

AI TOOLS INSIDER PREMIUM PACK

The Freelancer's AI Cheat Sheet

75 Copy-Ready Prompts for Client Work

Version 1.0 - ATLAS Digital Products

Stop staring at a blank screen. These prompts turn your AI assistant into a junior copywriter, strategist, and client whisperer - all for the price of a coffee.

HOW TO USE THIS PACK

Each prompt is **copy-paste ready**. Replace anything in **[BRACKETS]** with your specifics. Every prompt has been written to produce usable output on the first try - not a generic reply you have to massage for 20 minutes.

Works with: Claude (recommended), ChatGPT, Gemini, or any capable LLM.

Pro tip: After any prompt, add: *"Now make it 20% shorter and punchier."* Most AI output runs long. This one edit saves you 5 minutes per piece.

SECTION 1: CLIENT ACQUISITION (10 prompts)

These prompts help you win clients before you've done any work for them.

Prompt 1 - Cold outreach email (first contact)

Write a cold outreach email to [JOB TITLE, e.g., "Marketing Director at a B2B SaaS company"].

I'm a freelance copywriter specializing in [YOUR NICHE, e.g., "email sequences and landing pages for SaaS"].

Keep it to 5 sentences max. Lead with one specific observation about their business or industry (don't be vague).

Close with a low-friction ask (a quick call or a simple yes/no question).

Tone: confident, human, not salesy. No subject line needed - I'll write that separately.

Prompt 2 - Subject line variants

Write 8 subject line variants for a cold email to [JOB TITLE/COMPANY TYPE].
The email is about [ONE-LINE EMAIL TOPIC].
Mix these styles: question, curiosity gap, direct benefit, provocative statement.
Keep each under 8 words. Flag the 2 you'd bet on.

Prompt 3 - Follow-up after no reply (day 5)

I sent a cold email to [PROSPECT DESCRIPTION] 5 days ago with no reply.
Write a short follow-up (3 sentences max) that adds a tiny piece of value –
a relevant stat, a quick tip, or a question – rather than just "checking in."
Tone: light, no pressure. Don't mention that I'm following up on purpose.

Prompt 4 - Follow-up after no reply (day 14, final)

Write a polite "break-up" email for a prospect who hasn't replied after 2 follow-ups.
Make it 2 sentences. Keep the door open without begging.
Include one last subtle value hook. This should feel like the smartest thing I've ever
sent.

Prompt 5 - Proposal intro paragraph

Write an opening paragraph for a freelance proposal to [CLIENT TYPE] for [PROJECT TYPE].
Show that I understand their specific problem: [DESCRIBE THE PROBLEM IN 1-2 SENTENCES].
Lead with their outcome, not my credentials. Max 4 sentences.
Tone: expert, warm, not formal.

Prompt 6 - Proposal pricing section

I need to present 3 pricing options for [PROJECT TYPE].
Option A: basic (just the deliverable), Option B: recommended (deliverable + one extra),
Option C: premium (full service).
Write the framing copy that makes Option B feel like the obvious choice.
Keep each option to 2-3 bullet points. No numbers – I'll add those.

Prompt 7 - Proposal objection handling

A prospect is hesitating on my freelance proposal because [OBJECTION, e.g., "the price is too high" / "they tried a freelancer before and it didn't work"].
Write 3 sentences I can add to the proposal that address this objection without sounding defensive.
Use social proof or reframing, not discounting.

Prompt 8 - LinkedIn connection request

Write a LinkedIn connection request to [PROSPECT'S ROLE/INDUSTRY].
Max 300 characters (LinkedIn limit).
I want to connect because [GENUINE REASON – e.g., "they post about SaaS growth and I work in that space"].
Sound like a real person, not a pitch. Zero selling.

Prompt 9 - Discovery call prep (question list)

I have a discovery call with [PROSPECT TYPE] about potentially [TYPE OF PROJECT].
Write 8 questions I should ask to (a) understand their situation deeply, (b) surface budget and timeline, and (c) position myself as the expert in the room – without sounding like I'm running a checklist.
Start with their biggest pain, end with a forward-momentum question.

