THE 2026

AI Context & Prompt Engineering Book

Real prompts. Actual examples. Built for business professionals.

Covering 10 Industries: IT & Consulting | Manufacturing | FMCG & D2C | Hotels & Hospitality
e-Commerce | Healthcare | Banking & Finance | Real Estate | Media & Marketing | Oil & Energy

How to Use This Book

This book has three parts. Each one builds on the previous. Here is what to expect from each.

Part 1 — The Foundation gives you the thinking framework behind why some AI conversations feel pointless and others feel like having a very smart colleague available 24/7. It introduces Context Engineering — the skill that separates average results from genuinely useful ones. Read this first. It will change how you approach every prompt you write.

Part 2 — The Universal Prompts gives you 7 ready-to-use prompts for the tasks that come up across every industry: learning fast, writing tough emails, preparing for hard conversations, planning decisions, and summarizing complex information. These work regardless of what sector you are in.

Part 3 — The Industry Playbooks goes deep into 10 specific industries. For each one, you get 5 prompts built around the actual situations professionals in that industry face — not hypotheticals, not generic templates, but prompts you can open right now and start using.

> **ONE THING TO DO BEFORE YOU START**
>
> Jump to Chapter 3 on page 6 and create your Personal Context Block right now. It takes 5 minutes and will immediately improve every AI conversation you have from today onwards.

You do not need to read this book cover to cover. Jump to your industry, grab the prompts relevant to your week, and come back for the rest. Everything is designed to be picked up and used immediately — no setup, no coding, no special tools. Just open ChatGPT, Claude, or Gemini and start.

PART 1: THE FOUNDATION

Everything in this section applies to every industry, every role, and every AI tool. Spend 15 minutes here and the rest of the book becomes twice as powerful.

Chapter 1: Prompt Engineering vs. Context Engineering

Here is a question worth sitting with for a moment: Why do two people asking the same AI the same question sometimes get completely different quality answers?

It is not luck. It is not which tool they use. It is what they set up before they ask.

Prompt engineering is what you say — the words you type into the chat box. Context engineering is what you build before you say anything — the information, framing, and background that determines whether the AI can actually help you or is just guessing.

Think of it this way. Imagine you just hired a highly skilled consultant who is brilliant but knows absolutely nothing about your company, your industry, or what you have already tried. You can ask them a sharp question and get a sharp answer — but it will be a generic sharp answer, written for "some company somewhere" rather than for you. Now imagine you spent 10 minutes briefing them properly: here is our business, here is the problem, here is what we have tried, here is what matters to our leadership, and here is the format I need the output in. Same consultant. Same question. Entirely different quality of answer.

That briefing process is context engineering. And it is, by far, the highest-leverage skill you can develop with AI in 2026.

What Changed Between 2023 and 2026

In 2023, the entire conversation about AI was about prompts — find the magic words, use the right formula, prefix everything with "Act as a..." That advice was not wrong, but it was incomplete. Today, AI models are substantially more capable. The gap between a good output and a great output is rarely about the cleverness of your phrasing. It is about how much useful context the AI has before it starts answering.

Professionals who understand this are building what practitioners now call context systems — repeatable setups that consistently deliver high-quality AI output. This book teaches you a practical, non-technical version of that skill.

Chapter 2: The 5 Layers of Great AI Context

Most people give AI one layer: the question itself. The professionals getting consistently strong results use all five. You do not need all five for every interaction — a quick factual question needs none of this. But for anything that matters — a document, a decision, a strategy — here is the full stack.

Layer 1 — WHO YOU ARE	Your role, your company, your industry, your experience level. This tells the AI whose problem it is solving. A founder asking about cash flow needs different advice than a CFO at a 500-person company asking the same question.
Layer 2 — WHAT YOU NEED	The specific task or outcome. Not just the topic but the deliverable. "Help me think through X" is different from "Write me a one-page brief on X for my board meeting."
Layer 3 — WHY IT MATTERS	The purpose behind the request. What decision does this feed? What problem are you solving? What happens if the output is wrong? AI that knows stakes gives more careful, more calibrated answers.
Layer 4 — CONSTRAINTS	What to avoid, what format to use, what tone to strike, how long the output should be, what assumptions not to make. Without constraints, AI defaults to safe, generic, and long.

Layer 5 — EXAMPLES	Show one example of what good output looks like — even a rough one. This is the single most underused technique. "Something like this: [example]" transforms the quality of the output more reliably than any other instruction.

Chapter 3: Your Personal Context Block

Here is the most valuable habit in this entire book. Create a Personal Context Block — a short paragraph about yourself that you paste at the start of any important AI conversation. Write it once, save it in your notes app or desktop, and reuse it every time.

The template:

```
Before we start — here's my context:

I'm a [your role] at a [type and size of company, industry].
My work involves [2-3 key responsibilities].
My communication style is [direct / diplomatic / concise / detailed].
I'm confident with [areas of strength] but need more help with [areas
you're developing].
When I ask for help, I want [what good output looks like for you — e.g.,
'give me options
not just one answer' or 'be direct even if the answer is uncomfortable].
```

Two real examples — one corporate, one startup:

Example 1 — Corporate Finance Manager:

```
Before we start — here's my context:

I'm a finance manager at a mid-sized manufacturing company in India
(~800 employees).
I manage monthly reporting, budgeting, and vendor payment cycles.
I'm confident with Excel and financial analysis but newer to AI tools.
I prefer direct answers with clear next steps — don't over-explain
basics I already know.
If there are multiple ways to approach something, give me the 2 best
options with a quick
comparison so I can decide.
```

Example 2 — D2C Brand Founder:

```
Before we start — here's my context:

I co-founded a D2C wellness brand, 4 years old, currently doing Rs. 12
crore annually.
```

```
We sell on our own website and Amazon. Team of 15. I handle marketing and brand strategy.
I need advice that works at our scale — not enterprise recommendations.
I'm good at brand storytelling but want help with data-driven decisions and structured
communication. Give me concise, opinionated answers — I don't need every caveat listed out.
```

WHY THIS WORKS

Every time you start a new AI chat without a context block, you are effectively asking a brilliant stranger a question with no background. With your context block, the AI adjusts its vocabulary, examples, depth, and recommendations to match your actual situation. A junior analyst and a VP asking the same question should get different answers — and this block makes that happen.

Chapter 4: The 2026 Power Techniques

These six techniques can be added to any prompt — in any industry, for any task. Think of them as upgrades you can bolt onto whatever you are asking. Each one solves a specific failure mode in AI conversations.

Technique 1 — The 'Before You Answer' Instruction

The problem it solves: You ask a complex question and get a surface-level, obvious answer because the AI pattern-matched to the most common version of your question rather than thinking about yours specifically.

Add this to the end of any important question:

```
Before you answer, take a step back. Consider 2-3 different ways to interpret what I'm
asking. Pick the interpretation that best fits my situation. And if my question has any
hidden assumptions that might be wrong or incomplete, flag them before you answer.
```

Real example: Instead of asking "How do I improve team morale?" try: "How do I improve team morale? Before you answer — consider whether the issue might be workload, recognition, management style, or something else entirely, and flag which you're addressing."

Technique 2 — The Three Versions Method

The problem it solves: AI gives you one answer and you either take it or leave it. When you ask for three distinct versions, you force the AI to think laterally. Version 1 is usually the obvious answer. Version 3 often surprises you.

```
Give me 3 distinctly different versions of this. Each version should
take a different
strategic approach — not just a different tone. After all three, tell me
which one you'd
recommend for my specific situation and why.
```

Technique 3 — The Devil's Advocate Test

The problem it solves: You get a recommendation and it sounds convincing, but you want to stress-test it before committing. This forces the AI to argue against its own answer.

```
Now play the role of someone who strongly disagrees with that
recommendation.
What is their strongest argument? Give me their best case, not a
strawman.
```

Technique 4 — The Specific Example Request

The problem it solves: AI gives you a conceptually correct but practically useless answer. This forces a concrete, usable output instead of a framework.

```
That makes sense at a high level. Now give me a specific, concrete
example —
something I could actually use or do this week, not a hypothetical
scenario.
```

Technique 5 — The Constraint Flipper

The problem it solves: You feel stuck because of constraints (budget, time, team size, approval requirements). This technique asks which constraints you can actually challenge.

```
I'm trying to [goal]. My constraints are [list them].
Now — which of these constraints could I actually challenge or work
around?
What would the solution look like if each one were removed or relaxed?
```

Technique 6 — Role + Stakes Context

The problem it solves: The output is well-written but pitched at the wrong audience with the wrong urgency. This technique ensures the AI calibrates to who will read the output and what is riding on it.

```
[Your task]. This will be read by [audience — e.g., the board / a first-
time customer /
a skeptical procurement officer]. The stakes are [e.g., we are trying to
close a large deal /
```

```
this is a mass email to 20,000 customers]. Factor this into the tone,
precision,
and depth of what you write.
```

PART 2: THE UNIVERSAL PROMPTS

These 7 prompts work across every industry and every role. They address the situations that show up in every professional's week, regardless of whether you work in banking, manufacturing, or media. Use your Personal Context Block alongside each one.

Prompt 1 — Learn Any New Topic Fast

What this solves: You need to get up to speed on an unfamiliar topic — a new technology, a regulatory change, a competitor's move — before a meeting, a pitch, or a decision. You don't have time to read five articles that all say different things.

```
You are a brilliant teacher known for making complex ideas feel simple without dumbing
them down.

Topic I need to understand: [e.g., What is a vector database and why are AI companies
obsessed with them?]
My current level: [e.g., I use AI tools daily but have no engineering background]
Why I need to know this: [e.g., My team is evaluating one and I'll be in the decision
meeting next week]

Teach me using this structure:
1. The dinner-party explanation — clear, no jargon, one analogy that actually clicks
2. Why it matters right now — context, not hype
3. How it actually works — step-by-step in plain English
4. One concrete real-world example I can picture
5. The 5 key terms I will hear — each with a one-sentence definition
6. Three smart questions I can ask in the meeting to show I understand
7. Two common misconceptions to avoid

Don't talk down to me. I'm smart — I'm just new to this.
```

PRO TIP

After getting the explanation, follow up with: 'Now give me a 60-second verbal explanation I could use to brief my team.' This forces a tighter spoken-word version you can actually use in conversation.

Prompt 2 — Write Any Difficult Email

What this solves: The emails you keep putting off — saying no, pushing back on scope, delivering bad news, asking for something uncomfortable. The prompt that generated hundreds of 'this is exactly what I needed' responses from the original guide.

```
You are a world-class professional communication expert — direct without
being rude,
firm without being aggressive.

Who I'm writing to: [e.g., My manager who tends to pile on work without
checking
my capacity]
What the email needs to accomplish: [e.g., Push back on a new project
assigned to me
yesterday — I'm already at capacity across 3 deadlines]
The tricky part: [e.g., I don't want to seem like I'm not a team player,
but I genuinely
cannot do this without dropping quality on everything else]
Tone I want: [e.g., Confident, solutions-oriented, not apologetic]
Relevant context: [e.g., Just got recognized in a team meeting, so I
have some goodwill]

Write THREE versions:
Version A — Direct: Straight to the point, for someone who respects
brevity
Version B — Diplomatic: Relationship-first, acknowledges their
perspective
Version C — Solutions-first: Leads with what you CAN do, reframes the
'no'

For each version: full email with subject line, under 150 words, bold
the single most
important sentence, end with a clear next step.

After all three, tell me which version fits my situation best and why.
```

Prompt 3 — Prepare for Any High-Stakes Meeting

What this solves: You have 20 minutes before a meeting that matters — a client call, a board update, a negotiation, a difficult conversation with a team member. This prompt builds your preparation in minutes rather than hours.

```
I have a meeting in [X hours/days]. Help me prepare fully.

Meeting type: [e.g., Quarterly review with a client who is not happy
with our progress]
Who will be in the room: [roles and what matters to each of them]
What I want to walk out with: [e.g., Their agreement to extend the
timeline by 3 weeks
without damaging the relationship]
What they want: [e.g., Reassurance that we're back on track and a clear
recovery plan]
What I'm worried about: [e.g., They might ask about specific
deliverables that slipped]
```

```
Give me:
1. A one-paragraph opening that sets the right tone immediately
2. The 3 things I must communicate clearly, regardless of how the
conversation goes
3. The 3 most difficult questions I'll likely face — and a strong answer
for each
4. One thing I should NOT say, even if it feels like the right move in
the moment
5. A one-sentence closing that leaves them feeling positive about next
steps
```

Prompt 4 — Summarize Anything into Something Useful

What this solves: You receive a long document — a report, a research paper, a proposal, a chain of emails — and need to understand it fast and communicate the key points to others. This prompt turns raw content into an actual decision tool.

```
I am going to paste a [document type] below. When you read it, do not
summarize
everything equally — prioritize what matters for someone making a
decision.

Give me:
1. The one-sentence 'so what' — what this document is really saying
2. The 3 most important facts, numbers, or findings
3. What decision this document is asking me to make or inform
4. What is missing or unclear that I should follow up on
5. A 3-bullet summary I could paste into a Slack message to brief my
team

After your summary, flag anything that looks like a risk, an assumption,
or a number
that seems unusually high or low.

Here is the document:
[PASTE CONTENT HERE]
```

Prompt 5 — Get Honest Feedback on Anything You've Written

What this solves: You've written something that matters — a proposal, a strategy doc, a pitch, a performance review — and you need feedback before it goes out. Getting useful feedback from colleagues is slow and often too polite. This is faster and more direct.

```
I'm going to share something I've written. Before you give feedback,
understand the context:

What I wrote: [e.g., A proposal for a new product feature to share with
our CTO]
```

```
Who will read it: [e.g., Our CTO, who is technically sharp but skeptical
of marketing language]
What I want them to do after reading: [e.g., Approve budget for a 3-
month prototype]
What I'm worried about: [e.g., It might feel too vague on the technical
side]

Now read what I've written and give me:
1. What is working well — be specific, not generic praise
2. What is unclear or weak — the 2-3 things that would make a reader
hesitate
3. One structural suggestion — is the order and flow right for this
audience?
4. The one sentence that is doing the most work — and whether it is
strong enough
5. A rewritten version of the weakest paragraph

Be direct. I'd rather know the problems now than hear about them later.

Here is what I wrote:
[PASTE YOUR CONTENT HERE]
```

Prompt 6 — Build a Practical Action Plan

What this solves: You have a goal but not a clear path. Maybe you've set it before and it stalled. This prompt is not about motivation — it is about building a plan with the specific details that most action plans leave out, like what to do when things go wrong.

```
I want to [specific goal with a timeframe].

Here is my current situation: [where you are starting from]
Resources I have: [time, money, team, tools, skills]
My biggest constraint: [the one thing most likely to slow this down]
What I've tried before (if applicable): [and why it didn't work]

Build me a practical plan that includes:
1. The 3 things that will most determine whether this succeeds or fails
2. A week-by-week breakdown for the first 4 weeks — with specific
outputs, not just activities
3. The one decision I need to make in week 1 that everything else
depends on
4. Two realistic scenarios where this plan could break down — and what
to do in each
5. The metric I should check weekly to know whether I'm on track

Don't give me a plan that assumes everything goes perfectly. Build in
the mess.
```

Prompt 7 — Make a Hard Decision with Clarity

What this solves: Decisions that genuinely feel stuck — where both options have real merit and real cost, where emotions and logic are pulling in different directions. Not every decision needs this. For the ones that do, this prompt is built for clarity.

```
I'm trying to decide between [Option A] and [Option B].
(If there is an Option C I should be considering, tell me.)

Here's the situation: [describe it honestly, including the part that's
hard to say out loud]
What matters most to me right now: [values, priorities, constraints]
What I'm most afraid of: [be honest]
Who else is affected by this decision: [and what their perspective is]

Help me think through this:
1. Am I framing this correctly? Is there an option I haven't considered?
2. What is this decision really about at its core — name the underlying
tension
3. The 10-10-10 analysis: How will I likely feel about each option in 10
days,
   10 months, and 10 years?
4. The regret test: for each option, complete 'The most likely reason
I'd regret this is...'
5. Based on everything above, your recommendation — clear and defended,
not hedged
6. The one condition that would change your recommendation
7. The first action I should take within 24 hours of deciding

Be direct. I don't need reassurance that there's no wrong answer.
```

PART 3: THE INDUSTRY PLAYBOOKS

Each industry section below follows the same format: a quick context block you can customize, followed by 5 prompts built around the real situations professionals in that industry actually face. Every prompt includes the exact context you need, a customization tip, a real example input, and one key mistake to avoid.

