Free prompt collection · PDF · As of November 2026

100 AI prompts for *marketing.*

ChatGPT and Claude prompts in English for planning, copywriting, social media, SEO, PR, sales and quality assurance. With prompt templates to copy, a prompt generator and a prompt optimizer.

Prompt templates	Fields of use	Tools
100	**11**	**ChatGPT and Claude**
to copy and adapt	from strategy to image prompt	also Gemini and Copilot

Example from chapter 2

013 One briefing, five formats

Writing & repurposing

From **one approved core text** to **derivatives for five channels without a new approval round**.

Copy the prompt and replace the placeholders

```
You are a content editor. This text has been approved in terms of
content: [insert text]

Derive from it:
1. LinkedIn post
2. Newsletter paragraph with
link 3. Email to existing
customers 4. Intranet news item
5. Script for a 45-second video

Rule: Do not change any statement, figure or approved phrasing. Only adapt length, tone of address
and form to the channel. Flag passages where you are unsure.
```

✓ Because the content is already approved, each derivative only needs a short format check. Content repurposing as a process

Phrased well once, usable again and again in the team. The prompts are built to work with your material instead of general knowledge.

Contents

100 prompts, *eleven fields of use.*

For marketing and communications teams that no longer just try out AI but use it in everyday work. Every prompt follows the pattern: your material becomes a concrete result.

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How to use the collection

01
Copy
Copy the prompt from the dark box and paste it into ChatGPT, Claude, Gemini or Copilot.

02
Fill in placeholders
Replace everything in [square brackets] with your material. The more concrete, the better the result.

03
Check and save
Check the result, adjust the prompt and store what works in your prompt library.

Basics · AI prompting

A good prompt has *six building blocks.*

Prompting is not a trick but a good briefing. Whatever you would explain to a new colleague, the AI needs too. This formula is in each of the 100 prompts.

The prompt formula

for ChatGPT and Claude

Role	Who should answer? You are a B2B content strategist.
Context	Company, audience, goal. What is the result needed for?
Task	What exactly should be created, in which steps?
Material	Notes, data, texts, fact sheet. The AI works with your knowledge instead of platitudes.
Format	Length, structure, table or list, tone.
Guardrails	What must not happen: invent nothing, flag gaps, ask follow-up questions.

AI prompt example: before and after

Before

arbitrary

```
Write me a LinkedIn post about AI in marketing.
```

Result: an interchangeable text that fits any company and sounds like AI.

After

usable

```
You write LinkedIn posts for [name, head of marketing] . The audience is marketing managers in mid-sized companies. The basis is our article: [article] . Write a post with a maximum of 1,200 characters: one insight from the article, one concrete example, one question at the end. Tone factual and informal, no more than three hashtags. Do not invent figures.
```

Result: a post with your substance that only needs a quick review.

Three rules that achieve more than any trick: Provide material instead of world knowledge. Define the format. Allow follow-up questions if context is missing.

Basics · ChatGPT and Claude

ChatGPT prompts, Claude prompts: *what is different.*

In short: less than you think. Good prompts are tool-independent. These differences still help in everyday work.

Topic	What you should know
Principle	All 100 prompts work in ChatGPT and Claude, as well as in Gemini, Microsoft Copilot or Perplexity. The differences lie in the details.
Material	Claude separates instructions and material particularly reliably when you use tags such as <material>. In ChatGPT, clear sections with headings are enough.
reuse	In both tools, you can create projects with persistent instructions and documents. In ChatGPT, also custom GPTs; in Claude, skills for recurring processes.
Images	You generate images directly in ChatGPT or in image tools such as Gemini, Firefly or Midjourney. With Claude, you phrase the image briefing.
Research	For current facts, activate the tool's web search and ask for sources. Without search, the AI answers from its training data.
Style	Both respond strongly to examples. Two good sample texts replace three paragraphs of style description.
Data protection	Customer data, confidential information and unpublished figures only belong in your organization's approved business accounts, not in private accounts.

Tool irrelevant, process not: The biggest difference is not the model, but whether your team works with approved material, fixed templates and a clear review.

