

WORKS WITH ANY AI CHATBOT

AI Prompt Playbook: Marketing & Content

A fill-once marketing profile, 48 ready-to-use prompts with fillable fields, multi-step workflows, and a human review checklist.

US Letter • Free sample

Business or brand

Chatbot I use

Date started

SET UP ONCE

My Marketing Profile

Fill this in once. Keep it factual and short. You will paste a summary of it at the start of chats so the assistant stops giving generic answers. **Do not include private customer data, passwords, or anything confidential.**

Business or brand, and what I offer

My voice in 3 to 5 words

Example: plain, warm, direct. Not: salesy, jargon.

Who I serve (be specific)

Words and claims I never use

Hype words, guarantees, health or legal claims, competitor names.

Prices and offers I am happy to share

Channels I actually use

Where my customers are and where I can keep up.

Where I sell or operate

City, region, or online.

My marketing goal this quarter

True proof points I can show

Real results, years in business, credentials, documented facts.

Rules and policies to respect

Refunds, platform rules, local advertising rules.

A sample of how I write (paste 3 to 5 sentences of my own writing)

This helps drafts sound like you.

Audience and Positioning Prompts

Strong marketing starts with knowing who you serve. Use real conversations and records as the source; let the assistant organize and question, not make things up.

1. Customer profile from my notes

Turning notes into a profile

Below are my own notes about my customers (no names or private details): **[PASTE NOTES]**. Organize them into a customer profile with: situation, goals, frustrations, objections, and words they use. Separate what the notes say from what you are guessing, and list 5 questions I should ask real customers to confirm the guesses.

MY VERSION AND NOTES

2. Interview questions for customers

Before talking to customers

I sell **[OFFER]** to **[CUSTOMER]**. Write 10 neutral interview questions that ask what they did last time they had this need, what they tried, what it cost them, and what almost stopped them from buying. Avoid questions that pitch my offer or ask them to predict their own behavior.

MY VERSION AND NOTES

3. Sort feedback into themes

Using reviews and messages you own

Here are customer comments I received (remove names first): **[PASTE COMMENTS]**. Group them into themes, count how many comments fall under each, quote the shortest representative line for each theme, and list what these comments do NOT tell me. Do not add comments or details that are not in the text.

MY VERSION AND NOTES

4. Value in plain language

Clarifying your offer

List the problems my offer solves for **[CUSTOMER]**, from my facts: **[WHAT IT INCLUDES, WHAT IT DOES NOT]**. For each, write one sentence in everyday language that starts with what the customer gets or avoids. Flag any sentence that would need proof I must supply, and do not use superlatives.

MY VERSION AND NOTES