Prompt 10 - Re-engagement email (past client)

Write an email to a past client ([CLIENT TYPE]) I worked with [TIMEFRAME] ago.
The goal: check in genuinely and surface whether they have new work, without it sounding like a sales email.
One personal callback to our previous work: [WHAT YOU DID FOR THEM].
Max 5 sentences. Sound like a human who actually liked working with them.

SECTION 2: CONTENT WRITING (15 prompts)

From blog posts to long-form - prompts that produce drafts worth editing (not drafts worth deleting).

Prompt 11 - Blog post outline

Create a detailed outline for a blog post titled: "[YOUR TITLE]"
Target audience: [WHO THEY ARE AND WHAT THEY CARE ABOUT]
Desired length: [e.g., 1,500 words]

Include: hook/intro angle, 4-6 main sections with H2s, 2-3 sub-points per section, and a conclusion with a clear CTA. Flag the 2 sections with the highest "shareable insight" potential.

Prompt 12 - Blog post intro (hook)

Write 3 different opening paragraphs for a blog post about [TOPIC].
Audience: [DESCRIBE THEM].
Try these angles: (1) surprising statistic or counterintuitive claim, (2) relatable frustration or scenario, (3) bold statement that challenges a common belief.
Each intro should make the reader feel: "this is exactly what I needed to read today."
Max 3 sentences per intro.

Prompt 13 - Conclusion with CTA

Write a conclusion for a blog post about [TOPIC] aimed at [AUDIENCE].
The CTA is: [e.g., "sign up for our newsletter" / "book a demo" / "download the guide"].
Make the conclusion feel like a satisfying payoff – not a summary or a lazy "in conclusion."
End with one memorable line they'll quote. Max 100 words.

Prompt 14 - Expert roundup post (question)

I'm writing an expert roundup post asking [NUMBER] experts: "[QUESTION]"
Write the outreach email I'll send to each expert requesting their contribution.
Keep it short (5 sentences), explain what the post is, what I'm asking for (1-3 sentences max from them),
the publication date, and what's in it for them (exposure, backlink). Tone: peer-to-peer.

Prompt 15 - Listicle section (one entry)

I'm writing a listicle: "[LISTICLE TITLE]"
Write one entry for the item: "[ITEM NAME]"
Format: bold item name, 2-3 sentence explanation of why it matters, one concrete example or proof point, optional pro tip.
Tone: [e.g., conversational, authoritative, friendly].

Prompt 16 - Case study narrative

Write a case study for this result: [CLIENT TYPE] achieved [SPECIFIC RESULT] using [YOUR SERVICE/PRODUCT] in [TIMEFRAME].

Structure: (1) their situation before, (2) the challenge they faced, (3) what we did, (4) the result with numbers, (5) one direct quote placeholder [QUOTE FROM CLIENT].
Tone: factual and credible, not hype. Max 400 words.

Prompt 17 - SEO article H2 sections

I'm writing a [WORD COUNT]-word SEO article targeting the keyword "[PRIMARY KEYWORD]". I already have an intro. Write 4 detailed H2 sections for the body of the article. Each section should: naturally include the target keyword or a variation, answer a specific sub-question a reader would have, and include one actionable takeaway. Avoid filler. Every sentence should earn its place.

Prompt 18 - FAQ section

Write an FAQ section for a page about [TOPIC/PRODUCT/SERVICE]. Include 6 questions that someone with real intent (not just curiosity) would ask before buying/signing up/deciding.
Format: Q: [question] / A: [2-4 sentence answer that's direct and builds trust].
For 2 of the questions, include a subtle trust signal (stat, social proof, or guarantee).

