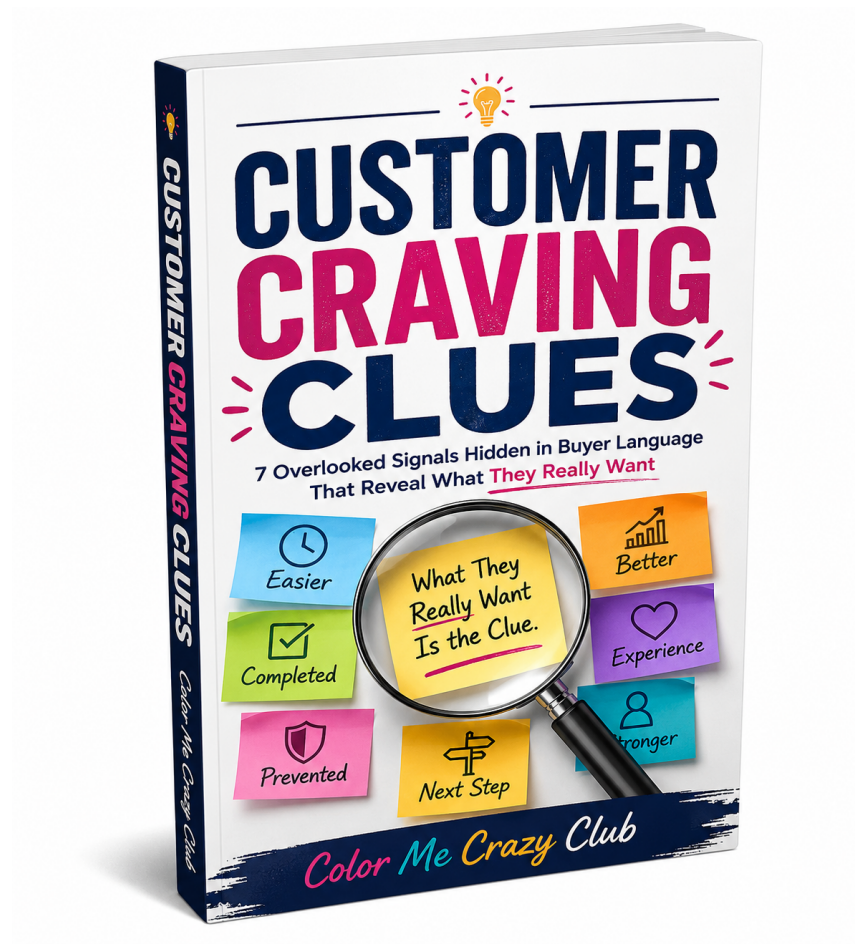


CUSTOMER CRAVING CLUES

7 Overlooked Signals Hidden in Buyer Language That Reveal What They Really Want



Color Me Crazy Club

A practical Secret Report for printable and digital-product sellers

Inside This Report

- 1 What Buyers Say Without Saying It
- 2 Why Features Steal Your Attention
- 3 The Seven Craving Clues
- 4 Practical Craving-Clue Worksheet
- 5 Turn Clues Into Prompts
- 6 Reusable Customer Craving Prompt Template
- 7 Remember These Seven Signals
- 8 Fill-In Customer Craving Clue Worksheet
- 9 Copyright, Disclaimer & Change Notice

The Core Advantage

Listen for the desired change surrounding the product. Preserve the buyer's words, identify the strongest supported signal, separate the outcome from the product, and use that evidence to create more focused content prompts.

What Buyers Say Without Saying It

Useful content becomes easier to create when you can connect what you sell to what potential customers actually want to accomplish. Printable sellers usually know how to describe the product. The harder part is noticing the desired change hiding in the language around that product.

That hidden layer is where customer craving clues appear. A craving clue is a phrase or statement that gives you evidence about a change, improvement, experience, or result someone wants. The buyer may never announce, “This is my desired outcome.” Their ordinary wording can reveal it anyway.

Product Language and Outcome Language Are Different

Consider these two statements:

“I need a weekly planner.”

“I need to stop forgetting everything I have going on by Wednesday.”
--

The first statement names an item. The second reveals a desired change. A weekly planner may be one way to support that change, but the content opportunity is larger than the product itself.

The same distinction appears in other printable markets.

“I need printable activities for my kids.”
--

“I need something they can do independently while I finish dinner.”

The second statement gives you more than a product category. It points toward independent engagement in a specific situation. That can lead to content about choosing activities children can begin with minimal setup, preparing a small activity station, or matching an activity to the amount of independent time available.

