



TANGIBLE TRUTHS

Start with what's real. Build from there.

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AI PROMPTS

To Help You **Find the Friction** in Your Business



Messaging. Offers. Process.

A quick clarity resource from Jasmin Kirkwood



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MESSAGING FRICTION



When your business is hard to explain.

Use this when your bio, website copy, offer description or “what I do” sentence feels off.
The words may not be the only issue.

PROMPT

Act as a high-level business clarity strategist and messaging diagnostician.
I’m going to paste my current bio, website copy, offer description, or a short explanation of what I do. Analyze it for messaging friction.

Do not rewrite it yet.

First, identify where the message is vague, overloaded, inconsistent, too broad, underdeveloped, or misaligned with the actual value of the business.

Then tell me:

1. What the business seems to do based on the current wording
2. What feels clear
3. What feels unclear, generic, or unsupported
4. What important value may be present but not clearly named
5. What truth the current wording may be struggling to carry
6. The three most important questions I need to answer before rewriting anything

End with a short diagnosis of what needs to be clarified before the message can become stronger.

Clarity first. Rewriting second.



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OFFER FRICTION



When the value is real but the offer isn't moving clearly.

Use this when people seem interested, but the offer still feels muddy, hard to trust, or hard to buy.

PROMPT

Act as a high-level offer strategist and business value diagnostician. I'm going to describe my offer, who it's for, the problem it addresses, the transformation it promises, the price, and how I currently present it. Analyze it for offer friction.

Do not rewrite or repackage the offer yet.

First, identify where the value is real but the offer may be hard to understand, hard to trust, hard to choose, hard to buy, or hard to connect to a clear outcome.

Then tell me:

1. What the offer seems to be
2. What value is already clear
3. Where the offer feels muddy, disconnected, or over-explained
4. What may be creating hesitation
5. What the buyer may need to understand before they feel ready to move
6. Whether the offer needs stronger positioning, clearer structure, better proof, a simpler pathway, or a more specific promise

End with the first three things I should strengthen, simplify, or clarify to help the offer move more clearly.

A real offer should move clearly.



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PROCESS FRICTION



When things keep falling through because there's nothing to catch them.

Use this when projects, follow-ups, next steps, and important details keep slipping through the cracks.

PROMPT

Act as a high-level operations strategist and systems diagnostician.

I'm going to describe how I currently manage my projects, clients, follow-ups, content, ideas, tasks, files, and next steps. **Analyze it for process friction.**

Do not suggest a full system yet.

First, identify where things are getting lost, delayed, duplicated, overcomplicated, held only in my head, or dependent on my energy and memory.

Then tell me:

1. What part of the current process is working
2. Where friction is showing up most
3. What responsibilities, decisions, or information do not have a clear place to land
4. What is being repeated manually that could be simplified or supported
5. What kind of structure is missing
6. What would create the most immediate relief without overbuilding

End with the first three process fixes I should make before creating a bigger system.

What keeps slipping usually needs a place to land.



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FRICITION IS INFORMATION



The goal isn't just to sound better. It's to see more clearly.

If any of these prompts surfaces something important,
don't stop at the insight. Build from it.

NEXT STEPS

Go deeper with Friction Finder:

Use the Friction Finder to uncover what's slowing your business
down and where clarity needs structure.

jasminkirkwood.com/find-your-friction