Prompt 19 - Comparison article (vs. post)

Write an honest comparison section: [PRODUCT/OPTION A] vs. [PRODUCT/OPTION B]
Audience: [WHO'S COMPARING AND WHY]
Include: a quick summary table (3 rows, 3 columns max), then a 150-word narrative on who should pick each one.
Don't fake balance – be opinionated about which is better for each use case.

Prompt 20 - Newsletter issue (full draft)

Write a newsletter issue for [NEWSLETTER NAME / AUDIENCE].
Topic: [ONE TOPIC OR INSIGHT]
Format:
– Subject line (3 options)
– Preview text (1 option, max 90 chars)
– Intro (2–3 sentences, hook them fast)
– Main body (250–300 words – one key insight with example or story)
– Takeaway/CTA (2 sentences)
– Signoff (brief, in the voice of [YOUR NAME/PERSONA])
Tone: [e.g., smart and slightly irreverent / warm and practical]

Prompt 21 - Newsletter intro hook

Write 4 different opening sentences for a newsletter about [TOPIC].
Each should make the reader think "I need to keep reading" within the first line.
Try: curiosity gap, strong opinion, surprising fact, personal anecdote opener.

Prompt 22 - Thought leadership LinkedIn article

Write a 600-word LinkedIn article for [ROLE/PERSONA] about [TOPIC].
Open with a strong opinion or counterintuitive take.
Use short paragraphs (1–3 lines max – LinkedIn readers skim).
Include one personal story or example. End with a question to drive comments.
No jargon. No "in conclusion." Tone: [DESCRIBE].

Prompt 23 - Long-form guide (skeleton)

I'm writing a definitive guide: "[GUIDE TITLE]"
Target keyword: [PRIMARY KEYWORD]
Target length: [e.g., 3,000 words]

Create a complete skeleton: introduction angle, 6–8 H2 sections, 2–3 H3 sub-sections each, suggested word count per section, and one "power move" (stat, example, or original insight) per H2 to make each section stand out.
Also suggest: one table, one bulleted list, one callout box to break up the text.

Prompt 24 - Product review article

Write a [WORD COUNT]-word review article for [PRODUCT NAME].
Target reader: [WHO THEY ARE, WHAT THEY'RE DECIDING].
Structure: intro (who this is for), key features (3-4, evaluated honestly), pros/cons table, verdict with a clear recommendation, and a FAQ (3 questions).
Tone: like a trusted friend who actually uses this product, not a paid placement.
I'll replace placeholders with real specs – write [SPEC] where you'd put actual numbers.

Prompt 25 - Content repurposing (article → 5 formats)

I have a [WORD COUNT]-word article about [TOPIC].
Repurpose its core ideas into these 5 formats:
1. One tweet thread (5 tweets, hook + 3 points + CTA)
2. One LinkedIn post (150 words, insight + story + question)
3. One email newsletter intro (100 words)
4. Three short-form video script hooks (15 seconds each – first line only)
5. One Instagram caption with hashtag suggestions

Here is the article summary: [PASTE 2-3 SENTENCE SUMMARY]

SECTION 3: COPYWRITING (15 prompts)

Ads, landing pages, emails. The stuff clients pay the most for.

Prompt 26 - Landing page headline variants

Write 10 headline variants for a landing page for [PRODUCT/SERVICE].
Target customer: [DESCRIBE THEM – who they are, what they want, what they fear].
Primary benefit: [THE ONE THING THEY GET].
Mix these formulas: direct benefit, question, "how to," before/after, social proof hook.
Flag the 3 strongest. For each, write a 10-word subheadline that supports it.

Prompt 27 - Landing page hero section

Write the hero section for a landing page for [PRODUCT/SERVICE].
Include: headline, subheadline (1 sentence), 3-bullet benefit list (outcome-focused, not feature-focused),
and a CTA button label (not "Submit" – something action-specific).
Target customer: [DESCRIBE THEM].
Primary emotion to trigger: [e.g., relief, excitement, FOMO, trust].

