

### **Prompt 1 — Farm Brand Identity Creation Plan**

"You are a rural brand development consultant with experience in Indian agri-businesses. I run a 5-acre organic vegetable and fruit farm in [District, State], selling directly to urban customers in [City]. Create a complete brand identity plan that includes:

1. Brand name ideas inspired by local culture & produce (minimum 10 suggestions).
2. Logo concept sketches and colour palette recommendations.
3. A brand story in 150 words highlighting sustainability and freshness.
4. A tagline under 8 words that is memorable.
5. Steps to register the brand name & logo under the Indian Trade Marks Act.

Present the output in 3 sections: Name & visual ideas, brand story, and legal registration steps."

### **Prompt 2 — Direct-to-Consumer (D2C) Sales Strategy**

"You are a senior agri-retail strategist. I own a 5-acre farm in [District, State] producing tomatoes, spinach, and papaya. My buyers are middle-class families in [City] within a 15 km delivery range. Prepare a 12-month D2C sales plan covering:

- Sales Channels: Compare WhatsApp selling, ONDC, and farmers' markets with pros, cons, and costs.
- Pricing Model: Table showing farm-gate vs retail prices after packaging, delivery, and commissions.
- Delivery Logistics: Optimal frequency, cost reduction tips, and time slots for freshness.
- Customer Retention: Loyalty rewards, festival hampers, and referral discounts.
- First Month Action Plan: Week-by-week tasks from social media launch to first delivery.

Output in 3 parts: Overview, comparative channel table, and a 30-day launch checklist."

### **Prompt 3 — Packaging & Labelling Compliance Guide**

"You are an FSSAI (Food Safety and Standards Authority of India) compliance expert. Create a packaging & labelling guide for my farm's organic produce (vegetables & herbal teas) sold in [City]. Include:

- Mandatory FSSAI label details with examples.
- Eco-friendly, affordable packaging options available in India.
- Design tips for standing out in markets & online stores.
- Shelf-life marking guidelines.
- Steps to get packaging design approved for export readiness.

Output in 2 sections: Compliance checklist & visual design recommendations."

### **Prompt 4 — Social Media Content Calendar for Farm Sales**

"You are an agri-social media strategist. Prepare a 90-day content calendar for Instagram, Facebook, and WhatsApp to promote farm produce from [District, State]. Include:

- 12 post ideas for harvest updates & seasonal recipes.
- 8 video/Reel scripts for farmer stories and cooking demos.
- 4 customer testimonial formats.
- Best posting times & relevant hashtags in English + local language.
- Engagement tactics to boost orders via comments & DMs.

Output in calendar format with post type, caption idea, and CTA (Call to Action) for each day."

### **Prompt 5 — Customer Database & CRM Setup Plan**

"You are a CRM (Customer Relationship Management) consultant. I have 200 customers buying directly from my farm in [City]. Suggest a low-cost CRM system in Hindi & English that works on smartphones. Include:

- Recommended software/tools under ₹500 per month.
- Database fields to track purchase history & preferences.
- Seasonal offer & birthday greeting automation plan.
- WhatsApp/SMS integration steps.

Output in 2 parts: CRM setup guide & seasonal customer engagement flowchart."

### **Prompt 6 — Farmer's Market Sales Pitch Development**

"You are a retail sales coach specialising in farmer's markets in India. I sell organic vegetables and seasonal fruits from my 5-acre farm in [District, State] at weekly markets in [City]. Create a sales pitch toolkit that includes:

1. A 1-minute elevator pitch introducing my farm and produce.
2. 5 customer objection responses (e.g., price too high, quality doubts).
3. Trust-building techniques (e.g., showing harvest photos, offering tastings).
4. Signage & stall display design ideas to increase walk-ins.
5. A closing script to secure repeat buyers.

Output in 3 parts: Elevator pitch, objection handling table, and stall setup checklist."

