50 Prompt Templates

Using the CRAFT framework / Ready to copy, fill in, and use

PRINTABLE

Claude AI Mastery for Professionals

How to use these templates

Every template below is structured using CRAFT: **C**ontext, **R**ole, **A**ction, **F**ormat, **T**one. Copy the template, replace the [brackets] with your details, and paste the whole thing into Claude as one message. You don't need to label the letters when you send it. Just fill in the blanks and go.

Tip: *You can skip elements that don't matter for your task. Context + Action is the minimum. But the more you include, the better the output. Think of each element as turning a dial: more specificity = less back-and-forth.*

C Context	**R** Role	**A** Action	**F** Format	**T** Tone

Marketing & Growth

Content, campaigns, SEO, social media, brand

#1
Content Calendar Generator

C	I run marketing for a **[size] [industry]** company. Our audience is **[describe audience]**. We post on **[platform]**.
R	Act as a social media strategist who plans content for B2B/B2C brands.
A	Create a 4-week content calendar with post topics, hooks, and best day/time to publish. Mix educational, promotional, and engagement posts.
F	Table format: Week / Day / Topic / Hook / Post Type / Platform Notes.
T	Strategic but practical. Like advice from a smart colleague, not a textbook.

Replace [size], [industry], [audience], [platform] with your specifics.

#2
Competitor Messaging Teardown

C	I work at **[your company]**. Our main competitors are **[list 2-3]**. Here's their homepage copy: **[paste or describe]**.
R	Act as a brand strategist analyzing competitor positioning.
A	For each competitor, break down: what they promise, what emotions they target, what objections they address. Then identify messaging gaps we could own.
F	One section per competitor, then a final "Opportunities for Us" section. Keep each section under 100 words.
T	Analytical and direct. No fluff.

Paste actual competitor homepage text for best results.

#3
Email Welcome Sequence

C	I run **[type of business]**. Someone just signed up for **[lead magnet / newsletter / free trial]**. The goal is to get them to **[desired action]**.
R	Act as an email copywriter who specializes in nurture sequences.
A	Write a 5-email welcome sequence. Each email needs: subject line, preview text, body (under 150 words), and one clear CTA.
F	Number each email. Include send timing (e.g., Day 0, Day 2, Day 5). Label subject, preview, body, CTA separately.
T	**[Describe your brand voice, e.g., warm and casual / sharp and professional / playful and bold]**.

Customize the tone to match your brand. The more specific, the better.

#4
SEO Blog Brief

C	I want to rank for "**[target keyword]**." My site covers **[topic area]**. Target reader: **[describe who they are and what they need]**.
R	Act as an SEO content strategist.
A	Create a detailed blog brief with: title (under 60 chars), meta description, H2/H3 outline with sub-points, key questions to answer, internal linking suggestions, and target word count.
F	Structured outline with headers clearly labeled. No prose paragraphs in the brief itself.
T	Practical and specific. Like a brief a writer can follow without asking questions.

✉ *Use your actual keyword and audience for relevant results.*

#5
Landing Page Copy

C	I sell **[product/service]** to **[target customer]**. Their main problem is **[describe pain point]**. Our key differentiator is **[what makes us different]**.
R	Act as a conversion copywriter.
A	Write full landing page copy: hero headline + subhead, 3 benefit blocks, social proof section, FAQ (4 questions), and final CTA. Total under 800 words.
F	Label each section clearly (Hero, Benefits, Proof, FAQ, CTA). Use short paragraphs.
T	Confident but not pushy. Speak to the reader's problem, not our features.

✉ *The more detail you give about your customer's pain, the better the copy.*

#6
Ad Copy Variations

C	I'm running ads for **[product/service]** on **[platform]**. Target audience: **[describe]**. Our offer is **[describe offer]**.
R	Act as a performance marketer who writes high-converting ad copy.
A	Write 5 ad variations, each using a different angle: pain point, benefit, social proof, urgency, curiosity. Each needs: headline (under 40 chars), body (under 125 chars), CTA.
F	Number each variation 1-5. Label the angle, headline, body, and CTA on separate lines.
T	Punchy and scroll-stopping. No corporate language.