HOW TO USE THE INDUSTRY PROMPTS

Start by customizing the Context Block at the top of your industry section. Save it in your notes app. Then paste it before any of the industry prompts below. The combination of your context block and the specific prompt is where the real quality comes from.

Industry 1: IT Firms & Consulting

If you work in IT or consulting, your core challenge is converting technical complexity into business language and delivering it fast. Clients don't want to hear about your stack — they want to know what problem you're solving and what they're paying for. AI has become genuinely useful here: it's the best first-draft tool for proposals, status updates, client communications, and knowledge transfer that the industry has ever had. The prompts below are built for that reality.

Your IT & Consulting Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [consultant / engagement manager / CTO / delivery lead] at a
[size]-person [IT services / consulting / software development] firm.
My work involves client delivery, proposal writing, stakeholder
communication, and [specific domain].
When I ask for help, I prefer direct, structured answers I can adapt
into client-ready language without heavy editing.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write a Client Proposal That Actually Gets Read

What this solves: You've done the discovery. You know the solution. Now you need to turn your notes into a proposal a client will read start to finish — not skim and ignore. Most proposals fail not because the solution is weak but because they lead with methodology instead of the client's problem.

The Prompt:

```
You help consultants write proposals that clients actually read.

Here's the engagement I'm proposing:
Client: [company type and size]
Their problem as they described it: [in their words, not our
interpretation]
What we're actually recommending: [the solution]
Why we are the right firm for this: [specific reason — not generic
credentials]
Investment: [budget range]
Timeline: [rough delivery schedule]

Write a proposal structure that:
1. Opens with their problem in language that makes them nod — not our
capabilities
2. Describes the solution in plain English before mentioning methodology
```

```
3. Makes our specific experience feel relevant to their specific
situation
4. Addresses the 2 most likely objections before they are asked
5. Closes with a low-friction next step they can say yes to easily

Keep the full proposal under 600 words. Clients read shorter proposals
more carefully.
```

HOW TO CUSTOMIZE

Works for any engagement type — digital transformation, audit, staffing, software build. The key variable is 'their problem in their words.' If you can nail that phrase, the rest follows.

REAL EXAMPLE INPUT

Client: mid-sized logistics company. Problem: 'We have data in 4 different systems and our ops team is spending 3 hours a day manually reconciling it.' Solution: custom data integration layer. Budget: Rs. 18-25 lakh. Timeline: 10 weeks.

MISTAKE TO AVOID

Don't start the proposal with 'We are pleased to present...' That signals everything that follows will be about you, not them. Let the AI open with the problem.

PRO TIP

After the draft, paste it back in and ask: 'Read this as a skeptical CFO who has been burned by IT consultants before. What would make you hesitate? What would make you say yes?'

2. Turn Meeting Notes into Decisions and Actions

What this solves: You've just come out of a 90-minute client workshop. You have a page of rough notes. Someone needs to send a crisp summary with clear decisions and next steps within the hour — and it has to be something the client can forward internally without embarrassment.

The Prompt:

```
You convert rough meeting notes into professional summaries that show
clear progress.

Context: This was a [type of meeting — e.g., discovery workshop /
project review / steering committee]
with [client name / team].
Attendees: [brief list of roles — not names]
Duration: [X minutes]

Here are my raw notes:
[PASTE YOUR NOTES]

From these notes, create:
```

```
1. A 3-sentence meeting summary (what was discussed, what was agreed,
what's next)
2. Decisions made — numbered list, each with who owns it
3. Actions required — each with: task / owner / deadline
4. Open questions — things still unresolved that need a follow-up
5. A one-paragraph email summary I can send to the client right now

Flag anything that appears contradictory or unclear in my notes.
```

HOW TO CUSTOMIZE

Works for internal team meetings just as well as client meetings. For internal meetings, add: 'Mark anything that should NOT go in the external client version.'

REAL EXAMPLE INPUT

30-minute project status call. Notes: 'Dev team 2 weeks behind on API work, Priya says it's a scope issue not a capacity issue, client wants weekly updates instead of fortnightly, budget hasn't been flagged yet, Rohan to follow up on testing timeline, next meeting in 2 weeks.'

MISTAKE TO AVOID

Don't paste notes that mix what was said with your own opinions. Separate them first, or tell the AI: 'Anything in brackets is my interpretation, not what was said in the meeting.'

3. Explain a Technical Concept to a Non-Technical Client

What this solves: Your client nodded politely when you explained the architecture but you can tell they didn't follow. Now they're asking questions in the wrong direction. You need to re-explain the same thing in a way that actually lands — without making them feel like they missed class.

The Prompt:

```
I need to explain a technical concept to a client who is senior, smart,
and non-technical.
They've heard too many jargon-heavy explanations and are now tuning out.

The concept: [e.g., Why we need a microservices architecture instead of
a monolith]
What they currently think (or misunderstand): [e.g., They think it's
more expensive for
no reason]
What I need them to understand: [e.g., It costs more now but prevents
the kind of
system crash they had last year from happening again]
Their industry/background: [e.g., Manufacturing — they think in terms of
assembly lines
and bottlenecks]

Write the explanation using:
```

```
1. An analogy from their world — not from tech
2. A concrete scenario: what happens with approach A vs approach B
3. One sentence that summarizes why this matters for their business
specifically

No acronyms. No assumption that they know what any architecture term
means.
```

HOW TO CUSTOMIZE

Use the client's own industry for the analogy. Manufacturing clients understand production lines and quality gates. Retail clients understand inventory and stockouts. Find the equivalent in their world.

REAL EXAMPLE INPUT

Client is a VP of Operations at a pharma manufacturer. Need to explain why we're recommending a cloud-based ERP over their existing on-premise system. They think 'cloud means our data is in someone else's hands and is less safe.'

MISTAKE TO AVOID

Don't use the phrase 'it's actually quite simple.' It signals condescension even if unintentional.

4. Prepare for a Difficult Client Conversation

What this solves: The client is unhappy. Maybe a deadline slipped, maybe scope wasn't managed well, maybe expectations were set wrong. You have a call in 2 hours and you need to walk in calm, clear, and with a plan — not just defensive.

The Prompt:

```
I have a difficult client call coming up and need to prepare thoroughly.

The situation: [describe what happened factually, including your firm's
role in it]
What the client is upset about specifically: [their stated complaint]
What is actually driving it (if different from what they said): [your
read of the real issue]
What we can and cannot fix: [be honest about constraints]
What a good outcome of this call would look like: [for both sides]

Prepare me for this conversation:
1. How to open the call — one paragraph that immediately shows I take
this seriously
   without admitting liability before I hear their full perspective
2. The 3 most likely things they will say — and how I should respond to
each
3. One thing I should not say even if it seems logical in the moment
4. The specific offer or resolution I should put on the table
```

```
5. How to close the call so they feel heard and we retain the
relationship

I want to keep this client. This conversation needs to end with trust,
not just resolution.
```

HOW TO CUSTOMIZE

Be honest about what went wrong in the situation field. If the problem was on your firm's side, say so — the AI will give you much better advice for taking ownership than for deflecting blame.

REAL EXAMPLE INPUT

Situation: We missed a 6-week sprint deadline by 2 weeks because the senior developer assigned to the project was moved to another engagement internally. The client found out from a team member, not from us. They're calling this a breach of contract.

MISTAKE TO AVOID

Don't walk into this call with just a solution prepared. Clients who feel unheard won't accept a resolution, however good it is. The first job is to listen and acknowledge.

5. Write a Project Status Update That Stakeholders Actually Read

What this solves: You send weekly updates that go unread. Or worse — people read them and ask questions you already answered. Status updates fail when they lead with activities instead of status, bury the important news, or use language that sounds like a progress report rather than a business communication.

The Prompt:

```
You write status updates that people actually read and that lead to
fewer follow-up questions.

Project: [project name and one-sentence description]
Who this goes to: [e.g., Client sponsor who cares about outcomes, not
technical details]
Reporting period: [e.g., Week 4 of 12]
Current status: [RAG — Red / Amber / Green — and the honest one-sentence
reason]
What happened this week: [bullet notes from your team]
What's coming next week: [planned activities]
Blockers or risks: [anything that could derail progress]
What I need from the reader: [decision / approval / information — be
specific]

Write a status update that:
- Opens with the status and the most important thing to know, not a list
of activities
- Is under 250 words
- Uses plain language, not project management jargon
```

```
- Makes the 'what I need from you' unmissable — not buried at the bottom
- Sounds like a professional, not a robot generating a weekly report
```

HOW TO CUSTOMIZE

Works for internal stakeholder updates just as well as client-facing ones. For internal: 'This goes to our leadership team who are most worried about utilization and margin — not delivery details.'

REAL EXAMPLE INPUT

Week 4 of 12. Status: Amber. Development is on track but we're waiting on API credentials from the client's IT team — this has been pending for 8 days and is now on the critical path. If we don't get access by Thursday, we'll need to push the mid-project demo by one week.

MISTAKE TO AVOID

Status updates should not be a diary of activities. If your opening sentence is 'This week the team worked on...' you've already lost most readers.

Industry 2: Manufacturing & Automotive

Manufacturing runs on process, precision, and escalation decisions made under pressure. The AI opportunity here is not about replacing operators — it's about reducing the time skilled people spend on paperwork, reports, and documentation, so they can focus on the floor. SOPs that take days to write can be drafted in an hour. Root cause reports that get buried in templates can be clear and actionable. Shift communications that are ignored can be written to actually be read.

Your Manufacturing & Automotive Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [plant manager / production supervisor / quality head / operations director] at a [type] manufacturing facility with [headcount] people, producing [product category].
My work involves production planning, quality control, vendor management, and team operations.
When I ask for help, I prefer practical, no-frills answers that work in a real factory environment — not textbook theory.
Please use this context to tailor your answers to my actual situation — not a generic one.
```

1. Write a Root Cause Analysis Report

What this solves: Something went wrong on the line — a quality rejection batch, a machine failure, an injury near-miss. You have the facts but turning them into a clear, structured RCA that management and quality teams can act on takes hours. This prompt cuts that down significantly.

The Prompt:

```
You help manufacturing professionals write clear, structured root cause analysis reports.

Incident: [brief description of what happened]
Date and line/department: [when and where]
Immediate impact: [e.g., 240 units rejected, 4-hour line stoppage, estimated loss Rs. X lakh]
Initial findings: [what your team has observed so far]
Likely contributing factors: [list them, even if uncertain]
Immediate actions already taken: [what was done in the first response]

Write an RCA report with:
1. Incident summary (2-3 sentences — factual, no blame language)
2. Timeline of events (use the facts I've given you)
3. Root cause analysis using the 5 Whys method
```

```
4. Contributing factors — distinguish direct causes from systemic gaps
5. Corrective actions — short-term (this week) and long-term (this
quarter)
6. Preventive measures — what changes to process or training prevent
recurrence
7. Accountability: who owns each corrective action and by when

Use plain language. This report will be read by people on the floor and
in the boardroom.
```

HOW TO CUSTOMIZE

Works for any category of incident — machine downtime, quality failure, safety near-miss, supplier non-conformance. The more specific your 'initial findings' and 'contributing factors,' the better the 5 Whys will be.

REAL EXAMPLE INPUT

Incident: 180 units of automotive door trim rejected at final QC due to colour mismatch. Root of the issue seems to be batch variation from a new paint lot that wasn't properly approved before use. Production supervisor said the approval form was sent but never formally signed off.

MISTAKE TO AVOID

Don't write 'operator error' as a root cause without tracing it back further. Operator error is usually a symptom of missing training, unclear SOP, or a process that makes it easy to make the mistake. Push the AI to go one more level deeper.

2. Convert an Informal Process into a Standard Operating Procedure

What this solves: You have a process that works — everyone on your team knows how to do it. But it lives in one person's head or in rough notes. When that person is absent, things break. This prompt turns existing knowledge into a properly structured SOP.

The Prompt:

```
You help experienced manufacturing professionals turn informal processes
into clear SOPs
that a new team member can follow on day one.

The process: [describe what it involves in plain language]
Who does it: [role and shift]
How often: [frequency — per shift, daily, weekly, per batch]
Tools or equipment involved: [list them]
Common mistakes or shortcuts to warn against: [what goes wrong most
often]
What a good outcome looks like: [how you know the process was done
correctly]

Write an SOP that includes:
1. Purpose — one sentence on why this process exists
```

```
2. Scope — who this applies to
3. Materials and equipment required
4. Step-by-step procedure — numbered, no step longer than two sentences
5. Quality checkpoints — where to stop and verify before continuing
6. Common errors and how to avoid them
7. What to do if something goes wrong (escalation path)

Write it for someone doing this for the first time. Assume no prior
knowledge.
```

HOW TO CUSTOMIZE

This also works well for processes that are currently done differently by different people. Describe the best version and use the AI to standardize it. You can then share it back with the team for review.

REAL EXAMPLE INPUT

Process: Daily changeover between Product A and Product B on Line 3. Takes 45 minutes when done right, but it's been taking 70 minutes lately because the new operators don't follow the sequence correctly. Involves flushing the mixing unit, changing dies, recalibrating sensors, and doing a 5-unit trial run before full production resumes.

MISTAKE TO AVOID

Don't try to make the SOP cover every edge case in the first draft. Get the core process right first. Add exceptions and edge cases as a separate addendum once the main procedure is reviewed.

3. Write a Shift Handover Report

What this solves: The handover between shifts is one of the most underrated risk points in manufacturing. Information gets lost, problems get inherited without context, and the incoming supervisor starts the shift without knowing what to look for. A well-written handover report changes this.

The Prompt:

```
You help production supervisors write clear, useful shift handover
reports.

My shift: [e.g., Day shift, 6am-2pm]
Production line(s): [which lines you are handing over]
Target output for my shift: [units planned]
Actual output achieved: [units completed]
Variance and reason: [if different from target — why]
Machine status at end of shift: [any ongoing issues, recent repairs,
upcoming PM]
Quality issues during shift: [rejections, rework, or alerts raised]
Safety incidents or near-misses: [none / describe if any]
Unfinished tasks the next shift must continue or complete: [list them]
```

```
People issues: [absentees, new joiners on the floor, anyone
underperforming today]
What the incoming supervisor must prioritize in the first 30 minutes:
[be specific]

Write a handover report that is clear, honest, and takes less than 5
minutes to read.
```

HOW TO CUSTOMIZE

Works for any shift pattern — 2-shift or 3-shift operations. Add a field for 'priority messages from plant manager' if there are instructions coming down from above that need to be passed on.

REAL EXAMPLE INPUT

Day shift 6am-2pm. Line 2 target: 800 units. Achieved: 720 units. Variance: sensor calibration took 40 extra minutes after lunch. Machine status: Packing Unit 2 has been running at 85% speed since 11am — maintenance knows and will check at shift start. QC flagged 12 units for weight variance — samples sent to lab. No safety incidents. Two trainee operators on line today who need close supervision on the wrapping station.

MISTAKE TO AVOID

Handover reports are not the place to hide problems. The incoming supervisor inherits whatever you leave behind. If something is borderline, mention it with your best current read — 'I think it's fine, but keep an eye on X' is more useful than silence.

4. Build an Investment Case for New Equipment

What this solves: You know your line needs a new machine. You can feel it in the downtime numbers and the quality rejections. But the finance team wants a business case with numbers, and you don't have time to build a full financial model. This prompt helps you structure the argument.

The Prompt:

```
You help plant managers build clear, credible equipment investment cases
for leadership.