The Clue Often Sits Beside the Product

Craving clues frequently appear in small phrases that sellers skim past because they don't sound like formal market research. Listen for language such as “I wish this were easier,” “I never finish,” “I keep forgetting,” “I don't want to waste,” “I don't know what to do next,” “I need something quick,” or “I want to get better at this.”

Those phrases don't automatically tell you everything about the customer. They do give you a supported starting point. “I keep forgetting appointments” supports content about making appointments easier to record, see, or remember. It doesn't support a story about the person's personality, stress level, or entire lifestyle.

Use the Evidence Test

Before turning a statement into a content idea, ask three questions:

- What did the person actually say?
- What desired change does that wording reasonably suggest?
- What am I adding that their words don't support?

That last question matters. The goal is not to become cleverer at inventing customer psychology. The goal is to become more observant about the useful information already present in customer language.

One Product Can Support Several Different Outcomes

A household planner may appeal to one person because they want important information in one place. Another may want a more consistent weekly routine. Someone else may simply want to stop searching through several notebooks and phone notes every time they need a date.

The product can be similar while the craving changes. If you create content only from the product name, those differences disappear. If you create from the desired change, each one can lead to a distinct and more useful content direction.

Start With Three Questions

When you encounter buyer language, notice three things first:

- What do they want to become easier, better, or more manageable?
- What do they want to finish, prevent, avoid, or stop repeating?
- What do they want to experience, understand, or know how to do next?

A coloring page is an object. Having something relaxing ready when limited free time appears is an outcome. A lesson planner is an object. Seeing what has already been completed without searching through several places is an outcome. A checklist is an object. Knowing that an important step hasn't been skipped is an outcome.

Once you begin separating the object from the outcome, buyer language becomes a stronger source of content ideas. The clue may have been visible all along. You simply needed to know which part of the sentence deserved your attention.

Why Features Steal Your Attention

Once you start separating what buyers ask for from what they want to accomplish, customer language becomes much more revealing.

The difficulty is that printable sellers aren't naturally trained to look at their products this way.

Your daily work pushes your attention in another direction. You think about what you're creating, how it works, what goes into the download, how it will print, what the listing needs to explain, and whether the finished product delivers what you promised.

All of that is necessary.

It also creates a blind spot.

The more familiar you become with your product, the easier it is to see the product first and the customer's desired change second.

That is why craving clues are so easy to miss.

1. You Spend More Time With the Product Than the Outcome

Think about the language surrounding a typical printable product:

- PDF
- US Letter size
- 8.5" × 11"
- Instant download
- 25 printable pages
- Undated
- Black-and-white
- Editable fields
- Answer key included
- Personal-use license

Those details are concrete. They're easy to identify and important to communicate.

They also describe the product rather than the outcome.

If you spend hours creating a 25-page printable activity pack, you'll naturally think about the activities, page designs, difficulty levels, instructions, file quality, and printing experience.

A potential customer may be thinking about something entirely different:

"I need something ready for the kids when school gets canceled tomorrow."

The creator sees an activity pack.

The buyer sees a way to handle tomorrow morning.

Both perspectives matter, but they produce very different content ideas.

The first creates content about the product.

The second can create content about the situation surrounding the product.

That distinction is easy to miss because the product is what you've spent your time building.

2. Listings Train You to Explain What Someone Gets

Product listings create another useful but limiting habit.

A good listing needs to answer practical questions.

What is included?

What format does it come in?

How many pages are there?

Is it editable?

How does the customer receive it?

What can they legally do with it?

Those are necessary questions because a buyer needs to understand what they're purchasing.

But listing language and content-discovery language aren't identical.

Consider a printable reading tracker.

A listing might emphasize:

12 printable tracking pages, multiple layouts, instant PDF download, US Letter format.

That's appropriate listing information.

Now imagine a potential customer says:

"I keep finishing books and then forgetting what I liked about them."

That's different information.

They haven't told you how many tracking pages they want.

They've revealed a desired improvement: remembering more about what they read.

A seller who stays in listing mode may immediately think, "My reading tracker could help with that."

A seller looking for craving clues asks another question first:

What useful content could help someone who wants to remember more about what they read?

That small change prevents every customer observation from becoming another product pitch.

3. The Product Request Can Hide the Real Content Opportunity

People often express a need by naming the tool they believe will solve it.

"I need a chore chart."

"I need a budget worksheet."

"I need a coloring book."

"I need a homeschool planner."

"I need a habit tracker."

Those statements are useful, but they're incomplete from a content perspective.

The temptation is to treat the named product as the topic.

If someone wants a habit tracker, create content about habit trackers.

