Prompt pack

Oct 4, 2026

A reusable set of four prompts for running the language-market fit teardown on any product: your own reviews, forums, competitor reviews, support tickets, cancellation reasons, whatever mix you can pull. Run them in order. Each one takes the output of the one before it. Nothing here needs the 23snaps pile specifically, swap in your own.

1. The mining prompt

Step 1 → 2: Collect to Mine

> Below are [N] reviews, forum threads and competitor reviews for [app]. Extract: (1) the outcomes users want, (2) the situations that made them download, (3) alternatives they tried, (4) worries before paying or when leaving. Quote users verbatim. Count how often each theme appears. Mark themes that show up in more than one source.

Paste the raw pile in underneath it, unedited. Do not summarise the pile before the model sees it, that is the model's job. Run this in thinking mode if you have it, the counting and cross-source flagging benefit from it. Prompt shape adapted from SYSTM.

2. The language bank prompt

Step 2 → 3: Mine to Bank

> From the themes above, pick one line per pull, outcome, trigger, alternative, anxiety, that best represents the strongest theme. Prefer a theme that repeats across more than one source over a single strong quote from one review. Where two themes compete, for example a price or lock-in complaint against a trust or control worry, choose the one tied to the underlying job and motivation, not the one that is just about price or bugs, unless price is specifically what you are testing. Quote the chosen line verbatim, name the source, and say how many sources it appeared in. If a pull has no clean cross-source quote yet, leave it blank rather than forcing a weak one in.

This is the step that turns a long list of extracted quotes into the four or five lines you will actually work from. It is also where it is easiest to quietly default to whatever complaint is loudest, usually price, so the instruction to prefer the job and motivation over price or bugs is doing real work here, not just decoration.

3. The rewrite prompt

Step 3 → 4: Bank to Rewrite

> Using only the language bank above, write three versions of a headline, a subhead and a one-line reassurance line that sits near the button, for [surface]. Use a standard button verb, Continue or Try Now, not bank language, the button is not where the differentiation lives. Use their exact outcome, trigger, alternative and anxiety words everywhere else, not generic marketing language. Adapt every line to the format: first person to second person or imperative, trimmed to headline length, so it reads like real ad copy someone would ship. Never paste a bank quote in unedited, a full sentence from a review is not a headline. Keep their nouns and feelings exactly (privacy, family, consent, etc), do not swap in a softer synonym. The anxiety should be resolved, not restated, in the reassurance line, never crammed into the button itself. Label each line with which bank row it came from.

The two failure modes this prompt is written to catch: paraphrasing away from the customer's actual words (too loose, you lose the thing that made it credible), and pasting a bank quote in unedited (too literal, it reads like a review, not an ad). Both directions are wrong. The goal is the same words, restructured for the format.

4. The five-line check

Run this on any rewrite before you ship it.

1. **Word fidelity.** Does every line still use the customer's actual words, not a synonym, not a softened version?
2. **Ad copy, not a quote.** Would this read as a headline, subhead or button someone would actually ship, not like a sentence lifted whole from a review?
3. **Anxiety resolved, not restated.** Does the closing line answer the worry, rather than just repeating it back?

4. **Cross-source, not single-review.** Is the line behind each pull one that showed up in more than one source, not just the loudest one-off complaint?
5. **One change at a time.** Is this a single, isolated change you can test and attribute, not several rewrites bundled into one release?

If a line fails any of these five, go back to the bank, not to your own instincts, and pull again.