FAST FORWARD · **Digital GTM Audit**

⏱️ **~30 min**
solo at home

WHAT YOU NEED TO KNOW

The digital surface buyers hit before they ever talk to you. **Three channels** — buyer-search discoverability, the website, your best outreach message. **Audit each with an AI prompt** — copy or photograph, paste, read the Report Card. **Complete all 3 Report Cards** then synthesize across them.

⚖️ **Lens reminder:** The 3 channels apply universally. **B2B** runs Prompts 1, 2, and 3 (B2B). **B2C** runs Prompts 1, 2, and 3 (B2C). Each prompt auto-adapts where it matters; only Prompt 3 is a separate B2B vs B2C variant.

The 3 Channels · each gets one AI prompt

Channel	What the audit asks	Prompt to use
01 **Buyer-Search Discoverability**	*Can buyers find you when they search for the problem you solve — in classic search AND in AI answers?*	**Prompt 1 (universal)**
02 **Sales-Ready Website**	*Does your homepage earn the next click — toward a sales call (B2B) or a purchase (B2C)?*	**Prompt 2 (auto-detects lens)**
03 **Outreach Message**	*Does your best outreach earn a reply (B2B cold email) or convert (B2C marketing message)?*	**Prompt 3 (B2B) or Prompt 3 (B2C)**

📋 **Get the 3 prompts** (clean copy-paste — paragraph and bullet formatting preserved).

Scan the QR code at right — or photograph the prompts in the appendix at the back of this worksheet.

Source: *Fast Forward (Giese & Hilpert, 2021); buyer-mimicking SEO/GEO methodology; Rankmax B2B AI SEO Case (2025); sales-readiness frameworks (HubSpot, Drift); cold-outreach frameworks (Skok, Sales Hacker); Cheek, Startup Tactics (MIT, 2024); B2C lifecycle email best practices.*

EXERCISE · Run the 3 prompts on your own company.

Run the 3 Prompts · one Report Card per channel

a · Buyer-Search	b · Sales-Ready Website	c · Outreach Message
Open **Prompt 1**. Paste into ChatGPT, Claude, or Perplexity. Provide your company URL. **Output:** one *Buyer-Search Report Card* — grade A–F + 3 drivers + Top 3 actions.	Open **Prompt 2**. Paste in and provide your company URL. The prompt auto-detects B2B vs B2C and applies the right component list. **Output:** one *Sales-Ready Website Report Card* — grade + 3 drivers + Top 3 actions.	From the shared doc, pick the right variant for your lens: **Prompt 3 (B2B)** for cold outreach, **Prompt 3 (B2C)** for marketing email or copy. Paste your best message. **Output:** a **4-slide** *Outreach Report Card deck* — overview · diagnosis · the submitted message · Top 3 actions.

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YOUR DELIVERABLES

- ☐ **Report Card 1** · Buyer-Search Discoverability (from Prompt 1)
- ☐ **Report Card 2** · Sales-Ready Website (from Prompt 2)
- ☐ **Report Card 3** · Outreach Message — 4-slide deck (from Prompt 3 B2B or B2C)

Output: *Three Report Cards — Buyer-Search and Website (1 slide each) plus Outreach (4-slide deck) — with grades and Top-3 actions. Keep all artefacts together.*

APPENDIX · 3 Prompts for Reference · Scan the QR code on page 1 for the clean copy-paste version (recommended). The same prompts are reproduced below for offline reference and photographing.

ANNEX 1

Buyer-Search Discoverability

▸ How to use: Copy or photograph the prompt below. Paste into ChatGPT, Claude, or Perplexity. Provide your company URL when the AI asks. Save the Report Card as a screenshot or document for your records.

```
PROMPT 1  ·  Buyer-Search Discoverability Report Card
Copy or photograph this and paste into ChatGPT, Claude, or Perplexity.

You are a senior B2B/B2C marketing analyst.

INPUT
  Company URL:  [PASTE]

DO THIS
  1.  From the website, infer the target buyer + segment in
      one sentence.
  2.  Generate 5 realistic buyer search queries this buyer would
      type — WITHOUT the company name.
  3.  Run those queries on Google AND one AI engine
      (ChatGPT / Perplexity / Claude). Note where the company
      appears or doesn't, and what dominates the results.
  4.  Diagnose with exactly 3 DRIVERS — each gets a 3–5 word
      name in plain language, a grade A–F, and a one-sentence
      finding with concrete evidence.
  5.  Prescribe TOP 3 ACTIONS — each is a verb-first statement
      (≤12 words), a one-sentence rationale, and which driver(s)
      it solves.

OUTPUT FORMAT — produce a one-page Report Card with:
  HEADER
    Title:  "Why [company] is / isn't found by buyers"
    URL  ·  Date  ·  Overall Grade  (A–F)

  BUYER PROFILE
    Target buyer:    one sentence
    Queries tested:  5 queries, comma-separated, no company name

  DIAGNOSIS — 3 DRIVERS
    01  [Driver name]   Grade [A–F]
        [One-sentence finding]
    02  [Driver name]   Grade [A–F]
        [One-sentence finding]
    03  [Driver name]   Grade [A–F]
        [One-sentence finding]

  TOP 3 ACTIONS — do these next
    1   [Action]    →    Solves driver [n]
        [Rationale]
    2   …
    3   …

  SOURCE
    ≥3 specific URLs from the website + engines used.

LANGUAGE RULES
  •  Plain language any CEO would use.
  •  No technical acronyms — no H1, SERP, CTR, DA, GEO, SEO, LLM.
     If needed, spell out: "page heading", "Google results",
     "click-through rate", "answers in AI search".
  •  Cite specific URLs and content excerpts, not jargon.
```