If someone wants a budget worksheet, create content about budget worksheets.

That works, but it stops early.

A more useful question is:

Why did this particular person start looking for that tool?

You shouldn't invent the answer. Look for additional language.

For example:

"I need a habit tracker because I keep forgetting whether I actually did something or just planned to do it."

Now the interesting content opportunity isn't simply "habit trackers."

There's an observable problem involving the difference between intention and completed action.

That could support content about simple ways to record completed habits, why tracking actions can be more useful than repeatedly rewriting goals, or how to make a tracker easy enough to update consistently.

Most people notice the requested tool.

A more observant content creator notices the situation that made the tool desirable.

4. Generic Benefits Can Hide Specific Cravings

Words such as “organized,” “productive,” “easy,” “fun,” “relaxing,” and “convenient” are useful until they become shortcuts.

Suppose you sell printable meal-planning pages.

It's easy to say:

“Stay organized and make meal planning easier.”

Nothing is necessarily wrong with that statement.

But what does “easier” actually mean?

One buyer might want to stop deciding what to cook at 5:30 every afternoon.

Another might want to create a grocery list without checking the refrigerator three times.

Another might want everyone in the household to know what's planned for dinner.

Another might simply want fewer decisions during a busy week.

Those are different cravings hiding underneath the same broad benefit.

“Make meal planning easier” compresses all of them into one vague idea.

Specific buyer language expands them again.

This gives you an important content distinction:

Broad benefit: Get organized.

Specific craving clue: Stop searching through several places for the information you need.

Broad benefit: Save time.

Specific craving clue: Have an activity ready without spending twenty minutes preparing it.

Broad benefit: Reduce stress.

Specific craving clue: Know what needs to be done next without trying to remember every step.

The broad benefit may work as a summary.

The specific craving usually gives you more to create content about.

5. Problems Often Get More Attention Than Desired Changes

Customer problems are valuable content clues, but there's a subtle trap here.

It's easy to become so focused on the problem that you never identify the change the person actually wants.

Suppose someone says:

"Every time I download worksheets, I end up with files scattered everywhere."

The obvious problem is scattered files.

You could create content about digital-file clutter.

But the craving clue sits on the other side of the problem.

What change does the statement reasonably suggest?

The person likely wants their downloaded worksheets to be easier to locate and manage.

That gives you a more useful direction.

Instead of creating another piece of content that simply repeats the frustration, you can help the reader move toward the desired condition.

This distinction is especially useful when working with AI.

If you prompt AI only with the pain point, it can easily exaggerate the frustration or create dramatic copy around it.

If you give it the desired change as well, you can steer the output toward something constructive.

Problem: Printable files are scattered.

Desired change: Make saved printables easier to locate when needed.

Content direction: A simple folder structure for organizing printable downloads.

Now the content has somewhere useful to go.

6. Direct Wants Are Easy. Indirect Wants Require Attention.

Some customer language makes the desired outcome obvious:

"I want to get better at drawing."

"I want an easier way to plan our lessons."

"I want to finish my coloring pages instead of abandoning them halfway through."

You don't have to interpret much.

Other language is quieter:

"It takes me forever to decide which page to print."

"I always forget where I saved these."

"I have three planners and still check sticky notes."

"I printed the whole thing, but I'm not sure where I'm supposed to start."

These statements don't explicitly say, "Here is my desired outcome."

They reveal it through friction.

That's why ordinary explanations often stop too early. They identify the complaint but don't turn it around and examine what better situation the buyer appears to be asking for.

A useful habit is to mentally complete this sentence:

"They don't want this to keep happening. They want _____ instead."

Then make sure your answer is supported by their words.

That last part matters.

7. Evidence and Interpretation Need to Stay Separate

Buyer language gives you clues. It doesn't give you permission to invent a complete psychological profile.

This is where otherwise useful audience research can drift into guesswork.

Imagine someone writes:

"I wish I had something ready when my lesson finishes earlier than expected."

A reasonable interpretation is:

They want a ready-to-use option for unexpected extra class time.

An unsupported interpretation would be:

They feel insecure as a teacher and desperately want to appear more professional in front of their students.

Maybe they do.

Maybe they don't.

Nothing in the original statement establishes it.

The first interpretation can produce practical content.

The second risks building content around a motivation you invented.

A simple three-part check keeps you grounded:

The Evidence Check

1. What did the person actually say? Keep the original statement intact.
2. What desired change does that wording reasonably support? Describe the change in simple terms.
3. What am I assuming beyond the evidence? Remove anything you can't reasonably connect to the person's words.

This doesn't make your content less interesting.

It makes the content more precise.

