

How to Use These Prompts

Ready-to-copy AI prompts to research, plan, launch and grow your D2C brand. Works with ChatGPT, Claude, Gemini and other AI tools.

01

3-STEP WORKFLOW

01

Copy
Choose a prompt from the catalog that matches your immediate business goal.

02

Customize
Replace all bracketed [PLACEHOLDERS] with details about your brand, product and customer.

03

Run
Paste the customized prompt into ChatGPT, Claude, Gemini or your preferred AI tool.

IMPORTANT ADVISORY ON AI OUTPUTS
AI tools are designed to accelerate research, strategy and content generation. However, AI can hallucinate data or offer generic market estimations. Always independently verify critical business, legal, financial, supplier, unit economics and market pricing details before making capital commitments or launching products.

02

PRODUCT & NICHE RESEARCH

PROMPT 01

RESEARCH

Find Underserved D2C Niches
WHEN TO USE: Use this prompt when searching for high-potential, underserved product niches in the Indian market.
COPY THIS PROMPT

Act as a Senior D2C Market Research Analyst specializing in the Indian e-commerce landscape.

Identify 5 underserved D2C product niches within [CATEGORY, e.g., Streetwear Apparel / Home Decor / Personal Care].

For each niche, analyze and detail the following:

1. Core Customer Problem: What specific gap or frustration exists in current market offerings?
2. Target Audience: Who is the ideal buyer (demographics, psychographics, buying behavior)?
3. Differentiation Angle: How can a new entrant stand out without competing purely on price?
4. Demand Signals: What search keywords, social trends, or forum discussions prove interest?
5. Fulfilment & Shipping Suitability: Is this item suitable for Print-on-Demand (POD) or low-volume inventory? Evaluate fragility, weight, return risk, and shipping costs in INR.
6. Repeat Purchase Potential: How frequently will customers reorder or buy accessories?

Format the response as a structured markdown table followed by a short strategic summary for each niche. Avoid generic ideas.

Validate the Opportunity

Evaluate product ideas, test demand without inventory and build a customer profile before committing significant capital.

01

PRODUCT & NICHE RESEARCH

PROMPT 02 EVALUATE

Generate and Evaluate Product Opportunities

WHEN TO USE: Use this prompt to evaluate a raw product idea against real-world D2C economics and operational feasibility.

COPY THIS PROMPT

Act as an E-Commerce Product Strategist. I have a product concept: **[INSERT PRODUCT IDEA, e.g., Heavyweight Oversized Graphic Tees for Anime Fans]**.

Evaluate this product opportunity across the following 7 critical criteria:

1. Problem / Desire Intensity: Is this solving a functional need or fulfilling an emotional identity?
2. Pricing Potential (INR): What is the feasible selling price range in India? Can it command a premium?
3. Competition Density: Is the market saturated with low-cost alternatives or is there room for brand equity?
4. Content & Marketing Potential: Is this product visually engaging for Instagram Reels, Meta Ads, and Influencer gifting?
5. Shipping & Packaging Feasibility: What are the risks regarding volumetric weight, damage, or sizing returns?
6. Fulfilment Route Suitability: Compare Print-on-Demand (POD), Dropshipping, and Holding Bulk Stock for this product.
7. Margin Viability: If product + shipping costs are ~₹**[ESTIMATED COST]**, is there enough margin for ad spend?

End with a final verdict: "HIGH POTENTIAL", "MODERATE RISK", or "RECONSIDER", along with 3 actionable steps to validate it with zero upfront inventory.

PROMPT 03 VALIDATE

Validate a Product Idea With Zero Inventory

WHEN TO USE: Use this prompt to design a low-risk product validation test before spending capital on inventory.

COPY THIS PROMPT

Act as a Lean D2C Growth Marketer. I want to test demand for **[INSERT PRODUCT / CONCEPT]** in the Indian market without purchasing upfront inventory or manufacturing stock.

Create a step-by-step 14-day product validation experiment plan.