✉ *Specify the platform because character limits and style differ.*

#7
Social Repurpose Machine

C	Here's a piece of content I created: **[paste blog post, article, or video transcript]**.
R	Act as a content repurposing specialist.
A	Turn this into: 1 LinkedIn post (under 200 words), 3 tweets/X posts, 1 Instagram caption with hashtags, and 1 email newsletter blurb.
F	Label each piece by platform. Keep them ready to copy and paste.
T	Match the natural tone of each platform. LinkedIn = professional, X = punchy, Instagram = visual/story, email = personal.

✉ *Paste the full original content, not just a summary.*

#8
Brand Voice Guide Builder

C	Here are 3-5 writing samples from our company: **[paste samples]**. This is how we want to sound.
R	Act as a brand consultant defining a company's voice.
A	Create a brand voice guide: 3 adjectives that describe our voice, do's and don'ts, example phrases we'd use vs. avoid, and channel-specific notes (email, social, website).
F	Organized with clear sections and examples. Make it something a new hire could follow on day one.
T	Clear and practical. No abstract brand theory.

✉ *Real writing samples are essential. Claude learns your voice from examples, not descriptions.*

Sales & Business Development

Outreach, proposals, follow-ups, objection handling

#9
Cold Outreach Email

C	I sell **[product/service]** to **[target role]** at **[company type]**. Our main value prop is **[describe]**. I want to reference something specific about their company: **[detail you'll fill in]**.
R	Act as a B2B sales rep who gets replies without being annoying.
A	Write a cold email under 100 words. Open with their specific situation, connect it to our value, end with a low-pressure CTA.
F	Subject line + body. No bullet points. Short paragraphs only.
T	Human, direct, zero buzzwords. Like a note from a helpful peer, not a pitch.

✉ *The more specific the company detail, the better the open rate.*

#10
Proposal Executive Summary

C	We're proposing **[solution]** to **[client type]**. Their main concern is **[describe]**. Budget range: **[if known]**. Timeline: **[if known]**.
R	Act as a senior consultant writing a proposal summary.
A	Write a 1-page executive summary covering: their situation, our approach, expected outcomes, timeline, and investment range.
F	Five labeled sections. Each 2-4 sentences. Total under 400 words.
T	Confident and clear. Not salesy. Let the value speak for itself.

✉ *Naming the client's specific concern makes this 10x more persuasive.*

#11
Follow-Up Sequence (No Response)

C	I sent a proposal to **[person/role]** at **[company]** **[X days]** ago. No response. Their main interest was **[topic]**. Renewal/decision date is **[if known]**.
R	Act as a thoughtful sales rep who follows up without being pushy.
A	Write 3 follow-up emails spaced over 2 weeks. Each uses a different approach: gentle check-in, share new value, create soft urgency.
F	Label each: Email 1 (Day X), Email 2 (Day X), Email 3 (Day X). Subject line + body for each. Under 75 words each.
T	Respectful and human. Never guilt-trip. Never say "just circling back."

✉ *Knowing their specific interest lets you add value in follow-up 2.*

#12
Objection Handling Playbook

C	I sell **[product/service]**. The objections I hear most: **[list 3-5 real objections, e.g., "too expensive," "we already have a solution," "bad timing"]**.
R	Act as a sales coach who trains reps on handling pushback.
A	For each objection: explain what the prospect is really thinking, give a response framework, and write out exactly what to say.
F	One section per objection. Include the "real meaning," "framework," and "example script" as sub-sections.
T	Conversational and real. These should sound like things a human would actually say, not a sales script.

✉ Use your actual objections, not hypothetical ones.

#13
Discovery Call Prep

C	I have a discovery call with **[role]** at **[company type]**. They reached out about **[topic]**. I know this about them: **[any background]**.
R	Act as a senior account executive preparing for a first call.
A	Create 10 open-ended questions that uncover: pain points, decision process, budget, timeline, and who else is involved. Order from rapport-building to qualifying.
F	Numbered list. Group by purpose (Rapport / Pain / Process / Budget / Close). Include a suggested opener for the call.
T	Curious and genuine. Not interrogative.

✉ Background research on the prospect makes the questions much sharper.

#14
Win/Loss Analysis

C	We just **[won/lost]** a deal with **[company type]**. Here's what happened: **[brief summary of the deal cycle, key moments, competitor info]**.
R	Act as a VP of Sales doing a deal retrospective.
A	Run a structured win/loss analysis: what went well, what we should change, competitive factors, buying committee dynamics, and 3 specific actions for next time.
F	Five sections with headers. Use bullet points within sections. End with "3 things to do differently" as a clear action list.
T	Honest and constructive. No sugarcoating, no blame.