ANNEX 2

Sales-Ready Website

▸ How to use: Copy or photograph the prompt below. Paste into ChatGPT, Claude, or Perplexity. Provide your company URL when asked. The prompt auto-detects whether your site is B2B or B2C and applies the right component list. Save the Report Card for your records.

```
PROMPT 2  ·  Sales-Ready Website Report Card
Copy or photograph this and paste into ChatGPT, Claude, or Perplexity.

You are a senior B2B/B2C marketing analyst.

INPUT
  Company URL:  [PASTE]

DO THIS
  1.  DETECT LENS — classify the company as B2B or B2C from
      the website in one sentence.
      •  B2B signals:  "book a demo" / "request quote" /
         customer logos / case studies / enterprise terminology /
         no published price
      •  B2C signals:  published prices / "add to cart" /
         reviews and ratings / product photography /
         consumer SKUs / returns and shipping info

  2.  ASSESS the homepage and one product / service page against
      the right 10-component list:

      IF B2B:
         hero clarity  ·  buyer-segment signal  ·  value proposition
         social proof (quotes, testimonials)  ·  customer logos
         case studies  ·  pricing transparency or rationale
         primary call-to-action ("book demo" / "talk to sales")
         secondary calls-to-action  ·  sales contact path

      IF B2C:
         hero clarity  ·  target-customer signal  ·  value proposition
         product photography quality  ·  reviews and ratings
         user-generated or press / influencer proof
         pricing clarity (price + tax + shipping + stock)
         primary call-to-action ("buy" / "add to cart")
         trust signals (secure checkout, returns, shipping policy)
         mobile experience

  3.  CLUSTER into 3 DRIVERS (same names both lenses):
         01  First impression       (hero · segment · value prop)
         02  Trust & proof          (lens-specific elements)
         03  Path to conversion     (lens-specific elements)
      Grade each A–F with a one-sentence finding citing specific
      page text.

  4.  PRESCRIBE TOP 3 ACTIONS — verb-first, rationale,
      which driver(s) it solves.

OUTPUT FORMAT — produce a one-page Report Card with:
  HEADER
    Title:  "How sales-ready is [company]'s website?"
    URL  ·  Date  ·  Lens (B2B or B2C)  ·  Overall Grade  (A–F)

  VISITOR PROFILE
    Target visitor:  one sentence
    What they need before they'd start buying / talking to sales

  DIAGNOSIS — 3 DRIVERS
    01  First impression       Grade [A–F]   [Finding]
    02  Trust & proof          Grade [A–F]   [Finding]
    03  Path to conversion     Grade [A–F]   [Finding]

  TOP 3 ACTIONS — do these next
    1   …   →   Solves driver [n]
    2   …
    3   …

  SOURCE
    ≥3 specific URLs from the company website.

LANGUAGE RULES
  •  Plain language any CEO would use.
  •  No technical acronyms — no H1, SERP, CTR, DA, CRO, UX.
  •  Quote specific page text where helpful.
```

ANNEX 3 (B2B)