Include:

1. Minimum Viable Offer: How to package and frame the product (e.g., pre-orders, mockups, waitlist).
2. Creative Asset Requirements: What product mockups, lifestyle images, or video scripts I need.
3. Landing Page Framework: Outline the core structure of a 1-page Shopify/WooCommerce validation page.
4. Ad Strategy: Set up a micro-budget (₹500/day) Meta ad campaign targeting **[TARGET AUDIENCE]**. Define key metrics for success (CTR, Conversion Rate, Add-to-Cart Rate).
5. Feedback Loop: A 3-question survey automated for waitlist signups to uncover exact buying triggers.

02

CUSTOMER RESEARCH

PROMPT 04 CUSTOMER

Build a Detailed Customer Persona

WHEN TO USE: Use this prompt to create a rich, actionable customer profile to guide branding and marketing copy.

COPY THIS PROMPT

Act as a Consumer Psychology Expert and Brand Strategist. Build a comprehensive customer persona for a brand selling **[PRODUCT/CATEGORY]** priced at ₹**[PRICE RANGE]** in India.

Detail the following sections:

1. Persona Profile: Name, Age, Occupation, Location (Tier 1 / Tier 2 city), and Monthly Income.
2. Psychographics & Identity: What communities do they belong to? What aesthetic or values do they project?
3. Daily Frustrations & Pain Points: What annoys them about existing products in **[CATEGORY]**?
4. Buying Triggers: What exact life moment, event, or social impulse forces them to buy this right now?
5. Preferred Channels: Where do they consume content (Instagram, YouTube, Reddit, WhatsApp)? Who do they follow?
6. Value Perception: What matters most to them—Price, Premium Quality, Speed of Delivery, Sustainability, or Brand Status?

Provide 3 direct quotes that this customer would say when describing why they love or hate existing products in this category.

Customer & Competitor Research

Surface conversion objections, reverse-engineer competitors and identify positioning territories your competitors are overlooking.

02

CUSTOMER RESEARCH

PROMPT 05

OBJECTIONS

Analyze Customer Buying Objections

WHEN TO USE: Use this prompt to surface hidden hesitations that stop customers from converting on your store.

COPY THIS PROMPT

Act as a Conversion Rate Optimization (CRO) Specialist and Consumer Analyst for Indian E-Commerce.

I am launching a D2C brand selling **[PRODUCT CATEGORY]** targeting **[TARGET AUDIENCE]**. My average order value (AOV) is ₹**[PRICE]**.

Analyze the top 6 buying objections a first-time visitor will have when visiting my store.

For each objection:

1. Root Cause: Why does the customer feel this hesitation? (e.g., trust, sizing uncertainty, delivery time, price sensitivity).
2. Counter-Messaging: Write exact headline and body copy to address this hesitation directly on the product page.
3. Social Proof / UX Fix: What visual element, badge, policy, or trust signal will eliminate this concern immediately?

03

COMPETITOR RESEARCH

PROMPT 06

COMPETITORS

Competitor Analysis Framework

WHEN TO USE: Use this prompt to reverse-engineer competitor strengths, weaknesses and market positioning.

COPY THIS PROMPT

Act as a D2C Competitive Intelligence Analyst. I am launching a brand in **[CATEGORY]** in India. My main competitors are **[COMPETITOR A]**, **[COMPETITOR B]**, and **[COMPETITOR C]**.

Conduct a competitive breakdown across these dimensions:

1. Positioning & Identity: How does each brand position itself? (e.g., budget-friendly, luxury, trend-driven, eco-conscious).
2. Pricing Structure: What are their price points, bundle offers, and discount strategies?
3. Value Proposition Analysis: What core promises do they highlight on their homepages and ad creatives?
4. Customer Complaints & Weaknesses: Based on common customer feedback for this category, where are these brands failing? (e.g., fabric quality, slow shipping, poor customer support, sizing inconsistency).
5. Unclaimed Opportunities: What angle, customer segment, or product feature are all competitors ignoring?

Note: Clearly separate established factual market knowledge from assumptions.

PROMPT 07

POSITIONING

Find Positioning Gaps in a Crowded Market

WHEN TO USE: Use this prompt to locate an empty, defensible positioning territory in a crowded product niche.

COPY THIS PROMPT

Act as a Lead Brand Positioning Strategist.

The market for **[PRODUCT/CATEGORY]** in India is crowded with generic competitors competing on price.
Target Audience: **[TARGET CUSTOMER]**.