✉ Be candid in your summary. The analysis is only as good as the input.

HR & People Operations

Hiring, onboarding, reviews, policy, culture

#15
Job Description Writer

C	We're hiring a **[title]** for **[team/department]** at **[company type, size]**. The role reports to **[who]**. Key projects: **[describe what they'll work on]**.
R	Act as a recruiter who writes job posts that actually attract good candidates.
A	Write a full job description: compelling opening paragraph, 6-8 responsibilities, must-haves, nice-to-haves, what we offer, and a note about culture.
F	Use clear sections with headers. Keep the opening paragraph under 50 words. No corporate jargon. Total under 500 words.
T	Energetic but honest. Make someone want to apply, but don't oversell.

Describing real projects (not vague responsibilities) makes the post stand out.

#16
Behavioral Interview Questions

C	We're interviewing for **[role]**. The key competencies we need are: **[list 3-4, e.g., cross-functional collaboration, handling ambiguity, technical problem-solving]**.
R	Act as a hiring manager who runs structured interviews.
A	Write 10 behavioral questions targeting those competencies. For each, include: what a strong answer looks like and red flags to watch for.
F	Group questions by competency. Include "Look for" and "Red flag" notes under each question.
T	Direct and practical. Skip generic questions like "tell me about yourself."

Specific competencies produce much better questions than "general fit."

#17
Performance Review Writer

C	I'm writing a review for **[name/role]**. Here are my notes: **[paste raw observations, accomplishments, concerns]**.
R	Act as an experienced people manager writing a fair, actionable review.
A	Turn my notes into a professional performance review with: summary of contributions, specific strengths (with examples), 2-3 growth areas (with suggestions), and goals for next period.
F	Four sections with headers. Use my actual examples, don't make up new ones. Under 400 words total.
T	Honest, supportive, and specific. Avoid vague praise like "great team player."

Paste real notes. The more detail you give, the less generic the review.

#18
30/60/90 Day Onboarding Plan

C	A new **[role]** is joining **[team]** at **[company type]**. They have **[X years]** experience but are new to our company. Their manager is **[role]**.
R	Act as an HR leader who designs onboarding that actually works.
A	Create a 30/60/90 day plan with: specific goals per phase, people to meet, training needed, and how we'll know onboarding succeeded.
F	Three sections (30/60/90). Each has Goals, Key Meetings, Learning, and Success Criteria. Make it a usable document, not a checklist of busywork.
T	Practical and clear. Assume the new hire will read this on day one.

Include the team's real tools and processes if you can.

#19
Company Policy Drafter

C	I need a **[policy type, e.g., remote work / PTO / expense reimbursement]** policy for a **[company size/type]**. Current situation: **[describe any existing norms]**.
R	Act as an HR director who writes clear, fair policies.
A	Draft the policy covering: purpose, who it applies to, the rules, exceptions and edge cases, and who to contact with questions.
F	Organized with numbered sections. Written in plain English, not legalese. Under 600 words.
T	Fair, clear, and human. Like a policy you'd actually want to read.

✉ *Mentioning your current norms helps Claude write something realistic, not generic.*

#20
Employee Engagement Survey

C	We're a **[company size]** company in **[industry]**. We want to measure: job satisfaction, management quality, career growth, culture, and work-life balance.
R	Act as an organizational psychologist who designs actionable surveys.
A	Create a 15-question engagement survey. Mix 1-5 rating scales with 3-4 open-ended questions. Make questions specific enough to produce data we can act on.
F	Number each question. Label type (Scale / Open). Group by theme. Include a brief intro paragraph for survey respondents.
T	Neutral and safe. Employees should feel comfortable being honest.

✉ *Specify your industry because engagement drivers vary by field.*

Finance & Operations

Reporting, analysis, budgets, vendor evaluation, process docs

#21
Financial Summary for Non-Finance People

C	Here's our **[monthly/quarterly]** data: **[paste or describe key numbers: revenue, expenses, margins, notable changes]**.
R	Act as a CFO presenting to a non-financial leadership team.
A	Write an executive summary covering: revenue trends, expense highlights, margin changes, and 3 key takeaways with recommended actions.
F	Under 300 words. Use plain language. No accounting jargon. If you use a financial term, explain it in parentheses.
T	Clear and confident. Like explaining finances to a smart person who isn't a finance person.