Chapter 1 of 11 · 10 prompts

Strategy and *planning.*

Good prompts begin before writing. Whoever clarifies audience, topics and occasions properly gets better texts from any AI, because the foundation is right.

001 Sharpen a persona

Strategy & planning

From **notes, interviews or sales feedback** to **a persona that texts and AI can work with**.

Copy the prompt and replace the placeholders

```
You are a B2B marketing strategist. Create a persona for [audience, e.g. head of marketing in a mid-sized company] from the following notes.

Notes: [notes, interview excerpts, sales feedback]

Structure it as follows: role and responsibility, goals, biggest hurdles in everyday work, questions before a purchase decision, typical objections, terms this person uses themselves.

Separate substantiated statements from the notes from your assumptions and label assumptions with (assumption). One page maximum.
```

✓ Store the persona in a project in ChatGPT or Claude. Then all further prompts automatically draw on it. Create a persona

002 Define key messages

Strategy & planning

From **positioning and evidence** to **a message house for all channels**.

Copy the prompt and replace the placeholders

```
You are a communications strategist. Our offer: [offer]
Audience: [audience]
Difference from competitors: [differentiation]
Evidence: [customer quotes, figures, awards]

Create a message house: umbrella message in one sentence, three supporting key messages with two pieces of evidence each from my information, tone in three adjectives and five phrasings we avoid. Flag evidence that is still missing.
```

003 Topics from real customer questions

Strategy & planning

From **questions from sales, support and comments** to **prioritized topic ideas**.

Copy the prompt and replace the placeholders

```
You are a content strategist for [company, industry] . Here are real questions from sales, support and comments:
[insert questions]

1. Group similar questions into topic clusters.
2. Derive three content ideas per cluster, each with a working title, format and channel. 3. Rate each idea as high, medium or low by relevance for [goal, e.g. qualified leads] .

Output as a table. Do not invent questions that are not on the list.
```

004 Topic clusters for the year

Strategy & planning

From **goals and core topics** to **pillar topics with subtopics**.

Copy the prompt and replace the placeholders

```
You are a content strategist for [company] . Our goals for [year] : [goals] . Core topics: [topics] .

Develop four to six topic clusters. For each cluster: a pillar piece with a working title, eight subtopics as questions from the audience, suitable formats and the goal the cluster contributes to. Finally, show which clusters should link to each other.
```

005 Gaps in the customer journey

Strategy & planning

From **existing content** to **missing content per buying stage**.

Copy the prompt and replace the placeholders

```
Here is our existing content with short descriptions: [list] Audience:
[audience]

Assign each piece to a stage: recognizing the problem, researching solutions, comparing providers, validating the decision, after purchase. For each stage, show which audience questions are still unanswered and suggest one piece with a format for each gap.
```

006 Choose occasions for the month

Strategy & planning

From **the calendar of holidays, world days and awareness days** to **two occasions that really suit you**.

Copy the prompt and replace the placeholders

```
You advise a marketing team on editorial planning.
Our company: [short description, positioning, audience]
These occasions are in the calendar in [month] : [list of holidays, world days and awareness days]

Choose the two occasions that fit us most credibly and briefly explain why. For each occasion,
suggest a piece with a key message, format and channel. Also name one occasion we should
deliberately skip, and why.
```

✓ All holidays, world days and awareness days in 2027 for Germany, Austria and Switzerland are ready in the free editorial calendar template. Editorial calendar template 2027

007 Create a content briefing

Strategy & planning

From **a topic and your material** to **a briefing that carries the text and its derivatives**.

Copy the prompt and replace the placeholders

```
You are the editorial lead. Create a briefing for a [format] on the topic [topic] for [audience] .


The briefing contains:
- Goal and desired reader action - Key
message in one sentence
- three pieces of evidence or examples, only from this material: [sources, notes]
- Outline
- Terms we use or avoid - Planned derivatives
for [channels]
- Approval by [role] by [date]

If information is missing, first ask me up to five follow-up questions.
```

008 Find gaps among competitors

Strategy & planning

From **competitors' content** to **three approaches that set you apart**.