Prompt 28 - Landing page full copy (short-form)

Write a complete short-form landing page for [PRODUCT/SERVICE] – [1–3 SENTENCES DESCRIPTION].
Price: [PRICE OR "TBD"].
Sections: hero, 3 benefits, social proof placeholder [ADD YOUR TESTIMONIALS HERE], FAQ (3 questions), final CTA.
Tone: [e.g., direct and confident / warm and approachable].
Target customer: [DESCRIBE THEM IN 1 SENTENCE].
Max 600 words total.

Prompt 29 - Facebook/Instagram ad (4 variants)

Write 4 Facebook/Instagram ad copy variants for [PRODUCT/SERVICE].
Target audience: [WHO THEY ARE].
Ad objective: [e.g., clicks to landing page / lead form / app install].

For each variant:

- Primary text (100 words max)
- Headline (7 words max)
- Description (30 words max)

Try these angles: pain point, aspiration, social proof, curiosity/surprise.

Prompt 30 - Google ad (5 variants)

Write 5 Google Search ad variants for [PRODUCT/SERVICE/KEYWORD].
For each:

- Headline 1 (30 chars max)
- Headline 2 (30 chars max)
- Headline 3 (30 chars max, optional)
- Description 1 (90 chars max)
- Description 2 (90 chars max, optional)

Focus on: search intent ([DESCRIBE WHAT THE SEARCHER WANTS]),
differentiation from competitors ([YOUR KEY DIFFERENTIATOR]).

Prompt 31 - Welcome email

Write a welcome email for new subscribers to [NEWSLETTER/PRODUCT/COMMUNITY].
Include: a warm, human greeting, what they can expect (3 bullets, specific and exciting), one quick win they can act on immediately, and a soft invite to reply (builds deliverability + relationship).
Tone: [DESCRIBE]. Max 200 words. Subject line: 3 options.

Prompt 32 - Email sequence (5-email nurture)

Write a 5-email nurture sequence for [PRODUCT/SERVICE] targeting [AUDIENCE].
The sequence goal: move them from "aware but not convinced" to "ready to buy."
For each email: subject line, preview text, and full copy (max 200 words each).
Email 1: value/quick win. Email 2: their core problem, named precisely.
Email 3: proof/case study. Email 4: objection handling. Email 5: offer + urgency.

Prompt 33 - Abandoned cart email

Write an abandoned cart email for [PRODUCT].
The buyer got to checkout and left. They're interested but something stopped them.
Make it feel human, not automated. Address the most likely hesitation: [e.g., price, trust, "I'll do it later"].
Include a gentle nudge back to checkout. Max 150 words. Subject line: 3 options.
Tone: friendly, no guilt-tripping.

Prompt 34 - Sales page (long-form structure)

Give me a section-by-section structure for a long-form sales page for [PRODUCT/SERVICE].
Include: (1) what each section does (the job it performs), (2) the emotional arc from start to finish,
(3) where to place social proof, (4) how many CTAs and where.
Then write the opener (above the fold): headline, subheadline, first paragraph.
Target buyer: [DESCRIBE THEM – what they want, what they're afraid of, what objection they'll raise first].

Prompt 35 - Testimonial rewrite

Rewrite this raw testimonial to maximize its persuasive impact while keeping it 100% accurate to what the customer said:

[PASTE RAW TESTIMONIAL]

Rules: don't add claims they didn't make, don't exaggerate, do sharpen the specific result, remove filler words, keep their voice.

Output: (1) the rewritten testimonial, (2) a suggested pull quote (1 sentence max).

Prompt 36 - Product description (e-commerce)

Write a product description for [PRODUCT NAME] – [2-SENTENCE DESCRIPTION].
Price: [PRICE]. Audience: [WHO BUYS IT AND WHY].
Format: one punchy opening sentence, 4-bullet feature/benefit list (feature → "so you can" → benefit),
and a 2-sentence close that creates desire or urgency.
Tone: [e.g., premium and confident / approachable and fun].

