



PROMPT MARKETING™

How AI Systems Discover, Validate, and Distribute Products Before Humans Do.

A new growth paradigm for the world of AI-native products

*“We noticed something strange:
our model helped convince us to build this.”*

Not a brainstorm.
Not a roadmap.
Not a user interview.

When asked, a **model** pointed out its own limitation, and in doing so, revealed a product opportunity.

This is not an edge case. It is the future of product discovery and marketing.

1. THE SHIFT: FROM USERS → MODELS

Traditional funnel:

- Humans discover product → evaluate → adopt

New funnel:

- **Models detect gaps → recommend solutions → influence users**

This is powerful, an end-to-end chain from idea to user engaged marketing.

The interface has changed.

The decision-maker is no longer just human.

2. THE PROBLEM: MODELS ARE SELF-AWARE (BUT LIMITED)

Modern AI systems can:

- explain what they're doing
- critique their outputs
- identify inconsistencies

But they **cannot fix their own limitations**.

That gap = opportunity.

3. REFLEXIVE PROMPTS (THE CORE MECHANISM)

The breakthrough is simple:

Ask the model to analyze itself.

Example Prompt:

You are a vision-language model analyzing your own outputs.

Identify:

1. Objects you cannot track across frames
2. Relationships you cannot remember
3. Facts you recompute instead of store

What happens:

- The model exposes real limitations
 - The user *trusts the answer*
 - The problem becomes undeniable
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4. THE INSIGHT LOOP

This creates a powerful loop:

1. Model reveals limitation
2. User sees the gap
3. Product becomes obvious
4. Adoption feels *inevitable*

You do not convince users. The model is doing it for you.

5. CASE STUDY: CORE WORLD MODEL

What is the CORE World Model?

Cognitive Objects Representation Engine (CORE) is an augmentation middleware that serves as the hippocampus for AI models and upgrades them with state-of-the-art vision/world model capabilities. CORE introduces a missing layer:

The World State Layer

Instead of:

- frame-by-frame perception
- stateless outputs

CORE enables:

- persistent object memory
 - structured relationships
 - temporal reasoning
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Before CORE

- Objects disappear
- Relationships reset
- Context is lost

After CORE

- Objects persist
 - Relationships accumulate
 - Context compounds
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6. THE WORLD STATE LAYER (KEY IDEA)

A world state is:

- a structured memory of objects
- evolving over time
- queryable by downstream systems

Example:

```
{  
  "object": "red_mug",  
  "state": "stationary",  
  "location": "table",  
  "relations": ["near_laptop"],  
  "timestamp": 14.2  
}
```

This turns AI from:

“seeing” → **understanding**

7. WHY PROMPT MARKETING WORKS

Because it leverages:

- **Trust** → users trust model outputs
 - **Clarity** → limitations are explicit
 - **Distribution** → prompts spread faster than ads
 - **Replication** → anyone can run the same prompt
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8. THE MEMETIC LAYER.

In the present day meme culture driven social media, users are mostly willing to try what their peers have tried, to compare the results/output. Recently, we saw the viral spread of AI generated personal images (made from the user's input photograph and the user's described personality or vocation). The key viral ingredient here is a user or a group of users saying, "I tried this, look what I got!" This makes their network and followers want to try the same thing and see what output the AI will give them. It is like a "need to belong" trigger, or FOMO. It is mostly an idea of the "self-image."

Naming creates adoption.

Terms like:

- "Prompt Marketing"
- "Reflexive Prompts"
- "World State Layer"

...turn behavior into a **movement**.

If people can name it, they can spread it.

9. HOW TO APPLY THIS (PLAYBOOK)

1. Identify a model's limitation or any other work or task related limitations that may require a model's direct input.
 2. Write a reflexive prompt
 3. Share it publicly
 4. Let others reproduce it
 5. Position your product as the solution (this can be cleverly offered or included in the prompt).
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10. THE FUTURE

In the next wave of AI:

- Products won't just be discovered
- They will be **inferred**

And the winners will be those who:

design prompts that make their product inevitable

CONCLUSION

If you have developed or are offering a software product or any product that improves workflows of users that employ the help of Large Language Models (LLMs), then you have found a marketing partner. You can use prompt marketing to turn the user's LLM (e.g ChatGPT, Gemini or Claude) into your sales representative.

PROMPT MARKETING™

Developed by BoltzMind Research <https://boltzmind.ai>

For Cognitive Objects Representation Engine <https://coreworldmodel.com>