8. One Statement May Contain More Than One Signal

Another reason craving clues get overlooked is that we tend to categorize statements too quickly.

Consider:

“I want something simple that I can set up Sunday night so I don't have to figure everything out Monday morning.”

Several things are happening.

“Something simple” points toward ease.

“Set up Sunday night” gives you context.

“Don't have to figure everything out Monday morning” suggests avoidance of repeated decision-making.

You don't need to squeeze every possible interpretation out of the statement. But you also don't have to reduce it to “customer wants a planner.”

The strongest clue is usually the one that gives you the clearest useful content direction.

That leads to a practical rule:

Don't ask how many ideas you can extract from one sentence. Ask which supported idea is most useful.

More isn't automatically better.

A single clear craving clue can produce better content than five weak interpretations.

Change What You Look For

The obvious way to read buyer language is to search for product requests:

“What do they want to buy?”

The more useful content perspective adds several questions:

- What do they want to become easier?
- What are they trying to finish?
- What are they trying to improve?
- What do they want to stop happening?
- What kind of experience are they trying to create?

- What capability are they trying to strengthen?
- What are they unsure how to do next?

Those questions reveal something product descriptions often can't.

They show you the desired change surrounding the product.

Once you learn to notice that change, broad phrases such as “save time,” “get organized,” and “make life easier” become less satisfying. You start looking for the specific language underneath them.

And that's where Customer Craving Clues becomes much more practical.

There are seven recurring types of outcome language worth learning to recognize. Each points toward a different kind of desired change, and each can lead to a different type of useful content.

Once you know what those seven signals look like, you'll have a much clearer idea of what to watch for when buyers talk.

The Seven Craving Clues

Once you know that outcome language can hide inside ordinary buyer wording, the next step is learning the recurring forms it takes. These seven craving clues give you a practical set of lenses. You aren't trying to force every comment into a category. You're using the categories to notice the strongest supported change.

1. Convenience Clues

Convenience clues appear when someone wants less effort, fewer steps, less searching, quicker setup, easier access, or simpler completion. The important distinction is specificity. "Save time" is broad. "I need something I can print and use before the kids get home" tells you exactly where the inconvenience occurs.

"I need something I can print and use before the kids get home."

A useful content direction could address quick setup, choosing ready-to-use activities, or preparing a small set of printables in advance. Ask: What does this buyer want to become easier?

2. Completion Clues

Completion clues point toward finishing, following through, keeping up, or reaching the end of something already started. Sellers often create content about beginning. Buyers may need more help continuing.

"I always start planning the month and stop using it after the first week."

The opportunity isn't simply another introduction to monthly planning. It may be content about keeping a system small enough to maintain, reviewing progress, or restarting without rebuilding everything. Ask: What do they want to finally get done?

3. Improvement Clues

Improvement clues appear when the person already does something but wants it to work better, more clearly, more consistently, or with fewer mistakes. This is easy to miss because many content ideas are written for beginners.

"My lesson plans work, but they're scattered across three notebooks."

The buyer isn't necessarily asking how to start lesson planning. The supported opportunity is improving an existing process. Ask: What existing situation do they want to make better?

4. Avoidance Clues

Avoidance clues show up in language about preventing, reducing, escaping, forgetting less, wasting less, or stopping an unwanted result. A desired outcome can be the absence of a

recurring problem.

"I don't want to waste another stack of cardstock printing the wrong size."

That can support practical content about checking page size, print settings, or test-printing before using expensive materials. Ask: What do they want to stop happening?

5. Experience Clues

Experience clues describe how someone wants an activity, routine, project, or moment to feel or function while it's happening. Two people can complete the same task and still want very different experiences.

"I want coloring time to feel relaxing instead of spending ten minutes looking for the right pages."

The content opportunity may involve preparing pages ahead of time, organizing choices, or reducing setup. Stay with observable experience language rather than inventing emotional promises. Ask: How do they want the process or activity to feel or function?

6. Identity Clues

Identity clues involve an observable capability, role, habit, or way of operating that someone wants to strengthen. These clues can be valuable, but they require restraint because they're easy to overinterpret.

"I'd love to be the teacher who already has an activity ready when plans change."

The supported clue is preparedness in a teaching situation. It doesn't prove insecurity, ambition, or a deeper emotional motive. Useful content could focus on keeping a small backup activity library or preparing flexible printables. Ask: What capability or way of operating do they want to strengthen?

7. Next-Step Clues

Next-step clues appear when someone knows generally where they want to go but doesn't know the next action, sequence, decision, or starting point. Sometimes the missing ingredient isn't more information. It's clearer direction.