Copy the prompt and replace the placeholders

```
You are a content analyst. Here is content from [competitor] on the topic [topic] :
[insert texts or outlines]

Compare: which questions does everyone answer? Which does nobody answer well? Where does the content stay superficial?

Derive three approaches from this that set us apart, each with a working title and argument. Only assess what is in the material inserted.
```

009 Run a content audit

Strategy & planning

From **a list of existing content** to **a decision for each piece**.

Copy the prompt and replace the placeholders

```
You are a content analyst. Here is our content list with title, URL, date, topic and KPIs: [insert list]

Assign each piece to a category: keep, update, merge or remove. Justify each decision in one sentence. Then name the three topics where we lack content and the ten pieces we should tackle first.
```

010 Develop a campaign concept

Strategy & planning

From **goal, budget and period** to **central idea, channel mix and KPIs**.

Copy the prompt and replace the placeholders

```
You are a B2B marketing campaign planner.
Goal: [goal]
Audience: [audience]
Budget: [budget]
Period: [period]
Existing channels: [channels]

Develop a central idea in one sentence, three key messages, a channel mix with the role of each channel, a rough schedule by week and one KPI per phase by which we measure success. Point out risks if the budget or period do not match the goal.
```

Chapter 2 of 11 · 12 prompts

Writing and *repurposing.*

This is where AI saves the most time, if it works with approved material instead of world knowledge. The principle: get the content right once, then turn it into many formats.

011 Outline for a specialist article

Writing & repurposing

From **topic and search query** to **an outline that serves readers and AI search**.

Copy the prompt and replace the placeholders

```
You are a specialist editor for [industry] . Create an outline for a specialist article on [topic]
. Audience: [audience]
Search query: [keyword or question]

Requirements: H2 headings as real questions from the audience. Under each H2, first an answer in
two sentences, then bullet points for the content. Add an FAQ block with five questions and flag
where a graphic, table or checklist helps.
```

012 Introduction in three variants

Writing & repurposing

From **one topic** to **three introductions to choose from**.

Copy the prompt and replace the placeholders

```
Write three introductions for a text about [topic] for [audience] , each with a maximum of 60
words: 1. with a concrete everyday situation
2. with a figure from [source] 3.
with a clear thesis

No rhetorical questions, no clichés such as “In today's fast-paced world”. Then say which
introduction fits [channel] best and why.
```

013 One briefing, five formats

Writing & repurposing

From **one approved core text** to **derivatives for five channels without a new approval round**.

Copy the prompt and replace the placeholders

```
You are a content editor. This text has been approved in terms of
content: [insert text]

Derive from it:
1. LinkedIn post
2. Newsletter paragraph with
link 3. Email to existing
customers 4. Intranet news item
5. Script for a 45-second video

Rule: Do not change any statement, figure or approved phrasing. Only adapt length, tone of address
and form to the channel. Flag passages where you are unsure.
```

✓ Because the content is already approved, each derivative only needs a short format check. Content repurposing as a process

014 LinkedIn post from a specialist article

Writing & repurposing

From **a finished article** to **two posts in your tone**.

Copy the prompt and replace the placeholders

```
You write LinkedIn posts for [name, role] . Tone: [e.g. factual, opinionated, informal] .

The basis is this article: [insert article]

Write a post with a maximum of 1,200 characters: a strong first line without clickbait, an insight
instead of a summary, an example from the article, a genuine question at the end. No more than
three hashtags. Deliver two variants.
```

015 Newsletter paragraph

Writing & repurposing

From **an article or link** to **a paragraph that earns the click**.

Copy the prompt and replace the placeholders

```
Summarize [article or link content] as a newsletter paragraph for [audience] : a maximum of 70
words, a concrete benefit in the first sentence, a link text that says what awaits behind the
click. No “Click here”. Deliver three variants with different openings.
```

016 Test subject lines and headlines

Writing & repurposing

From **one topic** to **ten variants and a test hypothesis**.

