SOCIAL BUTTERFLY AI . OFFICIAL PROMPT ENGINEERING & VENTURE PLAYBOOK

How to Prompt Out a Real Business, Expose Unknown Unknowns & Command Your AI Crew

Modeled on institutional prompt engineering standards from Anthropic and OpenAI, specifically architected for founders building real companies on **Social Butterfly AI (https://socialbutterflyai.com)**. Learn how to structure high-leverage prompts, select the right engine in the Built-In AI Model Selector, pressure-test blind spots before spending a dime, and take an idea from thought bubble to live cloud software.

PLATFORM
Social Butterfly AI (socialbutterflyai.com)

AUTHOR & ARCHITECT
Nicole Murray . Mogul Factory LLC

AI INFRASTRUCTURE
5 Built-In AI Models (Google Cloud Vertex AI)

INTERACTIVE EDITION
socialbutterflyai.com/prompt-guide

Section 1: The 6-Part Prompt Architecture That Separates Operators from Amateurs

PILLAR 01 . PROMPT STRUCTURE

Ninety-two percent of standalone AI builds fail because founders type a one-sentence wish ("Build me a booking app") and accept a cosmetic shell with no unit economics, no database rules, and no customer acquisition wedge. High-leverage prompting inside Social Butterfly AI uses a disciplined **6-Part Prompt Architecture** that turns our 8 AI Specialists into surgical execution partners:

PART 1 . SPECIFIC SPECIALIST

Name the Specialist & Tool

Address the right specialist (Extractor, Social Butterfly, Architect, Artist, Engineer, Auditor, Anchor, or Keeper) and ask them to save the artifact to your Venture Dossier.

PART 2 . BUYER & PAIN CONTEXT

Who Pays & Why Today

State the exact buyer persona, the bleeding-neck problem they face this week, and what they currently pay for workarounds (spreadsheets, agencies, or manual labor).

PART 3 . HARD CONSTRAINTS

Pricing, Margin & Scope

Specify your price point, target gross margin (80%+ for software), timeline, and geographic or regulatory boundaries so the AI never invents generic filler.

PART 4 . ANTI-GLAZE DIRECTIVE

Forbid Yes-Man Flattery

Explicitly instruct the model: "Do not praise my idea. Challenge weak assumptions, show where unit economics break, and cite real competitors."

PART 5 . DELIVERABLE SCHEMA

Exact Output Format

Request structured tables, numbered user stories with Pass/Fail acceptance criteria, Firestore collection schemas, or multi-file production code.

PART 6 . VERIFICATION GATE

Definition of Done

End with a verification check: "Verify that every feature maps to a revenue tier and passes mobile 390px and owner-only security rules."

THE MASTER VENTURE PROMPT FORMULA (COPY & ADAPT ANYWHERE IN SOCIAL BUTTERFLY AI)

```
"[Specialist Name], act as my zero-glaze [Role]. We are building [Venture Name] for [Specific Buyer Persona] who struggle with [Specific Costly Pain]. Our pricing model is [Price/Tier] with a target [X%] gross margin. Do not flatter this idea: first identify the top 3 blind spots or unit-economics leaks, then produce [Exact Deliverable] and save it to my Venture Dossier."
```

Why "Zero-Glaze" Prompting Matters on Social Butterfly AI

Generic chatbots are trained to agree with you even when your pricing loses money on every sale. Social Butterfly AI's 8 Specialists are wired with institutional guardrails: when you combine our 6-Part Prompt Architecture with our multi-model Vertex AI engines, your AI crew acts as a true Chief of Staff, Product Officer, Solutions Architect, and Security Auditor.

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Section 2: Choosing the Right Engine in the Built-In AI Model Selector

PILLAR 02 . MULTI-MODEL ROUTING

Social Butterfly AI connects your workspace directly to five live reasoning models on **Google Cloud Vertex AI**, plus dedicated multimodal engines for brand images, promo video, and real-time voice. You never need external API keys: every model runs natively on your Social Butterfly AI credit balance.

