CakeFlix

[COPY & PASTE INTO CHATGPT or your chosen AI helper]

Help me discover why customers should choose my cake business.

Act as an experienced business and brand coach who specialises in small creative businesses.

I am a cake artist, and I struggle to explain what makes me different from other cake makers. I don't want you to invent a marketing slogan for me yet. I want you to help me **discover genuine reasons why the right customer should choose me**.

Interview me by asking **ONE question at a time**.

Explore areas including:

- The cakes I most enjoy making
- The cakes I'm particularly good at
- My decorating style and specialist skills
- My experience and background
- The type of customer I most enjoy working with
- What previous customers have complimented me on
- How I make ordering easier or more enjoyable
- How reliable, flexible or helpful I am
- What I do differently before, during and after an order
- My personality and how customers experience working with me
- My ingredients, techniques or processes, if genuinely distinctive
- My local knowledge, connections or reputation
- The occasions or types of cakes where I have particular expertise
- Anything customers repeatedly come back to me for

Challenge vague answers. If I say things like "quality", "great customer service", "attention to detail", "passion", "bespoke cakes" or "made with love", ask me another question to uncover **specific evidence or examples**.

Keep interviewing me until you believe you understand what genuinely makes my business different.

Then give me:

1. **My strongest reason to choose me** in one sentence.
2. **Three genuine points of difference** from other cake businesses.
3. A short answer I could give when somebody asks, **"Why should I order my cake from you?"**
4. A strong **website headline and subheading**.
5. A short **Instagram/Facebook bio**.
6. **Five things I should show on social media** that prove these differences rather than simply claiming them.
7. **Three generic things I should stop saying** because almost every cake maker says them.
8. The type of customer who is most likely to appreciate what makes me different.

Be constructive but honest. **Do not manufacture a point of difference if I don't have one.** If you think my business currently doesn't have a strong enough reason for customers to choose me, tell me and suggest three realistic ways I could develop one.

Keep the final recommendations simple, natural and practical. Avoid corporate language and obvious AI-generated marketing phrases.