



DIVAS, DIAMONDS & DOLLARS PODCAST

THE EMPIRE BUILDER STARTER KIT

Eight CEO-Level AI Prompts for Women Building Multiple Income Streams

A practical AI playbook for today's smart, single professional midlife woman ready to diversify income, expand influence, and build her next chapter strategically.

Build smarter. Earn broader. Lead bigger.

Welcome, Future Empire Builder

You do not need another side hustle simply because everyone says you should have one. You need an income strategy that fits your expertise, your goals, your bandwidth, and the life you actually want to live.

That is where AI can become far more useful than a content machine. Used well, it can help you think like a CEO: assess opportunities, pressure-test ideas, identify revenue gaps, organize your priorities, sharpen your marketing, and turn what you already know into assets that work harder for you.

This guide was created for the smart professional woman in midlife who has earned experience, built credibility, and is ready to convert more of that value into income, ownership, flexibility, and legacy.

A Divaslicious Pro-tip

The goal is not to do more. The goal is to make better decisions about what deserves your time, what can become an asset, and what can create income beyond your paycheck.

Use the prompts in this library as starting points. Add your specifics. Challenge the first answer. Ask for tradeoffs. Request stronger recommendations. The best results come when AI understands not only what you want, but why it matters and how you intend to use the answer.

Most of all: treat these prompts as executive assignments, not magic spells. You remain the decision-maker.

How to Use This Library

You can move through the eight prompts in order, or jump directly to the business question in front of you. Each prompt is designed to produce an actionable output and includes six short elements:

- CEO Objective - the strategic result you are working toward.
- When to Use It - the moment this prompt becomes especially useful.
- Copy-and-Paste Prompt - a strong starting assignment for your AI tool.
- Why It Works - the strategic value behind the prompt.
- D.I.A.M.O.N.D.S. Power-Up - one or more ways to strengthen the prompt using the D3 framework.
- CEO Action Step - the real-world move to make after the AI response.

BEST PRACTICE

Do not copy, paste, and disappear. Read the answer like an executive reviewing a consultant's work. What is missing? What assumption needs to be challenged? What would make the recommendation more specific to you?

The prompts are grouped into seven CEO categories: *CEO Thinking; Business Strategy; Content Creation; Marketing & Visibility; Productivity & Systems; Money & Multiple Income Streams; and Leadership & Legacy.*

The D.I.A.M.O.N.D.S. Power Prompt Framework

Strong AI output begins with a strong assignment. The D.I.A.M.O.N.D.S. framework helps you give AI the context, direction, and standards it needs to produce a response that is genuinely useful.

Element	What It Means	How to Use It
D	Details	What you want; the assignment you want AI to assist with.
I	Information	Contextual backstory. Provide the circumstances or situation you want to impact.
A	Audience / Purpose	State who you primarily work with and/or how you want to use the guidance for the action step.
M	Mindset	Have AI act as an industry expert, or state your own expertise and the position - current or aspirational - from which you want to operate.
O	Other Resources	Include specific articles, videos, data, reference sources, or instructions to research and cite relevant sources when needed.
N	Niche	Include your secret sauce so the answer relates to what you do, who you serve, and what makes your work distinctive.
D	Deliverable	Specify the output format: bullet points, one-sheet, scorecard, checklist, strategy, script, table, timeline, and so on.
S	Satisfaction Level	Review and refine. Ask for tone adjustments, greater specificity, stronger recommendations, or clarifying questions until the result is genuinely useful.

THE D.I.A.M.O.N.D.S. DIFFERENCE

You do not need every element in every prompt. Use the framework as a quality check: What context would make this assignment smarter? What expertise should AI bring? What format will help me make the next decision faster?

Your Eight CEO Prompts

CEO THINKING

01 Create My Quarterly CEO Dashboard

BUSINESS STRATEGY

02 Find My Most Valuable Hidden Assets

03 Design Three New Income Streams

CONTENT CREATION

04 Turn One Idea into a Month of Content

MARKETING & VISIBILITY

05 Clarify My Authority Positioning

PRODUCTIVITY & SYSTEMS

06 Design My CEO Week

MONEY & MULTIPLE INCOME STREAMS

07 Build a Smarter Pricing Strategy

LEADERSHIP & LEGACY

08 Turn My Expertise into a Legacy Asset

Create My Quarterly CEO Dashboard

CEO OBJECTIVE

Turn a crowded business life into a small set of metrics and priorities that tell you whether the empire is actually moving forward.