Develop 4 distinct positioning directions that will allow my brand to stand out and command higher margins:

1. The Specialist Angle: Focus on a specific sub-niche or use case.
2. The Aesthetic / Identity Angle: Focus on a specific visual style, lifestyle, or culture.
3. The Process / Quality Angle: Focus on superior materials, print techniques, or ethical sourcing.
4. The Experience / Service Angle: Focus on customization, packaging, or speed.

For each angle, write a 1-sentence Brand Promise, a Sample Tagline, and describe the visual style required.

Brand Positioning & Product Design

Translate your market insights into a clear brand promise, memorable identity and higher-value product bundles.

04 BRAND POSITIONING

PROMPT 08 BRAND

Develop a Distinctive Value Proposition

WHEN TO USE: Use this prompt to create a crystal-clear value proposition for your store's homepage hero section.

COPY THIS PROMPT

Act as a Master Copywriter and Brand Strategist.

Help me craft a compelling Unique Selling Proposition (USP) for my D2C brand.

Brand Category: **[CATEGORY]**

Target Audience: **[TARGET AUDIENCE]**

Key Product Feature: **[PRIMARY FEATURE / MATERIAL / PRINT METHOD]**

Main Competitor Flaw: **[WHAT COMPETITORS DO POORLY]**

Generate:

1. 5 Hero Section Headlines (Max 8 words each)—punchy, memorable, and value-driven.
2. 5 Sub-headlines (Max 20 words each) explaining the core benefit clearly.
3. 3 "X vs. Us" comparison points highlighting what makes our brand better.
4. A 2-sentence Brand Elevator Pitch suitable for social media bios and press releases.

PROMPT 09 NAMING

Generate Brand Name and Tagline Directions

WHEN TO USE: Use this prompt to brainstorm memorable and domain-friendly brand names and taglines.

COPY THIS PROMPT

Act as a Creative Naming Agency Director specializing in modern Indian D2C brands.

I need brand name ideas for a brand selling **[PRODUCT/CATEGORY]** to **[TARGET CUSTOMER]**. The brand vibe is **[BRAND VIBE, e.g., Minimalist, Bold Streetwear, Playful, Premium]**.

Generate 15 unique brand name ideas categorized into 3 naming styles:

1. Descriptive & Clear: Names that state what the brand does or stands for.
2. Abstract & Modern: Short, punchy, coined words that sound like modern SaaS or lifestyle brands.
3. Cultural / Narrative-Driven: Names inspired by story, lifestyle, or urban culture.

For each name idea:

- Provide a matching tagline option.
- Suggest available domain variations (e.g., .in, .com, wear[name].com, get[name].in).
- Rate visual aesthetic appeal (1-10).

05 PRODUCT & OFFER DESIGN

PROMPT 10 PRODUCT

Create High-Margin Bundles and Variations

WHEN TO USE: Use this prompt to structure product bundles that increase Average Order Value (AOV).

COPY THIS PROMPT

Act as an E-Commerce Merchandising Director.

I am selling **[PRODUCT CATEGORY, e.g., Custom Printed T-Shirts / Hoodies]** priced individually at ₹**[SINGLE ITEM PRICE]**. My goal is to increase my Average Order Value (AOV) to over ₹**[TARGET AOV]** while keeping fulfilment simple.

Design 4 compelling bundle offers:

1. The Starter Pack: Multi-item bundle for first-time buyers.
2. The Variety / Mystery Bundle: Aesthetic or theme-based curation.
3. The "Buy More, Save More" Tier: Tiered volume discount structure.
4. The Gift / Limited Edition Box: High-margin seasonal offering.

For each bundle, provide:

- Bundle Name
- Items Included
- Perceived Value vs. Actual Bundle Price (INR)
- The exact marketing callout line to put on the product page.

Offers & Product Page Copy

Build offers that protect your economics and product pages that answer customer questions before they become objections.

05

PRODUCT & OFFER DESIGN

PROMPT 11 OFFERS

Develop High-Converting Promotional Offers

WHEN TO USE: Use this prompt to build launch offers that protect profit margins while driving conversion.

COPY THIS PROMPT

Act as a D2C Promotional Strategy Expert.

Create 3 launch offer strategies for my new store selling **[PRODUCT CATEGORY]** targeting consumers in India.

