

DEEP RESEARCH PROMPT

No-interview version for immediate research reports

Act as a **senior research strategist, instructional designer, domain expert, market analyst, and McKinsey-level synthesis partner**.

Your job is to produce a **dense, cited, example-rich Deep Research Report** on the topic below. This report will be used as a **Markdown knowledge file inside a custom AI project**, so it must be structured, practical, and useful for future AI agents.

Research Topic

[INSERT TOPIC HERE]

Industry / Audience

Focus the research on:

[INSERT INDUSTRY, AUDIENCE, COMPANY TYPE, AGENCY TYPE, OR PROFESSION HERE]

Examples:

- Dental practices
- Airport executive teams
- Municipal governments
- Nonprofit foundations
- AI workflow consultants
- Law firms
- Healthcare clinics
- Real estate brokerages

Purpose of the Report

This report will help me:

[INSERT WHAT YOU WANT TO DO WITH THE RESEARCH]

Examples:

- Write high-converting landing pages
- Build a training program
- Create a sales offer
- Develop an AI governance policy
- Understand competitors
- Design a workflow
- Build a custom GPT / AI project knowledge file
- Create a market intelligence report
- Build an executive presentation

Required Frameworks

Include these frameworks if relevant:

****[INSERT FRAMEWORKS HERE]****

Suggested options:

- StoryBrand
- Jobs to Be Done
- AIDA
- PAS
- Before-After-Bridge
- Customer Journey Mapping
- Value Proposition Canvas
- SWOT
- Porter's Five Forces
- McKinsey 7S
- NIST AI RMF
- ISO 42001
- Cialdini persuasion principles
- Nielsen Norman usability principles
- Industry-specific best-practice frameworks

Required Sources and Examples

Prioritize:

****[INSERT SOURCE PREFERENCES HERE]****

Examples:

- Academic studies
- Government sources
- Industry reports
- Analyst reports
- Expert books
- Case studies
- Competitor websites
- Best-in-class examples
- Practitioner guides
- Regulatory guidance
- Real-world campaigns
- Landing pages
- Policies
- Training programs

Include examples from:

****[INSERT EXAMPLE TYPES HERE]****

Examples:

- My industry only

- Adjacent industries
- Top competitors
- Best-in-class organizations
- Public agencies
- Private companies
- High-converting websites
- Failed examples and what went wrong

Research Rules

Use current, reliable sources.

You must:

- Cite every factual claim that depends on outside information.
- Prioritize primary and authoritative sources.
- Include links.
- Compare multiple perspectives.
- Distinguish evidence from expert opinion and your own synthesis.
- Flag weak evidence.
- Identify outdated or overhyped claims.
- Include examples specific to the industry whenever possible.
- Include adjacent examples only when the lesson clearly transfers.
- Challenge obvious assumptions.
- Avoid generic advice.
- Avoid empty consultant language.
- Make the report useful enough that another AI agent could use it as a reference file.

Final Output Format

Write the final report as one clean Markdown document titled:

MASTER RESEARCH DOSSIER: [TOPIC]

Include these sections:

1. Executive Summary

Include:

- The most important findings
- What experts agree on
- What is debated
- What changed recently
- What a smart person should do next

2. Research Context

Explain:

- Why this topic matters now
- Who is affected

- What problem this research helps solve
- What assumptions need to be challenged

3. Key Principles Experts Agree On

For each principle, include:

- Explanation
- Why it matters
- Evidence or source support
- Practical implication
- Example

4. Best-Practice Frameworks

For each framework, include:

- What it is
- When to use it
- How to apply it
- Strengths
- Limitations
- Example use case

5. What High Performers Do Differently

Identify what the best organizations, campaigns, websites, products, agencies, or teams do better than average performers.

