

Agentic Commerce Prompt Pack

Copy/paste prompts to turn your book insights into plans, audits, messaging, and action items.

How to use

- Paste a prompt into ChatGPT/Claude/Gemini and fill in the bracketed fields.
- Ask for an output format you can execute: a table, backlog, PRD, or checklist.
- For high-stakes decisions, run the same prompt on 2 models and compare outputs.

Strategy prompts

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| 1 | You are a strategist. Build a one-page thesis for how agentic commerce will change [CATEGORY] over the next 24 months. Include 3 biggest opportunities and 3 biggest threats for [COMPANY]. |
| 2 | Create an 'agent-first' customer journey for [PRODUCT] where an agent handles discovery -> decision -> purchase. List what data and signals the agent uses at each step. |
| 3 | Define the minimum viable 'agent-ready' spec for [PRODUCT LINE]. Output: checklist + owner + effort estimate. |
| 4 | Identify 10 use cases where customers would prefer delegation (no-shopping) in [CATEGORY]. Rank by frequency and willingness to delegate. |
| 5 | Write an internal memo to [EXEC TEAM] explaining why waiting 12 months increases risk. Keep it evidence-based and action-oriented. |

Data and API prompts

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| 1 | Act as a product data architect. Design a structured product schema for [CATEGORY] including attributes, specs, use cases, compatibility, and relationships. Output JSON keys + definitions. |
| 2 | Audit this product page text for missing structured fields: [PASTE]. Return a table: missing field why it matters to agents example value. |
| 3 | Propose an API surface for agent commerce: inventory, pricing, shipping ETA, returns policy, product lookup, and checkout initiation. Include endpoints and example requests. |
| 4 | Create a data governance plan to keep product data consistent across [CHANNELS]. Include roles, QA checks, and monitoring. |
| 5 | Given this SKU list [PASTE], propose the first 20 fields we should guarantee completeness for (the 'agent MVP'). |

AEO and discovery prompts

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| 1 | Act as an agent. When asked 'I need [NEED] in [CATEGORY]' how would you research and evaluate options? List the sources you'd rely on and what would make [BRAND] win. |
| 2 | Create an AEO checklist for [COMPANY] using structured data, knowledge graph presence, reviews, real-time inventory, and merchant reputation. Output prioritized actions. |
| 3 | Simulate 5 agent queries for [CATEGORY] and write the ideal answer that mentions [BRAND] naturally. Then list what sources/data would need to exist for that to happen. |
| 4 | Design a monthly 'share of model' test plan for [BRAND]. Include queries, scoring rubric, and how to log results over time. |
| 5 | Given these reviews [PASTE 10], summarize the top 5 semantic themes and translate them into structured attributes/claims we should publish (or fix). |

Reputation prompts

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| 1 | Build a review acquisition program for [BRAND]. Include triggers, copy variants, incentives policy, and a 30-day calendar. |
| 2 | Create a 'merchant trust score' rubric using return policy clarity, shipping reliability, and customer service. Score [COMPANY] based on these facts: [PASTE]. |
| 3 | Write 5 outreach emails to happy customers asking for reviews that highlight specific use cases (so agents can match us). |
| 4 | Analyze negative reviews for root causes and propose fixes ranked by impact and effort: [PASTE]. |
| 5 | Draft an FAQ that answers agent and customer concerns about returns, warranty, and fulfillment in a machine-readable way. |

Differentiation prompts

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| 1 | Create a 'best for' matrix for [PRODUCT] with 6 segments. For each: problem, constraints, why we win, proof, and structured tags. |
| 2 | Write 10 comparison statements that are factual, testable, and agent-friendly vs [TOP 3 COMPETITORS]. |
| 3 | Propose 3 experiments to prove our differentiation (tests, benchmarks, case studies) and how agents would consume the results. |
| 4 | Turn this positioning doc into structured fields + snippets an agent can use: [PASTE]. |

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| 5 | Generate 20 use-case phrases agents might receive (natural language) and map each to the specific attributes in our catalog that satisfy it. |
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Org and measurement prompts

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| 1 | Design a cross-functional operating cadence for AEO (weekly/biweekly). Include agenda, owners, inputs, and outputs. |
| 2 | Turn the Agent-Readiness Audit into OKRs for the next quarter for data, engineering, marketing, and product teams. |
| 3 | Create a dashboard spec for agentic commerce: leading indicators (visibility tests) and lagging indicators (conversion, returns). |
| 4 | Write a 90-day backlog (user stories) to go from audit score [X] to [Y] for [COMPANY]. |
| 5 | Draft a community talk outline where I teach the top 5 agentic commerce shifts and give 3 actionable takeaways. |

Want more prompts + weekly implementation sessions? Join the Instant Checkout community at instantcheckout.ai.