

The Executive *Prompt Library*

*Twelve field-tested prompts for the work that fills your week:
marketing, operations, sales, product, and strategy. Each one does a
single, specific job. Copy them, adapt them, share them freely.*

COPY · FILL THE BRACKETS · RUN

BEFORE YOU START

How to use these *prompts*

A sample of twelve prompts from a larger AI audit. They are written to run against your own material, so the same four rules apply to every one of them.

1

Feed it your real material

Every prompt is told to use only what you give it. The answer mirrors the input, so paste real notes, real quotes, and real numbers rather than a rough sketch.

2

Fill every bracket

Each prompt is a template with `[bracketed]` slots. Replace all of them with your specifics before you run it. A generic input returns a generic answer.

3

Trust the flags, then verify

The prompts mark their own gaps with `[ASSUMPTION]`, `[NEEDS SOURCE]`, `[UNASSIGNED]`, or `[NO DATE]`. When you see one, the model is telling you where it guessed. Check it before you ship.

4

One prompt, one job

Each card does a single task. Run it, read the output, keep what is right, and move on. Do not chain all twelve into one request.

WORTH REMEMBERING

These prompts earn their keep when you run them on your own work. AI drafts the first version. The decision, and the responsibility, stay with you.

MARKETING

Prompt 01 / 12

Content Repurposing Engine

WHEN TO USE

Turn one long asset (a call recording, a blog post, a webinar) into a week of channel-ready content without rewriting from scratch.

PROMPT

You are my content repurposing assistant. I will paste one source asset. Turn it into a multi-channel pack.

Source asset: [paste transcript, blog post, or notes]

My audience: [who they are, what they care about]

My channels: [e.g. LinkedIn, newsletter, X]

My voice: [3 adjectives, or paste a sample post]

Produce:

1. The single sharpest idea in the asset, in one sentence.
2. 3 LinkedIn post angles (hook plus a 2-line body each), each a different lens on that idea.
3. 1 newsletter section outline (subhead plus 3 bullets).
4. 5 short-form lines pulled verbatim or tightened from the asset.

Rules: no facts beyond the source, keep my voice, lead with the reader's benefit, no hashtags.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Core idea: "Most teams buy AI tools before fixing the workflow the tool is meant to help." LinkedIn angle 1
hook: "We almost paid for a tool to fix a problem a checklist solved."

CUSTOMIZE

Paste a sample of your best-performing post into the voice slot so the match is tight. In regulated industries, add "flag any claim that needs legal review."

MARKETING

Prompt 02 / 12

ICP and Positioning Message Generator

WHEN TO USE

Translate what you do into the language your best-fit buyer actually uses.

PROMPT

Act as a positioning strategist.

What we sell: [product or service in one paragraph]

Who buys it and loves it: [describe 1-2 best customers]

The problem they had before us: [in their words if you have them]

Alternatives they considered: [competitors, or "doing nothing"]

Produce:

1. A one-sentence positioning statement: For [segment] who [need], we are the [category] that [key benefit], unlike [alternative].
2. 3 homepage headline variants, each under 10 words.
3. The top 3 objections this buyer raises, with a one-line answer to each.
4. 5 phrases the buyer uses that we should mirror in copy.

Use only what I gave you. Mark any assumption with [ASSUMPTION] so I can verify.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Positioning: "For 5-50 person remote teams drowning in AI tools, we are the operator who tells you which three actually move revenue, unlike agencies that sell you ten."

CUSTOMIZE

Paste real customer-interview quotes into the "in their words" slot. Mirrored phrases only work when they come from real buyers, not from you.

MARKETING

Prompt 03 / 12

Inbound and SEO Content Brief Generator

WHEN TO USE

Turn a topic into a writer-ready brief so content ships without a blank-page stall.

PROMPT

You are an SEO content strategist.

Topic: [topic]

Primary reader: [who]

What they want to achieve: [job to be done]

Produce a content brief:

1. Search intent in one line (informational, commercial, or transactional).
2. A working title plus 2 alternates.
3. An H2/H3 outline (6-9 sections) that fully answers the reader's question.
4. 3 questions the article must answer to beat what currently ranks.
5. 1 original angle only we can credibly take, based on this: [your unique experience or data].
6. An internal CTA suggestion that fits the intent.