Prompt 37 - Upsell/cross-sell email

Write an email offering [UPSELL PRODUCT] to a customer who just bought [ORIGINAL PRODUCT].
The logic for upgrading: [WHY THIS MAKES SENSE FOR THEM].
Make it feel like a natural next step, not a pushy add-on.
Include: subject line, 3-sentence setup, the offer, and a soft CTA. Max 150 words.

Prompt 38 - Re-engagement email (cold list)

Write a re-engagement email to subscribers who haven't opened my emails in 90+ days.
My newsletter/product: [DESCRIBE IN 1 SENTENCE].
Don't beg. Give them something genuinely useful immediately (a tip, a resource, a small win).
Then ask: "still interested? Just click below." If no reply, I'll remove them.
Max 150 words. Subject: 3 options (curiosity gap style).

Prompt 39 - Launch announcement email

Write a launch announcement email for [PRODUCT/SERVICE].
This is the moment – the reader has been waiting. Build excitement without overhyping.
Include: what it is (specific, no jargon), what problem it solves, launch pricing or bonus (if any),
one sentence of social proof or credibility, clear CTA to buy/sign up.
Max 250 words. Subject line: 3 options. Tone: [DESCRIBE].

Prompt 40 - End-of-year / seasonal promo email

Write a [HOLIDAY/SEASON] promotional email for [PRODUCT/SERVICE].
Discount or offer: [DESCRIBE].
Make the seasonal angle feel organic, not forced.
Lead with value or a memorable line, not "Big sale!"
CTA: clear single action. Max 200 words. Subject: 3 options.

SECTION 4: SOCIAL MEDIA (10 prompts)

Platform-native content that earns engagement, not eyerolls.

Prompt 41 - LinkedIn post (insight format)

Write a LinkedIn post sharing this insight: [YOUR INSIGHT IN 1-2 SENTENCES].
Format: hook (1 sentence that stops the scroll), 3-5 short paragraphs expanding the idea, one personal example or story, ending question to drive comments.
No hashtags in the body – add 2-3 at the end max.
Max 250 words. Tone: [e.g., smart/direct, warm/conversational].

Prompt 42 - LinkedIn post (story format)

Write a LinkedIn story post about [TOPIC/EXPERIENCE].
Open with the most interesting moment, not the beginning.
Format: dramatic opener → context → conflict or challenge → what you learned → takeaway for the reader.
Sound human. No corporate voice. No "I'm humbled to share."
Max 200 words. End with one question.

Prompt 43 - Twitter/X thread

Write a Twitter/X thread on [TOPIC]. Length: [NUMBER] tweets.
Tweet 1: hook – make someone stop mid-scroll. Bold claim, question, or surprising fact.
Tweets 2-[N-1]: one insight or point each. Each tweet should work standalone AND connect to the thread.
Final tweet: summary + CTA (follow, link, or question).
Keep each tweet under 240 characters. No filler. Punchy.

Prompt 44 - Tweet (standalone)

Write 5 standalone tweet options about [TOPIC] for [YOUR AUDIENCE].
Mix formats: hot take, question, stat + commentary, personal observation, "unpopular opinion."
Each under 240 characters. No hashtags. The goal: replies and retweets from [TARGET AUDIENCE].

Prompt 45 - Instagram caption (product)

Write an Instagram caption for a photo of [DESCRIBE THE IMAGE] promoting [PRODUCT/SERVICE].

Lead with a hook that works without seeing the image.

Body: 3–4 short lines – story, benefit, or insight.

CTA: one clear action (link in bio, comment, DM).

Hashtags: 5–10 relevant ones at the end.

Tone: [DESCRIBE].

Prompt 46 - Instagram caption (value post)

Write an Instagram caption for a [TOPIC] value post aimed at [AUDIENCE].

Format: bold opening line, then 4–6 short bullet tips or insights, each 1 line.

End with: save this post + follow for more + one question.