"I downloaded the worksheets. Now which one should I start with?"

That can lead to a first-step guide, a simple decision tree, or criteria for choosing among existing resources. Ask: What do they want to be able to do next?

One Product, Seven Different Directions

Imagine a household planner. One person wants fewer places to search for information: convenience. Another wants to keep using the planner past the first week: completion. Another wants a system that works better than scattered notes: improvement. Another wants to stop missing appointments: avoidance. Another wants weekly planning to feel less chaotic:

experience. Another wants to be more prepared before Monday begins: identity. Another has the pages printed but doesn't know which section to set up first: next step.

The product category hasn't changed. The desired outcome has. That's why these seven signals are more useful than a generic list of "benefits." They help you preserve the difference between what somebody is buying and what they hope will become different.

Use the Strongest Supported Signal

A single statement may contain two or three possible clues. You don't need to use all of them. Choose the signal that is most clearly supported and most useful for the content you're considering. If a secondary clue requires you to invent context, leave it alone.

The seven lenses are a recognition tool, not a license to read minds. Convenience, Completion, Improvement, Avoidance, Experience, Identity, and Next Step give you a compact way to notice what ordinary buyer language may already be revealing.

Practical Craving-Clue Worksheet

Use this worksheet whenever you find a customer question, comment, review, search phrase, discussion, or other piece of buyer language that seems connected to your printable market. The goal isn't to squeeze as many content ideas as possible from one statement. Your job is to identify the strongest desired change the buyer's actual words support.

Step 1: Capture the Exact Words

Buyer statement:

Where did you notice it? ☐ Customer question ☐ Comment or discussion ☐ Review ☐ Search phrase ☐ FAQ ☐ Customer message ☐ Other

Step 2: Identify the Obvious Topic

What product, activity, problem, situation, or task is the person directly talking about?

Step 3: Look for the Desired Change

Complete whichever sentence best fits:

- They want _____ to become easier.
- They want to finish _____.
- They want to improve _____.
- They want to avoid _____.
- They want the experience of _____ to become _____.
- They want to become better at _____.
- They want to know what to do next with _____.

My strongest interpretation:

Step 4: Run the Evidence Check

What words support my interpretation?

What am I assuming that the buyer didn't actually say?

Step 5: Separate the Outcome From the Product

Describe what the buyer appears to want without mentioning your product.

Step 6: Find the Useful Content Opportunity

What could I teach, explain, demonstrate, compare, simplify, or help someone avoid that would support this desired outcome?

Step 7: Build the Starting Prompt

Create a [content type] for [specific audience] who [situation or problem]. Help them [desired outcome] by explaining/showing [useful content direction]. Keep the advice [appropriate boundary or tone]. Do not assume [unsupported motivation, if necessary].

My completed prompt:

Turn Clues Into Prompts

Recognizing a craving clue gives you useful information. The real advantage comes from knowing what to do with it.

The goal isn't to collect customer comments until you have an enormous research file. It isn't to turn every sentence someone writes into five content ideas either.

A simpler approach works better.

Find a strong clue. Identify the desired change behind it. Decide whether that change deserves content. Then give AI enough context to help you create something genuinely useful around it.

The following process keeps those steps separate so you don't jump directly from "customer comment" to "write me a post."

1. Capture First. Interpret Second.

Whenever possible, preserve the original buyer wording before you summarize it.

Suppose you encounter:

"I downloaded a bunch of activities for rainy days, but when the kids get bored I can never remember what I have."

Don't immediately rewrite that as:

Parents need better printable organization.

That may eventually become part of your interpretation, but you've already removed useful details.

The original statement tells you:

- The person already downloads printable activities.
- They're saving them for a particular situation.
- The problem appears when the activities are actually needed.
- Remembering what they already have is part of the difficulty.

Those details can disappear when you summarize too quickly.

Your first action is simple:

Save the clue before improving the clue.

The buyer's original language is your evidence. Your interpretation comes afterward.

2. Choose the Strongest Signal, Not Every Possible Signal

One statement can contain more than one craving clue.

That's useful, but it can also tempt you to overanalyze.

Suppose someone says:

"I'd love a simple way to keep track of which puzzle pages my students have already completed."

You might find several possible directions in that statement.

There's convenience.

There's completion.

There may be a next-step opportunity.

But you don't need to force all of them into one piece of content.

Ask:

Which desired change is clearest from the buyer's words?

In this example, keeping track of completed pages is the strongest signal.

Start there.

A common mistake is assuming that more extracted angles automatically create better research. Often they create weaker research because the later interpretations move farther away from what the person actually said.

Use the strongest supported clue first.