Equipment requested: [type and model if known]
Current situation without it: [describe the problem in numbers where
possible]
Cost of the new equipment: [purchase price / lease / installation]
Expected benefit 1: [e.g., reduced downtime — by how much]
Expected benefit 2: [e.g., quality improvement — rejection rate change]
Expected benefit 3: [e.g., capacity increase — additional units per
shift]
Risk if we don't invest: [what happens if we continue as is]
Timeline: [how long until we would recoup the investment]

Build an investment case that includes:
```

```
1. One-paragraph executive summary — what we're asking for and why now
2. Current state problem — with numbers, not just description
3. Proposed solution and what it delivers
4. Financial case: cost, expected savings, and simple payback period
5. Operational risk if this investment is delayed
6. Recommended next step and decision required

This will be presented to the plant director and CFO. They want
outcomes, not features.
```

HOW TO CUSTOMIZE

The most persuasive investment cases quantify the cost of NOT acting. Downtime costs money. Quality rejections cost money. If you have those numbers, lead with them.

REAL EXAMPLE INPUT

Equipment: Automatic in-line vision inspection system. Current rejection rate on finished product: 3.2% (industry standard: 1.0%). Each rejected unit costs Rs. 180 in material and Rs. 40 in labour. We produce 4,000 units per day. System cost: Rs. 38 lakh. Expected rejection rate with system: below 1%. Payback estimated at 14 months.

MISTAKE TO AVOID

Don't frame this as 'we want a new machine.' Frame it as 'we have a problem that is costing the company X per month, and here is the solution with the numbers to back it.'

5. Write a Vendor Non-Conformance Communication

What this solves: A supplier has delivered material that doesn't meet spec. You need to communicate this in writing — formally enough to protect your commercial position, but professionally enough to keep the relationship intact if the vendor is otherwise good.

The Prompt:

```
You help manufacturing quality and procurement teams write vendor non-
conformance
communications that are firm, professional, and legally sound.

Vendor name: [you can use 'Vendor A' for privacy]
Material or component: [what was supplied]
Purchase Order reference: [PO number]
Delivery date: [when material arrived]
Non-conformance identified: [exact issue — dimension, quality, quantity,
specification]
Impact on our production: [downtime, rework, rejection, production
delay]
Relationship with vendor: [new / established / preferred supplier]
What I need from them: [replacement / credit note / corrective action
plan / investigation]
Our deadline for their response: [date]
```

```
Write a non-conformance communication that:
1. States the facts without accusation or emotion
2. References the original specification they were required to meet
3. Clearly describes the impact on our operations
4. States our requirements and the response timeline
5. Opens the door for resolution without burning the relationship
6. Is signed off professionally but firmly
```

HOW TO CUSTOMIZE

If this is a first-time issue with an otherwise good vendor, add: 'This vendor has a strong track record. The tone should be firm but not punitive — we want a corrective action plan, not a confrontation.' The AI will adjust accordingly.

REAL EXAMPLE INPUT

Vendor A supplied 5,000 kg of PVC compound for our pipe extrusion line. Upon testing, melt flow index was 4.2 g/10min against specification of 3.0-3.5 g/10min. We ran 800 kg before QC flagged the issue. Full batch now quarantined. Production line on hold for 6 hours. We need replacement material within 72 hours and a formal CAPA from them within 5 business days.

MISTAKE TO AVOID

Avoid the phrase 'this is unacceptable.' It adds emotion without adding information. Describe what is unacceptable specifically and what corrective action you require. That is more effective than an emotional statement.

Industry 3: FMCG & D2C Brands

FMCG and D2C brands live and die by their ability to move fast — launch faster, communicate better, respond to market feedback before competitors, and build emotional connection with customers who have 40 other options in the same category. AI has become a genuine competitive advantage here, specifically in content production, product communications, launch planning, and customer response. The prompts below are built for brand managers, founders, and marketing leads who need to do the work of a full team with a lean one.

Your FMCG & D2C Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [brand manager / founder / marketing lead / category head] at a
[size] FMCG / D2C brand in the [category] space, selling through
[channels].
My work involves brand strategy, product launches, consumer
communication, and marketing campaigns.
When I ask for help, I prefer brand-appropriate language with concrete
outputs I can use directly — not just strategy frameworks.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write Product Descriptions That Sell, Not Just Describe

What this solves: Most product descriptions on brand websites and e-commerce listings do exactly one thing: they describe. They tell the customer what the product contains. What they don't do is tell the customer why they should care, how it will change their day, or why it's different from the five similar products next to it. This prompt fixes that.

The Prompt:

```
You are a brand copywriter who understands that product descriptions
sell through
specificity, not through superlatives.

Product: [name and category]
Core benefit: [what problem it solves or feeling it creates]
Key ingredients or features: [the 2-3 that actually matter]
Who buys this: [specific customer profile — not 'everyone]
What they care about most: [the thing that matters most in their buying
decision]
What makes this different: [versus competitor products — be specific]
Tone: [e.g., premium and clean / playful and energetic / science-backed
and credible]
Character limit: [for Amazon listing / website / packaging]
```

```
Write:
Version A — Benefit-led: Opens with the customer's life, not the
product's features
Version B — Ingredient-led: Leads with what makes it work, for the
ingredient-curious buyer
Version C — Occasion-led: Framed around when and how they'll use it

For each version: no filler phrases like 'premium quality' or 'truly
unique.' Earn every claim.
```

HOW TO CUSTOMIZE

The 'what they care about most' field is the one most brand managers leave vague. Don't say 'quality and value.' Say: 'they read ingredient labels and will not buy if they see parabens or synthetic fragrance' or 'they're buying this as a gift and want it to look premium when unwrapped.'

REAL EXAMPLE INPUT

Product: Cold-pressed coconut oil, 500ml. Benefit: hair repair and skin hydration. Key ingredients: 100% cold-pressed, no refining, sourced from Kerala. Buyer: women 25-40 who are ingredient-conscious and sceptical of mass brands. Differentiator: single-origin, traceable to one farm, unlike blended oils. Tone: clean, trustworthy, slightly indulgent. For Amazon listing, under 200 characters for title, 5 bullet points for key features.

MISTAKE TO AVOID

Never use the word 'natural' without backing it up with something specific. Customers in 2026 have seen it on every label and it no longer means anything. 'Cold-pressed, unrefined, single-ingredient' is more credible than 'natural and pure.'

2. Build a Product Launch Content Calendar

What this solves: You're launching something in 4-6 weeks and need a content plan that creates genuine anticipation, drives first-week conversions, and builds word of mouth — without burning out your team or repeating the same message 12 times. This prompt builds a realistic calendar, not an aspirational one.

The Prompt:

```
You are a brand strategist who builds launch content plans for lean D2C
teams.

Product being launched: [name and category]
Launch date: [X weeks from now]
Channels available: [Instagram / LinkedIn / email / WhatsApp / quick-
commerce /
YouTube / offline — list what you have]
Team size and bandwidth: [e.g., one marketing person, part-time
designer, founder can
contribute 30 minutes a day]
```

```
Launch goal: [first-week sales target or specific outcome you are
optimizing for]
Target audience: [who this is for and where they spend their attention]
Budget for paid amplification: [rough range or 'organic only]

Build a 6-week launch content calendar that:
1. Has 3 phases: build anticipation (weeks 1-2), launch week (week 3),
sustain momentum
   (weeks 4-6)
2. Maps specific content types to specific channels — not just 'post on
Instagram'
3. Identifies the 2-3 hero content pieces that carry the most weight
4. Includes one unconventional idea that goes beyond standard launch
playbook
5. Is realistic for the team size I described — not a plan for a team of
10

For each week: 3-5 specific content pieces with format, channel, and
hook/angle.
```

HOW TO CUSTOMIZE

The 'team bandwidth' field is critical. If you leave it out, you'll get a beautiful plan that requires a 10-person team. Be specific about your constraints and the AI will build around them.

REAL EXAMPLE INPUT

Launching a new range of functional nutrition bars. 5 SKUs, priced at Rs. 60 each. Target: urban professionals 28-40 who snack at work. Launch on own website and Amazon. Instagram is primary channel, 45k followers. WhatsApp broadcast to existing customers. One founder who can do Instagram stories daily. Budget: Rs. 40,000 for paid Instagram. Goal: 500 orders in launch week.

MISTAKE TO AVOID

Don't build a launch plan around daily content if you can't sustain it. Three pieces of genuinely good content per week beats seven average ones. The AI will default to more — push it back to what you can actually execute.

3. Respond to a Negative Customer Review

What this solves: A customer left a 2-star review on Amazon or Google that is now public. It is either unfair, partially fair, or completely fair — and you need to respond in a way that handles this specific customer while also communicating to the thousand other people who will read your response.

The Prompt:

```
You help D2C brands respond to customer reviews in a way that is
genuine, not defensive,
and builds trust with everyone who reads the exchange.
```

```
The review: [paste the exact text of the review]
Star rating: [1-5 stars]
Platform: [Amazon / Google / Trustpilot / social media]
The actual situation (your honest read): [e.g., Customer is right, this was a quality
issue we've since fixed' / 'Customer misunderstood usage instructions' / 'This was a
logistics delay — not a product issue]
Brand tone: [how you normally communicate — warm and personal / professional / playful]

Write a response that:
1. Acknowledges the customer's experience first — no defensiveness in the opening
2. Addresses the specific complaint factually without over-explaining or making excuses
3. If we were at fault: owns it and states what we've done or are doing about it
4. If it was a misunderstanding: clarifies gently without making the customer feel stupid
5. Ends with a genuine offer or next step — not a hollow 'we hope to serve you better'
6. Is between 60-100 words — long enough to be real, short enough to be read

Note: thousands of potential customers will read this. Write for them too.
```

HOW TO CUSTOMIZE

The 'actual situation' field is the most important one. If you are honest with the AI about what really happened, the response will be far more genuine and effective. If you say 'pretend we did nothing wrong,' you'll get a response that sounds defensive to everyone reading it.

REAL EXAMPLE INPUT

Review (2 stars): 'Ordered the protein powder, waited 12 days for delivery. When it arrived, the seal was broken and the powder smelled off. Tried to contact customer support but no reply for 5 days. Very disappointing for a brand I trusted.' Actual situation: Logistics partner issue — we've since identified and replaced them. Support ticket was missed during a volume spike. Both valid complaints.

MISTAKE TO AVOID

Never start your response with 'We are sorry you feel that way.' It is one of the most universally disliked phrases in customer service and signals that you are not taking responsibility.

4. Write a Brief for an Influencer or Creator Partnership

What this solves: You've found a creator who fits your brand. Now you need to brief them in a way that gives them enough direction to create something on-brand, while leaving them enough creative freedom to produce content that feels authentic to their audience rather than like an ad.

The Prompt:

```
You help brand managers write influencer briefs that result in content the creator actually
enjoys making — and that performs for the brand.

Brand: [name and one-sentence brand description]
Product being promoted: [specific product, not the whole range]
Creator profile: [content style, platform, approximate audience size and demographic]
Campaign objective: [awareness / trial / specific sales target / content for brand's own use]
Key message: [the ONE thing we want the audience to take away — only one]
Mandatory inclusions: [e.g., discount code / product feature to demonstrate / CTA]
What NOT to do: [e.g., don't compare to competitors / don't use before-after weight loss
framing / don't make it look like a studio shoot]
Deliverables: [content format, platform, number of pieces, usage rights needed]
Timeline and payment: [shoot deadline and compensation if willing to include]

Write a brief that reads like a conversation with a creative partner, not a legal document.
Include: brand story context, inspiration examples the creator can reference, and a clear
but flexible content direction they can make their own.
```

HOW TO CUSTOMIZE

The 'what NOT to do' field is where most brand briefs fail. Brands focus on what they want and forget to say what they don't want. A creator who doesn't know your red lines will cross them innocently.

REAL EXAMPLE INPUT

Brand: clean beauty brand focused on gut-skin health. Product: probiotic face serum. Creator: lifestyle and wellness creator on Instagram, 85k followers, audience 60% women 24-35 in metros. Objective: brand awareness + first-purchase trial via 10% discount code. Key message: your skin health starts from within. Don't: medical claims, before-after skin comparisons, filter-heavy edits. Deliverable: one Reel and two Stories.

MISTAKE TO AVOID

Don't write a brief that specifies exact words or shot-by-shot scripting. Over-briefed content looks scripted and kills the organic feel that makes influencer content work in the first place.

5. Analyse a Competitor and Find the Gap Your Brand Can Own

What this solves: You know your top 3 competitors. You need to look at them systematically and find the positioning gap — the story, the customer segment, or the brand territory that none of them are owning, and that you could.

The Prompt:

```
You are a brand strategist who helps D2C and FMCG companies find
competitive white space.

My brand: [name, category, current positioning in one sentence]
My target customer: [specific description]
Competitor 1: [name, their positioning, their apparent strengths, their
apparent weakness]
Competitor 2: [same]
Competitor 3: [same]
What all of them seem to be competing on: [e.g., price / ingredients /
heritage / efficacy]
What I currently have that they don't: [be honest — product truth or
brand truth]

Analyse this landscape and tell me:
1. What the entire category is currently saying — the shared narrative
most brands are using
2. What is NOT being said — the gap in the conversation
3. Which customer need or emotion is being underserved by all three
competitors
4. A specific positioning territory my brand could own — and why it fits
my product truth
5. One headline/tagline direction that represents this positioning
6. The risk in this positioning — what could make it not work

Be specific. I don't need a framework — I need a direction I can
actually act on.
```

HOW TO CUSTOMIZE

The more specific you are about what all competitors are currently saying, the better the gap analysis will be. If you can paste in their actual taglines or homepage copy, do it.

REAL EXAMPLE INPUT

My brand: a natural deodorant brand. Competitors: Brand A (focuses on 'no aluminium' safety), Brand B (focuses on being 'made in India, for India'), Brand C (focuses on 24-hour efficacy). What they're all competing on: ingredients and safety or efficacy. What we have: we're the only one that uses Ayurvedic ingredient science and has clinical testing. Target customer: urban women 28-40 who've switched to natural products and are frustrated that they don't work.

MISTAKE TO AVOID

Don't look for a gap that requires a complete rebrand or product change. The best gaps are ones where your existing product truth already fits — you just haven't named or claimed the territory yet.

Industry 4: Hotels & Hospitality

By 2026, AI is embedded in how guests find hotels, how they book, how they communicate during their stay, and how they leave reviews. The competitive gap is no longer between hotels with technology and hotels without it — it's between hotels that have made themselves machine-legible and data-coherent versus those that haven't. For the individual hospitality professional, AI is most immediately useful in guest communications, staff briefings, and revenue operations. The prompts below focus on those three areas.

Your Hotels & Hospitality Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [GM / front office manager / revenue manager / F&B head /
marketing manager] at a [star rating] property with [number of rooms],
in [location/type — city business hotel / resort / boutique].
My work involves guest experience, revenue management, team operations,
and property marketing.
When I ask for help, I prefer hospitality-specific advice that respects
both guest experience standards and operational realities.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write Personalized Guest Communications at Scale

What this solves: You want to reach out to guests before arrival, during their stay, and after checkout — but writing individual messages takes too long. This prompt helps you build communication templates that feel personal, not automated.

The Prompt:

```
You help hotel teams write guest communications that feel personal even
when sent at scale.

