TOOLFLOW AI · 2026 EDITION

500 AI Prompts That Actually Work

The Ultimate Prompt Library for ChatGPT, Claude, Gemini & AI Assistants

500	25	2026	FREE
Prompts	Categories	Edition	Forever

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25 categories · Every prompt copy-and-paste ready · Works with any AI model

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They are designed for educational and professional use.

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INTRODUCTION

Why Most AI Prompts Fail

The problem with most AI prompt guides is that they're full of prompts like 'Write a blog post about [topic].' That's not a prompt — it's a placeholder. A real prompt tells the AI who you are, what you need, why you need it, who it's for, and in what format.

This guide is different. Every one of the 500 prompts here was written to solve a specific, real-world problem. Each one includes the context, structure, and constraints that make AI produce actually useful output — not generic filler you'd spend 20 minutes editing.

Copy them, customise the bracketed sections, and paste them into ChatGPT, Claude, Gemini, or any AI model. The prompts are model-agnostic — they work everywhere.

> **The quality of your AI output is determined almost entirely by the quality of your input. A vague prompt gets a vague answer. A specific prompt gets a specific answer.**
>
> *— ToolFlow AI Prompt Philosophy*

HOW TO USE THIS GUIDE

How to use this guide: Browse by category, find a prompt that fits your need, replace all [bracketed] text with your specifics, and paste into your chosen AI model. For best results, treat the AI's first response as a draft and refine from there.

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THE FOUNDATION

The Anatomy of a Great AI Prompt

Every effective prompt contains some combination of these six elements. The more you include, the better the output. You don't need all six every time — but you should always include at least three.

ROLE
Who the AI should be: "Act as a senior copywriter..."

CONTEXT
What situation or background applies

TASK
The specific thing you want done

FORMAT
How the output should be structured

TONE
How it should sound and feel

EXAMPLE
A sample to guide the style

Good vs Bad Prompt Examples

Paragraph('caseSensitive': 1 'encoding': 'utf8' 'text': 'BAD PROMPT' 'frags': [ParaFrag(__tag__='b', bold=1, fontName='Poppins-Bold', fontSize=9, greek=0, italic=1, link=[], rise=0, text='BAD PROMPT', textColor=Color(1,1,1,1), us_lines=[])] 'style': 'bulletText': None 'debug': 0) #Paragraph	**Paragraph('caseSensitive': 1 'encoding': 'utf8' 'text': 'GREAT PROMPT' 'frags': [ParaFrag(__tag__='b', bold=1, fontName='Poppins-Bold', fontSize=9, greek=0, italic=1, link=[], rise=0, text='GREAT PROMPT', textColor=Color(1,1,1,1), us_lines=[])] 'style': 'bulletText': None 'debug': 0) #Paragraph**
`Write a blog post about coffee.`	`Write a 1,200-word blog post titled "5 Reasons Specialty Coffee is Worth the Price" for home barista enthusiasts. Use a conversational tone, include H2 subheadings, a bullet-point key takeaways section, and end with a CTA to try ToolFlow AI's Blog Writer.`
`Give me marketing ideas.`	`Give me 10 low-budget marketing ideas for a UK-based candle subscription box targeting women aged 28–42. Focus on organic social, email, and partnerships. Format as a numbered list with a one-line rationale for each.`

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`Summarise this.`	`Summarise this 3,000-word market research report in three formats: (1) a 100-word executive summary for the CEO, (2) seven bullet-point findings for a team email, and (3) a one-sentence TL;DR.`

The Prompt Quality Pyramid



PROMPT QUALITY CHECKLIST

- [ ] Role defined ("Act as a...")
- [ ] Context provided (audience, brand, situation)
- [ ] Task is specific and measurable
- [ ] Output format specified (table, list, paragraphs)
- [ ] Tone/voice indicated
- [ ] Length or scope defined
- [ ] Examples or references included where helpful
- [ ] Constraints stated (what NOT to do)

Common Prompt Mistakes

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- Too vague: "Write something about marketing"
- No audience: forgetting to say who the content is for
- No format: not specifying table, list, paragraphs, or length
- All in one: asking for 5 different outputs in a single prompt
- No iteration: accepting the first draft without refining
- Copy-pasting without customising the [bracketed] variables
- Treating AI as a search engine — it generates, not retrieves
- Not specifying the model context (short memory ≠ perfect recall)

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CHAPTER 01

Blog Writing

Whether you're writing for SEO, thought leadership, or audience growth, these prompts help you produce structured, compelling blog content fast.

WHEN TO USE THESE PROMPTS

When to use: Use when you need to plan, draft, outline, or rewrite blog posts across any niche.

5 Common Mistakes in This Category

- Asking for 'a blog post about X' without specifying audience, tone, or goal
- Not including the target keyword or SEO intent
- Forgetting to specify word count and structure
- Not providing context about your brand voice
- Asking for everything in one prompt — break it into steps

TOOLFLOW AI TIP

Use ToolFlow AI's Article Writer at toolflowai.app to generate full SEO blog posts from a single keyword in seconds.

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20 Prompts — Blog Writing

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

1
```
Write a 1,500-word blog post titled '[Title]' targeting the keyword '[keyword]'. Include an H1, 4 H2 sections, a bullet-pointed key takeaways section, and a conclusion with a CTA. Tone: [professional/conversational]. Audience: [describe audience].
```
copy & customise

2
```
Create a detailed blog outline for the topic '[topic]'. Include: working title, meta description, target keyword, 6 H2 headings with 3 bullet points each, internal link suggestions, and a recommended word count.
```
copy & customise

3
```
Rewrite this blog introduction to be more engaging and hook the reader in the first sentence: [paste introduction]. Keep the keyword '[keyword]' in the first 100 words.
```
copy & customise

4
```
Write 5 different blog title variations for an article about '[topic]'. Each title should use a different formula: How-to, Number list, Question, Bold claim, and Curiosity gap.
```
copy & customise

5
```
Write a 300-word blog introduction using the Problem-Agitate-Solution formula for an article about '[topic]' targeting '[audience]'. Include the keyword '[keyword]' naturally.
```
copy & customise

6
```
Turn this bullet-point outline into flowing, readable blog content. Maintain the structure but write each section in a professional tone for a [industry] audience: [paste outline].
```
copy & customise

7
```
Write a strong conclusion paragraph for a blog post about '[topic]'. Include a summary of the 3 main points, a relevant call to action, and end with a memorable one-liner.
```
copy & customise

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8 Create a FAQ section with 6 questions and detailed answers for a blog post about '[topic]'. Format each answer in 80–100 words. Base the questions on what someone would search on Google.

copy & customise

9 Review this blog post section and improve it for clarity, scannability, and engagement. Add subheadings where needed, shorten long sentences, and replace jargon with plain English: [paste section].

copy & customise

10 Write a 200-word author bio for a blog post in the [industry] niche. The author is [name], who specialises in [expertise]. The tone should be credible but approachable.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Blog Writing Prompts*

11 Write a blog post introduction that compares '[Option A]' vs '[Option B]'. Set up the comparison fairly, define both terms briefly, and end the intro with a clear statement of what the article will cover.

copy & customise

12 Generate 10 blog post ideas for a [type of business] targeting [audience]. For each idea include: working title, target keyword, content angle, and estimated search intent (informational/commercial/navigational).

copy & customise

13 Write a 'best tools for [task]' blog post section covering 5 tools. For each tool include: name, what it does, key feature, best for, and a one-sentence verdict. Format as a comparison table.

copy & customise

14 Edit this blog post paragraph for passive voice, wordiness, and weak openers. Rewrite any sentence starting with 'There is/are' or 'It is'. Return a cleaner version: [paste paragraph].

copy & customise

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15 Write a 'lessons learned' blog post in first person about [topic or experience]. Structure: intro (hook), 5 numbered lessons with 2–3 sentences each, and a conclusion. Tone: honest and direct.

copy & customise

16 Create a content brief for a blog post about '[topic]'. Include: SEO title, meta description, target keyword, secondary keywords, audience intent, recommended structure, competitor angles to beat, and estimated word count.

copy & customise

17 Write a 150-word blog post summary suitable for an email newsletter. The original post is about [topic] and the key insight is [main point]. Include a clear link CTA at the end.

copy & customise

18 Transform this technical blog post into a beginner-friendly version. Simplify the vocabulary, add analogies where helpful, and break long paragraphs into shorter ones: [paste technical content].

copy & customise

19 Write an opinion-led blog post intro that takes a clear stance on '[controversial industry topic]'. The opening should be confident, not aggressive, and set up the argument for the article.

copy & customise

20 Create a 'ultimate guide' style table of contents for a comprehensive blog post about '[topic]'. Include 8 main chapters with 3 sub-sections each, designed to rank for long-tail keywords.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 02

SEO & Content Strategy

SEO prompts that go beyond keyword stuffing — covering strategy, structure, on-page optimisation, and content planning.

WHEN TO USE THESE PROMPTS

When to use: Use when planning content calendars, optimising pages, writing meta tags, or researching topics.

5 Common Mistakes in This Category

- Only asking for keywords without specifying search intent
- Not providing your existing URL or page context for on-page audits
- Treating SEO content and brand content as separate — they should align
- Forgetting to specify geographic market (UK, US, global)
- Not asking for keyword difficulty context

TOOLFLOW AI TIP

Use ToolFlow AI's SEO Title Generator at toolflowai.app to produce click-optimised titles for any keyword.

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20 Prompts — SEO & Content Strategy

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

21

```
Create a 3-month content calendar for a [industry] blog targeting [audience]. Include 12 blog topics, target keywords, search intent, and publish priority. Format as a table.
```

copy & customise

22

```
Write an SEO meta title (under 60 characters) and meta description (under 155 characters) for a page about '[topic]'. Target keyword: '[keyword]'. Tone: [professional/friendly]. Include a CTA in the description.
```

copy & customise

23

```
Identify 10 long-tail keyword variations for the primary keyword '[keyword]'. For each variation, classify the search intent as informational, navigational, commercial, or transactional.
```

copy & customise

24

```
Perform an on-page SEO audit of this page content and suggest improvements for: title tag, meta description, H1, keyword density, internal linking opportunities, and readability: [paste page content].
```

copy & customise

25

```
Write a topic cluster strategy for '[pillar topic]'. Include 1 pillar page concept and 8 cluster page ideas, with suggested target keywords and the relationship between each cluster and the pillar.
```

copy & customise

26

```
Rewrite this existing meta description to be more compelling and SEO-optimised. Target keyword: '[keyword]'. Keep it under 155 characters and include a value proposition: [paste current meta].
```

copy & customise

27

```
Create a list of 15 featured snippet optimisation opportunities for [industry/niche]. For each, suggest the question, the ideal answer format (paragraph, list, or table), and a 40–60 word answer draft.
```

copy & customise

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28 Write a schema markup recommendation for a [type of page: FAQ/product/review/article] about '[topic]'. List the schema type, required fields, and example JSON-LD structure.

copy & customise

29 Analyse this article's heading structure and suggest improvements for SEO and scannability. Recommend which headings to add, remove, or rewrite: [paste headings].

copy & customise

30 Create a competitor content gap analysis prompt. Compare my site [describe site] with competitors [list competitors] in the [industry] niche. Identify 10 topics they rank for that I haven't covered.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · SEO & Content Strategy Prompts*

31 Write an FAQ page for [product/service/topic] with 8 questions targeting featured snippet positions. Format each answer in 50–80 words using the exact question as the heading.

copy & customise

32 Generate a list of 20 blog titles for [industry] that target bottom-of-funnel keywords — topics where the reader is ready to buy, compare, or hire.

copy & customise

33 Write a 300-word introduction for a pillar page about '[broad topic]'. Include the primary keyword in the first sentence, set up the structure of the guide, and explain what the reader will learn.

copy & customise

34 Suggest 6 internal linking opportunities for a new blog post about '[topic]' on a site that covers [related topics]. Include the anchor text and a brief reason for each link.

copy & customise

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35 Create an E-E-A-T improvement plan for a blog about '[topic]'. Suggest specific changes to demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness to Google.

copy & customise

36 Write a 'people also ask' answer set for the question '[main question]' in [industry]. Create 5 follow-up questions and concise 50-word answers formatted for Google's PAA box.

copy & customise

37 Design a content refreshing strategy for 5 existing blog posts. The posts cover [list topics]. Suggest what to update, what to cut, what new sections to add, and when to republish.

copy & customise

38 Write a title tag A/B test plan for the page '[current title]'. Create 3 alternative title variants and explain which SEO and click-through principles each one uses.

copy & customise

39 Create a keyword research brief for a new [type of website]. Include: seed keywords, suggested tools, how to prioritise by difficulty vs volume, and which pages to create first.

copy & customise

40 Write a site architecture recommendation for a [type of business] launching a blog. Suggest a folder structure, category names, pillar pages, and how to organise the first 20 posts.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 03

Social Media

From captions to campaigns, these prompts cover every major social platform and content type — designed to drive real engagement.

WHEN TO USE THESE PROMPTS

When to use: Use when creating captions, planning content calendars, writing ad copy, or developing social media strategy.

5 Common Mistakes in This Category

- Writing generic captions without a hook
- Not specifying the platform (Twitter/X vs LinkedIn have very different styles)
- Forgetting to ask for hashtag suggestions
- Not aligning the caption to a content goal (awareness, engagement, conversion)
- Using the same CTA every time

TOOLFLOW AI TIP

Use ToolFlow AI's Instagram Caption Generator at toolflowai.app to generate captions with the right tone, hook, and hashtags instantly.

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20 Prompts — Social Media

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

41

```
Write 5 Instagram carousel caption options for a post about '[topic]'. Each caption should have a different hook style: question, bold claim, stat, story opener, and controversial opinion. Include a CTA and 8 hashtags for each.
```

copy & customise

42

```
Create a 30-day social media content calendar for a [type of business]. Include post topic, platform, content format (reel/carousel/static), and caption direction for each day.
```

copy & customise

43

```
Write a LinkedIn post announcing [achievement/product launch/news] for a [type of company]. Length: 200–250 words. Tone: professional but human. End with a question to drive comments.
```

copy & customise

44

```
Generate 10 Twitter/X threads ideas for a [niche] creator. For each idea include: the hook tweet, 3 supporting points, and a closing CTA tweet.
```

copy & customise

45

```
Write a TikTok caption and hook script for a video about '[topic]'. The hook should be the first 3 seconds of spoken text. Keep the caption under 150 characters with 5 trending hashtags.
```

copy & customise

46

```
Create a social media content repurposing plan for a long blog post about '[topic]'. List how to turn it into: 1 LinkedIn post, 1 Twitter thread, 3 Instagram carousel slides, 1 TikTok script, and 2 story ideas.
```

copy & customise

47

```
Write 3 Facebook ad copy variations for [product/service]. Each variation should use a different angle: problem-led, benefit-led, and social proof-led. Include headline, body, and CTA for each.
```

copy & customise

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48 Create a Pinterest pin description strategy for a [niche] account. Write 5 pin descriptions of 100–150 words each, optimised for Pinterest search, for the topic '[topic]'.

copy & customise

49 Write a YouTube community post for a channel about [topic]. The post should tease an upcoming video, ask a question, and include a poll with 3 options.

copy & customise

50 Design a social media crisis response framework. Write 3 draft responses for: (1) a negative review going viral, (2) a factual error in a post, and (3) a controversial topic related to [industry].