Do not invent statistics. Where a stat would help, write [NEEDS SOURCE].

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Title: "How small teams pick AI tools without wasting budget." Original angle: "Reviewed a dozen stacks; the overspend pattern repeated every time. [NEEDS SOURCE if cited]"

CUSTOMIZE

Fill the unique-experience slot with a real number or story you own. That is what makes the piece un-copyable.

OPERATIONS

Prompt 04 / 12

SOP Drafter

WHEN TO USE

Convert a loose verbal description of how something gets done into a clean, repeatable standard operating procedure.

PROMPT

You are an operations documentarian. I will describe a process loosely. Turn it into an SOP.

Process description: [describe what happens, who does it, in any order]

Produce:

1. SOP title and one-line purpose.
2. Trigger (when this SOP starts).
3. Numbered steps, each with: action, owner role, tool used, expected output.
4. Decision points written as "If X, then Y."
5. Definition of done.
6. 2 common failure modes and how to prevent them.

Ask me up to 3 clarifying questions first if the process has gaps. Do not invent steps I did not mention.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

SOP: Weekly client report. Trigger: Friday 9:00. Step 1: Pull metrics (owner: analyst, tool: dashboard, output: CSV).

CUSTOMIZE

Run this for your 3 most-repeated processes first. Store the outputs where the team already looks, not in a new tool.

OPERATIONS

Prompt 05 / 12

Meeting Notes to Action Items and Owners

WHEN TO USE

Turn a raw transcript or notes into decisions, owners, and deadlines.

PROMPT

You are my meeting summarizer.

Input: [paste transcript or notes]

Produce:

1. Decisions made (one line each).
2. Action items as a table: task, owner, due date, dependency.
3. Open questions that were not resolved.
4. A 3-line summary I can paste into the team channel.

Use only what is in the notes. If an owner or date was not stated, write [UNASSIGNED] or [NO DATE] rather than guessing.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT **[ILLUSTRATIVE]**

Decision: ship pricing page Thursday. Action: draft copy, [UNASSIGNED], [NO DATE], depends on final pricing.

CUSTOMIZE

Pair with a transcription tool so the input is automatic. Add your channel's format to step 4 so it pastes clean.

OPERATIONS

Prompt 06 / 12

Inbox Triage and Reply Drafter

WHEN TO USE

Clear an overloaded inbox by sorting messages and drafting replies you only need to approve.

PROMPT

You are my inbox assistant. I will paste several emails. For each one:

1. Classify: action-needed, waiting-on-me, FYI, or can-archive.
2. One-line summary of what they want.
3. Suggested priority: today, this week, or later.
4. For action-needed only: a draft reply in my voice (concise, warm, no filler).

My voice sample: [paste a short email you wrote]

Flag anything that looks like a deadline, payment, or legal matter with [IMPORTANT]. Do not send anything, only draft.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Email 1: action-needed. They want a call time. Priority: today. Draft: "Happy to talk. Does Thursday 14:00 work?"

CUSTOMIZE

Keep a folder of 5 sent emails as your voice reference. Re-paste it whenever drafts start sounding generic.

SALES

Prompt 07 / 12

Discovery Call Prep and Question Generator

WHEN TO USE

Walk into a sales call prepared, with research and the right questions, in five minutes.

PROMPT

You are my sales research assistant.

Prospect: [name, company, role]

What I know: [paste their site copy, LinkedIn, or notes]

What I sell: [one line]

Produce:

1. 3 likely priorities for someone in this role at this company.
2. 5 discovery questions that uncover pain, ordered broad to specific.
3. 2 likely objections and how I might address them.
4. 1 relevant proof point I could mention, based on this: [your relevant result].

Use only the input provided. Mark guesses with [ASSUMPTION].

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Priority: cutting tool spend. Question 1: "Walk me through how your team decides to adopt a new tool."

CUSTOMIZE

Paste the prospect's most recent post or announcement for sharper priorities. Never present an [ASSUMPTION] as fact on the call.

SALES

Prompt 08 / 12

Proposal and Follow-up Sequence Drafter

WHEN TO USE

Turn discovery notes into a proposal outline and a polite, non-pushy follow-up sequence.

PROMPT

You are my sales writer.