BUILT-IN AI MODEL	VERTEX AI ENDPOINT ID	CREDIT RATE	WHEN TO SELECT THIS ENGINE
Google Gemini 3.8 Flash Default . Fast Agentic + Search	`publishers/google/models/gemini-3.8-flash`	Included in daily allowance (5 cr with live Google Search)	Best for Stage 1 Vision Core extraction, live Google Search competitor intelligence, and fast multi-agent handoffs.
Google Gemini 4 Argon Flagship Frontier Reasoning	`publishers/google/models/gemini-4-argon`	5 cr/turn (50 cr full Vibe Coding Studio app build)	Best for full-stack multi-file code synthesis in Vibe Coding Studio, complex Firestore schemas, and deep architectural reasoning.
Google Gemini 3.1 Pro Deep Strategy & PRDs	`publishers/google/models/gemini-3.1-pro-preview`	5 cr/turn (15 cr full Executive PRD or GTM Plan)	Best for 10-section investor-grade Executive PRDs, unit-economics financial modeling, and enterprise RFP/grant specifications.
OpenAI GPT-OSS 120B 120B Open-Weight on Vertex MaaS	`openai/gpt-oss-120b-maas`	5 cr/turn on Vertex AI Model-as-a-Service	Best for independent second-opinion pressure-testing, skeptical VC red-teaming, and alternative chain-of-thought logic checks.
Google Gemini 3.1 Flash-Lite Ultra-Fast Iteration	`publishers/google/models/gemini-3.1-flash-lite`	Included in daily allowance (1 cr overflow)	Best for rapid copywriting variations, headline hooks, email subject lines, and quick daily task check-ins.

Section 3: How to Prompt Out a Real Business End-to-End (The 7-Stage Pipeline)

PILLAR 03 . IDEA TO LIVE CLOUD APP

Follow this exact 7-stage sequence in Mission Control and The Core (Team Chat). Each stage saves a structured artifact into your persistent Venture Dossier so the next specialist inherits full context automatically:

STAGE	LEAD SPECIALIST	RECOMMENDED ENGINE	ARTIFACT & COST	CORE OBJECTIVE & OUTPUT
Stage 1: Vision Core	The Extractor	Gemini 3.8 Flash	`saveVisionCore` (0 cr starter)	Lock the 4-part Vision Core: Problem, Solution Wedge, First-100 Paying Customer Persona, and Brand Vibe.
Stage 2: Market & TAM Audit	The Auditor	Gemini 3.8 Flash (Search)	`saveSecurityAudit` / Search (5-15 cr)	Run live web search against real competitors, verify pricing benchmarks, and calculate bottom-up TAM/SAM/SOM.
Stage 3: Executive PRD	Social Butterfly	Gemini 3.1 Pro	`savePRD` (15 cr)	Generate the investor-grade PRD: user stories, acceptance criteria, 3-tier pricing model, and MVP scope lock.
Stage 4: System Architecture	The Architect	Gemini 4 Argon	`saveImplementationPlan` (10 cr)	Design multi-tenant Firestore collections, owner-only `firestore.rules`, and Stripe/Square webhook topology.
Stage 5: Design System	The Artist	Gemini 3.8 Flash	`saveDesignSystem` (15 cr)	Lock WCAG-compliant color tokens, display/sans/mono typography hierarchy, and mobile 390px layout rules.
Stage 6: Studio App Build	The Engineer (Vibe Studio)	Gemini 4 Argon	`saveCodePlan` / Studio Build (50 cr)	Compile the working multi-file application (`index.html`, `app.js`, `styles.css`) with live interactive preview.
Stage 7: Pre-Flight & GTM	The Anchor & The Keeper	Gemini 3.1 Pro	`saveLaunchPlan` & `saveGrowthSprint` (15 cr)	Pass the 12-point Pre-Flight security and mobile check, verify custom domain via live RDAP, and launch the 30-day GTM sprint.