WHEN TO USE IT

At the start of a quarter, after a major launch, or whenever everything feels equally urgent.

COPY-AND-PASTE PROMPT

Act as a strategic chief of staff to a multipreneur. I am building multiple income streams while managing a primary career/business and limited executive bandwidth.

Here is my current business ecosystem: [list income streams, offers, major commitments, audience, revenue sources, and current priorities].

Create a one-page quarterly CEO dashboard with:

1. The 5-7 metrics I should monitor across revenue, pipeline, audience growth, delivery, capacity, and strategic progress.
2. A red/yellow/green status definition for each metric.
3. My three highest-leverage priorities for the next 90 days.
4. The three activities I should stop, delegate, automate, or defer.
5. A short CEO Watch List of risks, opportunities, and decisions that need attention.
6. A 20-minute monthly review agenda I can use to update this dashboard.

Favor simplicity and decision usefulness over vanity metrics.

WHY IT WORKS

A dashboard forces AI to separate signal from noise. Instead of producing another task list, it helps you define the handful of numbers and decisions that deserve executive attention.

D.I.A.M.O.N.D.S. POWER-UP

Information: include your actual revenue goals, pipeline, time constraints, and active projects. Deliverable: ask for the dashboard as a table you can paste into Word, Notion, or Excel.

CEO ACTION STEP

Choose no more than seven metrics. If you will not review or act on a number, it does not belong on your CEO dashboard.

Find My Most Valuable Hidden Assets

CEO OBJECTIVE

Identify expertise, relationships, content, systems, and intellectual property you already possess but are not fully monetizing.

WHEN TO USE IT

When you feel pressure to create something new even though you have years of accumulated experience.

COPY-AND-PASTE PROMPT

Act as an intellectual property strategist for an experienced professional woman building diversified income.

Here is my background: [career history, certifications, repeated problems solved, trainings created, presentations, templates, frameworks, content, audiences, networks, systems, hobbies, investments, lived experience].

Identify at least 15 existing assets I may be underestimating. Group them into:

- Expertise
- Intellectual property
- Content
- Relationships/network
- Reputation/authority
- Systems/processes
- Physical or financial assets

For each, suggest 1-3 realistic ways it could become:

- direct revenue,
- a lead generator,
- a credibility asset,
- recurring revenue,
- or a scalable product.

Then rank the top five opportunities by lowest effort / highest strategic upside and explain why.

WHY IT WORKS

The easiest new revenue often begins with old work. This prompt changes the question from 'What should I create?' to 'What have I already created, learned, or earned that can work harder?'

D.I.A.M.O.N.D.S. POWER-UP

Information: give AI a long, messy inventory. Niche: include the unusual intersections in your background; those often become your strongest differentiators.

CEO ACTION STEP

Select one hidden asset and create a 30-day monetization experiment - small enough to test without building an entire business around it.

Design Three New Income Streams

CEO OBJECTIVE

Generate income diversification ideas that fit your actual expertise, audience, risk tolerance, and available time.

WHEN TO USE IT

When you want additional income without blindly adding another labor-heavy side hustle.

COPY-AND-PASTE PROMPT

Act as a business model strategist specializing in income diversification for experienced midlife professionals.

My expertise/skills and experience: [list].

My audience/network: [who I can reach].

My current income streams: [list].

My available weekly time: [hours].

My startup budget: [\$].

My risk tolerance: [low/medium/high].

My preferred level of visibility: [high/medium/low].

My lifestyle goals: [describe].

Design three complementary income streams:

1. One that can generate cash relatively quickly.
2. One that can become scalable or recurring.
3. One that builds long-term asset value or wealth.

For each, provide:

- Offer/business model
- Ideal buyer
- Why I am credible
- Startup cost
- Time to first revenue
- Ongoing time requirement
- Pricing range
- Main risks
- First five actions
- What would make me decide not to pursue it

Make the three streams work together rather than compete for my time.

WHY IT WORKS

This creates an income portfolio instead of three random hustles. The categories balance near-term cash, scalable revenue, and wealth-building.

D.I.A.M.O.N.D.S. POWER-UP

Audience/Purpose: tell AI whether this is supplemental income, an eventual career exit, retirement income, or wealth acceleration. Mindset: ask it to behave like a conservative portfolio strategist.