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Social Media Prompts*

51 Write a social proof caption for [product/service] using a real customer quote: '[quote]'. Keep it under 100 words. Include the customer's first name and occupation if available.

copy & customise

52 Create a 'behind the scenes' social media post series for a [type of business]. Write 4 caption drafts showing: the team, the process, the workspace, and a day in the life.

copy & customise

53 Write a viral-format Twitter/X thread about '[counterintuitive insight in your niche]'. Thread: hook tweet + 8 content tweets + 1 CTA tweet. Each tweet must be under 280 characters.

copy & customise

54 Generate a social media bio for [person/brand] across 3 platforms: Instagram (150 chars), LinkedIn (200 words), and Twitter/X (160 chars). Brand: [describe brand]. Tone: [tone].

copy & customise

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55 Write 5 story poll questions for a [niche] Instagram account. Each poll should be engaging, drive saves/shares, and relate to common pain points of [target audience].

copy & customise

56 Create a UGC (user-generated content) campaign brief for [brand/product]. Include: campaign hashtag, content prompt, rules, incentive, and 3 example captions to seed the campaign.

copy & customise

57 Write a social media launch sequence for a new [product/service]. Include posts for: teaser (D-7), announcement (D-1), launch day, post-launch social proof, and last-chance urgency.

copy & customise

58 Generate 10 engagement-bait caption hooks for a [niche] account. Each hook should make the reader stop scrolling and want to comment or save.

copy & customise

59 Write a LinkedIn article intro (300 words) on '[topic]'. It should start with a personal story or data point, position the author as experienced, and set up the article's main argument.

copy & customise

60 Create a social media A/B test plan for a campaign promoting [product]. Test 2 versions of: the hook, the CTA, the image description, and the hashtag strategy. Explain what each version is testing.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

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0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 04

Email Marketing

Email is still the highest-ROI marketing channel. These prompts cover welcome sequences, newsletters, promotional campaigns, and automated drips.

WHEN TO USE THESE PROMPTS

When to use: Use when writing campaigns, sequences, subject lines, re-engagement emails, or transactional messages.

5 Common Mistakes in This Category

- Writing subject lines that are too vague ('Important update')
- Not specifying the email's single goal before writing
- Forgetting to include the subscriber's first name placeholder
- Making emails too long — most emails should have one CTA
- Not testing subject line vs preview text together

TOOLFLOW AI TIP

Use ToolFlow AI's Email Writer at toolflowai.app to draft full email sequences from a single brief.

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20 Prompts — Email Marketing

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

61

```
Write a 5-email welcome sequence for new subscribers of a [type of business]. Emails: (1) Welcome + what to expect, (2) Best resources, (3) Brand story, (4) Most popular product/offer, (5) Invite to community. Each email: 150–200 words.
```

copy & customise

62

```
Write a promotional email for [product/offer] with a deadline of [date]. Include: subject line with urgency, preview text, personalised greeting, value-led body, 2 CTAs, and a P.S. line. Tone: [friendly/professional].
```

copy & customise

63

```
Generate 10 email subject line variations for a newsletter about '[topic]'. Use a different formula for each: curiosity, number, question, urgency, personalisation, how-to, bold claim, emoji, FOMO, and social proof.
```

copy & customise

64

```
Write a re-engagement email for subscribers who haven't opened in 90 days. Include: attention-grabbing subject line, honest acknowledgement, value reminder, single CTA, and an unsubscribe option mentioned naturally.
```

copy & customise

65

```
Create a 3-email abandoned cart sequence for an ecommerce store selling [product type]. Email 1 (1 hour): reminder. Email 2 (24 hours): objection handling. Email 3 (72 hours): final offer. Each email: 100–150 words.
```

copy & customise

66

```
Write a weekly newsletter template for a [niche] brand. Structure: subject line, intro paragraph, 3 content sections with headers, 1 featured resource, 1 CTA, and a sign-off. Make it skimmable.
```

copy & customise

67

```
Write a cold outreach email to [target: e.g. podcast hosts, journalists, potential partners] about [your product/idea]. Under 120 words. One clear ask. No jargon. Subject line included.
```

copy & customise

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68 Create a post-purchase email sequence for a [product] customer. Email 1: Order confirmation + excitement builder. Email 2 (day 3): Onboarding tips. Email 3 (day 7): Ask for review. Each: 100 words.

copy & customise

69 Write a win-back email campaign for churned [SaaS/subscription] customers. Email 1: Acknowledge they left. Email 2: What's new. Email 3: Final offer. Tone: respectful, not desperate.

copy & customise

70 Generate a plain-text style newsletter email for a [type of creator] audience. 300 words. One main insight, one recommendation, one question for the reader. No images, no heavy formatting.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Email Marketing Prompts*

71 Write an event invitation email for [webinar/conference/launch event]. Include: subject line, event details, why they should attend, speaker credibility line, and RSVP CTA.

copy & customise

72 Create a referral program email for existing [customers/subscribers]. Explain the programme, the incentive, and how to share — in under 200 words. Include subject line and preview text.

copy & customise

73 Write a product update email announcing [new feature]. Lead with the user benefit, not the technical detail. Under 150 words. Include one screenshot description placeholder and a CTA.

copy & customise

74 Create a survey email to collect customer feedback on [product/service]. Include subject line, brief context (why you're asking), 3 specific questions in the email body, and a link CTA to longer form.

copy & customise

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75 Write a Black Friday / seasonal sale email for [business type]. Include: subject line, countdown reference, clear offer details, comparison to regular price, urgency CTA, and mobile-friendly formatting notes.

copy & customise

76 Create an email nurture sequence (5 emails) for a lead who downloaded '[lead magnet]'. Each email should deliver one valuable insight related to [topic] and softly move toward [conversion goal].

copy & customise

77 Write a 'personal from the founder' email for [brand]. Tone: genuine, direct, first-person. Topic: [share challenge/milestone/change]. Under 250 words. No sales pitch — just authentic connection.

copy & customise

78 Generate 5 preview text (preheader) options for this subject line: '[subject line]'. Each preview text should complement the subject without repeating it and create a reason to open.

copy & customise

79 Write a plain-text friendly transactional email for [action: password reset/shipping update/invoice]. Include all essential info clearly. Tone: helpful. Add one subtle brand-friendly line at the end.

copy & customise

80 Create an email A/B test brief for a campaign promoting [offer]. Test variables: subject line (2 options), CTA button text (2 options), and email length (short vs long). Define success metric.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 05

Sales & Copywriting

Conversion-focused prompts for landing pages, sales pages, product descriptions, ads, and persuasive copy that actually closes.

WHEN TO USE THESE PROMPTS

When to use: Use when writing copy for any page, ad, or content where the goal is to get someone to take a specific action.

5 Common Mistakes in This Category

- Leading with features instead of benefits
- Using weak CTAs like 'click here' instead of value-driven action words
- Writing for everyone instead of a specific buyer persona
- Not including objection handling in sales copy
- Forgetting social proof and trust signals

TOOLFLOW AI TIP

Use ToolFlow AI's AI Writer at toolflowai.app to generate conversion copy with the right persuasion framework built in.

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20 Prompts — Sales & Copywriting

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

81

```
Write a landing page for [product/service] using the AIDA framework (Attention, Interest, Desire, Action). Include: headline, sub-headline, 3 benefit sections, social proof placeholder, and a CTA button. Audience: [describe audience].
```

copy & customise

82

```
Rewrite this product description using the FAB formula (Feature, Advantage, Benefit) for a [product]. Current description: [paste current]. Make it scannable with bullet points for the key benefits.
```

copy & customise

83

```
Create a sales page structure for a [price point] [product/course/service]. Include all sections: headline, hook, pain points, solution introduction, features/benefits, social proof, FAQ, pricing, guarantee, and CTA.
```

copy & customise

84

```
Write a Google Ads search campaign for [product/service]. Create: 3 responsive search ad headline variants (30 chars each), 2 description lines (90 chars each), and 3 ad extensions. Keyword: [keyword].
```

copy & customise

85

```
Write 5 value proposition variations for [business/product]. Each should be one sentence that clearly states: what it does, who it's for, and the primary benefit. Test different emotional angles.
```

copy & customise

86

```
Create an objection-handling section for a sales page about [product/service]. Address these 5 common objections: price, trust, timing, need, and alternatives. Each response: 50–80 words.
```

copy & customise

87

```
Write a hero section for a SaaS product homepage. Include: H1 headline (under 10 words), sub-headline (under 20 words), 3 social proof indicators, and a primary + secondary CTA. Product: [describe product].
```

copy & customise

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88 Create a pricing page copy for a [product] with 3 tiers: Basic [price], Pro [price], Enterprise [custom]. Write the tier names, feature lists, and recommended tag for the middle tier.

copy & customise

89 Write a video sales letter (VSL) script for [product]. Length: 3 minutes (≈450 words). Structure: hook story, problem, agitate, solution, social proof, offer details, guarantee, CTA. Tone: [conversational/professional].

copy & customise

90 Generate 10 headline variations for a [product/offer] sales page. Use these formulas: How-to, Number benefit, Transformation, Fear-based, Social proof, Question, Bold claim, 'Finally', 'The secret to', and Specificity.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Sales & Copywriting Prompts*

91 Write a checkout page copy for [product]. Include: order summary phrasing, trust badges (list what to include), guarantee statement, and a one-sentence urgency line above the buy button.

copy & customise

92 Create an upsell offer script for after [product] purchase. The upsell is [upsell product]. Write a 100-word popup/page that: acknowledges the purchase, introduces the upsell, explains the benefit, and offers a discount.

copy & customise

93 Write a case study page for [client name] who used [product/service] to achieve [result]. Structure: challenge, solution, process, result (with specific numbers), and a testimonial quote. 400 words.

copy & customise

94 Create a free trial signup page for [SaaS product]. Include: compelling headline, 3 bullet benefits, email capture form text, 'No credit card required' trust text, and what happens after they sign up.

copy & customise

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95 Write a retargeting ad script for people who visited [product page] but didn't buy. Create 3 ad variations: one addressing price, one addressing trust, one creating FOMO. Each: 25 words max.

copy & customise

96 Create a product comparison page template for '[your product] vs [competitor]'. Include an objective-sounding intro, a feature comparison table (8 rows), and a conclusion that naturally positions your product.

copy & customise

97 Write a testimonial request email to send to existing customers of [product]. Ask for: outcome achieved, before/after comparison, and a photo permission. Keep it under 100 words and make it feel easy to reply.

copy & customise

98 Create a 'money back guarantee' section for a sales page. The guarantee is [X days]. Write 3 versions: minimal, confident, and bold. Each under 60 words.

copy & customise

99 Write a FAQ section for a [product/service] sales page. Include 8 questions that address the top reasons people don't buy. Each answer should close the objection and reinforce the purchase decision.

copy & customise

100 Create a banner ad copy set for [product] (display advertising). Write copy for 3 sizes: leaderboard (728x90), rectangle (300x250), and square (250x250). Each needs: headline, benefit, CTA.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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toolflowai.app

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CHAPTER 06

Programming & Development

From debugging to architecture, these prompts help developers write better code, explain complex concepts, and solve problems faster.

WHEN TO USE THESE PROMPTS

When to use: Use when writing, debugging, reviewing, explaining, or documenting code across any language or framework.

5 Common Mistakes in This Category

- Not sharing the relevant code snippet or error message
- Not specifying the language version or framework
- Asking 'why doesn't this work' without sharing the full context
- Not defining the expected input/output
- Asking for a full application when iterative steps work better

TOOLFLOW AI TIP

Use ToolFlow AI's AI Code Explainer at toolflowai.app to get plain-English explanations of any code block instantly.

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20 Prompts — Programming & Development

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

101

```
Debug this [language] code. Identify the bug, explain why it's happening, and provide a corrected version with comments explaining the fix: [paste code].
```

copy & customise

102

```
Write a [language] function that [describe what it should do]. Include: input parameters with types, return type, error handling, and a usage example with sample data.
```

copy & customise

103

```
Explain this code to a junior developer. Use plain English, avoid jargon where possible, and explain each section's purpose: [paste code].
```

copy & customise

104

```
Review this code for performance issues, security vulnerabilities, and readability problems. Provide a prioritised list of improvements with code examples for each: [paste code].
```

copy & customise

105

```
Write a complete REST API endpoint in [language/framework] for [describe functionality]. Include: route definition, input validation, error handling, and a sample JSON response.
```

copy & customise

106

```
Convert this [language A] code to [language B] while maintaining the same logic and adding idiomatic patterns for the target language: [paste code].
```

copy & customise

107

```
Write unit tests for this function using [testing framework]. Cover: happy path, edge cases, and error cases. Mock any external dependencies: [paste function].
```

copy & customise

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108

```
Create a database schema for [describe application]. Include tables, columns with data types, primary/foreign keys, and indexes. Use [SQL dialect / MongoDB / etc.].
```

copy & customise

109

```
Write a regex pattern that matches [describe what to match]. Provide: the pattern, an explanation of each component, and 3 test examples that should match and 2 that should not.
```

copy & customise

110

```
Explain the difference between [concept A] and [concept B] in [language/framework]. Provide a code example demonstrating when to use each and the real-world consequences of choosing wrong.
```

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Programming & Development Prompts*

111

```
Create a [language] class for [describe what the class represents]. Include: constructor, 4 methods with appropriate types, a toString/repr method, and example instantiation.
```

copy & customise

112

```
Write a [language] script to [describe automation task]. The script should: handle errors gracefully, log its progress, and be reusable with configurable parameters.
```

copy & customise

113

```
Refactor this code to follow SOLID principles (or clean code principles). Explain each change you make and why: [paste code].
```

copy & customise

114

```
Write documentation for this function/module in [JSDoc / Python docstring / other] format. Include: purpose, parameters, return values, exceptions, and a usage example: [paste code].
```

copy & customise

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115 Design a system architecture for [describe application]. Include: components, how they communicate, data flow, technology choices with rationale, and potential bottlenecks.

copy & customise

116 Create a [language] implementation of the [algorithm name] algorithm. Include comments explaining each step, time/space complexity analysis, and a test case.

copy & customise

117 Identify all security vulnerabilities in this code and provide hardened alternatives: [paste code]. Focus on: SQL injection, XSS, authentication flaws, and data exposure.

copy & customise

118 Write a [language] CLI tool that [describe functionality]. Include argument parsing, help text, error messages, and a README section explaining usage.

copy & customise

119 Optimise this [language] code for performance. Profile the bottlenecks first, then rewrite the critical sections. Include before/after comparison with expected improvement rationale: [paste code].

copy & customise

120 Create a Git workflow strategy for a team of [size] working on [type of project]. Include: branch naming conventions, PR template, code review checklist, and merge strategy.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

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0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 07

Data Analysis

Turn raw data into actionable insights with prompts for analysis, visualisation planning, reporting, and interpretation.

