

# 12 Research Prompts for Claude or ChatGPT

Copy → paste into Claude or ChatGPT. Replace [ ] with your organization's details.

## 01. PERSONA SIMULATION

Act as a [audience type] living in [city/country], [gender], [age] years old. What are your 5 biggest problems right now that you wish someone could help you solve? Be specific and emotional.

## 02. FACEBOOK GROUPS

Read these Facebook Group posts and comments: [paste content]. What can you learn qualitatively (themes, emotions, language used) and quantitatively (most repeated topics, engagement patterns)?

## 03. YOUTUBE COMMENTS

Analyze these YouTube comments from a video about [your cause topic]: [paste comments]. What fears, desires, and unmet needs appear most? Quote the exact phrases your audience uses.

## 04. META ADS LIBRARY

I found these ads from organizations similar to ours: [paste ad copy]. What messages are working? What angles are being used? What is missing that we could uniquely own?

## 05. PSYCHOGRAPHIC DEPTH

My audience is [demographic]. Go beyond demographics. What are their values, beliefs, and identity? What do they tell themselves about why their situation is the way it is? What do they secretly want but won't say?

## 06. PAIN & MOTIVATION

You are a [audience type] in [context]. Without solutions in mind, describe in your own words: What keeps you up at night? What would change your life? What have you already tried and failed?

## 07. TIKTOK SEARCH

Analyze these TikTok comments and captions about [topic]: [paste content]. What slang, expressions, and emotional language does this audience use? What are they asking for that nobody is giving them?

## 08. GOOGLE AUTOCOMPLETE

These are the top Google autocomplete results when people search '[your topic]': [list them]. What does this tell you about what your audience fears, desires, or is confused about?

## 09. CHANGE.ORG / PETITIONS

Analyze these petition descriptions and supporter comments about [your cause]: [paste]. Who is signing and why? What language do they use to describe the problem? What emotional words repeat?

## 10. MESSAGE TESTING

Here are 6 different hooks for our program: [paste hooks]. Rank them from most to least compelling for a [audience type]. Explain why each works or doesn't, using their emotional reality, not marketing logic.

## 11. AUDIENCE INSIGHT CARD

Based on my audience notes: [paste your research]. Fill out this profile: Core pain · Core desire · Biggest objection · Trigger to act · Channels they use · ONE sentence that would make them stop scrolling.

## 12. CONTENT GAP ANALYSIS

Look at how [similar org] talks to their audience: [paste their bio/posts]. What is NOT being said? What real problems are being avoided? What angle could we own that nobody else is using right now?

Tip: For best results, always give Claude context about your organization before running any prompt.