

50 Prompts Buyers Type Into AI Before They Buy

Real buying-journey prompts across discovery, comparison, validation, and decision — the exact moments your brand needs to be the cited answer.

Before a buyer ever talks to your sales team, they're asking ChatGPT, Claude, and Perplexity questions like these. If your brand doesn't show up in the answer, you were never in the running. Swap in your own brand, category, and competitors below to see exactly what you're being judged against.

1. Discovery — "what exists?"

1. What's the best [category] software for [industry / company size]?
2. What tools do companies use for [job-to-be-done]?
3. What's a good alternative to doing [process] manually?
4. What are the top-rated [category] platforms right now?
5. What should I look for when choosing a [category] tool?
6. What's the difference between [category A] and [category B] software?
7. Is there a tool that handles [specific pain point]?
8. What do most [industry] companies use for [function]?
9. What's a modern replacement for [old method/tool]?
10. What options exist for [use case] on a small budget?

2. Comparison — "narrowing it down"

11. [Brand A] vs [Brand B] — which is better for [use case]?
12. How does [Brand] compare to [Competitor]?
13. What's the difference between [Brand] and [Competitor]?
14. Which [category] tool integrates best with [other tool]?
15. What's the most affordable [category] option that still does [feature]?
16. Which [category] platform is easiest to set up?
17. What's a good [Competitor] alternative?

18. Which tool has better support, [Brand A] or [Brand B]?
19. Is [Brand] better than [Competitor] for [industry]?
20. What are the top 5 [category] tools compared side by side?

3. Validation — "can I trust it?"

21. Is [Brand] legit / worth it?
22. What do people say about [Brand] on Reddit or G2?
23. Does [Brand] have any common complaints or issues?
24. Is [Brand] good for [specific use case or industry]?
25. What are the pros and cons of [Brand]?
26. Is [Brand] still actively maintained/updated?
27. Who are [Brand]'s actual customers?
28. Is [Brand] secure / compliant with [standard, e.g. SOC 2]?
29. What's the catch with [Brand]'s free plan?
30. Does [Brand] actually deliver on [specific claim]?

4. Decision — "the final push"

31. Is [Brand] worth the price?
32. Does [Brand] have a free trial?
33. What does [Brand] cost for [company size]?
34. Can [Brand] do [specific feature]?
35. How long does it take to implement [Brand]?
36. Does [Brand] offer onboarding or support during setup?
37. What happens if I cancel [Brand]?
38. Can [Brand] handle [specific scale/volume]?
39. Does [Brand] work with [specific integration]?
40. What's included in [Brand]'s cheapest paid plan?

5. Post-purchase — "getting value / advocacy"

41. How do I get the most out of [Brand]?
42. What integrates with [Brand]?
43. Who else in my industry uses [Brand]?

- 44. What are advanced tips for using [Brand]?
- 45. How do I migrate from [Competitor] to [Brand]?
- 46. Does [Brand] have an API or developer docs?
- 47. What's new in [Brand]'s latest update?
- 48. How do I troubleshoot [common issue] in [Brand]?
- 49. Is there a community or forum for [Brand] users?
- 50. How do other companies measure ROI from [Brand]?

GoBlinkly can do this for you

GoBlinkly tracks exactly how your brand answers prompts like these across ChatGPT, Claude, Perplexity, and Gemini — then does the work to get you cited where it matters. Book a call at goblinkly.com to see your current visibility.