WHEN TO USE THESE PROMPTS

When to use: Use when analysing datasets, writing reports, creating dashboard briefs, or interpreting business metrics.

5 Common Mistakes in This Category

- Not providing context about what the data represents
- Asking for analysis without specifying the decision it informs
- Forgetting to specify the audience for the report
- Not defining what 'success' looks like numerically
- Analysing data in isolation without benchmarks or comparisons

TOOLFLOW AI TIP

Combine these prompts with ToolFlow AI's AI Summarizer to condense long data reports into executive summaries instantly.

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20 Prompts — Data Analysis

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

121

```
Analyse this data and identify the top 3 trends, 2 anomalies, and 1 recommended action. Present findings in plain English for a non-technical audience: [paste data or describe dataset].
```

copy & customise

122

```
Write a Python/SQL query to [describe what you want to find] from a table with these columns: [list columns]. Include comments explaining each step.
```

copy & customise

123

```
Create a dashboard design brief for a [type of business] executive dashboard. Include: 6 KPIs with definitions, recommended chart types, data refresh frequency, and alert thresholds.
```

copy & customise

124

```
Write an analyst report summary for this data. Structure: executive summary (3 sentences), key findings (5 bullet points), interpretation, limitations, and recommended next steps: [describe data].
```

copy & customise

125

```
Design a cohort analysis framework for a [SaaS/ecommerce/app] business. Define: cohort groups, metrics to track (retention, LTV, churn), time periods, and how to visualise the results.
```

copy & customise

126

```
Write a data story from this information for a board presentation. Turn the numbers into a narrative with: context, what changed, why it matters, and what we're doing about it: [paste data].
```

copy & customise

127

```
Create an A/B test results analysis framework. Given test A had [result A] and test B had [result B] with [sample sizes], calculate statistical significance, practical significance, and make a recommendation.
```

copy & customise

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128 Write a Python script using pandas to clean this dataset. Issues to fix: duplicates, missing values, inconsistent date formats, and outliers. Provide the code with explanations: [describe dataset structure].

copy & customise

129 Create a customer segmentation framework for a [type of business] with [data available]. Define 4 customer segments with: segment name, characteristics, size estimate, and recommended strategy for each.

copy & customise

130 Write an Excel formula or Google Sheets formula to [describe what calculation you need]. Explain how the formula works and provide an example with sample data.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Data Analysis Prompts*

131 Interpret these Google Analytics metrics for a [type of website]. Highlight what's performing well, what needs attention, and 3 specific actions to take: [paste metrics].

copy & customise

132 Create a weekly metrics report template for a [type of business]. Include: metrics to track, how to calculate them, target thresholds, and a commentary section for context.

copy & customise

133 Write a data collection plan for a [type of research question]. Include: what data to collect, how to collect it, sample size recommendations, potential biases, and how to ensure data quality.

copy & customise

134 Design a funnel analysis for [describe customer journey]. Identify: stages, metrics at each stage, expected drop-off rates, and where to focus optimisation first.

copy & customise

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135 Write a plain-English interpretation of this statistical output. Explain what it means for a business audience who doesn't understand p-values or confidence intervals: [paste stat output].

copy & customise

136 Create a competitive benchmarking framework for [metric] in the [industry] sector. Define what to measure, where to find data, how to present comparisons, and how often to refresh.

copy & customise

137 Write a data visualisation recommendation for this dataset. For each key insight, suggest: chart type, axes, colour coding, and title. Explain why each chart type is the best choice: [describe data].

copy & customise

138 Build a financial model structure for [describe business]. Include: assumptions table, revenue model, cost structure, P&L projection, and 3 scenario outputs (base, best, worst case).

copy & customise

139 Create a root cause analysis for this business problem: [describe problem with data]. Use the 5 Whys method and suggest 3 potential solutions with implementation complexity ratings.

copy & customise

140 Write a data governance policy outline for a [size] company. Cover: data ownership, access levels, retention periods, GDPR/privacy considerations, and data quality standards.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 08

Job Search & Career

Land more interviews and opportunities with prompts for CVs, cover letters, LinkedIn, interview prep, and salary negotiation.

WHEN TO USE THESE PROMPTS

When to use: Use when updating your CV, applying for jobs, preparing for interviews, or building your professional profile.

5 Common Mistakes in This Category

- Asking for a generic CV without providing your specific experience
- Not including the job description you're applying for
- Writing cover letters that start with 'I am writing to apply for...'
- Not asking for industry-specific formats
- Forgetting to tailor each application to the specific role

TOOLFLOW AI TIP

Use ToolFlow AI's Cover Letter Generator at toolflowai.app to produce tailored cover letters in 30 seconds from your CV and job description.

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20 Prompts — Job Search & Career

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

141

```
Rewrite my CV summary section to be more compelling for a [job title] role at a [type of company]. My current summary: [paste]. Key skills I want to highlight: [list skills]. Keep it under 80 words.
```

copy & customise

142

```
Review this job description and identify the top 10 keywords and phrases I should incorporate into my CV and cover letter. Job description: [paste JD].
```

copy & customise

143

```
Write a cover letter for the role of [job title] at [company]. My background: [brief summary]. Key achievements: [list]. Why this company: [reason]. Tone: professional but confident. Under 350 words.
```

copy & customise

144

```
Transform these CV bullet points from task-based to achievement-based using the CAR format (Challenge, Action, Result). Add quantifiable outcomes where possible: [paste bullet points].
```

copy & customise

145

```
Create a list of 15 behavioural interview questions for a [job title] role and write STAR-method (Situation, Task, Action, Result) answer frameworks for each.
```

copy & customise

146

```
Write a LinkedIn profile summary (About section) for a [job title] with [X years] of experience in [industries]. Highlight: expertise, achievements, and what they're looking for next. Under 300 words.
```

copy & customise

147

```
Prepare me for a technical interview for a [role] at a [type of company]. Create 10 technical questions at [junior/mid/senior] level and model answers that demonstrate depth of knowledge.
```

copy & customise

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148 Write a salary negotiation script for when I receive an offer of [amount] for a [role] and the market rate is [range]. Include: how to respond, what to say, and how to counter-offer confidently.

copy & customise

149 Create a 30-60-90 day plan for starting a new role as [job title] at [type of company]. Be specific about goals, actions, and success metrics for each phase.

copy & customise

150 Identify the gaps between my CV [paste CV] and this job description [paste JD]. Suggest how to address each gap — either through rephrasing existing experience or flagging transferable skills.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Job Search & Career Prompts*

151 Write a thank-you email to send after an interview for [role] at [company]. Reference a specific topic from the interview: [topic]. Express genuine interest. Under 150 words.

copy & customise

152 Create a professional bio in third person for [name], a [job title] with experience in [industries]. For use on: website about page, speaker profile, and award nomination. 150 words.

copy & customise

153 Write a LinkedIn connection request message to [role] at [company] after [context: met at event/saw their post/want to learn from them]. Under 300 characters.

copy & customise

154 Help me answer 'Tell me about yourself' for a [role] interview. My background: [describe]. Keep it under 2 minutes of speaking time and structure it: past, present, future.

copy & customise

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155 Create a portfolio project brief that demonstrates [skill/technology] suitable for a [job title] application. Include: project name, problem it solves, tech stack, features to build, and how to present it.

copy & customise

156 Write a resignation letter for leaving [current role] for [new opportunity/personal reasons]. Tone: professional and gracious. Notice period: [X weeks]. Keep it under 150 words.

copy & customise

157 Identify 10 companies I should target for my job search as a [profile] interested in [industry/role type]. For each, explain why they'd be a good fit and how to approach them.

copy & customise

158 Write a follow-up email after submitting an application to [company] for [role] that has had no response for [X weeks]. Tone: polite and persistent. Under 100 words.

copy & customise

159 Create a skills gap analysis for my goal of becoming a [target role]. My current skills: [list]. What I need to learn: suggest specific skills, courses, and a 6-month learning plan.

copy & customise

160 Write 5 LinkedIn posts I could publish as a job seeker in [field] to attract recruiters and demonstrate expertise. Each post should showcase a different aspect of my professional knowledge.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

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copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

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copy & customise

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CHAPTER 09

Creative Writing & Storytelling

From fiction to brand storytelling, these prompts unlock creative writing across genres, formats, and styles.

WHEN TO USE THESE PROMPTS

When to use: Use for fiction, scripts, story outlines, character development, brand narratives, or any creative project.

5 Common Mistakes in This Category

- Not specifying the genre, tone, or target audience
- Asking for a complete story all at once — build iteratively
- Not providing character backstory or world rules
- Forgetting to specify POV (first person, third person, etc.)
- Accepting a first draft — always ask for revisions

TOOLFLOW AI TIP

Use ToolFlow AI's AI Writer to generate first drafts, then use the AI Rewriter to refine tone, pacing, and voice.

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20 Prompts — Creative Writing & Storytelling

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

161

```
Write the opening chapter (800 words) of a [genre] novel. Setting: [setting]. Protagonist: [brief description]. Opening conflict: [describe]. POV: [first/third person]. Tone: [tone].
```

copy & customise

162

```
Create a 3-act story structure for a [genre] story about [main premise]. Include: Act 1 setup and inciting incident, Act 2 rising action and midpoint, Act 3 climax and resolution.
```

copy & customise

163

```
Write a character profile for a [role: protagonist/antagonist/supporting] in a [genre] story. Include: name, age, background, core motivation, fatal flaw, unique quirk, and speaking style.
```

copy & customise

164

```
Create a 5-minute short film script for a scene where [describe scene]. Include: scene description, dialogue, stage directions, and emotional beats. Format: proper screenplay style.
```

copy & customise

165

```
Write a tense dialogue scene between [character A] and [character B] where they are [conflict or situation]. Show character through subtext — what they don't say is as important as what they do.
```

copy & customise

166

```
Design a fictional world for a [genre] story. Include: geography, political structure, cultural norms, technology or magic system, history in 3 key events, and the central conflict that drives the story.
```

copy & customise

167

```
Write a brand origin story for [company/product] in 300 words. Make it human, honest, and emotionally resonant. The founder: [brief description]. The problem they solved: [describe].
```

copy & customise

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168 Rewrite this dry, factual product description as a compelling story. The product is [product]. Keep the key facts but turn it into a narrative that makes the reader feel something: [paste description].

copy & customise

169 Create a 10-scene outline for an episode of a [genre] TV series about [premise]. Include: cold open, rising action beats, subplot, B-story, turning point, and cliffhanger ending.

copy & customise

170 Write a villain monologue for [character] who believes they are the hero of their own story. Their motivation: [describe]. They are addressing [who]. Make them compelling, not cartoonish.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Creative Writing & Storytelling Prompts*

171 Create a 3-paragraph short story that uses the Chekhov's Gun principle — establish an object or detail in paragraph 1 that becomes critical to the plot in paragraph 3. Theme: [theme].

copy & customise

172 Write a mythological origin story for [concept, place, or object] in the style of [culture: Greek/Norse/African/etc.]. Under 500 words. Include a moral or lesson.

copy & customise

173 Design a magic system for a fantasy novel. Rules: [any rules you have]. Fill in: source of power, how it's learned, limitations, cost/sacrifice required, and societal impact.

copy & customise

174 Write a scene from two different character POVs. The same event: [describe event]. First: from [character A]'s perspective. Second: from [character B]'s. Show how each interprets the event differently.

copy & customise

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175 Create a 'Save the Cat' beat sheet for a [genre] movie about [premise]. Include all 15 beats with brief descriptions. Use [Blake Snyder's beat names].

copy & customise

176 Write a children's story (ages 5–8) about [topic/theme]. Include: a relatable protagonist, a clear problem, a resolution that teaches [lesson], and a repeating phrase that children will enjoy.

copy & customise

177 Write a plot twist reveal scene for a story where [describe the twist]. The audience should be surprised but in hindsight it should feel inevitable. 400 words.

copy & customise

178 Create a 30-day writing challenge for aspiring [genre] writers. Each prompt should build a different skill: character, setting, dialogue, conflict, pacing, description, etc.

copy & customise

179 Write a scene where [describe emotionally difficult moment] from the perspective of a character who doesn't want to show they're affected. Show emotion through actions, not adjectives.

copy & customise

180 Create a series bible for a [genre] book series. Include: premise, protagonist arc across 3 books, recurring themes, world rules that stay consistent, and how each book stands alone while serving the series.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

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copy & customise

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copy & customise

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CHAPTER 10

Education & Teaching

Prompts for teachers, trainers, instructional designers, and students to create, improve, and understand educational content.

WHEN TO USE THESE PROMPTS

When to use: Use for lesson plans, assessments, explanations, study guides, course design, or student-facing content.

5 Common Mistakes in This Category

- Not specifying the learner's age, level, or prior knowledge
- Asking for explanations without a context or use case
- Not defining the learning objective before designing content
- Creating content that's too long — chunk information into digestible pieces
- Forgetting to include assessment or self-check questions

TOOLFLOW AI TIP

Combine these prompts with ToolFlow AI's AI Summarizer to condense long educational texts into student-friendly summaries.