Current Selling Price: ₹**[PRICE]** | Product + Delivery Cost: ₹**[COST]**

Design offers that DO NOT rely on generic "20% off" site-wide discounts:

1. Value-Add Offer: Free gift, premium packaging, or exclusive custom perk with order.
2. Threshold-Based Offer: "Free Express Shipping + Gift above ₹**[AMOUNT]**".
3. Risk-Reversal Offer: Fit guarantee, easy size exchange, or trial policy.

For each offer, outline the exact headline, terms, margin impact, and why it appeals to Indian online shoppers.

06

STORE & PRODUCT PAGE COPY

PROMPT 12 COPY

Write a High-Converting Product Page

WHEN TO USE: Use this prompt to generate complete copy for a high-converting e-commerce product page.

COPY THIS PROMPT

Act as an Expert Direct-Response E-Commerce Copywriter. Write the complete product page copy for a **[PRODUCT NAME]** sold by my D2C brand.

Target Customer: **[TARGET CUSTOMER]**

Price: ₹**[PRICE]**

Material / Quality Specifications: **[FABRIC / SPECIFICATIONS / PRINT TYPE]**

Key Benefits: **[PRIMARY BENEFITS]**

Fulfillment Model: **[PRINT ON DEMAND / INVENTORY]**

Generate the following structured sections:

1. SEO-Optimized Product Title: Clear, concise, and keyword-rich.
2. Above-the-Fold Punchy Summary: 3 benefit-focused bullet points.
3. Product Story / Narrative: 2 short paragraphs connecting the product to the customer's lifestyle.
4. Detailed Feature Breakdown: Specs translated into real-world benefits.
5. Sizing & Fit Advice: Clear guide to eliminate sizing uncertainty and reduce returns.
6. Care Instructions & Shipping Transparency: Clear delivery timeframe expectations across India.

Rules: Do not invent false product specifications. Keep language clean, active, and persuasive.

PROMPT 13 AUDIT

Audit and Optimize an Existing Product Page

WHEN TO USE: Use this prompt to analyze your current product page and identify conversion bottlenecks.

COPY THIS PROMPT

Act as a Senior Conversion Rate Optimization (CRO) Lead for D2C Brands.

Review the following product page content and layout strategy for **[PRODUCT NAME]**.

[PASTE YOUR CURRENT PRODUCT PAGE TEXT HERE]

Evaluate the page against these 5 conversion criteria:

1. Visual Hierarchy & Clarity: Is the primary benefit clear within 3 seconds?
2. Friction & Anxiety Points: What unaddressed questions remain about quality, returns, or delivery?
3. Social Proof Placement: Are customer reviews, ratings, and UGC positioned effectively?
4. Call-to-Action (CTA) Strength: Is the buy button and sticky add-to-cart messaging optimized for mobile?
5. Trust Signals: Are payment icons, Cash on Delivery (COD) policies, and shipping guarantees clear?

Provide a prioritized list of 5 specific copy and layout improvements to test immediately.

Content & Social Media

Build a consistent social presence with content pillars, hooks and short-form video concepts designed for D2C brands.

07

CONTENT & SOCIAL MEDIA

PROMPT 14 CONTENT

Build a 30-Day Instagram Content Calendar

WHEN TO USE: Use this prompt to build a balanced, revenue-generating 30-day social media plan.

COPY THIS PROMPT

Act as a Social Media Lead for high-growth D2C brands in India.

Create a 30-day Instagram content calendar for my brand selling **[PRODUCT CATEGORY]** targeting **[TARGET CUSTOMER]**.

Balance the calendar across 5 core content pillars:

- Educational / Value (20%)
- Problem / Solution (25%)
- Product Demo & Aesthetic Showcases (25%)
- Social Proof / Customer UGC (15%)
- Behind-the-Scenes / Founder Story (15%)

Format as a table with columns:

Day | Content Pillar | Format (Reel / Carousel / Static) | Visual Concept / Hook | Caption Direction | Call-To-Action (CTA)

Ensure all Reel concepts include a 3-second visual hook tailored to Indian social media consumers.

PROMPT 15 VIDEO

Generate Short-Form Video / Reel Scripts

WHEN TO USE: Use this prompt to write engaging video scripts for Instagram Reels, YouTube Shorts and Meta ads.