Property type and brand voice: [e.g., boutique heritage property, warm
and personal /
business hotel, efficient and professional / resort, relaxed and
aspirational]
Communication type: [pre-arrival / in-stay / post-checkout / special
occasion / win-back]
Guest segment this is for: [e.g., business traveller on a 3-night stay /
couple on
anniversary / family group with children / loyalty member returning
after 12 months]
What we want to accomplish: [upsell room upgrade / confirm preferences /
request review /
offer F&B add-on / welcome back]
```

```
Any data points we have on this guest: [previous stays, stated
preferences, reason for visit]

Write three versions of this message — for email, WhatsApp, and a brief
SMS.
For each:
- Open with something specific to them, not a generic welcome
- The ask or offer should feel natural, not like a sales pitch
- Length appropriate to the channel (email: 100-150 words / WhatsApp:
60-80 /
  SMS: under 160 characters)
- Include a simple response mechanism or CTA

Avoid phrases like 'We hope you will enjoy' and 'We look forward to
serving you.'
```

HOW TO CUSTOMIZE

Add specific data from your PMS for any guests you have history on. Even small details — 'we noticed you preferred a high floor on your last visit' — transform the perception of personalization.

REAL EXAMPLE INPUT

Property: 45-room boutique hotel in Pondicherry. Guest: couple arriving for 3 nights, flagged as anniversary trip in booking notes. They stayed with us 2 years ago and noted they enjoyed the pool villa. We have a pool villa available for upgrade at Rs. 2,500/night more than their current booking. Goal: offer the upgrade before arrival in a way that feels like a thoughtful gesture, not an upsell.

MISTAKE TO AVOID

The single most common mistake is making upsell communications feel like upsells. If your message could pass for a mass promotional email, rewrite it until it sounds like it was written by the front desk manager specifically for this guest.

2. Prepare a Staff Briefing for a VIP or Sensitive Arrival

What this solves: A VIP guest is checking in tomorrow. Or a guest with a complex history is returning. Your team needs to be briefed in a way that is specific enough to make a difference and concise enough that it gets read before the shift starts.

The Prompt:

```
You help hospitality managers write staff briefings that are specific
enough to be useful
and short enough to actually be read before a shift.

Guest arriving: [describe without using real name — 'long-stay corporate
guest' /'repeat VIP' / 'guest with a complaint history' /
'media/influencer]
Arrival details: [date, time, room type, length of stay]
```

```
What we know about them: [preferences, previous feedback, special
occasions, any flags]
What went wrong before (if applicable): [any previous complaint or
issue]
What we want their experience to be: [specific outcome — 'they leave
wanting to return'
/ 'they post positively on social' / 'they renew their corporate
contract]
Staff who need to be briefed: [front office / housekeeping / F&B /
concierge / all]

Write a team briefing that:
1. States the essential guest information in 3 bullet points
2. Gives each department one specific action to take before the guest
arrives
3. Flags any sensitivities — what to avoid saying or doing
4. Sets the tone — how we want this guest to feel from the moment they
walk in
5. Names who the guest should be directed to if they have any request or
concern
```

HOW TO CUSTOMIZE

The briefing should be specific to this guest — not a generic VIP checklist. If all you have is 'treat them well,' the briefing won't be useful. Any specific detail you have — a previous note in the profile, a mentioned preference, even their reason for the trip — should be in there.

REAL EXAMPLE INPUT

Guest: senior partner from a law firm who stays 8-10 nights per month on corporate rate. Has complained twice before about noise from the construction site adjacent to the hotel. Has specifically requested a room on the north side, away from the site. Last month, the housekeeping team skipped his minibar restock on day 3. He noticed and mentioned it to front desk but didn't escalate. Arriving tomorrow at 7pm after a long flight from London.

MISTAKE TO AVOID

Don't write a briefing that just says 'make sure this guest has a great stay.' That adds no information. What makes a great stay for this specific guest, based on what you know? That's the only useful part.

3. Write a Response to a Negative Online Review

What this solves: A TripAdvisor or Google review just came in. It's negative. It might be fair. It might not be. Either way, it's public — and hundreds of future guests will read your response before deciding whether to book. This is one of the most important pieces of copy your property publishes.

The Prompt:

```
You help hotel managers respond to guest reviews in a way that protects
the property's
```

```
reputation and converts future readers into bookers.

The review: [paste the exact text]
Star rating: [1-5]
Platform: [TripAdvisor / Google / Booking.com / Zomato for F&B]
Our honest assessment: [is the complaint fair? partly fair? based on a
misunderstanding?]
What actually happened: [behind the scenes — what we know]
What we've done about it since: [if the issue was valid — what changed]
Property brand voice: [formal and professional / warm and conversational
/ etc.]

Write a response that:
1. Thanks the guest without sounding scripted
2. Acknowledges the specific issue — not a generic 'we're sorry for your
experience'
3. If valid: owns it and states what changed, without over-explaining
4. If not valid: corrects the record factually and calmly — no
defensiveness
5. Ends with a genuine invitation to return — only if appropriate
6. Is under 120 words. Future guests will read this faster than the
review itself.
```

HOW TO CUSTOMIZE

Remember you are writing for two audiences simultaneously: the reviewer (who you probably can't win back) and the future guest reading this exchange (who you can still influence). Optimize for the second audience.

REAL EXAMPLE INPUT

Review (2/5): 'Beautiful property but our room wasn't ready until 4pm. We were travelling with a toddler and had no place to wait or freshen up. Staff were apologetic but couldn't do anything. Disappointing for the price.' Our situation: check-in time is 3pm, the room was technically ready at 4pm (1 hour late). We should have offered the lounge or a complimentary early access to the pool area and didn't.

MISTAKE TO AVOID

Never use the phrase 'We take all feedback seriously.' Every hotel in the world uses this phrase and it signals nothing. Respond to what this guest specifically experienced.

4. Create a Seasonal Offer Email That Actually Converts

What this solves: You have a slow season coming up. Or an occasion — Diwali, Valentine's Day, summer holidays. You need an email that goes to your database and generates actual bookings, not just opens. Most hotel promotional emails are deleted unread because they sound like every other hotel promotional email.

The Prompt:

```
You write hospitality marketing emails that generate bookings — not just
open rates.

Property: [brief description — boutique / resort / city hotel]
Offer: [what is the package — what's included, at what price, for which
dates]
Occasion/season: [what is the context — summer, festival, long weekend,
school holidays]
Target audience for this email: [which segment of your database — past
guests / loyalty
members / corporate clients / families / couples]
What makes this offer genuinely worth it: [what is the value — save X% /
exclusive to
past guests / includes something not available for general booking]
Urgency: [why should they book now — limited rooms / early bird /
deadline date]

Write an email that:
1. Subject line and preview text — two versions to A/B test
2. Opening that creates a feeling, not a feature list
3. The offer described in 3 clear bullet points
4. One piece of social proof — a guest quote or stat that builds
credibility
5. A clear, low-friction CTA
6. A P.S. line — the most read part of any email

Total length: under 200 words in the body. The subject line is more
important than the copy.
```

HOW TO CUSTOMIZE

The single most effective hospitality email tactic: address your guests' specific occasion, not just the property's offer. 'Your family holiday sorted — 3 nights with kids' activities included' converts better than 'Summer Family Package from Rs. 8,999.'

REAL EXAMPLE INPUT

Property: 62-room heritage boutique hotel in Jaipur. Offer: 3-night package for Holi weekend, includes accommodation, Holi celebration on property, traditional breakfast, one camel safari. Price: Rs. 18,500 per couple. Target: couples and small groups from Delhi NCR who stayed in the last 18 months. Early bird 15% discount for bookings before a specific date. Only 20 rooms at this price.

MISTAKE TO AVOID

Don't put the price in the subject line unless it's genuinely exceptional. Lead with the experience and reveal the price in the body, once the desire has been created.

5. Build a Concierge Recommendations Guide for a New Market

What this solves: You're getting more guests from a new market — international visitors, a new corporate client, or a demographic you haven't catered to before. Your team needs to be able to make confident, relevant recommendations to these guests without guessing.

The Prompt:

```
You help hotel concierge teams build guest recommendation guides for new
visitor segments.

Property location: [city/area]
New guest segment we're preparing for: [e.g., International visitors
from South Korea' /
'Health and wellness travellers' / 'Digital nomads on extended stays' /
'Luxury family travellers with children 8-14]
What we know about what this segment wants: [any research or past
feedback]
Current gap: [what do we currently not know or not have recommendations
for]
Resources available: [local knowledge, existing partner relationships,
team members
familiar with this segment]

Build a concierge reference guide that covers:
1. Top 5 things to do — with a one-line description for each that speaks
to this segment
2. Dining recommendations — for a relevant meal occasion (business
dinner / casual
   family meal / solo traveller / dietary preference)
3. Local cultural context — 3 things our team should know to avoid
misunderstandings
4. Questions this segment is most likely to ask that our team should be
ready for
5. One experience that will genuinely surprise or delight this specific
guest type

Format this so a front desk team member can scan it in under 2 minutes.
```

HOW TO CUSTOMIZE

Ask the AI to flag any cultural sensitivities relevant to the new segment. What feels standard in hospitality in one culture can feel inappropriate or cold in another.

REAL EXAMPLE INPUT

Property: 5-star resort in Goa. New segment: Japanese leisure travellers visiting for 4-7 nights, increasing since a new direct flight from Tokyo. We have no staff who speak Japanese. We know this segment values cleanliness highly and often dislikes loud music at night. We've had two situations where they were visibly uncomfortable but didn't complain.

MISTAKE TO AVOID

Don't build a guide based only on stereotypes about a national group. Ask the AI to help you distinguish between common preferences and individual variation — and build recommendations around experiences, not assumptions.

Industry 5: e-Commerce & Stores

E-commerce moves at a pace where the bottleneck is rarely the product — it's the content, the communication, and the speed of decisions. AI is most valuable here in areas where volume meets quality: writing product listings, building email sequences, responding to customer queries, and turning return data into policy language that reduces friction. The prompts below address the situations that eat most of the time of e-commerce operators and brand managers.

Your e-Commerce & Stores Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [e-commerce manager / founder / head of growth / category manager]
at a [size] online store in [category], selling through [Shopify /
Amazon / quick commerce / own website].
My work involves product listings, email marketing, customer experience,
and conversion optimization.
When I ask for help, I prefer direct, conversion-focused outputs — not
generic e-commerce advice I've read 10 times already.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write Amazon or Marketplace Listings That Rank and Convert

What this solves: Getting on the first page of Amazon search means nothing if your listing doesn't convert. And a beautiful listing doesn't convert if it doesn't rank. This prompt helps you write listings that are optimized for both — relevant keywords included, benefit-first copy, and a structure that matches how real shoppers scan product pages.

The Prompt:

```
You are an Amazon listing specialist who understands that a listing must
do two jobs:
rank in search and convert a real person who is comparing 6 options.

Product: [name, category, price point]
Top 3 customer benefits: [what they experience after buying — not
features]
Key ingredients/specifications: [the specs that matter to a buyer in
this category]
Primary keyword phrase (if known): [what people search to find this]
Who buys this: [specific customer type]
Why they pick this over competitors: [your honest differentiator]
Common questions or doubts buyers have in this category: [what makes
them hesitate]
```

```
Write:
1. Title — keyword-rich, under 200 characters, benefit in the first half
2. 5 bullet points — each under 150 characters, each addresses one buyer
concern
3. Product description — 150-200 words, conversational, tells the full
story
4. Backend search terms recommendation — 10-15 relevant keywords to
include

Bullets should answer: what does this do, why does it work, who is it
for, why is it
better, what should I know before buying. One bullet per answer.
```

HOW TO CUSTOMIZE

The 'common questions or doubts' field is where listings get made or lost. In any product category, there are 2-3 reasons people add to cart but don't buy. If your listing pre-answers those doubts in the bullets, conversion goes up.

REAL EXAMPLE INPUT

Product: Stainless steel insulated water bottle, 1 litre, Rs. 899. Benefits: stays cold 24 hours, stays hot 12 hours, leak-proof. Spec: double-wall vacuum insulation, BPA-free, food-grade stainless steel, wide mouth for ice cubes. Differentiator: comes with a cleaning brush set, which competitors at this price point don't include. Buyer hesitation: 'Will the lid really not leak in my bag?'

MISTAKE TO AVOID

Don't stuff every keyword into the title at the expense of readability. Customers and algorithms both penalize listings that read like a keyword list. The title should make sense to a real person reading it.

2. Build an Abandoned Cart Email Sequence

What this solves: Someone added to cart and left. In most stores, 70-80% of carts are abandoned. An automated email sequence can recover 5-15% of them. The difference between a sequence that recovers carts and one that gets unsubscribed is specificity: the more the email feels like it was written for this person about this product, the better it converts.

The Prompt:

```
You help e-commerce brands write abandoned cart email sequences that
recover revenue
without feeling like pressure sales.

Brand personality: [tone — warm / playful / straightforward / premium]
Product category: [what type of products]
Average order value: [this affects how much effort is worth spending on
recovery]
Typical reasons people abandon cart in this category: [price shock /
still comparing /
```

```
distraction / wanted to think it over / concerned about
sizing/fit/compatibility]
Any incentive we're willing to offer: [discount / free shipping / free
gift / none]
If offering discount: at what point in the sequence — email 1, 2, or 3?

Write a 3-email abandoned cart sequence:
Email 1 (1 hour after abandonment): Gentle reminder, no pressure, no
discount yet.
  Focus on what they almost bought and why it's worth a second look.
Email 2 (24 hours): Add social proof — reviews, bestseller status,
community response.
  Light sense of urgency without false scarcity.
Email 3 (72 hours): If offering an incentive, this is where it goes.
Clear CTA. Final ask.

For each email: subject line, preview text, opening line, body (under
100 words), CTA.
Each email should feel like a different reason to return — not the same
email sent three times.
```

HOW TO CUSTOMIZE

The 'reasons people abandon' field is crucial. A beauty brand's abandoned carts happen for different reasons than a furniture brand's. Build the sequence around the actual reason, not a generic hesitation.

REAL EXAMPLE INPUT

Brand: eco-friendly home cleaning products. Tone: warm and friendly, sustainability-conscious. Avg order: Rs. 1,800. Typical abandonment reasons: shipping cost is more than expected, want to check if the products actually work (first-time buyer anxiety). Willing to offer free shipping in email 3 if they haven't returned. Cart items: starter pack with 4 products.

MISTAKE TO AVOID

Don't send 3 emails that all say 'You left something behind!' Vary the angle completely. Email 1: the product. Email 2: what other customers say. Email 3: the offer. Same cart, three different reasons to care.

3. Write a Returns and Exchanges Policy That Reduces Friction

What this solves: Your returns policy is losing you customers before they buy. If it reads like it was written by a lawyer to protect you from your own customers, it will hurt conversion. A returns policy written for the customer — clear, fair, and easy to understand — actually increases first-purchase confidence.

The Prompt:

```
You help e-commerce brands write returns policies that build trust and
reduce friction,
not policies that sound like terms and conditions.
```

```
My actual policy terms (what we will and won't do): [list your rules plainly]
Time window: [e.g., 10 days from delivery]
Condition requirements: [unused / original packaging / any exceptions]
Process: [how customers initiate — email / app / form]
Refund method: [original payment / store credit / exchange only]
Exceptions: [products that can't be returned — personalised / hygiene / digital / etc.]
Common complaints about our current policy: [if known]

Write a returns policy that:
1. Opens with what we DO accept and make easy — not what we don't
2. States the process in 4 steps, each under 15 words
3. Handles exceptions clearly but without legal language
4. Uses 'you' language throughout — 'you can return this' not 'the customer may return'
5. Has a FAQ section with the 3 most common questions answered plainly

This should make a first-time buyer feel safe buying, not warned off.
```

HOW TO CUSTOMIZE

If you have chat transcripts or support tickets about return queries, paste the top 3 questions as inputs. The AI can build the FAQ around the questions customers are actually asking.

REAL EXAMPLE INPUT

Policy terms: 7 days from delivery, product must be unused, original packaging required. Process: email support with order number and reason, we send a pickup in 2-3 days. Refund to original payment in 5-7 business days. Exceptions: personalised products, opened consumables (food/beauty). Most common complaint: 'I didn't realize I had to email — I thought there was a return portal.' Second complaint: 'The 7-day window is too short, I was travelling.'

MISTAKE TO AVOID

Don't bury the time window. Most customer complaints about returns come from customers who didn't know how much time they had. Put the window in the first sentence, not the third paragraph.

4. Write a Flash Sale or Limited-Time Offer Communication

What this solves: Your flash sale goes live in 3 hours. You need an email, an Instagram caption, and a WhatsApp broadcast — each in the right format for the channel, each creating genuine urgency without sounding like every other sale announcement your customers receive.

The Prompt:

```
You write time-sensitive promotional communications that feel exclusive, not desperate.
```

```
The offer: [what is the discount or deal — be specific]
Duration: [when does it start and end]
Products included: [everything / specific categories / specific
bestsellers]
Why this sale is happening: [don't just say 'sale!' — is it a birthday
sale / end of season
/ subscriber-only / stock clearance / milestone celebration?]
Target audience: [existing customers / new buyers / loyalty members /
everyone]
Brand tone: [urgent and bold / warm and celebratory / exclusive and low-
key]

Write:
1. Email: subject line (A/B test two), preview text, opening line that
creates the feeling
   before stating the offer, offer details in 3 bullet points, CTA,
countdown urgency line
2. Instagram caption: hook in first line (before the 'more' cutoff),
offer details,
   link-in-bio CTA, 5 relevant hashtags
3. WhatsApp broadcast: under 100 words, conversational, feels like a
message from a
   friend who knows about a good deal — not a corporate broadcast

The urgency should be real — not manufactured. If the sale ends at
midnight, say midnight.
```

HOW TO CUSTOMIZE

The 'why this sale is happening' field is underused. A story behind the sale — 'we hit 10,000 orders and we want to celebrate with you' — converts better than 'SALE — 30% OFF.' Give the discount a reason and it becomes more credible.

REAL EXAMPLE INPUT

Brand: premium cotton bedlinen brand. Sale: 25% off on all 300-thread-count sets plus free shipping. Duration: 48 hours, starts today at 6pm. Reason: first anniversary of the brand. Target: existing email subscribers and Instagram followers. Tone: warm and celebratory, not pushy. Products: full range except custom-size orders.

MISTAKE TO AVOID

Don't use countdown language if it is not real. 'Hurry, only 24 hours left!' on an offer that keeps getting extended trains your audience to ignore urgency signals entirely.

5. Turn Customer Reviews Into Homepage and Ad Copy

What this solves: Your customers are already writing your best marketing copy — in their reviews. This prompt helps you extract the most persuasive language from your reviews and turn it into website copy, ad headlines, and social proof callouts that convert better than anything you'd write yourself, because it's in your customer's exact words.

The Prompt:

```
You are a direct-response copywriter who mines customer reviews for
marketing gold.

My product: [name and category]
Here are [number] reviews I want you to work with:
[PASTE YOUR REVIEWS]

From these reviews, extract and create:
1. The 3 most persuasive phrases customers used — in their exact words —
   that I should feature as testimonial callouts
2. The core transformation: what was life like before vs after — written
in customer language
3. Three ad headlines based on what customers said (not what I want to
claim)
4. One 'social proof paragraph' for the homepage that weaves together
the review themes
   without misquoting anyone
5. The 2 product benefits that come up most often — and the exact
language customers use
   to describe them (this should go in my product listings)

Everything you give me must be grounded in what the reviews actually
say.
I will use these for advertising — do not exaggerate or put words in
customers' mouths.
```

HOW TO CUSTOMIZE

Works even with 5-8 reviews. The more reviews you have, the more powerful the output. If you have reviews in multiple languages, paste them all and ask the AI to work across languages.

REAL EXAMPLE INPUT

Product: posture-correcting back support cushion. 12 reviews pasted. Most common themes: back pain reduction during long work-from-home hours, noticed improvement within first week, surprised it actually worked (sceptical buyer), firm but comfortable, some noted it's not discreet in an open office.

MISTAKE TO AVOID

Don't just extract positive reviews. Negative reviews often contain your most useful positioning intelligence — they tell you the exact objection you need to address in your copy.

Industry 6: Hospitals & Healthcare

Healthcare is undergoing a genuine transformation driven by AI — from clinical documentation that used to take 40 minutes now taking 5, to diagnostic support tools outperforming human accuracy in specific imaging tasks. But for most healthcare professionals and administrators, the immediate opportunity is not in diagnostics. It's in the enormous volume of communication and documentation work that consumes clinical and administrative time every day. These prompts focus on that practical layer — communications, education, and operational documentation — without stepping into clinical decision-making.

> **IMPORTANT NOTE**
> None of the prompts in this section are intended to support clinical diagnosis or treatment decisions. They are for administrative, educational, and communication purposes only. Always apply clinical judgement and follow your institution's protocols.

Your Healthcare Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [hospital administrator / department head / medical education
coordinator / healthcare marketer] at a [hospital / clinic / diagnostic
centre / healthcare network] serving [patient population type].
My work involves patient communication, operational documentation, staff
coordination, and healthcare marketing.
When I ask for help, I prefer medically accurate but plain-language
outputs appropriate for a [clinical / administrative / patient-facing]
audience.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write Patient-Friendly Appointment and Health Reminders

What this solves: Missed appointments cost hospitals and clinics significant revenue and worsen patient outcomes. Research consistently shows that reminder effectiveness comes down to specificity and clarity — a reminder that tells patients exactly what to bring, what not to do, and what to expect has significantly better show rates than a generic 'your appointment is at 10am' message.

The Prompt:

```
You help healthcare teams write appointment communications that reduce
no-shows and
prepare patients properly without overwhelming them with information.

Appointment type: [e.g., First consultation with cardiologist' / 'Blood
test — fasting
```

```
required' / 'Follow-up after surgery' / 'Vaccination appointment]
Critical patient preparation required: [e.g., fasting for 8 hours' /
'bring previous
reports' / 'avoid certain medications' — be specific]
What patients are typically anxious about for this appointment: [if
known]
Communication channel: [SMS / WhatsApp / email]
Patient profile: [general adult patient / senior patient / parent of a
young child /
patient with low health literacy]

Write the reminder in this format:
1. Confirmation of appointment details (date, time, department, doctor
name if applicable)
2. What to bring — numbered list, no more than 3 items
3. What to do before the appointment — only the must-do items
4. What NOT to do — if relevant (fast, avoid certain foods, stop certain
medications)
5. Who to call if they need to reschedule — with the number

Write for an 8th-grade reading level. No medical jargon. Under 150 words
total.
```

HOW TO CUSTOMIZE

For senior patients or low-literacy populations, ask the AI to write at a 6th-grade level and add a version with larger conceptual chunks — one key action per message — sent across 2-3 messages over 48 hours rather than one long reminder.

REAL EXAMPLE INPUT

Appointment type: fasting blood test. Patient preparation: nothing to eat or drink for 10 hours before, can drink plain water, no morning medications (patient's GP to confirm). Anxiety: patients often worry they'll faint or be in discomfort. Channel: WhatsApp message sent 24 hours before. Patient: 55-year-old adult, moderate health literacy.

MISTAKE TO AVOID

Don't include so many instructions that patients don't know what's most important. If there is one critical action — like fasting — put it first, bold it, and repeat it at the end. Everything else is secondary.

2. Create a Patient FAQ for a New Service or Department

What this solves: You're launching a new department, a new diagnostic service, or a new treatment pathway. Patients and their families have questions — and if those questions aren't answered clearly upfront, they become phone calls, frustrated walk-ins, or simply a decision to go elsewhere. A well-written FAQ prevents 60-70% of routine queries.

The Prompt:

```
You help healthcare institutions create patient FAQs that answer real questions clearly
and reduce pressure on front-desk and phone teams.

Service or department: [describe what it does in plain language]
Patient population: [who uses this service — age group, condition, first-time visitors]
The questions we actually get most often: [list them if you know]
Common misunderstandings or concerns: [what patients often get wrong or worry about
that turns out to be unfounded]
Referral process: [does a patient need a referral, or can they walk in?]
Insurance and cost: [what's covered, what isn't, and how billing works in simple terms]
Location and access: [parking, public transport, floor/wing within the facility]

Write a FAQ with 10 questions. For each:
- The question as a patient would actually ask it — not as a hospital would phrase it
- The answer in under 50 words — plain English, no jargon
- If the answer requires a follow-up action, state it in one sentence at the end

Organise in sections: Before Your Visit / During Your Appointment / After / Billing.
```

HOW TO CUSTOMIZE

The biggest FAQ mistake is writing the questions from the hospital's perspective. 'What services does the department provide?' is not how a patient asks. 'Will I need to fast before this test?' and 'Can I bring someone with me?' are how patients ask. Use the second type.

REAL EXAMPLE INPUT

New service: outpatient chemotherapy infusion suite at a mid-sized private hospital. Patient population: adults 40+ with solid tumours, many visiting for the first time and very anxious. Most common questions from previous experience: how long does a session take, can someone sit with me, will I feel sick immediately after, what should I wear, do I need to eat first, how do I get my appointment, what if I need to cancel.

MISTAKE TO AVOID

Don't answer questions the hospital doesn't want to be held to without appropriate caveats. 'Your session will take approximately 3-4 hours — but this varies based on your treatment and how you respond' is more accurate and honest than a flat promise.

3. Write a Community Health Awareness Campaign Message

What this solves: Your hospital or clinic wants to run a preventive health campaign — diabetes screening, cancer awareness, mental health, vaccination drive. The challenge is writing messages that motivate behaviour change rather than just informing people of a fact they already know.

The Prompt:

```
You help healthcare communicators write awareness messages that change behaviour,
not just raise awareness.

Health topic: [e.g., Type 2 diabetes risk screening' / 'Cervical cancer vaccination' /
'Mental health in young adults' / 'Hypertension awareness]
Target community: [demographic — age, geography, language, socioeconomic context]
What we want them to DO (the specific action): [not 'be more aware' — what is the
one action we want them to take after seeing this?]
The barrier to taking that action: [why aren't they already doing it — fear / stigma /
cost / access / belief that it doesn't apply to them]
Campaign channel: [WhatsApp message / outdoor banner / social media / print flyer /
hospital TV screen]
Tone: [factual / reassuring / urgent / community-oriented]

Write 3 versions of the campaign message:
Version A — Fact-based: Data and risk statistics, for a rational persuasion approach
Version B — Story-led: A relatable scenario that makes the issue personal
Version C — Community-first: Frames the action as something 'people like you' already do

Each version should end with one specific, easy action. No vague calls to 'be aware.'
```

HOW TO CUSTOMIZE

The barrier field is where campaign messaging usually goes wrong. If you don't address the actual reason people aren't acting, the message just adds to the noise. A diabetes screening message that doesn't address 'I don't have any symptoms so I don't need this' will not change behaviour.

REAL EXAMPLE INPUT

Topic: blood pressure screening. Target: men aged 40-60 in urban Tier 2 cities. Action: visit a free screening camp at the hospital. Barrier: 'I feel fine, so I probably don't have a problem' — hypertension is largely asymptomatic. Channel: WhatsApp text message, 120 words max. Tone: straightforward and community-oriented — this audience doesn't respond well to fear-based messaging.

MISTAKE TO AVOID

Avoid health communication that relies on fear without providing a clear, accessible action. Fear without a concrete path to action increases anxiety but doesn't change behaviour.

4. Summarise a Medical Case or Research for Non-Clinical Staff

What this solves: A clinical team has completed a case study or received a new research finding relevant to the hospital's work. Department heads, administrators, and board members need to understand the implications — but most of them cannot read a clinical paper and extract the 'so what.' This prompt bridges the gap.

The Prompt:

```
You help healthcare teams translate clinical case studies and research summaries into
clear briefings for non-clinical leadership and administrative staff.

What I'm summarizing: [a case study / a research finding / a clinical audit result /
a protocol update]
The original source or content: [paste the text, or describe the key findings]
Who I am writing for: [hospital board / department administrators / non-clinical managers]
What decision or action this informs: [what should they do differently after reading this?]

Write a summary that includes:
1. What was studied or done — one sentence, no clinical jargon
2. What was found — 3 bullet points, using percentages or plain-language comparisons
3. Why this matters for our hospital or department specifically
4. What we recommend changing or doing based on this
5. Any caveats — is this a small study? Specific to one population? Still experimental?

Avoid all technical terminology that requires a medical background to understand.
Use comparisons where possible: 'reduced detection time by 40% — the equivalent of
finishing a 2-hour task in 72 minutes.'
```

HOW TO CUSTOMIZE

When summarizing actual clinical research, ask the AI to flag the study's limitations and sample size. Non-clinical audiences often assume any research finding is definitive. A good summary includes 'this was a study of 340 patients in one hospital' alongside the finding.

REAL EXAMPLE INPUT

Case: Houston Methodist implemented an ambient AI documentation system across their ambulatory care unit. Findings: documentation time reduced by 40%, time with patients increased by 27%, after-hours charting reduced by 33%. We are considering a similar implementation and the CMO wants to brief the board.

MISTAKE TO AVOID

> Don't strip out the caveats in the interest of making the summary cleaner. The caveats are often the most important part for a board making investment decisions.

5. Draft a Department-Wide Internal Communication

What this solves: You have important news, a process change, or a policy update that affects a department or the whole hospital. Internal healthcare communications are notorious for being either too long and full of jargon, or too vague to actually change behaviour. This prompt helps you write something that gets read and acted on.

The Prompt:

```
You help healthcare administrators write internal communications that
staff actually read
and that result in the behaviour change intended.

Communication type: [process change / new policy / system update /
safety alert /
departmental news / performance feedback]
Audience: [all staff / clinical staff only / specific department /
management]
The core message in one sentence: [what do you most need people to know
or do?]
What is changing and from when: [specific, not 'soon]
What staff need to DO differently after reading this: [list the actions]
Concerns staff are likely to have: [anticipate the objections or
anxieties]
Who to contact with questions: [named person with contact detail]

Write the communication with:
1. Subject line — states the change, not just 'important update'
2. Opening sentence — states what is changing and when, before context
or rationale
3. Three bullet points — what is changing, why it matters, what staff
need to do
4. One paragraph for context and rationale
5. Clear next steps with dates
6. Contact information for questions

Under 300 words. Healthcare staff are busy. Lead with the action,
explain after.
```

HOW TO CUSTOMIZE

The most common internal communication failure: burying the action in paragraph 4. Busy clinicians will not read to paragraph 4. Put what they need to do first, the explanation second.

REAL EXAMPLE INPUT

Communication: the hospital is implementing a new patient identification protocol requiring two-factor ID verification before any medication administration, starting from a specific date. This is in response to 3 near-miss incidents in the past 6 months. Clinical staff need to attend a 20-minute orientation session (2 sessions on each day of the first week) and start using new ID bands from the implementation date. The pharmacy department will run a helpdesk for the first 2 weeks.

MISTAKE TO AVOID

Never write 'Further details to follow' in an internal communication without stating when they will follow. Vague promises of more information create anxiety and questions — exactly what you're trying to prevent.

Industry 7: Banking & Finance

By 2026, more than 80% of enterprise finance teams are using some form of AI-driven automation or decision support. The leading institutions — what Microsoft research calls 'Frontier Firms' — are generating three times the return on AI investment of slower adopters. The gap is not about which AI tool you use. It's about how deliberately you've integrated AI into the communications, documentation, and analysis work that fills most finance professionals' actual days. These prompts address that practical layer.

Your Banking & Finance Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [relationship manager / credit analyst / compliance officer /
branch manager / financial advisor] at a [commercial bank / NBFC /
wealth management firm / fintech] serving [retail / corporate / HNI /
SME] clients.
My work involves client relationships, credit assessment, compliance
documentation, and financial communication.
When I ask for help, I prefer financially accurate, professionally
appropriate answers — and tell me when something requires a specialist
review.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Explain a Complex Financial Product to a Customer in Plain English

What this solves: You have a product — a structured loan, a new insurance-linked investment, a derivative instrument, a tax-saving scheme — that most customers genuinely do not understand. If they don't understand it, they don't buy it. Or worse, they buy it without understanding it and complain later. This prompt builds an explanation that lands.

The Prompt:

```
You help banking professionals explain complex financial products in a
way that is accurate
but genuinely understandable to a non-finance customer.