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20 Prompts — Education & Teaching

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

181

```
Create a lesson plan for teaching [topic] to [age group/grade/level] students.
Include: learning objectives, materials needed, 5-minute hook activity, main
instruction (20 mins), group activity (15 mins), and assessment.
```

copy & customise

182

```
Explain [complex concept] to a [age/level] student using an everyday analogy. Then
explain it again using a visual description they could draw. Finally, give a
3-question self-check quiz.
```

copy & customise

183

```
Design a 6-week online course outline for [topic]. Include: week title, learning
outcomes (2 per week), suggested content format (video/reading/activity), and one
assessment per week.
```

copy & customise

184

```
Create a differentiated learning activity for [topic] at 3 levels: beginner (needs
scaffolding), intermediate (working towards mastery), and advanced (extending
learning). Topic: [topic].
```

copy & customise

185

```
Write a student-facing rubric for assessing [assignment type]. Include 4 criteria, 4
performance levels (Excellent, Good, Developing, Beginning), and descriptors for each
cell.
```

copy & customise

186

```
Create 20 multiple-choice quiz questions about [topic] for [level] learners. Each
question should have 4 options with one correct answer. Include an answer key and
brief explanation for each.
```

copy & customise

187

```
Write a study guide for [topic/exam]. Include: key concepts summary, vocabulary list
with definitions, 5 practice questions, common misconceptions, and a 1-page visual
summary.
```

copy & customise

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188 Design a project-based learning activity for [topic] suitable for [age group]. Include: the driving question, student roles, resources needed, process steps, and presentation format.

copy & customise

189 Create a formative assessment strategy for a [subject] unit on [topic]. Suggest 5 low-stakes assessment ideas that check understanding without high-pressure testing.

copy & customise

190 Write an explanation of [mathematical or scientific concept] for a student who struggled with it the first time. Use: simple language, a real-world example, step-by-step breakdown, and a worked example.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Education & Teaching Prompts*

191 Create a debate lesson plan for the topic '[debatable statement]'. Include: how to assign positions, research time structure, speaking turn format, and evaluation criteria.

copy & customise

192 Design a flipped classroom activity for [topic]. Include: what students do before class (self-study resources), what happens in class (application/discussion), and how to hold them accountable for the prep work.

copy & customise

193 Write 5 open-ended discussion questions for a class studying [book/topic/event]. Questions should move from comprehension to analysis to evaluation (Bloom's Taxonomy progression).

copy & customise

194 Create a student self-reflection template for after completing [project/unit/assessment]. Include prompts for: what they learned, what they found difficult, what they'd do differently, and a goal for next time.

copy & customise

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195 Write a parent communication email explaining [upcoming unit/change/event] to parents of [age group] students. Tone: warm, clear, and jargon-free. Under 200 words.

copy & customise

196 Design an interactive activity to introduce [new concept] to [age group] students without any prior instruction. The activity should let students discover the concept through experience, not explanation.

copy & customise

197 Create a vocabulary builder activity for [topic] at [level]. Include: 15 key terms with definitions, a matching exercise, gap-fill sentences, and a contextual writing task using all terms.

copy & customise

198 Write a case study scenario for [professional training topic]. Include: background situation, 3 decision points, options for each decision, consequences, and a debrief discussion guide.

copy & customise

199 Design a spaced repetition review schedule for a student studying [subject] for an exam in [X weeks]. Include: what to review each week, how long to spend, and review format suggestions.

copy & customise

200 Create an inclusive classroom strategy for teaching [topic] to a class that includes students with [diverse needs: EAL, dyslexia, ADHD, high ability]. Suggest specific adaptations for each group.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 11

Ecommerce & Product

Prompts for product listings, Amazon, Shopify, customer reviews, product strategy, and ecommerce copywriting.

WHEN TO USE THESE PROMPTS

When to use: Use when writing product descriptions, optimising listings, planning launches, or developing product strategy.

5 Common Mistakes in This Category

- Writing product descriptions that list features without benefits
- Not including the target customer in the brief
- Ignoring platform-specific requirements (Amazon A+ vs Shopify vs Etsy)
- Not specifying the tone (technical/lifestyle/luxury/budget)
- Forgetting to include SEO keywords in listing titles and bullets

TOOLFLOW AI TIP

Use ToolFlow AI's Product Description Generator at toolflowai.app to generate SEO-optimised product copy for any platform in seconds.

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20 Prompts — Ecommerce & Product

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

201

```
Write an Amazon product listing for [product]. Include: SEO-optimised title (200 chars), 5 bullet points (benefit-led, 200 chars each), product description (A+ style, 2000 chars), and 10 backend keywords.
```

copy & customise

202

```
Write a Shopify product description for [product] targeting [audience]. Include: compelling headline, 3-paragraph story-led description, features/benefits table, and size/compatibility guide. SEO keyword: [keyword].
```

copy & customise

203

```
Create a product launch email sequence for [new product]. 3 emails: Teaser (D-7), Launch Day, and Social Proof (D+3). Each email: 150 words, subject line included.
```

copy & customise

204

```
Write 5 product review response templates for [type of business]: 2 for 5-star reviews (showing gratitude and encouraging loyalty), 2 for 3-star reviews (acknowledging and improving), 1 for 1-star (de-escalating).
```

copy & customise

205

```
Create a product positioning statement for [product]. Define: target customer, primary benefit, competitor alternative, and key differentiator. Then write the one-sentence positioning statement.
```

copy & customise

206

```
Write an Etsy listing for [handmade/vintage product]. Include: title (optimised for Etsy search), 13 tags, description that tells the story of the item, materials used, and shipping/customisation info.
```

copy & customise

207

```
Design a product feature prioritisation framework for a [type of product] roadmap. Consider: user value, development effort, strategic alignment, and competitive differentiation. Apply it to these features: [list].
```

copy & customise

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208 Write a product FAQ section for [product]. Cover: sizing/compatibility, shipping, returns, usage instructions, and the most common pre-purchase question you get. 8 questions total.

copy & customise

209 Create a bundle offer strategy for [product type]. Suggest 3 bundle combinations with: product items, bundle name, pricing rationale, and how to position each bundle to a different customer segment.

copy & customise

210 Write a cross-sell email for customers who recently purchased [product A]. Recommend [product B] naturally. 100 words. Show how the two products work together better than either alone.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Ecommerce & Product Prompts*

211 Create a product returns policy page that's customer-friendly and legally clear for a [UK/US/EU] ecommerce store. Cover: return window, condition requirements, process, refund timeline, and exceptions.

copy & customise

212 Write a 'new arrival' announcement for [product] for: homepage banner, email newsletter, and Instagram post. Each must feel fresh and match the platform's format requirements.

copy & customise

213 Design a seasonal promotion strategy for [ecommerce category] covering Q4 (Oct–Dec). Identify key dates, suggested offers, and copy angles for each promotion period.

copy & customise

214 Write a product category page introduction for a [product category] on a [brand type] website. Under 150 words. Include SEO keyword, brand voice, and a brief customer benefit statement.

copy & customise

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215 Create an abandoned cart recovery analysis. Review these cart abandonment reasons: [list reasons]. Suggest copy and offer strategies for each reason to recover the sale.

copy & customise

216 Write a wholesale/trade enquiry response email for a business wanting to stock [product]. Include: minimum order quantity, pricing terms, lead time, and next steps. Professional tone.

copy & customise

217 Design an influencer brief for a [product] campaign. Include: brand overview, product description, campaign objective, content requirements, key messages, hashtag, and deliverables.

copy & customise

218 Write a product comparison guide for '[Your Product] vs [Competitor]' positioned for an ecommerce category page. Be objective-sounding while naturally favouring your product's strengths.

copy & customise

219 Create a subscription box business model for [niche]. Include: theme/concept, contents example, pricing tiers, supplier strategy, and 3 marketing angles to attract subscribers.

copy & customise

220 Write a customer loyalty programme description for [brand]. Include: tier names, how points are earned, rewards at each tier, and 150-word welcome email for new members.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 12

Personal Finance

Prompts for budgeting, investing, debt management, financial planning, and building financial literacy.

WHEN TO USE THESE PROMPTS

When to use: Use to create personal finance content, plan your finances, learn concepts, or build financial tools.

5 Common Mistakes in This Category

- Not providing your specific financial situation — generic answers won't help
- Asking for investment advice without context (risk tolerance, timeline, goals)
- Treating AI output as professional financial advice — always verify with a qualified adviser
- Not specifying your currency or country-specific tax rules
- Asking for one-size-fits-all budgeting without your income and expenses

TOOLFLOW AI TIP

Note: AI can help you understand concepts and create frameworks, but always consult a qualified financial adviser for personal financial decisions.

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20 Prompts — Personal Finance

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

221

```
Create a monthly budget template for someone earning [amount] per month. Categories to include: housing, transport, food, savings, entertainment, subscriptions, and emergency fund. Use the 50/30/20 rule as a starting point.
```

copy & customise

222

```
Explain the difference between [financial concept A] and [financial concept B] using plain English and a simple numerical example. Assume I have no financial background.
```

copy & customise

223

```
Create a debt payoff plan for these debts: [list debts with balances and interest rates]. Compare the avalanche method vs snowball method and recommend which is better for my situation.
```

copy & customise

224

```
Write a beginner's guide to investing in [index funds/ISAs/pensions/etc.] for a [age] person with [amount] to invest and a [X year] time horizon. Include key terms explained simply.
```

copy & customise

225

```
Design a savings challenge for someone who wants to save [amount] in [timeframe]. Break it into weekly targets, suggest automation strategies, and tips for staying motivated.
```

copy & customise

226

```
Create a financial independence calculation for someone aged [age] with [income], [expenses], and [current savings]. Estimate how long to reach FI at [annual return] and what adjustments would speed it up.
```

copy & customise

227

```
Explain [tax concept: ISA, pension allowance, capital gains tax, etc.] in simple terms for a UK/US resident. Include: how it works, limits for this tax year, and one practical example.
```

copy & customise

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228 Write a guide to negotiating better rates on [mortgage/insurance/credit card/phone contract]. Include: what to say, when to call, and what alternatives to mention.

copy & customise

229 Create a simple net worth tracking template. Include: assets (bank accounts, investments, property, pension), liabilities (mortgage, loans, credit cards), and a monthly update process.

copy & customise

230 Explain compound interest to someone who's never invested before. Use a [£/$/€1,000] example over 10, 20, and 30 years at 7% annual return. Show why starting early matters.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Personal Finance Prompts*

231 Design a financial review checklist for the end of the year. Include: budget review, insurance check, pension contribution review, tax planning steps, and goal-setting for the next year.

copy & customise

232 Write a side hustle income and expense tracker template. Include: income by source, business expenses, net profit, tax set-aside percentage, and monthly trends.

copy & customise

233 Create a first-time homebuyer checklist for [UK/US] buyers. Include: saving for deposit, mortgage steps, legal process, costs often overlooked, and questions to ask the estate agent.

copy & customise

234 Explain the risk/return relationship in investing using 4 example asset classes: cash, bonds, stocks, and property. Use a table to compare risk level, expected return, liquidity, and time horizon.

copy & customise

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235 Write a financial conversation script for discussing money with a partner. Cover: income transparency, shared goals, spending differences, and how to make joint financial decisions without conflict.

copy & customise

236 Create a simple emergency fund calculator. How much should someone with [monthly expenses] in [city] save? Include: what counts as an emergency, where to keep the fund, and how to build it in [X months].

copy & customise

237 Explain the concept of [inflation / pound cost averaging / rebalancing] and its practical implications for a person investing [amount] monthly in a stocks and shares ISA.

copy & customise

238 Design a money mindset journaling exercise for someone who feels anxious about finances. Include 10 prompts that move from understanding money beliefs to setting positive financial intentions.

copy & customise

239 Write a guide to understanding a payslip for a new employee. Explain each deduction [National Insurance, income tax, pension, student loan] and how to check if it's correct.

copy & customise

240 Create a financial goals template for the next 12 months. Include: short-term (0–3 months), medium-term (3–6 months), and long-term (6–12 months) goals with specific targets and monthly contribution amounts.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 13

Health & Fitness

Prompts for workout planning, nutrition, habit building, wellness content, and health education.

WHEN TO USE THESE PROMPTS

When to use: Use when planning workouts, creating fitness content, writing nutrition guides, or building wellness programmes.

5 Common Mistakes in This Category

- Not specifying fitness level (beginner/intermediate/advanced)
- Not mentioning equipment available or limitations
- Asking for medical diagnoses — AI is not a doctor
- Not specifying the goal (fat loss / muscle gain / endurance / flexibility)
- Forgetting to mention injuries or physical restrictions

TOOLFLOW AI TIP

These prompts are for general fitness and wellness planning. Always consult a healthcare professional before starting a new exercise or diet programme.

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20 Prompts — Health & Fitness

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

241

```
Create a 4-week beginner workout plan for someone who wants to [goal: lose weight/build muscle/improve fitness]. Equipment available: [equipment]. Time available: [X mins, X days per week]. No injuries.
```

copy & customise

242

```
Write a progressive overload plan for [exercise] for someone currently lifting [weight]. Show a 12-week progression with sets, reps, and when to increase load.
```

copy & customise

243

```
Design a 7-day meal plan for [goal: muscle gain/fat loss/maintenance] for a [gender], age [age], weight [weight], activity level [level]. Include calories, macros, and simple meal ideas.
```

copy & customise

244

```
Create a home workout routine using only bodyweight exercises. Duration: 30 minutes. Level: [beginner/intermediate]. Goal: [goal]. Include warm-up, 4 circuits, and cool-down.
```

copy & customise

245

```
Write a fitness content calendar for a [gym/PT/fitness brand] Instagram for 30 days. Include: post type, topic, caption direction, and best time to post. Mix educational, motivational, and promotional content.
```

copy & customise

246

```
Explain how to perform [exercise] correctly. Include: muscle groups targeted, step-by-step technique, common mistakes, breathing pattern, and regression/progression options.
```

copy & customise

247

```
Design a habit stacking plan for someone who wants to build [fitness habit] into their existing morning routine. Current routine: [describe routine]. Make the new habit easy to start.
```

copy & customise

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248 Write a sports nutrition guide for [sport/activity]. Cover: pre-workout nutrition (timing and what to eat), during (if applicable), post-workout recovery, and hydration strategy.

copy & customise

249 Create a 4-week running programme for a complete beginner aiming to run [distance] continuously. Include: weekly structure, walk/run intervals, rest days, and how to know when to progress.

copy & customise

250 Write a recovery week protocol for an athlete who has completed an intense [training block/event]. Cover: active recovery activities, sleep optimisation, nutrition adjustments, and mental deload.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Health & Fitness Prompts*

251 Design a client intake questionnaire for a personal trainer. Cover: health history, fitness goals, lifestyle, previous experience, injuries, schedule, and motivation style. 20 questions.

copy & customise

252 Create a gym onboarding programme for a new gym member who is a complete beginner. Week 1: orientation, basic machines, 2 full-body sessions. Weeks 2–4: progressive introduction to different equipment.

copy & customise

253 Write a guide to reading nutrition labels for someone new to healthy eating. Cover: serving size, macros, ingredients list (what to look for and avoid), and how to compare products.

copy & customise

254 Design a stress and recovery tracking protocol for an intermediate athlete. Include: HRV monitoring, sleep scoring, training load assessment, and when to modify the plan.

copy & customise

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255 Write a beginner's guide to intermittent fasting. Include: popular methods (16:8, 5:2), who it's suitable for, potential benefits, things to watch for, and how to start without feeling overwhelmed.

copy & customise

256 Create a flexibility and mobility routine for someone who sits at a desk 8+ hours a day. Duration: 15 minutes. Include: 8 stretches/mobility exercises with hold times and instructions.

copy & customise

257 Write a motivation script/pep talk for a client who is struggling with consistency in their fitness routine. Tone: empathetic but direct. Address: comparison to others, slow progress, and time excuses.

copy & customise

258 Design a 12-week strength training programme for an intermediate lifter. Goal: hypertrophy. Split: [push/pull/legs or upper/lower]. Include: weekly structure, rep ranges, and deload week.

copy & customise

259 Create a meal prep guide for a busy professional who wants to eat healthily. Include: a Sunday prep routine (under 2 hours), 5 base meal components, and how to combine them into 10+ different meals.

copy & customise

260 Write a wellness programme outline for a corporate client wanting to improve employee health. Include: fitness sessions, mental health initiatives, nutrition education, step challenge, and measurement approach.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 14

Travel

From itinerary planning to travel content creation, these prompts help travellers and travel creators plan and communicate better.