OPERATOR RULE: NEVER SKIP FROM STAGE 1 TO STAGE 6

Section 4: How to Prompt for the "Unknown Unknowns" (Prompts #01 to #08)

PILLAR 04 . ZERO-GLAZE RISK AUDIT

Most founders only ask AI for what they already know to ask. That leaves fatal blind spots untouched: hidden payment disputes, unindexed database queries, compliance traps (HIPAA, FERPA, TCPA/SMS consent, PCI), or customer acquisition costs that exceed lifetime value. Run these prompts to expose what you do not know you are missing:

01 . The "Why 92% Fail" Pre-Launch Blind-Spot Diagnostic

The Auditor . OpenAI GPT-OSS 120B

```
Auditor, inspect my current venture idea and PRD like a ruthless post-mortem investigator. Many AI-built apps stall after launch because they lack a real database, payment setup, or customer retention plan. Identify the 5 specific ways my app will fail in the first 60 days if we launch as-is, and give me the exact engineering and business fix for each.
```

02 . Unit Economics & Hidden Margin Leak Audit

Social Butterfly . Gemini 3.1 Pro

```
Social Butterfly, audit the unit economics of my proposed pricing tiers. Calculate our exact gross margin after Stripe/Square processing fees (2.9% + $0.30), AI token/compute costs, refund/chargeback reserves, and customer support time. Show me where we are underpricing or leaking margin, and recommend a pricing floor that protects an 80%+ gross margin.
```

03 . Regulatory, Privacy & Industry Compliance Trap Scanner

The Auditor . Gemini 3.1 Pro

```
Auditor, scan my business model for unknown regulatory, legal, and platform compliance traps we have not discussed yet. Check specifically for SMS/TCPA opt-in rules, healthcare/HIPAA or education/FERPA data boundaries, payment processor restricted-business rules, and FTC testimonial/earnings disclosures. List every trap and the exact safeguard we must build into our onboarding flow.
```

04 . Multi-Tenant Security & Data-Leak Red Team

The Anchor . Gemini 4 Argon

```
Anchor, red-team our data architecture before we publish. Assume a malicious user opens browser DevTools on our live app and tries to read another customer's records, forge a payment webhook, or spam our AI endpoint to drain compute credits. Show me every vulnerability in our current plan and write the exact owner-only firestore.rules and server-side rate limits to block them.
```

05 . The Skeptical VC Partner Pass/Fail Interrogation

The Auditor . OpenAI GPT-OSS 120B

```
Auditor, evaluate my venture as a skeptical Seed/Series A VC partner who sees 1,000 AI pitches a month. Do not be polite. Tell me the top 3 reasons you would pass on this company today, which assumptions in my TAM and CAC are wishful thinking, and what concrete proof points (revenue, retention, or proprietary wedge) would force you to write a check.
```

06 . Buyer Switching-Friction & Inertia Autopsy

The Extractor . Gemini 3.8 Flash

```
Extractor, even if our product works, why will our target customer refuse to switch from their current messy spreadsheet, agency, or habit? Map out the hidden psychological, workflow, and organizational switching costs our buyer faces on Day 1, and design a 90-second "First Win" onboarding experience that eliminates that friction immediately.
```

07 . Enterprise & Institutional Procurement Blocker Check

Social Butterfly . Gemini 3.1 Pro

```
Social Butterfly, if we pitch this platform to a corporate VP, university dean, or municipal procurement officer for a $30,000 to $100,000 contract, what unspoken procurement blockers (WCAG AAA accessibility, SOC2/data residency, trade-secret IP protection, W-9/DUNS vendor onboarding, or Likert ROI reporting) will stall the deal, and how do we pre-solve them in our proposal?
```

08 . Raw Thought Bubble to 4-Part Vision Core

The Extractor . Gemini 3.8 Flash

```
Extractor, here is my raw business idea: [describe idea in 2-3 sentences]. Pressure-test this against real market alternatives, sharpen our unfair wedge, define our First-100 Paying Customer persona, and save our 4-Part Vision Core (Problem, Solution, Audience, Vibe) to my Venture Dossier.
```

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Section 5: Copy-Paste Prompt Library (Prompts #09 to #18: Market, PRD & Architecture)

PILLAR 05 . BATTLE-TESTED PROMPTS

09 . Live Google Search Competitor & Pricing Tear-Down

The Extractor . Gemini 3.8 Flash + Search

```
Extractor, use live Google Search to find the top 5 real-world competitors serving [target audience] in [industry/category]. Build a comparison matrix showing their exact current pricing tiers, core features, customer complaints from reviews, and the unserved gap our venture can own right now.
```

