a delivery limit to review.

Review: Do not present illustrative income as a forecast or ignore your own work time.

Share

Use the session instruction on page 2 with each prompt.

WM-S01 | Plan a demonstration people can use

Bring: [offer], [common problem], [sample inputs]

Outline a short demonstration that creates value on its own. Use fictional sample data where needed and label it clearly. Connect the lesson to a relevant optional next step.

Return: A demonstration script, required assets, and a claim check.

Review: Do not show fabricated client results as evidence.

WM-S02 | Pick one place to start

Bring: [audience behavior], [your access], [time], [content skills]

Compare a small number of realistic channels. Choose one based on audience fit and your ability to contribute consistently.

Return: A first-channel decision and a two-week participation plan.

Review: Do not promise reach or sales from an untested channel choice.

WM-S03 | Contribute to a community appropriately

Bring: [community rules], [actual question], [your expertise]

Draft a complete useful answer and identify whether linking a resource is permitted. Offer a nonpromotional version when a link is not appropriate.

Return: An answer draft and a participation note.

Review: Do not invent conversations or treat group membership as permission for mass messages.

WM-S04 | Propose a small collaboration

Bring: [potential collaborator], [verified overlap], [useful topic]

Suggest a joint resource or session that serves both audiences. Draft a specific invitation and list the details that need agreement.

Return: One collaboration concept, short draft, and responsibilities checklist.

Review: No outreach is sent; audience size, prices, and agreement remain unverified unless supplied.

Share

Use the session instruction on page 2 with each prompt.

WM-S05 | Turn one lesson into three posts

Bring: [approved lesson], [channel], [voice card]

Create an explanation, a demonstration, and an objection answer. Give each standalone value and keep the next step relevant.

Return: Three distinct drafts with factual claims listed for review.

Review: Do not just change the opening line while repeating the same post.

WM-S06 | Write a useful newsletter edition

Bring: [promised newsletter topic], [lesson], [reader stage]

Draft one edition that teaches a concrete step, includes a simple example, and offers one optional action. Keep it aligned with the signup promise.

Return: Subject options, email body, and one CTA.

Review: Remove exaggerated urgency and unverified results.

WM-S07 | Choose a search question to answer

Bring: [customer questions], [existing pages], [expertise]

Select a narrow question you can answer usefully. Outline an original page with examples, limitations, and relevant links. Identify overlap with existing content.

Return: One article brief and a plan for showing expertise.

Review: Do not invent keyword volume or guarantee rankings.

Share

Use the session instruction on page 2 with each prompt.

WM-S08 | Prepare an AI-discovery evidence check

Bring: [buyer questions], [public pages], [available search tools]

Design a small review of actual AI answers and citations. Define what to record and how to distinguish missing coverage from inconsistent outputs.

Return: A query sample, observation sheet, and content-improvement questions.

Review: Do not say a scan happened unless actual outputs were supplied or retrieved.

WM-S09 | Plan a first paid-traffic test

Bring: [offer economics], [landing page], [keyword or creative ideas], [loss limit]

Choose one testable paid-traffic hypothesis. Define the audience, action, budget limit, monitoring, and evidence needed before scaling.

Return: A test card and readiness checklist.

Review: Paid traffic does not validate an unclear offer; no ad is launched by this prompt.

WM-S10 | Build a calendar you can finish

Bring: [available hours], [approved assets], [review needs], [dates]

Schedule a small amount of production, distribution, and response time. Leave room for learning and delivery. Label dates as proposed.

Return: A two-week calendar with one clear purpose per activity.

Review: Do not fill every day simply to appear consistent or schedule beyond capacity.

Improve

Use the session instruction on page 2 with each prompt.

WM-I01 | Define evidence before the test

Bring: [business question], [action], [observation window]

Write what you expect to learn, what you will record, and what different results would mean. Include one guardrail and an inconclusive outcome.

Return: An experiment card with goal, action, evidence, checkpoint, and next-move options.