### **Prompt 7 — Farm Website & E-Commerce Store Plan**

"You are a rural e-commerce consultant. Help me create an online sales platform for my farm produce in [City] with a budget under ₹10,000. Include:

- Domain name ideas & registration process.
- Recommended platforms (e.g., Shopify, Wix) with cost breakdown.
- Page structure: Home, Products, About Us, Testimonials, Contact.
- Payment integration via UPI (Unified Payments Interface) & cards.
- Mobile optimisation tips for rural customers.

Provide the plan in step-by-step format with timelines for completion in 30 days."

### **Prompt 8 — Subscription Box Model for Regular Customers**

"You are a subscription model strategist. I want to launch a weekly vegetable & fruit box service in [City]. Design the plan covering:

- Product mix for 3 box sizes (small, medium, large).
- Pricing tiers & payment frequency (weekly/monthly).
- Delivery frequency & route planning for cost savings.
- Loyalty rewards (e.g., free seasonal item every 5th box).
- Marketing ideas for launching via social media & housing societies.

Output in 2 sections: Subscription plan table & launch marketing roadmap."

### **Prompt 9 — Whats up sells campaign for Regular Customers**

"You are a digital agriculture marketing expert. I want to run a WhatsApp sales campaign for my farm-to-home delivery service in [City]. Create a plan that includes:

- Message templates for product lists, offers, and order confirmation.
- Product image guidelines (lighting, background, captions).
- Steps to create a WhatsApp Broadcast list without spamming.
- A 14-day festive season campaign calendar.
- Metrics to track success (CTR, conversion rate).

Output in message template format + campaign calendar."

### **Prompt 10 — Storytelling for Farm Branding**

"You are a brand storytelling coach. Write my farm's origin story in 3 formats:

1. A 150-word emotional story for packaging & brochures.
2. A 60-second Instagram Reel script.
3. A 2-minute speech for farmer's markets and events.

The story must highlight my background, commitment to sustainability, and farm-to-table freshness. Include local cultural elements to connect with [City] customers."

### **Prompt 11 — Influencer Collaboration Strategy**

"You are an influencer marketing consultant for agri-products. Create a collaboration plan with 5 local chefs & food bloggers in [City] to promote my organic produce. Include:

- Criteria for selecting influencers.
- Outreach email/DM template.
- Campaign ideas (e.g., recipe videos, farm visit vlogs).
- Budget breakdown for barter & paid deals.
- Method to track ROI (Return on Investment).

Output in influencer list + outreach plan + campaign calendar."

### **Prompt 12 — Farm Visit Experience Design**

"You are an agri-tourism consultant. Design a farm visit program for families & school groups in [City]. Include:

- Itinerary for 3-hour & 6-hour visits.
- Activities: vegetable picking, cooking sessions, tractor rides.
- Pricing per person & group discounts.
- Safety & hygiene guidelines.
- Sales integration for visitors to buy fresh produce before leaving.

Output in event brochure format with activity timings & prices."

### **Prompt 13 — Referral Program Setup**

"You are a customer retention strategist. Create a referral program for my farm produce delivery service in [City] that rewards customers with free vegetables or discounts. Include:

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- Referral reward structure.
- Simple tracking method via WhatsApp or Google Sheets.
- Sample messages to promote the program.
- Launch plan to get first 50 referrals in 30 days.

Output in referral flowchart + ready-to-use promotional content."

#### **Prompt 14 — Branding for Multiple Product Lines**

"You are a multi-product brand architecture consultant. My farm sells vegetables, pickles, and herbal teas. Create a branding framework that:

- Keeps a consistent visual identity across all product lines.
- Uses sub-brands or product categories without losing the main brand identity.
- Suggests packaging variations for each product type.
- Includes cross-selling ideas to increase order value.

Output in brand architecture diagram + packaging mockup suggestions."

#### **Prompt 15 — Urban Apartment Tie-Up Plan**

"You are a community-based retail advisor. Design a weekly delivery program for urban apartment complexes in [City]. Include:

- Approval process with the society management.
- Pre-order form sample.
- Stall setup ideas for apartment parking areas.
- Payment collection system via UPI.
- Launch event plan to create excitement.