Tone: helpful and direct, not preachy. Max 200 words in the body.

Prompt 47 - YouTube video description

Write a YouTube video description for a video titled: "[VIDEO TITLE]"

Include: 2-sentence hook (above the fold – most important),

timestamps for [NUMBER] chapters (write [TIMESTAMP] as placeholder),

3–5 relevant keywords woven in naturally,

links section placeholder,

CTA: subscribe + next video recommendation.

Max 300 words. Front-load the value.

Prompt 48 - Short-form video script (60 seconds)

Write a 60-second short-form video script (TikTok/Reels/Shorts) on [TOPIC].

Format: hook (0–3 sec, first words = the whole bet),

problem statement (3–10 sec),

3 tips or points (10–50 sec, rapid-fire),

CTA (50–60 sec).

Write it as spoken words – casual, fast, clear. No stage directions needed.

Prompt 49 - Content calendar (1 week)

Create a 1-week social media content calendar for [BRAND/PERSON] in [INDUSTRY].
Platforms: [e.g., LinkedIn + Instagram + Twitter].
Goal: [e.g., grow audience / drive traffic / promote product launch].
For each day + platform: content type (post, story, reel, thread), topic, angle, and a 1-line hook.
Mix educational, entertaining, and promotional at roughly [e.g., 60/30/10] ratio.

Prompt 50 - Response to a negative comment

Write 2 response options to this public negative comment on [PLATFORM]:

"[PASTE THE COMMENT]"

Response 1: empathetic, seeks to resolve, doesn't throw the company under the bus.
Response 2: firm but fair, if the comment is inaccurate or unfair.
Both should make OTHER people reading the thread think well of the brand.

SECTION 5: CLIENT COMMUNICATION (10 prompts)

Keep clients happy, scope locked, and payments on time.

Prompt 51 - Project kickoff email

Write a project kickoff email to a new client for [PROJECT TYPE].
Include: excitement (genuine, brief), the next 3 steps and who owns each, what I need from them by [DATE], and how to reach me.
Tone: professional but warm – they should feel in good hands.
Max 200 words.

Prompt 52 - Project status update

Write a project status update email for [PROJECT] at [STAGE – e.g., "50% done"].
Include: what's been completed, what's in progress, what's coming next, any decisions needed from client.
Keep it to 5 bullet points max. Attach this line: "No reply needed unless you have feedback on the above."
Tone: efficient and confident, not apologetic.

Prompt 53 - Scope creep pushback

A client just asked me to add [DESCRIBE THE EXTRA WORK] to a project that's already scoped and underway.

Write an email that: acknowledges the request positively, explains it's outside current scope, offers two paths forward (include it + adjust timeline/cost, or defer to a separate project), and makes the decision easy for them.

Tone: collaborative, not defensive. Keep it brief.

Prompt 54 - Late payment follow-up (gentle)

Write a payment follow-up email for invoice #[NUMBER] that's [NUMBER] days overdue.

Amount: [AMOUNT]. Due date: [DATE].

Keep it professional and assume good faith (probably just an oversight).

Include: the invoice number, amount, a payment link or bank details placeholder, and a soft "let me know if there are any issues."

Max 100 words. No passive-aggression.

Prompt 55 - Late payment follow-up (firm)

Write a firm payment follow-up for invoice #[NUMBER] that is [NUMBER] days overdue.

I've already sent [NUMBER] gentle reminders.

This email should communicate seriousness without burning the relationship.

Include: reference to previous reminders, the outstanding amount and due date, a deadline to pay before I escalate, and a brief note on next steps if unpaid.

Tone: calm, professional, direct. Max 150 words.

Prompt 56 - Project delivery email

Write a project delivery email for [DELIVERABLE] to [CLIENT TYPE].

Include: confirmation that it's delivered and where to find it,

how to give feedback (format, deadline if applicable),

what happens next in the process (revisions, approval, etc.),

and one genuine line about enjoying the project.

Max 150 words. No over-explaining.