10 . Bottom-Up TAM / SAM / SOM Market Sizing

The Auditor . Gemini 3.1 Pro

```
Auditor, calculate a rigorous bottom-up TAM, SAM, and SOM for our venture using real customer counts and our actual annual contract value (ACV), not vague top-down industry reports. Show the exact formula for how we reach $100K, $1M, and $10M ARR, and save this market audit to our dossier.
```

11 . First-100 Paying Customers Ideal Buyer Profile

The Extractor . Gemini 3.8 Flash

```
Extractor, define the exact profile of our first 100 paying customers: not a generic demographic, but the specific person whose hair is on fire today. Where do they hang out online and offline, what budget authority do they have, what trigger event makes them buy this week, and what exact phrase do they type into Google when looking for help?
```

12 . Investor-Grade 10-Section Executive PRD

Social Butterfly . Gemini 3.1 Pro

```
Social Butterfly, write our complete 10-section Executive PRD based on our Vision Core: (1) Executive Summary, (2) Problem & Market Wedge, (3) Target Personas, (4) Core User Journey, (5) Prioritized User Stories with Pass/Fail Acceptance Criteria, (6) 3-Tier Pricing & Credit Model, (7) Non-Goals / Out-of-Scope for v1, (8) Success Metrics, (9) Risk Register, and (10) Launch Milestones. Save the PRD to my project.
```

13 . Good / Better / Best SaaS & Service Pricing Ladder

Social Butterfly . Gemini 3.1 Pro

```
Social Butterfly, design a high-converting 3-tier pricing architecture (Starter, Pro, Ultra) plus a low-friction entry top-up or paid diagnostic wedge. Map every feature and usage cap to each tier so customers naturally upgrade as their usage grows while our gross margin stays above 80%.
```

14 . MVP Scope Lock (Cutting 60% of Feature Bloat)

Social Butterfly . Gemini 3.8 Flash

```
Social Butterfly, review our feature wish list and ruthlessly cut 60% of the scope so we can ship a revenue-generating v1 today. Separate features into: (A) Must-Have for Day-1 Payment & Core Value, (B) Phase-2 Retention Upgrades, and (C) Distractions to Delete.
```

15 . Multi-Tenant Firestore Data Model & Security Rules

The Architect . Gemini 4 Argon

```
Architect, design our complete Golden Path technical blueprint: define our exact Firestore collections and document fields, write strict owner-only firestore.rules where every private record is scoped to request.auth.uid, and save the Implementation Plan to my Venture Dossier.
```

16 . Stripe & Square Checkout + Signed Webhook Blueprint

The Architect . Gemini 4 Argon

```
Architect, map out our exact payment and checkout architecture using Stripe Payment Links or Square Invoices/Checkout. Specify how client_reference_id is passed, how the server verifies the signed webhook, and how user entitlements or credits are updated atomically in Firestore.
```

17 . WCAG AAA Day & Night Brand Design System

The Artist . Gemini 3.8 Flash

```
Artist, craft a world-class Design System for our app that supports both sleek Night Mode and WCAG AAA high-contrast Daylight Mode. Define our exact hex color tokens, Display/Sans/Mono typography scale, button and card surface states, and 390px mobile responsiveness rules, then save the Design System.
```

18 . High-Converting Landing Page Hero & Above-the-Fold Copy

The Artist . Gemini 3.1 Flash-Lite

```
Artist, write the complete above-the-fold hero section for our application: category-defining eyebrow badge, headline under 10 words, subheadline explaining the exact outcome in plain language, primary CTA button copy, and 3 concrete trust/proof pills. Zero AI clichés and zero em-dashes.
```

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Section 6: Copy-Paste Prompt Library (Prompts #19 to #28: Build, Pre-Flight & Scale)

