

# The Buyer Belief Audit

A diagnostic built from Molly Mahoney's Tree of Beliefs, run against the twenty posts you already published  
· The AI Social Playbook

**What this is, and what it isn't.** Spotlight Engine generates beliefs and content batches through its own interface. This audit is not that product and does not reproduce its internal prompts. It takes the seven belief categories Molly named on screen and turns them into a gap analysis you run against content you have already published, in any AI chat tool. Category definitions are hers, quoted from the episode. Everything else is reconstruction, and where the transcript gave no exact wording it is marked rather than invented.

## 01 Technical Stack

| TOOL                         | ROLE IN THE WORKFLOW                                                                                                         | NOTES                                                                                           |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Spotlight Engine             | The product demonstrated in the episode. Generates the belief stack, story bank, and five-post batches in its own interface. | spotlightengine.app. Not required to run this audit. It is the workflow being reconstructed.    |
| General-purpose AI chat tool | Runs System Prompts 1 through 3. Prompt 1 needs a context window large enough to hold twenty posts at once.                  | No model was named for this part of the demo. Any current chat model with long context will do. |
| Agorapulse                   | Source of the published post history the audit runs against, and the destination for the finished batch by bulk CSV upload.  | agorapulse.com. The CSV bulk upload is named directly in the episode.                           |
| ChatGPT                      | Optional. Turns the written image descriptions in a batch into finished images.                                              | Named in passing, for image generation only.                                                    |

## 02 Configuration

Have all three ready before running System Prompt 1. The first one is the reason this audit works.

### Your last twenty published posts

ADDED STEP

Text of the twenty most recent posts on your main channel, numbered 1 to 20. Captions only. Not part of the product demo, and the step that turns a belief framework into a measurement of what you have actually published.

### Brand profile document

Brand voice, positioning, differentiator, expert bio, target avatar, and current free and paid offers. In the demo this is loaded once, or generated by scanning your website, and referenced at every later step.

### Promotion focus

The single offer this cycle's content points back to. In the demo the tool infers the rest from the brand profile once the offer is named.

## 03 Flowchart Map

1

### Assemble the post inventory

IN Twenty most recent published captions → OUT A numbered list the model can classify in one pass

2

### Classify every post against the seven categories SYSTEM PROMPT 1

IN The numbered inventory plus the category definitions → OUT One category per post, plus a count per category

3

### Read the scorecard and find the zeros

IN The counts from stage 2 → OUT The categories sitting at or near zero, ranked by how much revenue depends on them

4

### Generate beliefs for the empty categories SYSTEM PROMPT 2

IN Brand profile, promotion focus, and the empty categories → OUT Four beliefs under each empty category

5

### Screen the why-now beliefs against your calendar

IN Any generated why-now belief tied to a date or season → OUT Date-sensitive lines removed before anything queues (see check 3)

6

### Build one belief from the biggest gap into five posts SYSTEM PROMPT 3

IN One belief plus one true story of your own → OUT Conversation starter, Barnum statement, hand-raiser, long-form piece, meme concept

7

### Ship that batch before auditing again

IN The five-post batch, bulk uploaded by CSV → OUT One gap closed, with results visible before the next gap is chosen

## 04 System Prompts

Copy each panel whole. Replace every highlighted variable before running.

### SYSTEM PROMPT 1

COPY WHOLE

#### Belief Gap Classifier

I am auditing my recent social content against a buyer belief framework. A belief is not a topic. It is a specific thing a prospect must accept before they will buy from me.

Here are the seven belief categories and what each one means:

1. Why me - why this matters to the human being, separate from what I am selling.
2. Why this - why my specific product, or the mechanism behind it, is the right kind of solution.
3. Why you - why I am the right person or company to provide it, based on my actual background.
4. Why now - why acting in this window matters, including season or calendar timing.
5. Why not - the objection. The reason a prospect would decide against working with me.
6. Why stay - why someone who has already bought should renew, stay subscribed, or buy again.
7. Why worse - what the prospect loses by doing nothing.

Here are my twenty most recent posts:

**[PASTE YOUR TWENTY POSTS, NUMBERED 1 TO 20]**

For each post, assign exactly one category from the seven above. If a post instills no buyer belief at all, label it None rather than forcing it into a category.

Then output a scorecard: each category with the count of posts assigned to it, and the list of post numbers in that category. End with a single line naming the categories at zero.

Do not add recommendations. Classification and counts only.