✉ *Paste actual numbers. Vague descriptions produce vague summaries.*

#22
Budget Variance Explainer

C	**[Department]** budget was **[amount]**, actual spend was **[amount]**. Biggest variances: **[list categories and amounts]**.
R	Act as a finance analyst explaining variances to department heads.
A	For each major variance: explain what happened, whether it's a concern or expected, and what we should do about it.
F	One paragraph per variance. End with an overall summary and 2-3 recommendations.
T	Factual and calm. Not defensive, not alarming.

✉ *Include why you think each variance happened if you know.*

#23
Vendor Comparison Matrix

C	We're evaluating vendors for **[need]**. Options: **[list 2-4 vendors]**. Our priorities: **[list what matters most, e.g., price, support, scalability]**. Company size: **[describe]**.
R	Act as a procurement analyst doing due diligence.
A	Create a comparison covering: pricing model, key features, pros and cons, contract red flags, and a recommendation. Flag anything you're uncertain about.
F	Table format for easy comparison, with a written recommendation paragraph at the end.
T	Objective and thorough. Like a memo to a decision-maker.

✉ List your actual priorities. "Best value" means different things to different teams.

#24
Process Documentation

C	I need to document this process: **[describe the steps in rough terms, who's involved, tools used]**.
R	Act as an operations manager writing an SOP.
A	Write step-by-step documentation that a new team member could follow without asking questions. Include: purpose, prerequisites, numbered steps, decision points (if X then Y), common mistakes, and escalation contacts.
F	Numbered steps. Use bold for action verbs. Include a "common mistakes" box at the end.
T	Clear and specific. Assume the reader knows nothing about this process.

✉ Walk through the process in your head and include every decision point, even obvious ones.

#25
KPI Dashboard Design

C	I'm building a dashboard for **[team/department]**. Our goals this period: **[list 2-4 goals]**. Tools we use: **[list if relevant]**.
R	Act as a business analyst designing a performance dashboard.
A	Suggest 8-10 KPIs organized by category. For each: what it measures, formula, what "good" looks like, and review frequency.
F	Table with columns: KPI Name / Category / Formula / Target / Frequency.
T	Practical. Focus on metrics people will actually look at weekly, not vanity numbers.

✉ Your goals determine the right KPIs. Generic goals get generic metrics.

Project Management

Planning, reporting, risk, stakeholder communication

#26
Project Kickoff Brief

C	I'm starting a project to **[describe goal]**. Stakeholders: **[list roles]**. Timeline: **[rough estimate]**. Known constraints: **[budget, resources, dependencies]**.
R	Act as a senior project manager writing a kickoff document.
A	Create a 1-page brief with: objective, scope (what's in and out), milestones, team roles (RACI format), top risks, and success criteria.
F	Keep it scannable. Use a table for RACI. Bullet points for scope and risks. Total under 1 page.
T	Clear and organized. Written for a 15-minute kickoff meeting.

✉ Listing constraints upfront prevents scope creep later.

#27

Weekly Status Report

C	Here are my raw notes from this week: **[paste messy notes, updates, blockers, wins]**.
R	Act as a project manager who writes clean status reports.
A	Turn my notes into a professional status report: 2-3 sentence summary, completed items, in-progress items, blockers, and next week's priorities.
F	Use sections with headers. Summary at top. Blockers highlighted. Format so leadership can scan it in 30 seconds.
T	Professional and concise. Don't add things I didn't mention.

Paste your real notes, even if they're messy. That's the point.

#28

Risk Assessment

C	We're planning **[describe project/initiative]**. Team size: **[X]**. Timeline: **[X]**. This is **[new / similar to past projects]**.
R	Act as a risk manager who's seen projects go wrong.
A	Identify 8-10 realistic risks. For each: describe it, rate likelihood and impact (High/Med/Low), suggest mitigation, and assign an owner role.
F	Table format: Risk / Likelihood / Impact / Mitigation / Owner. Add a summary of the top 3 risks at the end.
T	Realistic and actionable. Not alarmist, not dismissive.

Mention what's gone wrong on similar projects before, if anything.

#29

Meeting Agenda Builder

C	I need an agenda for a **[meeting type]** with **[attendees/roles]**. Duration: **[time]**. Topics to cover: **[list]**. Decisions needed: **[list if any]**.
R	Act as a meeting facilitator who keeps things on track.
A	Build a timed agenda with: discussion owner for each item, expected outcome, and a parking lot section for overflow.
F	Table: Time / Topic / Owner / Expected Outcome. Include a 2-minute opening and 3-minute wrap-up with action items.
T	Structured and efficient. Every minute should have a purpose.