Product: [name and category — e.g., 'SIP with a step-up feature' / 'loan
against property' /
'credit-linked note]
How it actually works: [the mechanics, in plain terms]
The main benefit to the customer: [what's in it for them — not what the
bank earns]
The main risk or limitation: [be honest — it builds trust]
Who is this best suited for: [customer profile — income level, risk
appetite, goal, timeline]
```

```
Common misunderstanding: [what customers typically assume, that's wrong]
Channel for this explanation: [face-to-face conversation / printed
brochure / digital /
WhatsApp message]

Write the explanation using:
1. An analogy from everyday life — not from finance
2. A before/after scenario: what their situation looks like without the
product vs. with it
3. Three questions the customer is likely to ask — with clear, honest
answers
4. One sentence that summarises the product's purpose in plain language
5. The one thing they should check or confirm before committing

No financial jargon without a plain-language explanation immediately
after.
```

HOW TO CUSTOMIZE

The analogy is the most important element. A home loan explained through the analogy of 'renting the bank's money instead of renting a house' is more memorable than any product brochure.

REAL EXAMPLE INPUT

Product: a Systematic Transfer Plan (STP) from a liquid fund to an equity mutual fund. Customer is a 38-year-old salaried professional who just received an Rs. 8 lakh bonus and wants to invest it safely while not missing market opportunities. He has never invested in equity funds before. Common misunderstanding: he thinks STP means his money will be locked away and he can't access it if something comes up.

MISTAKE TO AVOID

Don't oversimplify to the point of inaccuracy. If a product has real risks — market risk, liquidity risk, early withdrawal penalties — those must be in the explanation. Customers who discover undisclosed risks later become complainants.

2. Write a Loan Decline Letter That Preserves the Relationship

What this solves: Declining a customer's loan application is one of the most relationship-sensitive communications in banking. Do it badly and you lose the customer. Do it well and you lose the loan but keep the customer — and potentially convert them when their situation improves.

The Prompt:

```
You help banking professionals write loan decline communications that
are honest,
legally sound, and relationship-preserving.

Loan type applied for: [home loan / business loan / personal loan /
credit card]
```

```
Reason for decline: [be specific — credit score / insufficient income /
debt-to-income ratio /
incomplete documentation / business cash flow concerns — you don't need
to use all]
What can be disclosed to the customer under regulations: [some reasons
are regulatory,
some are internal — use your judgement or check compliance guidance]
Customer's profile: [long-term customer / new customer / high-value
customer in other areas]
Alternative we can offer: [smaller loan amount / secured option / later
reapplication]
What the customer can do to improve their position for future:
[practical advice]

Write a decline communication that:
1. Opens with respect — acknowledges the application without leading
with the bad news
2. States the decision clearly and early — don't bury it
3. Gives the reason specifically — vague declines breed distrust
4. Offers a constructive path forward — what they can do and when
5. Invites them to speak with the relationship manager if they want to
understand more
6. Closes with a genuine acknowledgement of the relationship

Tone: professional, human, not bureaucratic. Under 250 words.
```

HOW TO CUSTOMIZE

Always ask yourself: if this customer posts this letter publicly, would it reflect well on the institution? Decline letters are increasingly shared online. The best ones sound like they were written by a person, not a template.

REAL EXAMPLE INPUT

Customer has been a savings and current account holder for 6 years, always in good standing. Applied for a Rs. 25 lakh business loan. Declined because cash flow in the business is insufficient relative to the EMI — average monthly net profit of Rs. 38,000 against proposed EMI of Rs. 32,500. Alternative: can offer Rs. 10 lakh against business assets as collateral. Relationship manager knows the customer personally.

MISTAKE TO AVOID

Never decline in a way that feels personal about the customer's character or decisions. 'Your financial position at this time' is different from 'your history of financial management.' One is about circumstances; the other is about character.

3. Summarize a Financial Report for a Non-Finance Audience

What this solves: Your quarterly or annual financial performance needs to be communicated to people who don't read balance sheets — board members without finance backgrounds, large shareholders, employees, or regulators expecting plain-language disclosures. This prompt converts numbers into a narrative.

The Prompt:

```
You translate financial performance into clear, honest narratives for
non-finance audiences.

Report type: [quarterly results / annual performance / branch
performance / credit portfolio
review / investment performance]
Key financial data: [paste the numbers or describe the headline figures]
What went well: [the strongest results — with context for why]
What underperformed: [honest — with the reason, not just the shortfall]
What was outside our control: [macroeconomic conditions, regulatory
changes, etc.]
What we're doing about any shortfall: [forward-looking action]
Audience: [board members / shareholders / employees / regulator]

Write a summary that:
1. Opens with the single most important number and what it means in
plain English
2. Explains performance using comparisons a non-expert can calibrate
   (vs. last year, vs. target, vs. industry)
3. Is honest about underperformance without sounding defensive
4. Translates technical terms: NPAs, CASA ratio, NIM — explain each when
first used
5. Ends with 2-3 concrete actions being taken to address gaps

Tone: confident but honest. Not a marketing document. Not a confessional
either.
```

HOW TO CUSTOMIZE

The comparisons are the most valuable part of a non-finance summary. 'Our NPA ratio is 2.3%' means nothing to a non-finance board member. 'Our NPA ratio is 2.3% — which is below the industry average of 3.1% but higher than our own target of 1.8%' gives them calibration.

REAL EXAMPLE INPUT

Branch Q3 results: total deposits up 12% year-on-year, loan book up 8%, NPA at 3.2% (branch target was 2.5%, last year was 2.8%). CASA ratio has improved from 34% to 39% which is positive. Loan disbursals were below target by Rs. 18 crore due to 3 large SME approvals that got stuck in central credit. Those deals are in the pipeline for Q4.

MISTAKE TO AVOID

Don't apologize for numbers in a financial summary — explain them. 'We're sorry to report...' sets a tone of distress that concerns non-finance audiences more than the numbers themselves.

4. Write a Customer Portfolio Review Narrative

What this solves: You're meeting a wealth or investment customer for their annual review. You have the numbers. You need a narrative that helps the customer understand how their portfolio has performed, why, and what adjustments — if any — make sense going forward. This is as much about building trust as it is about performance.

The Prompt:

```
You help wealth managers and relationship managers write portfolio
review narratives
that build client trust and make the review conversation more
productive.

Client profile (no personal identifiers): [age group, investment goal,
risk appetite,
investment horizon, how long they've been a client]
Portfolio performance this period: [overall return % and vs. benchmark /
target]
What drove the performance: [which holdings performed well — with plain-
English context]
What underperformed and why: [be honest — context matters]
Market context: [what happened in the market that affected this
portfolio]
Portfolio health indicators: [diversification, asset allocation, any
concentration risk]
Recommended changes (if any): [what you plan to suggest and why]
What the client cares most about: [their stated goal — capital
preservation / growth /
tax efficiency / regular income]

Write a review narrative I can use in the meeting that:
1. Starts from the client's goal, not the portfolio's performance
2. Puts performance in context — not just as a number but as progress
toward their goal
3. Acknowledges what didn't work without being defensive
4. Links any recommendation to their goal, not to our product offering
5. Ends with a clear, simple question that opens the conversation
```

HOW TO CUSTOMIZE

The 'what the client cares most about' field is the one that makes this prompt work. Portfolio reviews that lead with performance data first, and client goals second, always feel like a sales call. Invert it.

REAL EXAMPLE INPUT

Client: 52-year-old senior professional, moderate risk appetite, 8-year investment horizon, primary goal is to build a corpus for a secure post-retirement income. Portfolio returned 11.2% this year vs. 13.5% Nifty 500 benchmark. Good performance in large-cap equity (14.8%) but international funds underperformed (2.1%) due to dollar depreciation and global market conditions. Debt allocation performed well at 7.4%. No major rebalancing needed — will suggest increasing international allocation slightly given 3-year recovery trend.

MISTAKE TO AVOID

Never walk a client through their portfolio line by line in a review meeting. Lead with the story — where are they relative to their goal — then zoom in on the specific holdings that need discussion.

5. Write a Fraud Alert or Security Communication to Customers

What this solves: A fraud pattern has been identified. Or a data security event occurred. Or you need to warn customers about an active phishing campaign targeting your bank's customers. This is one of the most sensitive communications in financial services — getting the tone wrong either causes panic or breeds distrust.

The Prompt:

```
You help banking institutions write fraud and security alerts that are
clear, calm, and
actionable — without creating unnecessary panic.

Type of alert: [specific fraud pattern identified / phishing campaign
targeting our customers /
unauthorized access incident / card skimming at specific locations]
What happened or what is happening: [factual description — what the risk
is]
Who is at risk: [all customers / specific segment / customers who used a
specific channel]
What customers should check: [account activity / transaction history /
linked email]
Actions customers should take right now: [step-by-step, max 3 steps]
What we have already done: [what the bank has done to address it]
Contact for help: [24/7 number and/or digital channel]

Write communications for:
1. SMS alert — under 160 characters, one clear action
2. App notification — under 60 words, link to full info
3. Email — full communication, under 250 words:
   - What happened (factually, without speculation)
   - What it means for the customer
   - What they should do (numbered steps)
   - What we have done
   - Who to call

Tone: calm, direct, and concerned — not alarming. Not defensive.
```

HOW TO CUSTOMIZE

The tone dial for security alerts is narrow: too alarming and you create panic, too casual and customers don't take it seriously. The right frame is: 'We've noticed something, we've already acted, here's what you need to do, here's our number.'

REAL EXAMPLE INPUT

Situation: we have identified a phishing campaign where fraudsters are sending emails impersonating our bank and asking customers to click a link and enter their debit card PIN to 'verify a recent transaction.' We've confirmed no actual breach of our systems. Approximately 2,000 customers may have received the fraudulent email. We have already flagged the domain to the relevant authority for takedown.

MISTAKE TO AVOID

> Never include a clickable link in a security alert — it trains customers to click links in messages that look like they're from the bank, which is exactly the behaviour fraudsters exploit.

Industry 8: Real Estate & Construction

Real estate and construction operate at the intersection of high emotion and high complexity — clients are making the largest financial decision of their lives while navigating technical specifications, legal documentation, contractor management, and market uncertainty. AI is most immediately useful in reducing the communication and documentation burden on developers, brokers, and project managers while helping them have better conversations at higher stakes moments. These prompts address that.

Your Real Estate & Construction Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [developer / sales manager / project manager / broker / site
supervisor] at a [real estate developer / construction firm / brokerage]
working on [residential / commercial / mixed-use] projects.
My work involves sales, client communication, project coordination, and
contractor management.
When I ask for help, I prefer outputs that work for real estate clients
who are making high-value decisions and need clarity, not jargon.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write a Property Listing Description That Creates Desire

What this solves: Most property listing descriptions commit the same failure: they describe what a property has instead of how it will feel to live or work there. Buyers don't make decisions based on square footage and floor level alone — they make decisions based on whether they can picture their life in the space.

The Prompt:

```
You write property listings that make qualified buyers want to visit —
not just know
the specifications.

Property type: [apartment / villa / commercial space / plot]
Configuration: [2BHK / 3BHK / sq ft / floors]
Location: [specific area and what's around it]
Price: [if to be included]
Top 3 physical features: [the ones that genuinely make it special]
The likely buyer: [young family / investor / professional couple /
retiring couple /
business owner for commercial]
What this property solves for that buyer: [long commute / need for space
/ privacy /
investment return]
```

```
What is NOT a strength: [something that is a weakness the description
should navigate
around honestly]

Write three versions:
Version A — Lifestyle-led: Opens with a morning in the apartment, not a
floor plan
Version B — Investment-led: For a buyer thinking about returns,
appreciation, rental yield
Version C — Location-led: For a buyer who chose the micro-market first
and is now
             comparing options within it

Each under 120 words. No phrases like 'luxurious living' or 'dream
home.'
```

HOW TO CUSTOMIZE

The 'what is NOT a strength' field is where honest listing writing lives. If the property is on a high floor with a lift that is occasionally unreliable, a description that ignores this will attract buyers who then reject it at site visit. Build around it honestly.

REAL EXAMPLE INPUT

Property: 3BHK apartment, 1,680 sq ft, 14th floor with city view, in a new complex in Baner, Pune. 2 covered car parks. Price Rs. 1.4 crore. Strengths: large balcony, quiet corner unit, school and hospital within 500m. Not a strength: no dedicated kids' play area in the complex, about 5 minutes further from the main road than competing projects. Target buyer: family with two school-age children, both parents working in tech, own a car.

MISTAKE TO AVOID

Don't describe every room. Pick the two or three elements that genuinely distinguish this property and build the description around those. Listing every room makes listings feel like inventory.

2. Communicate a Construction Delay to a Client Professionally

What this solves: Delays happen in construction. How you communicate them determines whether you retain client trust or begin a conflict. A well-handled delay communication — specific about what happened, honest about impact, clear about recovery — protects the relationship far better than a vague apology.

The Prompt:

```
You help developers and project managers communicate construction delays
in a way
that protects client relationships and the company's reputation.

Project: [type and scale — 'a 3BHK apartment complex of 120 units]
Client profile: [end-user / investor / first-time buyer]
Original possession date: [committed date]
```

```
Revised possession date: [new estimated date]
Cause of delay: [factual — weather / material shortage / labour /
regulatory approval /
design change — be honest about which was within your control]
What has been done to recover schedule: [specific actions, not just
'working hard]
Impact on the client: [financial / emotional — are they currently
renting? Waiting to sell
existing home? Investor with a target rental yield?]
What you are offering to address the delay: [compensation / benefits /
communication plan]

Write a client communication that:
1. States the delay and new timeline clearly in the first paragraph —
don't make them
   search for the news
2. Explains the cause factually without excessive apology or excuse-
making
3. States what has been done to accelerate recovery
4. Acknowledges the specific impact on this client's situation
5. States what you are offering in acknowledgement of the inconvenience
6. Gives a clear point of contact for questions or concerns

Tone: direct, honest, professional. This is not a legal document.
```

HOW TO CUSTOMIZE

Add the clause 'tell me if any part of this communication has the potential to create a legal liability' — the AI will flag language that sounds like an admission of fault that could be used in a dispute.

REAL EXAMPLE INPUT

Project: 96-unit residential complex in Whitefield, Bangalore. Original OC date: June 30, 2026. Revised: September 30, 2026. Cause: BBMP approval for the main access road (outside our control) took 4 months longer than projected, which blocked the final infrastructure work. Actions: accelerated internal finishing work so the tower is ready ahead of schedule despite the road delay. Client impact: many buyers are renting — this adds 3 months of rent cost. We're offering an interest compensation of 0.5% of agreement value per month of delay.

MISTAKE TO AVOID

Don't apologize more than once in the communication. Over-apologizing signals that the company knows it made a mistake that goes beyond the stated cause. One sincere acknowledgement is sufficient — then move to recovery and resolution.

3. Prepare for a Price Negotiation with a Property Buyer

What this solves: A buyer is serious but asking for a price reduction you're not sure you can justify giving. This conversation needs preparation — knowing what flexibility you actually have, how to defend your price, what non-cash value you can offer, and what your walk-away position is.

The Prompt:

```
You help real estate sales professionals prepare for price negotiation
conversations.

