

Prompt Library for Creative Firms

10 tested prompt structures for auditing your AI visibility, simulating client search behaviour, and identifying the content gaps your competitors have left open.

How to use this library: Run each prompt in ChatGPT, Perplexity, and Claude separately — results differ meaningfully between models. Run each prompt a minimum of 5 times before drawing conclusions. Record results in the Measurement Tracker. A single run tells you almost nothing.

DOMINANT 80%+ of runs	VISIBLE 20–79% of runs	LONG-TAIL Under 20% of runs	NOT FOUND 0% — still useful data
--------------------------	---------------------------	--------------------------------	-------------------------------------

SECTION 01 — AUDITING YOUR CURRENT VISIBILITY

P-01	Visibility Audit	<i>Which branding agencies or creative consultancies are known for a diagnostic-first approach to brand strategy?</i>
What to look for: Does your firm appear? If not, which firms do, and what language is used to describe them? This is a direct test of whether your methodology has become legible to AI.		
P-02	Methodology Recognition	<i>Which creative consultancies are known for an audit-first or diagnostic-first approach before touching execution?</i>
What to look for: If no firm appears, the content gap is open for you to own. A single well-argued methodology essay can establish dominance here within 90 days.		
P-03	Regional Specificity	<i>Which branding agencies or creative strategy firms are based in Lagos or Nigeria and work with growth-stage businesses?</i>
What to look for: Regional niche queries produce 3 times more dominant brands than broad category queries. This is the highest-leverage prompt for West Africa-based firms.		
P-04	Reputation Check	<i>[YOUR FIRM NAME] — what are their areas of expertise and what kind of clients do they work with?</i>
What to look for: Replace with your actual firm name. If the model returns nothing or returns inaccurate information, your entity footprint is too thin. This is a Layer 1 and Layer 3 problem.		

SECTION 02 — SIMULATING CLIENT SEARCH BEHAVIOUR

P-05	Problem-Led Search	<i>I need a brand consultancy that will tell me honestly if my brief is wrong before starting the work. Who does that?</i>
What to look for: Does anyone appear? This is how a diagnostically-minded client searches. If no firm appears, this content gap is yours. No competitor has published a convincing answer to this query.		

P-06	Industry-Specific Search	<i>Which branding agencies have experience working with [fashion / fintech / hospitality] businesses in [market]?</i>
What to look for: Swap in your actual specialisms. Track which firms appear and what content is likely driving that recognition. The gap between who appears and who should appear is your opportunity.		

P-07	Comparison Search	<i>Compare [YOUR FIRM NAME] and [COMPETITOR NAME] — what are the differences in their approach?</i>
What to look for: Can the model make a meaningful comparison? If it cannot, your methodology content is either absent or not legible enough to cite. Replace brackets with real firm names.		

SECTION 03 — IDENTIFYING CONTENT GAPS

P-08	Unclaimed Territory	<i>What are the most common mistakes branding agencies make when working with growth-stage businesses?</i>
What to look for: Is any firm cited as the authority on this question? If not, a single well-argued methodology essay could own it. This query represents a persistent client concern with no clear answer in the market.		

P-09	Framework Search	<i>Which creative consultancies have published their own frameworks or methodologies for brand auditing?</i>
What to look for: Named frameworks get cited. If your process does not have a name that appears in your published content, it does not exist to AI systems. Your methodology needs a title.		

P-10	Decision-Stage Query	<i>How should a growth-stage business evaluate whether to hire a brand consultancy or work with a freelance designer?</i>
What to look for: This is a decision-stage query. Firms whose content addresses this question directly are more likely to appear. If no one appears, this is an immediate content opportunity.		

The gap between where you are and where you want to be on these prompts is a content and authority problem, not a technical one. The 90-day protocol in the article maps the build sequence. The checklist tells you where you currently stand.

If you cannot locate your firm in 3 or more of these prompts, the Hardline Audit comes first.
Book it: hardlinegroup.proton.me

HARDLINE.

Audit before you execute.