Including "decisions needed" forces the agenda to be action-oriented.

#30

Stakeholder Update Email

C	Project: **[name]**. Stakeholder: **[their role, what they care about most]**. Key updates: **[what happened, what changed, what's next]**.
R	Act as a PM communicating with a senior stakeholder.
A	Write an update email under 200 words. Lead with what matters to them. Be transparent about risks. End with what you need from them (if anything).
F	Short paragraphs. No bullet point overload. If there's a risk or delay, put it early, don't bury it.
T	Transparent and confident. Honest about problems, clear about the plan.

Knowing what the stakeholder cares about (timeline? budget? quality?) shapes the whole email.

Writing & Content

Drafting, editing, repurposing, tone control

#31
Tone Transformer

C	Here's a piece of writing I need adjusted: **[paste text]**. Current tone: **[describe]**. I need it rewritten for **[audience]**.
R	Act as an editor who specializes in tone and voice.
A	Rewrite the text in a **[target tone: casual / formal / empathetic / persuasive / technical]** voice. Keep the same meaning. Then list the specific changes you made and why.
F	Show the rewritten version first, then a short "Changes made" section explaining your edits.
T	**[The target tone you specified above]**.

Pasting the original text is essential. Don't describe it, paste it.

#32
Article Outline Builder

C	I want to write a **[word count]** article about **[topic]** for **[who will read it and where it'll be published]**.
R	Act as a content strategist who plans long-form articles.
A	Create a detailed outline: working title, intro hook, 5-7 H2 sections with 2-3 sub-points each, transition notes, and a conclusion that ties back to the intro.
F	Outline format with clear hierarchy. Include brief notes on what each section should accomplish, not just the topic.
T	Strategic. This is a blueprint a writer can follow without guessing.

Specify the audience. An article for beginners needs a very different outline than one for experts.

#33
Editing Pass

C	Here's a draft that needs editing: **[paste text]**. Main issue I want fixed: **[clarity / wordiness / tone / grammar / flow]**.
R	Act as a sharp editor with no patience for filler.
A	Edit the text: cut sentences that add no value, fix awkward phrasing, tighten wordy sections, flag anything unclear. Then list your changes.
F	Show the edited version first. Then a "What I changed" list underneath. Don't add content that wasn't there.
T	Direct. Edit aggressively. I'd rather cut too much than too little.

Tell Claude what the biggest problem is. "Make it better" is too vague.

#34
Executive Summary from Long Content

C	Here's a long document I need summarized: **[paste or describe content]**. The reader is **[who]** and they have **[X minutes]** to read it.
R	Act as a communications director writing for busy executives.
A	Create a 1-page executive summary: situation overview (2-3 sentences), key findings (3-5 points), implications, and recommended next steps.
F	Four labeled sections. Total under 300 words. Every sentence must earn its place.
T	Crisp and confident. No hedging, no filler, no "it should be noted that."

Paste the full document. Claude can handle long content and will pull the right things.

#35
Newsletter Writer

C	I write a **[frequency]** newsletter for **[audience]** about **[topic area]**. This edition's focus: **[describe theme or news]**.
R	Act as a newsletter writer who keeps subscribers engaged.
A	Write one edition: catchy subject line, opening hook, 2-3 content sections with headers, one actionable takeaway, and a CTA. Target length: **[word count]**.
F	Label each part (Subject / Hook / Section 1 / etc.). Keep paragraphs short. Don't make it sound like a press release.
T	**[Your newsletter's voice, e.g., smart and casual / authoritative / irreverent]**.

Share a past edition as an example and Claude will match your style.

Customer Service & Success

Responses, escalations, feedback, retention

#36
Responding to an Upset Customer

C	A customer sent this: **[paste their message]**. They're upset about **[describe issue]**. Their account status: **[describe if relevant]**.
R	Act as a senior support rep who's excellent at defusing tension.
A	Draft a response that: acknowledges their frustration, explains what happened (if known), offers a specific resolution, and ends positively. Under 150 words.
F	Short paragraphs. Lead with empathy, middle with explanation/resolution, close with next steps.
T	Warm, direct, and human. Never use the phrase "I understand your frustration." Don't be robotic.

Paste the actual customer message. Claude calibrates its response to the intensity.