Cold Outreach Email

▸ How to use: If you sell B2B and do cold outreach — use this prompt. Copy or photograph below, paste into ChatGPT / Claude / Perplexity. Paste in (a) the recipient profile and (b) your best recent cold outreach email. Save the Report Card for your records.

```
PROMPT 3 (B2B)  ·  Cold Outreach Email Report Card
Copy or photograph this and paste into ChatGPT, Claude, or Perplexity.


You are a senior B2B sales-development analyst.


INPUT
  Paste two things below:
    (a)  Recipient profile  ·  1 sentence:  role + company type
         + what they care about
    (b)  The cold email  ·  subject line + body + signature


DO THIS
  1.  RESTATE the recipient's job-to-be-done in one sentence —
      what would make this email worth opening and reading?


  2.  ASSESS the email against these 7 components:
         subject line  ·  relevance opener (why YOU specifically)
         pain articulation  ·  proof / credibility
         primary call-to-action (small, specific ask)
         P.S. line  ·  signature


  3.  CLUSTER into 3 DRIVERS:
         01  Open       (subject + relevance opener)
         02  Argument   (pain + proof)
         03  Close      (call-to-action + P.S. + signature)
      Grade each A–F with a one-sentence finding.


  4.  PRESCRIBE TOP 3 ACTIONS — verb-first, one-line rationale,
      which driver(s) it solves.  Where helpful, REWRITE the
      offending line directly so the user can paste it back.


OUTPUT FORMAT — produce a 4-slide Report Card deck:
  SLIDE 1 — Overview
    Title:     "Will this email get a reply?"
    Recipient  ·  Date  ·  Overall Grade  (A–F)
    Recipient profile  (1 sentence)
    What would make this email worth opening  (1 sentence)
    One-line verdict  (1–2 sentences — the headline finding)


  SLIDE 2 — Diagnosis  (3 DRIVERS)
    01  Open       Grade [A–F]   [Finding + subject in quotes]
    02  Argument   Grade [A–F]   [Finding — does pain land,
                                   is proof real]
    03  Close      Grade [A–F]   [Finding — is the ask specific
                                   and small enough]


  SLIDE 3 — The Submitted Email  (verbatim, no edits)
    Subject:    [exact subject line]
    Body:       [full body text, preserving line breaks]
    Signature:  [exact signature]


  SLIDE 4 — Top 3 Actions
    1   [Action]   →   Solves driver [n]
        [Rationale + rewritten line where helpful]
    2   …
    3   …


  SOURCE  (footer on every slide)
    The email and recipient profile as input.


LANGUAGE RULES
  •  Plain sales language.  No acronyms (no CTR, MQL, SDR, ICP).
  •  Concrete rewrites preferred over abstract advice.
  •  Keep rewrites in the recipient's likely language.
```

ANNEX 3 (B2C)

Marketing Email or Copy

▸ How to use: If you sell B2C — use this prompt instead. Copy or photograph below, paste into ChatGPT / Claude / Perplexity. Paste in (a) the audience, (b) the format (email / social / ad / landing copy), and (c) your best recent message. Save the Report Card for your records.

```
PROMPT 3 (B2C)  ·  Marketing Message Report Card
Copy or photograph this and paste into ChatGPT, Claude, or Perplexity.


You are a senior B2C marketing analyst.


INPUT
  Paste three things below:
    (a)  Audience  ·  1 sentence:  customer segment + relationship
         (subscriber, past buyer, cart-abandoner, cold visitor, etc.)
    (b)  Format  ·  marketing email  /  Instagram caption  /
         ad copy  /  landing-page block  /  other (name it)
    (c)  The message  ·  full text including any subject line,
         preheader, headline, body, and call-to-action


DO THIS
  1.  RESTATE what the audience wants in one sentence —
      and what this message must promise to earn the next click.


  2.  ASSESS the message against these 5 universal components,
      plus 1 format-specific element where applicable:


         hook / headline  (the attention grab)
         offer or value  (what's in it for them)
         social proof, scarcity, or urgency  (why now / why trust)
         primary call-to-action  (one clear ask)
         trust signal  (brand, footer, return / unsubscribe)


      Format-specific extras:
         •  Email           →  subject line + preheader
         •  Social caption  →  first line (above the fold) + hashtags
         •  Ad copy         →  headline + visual cue
         •  Landing copy    →  above-the-fold sequence


  3.  CLUSTER into 3 DRIVERS:
         01  Catch     (hook + format-specific opener)
         02  Convince  (offer + social proof / urgency)
         03  Convert   (call-to-action + trust signal)
      Grade each A–F with a one-sentence finding.


  4.  PRESCRIBE TOP 3 ACTIONS — verb-first, rationale,
      which driver(s) solved.  Where helpful, REWRITE the
      offending line directly so the user can paste it back.


OUTPUT FORMAT — produce a 4-slide Report Card deck:
  SLIDE 1 — Overview
    Title:    "Will this message convert?"
    Audience  ·  Format  ·  Date  ·  Overall Grade  (A–F)
    Audience profile  (1 sentence)
    What would earn the next click  (1 sentence)
    One-line verdict  (1–2 sentences — the headline finding)


  SLIDE 2 — Diagnosis  (3 DRIVERS)
    01  Catch      Grade [A–F]   [Finding + hook in quotes]
    02  Convince   Grade [A–F]   [Finding — is the offer crisp,
                                   is proof real]
    03  Convert    Grade [A–F]   [Finding — is the ask one,
                                   clear, and easy]


  SLIDE 3 — The Submitted Message  (verbatim, no edits)
    Format:     [email / social / ad / landing copy]
    [If email]  Subject + preheader
    Body:       [full text, preserving line breaks + bullets]
    CTA:        [the exact call-to-action]
    Footer:     [unsubscribe / brand / sign-off]


  SLIDE 4 — Top 3 Actions
    1   [Action]   →   Solves driver [n]
        [Rationale + rewritten line where helpful]
    2   …
    3   …


  SOURCE  (footer on every slide)
    The message and audience profile as input.


LANGUAGE RULES
  •  Plain marketing language.  No acronyms (no CTR, AOV, ROAS,
     UGC, FOMO, BOFU).
  •  Concrete rewrites preferred over abstract advice.
  •  Keep rewrites in the audience's likely language.
```