WHEN TO USE THESE PROMPTS

When to use: Use for trip planning, travel writing, travel content creation, or building travel-related services.

5 Common Mistakes in This Category

- Not specifying travel dates (seasonal recommendations differ significantly)
- Forgetting to mention budget level, travel style, or group composition
- Not specifying how many days you have
- Asking for generic 'best places' without your interests
- Not considering visa, health, or safety requirements

TOOLFLOW AI TIP

Combine these with ToolFlow AI's AI Writer to turn raw itinerary notes into polished travel content, guides, or client-facing documents.

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20 Prompts — Travel

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

261

```
Create a [X]-day itinerary for [destination] for [type of traveller: solo/couple/family/group]. Budget: [budget level]. Interests: [interests]. Time of year: [month]. Include: daily schedule, accommodation areas, must-see and off-the-beaten-track experiences.
```

copy & customise

262

```
Write a travel guide introduction for [destination] that would appeal to [audience]. Cover: why visit, best time of year, entry requirements summary, currency, and a 3-sentence snapshot of what makes it unique.
```

copy & customise

263

```
Create a packing list for a [number]-day trip to [destination] in [month]. Trip type: [beach/city/hiking/business]. Include: clothing, toiletries, electronics, documents, and smart packing tips.
```

copy & customise

264

```
Write a local food guide for [city/country]. Include: 8 must-try dishes with descriptions, where to find them (market/restaurant/street food), price range, and one dish to avoid the tourist version of.
```

copy & customise

265

```
Design a budget travel plan for [destination] for [number] days on a budget of [amount]. Breakdown: accommodation, food, transport, activities. Include money-saving tips specific to this destination.
```

copy & customise

266

```
Create a solo travel safety guide for [destination/region]. Cover: safe areas to stay, transportation, cultural norms to respect, scam awareness, emergency contacts, and digital safety tips.
```

copy & customise

267

```
Write a travel content calendar for a travel blogger covering [region/theme] for 30 days. Mix: destination guides, tips, packing content, vlogs, and personal stories. Include platform and format for each.
```

copy & customise

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268 Design a group travel planning process for [X] people visiting [destination]. Include: deciding on dates, splitting costs, choosing accommodation, creating an itinerary that satisfies different interests, and handling disagreements.

copy & customise

269 Write a travel insurance guide for [type of trip: adventure/long-term/business]. What to look for, what's commonly excluded, recommended coverage levels, and how to choose a policy.

copy & customise

270 Create a digital nomad guide for [city]. Include: co-working spaces, cost of living breakdown, visa options, accommodation areas, expat community, internet reliability, and quality of life rating.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Travel Prompts*

271 Write a travel blog post about [experience/destination] in a first-person storytelling style. Length: 800 words. Include: a strong opening hook, sensory details, a challenge overcome, and a reflection.

copy & customise

272 Design a road trip itinerary for [starting point] to [ending point] in [number] days. Include: daily driving distances, overnight stop recommendations, must-see detours, and practical tips.

copy & customise

273 Create a cultural etiquette guide for [country]. Cover: greetings, dining customs, dress code (general and religious sites), tipping norms, taboos, and how locals feel about tourists.

copy & customise

274 Write a hotel review template for a travel blogger. Include sections for: first impression, room quality, location, breakfast/food, service, value for money, who it suits, and verdict.

copy & customise

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275 Design a bucket list trip planning framework for [dream destination]. Include: ideal trip duration, best time of year, must-do experiences, estimated budget, how to book, and how to prepare.

copy & customise

276 Write a travel photography guide for [destination]. Cover: best locations and times of day for photos, gear recommendations, camera settings for the conditions, and tips for getting photos without crowds.

copy & customise

277 Create an airport survival guide for long layovers at [airport]. Include: lounge access tips, where to sleep, things to do, best food options, and how to make the most of [X hours].

copy & customise

278 Write a responsible travel guide for [destination]. Cover: supporting local businesses, environmental impact tips, ethical wildlife experiences, fair-trade shopping, and how to behave respectfully.

copy & customise

279 Design a family travel guide for [destination] with children aged [ages]. Cover: child-friendly activities, accommodation type, feeding picky eaters, keeping kids entertained on travel days, and pacing the trip.

copy & customise

280 Create a travel pitch email to a tourist board or PR company for [destination]. Include: who you are, your audience size/demographics, what you're proposing, deliverables, and what you need in return.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

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copy & customise

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CHAPTER 15

Research & Summarisation

Prompts for academic research, literature reviews, summarising long documents, fact-checking, and synthesising information.

WHEN TO USE THESE PROMPTS

When to use: Use when conducting research, summarising papers, reviewing literature, or distilling information from long documents.

5 Common Mistakes in This Category

- Not providing the source text when asking for a summary
- Asking AI to make up citations — always verify references independently
- Not specifying the purpose of the research (academic/business/personal)
- Asking for a summary without specifying length and format
- Treating AI-generated research as a final source — always check primary sources

TOOLFLOW AI TIP

Use ToolFlow AI's AI Summarizer at toolflowai.app to distil long documents, reports, and articles into concise summaries in seconds.

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20 Prompts — Research & Summarisation

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

281

```
Summarise this [article/report/paper] in 3 formats: (1) executive summary (100 words), (2) bullet point key findings (7 bullets), and (3) one-sentence TL;DR: [paste content].
```

copy & customise

282

```
Create a literature review outline for a research paper on '[topic]'. Include: search strategy, key themes to cover, theoretical frameworks to reference, and structure of the review.
```

copy & customise

283

```
Write a research methodology section for a [quantitative/qualitative/mixed methods] study on '[research question]'. Include: research design, data collection method, sample size rationale, and limitations.
```

copy & customise

284

```
Explain the main arguments in this academic paper in plain English for a non-specialist audience. Identify: thesis, 3 main claims, evidence used, and potential weaknesses: [paste abstract or section].
```

copy & customise

285

```
Create a comparative analysis of [source A] and [source B] on the topic of [topic]. Identify: points of agreement, points of disagreement, and which argument is stronger and why: [paste sources].
```

copy & customise

286

```
Generate a set of research questions for studying [topic] at [undergraduate/postgraduate] level. Include 5 quantitative, 5 qualitative, and 5 mixed-methods questions.
```

copy & customise

287

```
Write a critical evaluation of this methodology section. Identify strengths, weaknesses, validity concerns, and what the researchers could have done differently: [paste methodology].
```

copy & customise

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288 Create a systematic review protocol for the research question '[research question]'. Include: inclusion/exclusion criteria, databases to search, search terms, data extraction template, and quality assessment approach.

copy & customise

289 Summarise and categorise these 10 articles on [topic] into a thematic table. Columns: author/year, research question, method, key finding, quality rating: [paste article details].

copy & customise

290 Write a research proposal for a [subject] study on '[topic]'. Include: background, research gap, research questions, proposed methodology, ethical considerations, timeline, and budget outline.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Research & Summarisation Prompts*

291 Create a fact-checking checklist for evaluating information found online. Cover: source credibility, author expertise, publication date, evidence quality, bias detection, and cross-referencing.

copy & customise

292 Write an annotated bibliography entry for this source. Include: full citation (APA/Harvard), 150-word summary, and 50-word critical evaluation of the source's usefulness: [paste source info].

copy & customise

293 Transform this dense academic paragraph into plain English without losing the meaning. Maintain accuracy but remove jargon: [paste paragraph].

copy & customise

294 Create a concept map outline for the topic '[topic]'. Identify: central concept, 5 main branches, 3 sub-concepts per branch, and connections between different branches.

copy & customise

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295 Write a discussion section for a study that found [describe results]. Interpret the findings, compare with existing literature, acknowledge limitations, and suggest future research directions.

copy & customise

296 Design a primary research interview guide for exploring [research topic]. Include: warm-up questions, 8 main questions with probes, and closing questions. Qualitative approach.

copy & customise

297 Analyse this dataset description and suggest 5 research hypotheses that could be tested with the available variables: [describe dataset and variables].

copy & customise

298 Write an ethics section for a research proposal studying [sensitive topic]. Cover: informed consent, participant anonymity, data storage, right to withdraw, risk mitigation, and IRB/ethics board considerations.

copy & customise

299 Create a rapid evidence review template for policymakers on [topic]. Format: 1-page summary with: context, key evidence (5 points), strength of evidence rating, gaps, and implications.

copy & customise

300 Write a conference abstract for a paper about [research topic]. Word limit: 250 words. Include: background, methods, results, conclusion, and 5 keywords. Conference style: [academic/practitioner].

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 16

Customer Support

Prompts for support templates, escalation handling, knowledge bases, training materials, and improving customer experience.

WHEN TO USE THESE PROMPTS

When to use: Use when writing support emails, training agents, creating FAQ content, or building support systems.

5 Common Mistakes in This Category

- Writing responses that sound like they were generated by a robot
- Not acknowledging the customer's emotion before offering a solution
- Using overly formal language for a casual brand
- Offering solutions before fully understanding the problem
- Writing templates without personalisation placeholders

TOOLFLOW AI TIP

Use ToolFlow AI's AI Rewriter to adjust tone of existing support templates — making them warmer, clearer, or more concise in seconds.

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20 Prompts — Customer Support

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

301

```
Write a customer support email response to a customer who is angry about [issue]. Acknowledge their frustration, apologise, explain what happened (1 sentence), offer a specific resolution, and close warmly. Brand voice: [tone].
```

copy & customise

302

```
Create a 10-template library for the most common [type of business] support queries. Include: order status, refund requests, technical issues, billing queries, and account problems. Each template: 100–150 words.
```

copy & customise

303

```
Write a knowledge base article for [product feature]. Include: what it does, step-by-step how to use it, 3 FAQs, troubleshooting tips, and a related articles section.
```

copy & customise

304

```
Design a customer support escalation policy. Define: tiers of support (1–3), what types of issues go to each tier, response time SLAs, escalation triggers, and manager override rules.
```

copy & customise

305

```
Write a live chat response script for handling an angry customer who says '[common angry message]'. Keep it: short, empathetic, solution-focused, and de-escalating.
```

copy & customise

306

```
Create a support agent onboarding training module for [type of business]. Include: company values, tone of voice guide, 5 scenarios with model answers, common mistakes to avoid, and escalation path.
```

copy & customise

307

```
Write a proactive customer success email to send to customers who haven't logged in for [X days]. Goal: re-engagement. Offer: help, resources, or a check-in. Tone: helpful, not pushy.
```

copy & customise

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308 Design a post-support survey (NPS + CSAT). Include: NPS question, 3 follow-up questions, open text field, and a thank-you message. Keep it under 5 questions total.

copy & customise

309 Write a refund policy communication for a [type of business]. Clear, fair, and customer-friendly. Cover: eligibility, timeframe, process, and what happens if a refund is declined.

copy & customise

310 Create a 'we're sorry' campaign for customers affected by [service disruption/error]. Include: initial notification, update email, and resolution email. Each: 100 words, honest, and actionable.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Customer Support Prompts*

311 Write a chatbot script for the first interaction with a new customer on [website/app]. Include: greeting, 4 common query options, escalation to human path, and out-of-hours message.

copy & customise

312 Design a quality assurance scorecard for customer support interactions. Include: criteria (empathy, solution accuracy, tone, response time, resolution), scoring scale, and how to use feedback for coaching.

copy & customise

313 Write a response to a [positive/negative] public review on [Google/Trustpilot/App Store]. For positive: show gratitude and reinforce. For negative: acknowledge, apologise, offer to resolve offline.

copy & customise

314 Create a support handoff email template for when a customer is transferred between departments. Include: case summary, what's been tried, customer sentiment, and next expected action.

copy & customise

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315 Write 5 empathy statements for support agents to use when customers are distressed. Each should feel genuine, not scripted. Cover: frustration, disappointment, confusion, time-wasting, and financial impact.

copy & customise

316 Design an FAQ page structure for a [type of product/service]. Organise by category, write 15 questions and answers, and add a 'Was this helpful?' rating system description.

copy & customise

317 Write a support team voice and tone guide for [brand]. Include: brand personality (3 adjectives), what to say vs what to avoid, examples for formal vs casual queries, and emoji policy.

copy & customise

318 Create a complaint handling framework for [type of business]. Steps: acknowledge, investigate, respond, resolve, follow up. Include time targets and customer communication at each stage.

copy & customise

319 Write a 'how to contact us' page that feels human and helpful. Include all contact methods, response time expectations, what information customers need to have ready, and a self-help section.

copy & customise

320 Design a customer feedback loop system. Include: collection methods, analysis process, who reviews it, how it feeds into product/service improvements, and how you close the loop with customers.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 17

Legal & Compliance

Prompts for understanding legal documents, drafting basic agreements, GDPR, terms and conditions, and compliance frameworks.

WHEN TO USE THESE PROMPTS

When to use: Use to understand legal concepts, draft initial documents, or prepare for professional legal consultations.

5 Common Mistakes in This Category

- Using AI-generated legal documents without professional review
- Not specifying your jurisdiction (UK/US/EU law differs significantly)
- Asking for AI to give you specific legal advice — it can't
- Using templates without adapting them to your specific situation
- Skipping professional review to save money — this is high risk

TOOLFLOW AI TIP

These prompts help you understand and prepare, but always have legal documents reviewed by a qualified solicitor/attorney before using them.