Review: Do not change success criteria after seeing the outcome without saying so.

WM-I02 | Make sense of the actual response

Bring: [test record], [observed results], [cost and time]

Separate what happened from explanations. Suggest two plausible reasons and the cheapest useful next check. Preserve small-sample uncertainty.

Return: A short evidence review and one recommended next move.

Review: Likes, downloads, requests, purchases, and delivered value are different signals.

WM-I03 | Find the first customer-journey obstacle

Bring: [visits], [actions], [follow-up], [customer feedback]

Identify where progress appears to stop and which data is missing. Distinguish a broken step from weak interest or delayed decision-making.

Return: A bottleneck hypothesis and a check you can perform today.

Review: Do not prescribe more traffic before checking the current journey.

WM-I04 | Review your audience groups

Bring: [group rules], [current examples], [outcomes], [overlap]

Check whether the groups still describe meaningful needs and produce useful differences. Suggest a merge, revision, or retirement where appropriate.

Return: A group-by-group review with one simplification.

Review: Do not keep a segment simply because creating it took effort.

Improve

Use the session instruction on page 2 with each prompt.

WM-I05 | Ask buyers about the first result

Bring: [promised outcome], [delivery experience], [contact permission]

Prepare neutral questions about what the buyer used, what helped, and what was confusing. Ask about observed experience rather than general satisfaction alone.

Return: A short feedback request and a note-taking template.

Review: Do not turn feedback into a public testimonial without separate permission.

WM-I06 | Review the money and the time

Bring: [receipts], [spend], [delivery hours], [refunds], [unknown costs]

Separate revenue, variable contribution, overhead, and your work time. Calculate only what the inputs support. Identify what remains provisional.

Return: A simple outcome summary and the next cost to verify.

Review: Never treat gross sales as profit or missing expenses as zero.

WM-I07 | Improve a confusing explanation

Bring: [current copy], [actual misunderstanding], [offer facts]

Revise the section that caused confusion while preserving the true scope. Explain the edit and how to test whether it helps.

Return: Revised copy and one comprehension question.

Review: Do not add a bigger promise to compensate for unclear wording.

Improve

Use the session instruction on page 2 with each prompt.

WM-I08 | Decide whether to automate

Bring: [manual task], [frequency], [error examples], [time cost]

Assess whether the process is stable enough to automate. Define trigger, inputs, allowed action, review point, failure handling, and manual fallback.

Return: An automation candidate brief or a reason to keep it manual.

Review: A draft workflow is not a connected, tested automation.

WM-I09 | Capture a useful checkpoint

Bring: [goal], [completed work], [evidence], [blockers]

Write a concise record that lets your future self resume. Link artifacts, keep unknowns visible, and select the smallest useful next action.

Return: A checkpoint with decision, rationale, files, open questions, and next move.

Review: Do not mark a task complete merely because an AI produced a draft.

WM-I10 | Choose continue, change, or stop

Bring: [experiment history], [constraints], [current evidence]

Compare continuing, changing one element, pausing, and stopping. Explain the tradeoffs and what new evidence would change the recommendation.

Return: A decision note with a next action and review condition.

Review: Do not pressure the founder to persist when delivery, economics, or circumstances do not support it.

Your context and audience

Complete the fields that matter to this decision. Keep assumptions separate from verified evidence.

Decision and business goal

Audience situation and evidence

Offer, delivery, and approved claims

Available data and missing information

Brand voice, time, budget, and capacity

Segment card

Purpose | Membership rule | Permission | Exclusions | Unknowns | Refresh | Exit | Treatment |
Default | Measure | Owner

Your experiment and checkpoint

Hypothesis and planned action

Primary outcome, denominator, and guardrail

Observation window, comparison, and limits

Actual result and supporting evidence

What remains unknown

Next move and what would change the decision

Source and attribution

Public format reference: [HubSpot Loop Marketing Prompt Library](#). Checked September 27, 2026. All prompts and worksheets here are original. For technical references, see the accompanying segmentation guide.