#37
FAQ Generator

C	Here's a description of our product/service: **[paste info]**. Common customer confusions: **[list any you know]**.
R	Act as a customer support lead who knows what people actually ask.
A	Generate 10 FAQs with answers. Focus on: getting started, common problems, pricing/billing, and how we compare to alternatives.
F	Q&A; format. Keep answers under 75 words each. Write like a helpful person, not marketing copy.
T	Clear and honest. If there's a limitation, say so. Don't spin.

Including known confusions helps Claude write FAQs that actually help, not generic ones.

#38
Churn Risk Re-engagement

C	Customer profile: **[size, plan, usage pattern]**. They haven't logged in for **[time period]**. Renewal is in **[time]**. Last known issue: **[if any]**.
R	Act as a customer success manager who genuinely cares about retention.
A	Write a re-engagement email that feels personal, addresses a likely reason they disengaged, and offers something genuinely useful. No guilt-tripping.
F	Subject line + body. Under 120 words. One clear, helpful CTA.
T	Personal and helpful. Like a message from someone who noticed and wants to help, not an automated "we miss you" blast.

The more you know about why they left, the more targeted the outreach.

#39

Customer Feedback Summary

C	Here's raw customer feedback from **[source, e.g., NPS survey, support tickets, reviews]**: **[paste all feedback]**.
R	Act as a customer insights analyst.
A	Analyze the feedback and create: top 3 positive themes, top 3 negative themes, standout quotes, any patterns by segment, and 3 recommended actions.
F	Organized sections with headers. Include actual quotes (with attribution if available). End with clear, actionable recommendations.
T	Objective and data-driven. Don't soften the negative themes.

✉ Paste all feedback, not just highlights. Claude finds patterns you might miss.

#40

Internal Escalation Brief

C	Customer: **[name/account]**. Issue: **[describe]**. What we've tried: **[list]**. Customer sentiment: **[frustrated / angry / at risk of churning]**. Urgency: **[High/Med]**.
R	Act as a support team lead escalating to engineering/product.
A	Write an internal escalation that gives the receiving team everything they need to act. No one should need to ask follow-up questions.
F	Sections: Customer Context / Issue Summary / What We've Tried / Customer Sentiment / Ask. Keep it under 200 words.
T	Direct and complete. Urgency is clear from the facts, not from exclamation marks.

✉ List everything you've tried. Saves the next team from repeating failed steps.

Legal & Compliance

Reviews, summaries, checklists (not legal advice)

#41

Contract Plain-Language Summary

C	Here's a contract I need to understand: **[paste contract text]**. I'm **[your role in the deal]**.
R	Act as a business analyst who translates legal language into plain English.
A	For each major section: explain what it means in simple terms, what each party must do, deadlines or penalties, and anything unusual. Flag items that should be reviewed by an actual lawyer.
F	Section-by-section summary. Use a "Watch out" callout for anything risky or unusual.
T	Clear and plain. No legal jargon in your explanation. If you use a legal term, explain it.

✉ Paste the full contract. Summaries of summaries miss important details.

#42

Privacy Policy Reviewer

C	Here's a privacy policy I want to understand from a user's perspective: **[paste text]**. I'm evaluating this for **[our company / personal use / vendor assessment]**.
R	Act as a privacy-conscious business analyst.
A	Highlight: what data is collected, how it's used, who it's shared with, user rights, data retention, and anything vague or potentially concerning.
F	Organized by those six categories. Use plain English. Include a "Concerns" section at the end.
T	Objective and skeptical. Call out vague language specifically.

✉ This is a starting point, not legal advice. Flag anything important for a real attorney.

#43
Compliance Checklist Builder

C	We need to check our compliance with **[regulation, e.g., GDPR, SOC2, HIPAA]**. We're a **[company size/type]**. Current state: **[describe what you've done so far, if anything]**.
R	Act as a compliance consultant creating an initial assessment.
A	Create a checklist of key requirements. For each: what it requires, what evidence is needed, and common mistakes companies make. Note that this is a starting point, not legal counsel.
F	Checklist format with checkboxes. Group by requirement area. Include a disclaimer that this needs legal review.
T	Thorough but approachable. Make compliance feel achievable, not overwhelming.

✉ Include what you've already done so Claude doesn't repeat it.