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20 Prompts — Legal & Compliance

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

321

```
Explain this clause from a [contract type] in plain English. What does it mean, what are my rights under it, and what should I be cautious about: [paste clause].
```

copy & customise

322

```
Draft a basic freelance services agreement for a [type of freelancer]. Include: scope of work, payment terms, revision policy, IP ownership, confidentiality, and termination clause. Flag areas for solicitor review.
```

copy & customise

323

```
Explain the key principles of GDPR/UK GDPR for a small business owner. Cover: lawful basis for processing, individual rights, data breach obligations, and what needs to go in a privacy policy.
```

copy & customise

324

```
Write a privacy policy outline for a [type of website/app]. Sections to include: data collected, how it's used, third-party sharing, cookies, user rights, and contact information. UK/EU compliant.
```

copy & customise

325

```
Draft a website terms and conditions template for a [type of business]. Cover: use of site, intellectual property, disclaimers, limitation of liability, and governing law. Flag where a solicitor should review.
```

copy & customise

326

```
Explain the differences between a sole trader, limited company, and LLP in the UK (or LLC vs corporation in the US). Include: tax implications, liability, admin requirements, and when each is suitable.
```

copy & customise

327

```
Create a GDPR-compliant cookie consent policy outline. Include: categories of cookies (strictly necessary, functional, analytics, marketing), consent mechanism, and opt-out options.
```

copy & customise

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328 Write a non-disclosure agreement (NDA) outline for sharing business ideas with a potential partner. Include: definition of confidential information, obligations, exclusions, duration, and breach remedies.

copy & customise

329 Explain the employment law basics a small business owner needs to know when hiring their first employee in the UK. Cover: contracts, minimum wage, holiday entitlement, and dismissal rules.

copy & customise

330 Draft a basic client onboarding contract for a [service business]. Include: services description, fees and payment terms, project timeline, responsibilities of each party, and dispute resolution.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Legal & Compliance Prompts*

331 Create a content licensing agreement outline for a photographer/content creator licensing work to a brand. Include: usage rights, exclusivity, attribution, territory, duration, and fee.

copy & customise

332 Write a simple partnership agreement outline for two people starting a business together. Cover: ownership split, roles and responsibilities, decision-making, profit distribution, and exit clauses.

copy & customise

333 Explain intellectual property basics for a small business. Cover: trademarks, copyright, patents, and trade secrets — what each protects, how to register, and common small business IP mistakes.

copy & customise

334 Draft a social media policy for employees of a [type of company]. Cover: what they can/can't post about work, confidentiality, personal account disclaimers, and consequences of breach.

copy & customise

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335 Create a data retention policy template for a small business. Include: categories of data, retention periods, review process, deletion methods, and who is responsible.

copy & customise

336 Explain what 'limitation of liability' and 'indemnification' clauses mean in a service contract. Use plain English and an example of how each would apply in a dispute.

copy & customise

337 Write a refund and cancellation policy for a [subscription service/course/service business] that is legally clear and customer-friendly. Include: eligibility, process, and exceptions.

copy & customise

338 Create a checklist for starting a business in the UK/US. Include: business registration, bank account, tax registration, insurance, contracts, GDPR, and licences relevant to [industry].

copy & customise

339 Draft an acceptable use policy (AUP) for a [SaaS product/community platform]. Cover: prohibited uses, enforcement, account termination, and user responsibilities.

copy & customise

340 Explain the key things to check before signing a commercial lease for [office/retail/warehouse] space. Include: break clauses, rent review, service charges, repair obligations, and negotiation tips.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

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0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 18

Image Generation

Prompts designed for AI image generators including Midjourney, DALL·E, Stable Diffusion, and Adobe Firefly.

WHEN TO USE THESE PROMPTS

When to use: Use when generating images, illustrations, product mockups, brand visuals, or creative concepts with AI tools.

5 Common Mistakes in This Category

- Writing prompts that are too vague — 'a beautiful landscape' produces generic results
- Not specifying art style, medium, lighting, and aspect ratio
- Forgetting to include negative prompts for Stable Diffusion
- Not iterating on prompts — the first result is rarely the best
- Using copyrighted artist names or brand logos as style references

TOOLFLOW AI TIP

These prompts are starting points. The best AI images come from iterating and refining — treat each generation as a draft, not a final.

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20 Prompts — Image Generation

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

341

```
Midjourney: A [subject] in the style of [art movement/era]. [Lighting: golden hour/studio/neon]. [Mood: ethereal/gritty/minimalist]. [Camera angle: low angle/aerial/portrait]. [Aspect ratio: --ar 16:9]. --style raw --v 6
```

copy & customise

342

```
DALL·E: Generate a photorealistic product photo of [product] on a [background: marble/wooden/white studio] surface. Natural lighting from the left. High detail, commercial photography style.
```

copy & customise

343

```
Stable Diffusion: [subject], [art style: oil painting/watercolour/digital art], [lighting: dramatic chiaroscuro], [colour palette: muted earth tones/vibrant neons], highly detailed, 8k resolution. Negative: blurry, watermark, text, deformed.
```

copy & customise

344

```
Midjourney: A brand identity mood board for a [type of brand]. Aesthetic: [describe]. Colour palette: [colours]. Include: logo mark concept, typography feel, texture, and lifestyle imagery. --ar 16:9 --v 6
```

copy & customise

345

```
Create an AI image prompt for a minimalist flat-lay product photo of [product]. Background: [colour]. Props: [2-3 complementary items]. Lighting: overhead soft natural light. Style: editorial, clean.
```

copy & customise

346

```
DALL·E: An illustrated book cover for a [genre] book titled '[title]'. Style: [art style]. Dominant colours: [palette]. Mood: [mood]. No text in the image. Portrait orientation.
```

copy & customise

347

```
Midjourney: A cinematic landscape of [setting]. Time of day: [time]. Season: [season]. Weather: [weather]. Camera: anamorphic lens, shallow depth of field. Cinematic colour grading. --ar 21:9 --v 6
```

copy & customise

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348 Create a character design prompt for [character description]. Style: [animation style / concept art / comic book]. Include: clothing, expression, pose, colour scheme, and background. Full body illustration.

copy & customise

349 Stable Diffusion: A food photography shot of [dish]. Styling: rustic/elegant/street food. Background: [surface]. Lighting: warm side light. Garnishes: [list]. Closeup, high resolution, magazine quality.

copy & customise

350 Midjourney: A futuristic [city/interior/vehicle] design concept. Aesthetic: [biopunk/cyberpunk/solarpunk/brutalist]. Lighting: [type]. Detailed architectural illustration, concept art style. --ar 16:9

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Image Generation Prompts*

351 DALL·E: An infographic-style illustration explaining [concept]. Visual style: clean flat design, icons, [brand colours]. Include metaphorical visual elements that represent [key ideas]. White background.

copy & customise

352 Create an image generation prompt for a social media banner for a [type of brand]. Dimensions: [1080x1080 / 1920x1080]. Style: [describe brand aesthetic]. No text. Leave space on [left/right] for text overlay.

copy & customise

353 Midjourney: A portrait of a [fictional character description]. Lighting: [Rembrandt/butterfly/rim light]. Background: [simple/detailed]. Camera: 85mm portrait lens equivalent. Photorealistic. --ar 2:3 --v 6

copy & customise

354 Stable Diffusion: [Architectural style] house exterior. Time of day: golden hour. Season: [season]. Garden: [description]. Photorealistic, wide angle lens, real estate photography style. Negative: people, cars, text.

copy & customise

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355 Create a textile/pattern design prompt for [pattern type: geometric/floral/abstract]. Colours: [palette]. Scale: [large print/small repeat]. Style: [contemporary/vintage/maximalist]. Seamless repeating pattern.

copy & customise

356 Midjourney: An editorial fashion photo concept for [type of clothing brand]. Model: [general description, no names]. Location: [setting]. Lighting: [studio/outdoor]. Mood: [mood]. Magazine editorial style. --ar 2:3

copy & customise

357 DALL·E: An isometric illustration of [scene: office/city/home]. Style: clean vector, flat design, pastel colours. Include [specific elements]. White background. Suitable for a website hero or presentation.

copy & customise

358 Create a logo concept prompt for [type of brand]. Style: [minimal/illustrative/monogram/wordmark]. Colour preferences: [colours]. Industry feel: [describe]. No text in the prompt — visual mark only.

copy & customise

359 Midjourney: An abstract artwork representing the concept of [concept: growth/connection/solitude/technology]. Medium: [oil painting/digital/sculpture photography]. Colour palette: [palette]. Emotional tone: [tone]. --ar 1:1

copy & customise

360 Stable Diffusion: A vintage travel poster style illustration for [destination]. Art deco composition. Bold typography space at top and bottom (but no actual text). Colour palette: [vintage colours]. Flat graphic style.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 19

YouTube & Video

Prompts for YouTube scripts, video outlines, thumbnails, titles, descriptions, and channel strategy.

WHEN TO USE THESE PROMPTS

When to use: Use when planning, scripting, optimising, or growing a YouTube channel or video content strategy.

5 Common Mistakes in This Category

- Writing scripts that read like blog posts — video is conversational
- Not including a hook in the first 30 seconds
- Forgetting to mention timestamps for chapters
- Not using pattern interrupts to maintain viewer retention
- Writing descriptions that don't include relevant keywords

TOOLFLOW AI TIP

Use ToolFlow AI's Blog Generator to repurpose your video scripts into SEO blog posts and extend your content's reach.

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20 Prompts — YouTube & Video

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

361

```
Write a YouTube video script for '[video title]' targeting the keyword '[keyword]'. Length: [X mins]. Include: hook (first 30 secs), intro, 4 main sections with examples, pattern interrupts, and a subscribe CTA. Tone: [conversational/educational].
```

copy & customise

362

```
Create a YouTube video outline for '[topic]'. Include: hook idea, 5 section headings with key points, B-roll suggestions, 2 pattern interrupt ideas, end screen CTA, and 3 chapter timestamps.
```

copy & customise

363

```
Write 5 YouTube title variations for a video about '[topic]'. Use: curiosity gap, number list, bold claim, how-to, and question format. Each title under 60 characters.
```

copy & customise

364

```
Write a YouTube video description for a video about '[topic]'. Include: 2-paragraph video summary with keywords, chapter timestamps, 3 resource links (placeholders), channel CTA, and 5 relevant hashtags.
```

copy & customise

365

```
Create a YouTube channel strategy for a [niche] channel targeting [audience]. Include: niche definition, 10 content pillars, posting frequency, monetisation path, and 90-day content calendar.
```

copy & customise

366

```
Write a video hook (first 30 seconds) for a YouTube video about '[topic]'. The hook should: make a bold promise, establish credibility, and create curiosity about what comes next. 3 hook variations.
```

copy & customise

367

```
Create a YouTube thumbnail concept brief for '[video title]'. Include: background colour/style, text overlay (under 5 words), emotion/expression required, props/elements, and composition notes.
```

copy & customise

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368 Write a YouTube Shorts script for '[topic]'. Duration: 60 seconds. Structure: 3-second hook + 50 seconds of value + 5-second CTA. Written as spoken word — conversational and punchy.

copy & customise

369 Design a content series for a YouTube channel in the [niche]. Series name, 8-episode plan with titles, how episodes connect, and how to batch-produce them efficiently.

copy & customise

370 Write a sponsorship integration script for a YouTube video. The sponsor is [brand] and their product is [product]. Length: 60 seconds. Include: organic transition in, key message, offer/CTA, and transition out. Natural, not forced.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · YouTube & Video Prompts*

371 Create a community post strategy for a YouTube channel with [X] subscribers. Suggest 7 different community post formats to increase engagement between video uploads.

copy & customise

372 Write a video script for a 'beginner's guide to [topic]' YouTube video. Assume the viewer knows nothing. Break the topic into 5 steps with examples, avoid jargon, and keep it under 10 minutes of content.

copy & customise

373 Create a YouTube SEO strategy for the keyword '[keyword]'. Include: title, description, tags (15), chapters, thumbnail text, end screen strategy, and engagement tactics.

copy & customise

374 Write a collab video pitch for approaching a [similar-sized/larger] YouTube creator in [niche]. Include: who you are, video concept, why it benefits both audiences, and next steps. Under 200 words.

copy & customise

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375 Design a YouTube channel audit framework. Areas to review: channel art, about page, playlists, top/bottom performing videos, thumbnail consistency, SEO metadata, and monetisation setup.

copy & customise

376 Write a video script for a [product/tool] tutorial video. Audience: complete beginners. Length: 5–7 minutes. Include: what the tool does, how to set it up, 3 key features demonstrated, and a final tips section.

copy & customise

377 Create a 'reaction/commentary' video outline for responding to [piece of content/news]. Structure: introduce the topic, break down key moments, add commentary, draw conclusions, and invite audience opinion.

copy & customise

378 Write a YouTube end screen and cards strategy for a [type of] channel. What to show, when, and how to maximise click-through to next video and subscriptions.

copy & customise

379 Design a video podcast format for a [niche]. Include: episode structure, duration, host/guest format, topic selection process, how to repurpose each episode across platforms, and recording setup notes.

copy & customise

380 Write a vlog script outline for a 'day in my life as a [role]'. Include: morning routine, work moments to capture, reflection segment, and engaging closing. Duration: 8–12 minutes.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

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copy & customise

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copy & customise

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CHAPTER 20

Productivity & Thinking

Prompts to help you think better, plan more effectively, solve problems, and use AI as a thinking partner.

WHEN TO USE THESE PROMPTS

When to use: Use when you need to brainstorm, make decisions, plan projects, overcome blocks, or get unstuck.

5 Common Mistakes in This Category

- Using AI to think for you instead of with you — engage critically with its output
- Not giving enough context about the problem or your constraints
- Accepting the first response — push back and refine
- Not specifying what kind of thinking help you need (brainstorm vs evaluate vs decide)
- Using too many prompts at once — focus on one problem at a time

TOOLFLOW AI TIP

Use these prompts as starting points for thinking sessions. The best insights come from the conversation, not the first answer.

