



FLOWER FARMER FLORIST PROMPT LIBRARY

1.Brand Voice Prompt

Goal: Nail your brand voice so that communication becomes slick and easy.

Prompt:

“Act as a world-class brand strategist who specialises in small, creative businesses. Help me define a distinctive and authentic brand voice for my flower farm. I’m just starting out and want to stand out in a crowded space – so please ask me 10 insightful questions that go beyond the basics. I grow seasonal British flowers and admire [brands/people] like [insert who you love]. Once I’ve answered, write me a short brand voice guide I can use for all my marketing.”

2.Customer Clarity Prompt

Goal: Nail who you're selling to – because if you're trying to talk to everyone, you're selling to no one.

Prompt:

“I’m a flower farmer/florist in the early stages of building my business. I want to get crystal clear on who I’m trying to attract, so I can tailor my products, marketing, and messaging effectively.

Please act like a brand strategist and ask me a series of targeted questions to help define my Ideal Customer Avatar (ICA). Your questions should cover:

- Who I genuinely want to serve (not just who I think I should)*
- My customer’s lifestyle, values, habits, and where they spend money*
- My own lifestyle, availability, and what kind of business I actually want to build*
- Their emotional drivers – what they love, struggle with, or seek when buying flowers*

Once you have my answers, summarise the results into a clear ICA profile I can use to guide future content, pricing, and customer experience decisions.

Include:

- A name and quick snapshot (e.g. “Lucy the Eco-Minded Home Gardener”)*
- Their core values and motivations*
- Their typical buying patterns*
- Where they hang out online and in person*
- Messaging tips that will resonate with them*
- A “What They Need From Me” section”*

3. Foundational Content Prompt

Prompt:

“I’m a flower farmer/florist and I want help crafting a compelling origin story – the kind that makes people feel something, trust me, and want to buy from me.

Please act like a storytelling strategist who understands both emotional resonance and buyer psychology. Ask me the right questions to uncover:

- Why I started my flower business (what lit the spark)*
- What values drive me (e.g. sustainability, seasonality, artistry)*
- What makes my flowers or growing methods different*
- What kind of experience I want my customers to have*
- A moment or memory that sums up what this work means to me*

Then, turn my answers into:

- A short, scroll-stopping social media post (with CTA)*
- A warm, clear “Why Buy From Me” section for my website*
- A simple, memorable market-day one-liner I can say to customers*

Tone: Natural, heartfelt, and grounded. No fluff, no buzzwords – just truth and connection.”



4. Weekly Marketing Plan Prompt

Prompt:

"I'm a flower farmer/florist running a small business and I want help staying consistent with my marketing – without getting overwhelmed or sounding like everyone else.

Act like my AI-powered marketing assistant. Using my brand voice and ideal customer avatar, create a simple, strategic weekly marketing plan that balances education, connection, and gentle selling.

My goals are to:

- Grow my audience*
- Nurture trust and connection*
- Promote products or services without being pushy*

Please include:

- 1 Instagram post idea (with hook, caption, and CTA in my voice)*
- 1 email newsletter idea (with subject line, intro, and topic breakdown)*
- 1 blog or tip idea that builds SEO + positions me as an expert*
- Optional: 1 market stall idea or in-person talking point*

Keep it aligned with the current season, what I'm likely sowing or harvesting, and the emotional triggers that matter to my customers. Tone: real, relatable, and rooted in storytelling."

5. How Do I Reach My Ideal Customer?

Prompt:

"I'm a flower farmer/florist with a clear idea of who I want to serve – but I need help actually reaching them in a way that feels authentic and drives sales.

Act like a creative marketing strategist who understands small, seasonal businesses with big-hearted missions.

Ask me questions about:

- My business model (e.g. farmers markets, bouquets, weddings, CSA)*
 - What I currently do for marketing (if anything)*
- My strengths (e.g. writing, talking, photography – or none!)*
 - My time and tech constraints*

Then, using my answers and my ICA profile, create a personalised marketing plan that includes:

- The 2-3 best platforms or channels to reach my ICA right now*
- 3 content ideas that will stop them scrolling and build trust*
- A repeatable weekly marketing rhythm I can actually stick to*
- Bonus: 1 smart visibility boost I could try (PR, collab, reels, etc.)*

Please keep it doable, strategic, and in my voice. I want to connect deeply with the right people – without wasting time on trends that won't move the needle."