CEO ACTION STEP

Choose one. Validate it before building the others.

Turn One Idea into a Month of Content

CEO OBJECTIVE

Make one strong idea work across multiple platforms without sounding copied and pasted.

WHEN TO USE IT

When content creation is eating too much executive time.

COPY-AND-PASTE PROMPT

Act as a senior content strategist for a respected professional building authority with limited time.

Core idea/content asset: [paste episode, article, keynote, memo, framework, transcript, or detailed idea].

My audience: [audience].

My primary platforms: [platforms].

My brand voice: [voice].

My business objective this month: [lead generation/visibility/sales/authority/etc.].

Create a 30-day repurposing plan that extracts distinct angles rather than merely shortening the same message.

Include:

- 4 authority posts
- 4 practical/how-to posts
- 4 story or personal-insight posts
- 4 short-form social posts
- 2 email/newsletter ideas
- 2 audience-engagement questions
- 2 lead-generation posts
- 2 contrarian or myth-busting angles
- 2 calls back to my core offer or resource

For each item, provide the hook, core point, and CTA. Avoid repetition and preserve my voice.

WHY IT WORKS

Repurposing should expand an idea, not duplicate it. This prompt forces multiple editorial angles from a single source asset.

D.I.A.M.O.N.D.S. POWER-UP

Audience/Purpose: name the platform and desired action. Niche: tell AI what topics you want to be known for - and what topics you do not want to be known for.

CEO ACTION STEP

Choose four pieces, not thirty, to create first. Build consistency before volume.

Clarify My Authority Positioning

CEO OBJECTIVE

Explain what you do in a way that reflects the full value of your experience without sounding vague, inflated, or generic.

WHEN TO USE IT

When your bio contains too many roles or your work has evolved beyond your old professional label.

COPY-AND-PASTE PROMPT

Act as a positioning strategist for an accomplished multipreneur.

My background: [background].

My current roles/businesses: [roles].

My strongest expertise: [expertise].

My ideal audience/clients: [audiences].

Results I help create: [results].

What makes my perspective distinctive: [distinction].

What I want to be known for in three years: [aspiration].

Develop:

1. A one-sentence authority positioning statement.
2. A 50-word professional bio.
3. A 100-word speaker/podcast bio.
4. Three headline/tagline options.
5. A clear list of the 3-5 themes I should consistently reinforce publicly.
6. Three things I should stop emphasizing because they dilute the positioning.

Make the language credible, specific, and sophisticated. Avoid clichés such as 'empowering others to reach their full potential.'

WHY IT WORKS

Positioning is partly about inclusion and partly about exclusion. This prompt helps a multi-hyphenate professional decide which pieces of her story belong in the foreground.

D.I.A.M.O.N.D.S. POWER-UP

Mindset: tell AI what level you want to be perceived at - operator, executive, strategist, investor, expert, etc.

Satisfaction Level: ask which words feel least differentiated and replace them.

CEO ACTION STEP

Use the new positioning in one public place first - LinkedIn headline, website bio, speaker sheet - and see whether it feels accurate before changing everything.

Design My CEO Week

CEO OBJECTIVE

Protect time for strategy, revenue, relationships, delivery, and recovery instead of letting the loudest task own the calendar.

WHEN TO USE IT

When your week is full but the important work keeps sliding.

COPY-AND-PASTE PROMPT

Act as an executive productivity strategist.

My fixed commitments: [job, meetings, caregiving, commute, etc.].

My businesses/income streams: [list].

My best energy times: [times].

My weekly hours available for empire-building: [hours].

My top priorities this quarter: [priorities].

Tasks only I can do: [tasks].

Tasks that could be delegated/automated: [tasks].

Personal non-negotiables: [sleep, workouts, family, faith, rest, etc.].

Design an ideal weekly CEO rhythm that includes:

- Strategic thinking
- Revenue generation
- Content/visibility
- Delivery/operations
- Relationship building
- Admin
- Learning
- White space/recovery

Use time blocks, not minute-by-minute scheduling. Show me where batching would help and where context switching is hurting me.

Then create a 'minimum viable week' for unusually busy periods.

WHY IT WORKS

This prompt treats time as portfolio capital. It protects executive work and makes room for recovery instead of assuming every available hour should be monetized.