PILLAR 06 . SHIP, AUDIT & SELL

19 . Production Multi-File Code Plan for Vibe Coding Studio

The Engineer . Gemini 4 Argon

```
Engineer, synthesize our PRD, Architecture, and Design System into a production Code Plan for Vibe Coding Studio. Specify the exact interactive views, state management, form validation, sample pre-loaded data so the app never looks empty, and Firestore persistence hooks, then save the Code Plan.
```

20 . Vibe Coding Studio Full-Stack App Generation Prompt

Vibe Coding Studio . Gemini 4 Argon (50 cr)

```
Build a complete, production-grade interactive web application for [Venture Name] with zero placeholder buttons. Include: (1) an executive hero header with Day/Night contrast toggle, (2) a working interactive core workflow with realistic pre-populated data and live state updates, (3) a functional lead/booking/order capture form with validation and local/Firestore persistence, (4) a transparent 3-tier pricing section with checkout links, and (5) clean mobile-responsive layout at 390px and 1280px.
```

21 . Vibe Coding Studio Surgical Feature Upgrade Prompt

Vibe Coding Studio . Gemini 4 Argon (40 cr)

```
Upgrade our existing Studio app without breaking any current styles or state: add [Specific New Feature, e.g., an interactive ROI calculator + downloadable CSV export + status filter tabs], wire every button to real state handlers, and verify zero console errors.
```

22 . 12-Point Pre-Flight Launch Readiness & Security Check

The Anchor . Gemini 3.1 Pro (15 cr)

```
Anchor, run our complete Pre-Flight Launch Readiness Check across security rules, secret isolation, mobile 390px viewport behavior, SEO/OpenGraph metadata, legal privacy/terms links, and custom domain DNS readiness. Flag any blocker as PASS or FAIL and save our Launch Plan.
```

23 . First-10-Customers 7-Day Cash-Flow Sprint

The Keeper . Gemini 3.8 Flash

```
Keeper, design a 7-day execution sprint to close our first 10 paying customers with $0 paid ad spend. Give me my daily 3 non-negotiable moves, exact warm and cold outreach scripts, objection-handling replies, and follow-up cadence, then save our Growth Sprint.
```

24 . 30-60-90 Day Omnichannel Go-To-Market Plan

Go-To-Market Planner . Gemini 3.1 Pro (15 cr)

```
Build a concrete 30-60-90 day Go-To-Market plan for our venture covering: positioning statement, top 3 acquisition channels ranked by lowest CAC, weekly content and demo rhythm, partnership/affiliate wedge, conversion KPIs, and exact monthly revenue milestones.
```

25 . High-Ticket Enterprise & Institutional Proposal ($30K-$100K+)

Social Butterfly . Gemini 3.1 Pro

```
Social Butterfly, package our platform and expertise into an institutional B2B/Enterprise proposal with a $30,000 minimum floor ($30K Phase-1 Readiness & Pilot, $75K Custom Multi-Agent Deployment, $150K+ Annual Enterprise License). Include executive scope, measurable ROI deliverables, milestone payment schedule, and IP trade-secret protections.
```

26 . Veo 3.1 Cinematic Brand Promo Video Prompt

Video Studio . Veo 3.1 (150 cr)

```
Cinematic 16:9 commercial shot on Arri Alexa 35mm lens, warm golden-hour rim lighting: a confident founder in a sleek modern glass studio reviewing a glowing interactive holographic dashboard as their business launches globally, shallow depth of field, subtle camera dolly-in, luxury editorial color grade, photorealistic 1080p motion.
```

27 . Gemini 3.1 Flash Image Editorial Brand Visual Prompt

Image Studio . Gemini 3.1 Flash Image (8 cr)

```
Editorial luxury brand photography for [Venture Name]: clean architectural composition, deep obsidian and warm brass accents, crisp studio lighting, ultra-detailed textures, high-contrast magazine aesthetic, 16:9 hero banner ratio, zero distorted text.
```

28 . Daily Chief-of-Staff 3-Move Founder Focus Reset

Social Butterfly . Clarity Hub / Team Chat

```
Social Butterfly, review my Founder File and current Venture Dossier. Cut through all noise and give me the 3 highest-leverage revenue and product moves I must complete today in under 2 hours, plus the 1 distraction I should ignore completely.
```

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