Education & Training

Course design, explanations, assessments

#44
Concept Explainer

C	I need to explain **[complex topic]** to someone who is **[describe their background, experience level, and what they already know]**.
R	Act as a patient, clear teacher who uses real-world analogies.
A	Explain the concept in 3-4 building blocks, going simple to complex. Use an analogy from their world. Include one practical example they can relate to.
F	Short paragraphs. Lead with the analogy, then build understanding. Define jargon immediately when used.
T	Warm and clear. Like explaining to a smart friend who just hasn't encountered this topic before.

✉ The more you describe their background, the better the analogies.

#45
Quiz Generator

C	Topic: **[subject]**. Audience: **[level, e.g., beginner employees, advanced students]**. Purpose: **[knowledge check / certification prep / practice]**.
R	Act as an instructional designer who writes fair, effective assessments.
A	Create a **[number]**-question quiz mixing: multiple choice (4 options), true/false, and 2-3 short-answer questions. Include an answer key with brief explanations.
F	Number questions. Label type. Put answer key on a separate section at the end. Make wrong answers plausible, not obviously silly.
T	Clear and fair. Questions should test understanding, not trick people.

✉ Specifying the audience level prevents questions that are too easy or too hard.

#46
Training Module Designer

C	I'm building a **[duration]** training session on **[topic]** for **[audience with X experience level]**. They need to be able to **[learning goal]** by the end.
R	Act as a corporate trainer who makes learning stick.
A	Design the module: 3-4 learning objectives, content outline with timing, 2 interactive activities, a knowledge check, and a takeaway resource.
F	Sections: Objectives / Outline (with time allocations) / Activities / Assessment / Takeaway. Make it a document I can hand to a facilitator.
T	Engaging and practical. Assume adults who learn best by doing, not listening to lectures.

A specific learning goal ("be able to X") produces a much better module than a vague topic.

Real Estate

Listings, client communication, market analysis

#47
Property Listing Writer

C	Property details: **[beds, baths, sqft, lot size, key features, renovations, neighborhood, nearby amenities]**. Price: **[if public]**.
R	Act as a top-performing real estate agent who writes listings that sell.
A	Write a listing description: lead with the strongest feature, highlight what makes it special, describe the neighborhood lifestyle, end with a CTA. Under 200 words.
F	One flowing paragraph (no bullet points). Front-load the best stuff. Don't oversell or use words like "stunning" and "breathtaking."
T	Inviting and specific. Paint a picture of living there, not just the specs.

Include one unique detail about the home. That's what makes a listing memorable.

#48
Market Update for Clients

C	Area: **[location]**. Recent data: **[paste stats: median price, inventory levels, days on market, rate changes, YoY trends]**.
R	Act as a knowledgeable local agent keeping clients informed.
A	Write a market update email. Break it into what it means for buyers and sellers separately. End with a soft CTA.
F	Subject line + body. Two sections (Buyers / Sellers). Under 250 words total. Use numbers but explain what they mean.
T	Informative and helpful, not alarmist. Don't push people to buy/sell. Let the data speak.

Real local data makes this 10x more valuable than a generic "the market is shifting" email.

Healthcare Admin

Patient communications, documentation, workflows

#49

Patient Communication Template

C	Practice type: **[describe]**. Communication type: **[appointment reminder / post-visit follow-up / pre-procedure instructions / billing notice]**.
R	Act as a patient communications specialist at a healthcare practice.
A	Write a **[type]** message that includes all necessary info, uses clear simple language (6th grade reading level), and ends with contact info for questions.
F	Keep it under 150 words. Short sentences. Avoid medical jargon where possible. If you must use a medical term, explain it in parentheses.
T	Caring and clear. Patients should feel informed, not talked down to or overwhelmed.

✉ *Specify the procedure or appointment type for more specific language.*

#50

Clinical Workflow Documentation

C	Process: **[e.g., patient intake, referral processing, lab result follow-up, insurance verification]**. Practice type: **[describe]**. Staff involved: **[roles]**.
R	Act as a practice operations manager writing an SOP.
A	Document this workflow step-by-step so a new staff member can follow it without help. Include: purpose, steps, decision points, who's responsible, timeframes, and how to handle exceptions.
F	Numbered steps. Bold the responsible role at each step. Include a "Troubleshooting" section at the end for common issues.
T	Precise and practical. Assume no prior knowledge of the process.

✉ *Walk through the process yourself and include every "it depends" moment.*

Your first prompt is a rough draft. Send it, read the output, then refine. The best prompters aren't people who write perfect prompts. They're people who iterate fast.