Prompt 57 - Difficult feedback response

A client gave me this feedback: "[PASTE FEEDBACK]"

Write a response that: acknowledges their perspective, asks 1–2 clarifying questions to understand what "better" looks like for them, and sets expectations for the revision turnaround.

Do NOT apologize excessively or throw previous work under the bus.

Tone: confident professional who genuinely wants to nail this for them.

Prompt 58 - Rate increase announcement

Write an email to existing clients announcing a rate increase.

New rate: [AMOUNT]. Effective date: [DATE]. Current rate: [AMOUNT].

Reason I'm comfortable giving: [e.g., "demand for my work has grown significantly"].

Offer existing clients the current rate through [LOCK-IN DATE] if they book before then.

Tone: matter-of-fact, warm, no over-apologizing. This is a business decision, not a confession.

Prompt 59 - Testimonial request email

Write an email asking a happy client for a testimonial.

The project: [DESCRIBE PROJECT]. The result: [THE RESULT THEY ACHIEVED].

Make it easy: give them 2–3 guiding questions they can answer in a few sentences.

Ask if they're open to being named and linked (or offer anonymous).

Max 150 words. Tone: friendly, low-pressure.

Prompt 60 - Referral request email

Write an email to a satisfied client asking for referrals.

Recent win together: [DESCRIBE THE WIN].

I'm looking for: [DESCRIBE IDEAL REFERRAL – type of company/person].

Make the ask easy and specific. Offer to make the intro easy for them (template, intro call, etc.).

Max 150 words. Sound like a human, not a sales rep.

SECTION 6: RESEARCH & PRODUCTIVITY (10 prompts)

Work faster. Know more. Stop re-inventing the wheel.

Prompt 61 - Competitive research brief

I need a competitive landscape overview for [PRODUCT/SERVICE CATEGORY].
Key competitors to analyze: [LIST 3-5].
For each, extract from what you know: pricing model, key differentiator, target customer, main weakness, and one thing they do better than everyone else.
Format as a table. End with: 3 market gaps I could potentially exploit.

Prompt 62 - ICP (Ideal Customer Profile) deep-dive

Help me build a detailed ICP for [PRODUCT/SERVICE].
The customer I'm targeting: [DESCRIBE BROADLY – role, company size, industry].
Generate:
1. Demographics (role, seniority, company size, industry)
2. Psychographics (what keeps them up at night, what they want to brag about, how they consume info)
3. The language they actually use to describe their problem (for copy)
4. Their typical buying process and decision blockers
5. Where to find them online

Prompt 63 - Brief writer (intake → brief)

Turn this unstructured client brief into a clean, detailed creative brief:

[PASTE CLIENT'S RAW NOTES OR EMAIL]

Output format:

- Project overview (1 sentence)
 - Objectives (bulleted)
 - Target audience
 - Tone/voice
 - Deliverables (with specs)
 - Timeline
 - Open questions (things I need to clarify with the client)
-

Prompt 64 - Research synthesis (reading notes → insights)

I've been reading about [TOPIC] and collected these notes:

[PASTE YOUR NOTES]

Synthesize these into:

1. The 3 most important insights
2. The most surprising/counterintuitive finding
3. 3 content angles I could write about based on this research
4. Any contradictions or gaps in what I've found

Prompt 65 - Keyword research (content angles)

I'm targeting the keyword "[PRIMARY KEYWORD]" for a content piece.
Help me find: 5 related long-tail keywords with clear search intent,
3 question-based keywords (what/how/why),
and 3 angles for articles that would rank for this topic and haven't been overdone.
Flag any that seem like high-competition traps.

Prompt 66 - Headline testing (A/B variants)

I'm A/B testing headlines for [LANDING PAGE / EMAIL / AD] for [PRODUCT/SERVICE].
Current control headline: "[CURRENT HEADLINE]"
Write 6 challenger variants. For each: the headline + a one-sentence rationale for why it might outperform the control.
Vary the approach: benefit, curiosity, specificity, fear/loss, social proof.