D.I.A.M.O.N.D.S. POWER-UP

Information: include commute, recurring meetings, and energy patterns. Satisfaction Level: ask AI to cut 20% of the schedule after its first draft.

CEO ACTION STEP

Place the CEO blocks on the calendar before the week begins. What is not scheduled will be consumed.

Build a Smarter Pricing Strategy

CEO OBJECTIVE

Set prices based on value, positioning, costs, capacity, and business goals - not discomfort.

WHEN TO USE IT

When you are launching, undercharging, changing scope, or consistently hearing yes too easily.

COPY-AND-PASTE PROMPT

Act as a pricing strategist for an expert-led business.

Offer: [offer].

Current price: [price].

Customer: [customer].

Outcome/value created: [value].

Direct delivery cost: [cost].

Time required: [time].

Capacity per month: [capacity].

Current conversion rate: [rate if known].

Competitor/alternative pricing: [data if known].

Positioning: [budget/mid-market/premium].

Business goal: [cash flow, margin, volume, authority, recurring revenue, etc.].

Create a pricing analysis that includes:

- Cost floor
- Value-based considerations
- Capacity implications
- Recommended price range
- Good/better/best packaging if appropriate
- Payment options
- Discount rules
- When to raise price
- What proof or positioning must improve to support the price

Then give me three pricing scenarios - conservative, target, and premium - with pros and cons.

WHY IT WORKS

Price is a strategic variable. It affects who buys, how much you can deliver, how you position the offer, and whether growth improves or worsens your life.

D.I.A.M.O.N.D.S. POWER-UP

Other Resources: include competitor pages or customer feedback. Satisfaction Level: ask AI to challenge emotional reasons you may be keeping the price too low.

CEO ACTION STEP

Calculate how many sales you actually want to deliver at each price point. Choose the model that fits your capacity, not merely the biggest top-line number.

Turn My Expertise into a Legacy Asset

CEO OBJECTIVE

Convert years of accumulated knowledge into intellectual property that can outlive your daily labor.

WHEN TO USE IT

When you are thinking beyond the next sale toward influence, ownership, and legacy.

COPY-AND-PASTE PROMPT

Act as an intellectual property and legacy strategist for an experienced midlife professional.

My body of expertise includes: [expertise].

Problems I have solved repeatedly: [problems].

Frameworks/methods I use: [frameworks].

Content I already own: [content].

Stories/case studies: [stories].

Audiences I care about serving: [audiences].

How I want my work to matter ten years from now: [legacy vision].

Identify 10 legacy assets I could build from what I already know, such as: books, frameworks, certification, curriculum, licensing, keynote IP, research, templates, media archives, courses, toolkits, scholarships, communities, or other defensible assets.

For each, assess:

- Strategic value
- Revenue potential
- Longevity
- Difficulty
- Ownership/IP potential
- Audience impact
- What I already have that could seed it

Then recommend a three-year legacy asset roadmap with ONE flagship asset to begin now.

WHY IT WORKS

Legacy becomes tangible when expertise moves from memory and labor into owned, teachable, transferable assets.

D.I.A.M.O.N.D.S. POWER-UP

Niche: include your distinctive frameworks, lived experience, and professional intersections. Mindset: ask AI to think beyond immediate sales toward ownership and durability.

CEO ACTION STEP

Choose one piece of knowledge you explain repeatedly. Document it this month. Legacy starts with capture.

Your Next CEO Assignment

Congratulations.

You've completed the first step toward thinking like a CEO instead of simply working harder.

Now resist the temptation to use all eight prompts. Choose one. Implement it. Learn from it. Then return for another. Empires aren't built in a weekend. They're built one strategic decision at a time.

Continue Your Empire-Building Journey

This Starter Kit contains 8 of the 25 CEO prompts from the complete M3 CEO AI Vault:

- Revenue Leak Audit
- Customer Journey Mapping
- CEO Decision Filter
- Portfolio Income Ranking
- Business Bottleneck Analysis
- SOP Builder
- Offer Audit
- Recurring Revenue Designer
- High-Stakes Conversation Planner
- KPI Builder
- Bonus CEO Prompts

...and an expanding library of tools designed to help you build wealth, leadership, and multiple income streams with confidence.

Join the M3 Community and continue building your empire.

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Wisdom. Wealth. Work that matters.