Include:

- Patterns
- Tactics
- Messaging
- Workflows
- Tools
- Measurement practices
- Examples

6. Specific, Actionable Techniques

For each technique, include:

- What to do
- Why it works
- How to implement it
- Example
- Common failure mode
- How to measure success

7. Examples and Mini Case Studies

For each example:

- Name the organization, campaign, product, agency, or person

- Explain what they did
- Explain why it worked or failed
- Pull out the transferable lesson
- Cite the source

8. Common Mistakes and How to Avoid Them

For each mistake:

- What people do wrong
- Why it happens
- Consequence
- Better approach
- Example

9. What to Avoid

Include:

- Bad advice
- Outdated tactics
- Overused phrases
- Weak claims
- Risky assumptions
- Ethical concerns
- Compliance issues
- Short-term tactics that damage trust

10. Industry-Specific Guidance

Make this section specific to:

[INSERT INDUSTRY OR AUDIENCE HERE]

Include:

- Buyer psychology
- Audience pain points
- Decision triggers
- Trust barriers
- Messaging angles
- Proof points
- Objections
- Compliance or regulatory considerations
- Examples of what good looks like

11. Copy, Messaging, or Communication Guidance

If the topic involves communication, marketing, sales, training, public education, or persuasion, include:

- Best headline patterns
- Message hierarchy

- StoryBrand-style positioning
- Emotional drivers
- Rational proof points
- Objection handling
- CTA strategy
- Landing page structure
- Email structure
- Social post structure
- Example copy blocks

When using StoryBrand, identify:

- The customer
- The customer's problem
- The guide
- The plan
- The call to action
- The stakes
- The success vision

12. Implementation Playbook

Create a practical step-by-step plan.

Include:

Phase 1: Research and Diagnosis

- Actions
- Owner
- Inputs needed
- Outputs
- Tools
- Timeline
- Success metrics

Phase 2: Strategy

- Actions
- Owner
- Inputs needed
- Outputs
- Tools
- Timeline
- Success metrics

Phase 3: Build

- Actions
- Owner
- Inputs needed
- Outputs
- Tools
- Timeline

- Success metrics

Phase 4: Test

- Actions
- Owner
- Inputs needed
- Outputs
- Tools
- Timeline
- Success metrics

Phase 5: Measure

- Actions
- Owner
- Inputs needed
- Outputs
- Tools
- Timeline
- Success metrics

Phase 6: Improve

- Actions
- Owner
- Inputs needed
- Outputs
- Tools
- Timeline
- Success metrics

13. Templates and Reusable Assets

Include useful templates such as:

- Checklist
- Audit rubric
- Scorecard
- Interview guide
- Messaging framework
- Landing page outline
- Prompt template
- Workflow map
- Research matrix
- Decision tree
- Implementation tracker

Only include templates that are useful for the topic.

14. Measurement and KPIs

Include:

- Leading indicators

- Lagging indicators
- Quantitative metrics
- Qualitative signals
- Benchmarks if available
- What not to measure
- Common measurement traps

15. Contrarian Analysis

Challenge the obvious advice.

Include:

- What everyone says
- What may actually be true
- Where experts disagree
- Where the evidence is thin
- What people overestimate
- What people underestimate

16. Quick-Reference Checklist

End with a practical checklist someone can use immediately.

The checklist should be short enough to use, but specific enough to matter.

17. Source Notes and Bibliography

For each major source, include:

- Source name
- Author or organization
- Date
- Link
- Why the source is credible
- Any limitations or bias

Style Requirements

Write in a style that is:

- Clear
- Dense
- Specific
- Strategic
- Practical
- Example-rich
- Skeptical where needed
- Free of filler
- Free of generic consultant fluff

Do not use:

- Empty business jargon
- Overhyped claims
- Unsupported statistics
- Vague best practices
- "Everyone should"
- "In today's fast-paced world"
- "Unlock"
- "Revolutionize"
- "Game-changing"
- Em dashes

Use:

- Headings
- Bullets
- Tables where helpful
- Concrete examples
- Short explanations
- Citations
- Practical templates
- Clear recommendations

Evidence Rules

Every factual claim that depends on outside information must be cited.

When evidence is weak, say so.

When sources conflict, explain the disagreement.

When a claim is based on inference, label it as an inference.

When using examples, distinguish between:

- Proven case study
- Public marketing claim
- Expert opinion
- Anecdote
- Your synthesis

Final Instruction

Do not produce a shallow overview. Produce a serious reference file that could be used by a strategist, marketer, consultant, trainer, executive, or AI agent.

Make it dense enough to reduce cold-start problems in future AI work.