Save secondary possibilities only when they're clearly supported and genuinely useful.

3. Translate the Clue Into One Plain-English Outcome

Before you create a prompt, describe the desired change in one sentence.

Use a simple structure:

They want [something] to become easier.

They want to finish [something].

They want to improve [something they're already doing].

They want to avoid [specific unwanted result].

They want [an activity] to feel or work differently.

They want to strengthen [observable capability].

They want to know what to do next with [specific situation].

For example:

“Every month I print a new budget worksheet, but I never know what I'm supposed to compare at the end of the month.”

A reasonable translation is:

They want clearer direction about what to review after completing a monthly budget worksheet.

Notice what isn't included.

You haven't decided they're terrible with money.

You haven't assumed they're anxious about finances.

You haven't claimed they're trying to become financially independent.

You simply translated what their words support.

That's enough.

4. Separate the Desired Outcome From Your Product

This is one of the highest-value steps in the process.

Once you recognize that someone has a problem your product might solve, your natural instinct is to reconnect the conversation to your product immediately.

Resist that for a moment.

Ask:

If I couldn't mention my product at all, what useful information could I provide about this desired outcome?

Suppose you sell printable coloring pages and notice this comment:

“I spend half my coloring time trying to decide which page I feel like starting.”

You could immediately create:

“5 Reasons You'll Love Our Printable Coloring Pages.”

But that ignores the craving clue.

Separate the outcome first:

The person wants an easier way to choose a coloring page when their available coloring time is limited.

Now useful content possibilities appear:

- Choosing a page based on available time
- Matching page complexity to your current attention level
- Creating a small “color next” folder

- Preselecting several pages before a coloring session
- Using unfinished versus new pages intentionally

Your product can still appear later when relevant.

But the content no longer depends on selling it.

That's the difference between using customer language as a content source and using it merely as an excuse for another promotion.

5. Decide What Kind of Help Fits the Clue

Not every craving clue needs a long article.

Sometimes the most useful response is a checklist. Sometimes it's a comparison, a short explanation, a demonstration, a mistake warning, or a simple decision rule.

Before asking AI to write, decide what kind of help makes sense.

Use this quick match:

Confusion → Explanation

Uncertainty → Decision Help

Repeated mistake → Prevention

Too many steps → Simplification

Don't know where to begin → First Step

Existing method isn't working well → Improvement

Unwanted experience → Practical Adjustment

This small decision makes AI prompting considerably easier because you've already decided what job the content needs to perform.

6. Build the Prompt Around the Evidence

A weak prompt might say:

“Write a blog post about printable planners.”

AI has almost nothing specific to work with.

A craving-clue prompt supplies those decisions.

Use this structure:

Create a [content type] for [specific audience] who [observable situation]. Help them [desired outcome] by [type of useful help]. Focus on [specific content direction]. Keep the advice [appropriate limitation]. Do not assume [unsupported motivation if relevant].

For example:

Create a practical Facebook post for people who download printable worksheets but have trouble finding them later. Help them make saved printables easier to locate by showing a simple folder-naming method they can maintain without special software. Keep the advice suitable for a modest personal collection and don't assume the reader needs a complicated digital organization system.

The weak prompt names a topic.

The stronger prompt gives AI a job.

7. Use the “Could This Stand Alone?” Test

Before publishing the resulting content, temporarily remove your product from it.

Ask:

Would this still be useful if the reader never bought anything from me?

If the answer is yes, you've probably created genuine content.

If the entire piece collapses without the product link, you may have created promotional copy instead.

There's nothing wrong with promotional content. You need that too. The point is to recognize the difference.

8. Run a Final Evidence Check Before Publishing

Compare the finished content with the original clue and ask:

- Did I preserve the actual desired outcome?
- Did I add emotions the buyer never expressed?
- Did I exaggerate the problem?
- Did I turn one person's statement into a claim about everyone?
- Did I promise an outcome my content can't guarantee?
- Did AI invent a reason the person has this problem?
- Does the advice actually address the original situation?

Keep your content close enough to the original clue that the connection remains defensible.

9. Start With the Easiest Content Opportunities

Good first candidates include:

- A repeated practical question

- A clearly stated frustration
- A specific task someone wants to simplify
- A mistake someone wants to prevent
- A decision people seem unsure about
- A clearly described next-step problem
- A situation where a small explanation would immediately help

These clues require less interpretation and usually make stronger starting material.

10. Build a Small Clue Library

A basic document or spreadsheet can contain:

Original wording

Source or context

Primary craving clue

Desired change

Possible content direction

Used / Not Used

The value isn't in collecting hundreds of entries. The value is preventing good observations from disappearing.