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20 Prompts — Productivity & Thinking

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

381

```
Act as a critical friend reviewing my plan for [describe plan]. Challenge my assumptions, identify risks I haven't considered, and suggest 3 ways to make it stronger. Be direct.
```

copy & customise

382

```
Help me apply the Eisenhower Matrix to my task list. Here are my current tasks: [list tasks]. Sort them into: do first, schedule, delegate, and eliminate.
```

copy & customise

383

```
Use the '5 Whys' technique to help me understand the root cause of this problem: [describe problem]. Ask me 'why' 5 times and help me reach the underlying cause.
```

copy & customise

384

```
I need to make a decision between [Option A] and [Option B]. Help me build a decision matrix. Criteria that matter to me: [list criteria]. Weight: [assign importance]. Walk me through the analysis.
```

copy & customise

385

```
Help me write a weekly review template that covers: wins, things to improve, blockers, key learnings, and priorities for next week. Keep it under 30 minutes to complete.
```

copy & customise

386

```
I'm procrastinating on [task]. Ask me 3 diagnostic questions to understand why, then suggest 2 strategies to break through the resistance today.
```

copy & customise

387

```
Create a morning routine design framework for [type of person: entrepreneur/student/remote worker]. Needs: [list needs]. Available time: [X minutes]. Optimise for [focus/energy/calm].
```

copy & customise

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388 Act as a thinking partner for this problem: [describe problem]. Don't give me solutions yet. Instead, ask me 5 clarifying questions that help me think about the problem more clearly.

copy & customise

389 Help me design a second brain/PKM system using [Notion/Obsidian/Roam]. My inputs: [describe what I capture]. Goals: [describe goals]. Suggest a structure, capture system, and weekly review process.

copy & customise

390 Create a mind map structure for the topic '[topic]'. Central node: topic. Level 1: 6 main branches. Level 2: 3 sub-topics per branch. Level 3: specific examples or actions.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Productivity & Thinking Prompts*

391 Help me write a personal annual review for [year]. Prompts for: biggest wins, biggest failures and lessons, relationships that grew, skills developed, what I should stop/start/continue next year.

copy & customise

392 I need to give feedback on [piece of work: presentation/document/idea]. Help me structure it using the SBI model (Situation, Behaviour, Impact). Draft kind but honest feedback.

copy & customise

393 Create a project kickoff template for a [type of project]. Include: project brief, stakeholders, goals and success metrics, risks, timeline milestones, roles, and first action items.

copy & customise

394 Help me brainstorm 20 ideas for [topic/problem] using divergent thinking. Encourage wild ideas. Then help me evaluate the top 5 by feasibility and impact.

copy & customise

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395 Design a focus session protocol for deep work on [type of task]. Include: pre-session setup, distraction elimination, session structure (pomodoro/timeblocking), energy management, and post-session review.

copy & customise

396 Create a retrospective template for a completed [project/sprint/quarter]. Cover: what went well, what didn't, root causes, specific improvements, and who is accountable for each change.

copy & customise

397 Help me outline a strategic plan for [goal] over [timeframe]. Include: outcome definition, milestones, resources needed, obstacles to anticipate, and weekly commitment required.

copy & customise

398 Act as a devil's advocate for my business idea: [describe idea]. Point out every potential problem, market risk, and reason it might fail. Be thorough — I need to stress-test this.

copy & customise

399 Help me create a 'stop doing' list. Here are my current activities: [list activities]. Challenge me on which are low-value, not aligned with my goals, or could be eliminated/automated/delegated.

copy & customise

400 Design an after-action review (AAR) template for [type of project/event]. Cover: what was planned, what happened, why it differed, what we learned, and specific changes for next time.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 21

Real Estate

Prompts for property listings, agent content, buyer/seller guides, investment analysis, and property marketing.

WHEN TO USE THESE PROMPTS

When to use: Use when writing listings, marketing materials, investor content, or client communication in real estate.

5 Common Mistakes in This Category

- Writing listings that describe instead of selling — focus on lifestyle, not features
- Not specifying the property type and buyer persona
- Using generic phrases like 'must see' without substance
- Not including local area information (buyers buy into a lifestyle, not just a property)
- Forgetting to include relevant keywords for property search portals

TOOLFLOW AI TIP

Use ToolFlow AI's AI Writer to scale property listing copy for agencies managing multiple properties.

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20 Prompts — Real Estate

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

401

```
Write a property listing description for a [property type] in [area]. [X beds, X baths, key features]. USP: [main selling point]. Target buyer: [describe]. Include: headline, 3-paragraph description, and key features bullet list. Under 300 words.
```

copy & customise

402

```
Create a buyer persona profile for a [property type] in [price range] in [area]. Include: demographics, lifestyle, motivations, fears, what they're looking for, and how to speak to them in marketing.
```

copy & customise

403

```
Write an email newsletter for a [estate agency] targeting homeowners in [area] about [topic: market update/new listing/advice]. 300 words. Position the agency as local experts.
```

copy & customise

404

```
Design a first-time buyer guide for purchasing property in [UK/US/other]. Cover: mortgage pre-approval, finding a property, making an offer, conveyancing/closing process, and moving tips.
```

copy & customise

405

```
Write a property investment analysis framework for a buy-to-let in [area]. Include: purchase price, expected rental income, gross/net yield, running costs, void period, and 5-year ROI estimate.
```

copy & customise

406

```
Create a social media content strategy for a [estate agency]. Mix: property showcases, local area content, market stats, team features, and client success stories. 30-day calendar.
```

copy & customise

407

```
Write a video script for a property walkthrough tour of a [property type]. Duration: 3 minutes. Narrative style: conversational but professional. Focus on lifestyle benefits and unique features.
```

copy & customise

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408 Design a seller's guide for listing a property with [your agency]. Cover: how you market, pricing strategy, presentation tips, what happens during viewings, offers process, and timeline to completion.

copy & customise

409 Write a 'market update' report for homeowners in [area] covering [period]. Include: average sale price, time on market, buyer demand, upcoming developments, and advice for sellers considering listing.

copy & customise

410 Create a rental property listing for [property type] in [area]. Target: [professional/student/family]. Include: headline, description, bills included/excluded, nearby amenities, and viewing CTA.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Real Estate Prompts*

411 Write an open house follow-up email sequence. Email 1 (same day): thanks, additional info. Email 2 (3 days): follow-up on interest. Email 3 (1 week): final nudge with offer deadline. Each: 100 words.

copy & customise

412 Create a guide to understanding a conveyancing/closing process for a first-time buyer in [jurisdiction]. Plain English. Cover: stages, who does what, typical timelines, and costs to budget for.

copy & customise

413 Write a relocation guide for someone moving to [city/area]. Cover: neighbourhoods overview, schools, transport links, local amenities, average property prices, and lifestyle overview. 500 words.

copy & customise

414 Design a content brief for a 'neighbourhood spotlight' video series for a [estate agency]. Template for each episode: stats, best features, hidden gems, resident interview format, and CTA.

copy & customise

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415 Write a property investment pitch for [development/property] to attract high-net-worth investors. Include: opportunity overview, location rationale, projected returns, risks, and next steps.

copy & customise

416 Create a homeowner's guide to increasing property value before selling. Top 10 improvements ranked by ROI. Include: cost estimate, value add, DIY vs professional, and priority order.

copy & customise

417 Write a landlord's guide to finding and keeping great tenants. Cover: listing strategy, tenant screening, reference checks, tenancy agreement basics, deposit rules, and maintenance responsibilities.

copy & customise

418 Design a commercial property marketing brochure for [property type] in [area]. Include: key facts, specification, floor plan description, location advantages, and occupier information.

copy & customise

419 Write a testimonial request script for a [estate agent] to use with recent clients. Goal: get a detailed, specific testimonial mentioning the service quality, agent name, and outcome.

copy & customise

420 Create a Q1 business plan template for a [solo agent/small agency] targeting [X property sales/Y lettings]. Include: lead generation strategy, marketing budget, target client profile, and weekly accountability metrics.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 22

Brainstorming & Ideation

Prompts to unlock creative ideas across business, product, content, campaigns, and problem-solving.

WHEN TO USE THESE PROMPTS

When to use: Use when you're stuck, need new angles, want to explore possibilities, or need a creative breakthrough.

5 Common Mistakes in This Category

- Evaluating ideas while generating them — separate divergence from convergence
- Stopping at obvious ideas — the breakthrough is usually idea number 15+
- Not providing enough context about the problem, constraints, and goals
- Not building on AI ideas — ask 'expand on idea 3' to go deeper
- Using brainstorming as a substitute for execution — pick one idea and act

TOOLFLOW AI TIP

Use AI as a thinking partner by responding to its ideas with your reactions — this creates a generative conversation that's better than a single prompt.

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20 Prompts — Brainstorming & Ideation

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

421

```
Generate 20 business name ideas for a [type of business] targeting [audience]. Names should be: memorable, available as a .com (suggest checking), and convey [key value]. 5 of each style: descriptive, abstract, compound, metaphor, and founder-led.
```

copy & customise

422

```
Use SCAMPER (Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, Reverse) to generate 7 new ideas for improving [existing product/service/process].
```

copy & customise

423

```
Generate 15 content series ideas for a [niche] brand. Each series should have: a name, the concept, a 5-episode outline, and why the audience would follow it.
```

copy & customise

424

```
What are 10 unconventional marketing ideas for a [type of business] with a small budget? Prioritise word-of-mouth, community, and creativity over paid advertising.
```

copy & customise

425

```
Apply the 'Jobs to Be Done' framework to [product/service]. What are the 5 functional jobs, 3 emotional jobs, and 2 social jobs customers are hiring it to do?
```

copy & customise

426

```
Give me 10 product extension ideas for a brand that currently sells [existing product]. Consider: adjacent problems, new audiences, different formats, and subscription models.
```

copy & customise

427

```
Use reverse brainstorming: how could I guarantee [goal: e.g. no one buys my product]? Generate 10 ways to sabotage [goal]. Then reverse each into a genuine improvement strategy.
```

copy & customise

428

```
Generate 25 article/video/podcast title ideas for a [niche] creator. The titles should range from: beginner educational to advanced, personal story to data-driven, controversial to practical.
```

copy & customise

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429 Create a competitive advantage brainstorm for [type of business]. In each of these areas, suggest a differentiation idea: pricing, product, distribution, marketing, customer experience, and values.

copy & customise

430 What are 10 partnership ideas for a [type of business] to grow its audience? For each, describe: the partner, how the collaboration works, what both sides get, and how to pitch it.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Brainstorming & Ideation Prompts*

431 Use the 'How Might We' ideation technique for this challenge: '[describe challenge]'. Generate 15 HMW questions and then generate 3 ideas for each of the most interesting ones.

copy & customise

432 Generate 10 viral social media campaign ideas for [brand/cause]. Each should have: the concept, how it spreads, what makes it shareable, and a rough brief for execution.

copy & customise

433 Apply first principles thinking to [business/problem]. Break it down to its most fundamental assumptions, challenge each one, and rebuild a [better approach/new idea] from the ground up.

copy & customise

434 Brainstorm 10 ways [business type] could use AI tools to save time, reduce costs, or create better customer experiences. Be specific about the tool and use case.

copy & customise

435 Generate 5 different business models for a product in the [niche]. Consider: subscription, one-time purchase, freemium, marketplace, and services model. Pros and cons of each.

copy & customise

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436 What would the industry look like if [existing assumption] were no longer true? Brainstorm 8 ways [industry] would change if [constraint: 'the internet didn't exist' / 'there were no gatekeepers' / etc.].

copy & customise

437 Create an innovation workshop agenda for a [type of team] to generate new ideas on [challenge]. Duration: 3 hours. Include: warm-up, problem framing, ideation rounds, and idea prioritisation.

copy & customise

438 Generate 10 lead magnet ideas for a [type of business] in [niche]. Each should be highly specific, solve an urgent problem, and make someone want to give their email for it.

copy & customise

439 What are 15 ways a [type of business] could increase revenue without finding new customers? Focus on: increasing average order value, frequency, lifetime value, and referrals.

copy & customise

440 Apply blue ocean strategy thinking to [industry]. Identify: 3 factors the industry competes on that could be eliminated, 3 that could be reduced, 2 that could be raised, and 2 new factors to create.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

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10 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

11 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 23

Translation & Language

Prompts for translation, localisation, language learning, multilingual content, and cross-cultural communication.

WHEN TO USE THESE PROMPTS

When to use: Use when translating, adapting content for different markets, learning a language, or communicating across cultures.

5 Common Mistakes in This Category

- Asking for a direct translation without considering cultural context
- Not specifying formal vs informal register
- Using machine translation for legal, medical, or high-stakes content without professional review
- Forgetting to ask for localisation (not just translation) for marketing content
- Not specifying the target dialect (Spanish: Spain vs Latin America; Portuguese: Brazil vs Portugal)

TOOLFLOW AI TIP

Use ToolFlow AI's AI Rewriter to adapt translated content to feel more natural in the target language and culture.

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20 Prompts — Translation & Language

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

441

```
Translate this text from [source language] to [target language]. Maintain the original tone ([formal/informal/technical/conversational]) and preserve any cultural references where possible: [paste text].
```

copy & customise

442

```
Localise this marketing copy from [source market] to [target market]. Adapt: cultural references, idioms, humour, units of measurement, date formats, and currency. Do not just translate — make it feel native: [paste copy].
```

copy & customise

443

```
Identify any cultural sensitivities or taboos in this content that could cause offence in [target country/culture]. Suggest alternatives for anything problematic: [paste content].
```

copy & customise

444

```
Create a bilingual FAQ document in [Language A] and [Language B] for [topic]. Format: question in Language A, answer in Language A, then the same in Language B side by side.
```

copy & customise

445

```
Write a language learning plan for reaching [A1/A2/B1/B2/C1] level in [language] in [timeframe]. Include: daily practice routine, recommended resources, milestones, and which skills to prioritise.
```

copy & customise

446

```
Explain these [language] grammar concepts with examples: [list 3–5 grammar points]. Target learner level: [beginner/intermediate]. Use English explanations with [language] examples.
```

copy & customise

447

```
Translate and adapt this product description for the [target country] market. Consider: local competitors mentioned, local size/weight conventions, and any terms that don't translate: [paste description].
```

copy & customise

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448 Write a professional email in [language] for [describe purpose]. Provide both the [language] version and an English back-translation so I can verify the meaning.

copy & customise

449 Create a vocabulary list of the 50 most useful [language] words and phrases for [context: business/travel/social]. Include: pronunciation guide (phonetic) and example usage sentence.

copy & customise

450 Identify idioms, colloquialisms, and expressions in this text that a non-native speaker might misunderstand. Explain each one and suggest a plain alternative: [paste text].

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Translation & Language Prompts*

451 Write a multilingual social media post about [topic] in: English, Spanish, French, and German. Adapt the tone for each market — don't just translate. Flag any differences in the adapted versions.

copy & customise

452 Create a glossary of [industry] terminology in [language pair]. [Number] terms, with: source term, target term, definition in target language, and usage context.

copy & customise

453 Help me understand the formality levels in [language]. Explain [formal/informal/polite/casual] distinctions with examples of the same phrase at each level and when to use each.

copy & customise

454 Translate this legal/medical/technical document section. Flag any terms where there is no direct equivalent in [target language] and suggest the best professional alternative: [paste section].

copy & customise

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455 Create a language exchange lesson plan for [learner] studying [target language] with a native speaker. 60-minute session: warm-up, grammar focus, conversation practice, vocabulary building, and review.

copy & customise

456 Write a cross-cultural communication guide for [home culture] professionals working with [target culture] clients. Cover: communication style, meeting etiquette, relationship building, and common misunderstandings.

copy & customise

457 Identify the 10 most commonly mistranslated or misunderstood phrases when translating from [Language A] to [Language B]. Explain why each is problematic and provide a correct alternative.

copy & customise

458 Create a subtitling guide for a [X]-minute video in [target language]. Include: timing considerations (subtitles vs speech rate), line length limits, splitting rules, and cultural adaptation notes.

copy & customise

459 Write a business email greeting and closing for [formal/semi-formal] correspondence in [language]. Explain when to use each variant and what's considered too formal or too casual for [country] business culture.

copy & customise

460 Create a pronunciation practice guide for [language] focusing on the sounds that [English/other] speakers find most difficult. Include: phonetic descriptions, minimal pair examples, and practice exercises.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 24

Resume & Cover Letter

Highly targeted prompts for crafting standout CVs, cover letters, and professional profiles that get interviews.