Property: [brief description]
Your asking price: [Rs. X]
What you know the buyer's budget is: [their stated range or implied
ceiling]
What they've cited as the reason for wanting a lower price: [competing
project / their
budget constraint / perceived issue with the property]
Your actual minimum price: [be honest — only you will see this]
Non-price concessions available: [parking upgrade / faster possession /
GST offset /
white goods included / flexible payment plan]
Why your price is justified: [genuine differentiators vs. competitor
they mentioned]

Prepare me for this negotiation:
1. The opening position — what to say when they ask for a reduction
2. How to address the specific objection they raised
3. Three non-price concessions I could offer in order of increasing
value to me
4. The point at which I should walk away from this buyer — and how to do
it
   professionally without burning the referral network
5. The close — what to say when I want to move to confirmation

Don't tell me to 'just be confident.' I need specific language and
sequences.
```

HOW TO CUSTOMIZE

The 'actual minimum price' field is for your eyes only — be honest with yourself. The AI will calibrate its negotiation strategy around your real floor, not a wishful number.

REAL EXAMPLE INPUT

Apartment: 2BHK, 1,100 sq ft, Rs. 85 lakh asking price. Buyer says competitor project is Rs. 78 lakh for similar size. Their stated budget is Rs. 80 lakh. Our actual floor: Rs. 82 lakh. Non-price concessions: can offer a second parking space (worth about Rs. 3.5 lakh), can include modular kitchen worth Rs. 1.2 lakh, can offer 6-month deferred payment plan. Competitor is 500m further from metro station and doesn't have covered parking.

MISTAKE TO AVOID

Don't open negotiations by asking 'what would make you comfortable?' That hands the negotiation to the buyer before it has started. Open by anchoring your value first.

4. Write a Contractor Briefing Document for a New Project

What this solves: You've awarded a contract to a construction or fit-out vendor. Now you need to brief them in a way that establishes clear expectations, eliminates the most common causes of disputes (scope ambiguity, milestone confusion, quality standards), and creates a paper trail you can refer to if things go wrong.

The Prompt:

```
You help developers and project managers write contractor briefing
documents that prevent
the most common sources of construction disputes.

Project: [type, scale, and location]
Scope of work for this contractor: [specific, not 'construction work]
Key deliverables: [what they must produce, by when]
Milestone-based payment schedule: [list milestones and % payment at
each]
Quality standards required: [specific materials, finishes, testing
requirements]
Site access and safety protocols: [site rules they must follow]
Coordination with other contractors: [who else is on site and how they
interface]
Reporting requirement: [how and how often they update you on progress]
Escalation procedure: [what they do if they encounter a problem that
wasn't anticipated]
Penalty clauses: [delay penalties and how they're calculated]

Write a briefing document that:
1. Is specific enough that there is no room for 'I wasn't told about
that'
2. Uses plain language — avoid overly legal phrasing that contractors
won't read carefully
3. Is organized as a checklist they can refer to on-site
4. States your quality standard in observable terms — not 'good quality'
but 'smooth finish
   passing 10-point check list'
5. Is fair — sets firm expectations without sounding adversarial
```

HOW TO CUSTOMIZE

Add 'flag any areas in this brief that are vague enough to cause a dispute later' — the AI will identify the weak spots in your briefing before the contractor does.

REAL EXAMPLE INPUT

Project: internal fit-out of a 4,500 sq ft commercial office space. Contractor scope: false ceiling, partition walls, flooring, electrical points, painting. Client possession date: 9 weeks from today. Key milestones: civil work complete (week 3), electrical rough-in (week 5), finishing begins (week 6), snagging (week 8), handover (week 9). Payment: 20% at start, 30% at milestone 2, 30% at milestone 3, 20% at handover. Penalty: 0.5% per day of delay beyond 9 weeks.

MISTAKE TO AVOID

Don't rely on verbal agreements with contractors for anything that affects timeline or quality. If it's not in the written brief, it didn't happen.

5. Write a Neighbourhood Analysis for a Property-Buying Client

What this solves: A serious buyer is comparing two or three locations. They've asked you to help them think through the neighbourhood beyond the property itself. A well-researched neighbourhood analysis builds credibility, helps the buyer make a better decision, and differentiates you from every other broker who just shares property brochures.

The Prompt:

```
You help real estate professionals write neighbourhood analyses that help buyers make
confident decisions rather than just informed ones.

Neighbourhood: [name and city]
Buyer profile: [family / young professional / retiree / investor]
Buyer's stated priorities: [schools / commute / social life / investment potential /
healthcare access / quiet environment]
What you know about this neighbourhood: [your ground-level knowledge]
How it compares to the alternative(s) they're considering: [the competing location]
Timeframe for their decision: [buying now vs. 12-18 months]

Write a neighbourhood analysis that covers:
1. The 3 strongest reasons to buy here for this specific buyer profile
2. The 2 honest limitations — what this neighbourhood doesn't offer that some buyers expect
3. Infrastructure development in the next 3-5 years — what is coming that affects value
4. How it compares to the alternative they're considering — directly and specifically
5. A recommendation — given their priorities, which location fits better and why

Write as an adviser who wants them to make the right decision for their situation,
not as a salesperson who wants them to choose the property you're representing.
```

HOW TO CUSTOMIZE

The last point in the prompt — 'write as an adviser, not a salesperson' — is the one that makes buyers trust you. If you honestly recommend the neighbourhood that better fits their priorities even if it means less commission, you will earn a referral that is worth more than the commission you gave up.

REAL EXAMPLE INPUT

Buyer profile: couple with two children aged 8 and 11, looking at a 3BHK in Baner vs. Kothrud in Pune. Her priorities: school quality and social environment. His: commute to Hinjewadi tech park (he works there) and proximity to family (his parents are in Kothrud). Budget: Rs. 1.1-1.3 crore. Decision timeline: 3-4 months.

MISTAKE TO AVOID

Don't present a neighbourhood analysis that only lists positives. A one-sided analysis looks like a sales pitch, undermines your credibility, and ultimately doesn't help the buyer make a good decision.

Industry 9: Media & Marketing

Marketing teams have been using AI longer than most other functions — and they've also been most disappointed by it most often. The reason is usually the same: AI used to execute creative without a sharp brief produces generic content that looks like it was written by a committee with no opinions. The prompts in this section are built differently. They start with the sharpest possible creative brief and use AI to execute against it — producing outputs that a marketing professional can actually use rather than edit from scratch.

Your Media & Marketing Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [marketing manager / content lead / brand strategist / creative
director / media planner] at a [agency / in-house marketing team / media
company] working with [brand category / client type].
My work involves campaign development, content creation, brand strategy,
and performance marketing.
When I ask for help, I prefer creative, opinionated outputs that reflect
the brand voice specifically — not generic marketing language.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write a Creative Campaign Brief

What this solves: A good brief is the difference between a campaign that surprises you and one that disappoints you. Most briefs are too long, too vague, or too full of multiple objectives. This prompt helps you write a brief that is short enough to actually be read, specific enough to actually direct creative work, and honest enough about constraints to avoid creative that can't be executed.

The Prompt:

```
You write campaign briefs that give creative teams a clear, energizing
direction without
over-specifying the execution.

Brand: [name and one honest sentence about what the brand stands for]
Product or initiative this campaign is for: [specific — not the whole
brand]
The business objective: [what changes in a measurable way if this
campaign works?]
The audience: [specific profile — who are they, what do they believe
today about this
brand/category, and what do we want them to believe after?]
The campaign idea in one sentence: [what is the central human truth
we're tapping into?]
```

```
Channels: [where this campaign will live]
What we must include: [mandatories — legal / product / brand elements]
What we must avoid: [what would embarrass the brand or the client]
Budget and timeline: [if relevant]
Success metric: [how we'll know it worked]

Write a campaign brief using these sections:
1. The One Thing: the single thought this campaign should leave in the audience's mind
2. Why Now: what makes this the right moment for this campaign
3. The Audience: who they are, what they currently think, and what we want them to feel
4. The Creative Idea: a direction, not a script — leave room for creative interpretation
5. Mandatories and constraints
6. What success looks like in 3 months

The brief should fit on one A4 page.
```

HOW TO CUSTOMIZE

The 'campaign idea in one sentence' is the hardest part to write — but it's the most valuable. If you can't summarize the human truth in one sentence, the brief isn't ready. Push the AI to help you find it: add 'and help me sharpen this central idea if my input is vague.'

REAL EXAMPLE INPUT

Brand: an Indian sustainable footwear brand. Campaign: launch of a new running shoe made from recycled ocean plastic. Business objective: generate 1,000 first-time purchases in 90 days. Audience: environmentally-conscious runners aged 25-40 in urban metros who already make sustainable choices in food and clothing but haven't yet applied this to sportswear. They're sceptical of greenwashing. Central human truth we're tapping into: the idea that every run is a vote for the world you want to live in.

MISTAKE TO AVOID

Don't write a brief with three equal objectives. Every brief with three objectives has zero because the creative team has nothing to prioritize. Pick one thing. The discipline is worth the argument.

2. Build a Content Repurposing Plan from One Piece

What this solves: You created a long piece of content — a webinar, a research report, a keynote, a long-form blog post, a podcast episode — and it got good traction. Now it's sitting unused. This prompt extracts maximum value from one strong content piece by turning it into 15-20 smaller pieces across formats and channels.

The Prompt:

```
You help content teams extract maximum value from a single strong content asset.
```

```
The original piece: [describe it — what it covers, the key
arguments/findings, format,
approximate length, how it performed]
Key points or insights from the original: [paste the outline or top 5
takeaways]
Channels available: [Instagram / LinkedIn / Twitter-X / email newsletter
/ YouTube Shorts /
WhatsApp / podcast / blog — list what you have]
Audience on each channel: [may be different — note key differences if
relevant]
Brand tone: [how the brand communicates — professional / educational /
conversational /
opinionated / data-forward]
Bandwidth: [how many pieces you can actually produce in the next 4
weeks]

Build a repurposing plan that:
1. Identifies the 3-5 strongest sub-themes from the original piece
2. Maps each sub-theme to the best content format and channel
3. Sequences the content over 4 weeks — starting with highest-impact
pieces
4. Includes 2 pieces that take a fresh angle on the original rather than
just summarizing it
5. Identifies the one piece most likely to drive new audience reach
(sharing potential)

For each piece in the plan: format / channel / core angle / hook /
estimated time to produce.
```

HOW TO CUSTOMIZE

Add the constraint 'most pieces should take under 90 minutes to produce' if you have a lean team. The plan will focus on formats that leverage existing content rather than requiring new creation.

REAL EXAMPLE INPUT

Original piece: a 45-minute webinar on 'How Indian SMEs can use AI without a tech team.' 380 attendees, 89% positive feedback. Key topics: context engineering basics, 5 AI tools that need no coding, common mistakes, two live demonstrations. Channels: LinkedIn (8k followers), email newsletter (3,200 subscribers), YouTube (1,100 subscribers), WhatsApp broadcast (450 numbers). Team bandwidth: one person, 3-4 pieces per week maximum.

MISTAKE TO AVOID

Don't just chop the original into smaller pieces. The best repurposing takes the same insight and presents it through a completely different lens — a statistic becomes a question, an example becomes a visual, a framework becomes an opinion piece.

3. Write a Brand Partnership or Sponsorship Pitch

What this solves: You want to approach a brand for a collaboration, a co-marketing campaign, a sponsorship, or an integration deal. The pitch email or deck needs to answer the question every brand marketing manager asks immediately: what's in it for me? Most pitches fail because they lead with the pitcher's credentials rather than the brand's opportunity.

The Prompt:

```
You write partnership pitches that make brand managers say 'this is
interesting' before
they finish the first paragraph.

Who I am / my platform: [describe your audience, scale, engagement, what
you create]
The brand I'm approaching: [name and what they're currently focused on]
Why this is a good fit: [the specific overlap — audience, values,
category, timing]
What I'm proposing: [specific collaboration type — co-created content /
sponsorship /
product integration / event / giveaway]
What the brand gets: [reach, audience quality, content usage rights,
brand association]
What I'm asking for: [flat fee / product exchange / affiliate
arrangement / equity share]
Why now: [timing — new product launch / upcoming season / content series
launch]
Track record: [any previous brand partnership that worked well — with
numbers if possible]

Write a pitch that:
1. Opens with one sentence about the brand's opportunity — not about me
2. Describes the audience fit specifically — not just 'great alignment'
3. Makes the deliverables crystal clear — what exactly they get
4. Shows one example from past work (or describes what the content would
look like)
5. States the ask clearly without apologizing for it
6. Closes with a specific, low-friction next step

Under 250 words. One page. Don't attach a deck at this stage.
```

HOW TO CUSTOMIZE

The opening sentence is everything. 'I am a content creator with 80k followers' is about you. 'Your upcoming [product launch] lands during a period when your core audience is actively searching for [category problem you solve] — and here's why this timing matters for you' is about them.

REAL EXAMPLE INPUT

My platform: a YouTube channel and LinkedIn newsletter focused on AI for small business owners in India. 45,000 YouTube subscribers, 18,000 LinkedIn newsletter subscribers. Audience: founders and senior managers at Indian SMEs aged 30-55. Approaching a B2B SaaS company that just launched an AI-powered HR tool for Indian SMEs. Their CEO recently did an interview about the difficulty of reaching SME decision-makers through traditional marketing. I'm proposing a 3-part YouTube series on 'How SMEs can use AI for hiring' where their tool features naturally in episode 2.

> **MISTAKE TO AVOID**
> Don't pitch the size of your audience as your primary selling point. A brand can buy reach anywhere. Pitch the quality, relevance, and trust of your audience for their specific product — that's what they can't buy.

4. Analyse Campaign Performance and Write a Clear Summary

What this solves: You have campaign results and data. Now you need to tell the client or leadership what it means — what worked, what didn't, what to do differently, and why. Most campaign performance reports describe what happened without interpreting it. This prompt produces an interpretation, not a data dump.

The Prompt:

```
You help marketing teams write campaign performance reports that are
honest, insightful,
and actionable — not just summaries of what happened.

Campaign: [name, objective, channels, duration]
Target audience: [who it was for]
Key metrics and performance: [paste your main numbers — reach,
engagement, CTR,
conversions, cost per result, ROAS, revenue, etc.]
How performance compared to: [benchmark / previous campaign / industry
average / target]
What seemed to drive the strong results: [your hypothesis about why
something worked]
What underperformed and your best read of why: [honest analysis]
What you tested: [any A/B tests and what they showed]
Budget and any budget issues: [over / under / on track]

Write a performance report that:
1. Opens with the one-sentence verdict: what did this campaign achieve
vs. the objective?
2. The 3 things that worked — with the specific numbers that prove it
3. The 2 things that didn't — with a hypothesis for why (not just the
numbers)
4. What the data suggests about the audience — any new insight about how
they behaved?
5. Three specific recommendations for the next campaign based on what
this one taught us
6. A simple, honest rating: would you run this campaign again? Why / why
not?

Write for a marketing director who will share this with the client. Be
honest. They already
have the numbers — what they need is your interpretation.
```

> **HOW TO CUSTOMIZE**

The 'what you tested' field is gold. Even if only one test was run, the learning from that test is often more valuable than all the other data in the report. Lead with learnings, not just results.

REAL EXAMPLE INPUT

Campaign: Instagram and Meta awareness campaign for a D2C food brand. Objective: brand awareness and first-time trials. Duration: 3 weeks. Total spend: Rs. 1.8 lakh. Results: 4.2M impressions, 89k link clicks (CTR 2.1%), 1,240 first-time orders (conversion rate 1.4%, CPA Rs. 145). Target CPA was Rs. 120. Reels performed 3x better than static images. Retargeting audience (people who visited website once) converted at 4.1% vs 0.8% for cold audiences.

MISTAKE TO AVOID

Don't write a performance report that only focuses on what worked. A report that smooths over underperformance doesn't build client trust — it builds client surprise when the next campaign underperforms similarly.

5. Create a Social Media Content Calendar for a Month

What this solves: You need 4 weeks of content ideas that are strategic — not just daily posts to fill the calendar. Content without strategy is noise. This prompt builds a calendar where every piece of content has a purpose, connects to a business or brand objective, and is varied enough to hold the audience's attention across the month.

The Prompt:

```
You build social media content calendars where every post has a
strategic reason to exist.