Discovery notes: [paste]

My offer and price: [paste]

Produce:

1. A proposal outline: their goal, the problem in their words, my approach, scope, timeline, price, next step.
2. A one-paragraph summary I can send by message.
3. A 3-touch follow-up sequence (day 2, day 5, day 10), each 3 sentences, each adding a new reason to act, none pushy.

Keep my pricing exactly as given. Do not invent results or guarantees.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Follow-up day 2: "Sending the one-pager from our call. The piece I would start with is [X] because it unblocks the rest."

CUSTOMIZE

Lock price and scope to what you actually quoted. Match the follow-up cadence to your real sales-cycle length.

PRODUCT

Prompt 09 / 12

Customer Feedback Synthesis and Theme Clustering

WHEN TO USE

Turn scattered feedback into ranked themes you can act on.

PROMPT

You are a product researcher.

Input: [paste reviews, survey answers, support tickets, or call notes]

Produce:

1. The top 5 themes, each with: theme name, number of mentions, one representative real quote from the input.
2. For each theme: is it a bug, a missing feature, a UX issue, or a positioning gap.
3. The single highest-impact theme to address first, with your reasoning.
4. What is NOT said but might matter (mark as a hypothesis to validate).

Use only quotes that appear in the input. Do not fabricate quotes or counts.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Theme: onboarding confusion (mentions: 8). Quote: "I did not know where to start." Type: UX.

CUSTOMIZE

Feed it raw, unedited feedback. The value is in the real quotes, so do not summarize before pasting.

PRODUCT

Prompt 10 / 12

Feature Spec / PRD Drafter

WHEN TO USE

Turn a rough idea into a structured spec the team can estimate.

PROMPT

You are a product manager.

Rough idea: [describe]

Who it is for: [user]

The problem it solves: [problem]

Produce a lightweight spec:

1. Problem statement (one paragraph).
2. User story: As a [user], I want [goal], so that [outcome].
3. Scope: must-have vs nice-to-have.
4. Acceptance criteria (testable bullets).
5. Open questions for the team.
6. What we are explicitly NOT building in v1.

Ask up to 3 questions if the idea is underspecified before writing.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

User story: As a solo founder, I want a weekly AI digest, so that I act on metrics without opening five tools.

CUSTOMIZE

Keep the "NOT building" section honest. It is the part that prevents scope creep later.

STRATEGY

Prompt 11 / 12

90-Day Priorities Planner

WHEN TO USE

Convert goals into a focused 90-day plan with owners.

PROMPT

You are my strategy partner.

My goal for the next 90 days: [goal]

Constraints: [time, budget, team]

Current state: [where things stand]

Produce:

1. The 3 priorities that matter most, ranked, with why each beats the rest.
2. For each priority: 30, 60, and 90 day milestones.
3. A milestones table: milestone, owner, success metric.
4. What I should explicitly stop or postpone to make room.
5. The single biggest risk and an early warning sign to watch.

Be specific and use only the constraints I gave. Challenge me if a goal is unrealistic for the constraints.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Priority 1: land first paying client. 30-day milestone: 5 real conversations. Stop doing: building internal tools.

CUSTOMIZE

Re-run every quarter. Keep the "stop doing" list visible. It is the part most people skip.

STRATEGY

Prompt 12 / 12

AI Tool Evaluation and Build-vs-Buy Decision

WHEN TO USE

Decide whether to adopt, switch, or skip an AI tool without the hype.

PROMPT

You are a pragmatic AI advisor.

Decision: [the tool or capability I am considering]

The job it would do: [job]

What we use today: [current method]

Budget and team skill: [context]

Produce:

1. The real job to be done, restated plainly.
2. 3 options: keep current, adopt this tool, or build it ourselves. For each: rough cost, time to value, lock-in risk.
3. The 5 questions I should ask the vendor before paying.
4. A recommendation, plus the one condition that would change it.
5. What could go wrong in the first 90 days and how to limit it.

No hype. If the honest answer is "your current method is fine," say so.

Replace every [bracket] with your specifics before you run it.

EXAMPLE OUTPUT [ILLUSTRATIVE]

Recommendation: keep current method for now, revisit if volume passes [X]. Vendor question: "Where is our data stored and can we export it?"

CUSTOMIZE

Run this before any new AI subscription. The data-export and lock-in questions are the ones that bite later.