COPY THIS PROMPT

Act as a Viral Short-Form Video Creator specializing in D2C e-commerce ads.

Write 3 distinct 15-to-30-second Reel/Short scripts for my product: **[PRODUCT NAME]**.

Target Audience: **[TARGET AUDIENCE]** | Price: ₹**[PRICE]**

Generate scripts for 3 different angles:

1. The "Problem vs. Solution" Angle: Highlighting a relatable daily frustration and how the product fixes it.
2. The "Unboxing & First Impression" Angle: Visual, aesthetic focus on packaging, fabric texture and fit.
3. The "Us vs. Traditional Brands" Angle: Highlighting why mass-market alternatives fall short.

Format each script with two columns:

- Visual / Camera Action (What screen shows)
- Audio / Voiceover / On-Screen Text (Exact spoken words and text overlays)

CONTENT RULE

Use specific product facts, real customer feedback and genuine brand differentiators. Avoid asking AI to invent testimonials, performance claims or customer experiences.

Advertising & Launch Strategy

Convert product benefits into creative angles and turn your marketing activity into a structured launch roadmap.

07

CONTENT & SOCIAL MEDIA

PROMPT 16 ADS

Turn Product Benefits Into 10 Ad Creative Angles

WHEN TO USE: Use this prompt to generate varied creative hooks for Meta and Google ad campaigns.

COPY THIS PROMPT

Act as a Performance Marketing Creative Director for D2C brands.

I am running paid ads for **[PRODUCT NAME]** priced at ₹**[PRICE]**.

Key Features: **[INSERT FEATURES, e.g., 240 GSM French Terry Cotton, Custom Print, Oversized Fit]**.

Generate 10 unique ad creative angles across these formats:

1. Benefit-Driven Hook
2. Curiosity-Based Hook
3. Social Proof / Customer Quote Hook
4. Feature Highlight Hook
5. Price / Value Comparison Hook
6. Identity / Lifestyle Alignment Hook
7. Gift Idea Hook
8. Common Objection-Buster Hook
9. Scarcity / Limited Drop Hook
10. Founder's Mission Hook

For each angle, provide:

- Headline Text
- On-Screen Text Overlay
- Primary Caption Copy (2-3 sentences)

08

LAUNCH STRATEGY

PROMPT 17 LAUNCH

Build a Complete D2C Brand Launch Plan

WHEN TO USE: Use this prompt to structure a phased pre-launch and launch campaign for your store.

COPY THIS PROMPT

Act as a D2C Launch Campaign Manager.

Build a comprehensive 4-week launch roadmap for a new brand selling **[PRODUCT CATEGORY]** in India.

Divide the roadmap into 3 distinct phases:

1. Phase 1: Pre-Launch Tease & Audience Building (Weeks 1-2)
 - Waitlist page setup, social media teasers, influencer seeding strategy.
2. Phase 2: Launch Day Execution (Week 3)
 - Email/WhatsApp broadcast sequences, VIP early access offer, paid launch ads.
3. Phase 3: Post-Launch Momentum (Week 4)
 - Retargeting strategy, collecting customer reviews, handling initial customer support.

For each phase, outline top priorities, daily tasks, key performance indicators (KPIs), and potential bottlenecks.

PROMPT 18 RISK

Identify Launch Risks and Mitigation Plans

WHEN TO USE: Use this prompt to spot operational, marketing and fulfilment risks before going live.

COPY THIS PROMPT

Act as an E-Commerce Operations & Risk Analyst.

I am preparing to launch my D2C brand selling **[PRODUCT CATEGORY]** in India using **[FULFILMENT MODEL: Print on Demand / Holding Inventory / Dropshipping]**.

Identify the top 6 operational, marketing and financial risks that could derail my launch.

Cover:

- Cash flow and unexpected shipping charges (RTO / Return-to-Origin in India).
- Website technical glitches during checkout.
- Quality mismatch between sample and production runs.
- Ad account setup delays or disapproved ads.
- Customer support overload.

For each risk, provide a practical Mitigation Plan and Checklist to complete before launch day.

Fulfilment, Economics & AI Growth

Understand fulfilment choices, model your real contribution margin and create a repeatable AI-assisted weekly operating system.