The Practical Sequence

When you need content, use this order:

Capture → Classify → Translate → Separate → Develop → Prompt → Check

The method works because AI enters near the end instead of the beginning.

You're no longer asking it to guess what your audience might care about from a vague product name. You're giving it something better: a specific situation, a supported desired change, and a clear content job.

You don't need hundreds of clues to begin. One clear piece of buyer language can be enough to create one useful piece of content.

Once you can consistently move from buyer wording to supported outcome to practical content direction, you've stopped treating customer language as background noise.

You've turned it into usable content intelligence.

Reusable Customer Craving Prompt Template

Once you've identified a supported craving clue, use this template to turn it into a focused AI prompt. Copy the template and replace the bracketed fields with information from the buyer language you've already analyzed.

Core Prompt Template

Create a [content type] for [specific audience] who [observable situation, question, or problem]. The customer language suggests they want to [specific desired change or outcome]. Help them move toward that outcome by [explain, demonstrate, compare, simplify, prevent, clarify, or provide a practical next step]. Focus specifically on [narrow content direction]. Include [useful examples, steps, checklist, comparison, decision criteria, mistakes to avoid, or other appropriate elements]. Keep the advice [appropriate limitation, scope, level of difficulty, or other important boundary]. Do not assume [emotions, motivations, circumstances, or problems that aren't supported by the original customer language]. Keep the finished content useful even if the reader doesn't purchase a product.

Fill-In Version

Content type:

Specific audience:

Observable situation, question, or problem:

Desired change supported by their words:

Type of help the content should provide:

Narrow content direction:

Useful elements to include:

Important limitation or boundary:

Unsupported assumption AI should avoid:

The Five-Second Prompt Check

- Evidence: Is the desired outcome supported by actual buyer language?
- Specificity: Does the prompt describe a recognizable situation rather than a broad topic?
- Usefulness: Have you told AI what kind of help the content should provide?
- Boundaries: Have you prevented obvious unsupported assumptions?
- Independence: Can the resulting content provide value without depending on a sales pitch?

The important part isn't making the prompt longer. It's making every instruction earn its place.

Remember These Seven Signals

The biggest shift in Customer Craving Clues is simple: customer language becomes more useful when you stop listening only for products and problems and start listening for the change surrounding them.

Someone may mention a planner, worksheet, coloring page, activity pack, checklist, puzzle, or other printable. That's the visible part of the conversation.

The useful clue may be one layer underneath.

They want something to become easier. They want to finish what they started. They want an existing process to work better. They want to prevent an unwanted result. They want a better experience. They want to strengthen a capability. Or they simply want to know what to do next.

You don't need to guess which one applies.

You need to notice what their words actually support.

The Seven Signals to Remember First

Easier? → Convenience

Finished? → Completion

Better? → Improvement

Prevented? → Avoidance

Better experience? → Experience

Stronger capability or role? → Identity

Clear next move? → Next Step

You don't need all seven signals in every statement. Usually, you want the strongest one.

Keep the Evidence Attached

There is one question worth keeping beside the seven signals:

What words actually support my interpretation?

That question prevents a useful clue from becoming an invented customer story.

If someone says:

"I have all these printables saved, but when I need one I can never remember where I put it."

The strongest signal is convenience. The person wants saved printables to be easier to find when needed.

Avoidance may also be present because they don't want to keep losing track of files. But there's little evidence for completion, identity, or a particular emotional experience.

You don't need to manufacture those additional angles. The clear clue is already enough.

Don't Confuse the Product With the Outcome

Keep this distinction nearby:

Product language tells you what someone is discussing.

Outcome language can tell you what they want to become different.

A printable chore chart is a product. Making household responsibilities easier to see is an outcome.

A coloring-page bundle is a product. Having several ready-to-print choices available when free time appears is an outcome.

A lesson worksheet is a product. Giving students something they can begin without a long explanation may be an outcome.

Once you separate those two layers, your content options become wider without becoming less relevant to what you sell.

Use One Clue Before Collecting Twenty

Start with one real statement from a legitimate source you already encounter, such as a customer question, comment, review, FAQ, discussion, or search phrase.

Then:

1. Capture the original wording.
2. Identify the strongest of the seven signals.
3. State the outcome without mentioning your product.
4. Ask what useful content could support that outcome.
5. Give AI the clue instead of making AI invent one.

That's enough for your first test.

The Advantage Is Better Raw Material

AI can generate endless ideas from a product name. That's precisely why the quality of the starting information matters.

"Give me ten posts about printable planners" asks AI to invent most of the context.