Copy the prompt and replace the placeholders

```
Create ten subject lines for [email or newsletter] on the topic [topic] for [audience] . Mix the approaches: benefit, curiosity, figure, question, urgency. A maximum of 50 characters, no words in capital letters, no exclamation marks.

Then choose two variants for an A/B test and explain which hypothesis the test checks.
```

017 Outline a whitepaper or e-book

Writing & repurposing

From **one topic** to **an outline plus a marketing plan**.

Copy the prompt and replace the placeholders

```
You are a specialist author and marketer. Create the outline for a whitepaper on [topic] for [audience] with the goal [e.g. leads from mid-sized companies] .

Deliver: title and subtitle in three variants, chapter structure with a key message per chapter, required evidence and graphics, length in pages. Add a marketing plan: landing page text in bullet points, three social posts, one email to existing contacts.
```

018 Case study from a customer conversation

Writing & repurposing

From **interview notes or a transcript** to **a success story with evidence**.

Copy the prompt and replace the placeholders

```
You are a B2B editor. Here are the notes from the conversation with [customer] : [notes or transcript]

Write a case study with: starting point, challenge, solution, result with figures, customer quote. Only use statements and figures from the notes. Mark every quote with [for approval by customer] and list open questions for follow-up.
```

019 FAQ from existing material

Writing & repurposing

From **product information, support tickets, texts** to **an FAQ block with clear answers**.

Copy the prompt and replace the placeholders

```
Create an FAQ block for [page or product] from this material: [material]

Ten questions in the customers' language, answers of no more than 60 words, the first line answers the question directly. Only use information from the material. List questions that the material does not answer separately at the end.
```

020 Product text from a data sheet

Writing & repurposing

From **technical data** to **a product text that sells benefits instead of features**.

Copy the prompt and replace the placeholders

```
You are an e-commerce copywriter. Write a product text for [product] based on this data: [features, technical data] . Audience: [audience] .

Structure: one sentence benefit promise, three advantages as bullet points (feature and the resulting benefit), one paragraph on use, technical data as a list.

Only use the data provided. Flag missing information with [missing] .
```

✓ For hundreds of products, a fixed process with a data source, template and spot checks pays off. Product descriptions at scale

021 Section for a landing page

Writing & repurposing

From **offer and differentiation** to **benefit blocks from the customer's perspective**.

Copy the prompt and replace the placeholders

```
Write the benefits section of a landing page for [offer] for [audience] . Starting point: [audience's problem]
Our difference: [differentiation]

Deliver: headline with a maximum of eight words, subline, three benefit blocks with a heading and two sentences, a typical objection with an answer, a call to action. Write from the customer's perspective, not the provider's.
```

022 Adapt for the UK, the US or another market

Writing & repurposing

From **one text** to **a localized version**.

Copy the prompt and replace the placeholders

```
Adapt this text for [market: UK, US or another target market] : [text]

Take into account the word choice, spelling, form of address and examples of the target market. Do not change any facts, product names or legally relevant phrasings. List all changes with reasons in a table so that a person from the market can check them quickly.
```

✓ For the UK, this means British spelling such as colour; for the US, American spelling and examples where natural.

Chapter 3 of 11 · 10 prompts

Social *media.*

Plan, post, reply, evaluate: prompts for LinkedIn, Instagram and the like that combine reach with substance and take day-to-day business off your team's hands.

023 Social media plan for a month

Social media

From **topics and channels** to **a balanced posting plan**.

Copy the prompt and replace the placeholders

```
You are a social media manager for [company] on [channels] . Topics in [month] : [topics, occasions, campaigns] . Frequency: [e.g. three posts per week] .

Create a monthly plan as a table: date, channel, format, topic, goal, key message. Mix expertise, behind-the-scenes insights into the team, customer voices and offers in the ratio [e.g. 50:20:20:10] . Flag posts that need material from the specialist department.
```

✓ You will find holidays, world days and awareness days for the plan in the editorial calendar template. Editorial calendar template 2027

024 Structure a LinkedIn carousel

Social media

From **a specialist topic** to **a carousel with eight slides**.