Brand: [name, category, 1-sentence brand positioning]
Primary platform: [Instagram / LinkedIn / YouTube / X / Facebook]
Secondary platform (if any): [and how it differs from primary]
Current follower count and engagement rate: [helps calibrate reach
expectations]
Brand tone: [how the brand speaks — data-driven / warm / bold /
educational / witty]
3 content pillars: [the recurring themes the brand will always talk
about]
Business priority this month: [new product launch / growing followers /
driving website
traffic / building community / seasonal event]
Bandwidth: [posts per week you can realistically produce with your team]
Formats available: [Reels / static posts / carousels / Stories /
newsletters / Live]

Build a 4-week content calendar with:
1. A theme or narrative arc for the month — what is the story this month
tells?
2. Week-by-week breakdown: [X] posts per week, each with:
   - Content pillar it falls under
   - Format and platform
   - Core angle or question the post answers
```

```
   - Hook (first line or visual description)
3. The two 'hero' pieces of the month — highest effort, highest
potential reach
4. Two engagement-focused posts (polls, questions, CTAs to comment)
5. One 'reactive' slot each week — left intentionally flexible for
trending topics

Each post idea should take under 2 minutes to understand. I'm building
off this calendar,
not explaining it to my team.
```

HOW TO CUSTOMIZE

The 'narrative arc for the month' is the element that turns a content calendar into content strategy. Ask: if someone saw all our posts this month together, what story would they see? Without an arc, a month of content feels random even if each individual post is good.

REAL EXAMPLE INPUT

Brand: B2B SaaS company for HR teams in mid-sized companies. Primary platform: LinkedIn (12,000 followers, 3.2% engagement). Brand tone: confident and educational, slightly opinionated. Content pillars: HR trends and data, behind-the-scenes of how forward-thinking HR teams work, practical how-to tips. Business priority this month: generate 200 demo sign-ups for a new performance management module. 3 posts per week, 1 newsletter. Formats: text posts, carousels, one short video testimonial.

MISTAKE TO AVOID

Don't build a content calendar around product features. Features are for landing pages. Content is for trust-building and community. The calendar should make people want to follow the brand — not feel like they're watching an ad.

Industry 10: Oil & Energy Sectors

The energy sector operates in a world where communication failures — whether between field teams, between compliance and operations, or between the company and the public — can have consequences that far exceed the business. AI's most valuable role here is not replacing specialist expertise but reducing the time and effort that goes into the documentation, communication, and regulatory reporting that every energy professional has to produce alongside their core technical work. These prompts are built for that reality.

Your Oil & Energy Context Block

Your Industry Context Block — Paste This at the Start of Any Conversation:

```
Before we start — here's my context:

I'm a [HSE manager / operations engineer / compliance officer / project
director / communications lead] at a [upstream / downstream / renewable
energy / EPC company] with operations in [location/type].
My work involves safety management, regulatory compliance, stakeholder
communication, and project operations.
When I ask for help, I prefer technically accurate, safety-conscious
outputs appropriate for a highly regulated operational environment.
Please use this context to tailor your answers to my actual situation —
not a generic one.
```

1. Write a Safety Incident Report

What this solves: A near-miss, a minor injury, or a process safety event has occurred. You need a written report that is factually accurate, captures the root cause adequately, complies with your HSE reporting requirements, and is clear enough that people who weren't there can understand exactly what happened and what needs to change.

The Prompt:

```
You help energy sector HSE professionals write incident reports that are
factually clear,
appropriately detailed, and actionable.

Incident type: [near-miss / first-aid injury / lost-time injury /
process safety event /
environmental release / security incident]
Date, time, and location: [be specific]
People involved: [roles only — no names in this draft]
What happened: [chronological description of the sequence of events]
Immediate response taken: [first aid / shutdown / evacuation /
notification]
Initial causal factors identified: [human factor / equipment failure /
procedural gap /
environmental condition / management system]
```

```
Severity: [using your company's severity matrix or OSHA classification]
Status: [investigation complete / ongoing]

Write an incident report with the following sections:
1. Incident summary — 2-3 sentences, who, what, when, where
2. Sequence of events — numbered, chronological, factual — no opinions
in this section
3. Immediate response and stabilization
4. Causal analysis — direct causes and contributing factors, using the
Bow-Tie or Why
   analysis approach
5. Corrective and preventive actions — each with owner and target date
6. Lessons learned — what should every team member know after reading
this

Avoid blame language in the sequence of events. Describe what happened,
not who failed.
```

HOW TO CUSTOMIZE

The 'no blame language in the sequence of events' instruction is critical for incident reporting. An incident report that sounds like it is prosecuting an individual will be challenged, dismissed, or buried. Describe actions and conditions — not character or intent.

REAL EXAMPLE INPUT

Incident type: near-miss. Location: valve manifold area, Compressor Station 3. What happened: a technician was carrying out a routine valve check when a pressurized connection released unexpectedly. No injury — technician stepped back quickly. The isolation procedure had been signed off but the bleed-down verification step was not confirmed in writing before work commenced. The connection had residual pressure due to a check valve that had been tagged out earlier in the week.

MISTAKE TO AVOID

Don't write 'operator did not follow procedure' as a root cause. That describes a symptom. The root cause is why the procedure wasn't followed — unclear instruction, time pressure, inadequate supervision, insufficient training. Go there.

2. Write a Stakeholder Communication About a Planned Maintenance Shutdown

What this solves: A scheduled turnaround or maintenance shutdown affects multiple stakeholders — clients who receive product, communities near the facility, regulators, investors, and internal teams. Each group needs different information in a different tone. This prompt helps you draft all four communications efficiently.

The Prompt:

```
You help energy sector operations teams communicate planned shutdowns to
multiple
stakeholder groups clearly and appropriately.
```

```
Facility: [type — refinery / gas plant / power station / pipeline]
Shutdown type: [scheduled turnaround / emergency maintenance /
regulatory inspection]
Duration: [expected start and end date]
Impact: [reduction in production / supply interruption / environmental
permit implications]
Reason: [what work is being done and why it's necessary]
Notice period: [how far in advance is this being communicated]
Mitigation arrangements: [alternative supply arrangements / compensation
/ catch-up plan]

Write communications for four groups:
1. Commercial customers: formal, focuses on supply impact and mitigation
plan,
   includes contacts for commercial queries
2. Regulatory authority: formal, compliance-focused, references relevant
permits,
   states any regulatory notification obligations being met
3. Local community: plain language, focuses on any visible or audible
activity,
   reassures on safety, provides a public contact
4. Internal staff: operational, states roles and responsibilities during
shutdown,
   key dates, escalation contacts

Each communication should be appropriate to the relationship and what
that audience
actually needs to know — not the same message with a different header.
```

HOW TO CUSTOMIZE

The 'not the same message with a different header' instruction is the one that makes this prompt work. Each audience genuinely needs different information. Commercial customers need supply impact and mitigation. Local communities need safety assurance. Don't pad a short message to seem more thorough — each communication should be as long as it needs to be and no longer.

REAL EXAMPLE INPUT

Facility: natural gas processing plant, 45,000 MMBTU/day throughput. Scheduled turnaround for mandatory 5-year inspection and heat exchanger replacement. Duration: 18 days, starting in 6 weeks. Supply impact: two commercial customers on long-term offtake agreements will receive zero supply during this period — we have arranged alternative supply from a spot source and will cover any price differential. Community: the plant will be unusually active during daytime hours with additional contractor vehicles and some elevated flaring on days 1-3 of startup.

MISTAKE TO AVOID

Don't communicate the same level of operational detail to a local community that you would communicate to a regulator. Community communications should be in plain language, focused on safety and what they might see or hear, not on technical scope.

3. Translate a Regulatory Compliance Update for Non-Technical Management

What this solves: A new regulation, environmental standard, or safety requirement has come into effect. Your management team needs to understand what it means for the business — what has changed, what you need to do, what it will cost, and what happens if you don't comply. This prompt turns a dense regulatory document into a leadership briefing.

The Prompt:

```
You help energy sector compliance professionals translate regulatory requirements into
clear briefings for non-technical leadership.

Regulation or standard: [name, jurisdiction, effective date]
What it covers: [brief description of scope]
What has changed from the previous requirement: [or 'this is entirely new]
What our business must do to comply: [list the specific operational or reporting changes]
Timeline for compliance: [is there a grace period? staged implementation?]
Estimated cost or resource impact: [capital spend / additional headcount / system changes]
Risk of non-compliance: [fines / permit revocation / operational restriction / reputational]
Current compliance status: [fully compliant / partially compliant / gap identified]

Write a leadership briefing that:
1. Opens with the business impact — not the regulatory text
2. States what we must do and by when — in plain language, no regulatory jargon
3. Describes the cost and resource requirement in business terms
4. States our current gap and the action plan to close it
5. Recommends a specific decision from leadership — approval for budget, resource
   allocation, or change in operational procedure
6. Includes a table: Requirement / Status / Action Required / Owner / Deadline

This briefing should enable a non-technical executive to make an informed decision.
```

HOW TO CUSTOMIZE

The 'recommends a specific decision from leadership' section is what most compliance briefings miss. A briefing that only describes the regulation without asking for a specific decision forces leadership to figure out what they're supposed to do — and when they can't figure it out immediately, they defer it. Make the ask explicit.

REAL EXAMPLE INPUT

Regulation: EU Methane Regulation (EU 2024/1787), effective January 2025 for EU operators, with third-country provisions affecting exporters from 2027. Our company: LNG exporter currently supplying 3 EU customers. Impact: we will need to demonstrate methane measurement and reporting standards compliant with EU requirements by 2027 or risk losing EU market access. Current status: our measurement practices meet national standards but have not been independently certified to EU specification. Estimated cost to close gap: approximately USD 2.8 million in monitoring equipment upgrades and certification.

MISTAKE TO AVOID

Never assume that non-technical leadership understands the underlying regulatory framework. An executive who doesn't know what methane monitoring currently requires can't appreciate what's changing. Build in one sentence of baseline before describing the change.

4. Write a Vendor Qualification Summary

What this solves: You've completed the technical evaluation of a vendor or contractor for a critical energy project. Now you need to summarize the finding for the procurement committee, legal team, or project sponsors in a way that supports a clear approve or reject decision without requiring them to read the full technical evaluation.

The Prompt:

```
You help energy sector procurement and project teams write vendor
qualification summaries
that enable clear, well-evidenced decisions.

Vendor being evaluated: [type of vendor — engineering contractor /
equipment supplier /
specialist service provider — no company names needed]
Work scope: [what they would be doing]
Evaluation criteria used: [technical capability / HSE track record /
financial stability /
past project references / local content / certifications]
Findings for each criterion: [your assessments — including weaknesses]
Overall recommendation: [recommend / do not recommend / conditional
recommendation]
If conditional: what conditions must be met before award?
Commercial position: [are their rates competitive? Is there a gap?]
Risk factors: [the top 2-3 risks in using this vendor]

Write a qualification summary that:
1. Opens with the recommendation and a one-line rationale
2. Summarizes findings against each criterion in a table: Criterion /
Rating / Key Finding
3. States the 2-3 key strengths that support the recommendation
4. States the risks honestly — with the mitigation proposed for each
5. States any conditions that must be satisfied before contract award
6. Ends with the proposed next step: meet with vendor / award contract /
issue clarifications

One page. Decision-makers should be able to read this in 4 minutes.
```

HOW TO CUSTOMIZE

A vendor qualification summary that doesn't mention any weaknesses is not credible and doesn't serve the committee. Every shortlist vendor has gaps. The value of the summary is in showing how you've assessed those gaps and what mitigations exist.

REAL EXAMPLE INPUT

Vendor type: structural fabrication contractor for offshore jacket structure. Scope: fabricate and coat 2,400-tonne jacket structure. Evaluation findings: proven experience on 3 similar offshore projects in last 5 years, strong HSE record, facility capacity confirmed for this project timeline. Weakness: their welding certification is current but their NDT inspection capability will require subcontracting which adds a coordination risk. Financial check passed. Rates are 8% above the second bidder but timeline commitments are more reliable based on reference checks. Recommendation: conditional award pending demonstration of the NDT subcontractor arrangement.

MISTAKE TO AVOID

The most common procurement summary mistake: stating the recommendation without defending it. 'We recommend Vendor A' without the data to support it doesn't build committee confidence — and doesn't protect you if the award is later challenged.

5. Draft an Internal Communication on Energy Transition Initiatives

What this solves: Your organization is navigating the energy transition — investing in renewables, setting net-zero targets, changing how it talks about its own future. Staff and management need to understand what is changing internally and why. This is one of the most sensitive internal communication challenges in the sector: too much corporate-speak and it feels like PR, too little clarity and it creates anxiety.

The Prompt:

```
You help energy companies communicate internal strategic changes related
to energy
transition in a way that is honest, motivating, and clear about what it
means for staff.

The announcement or update: [new sustainability target / new renewable
project /
change in business mix / restructuring related to transition / new
reporting requirement]
What is changing about the business: [be specific about operations,
roles, investment]
What is NOT changing: [stability assurances that are genuine — don't
make promises
you can't keep]
The timeline: [when does this start to affect people?]
Staff concerns anticipated: [job security / skills relevance / pace of
change / leadership
commitment — pick the ones most likely in your organisation]
What leadership wants staff to take away: [pride in direction /
confidence in leadership /
```

```
clear next steps / invitation to contribute]

Write an internal communication that:
1. States the change and why it matters in the first paragraph — no
build-up
2. Is honest about what is uncertain — staff trust leaders who admit
uncertainty more than
   those who pretend certainty they don't have
3. Addresses the most likely staff concern directly — not buried in
paragraph 6
4. States one specific way staff can engage or contribute to the
transition
5. Ends with a genuine message from leadership — not corporate sign-off
language

Under 350 words. This will be read on a phone between meetings.
```

HOW TO CUSTOMIZE

The most important instruction in this prompt is 'be honest about what is uncertain.' Energy transition strategies involve genuine uncertainty. Internal communications that pretend otherwise get dismissed as PR. Acknowledging uncertainty — 'we don't yet know exactly how X will evolve, but here is what we do know' — builds more trust than false confidence.

REAL EXAMPLE INPUT

Update: the company has set a target to generate 30% of revenue from renewable energy by 2032 (currently 6%). This requires significant capital reallocation and will result in some traditional exploration projects not being renewed. Three new offshore wind projects have been approved. The company is investing in reskilling — a new training programme will be announced in Q3. Key staff concern: whether upstream petroleum roles will be reduced in the medium term (honest answer: yes, some will, but the company is committed to reskilling and internal transition wherever possible).

MISTAKE TO AVOID

Do not write internal communications about energy transition that consist mostly of the company's public sustainability commitments. Staff have seen those. They want to know what it means for them — their roles, their skills, their future in the organisation.

Final Word: What Makes This Work

Every prompt in this book is a starting point, not a final answer. The professionals getting the best results from AI in 2026 are the ones treating it as a skilled collaborator — one that needs clear context, honest input, and active direction to produce something genuinely useful.

The three habits worth developing from this book:

Habit 1	Use your Personal Context Block at the start of any important conversation. The 5 minutes it takes to create it will return value in every conversation for years.
Habit 2	Be specific. Specific inputs create specific outputs. Any time AI gives you a generic answer, it's telling you that your prompt was generic. Go back and add specificity.
Habit 3	Iterate. Don't accept the first output if it's not right. Push back, ask for a specific fix, or try the Three Versions technique. AI rewards people who treat it as the start of a conversation, not the end of one.

The tools will keep improving. The models will keep getting smarter. But the skill that will remain valuable regardless of which tool you use, and regardless of how capable the models become, is the ability to communicate what you actually need — with the context, specificity, and constraints that let any intelligent system do its best work.

That's not a prompt engineering skill. That's a thinking skill. And thinking clearly — about what you need, who needs it, what they care about, and what constraints you're working within — is something worth getting better at whether you're using AI or not.

The 2026 AI Context & Prompt Engineering Book

Built for Business Professionals Who Want Real Results