#### SYSTEM PROMPT 2

COPY WHOLE

### Gap-Filling Belief Generator

Using the same seven-category framework, generate beliefs for the categories my audit found empty.

My brand profile: **[PASTE YOUR BRAND PROFILE HERE]**

What I am promoting this cycle: **[PROMOTION FOCUS]**

Categories to fill: **[LIST THE EMPTY CATEGORIES FROM YOUR SCORECARD]**

Generate four beliefs in each empty category. Each belief must be a single complete sentence that a real prospect could plausibly say out loud, in plain language, with no marketing phrasing and no product name inside the sentence.

For why now, only reference a date or season if I name one here:  
**[OPTIONAL: NAME A RELEVANT DATE, SEASON, OR HOLIDAY]**

Group the output by category. Do not add commentary.

#### SYSTEM PROMPT 3

COPY WHOLE

### Five-Post Batch Builder

Take this single belief: **[PASTE ONE BELIEF FROM YOUR BIGGEST GAP]**

And this true story from my own experience that proves it:  
**[PASTE ONE TRUE STORY OF YOUR OWN]**

Generate exactly five pieces of content, in this order. Do not generate a sixth.

1. A conversation-starter question built to prompt replies and warm the audience up before the belief lands.
2. A Barnum statement: one sentence broad enough that many readers would agree with it, and specific enough that each reader feels it was written only for them, built around the belief above.
3. A hand-raising line inviting the reader toward one long-form piece, plus a working title for that piece.
4. The long-form piece itself: a hook I can read aloud, a two to three sentence description, and four to five bullet points, all using the true story above as the supporting material.
5. A meme concept: one short irreverent line reinforcing the belief, plus a one-sentence image description.

Write in this voice and tone: **[YOUR BRAND VOICE / TONE]**

Use no story, statistic, quote, or example other than the one I gave you above. If you need supporting material I did not provide, say so instead of supplying your own.

## 05 Variable Callouts

| VARIABLE                                        | WHAT IT IS                                                            | WORKED EXAMPLE                                                                                                     |
|-------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| [PASTE YOUR TWENTY POSTS, NUMBERED 1 TO 20]     | Caption text of your twenty most recent posts on one channel          | 1. Three prompts that cut my reporting time in half... 2. What nobody tells you about onboarding...                |
| [PASTE YOUR BRAND PROFILE HERE]                 | Voice, positioning, differentiator, bio, avatar, free and paid offers | Direct, occasionally irreverent strategist serving solo coaches; core offer is a \$97/month content membership     |
| [PROMOTION FOCUS]                               | The single offer this cycle's content points back to                  | The fall cohort of the Content Club                                                                                |
| [LIST THE EMPTY CATEGORIES FROM YOUR SCORECARD] | The categories your stage 2 scorecard returned at or near zero        | Why stay, why worse                                                                                                |
| [NAME A RELEVANT DATE, SEASON, OR HOLIDAY]      | A date tied to the why-now belief. Leave blank if none applies        | Heading into Labor Day weekend                                                                                     |
| [PASTE ONE BELIEF FROM YOUR BIGGEST GAP]        | The one belief this batch is built around                             | The relationships I build here become more valuable the longer I stay                                              |
| [PASTE ONE TRUE STORY OF YOUR OWN]              | Something that actually happened to you, one or two sentences         | My most-viral video was a bath bomb clip that reached 39 million people and pulled me out of my business for weeks |
| [YOUR BRAND VOICE / TONE]                       | A short description of how the five posts should sound                | Warm but blunt, a little self-deprecating                                                                          |

## 06 Human Quality Control

Three checks before anything ships. Each catches a failure observed in this workflow.

**Check 1.** Every post in the inventory carries exactly one category label, and posts that instill no belief are labelled None rather than assigned somewhere.

**CATCHES** A model spreading posts thinly across all seven categories to produce a tidy-looking scorecard, hiding the zero you ran the audit to find.

**Check 2.** The story used in stage 6 came out of your own experience, not from material the model reached for on its own.

**CATCHES** Output reverting to archetypal reference material. This is the gap that left the guest's own strongest story, a bath bomb video that reached 39 million people, out of her live demo.

**Check 3.** Every why-now belief is read against your real publishing calendar before it queues, by a person.

**CATCHES** A date-sensitive line landing on a date that cannot carry it. The episode surfaced this on camera: a September 11 entry produced a holiday-overwhelm line the guest called tacky and disrespectful. The model gives no signal that anything is wrong.