Prompt 67 - Meeting notes → action items

Here are my raw notes from a meeting with [CLIENT/TEAM]:

[PASTE NOTES]

Extract:

1. Decisions made
2. Action items (owner + deadline if mentioned)
3. Open questions / things still unresolved
4. Key context I should remember for next time

Format as a clean summary I can send to everyone who was there.

Prompt 68 - SOW / scope of work

Write a Scope of Work section for a freelance contract for [PROJECT].
Client: [CLIENT TYPE]. Duration: [TIMEFRAME].
Include: what I will deliver (specific deliverables, numbered), what's not included (3 explicit exclusions),
revision policy, and a "project complete" definition.
Tone: professional, clear, no legalese. I'll have a lawyer review before sending.

Prompt 69 - Process documentation

I do [DESCRIBE YOUR PROCESS IN 1-2 SENTENCES] regularly.
Write a step-by-step SOP (Standard Operating Procedure) I could hand to a VA or junior team member.
Include: goal of the process, inputs needed, numbered steps, decision points (if X, do Y), common mistakes to avoid, and expected output.
Assume zero prior knowledge.

Prompt 70 - Content repurposing system

I create content on [PRIMARY PLATFORM] regularly.
Design a repurposing system that turns each piece into 5 other formats with minimal extra effort.
For each format: the platform, what I change vs. keep, estimated time to repurpose, and any tools that help.
The goal: 5x the reach from the same thinking.

SECTION 7: PRICING & NEGOTIATION (5 prompts)

Get paid what you're worth. Without the stomach-drop.

Prompt 71 - Price anchor email

A prospect asked: "What do you charge?"
I want to anchor high before giving a range. Write a 3-sentence response that:
establishes value before price, gives a range of [LOW] to [HIGH],
and opens the door to a scoping call to give an accurate number.
Tone: confident, not apologetic. Never start with "It depends."

Prompt 72 - Counter-offer (they asked for a discount)

A client asked for a [X]% discount on my [PRODUCT/SERVICE].
I'm not willing to discount – but I don't want to lose the deal.
Write a response that: acknowledges their ask without being dismissive, offers an alternative that maintains my rate (e.g., smaller scope, payment plan, delayed start), and holds the line without sounding inflexible.
Tone: collaborative problem-solver.

Prompt 73 - Value justification (for a high price)

I'm charging [PRICE] for [PRODUCT/SERVICE]. A prospect thinks it's expensive. Write a 4-sentence value argument that reframes the price in terms of ROI, time saved, or risk avoided. Don't compare to cheaper alternatives. Focus entirely on what [PRICE] buys them. Speak to [DESCRIBE WHAT THEY CARE MOST ABOUT – revenue, time, peace of mind].

Prompt 74 - Retainer proposal

Write a retainer proposal email for [CLIENT] for ongoing [TYPE OF WORK]. Monthly scope: [DESCRIBE DELIVERABLES PER MONTH]. Monthly rate: [RATE]. Include: what's included (specific), what's not (explicit), commitment length, how we'd start, and one sentence on why a retainer beats per-project for them. Keep it to 200 words. I'll add pricing separately.

Prompt 75 - "Let me think about it" follow-up

A prospect said "let me think about it" after I presented [OFFER/PROPOSAL]. It's been [X] days. Write a follow-up that: adds one new piece of value or information they didn't have before, gently surfaces what's holding them back, and makes it easy to move forward OR close out gracefully. Don't chase. Add value. Max 100 words.

QUICK REFERENCE CHEAT SHEET

Goal	Prompts to use
Win a new client	#1, #5, #6, #9
Write faster articles	#11, #12, #17, #23
Build email sequences	#31, #32, #33, #39
Write ads that convert	#26, #27, #29, #30
Manage client relationships	#51-#60
Research & planning	#61-#70
Get paid properly	#71-#75

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