09

FULFILMENT & UNIT ECONOMICS

PROMPT 19 FULFILMENT

Compare Fulfilment Models for Your Brand

WHEN TO USE: Use this prompt to evaluate Print-on-Demand vs. Bulk Inventory for your specific product line.

COPY THIS PROMPT

Act as a Supply Chain and Operations Lead for Indian E-Commerce.

Help me compare fulfilment models for launching my brand selling **[PRODUCT CATEGORY, e.g., T-Shirts / Hoodies / Tote Bags]**.

Target Order Volume: **[ESTIMATED MONTHLY ORDERS, e.g., 50 to 300 orders/month]**.

Compare these 3 fulfilment models:

1. Print-on-Demand (POD) via Qikink (No upfront inventory, produced on demand).
2. Holding Bulk Inventory (Pre-purchasing 200+ units upfront).
3. Hybrid Model (POD for testing designs + Bulk for proven bestsellers).

Evaluate across:

Upfront Capital Required, Profit Margin Potential, Inventory Risk, Delivery Time across India, and Scalability.

Provide a clear decision matrix recommendation based on my goals.

PROMPT 20 ECONOMICS

Calculate D2C Unit Economics & Profit Margins

WHEN TO USE: Use this prompt to map out order profit margins, accounting for product, shipping, payment gateway and marketing costs.

COPY THIS PROMPT

Act as a D2C Financial Analyst specializing in Indian e-commerce unit economics.

Help me build a realistic unit economics model for a single order of **[PRODUCT NAME]**.

Input Parameters:

- Target Selling Price (inclusive of taxes): ₹**[SELLING PRICE]**
- Product Manufacturing / Print-on-Demand Cost: ₹**[PRODUCT COST]**
- Estimated Shipping & Packaging Cost: ₹**[SHIPPING COST]**
- Payment Gateway Fee: ~2%
- Target Marketing / Customer Acquisition Cost (CAC): ₹**[EXPECTED CAC]**
- Estimated RTO / Return Rate in India: **[ESTIMATED RTO %, e.g., 10-15%]**

Calculate and break down:

1. Gross Margin per Order (INR and %).
2. Contribution Margin 1 (after shipping and payment gateway fees).
3. Net Contribution Margin 2 (after marketing CAC and estimated RTO losses).
4. Breakeven ROAS (Return on Ad Spend) required to stay profitable.

Provide recommendations on how to optimize profitability without lowering product quality.

PROMPT 21 WORKFLOW

Create an AI-Assisted Weekly Founder Workflow

WHEN TO USE: Use this prompt to structure a repeatable weekly system using AI to run your brand efficiently.

COPY THIS PROMPT

Act as a Productivity Specialist for Solo D2C Founders.

I run a D2C brand selling **[PRODUCT CATEGORY]**. I handle marketing, store management and customer experience myself.

Design a weekly 5-day AI-assisted operational workflow to save 10+ hours per week:

- Monday: Content Planning & Script Generation
- Tuesday: Customer Feedback & Review Analysis
- Wednesday: Ad Creative & Copy Refresh
- Thursday: Store CRO & PDP Optimization
- Friday: Weekly Performance Review & Metric Tracking

For each day, provide the exact 1-sentence prompt to run in AI to execute that task in under 15 minutes.

KEEP YOUR MATH REAL

Feed AI your actual product cost, shipping, payment fees, advertising costs, returns and other relevant expenses. Verify calculations against your real business data before making pricing or investment decisions.

Launch Your Brand With Qikink

You now have the prompts to research your market, define your brand, build your store, create content and plan your launch.

QIKINK

READY TO BUILD YOUR D2C BRAND?

Turn your product ideas into a real brand with Qikink. No inventory risk. No minimum order quantities. On-demand fulfilment.

[CREATE YOUR FREE QIKINK ACCOUNT →](#)

0 UPFRONT INVENTORY

Print apparel, drinkware and accessories only when your customer places an order.

AUTOMATED FULFILMENT

Connect your Shopify or WooCommerce store directly for seamless, hands-free order processing.

PAN-INDIA SHIPPING

Reliable courier delivery across India with custom brand packaging and tracking options.



YOUR NEXT STEP

Take the idea out of your notebook.

Pick one product idea, run Prompt 02, validate it with Prompt 03, and use the rest of this prompt bank to turn the validated idea into a real D2C brand.