WHEN TO USE THESE PROMPTS

When to use: Use when applying for jobs, updating your professional profile, or helping others with their applications.

5 Common Mistakes in This Category

- Using the same CV for every application
- Writing cover letters that repeat what's in the CV instead of adding to it
- Starting with 'I am writing to apply...'
- Using weak language: 'helped with', 'assisted in' instead of strong action verbs
- Not quantifying achievements with specific numbers or outcomes

TOOLFLOW AI TIP

Use ToolFlow AI's Cover Letter Generator at toolflowai.app to generate tailored cover letters for specific roles in 30 seconds.

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20 Prompts — Resume & Cover Letter

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

461

```
Rewrite these CV bullet points to be achievement-focused using strong action verbs and quantifiable outcomes. Convert each from task-based to result-based: [paste bullet points].
```

copy & customise

462

```
Write a tailored cover letter for the role of [job title] at [company]. Based on this job description [paste JD] and my background [describe background]. Start with an impact statement, not 'I am writing to apply'.
```

copy & customise

463

```
Create a professional CV summary (3–4 sentences) for a [job title] with [X years] experience in [industries]. Highlight: core expertise, biggest achievement, and career goal. Avoid clichés.
```

copy & customise

464

```
Review this CV for a [job title] application and suggest specific improvements. Identify: weak language, missing keywords, formatting issues, and where to add more impact: [paste CV sections].
```

copy & customise

465

```
Write 5 strong opening lines for a cover letter for a [job title] role at [company]. Each should be different in style: confident claim, storytelling opener, achievement hook, company-specific opener, and problem-solver framing.
```

copy & customise

466

```
Create a skills section for a CV for a [job title] moving from [current industry] to [target industry]. Emphasise transferable skills and translate industry-specific experience for the new sector.
```

copy & customise

467

```
Write a CV work experience section for a [job title] role at [company name], [years]. Responsibilities included: [list]. Transform into 5 achievement-led bullet points. Quantify where possible.
```

copy & customise

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468 Help me answer 'What is your greatest weakness?' for a [role] interview. I genuinely struggle with [real weakness]. Write a response that's honest, shows self-awareness, and demonstrates growth.

copy & customise

469 Create a LinkedIn skills and endorsements strategy for a [job title] targeting roles in [industry]. Suggest top 10 skills to list, how to get endorsements, and how to sequence them.

copy & customise

470 Write a cover letter for someone returning to work after a [career break reason] of [X years]. Address the gap proactively, reframe as an asset where possible, and focus on readiness and enthusiasm.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Resume & Cover Letter Prompts*

471 Create a references page format and write a brief note for how to brief each reference about the role I'm applying for. [Reference 1: name, role, relationship]. [Reference 2: same].

copy & customise

472 Rewrite my CV profile/summary from [current version] to better match this job description: [paste JD]. Keep it under 80 words and include 2–3 keywords from the JD naturally.

copy & customise

473 Write a speculative application email to [type of company] in [industry] for a [type of role]. I don't have a specific vacancy. Make it compelling enough that they create a conversation. Under 200 words.

copy & customise

474 Create a portfolio/case study write-up for [project]. Structure: context, your role, challenge, approach, outcome (with metrics). Suitable for a CV addition or portfolio website. 300 words.

copy & customise

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475 Design a CV layout description for a [creative/tech/corporate] role. Include: which sections to include, their order, what length each should be, and formatting recommendations for ATS compatibility.

copy & customise

476 Write a thank-you email after a second/final interview for [role] at [company]. Reference something specific from the interview to show active listening. Express genuine enthusiasm. 120 words.

copy & customise

477 Help me negotiate a job offer. Offer received: [details]. Market range: [range]. My target: [target]. Write a script for the negotiation conversation — what to say, how to respond to pushback.

copy & customise

478 Create a CV for a recent graduate with limited work experience in [field]. Sections to maximise: education, projects, internships, volunteering, skills, and extracurriculars. Avoid making it look thin.

copy & customise

479 Write an executive CV summary for a C-suite or senior leader with [X years] experience in [industry]. Focus: P&L ownership, transformation delivery, and strategic impact. 100 words. Avoid clichés.

copy & customise

480 Create an interview preparation plan for a [role] interview in [X days]. Include: company research checklist, likely questions by type (technical/behavioural/cultural), questions to ask, and what to bring.

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

0 If the first output is too long, add: 'Make it 30% shorter, keep only the most important points.'

copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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CHAPTER 25

Business Strategy

Prompts for business planning, strategy development, competitive analysis, team building, and operational improvement.

WHEN TO USE THESE PROMPTS

When to use: Use for business planning, strategy sessions, investor prep, team leadership, or growth planning.

5 Common Mistakes in This Category

- Treating AI strategy output as a final plan — it's a starting point for human thinking
- Not providing specific business context — generic prompts produce generic strategy
- Not specifying your stage (startup, growth, scaling, mature)
- Asking for strategy without defining success metrics
- Forgetting to pressure-test with a devil's advocate prompt

TOOLFLOW AI TIP

Use these in sequence: draft strategy → critique it → refine → build execution plan. The value is in the iteration.

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20 Prompts — Business Strategy

Replace all [bracketed text] with your specific details before using. Each prompt is designed to produce structured, usable output on the first attempt.

481

```
Create a one-page business plan for [business idea]. Include: problem statement, solution, target market, revenue model, key competitors, USP, team requirements, and 12-month milestones.
```

copy & customise

482

```
Design a SWOT analysis for [company/product]. Go beyond surface level — provide specific, actionable insights under each quadrant, not generic statements.
```

copy & customise

483

```
Write a go-to-market strategy for [product/service] launching in [market]. Include: target segment, positioning, channels, pricing rationale, launch sequence, and 90-day plan.
```

copy & customise

484

```
Create a competitive analysis for [your product] vs [3 competitors]. Compare: pricing, features, target market, distribution, and key messaging. Identify where you win and where you're weaker.
```

copy & customise

485

```
Write an investor pitch deck outline for a [stage: seed/Series A] startup in [industry]. Include all slides: problem, solution, market size, traction, business model, team, ask, and use of funds.
```

copy & customise

486

```
Design an OKR (Objectives and Key Results) framework for a [type of team/company] for [quarter/year]. Include 3 objectives with 3 KRs each. Make KRs specific and measurable.
```

copy & customise

487

```
Create a pricing strategy analysis for [product/service]. Compare: cost-plus, value-based, competitive, and freemium. Recommend the best approach with rationale and suggested price points.
```

copy & customise

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488 Write a 5-year growth strategy for a [type of business] currently at [revenue stage]. Include: growth levers, market expansion opportunities, team scaling, risk factors, and success metrics.

copy & customise

489 Design a brand strategy document for [company]. Include: brand purpose, values, personality, positioning statement, voice and tone, and visual identity direction brief.

copy & customise

490 Create a board meeting agenda and report structure for a [stage] company. What to cover, what metrics to show, how to handle difficult conversations, and what decisions to bring to the board.

copy & customise

> **The best prompts in this category include role, context, and format. That triple combination consistently outperforms single-element prompts.**
>
> *— ToolFlow AI · Business Strategy Prompts*

491 Write a team structure recommendation for a [type of business] growing from [current size] to [target size]. Which roles to hire in what order, where to use contractors vs FTEs, and how to structure management.

copy & customise

492 Design a customer acquisition strategy for a [business type] with a [monthly budget]. Channels to evaluate: organic search, paid social, content, partnerships, and referrals. Prioritised by ROI.

copy & customise

493 Create a market entry strategy for [business/product] entering [new country/segment]. Cover: market sizing, local competition, entry mode, localisation needs, and regulatory considerations.

copy & customise

494 Write a crisis communications plan for a [type of business]. Scenarios: product recall, data breach, key person crisis, and negative press. For each: initial response, stakeholder communication, and recovery plan.

copy & customise

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495 Design a retention strategy for a [SaaS/subscription/ecommerce] business with [X%] monthly churn. Analyse the churn causes and suggest specific tactics for each stage of the customer journey.

copy & customise

496 Create a strategic partnership framework for [business]. Identify: ideal partner profiles, what you offer partners, what you receive, how to structure deals, and how to manage relationships.

copy & customise

497 Write a due diligence checklist for [acquiring a business / receiving investment]. Categories: financial, legal, operations, team, customers, IP, and risks. 10 questions per category.

copy & customise

498 Design a scaling operations plan for a business going from [current volume] to [target volume] in [timeframe]. Cover: systems, team, technology, quality control, and customer experience at scale.

copy & customise

499 Create a quarterly business review (QBR) template. Include: performance vs targets, what worked, what didn't, key decisions needed, updated forecasts, and priorities for next quarter.

copy & customise

500 Write a purpose, vision, and mission statement set for [company]. Explain the difference between each, draft 3 options for each, and explain the thinking behind them. Style: [inspiring but grounded].

copy & customise

Pro Tips for This Category

0 Start with the context block first — tell the AI who you are and what you're trying to achieve before the task.

copy & customise

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copy & customise

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0 If the tone is wrong, add: 'Rewrite in a [warmer/more confident/more professional] voice.'

copy & customise

0 Iterate in the same conversation — don't start a new chat. The AI builds context from the thread.

copy & customise

0 Save your best prompt variations in a personal prompt library for reuse.

copy & customise

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BONUS SECTION

Prompt Cheat Sheets

These cheat sheets give you quick-reference prompt structures you can adapt for any situation.

20 Role Prefixes That Transform Output Quality

01	Act as an expert copywriter who specialises in [industry] marketing...
02	You are a senior [job title] with 15 years of experience in [field]...
03	Respond as a world-class teacher explaining [topic] to a [level] student...
04	You are a critical business advisor who is not afraid to challenge assumptions...
05	Act as a seasoned editor reviewing this for clarity, impact, and flow...
06	You are a data analyst interpreting this information for a non-technical audience...
07	Act as a devil's advocate — your job is to find every flaw in this plan...
08	You are a first-time customer who has never heard of [product/brand]...
09	Act as a [nationality] person reviewing this content for cultural sensitivity...
10	You are a legal professional (UK/US) reviewing this for common compliance issues...
11	Act as a conversion rate optimiser reviewing this page for purchase barriers...
12	You are a journalist fact-checking this content for accuracy and bias...
13	Act as a UX writer simplifying this for users who are anxious about technology...
14	You are an SEO specialist identifying optimisation opportunities in this content...
15	Act as a career coach helping someone make the strongest possible case for [goal]...
16	You are a financial analyst reviewing this business plan for investment viability...
17	Act as a therapist helping someone articulate their feelings about [situation] clearly...
18	You are a professional translator adapting this for [culture], not just [language]...
19	Act as a harsh-but-fair critic reviewing [work] and identifying exactly what's weak...

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20 You are a product manager prioritising these features against user impact and effort...

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Quick Format Modifiers — Add to Any Prompt

Modifier	What to add
Output format	`Format your response as a numbered list / table / bullet points / paragraph / step-by-step guide`
Length	`Keep it under [X] words / Make it [X] minutes to read / Use no more than [X] sentences per section`
Audience	`Assume the reader is [beginner/expert] / Write as if explaining to a [role] / No jargon beyond [level]`
Tone	`Use a [confident/warm/formal/casual/direct] tone throughout`
Perspective	`Write in [first/second/third] person / Write from the perspective of [role]`
Iteration	`Now rewrite it to be [shorter/punchier/more emotional/less salesy]`
Examples	`Include a worked example for each point / Add a real-world scenario for each tip`
Constraints	`Do not use the words [list] / Avoid starting sentences with "I" / No bullet points`
Structure	`Use the [AIDA/PAS/FAB/STAR] framework / Follow this structure: [list]`
Quality	`Before responding, check your output against these criteria: [list]`

> **The single most powerful thing you can add to any prompt is 'Before you respond, check your output against these criteria:' — it activates a self-review step that significantly improves quality.**
>
> *— ToolFlow AI Prompt Engineering*

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FREQUENTLY ASKED QUESTIONS

Common Questions About AI Prompting

Q: Which AI model should I use?

The prompts in this guide work with any major model: ChatGPT (GPT-4o), Claude (Sonnet/Opus), Gemini, Llama, or Mistral. Different models have different strengths — experiment to find which produces the best output for your specific use case. For writing tasks, Claude and GPT-4o consistently produce strong results.

Q: Why does the AI give different results each time?

AI models have built-in variability (called 'temperature'). This is a feature, not a bug — it means you can generate multiple options from the same prompt. If you need more consistent output, ask for it explicitly: 'Use a structured format and keep the tone consistent throughout.'

Q: How do I get the AI to stay on topic?

Specificity is the answer. The more constraints you add, the more focused the output. Try: 'Stay focused only on [topic]. Do not include information about [related topic].' You can also use system prompts (in ChatGPT's custom instructions or Claude's system prompt) to set persistent rules.

Q: Can I use these prompts commercially?

Yes. The prompts themselves are functional tools — outputs you generate using AI and these prompts are yours to use commercially. However, always review AI-generated content before publishing, especially for legal, medical, or financial topics.

Q: How do I improve a prompt that isn't working?

Use this checklist: (1) Add more context. (2) Specify the output format. (3) Add a role prefix ('Act as a...'). (4) Give an example of what good output looks like. (5) Break the task into smaller steps. (6) Try a different model.

Q: What's the difference between a prompt and a system prompt?

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A regular prompt is a single message to the AI. A system prompt is a background instruction that shapes all responses (like a permanent personality or set of rules). ChatGPT's 'Custom Instructions' and Claude's system prompt field let you set this. Use it to define your role, brand voice, or constraints that apply to every conversation.

Q: How long should prompts be?

As long as they need to be — and no longer. A well-structured 200-word prompt consistently outperforms a vague 5-word prompt. However, beyond 500 words, prompts become unwieldy. The ideal is 50–200 words with clear structure and specific constraints.

Q: Should I use AI to write the whole thing or just parts?

Both approaches work. AI is most valuable as a first-draft generator and thinking partner. For most professional content: use AI for structure and draft, then edit heavily for voice, accuracy, and specificity. The editing step is not optional for quality output.

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