Output in step-by-step action plan + flyer design brief."

#### **Prompt 16 — Branding for Organic Certification**

"You are an organic product marketing expert. My farm is certified under NPOP (National Programme for Organic Production). Create a marketing plan to showcase this certification. Include:

- Placement of certification logo on packaging & digital ads.
- Short customer education content explaining certification benefits.
- Premium pricing strategy linked to certification.
- Stories of quality & safety to share with buyers.

Output in marketing strategy document + sample customer education post."

#### **Prompt 17 — Digital Payment & Billing System Setup**

"You are a rural retail tech consultant. Recommend a digital billing & payment solution for my farm shop and delivery service. Include:

- POS (Point of Sale) machine options under ₹5,000.
- UPI integration steps.
- Receipt printing setup.
- Weekly sales report format.

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Output in setup checklist + training manual for farm workers."

### **Prompt 18 — Seasonal Festival Sales Strategy**

"You are a seasonal sales strategist. Create a festival product plan for Diwali, Holi, and Raksha Bandhan, offering gift hampers with my farm's produce & value-added products. Include:

- Product mix for each festival.
- Packaging ideas using eco-friendly materials.
- Pricing strategy.
- Marketing timeline starting 4 weeks before each festival.

Output in festival sales calendar + product packaging mockups."

### **Prompt 19 — Email Newsletter Campaign for Farm Sales**

"You are a digital communications expert. Create a monthly email newsletter plan for my farm customers. Include:

- Content themes (recipes, farm updates, special offers).
- Subject line ideas.
- Template that works on mobile.
- Ways to grow the email list through farm visits & social media.

Output in newsletter content map + sample email design."

### **Prompt 20 — Eco-Friendly Packaging Marketing Plan**

"You are a sustainable branding expert. Create a marketing plan that uses eco-friendly packaging as a selling point for my farm. Include:

- Supplier suggestions for biodegradable packaging in India.
- Messaging ideas for social media & packaging labels.
- Cost-benefit analysis of eco-friendly packaging.
- Customer engagement ideas (e.g., return & reuse incentives).

Output in messaging guide + supplier list."

### **Prompt 21 — Photography & Video Content Plan**

"You are a food photography consultant. Create a content capture plan for my farm produce. Include:

- Photo ideas for product listings & social media.
- Lighting & background tips.
- Video formats for Reels, YouTube Shorts, and product tutorials.
- Editing tools recommendations.

Output in shoot checklist + content calendar."

### **Prompt 22 — Local Media PR Campaign**

"You are a PR (Public Relations) strategist. Develop a press coverage plan for my farm in local newspapers & radio. Include:

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- Story angles (e.g., sustainable farming success, women-led farms).
- Press release template.
- Contact list of local media.
- Event tie-ins for coverage (e.g., harvest festivals).

Output in press kit format."

#### **Prompt 23 — Farm Brand Merchandise Strategy**

"You are a merchandise marketing consultant. Design a branded merchandise plan for my farm (cloth bags, mugs, t-shirts). Include:

- Product ideas aligned with eco-friendly farming.
- Supplier recommendations in India.
- Pricing & bundling strategy.
- Sales integration with farm produce orders.

Output in product catalogue + pricing table.

#### **Prompt 24 — Google My Business Optimisation Plan**

"You are a local SEO (Search Engine Optimisation) consultant. Create a Google My Business optimisation plan for my farm shop. Include:

- Accurate listing setup.
- Photo & keyword strategy.
- Customer review generation plan.
- Posting ideas to boost ranking.

Output in optimisation checklist + content post plan."

#### **Prompt 25 — Multi-City Farm Sales Expansion Plan**

"You are a farm distribution strategist. Design a multi-city sales expansion plan for my farm produce to sell in [City 1], [City 2], and [City 3]. Include:

- Logistics arrangement & storage needs.
- Wholesale vs retail price strategies.
- City-specific marketing campaigns.
- Partnership ideas with local retailers.

Output in market entry plan + cost projection table."