A real craving clue gives you something more specific: a recognizable situation and an outcome someone has actually expressed through their language.

You still decide whether the clue is relevant. You still decide what kind of content would be useful. You still check the finished output for unsupported assumptions.

AI simply helps you develop the opportunity you've already identified.

You aren't trying to become better at guessing what customers secretly think.

You're becoming better at noticing what they're already telling you.

A complaint may contain a desired change. A question may contain a next step. A casual “I wish...” may contain a content direction. A request for a product may contain a much more useful reason for wanting it.

The clue was often there from the beginning.

Now you know what to look for.

Fill-In Customer Craving Clue Worksheet

Use one worksheet for each piece of buyer language you want to examine. Don't try to force a content idea from every statement. The goal is to find one clear, evidence-supported desired outcome that could lead to genuinely useful content.

1. Capture the Original Clue

Original buyer wording:

Where did I find it? ☐ Customer question ☐ Customer message ☐ Comment ☐ Review ☐ FAQ ☐ Search phrase ☐ Online discussion ☐ Other

What is the person directly talking about?

2. Find the Strongest Signal

- ☐ Convenience - easier, quicker, simpler, less effort
- ☐ Completion - finish, continue, follow through, track progress
- ☐ Improvement - make an existing process work better
- ☐ Avoidance - prevent, reduce, stop, or avoid an unwanted result
- ☐ Experience - make an activity or process feel or function differently
- ☐ Identity - strengthen an observable capability, habit, role, or way of operating
- ☐ Next Step - get clearer direction about what to do first or next

My strongest signal is:

Possible secondary signal, if clearly supported:

3. Identify the Evidence

The evidence is:

What am I tempted to assume that the buyer didn't actually say?

4. Complete the Desired-Change Sentence

- They want _____ to become easier.
- They want to finish _____.
- They want to improve _____.
- They want to avoid _____.
- They want _____ to work or feel differently.
- They want to become better at _____.
- They want to know what to do next with _____.

My plain-English desired outcome:

5. Remove Your Product

What does this person appear to want if my product isn't part of the sentence?

6. Decide Whether the Clue Deserves Content

- ☐ The desired outcome is clear.
- ☐ I can support my interpretation with the original wording.
- ☐ The situation is relevant to the audience I serve.
- ☐ I can provide genuinely useful information about it.
- ☐ I don't need to exaggerate the problem to make it interesting.
- ☐ The idea can provide value without immediately promoting a product.
- ☐ The topic is specific enough to create focused content.

Worth developing? ☐ Yes ☐ Maybe ☐ No

7. Choose the Most Useful Content Job

☐ Explain ☐ Simplify ☐ Demonstrate ☐ Compare ☐ Decide ☐ Prevent ☐ Improve ☐ Start ☐ Continue ☐ Organize

The primary job of my content will be:

8. Create the Content Direction

Create content that helps [audience] who [observable situation] to [desired outcome] by [type of useful help].

My content direction:

9. Build the AI Prompt

Create a [content type] for [specific audience] who [observable situation, question, or problem]. Help them [desired outcome] by [useful action]. Focus specifically on [narrow content direction]. Include [examples, steps, checklist, comparison, decision criteria, mistakes to avoid, demonstration, or other useful elements]. Keep the advice [scope, difficulty level, practical boundary, or limitation]. Do not assume [unsupported emotion, motivation, circumstance, or problem]. Keep the finished content useful even if the reader doesn't purchase a product.

10. Write Your Finished Prompt

11. Check the AI Output

- ☐ It addresses the desired outcome I identified.

- ☐ It stays reasonably close to the original evidence.
- ☐ It doesn't invent emotions or motivations.
- ☐ It doesn't exaggerate one person's statement into a claim about everyone.
- ☐ It doesn't promise a result the content can't guarantee.
- ☐ It gives the reader practical value.
- ☐ It doesn't require a product pitch to make sense.
- ☐ It solves the content job I selected.

What needs to be removed, corrected, narrowed, or clarified?

One-Clue Quick Reference

BUYER SAID:

STRONGEST SIGNAL: ☐ Convenience ☐ Completion ☐ Improvement ☐ Avoidance ☐ Experience
☐ Identity ☐ Next Step

EVIDENCE:

THEY APPEAR TO WANT:

WITHOUT MY PRODUCT:

USEFUL CONTENT JOB:

CONTENT IDEA:

AI PROMPT:

FINAL EVIDENCE CHECK: What am I claiming that the original words don't actually support?

Don't ask how much content you can squeeze from one customer statement. Ask what useful content the strongest supported clue makes possible.

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