Copy the prompt and replace the placeholders

```
Create a LinkedIn carousel on [topic] for [audience] with eight slides. Slide 1: title with a clear benefit. Slides 2 to 7: one insight each with a heading (maximum six words) and one sentence. Slide 8: summary and call to action. Also deliver the accompanying post text with a maximum of 600 characters.
```

025 Hooks for the first line

Social media

From **a finished post** to **ten openings that make people read on**.

Copy the prompt and replace the placeholders

```
Here is my post: [post]

Write ten alternative first lines with a maximum of 120 characters: two with a figure, two contradicting a common opinion, two with a concrete situation, two leading with the result, two with direct address. No clickbait, no promises the post does not keep.
```

026 Reply to comments

Social media

From **comments under a post** to **suggested replies in your tone**.

Copy the prompt and replace the placeholders

```
You manage the community of [company] . Tone: [e.g. friendly, factual, informal] . Here are comments under our post: [comments]

Suggest a reply of no more than three sentences for each comment. For criticism: acknowledge, answer factually, do not justify. Flag comments that someone from the specialist department or the legal department should see.
```

027 Post for corporate influencers

Social media

From **an expert's bullet points** to **a post in their own voice**.

Copy the prompt and replace the placeholders

```
Write a LinkedIn post for [name, role] based on these bullet points: [bullet points] This is how the person writes: [insert two to three sample posts]

Adopt sentence length, word choice and attitude from the examples. No promotional language for the company; the person speaks as a subject-matter expert. A maximum of 1,000 characters, two variants.
```

028 Instagram caption with alt text

Social media

From **an image and a message** to **caption, hashtags and image description**.

Copy the prompt and replace the placeholders

```
Write an Instagram caption for this image: [upload or describe the image] Message: [message] . Audience: [audience] .

Deliver: a caption with a maximum of 300 characters and a question at the end, five suitable hashtags without mass tags, an alt text of no more than 125 characters that describes what can be seen.
```

029 Series from one topic

Social media

From **one big topic** to **a five-part post series**.

Copy the prompt and replace the placeholders

```
Plan a five-part post series on [topic] for [channel] . Each part stands on its own and points to the next. Deliver per part: title, key message, format (text, carousel, video, poll) and the first line. Part 5 leads to [goal, e.g. download, webinar, conversation] .
```

030 Poll post with an insight

Social media

From **a question to the audience** to **a poll that delivers knowledge**.

Copy the prompt and replace the placeholders

```
Develop a LinkedIn poll on [topic] for [audience] from which we draw real insights for our marketing. Deliver: a question of no more than 140 characters, four unambiguous answer options, an accompanying text that invites comments, and a plan for how we turn the result into a post one week later.
```

031 Evaluate social listening

Social media

From **mentions and comments** to **sentiment, topics and need for action**.

Copy the prompt and replace the placeholders

```
Here are mentions of our brand and our topic from the last [period] : [insert mentions]

Sort by sentiment (positive, neutral, critical) and topic. For each topic, give the count and a typical quote. Derive: what should we respond to, which content ideas emerge, which criticism recurs? Count precisely instead of estimating.
```

032 What works in the channels

Social media

From **an export of channel statistics** to **patterns and recommendations**.

Copy the prompt and replace the placeholders

```
Here is the export of our posts with date, format, topic, reach, interactions and clicks: [data]

Which formats, topics and weekdays perform above average? Recalculate engagement rates. Distinguish clearly between robust patterns and one-offs. Derive three recommendations for next month.
```

Chapter 4 of 11 · 10 prompts

SEO and *AI visibility.*

In 2027, being found means: in Google search and in the answers of ChatGPT, Claude, Gemini and the like. These prompts combine classic SEO with visibility in AI answers.

033 Cluster a keyword list by search intent

SEO & AI visibility

From **a keyword list** to **clusters with page type and priority**.

Copy the prompt and replace the placeholders

```
Here is a keyword list with search volume: [list]

Group the keywords by search intent (inform, compare, buy, navigate) and topic. For each cluster: main keyword, associated keywords, suitable page type (guide, comparison, product page, glossary) and priority by volume and closeness to our offer [offer] . List keywords without relevance to our offer separately.
```

034 Understand search intent

SEO & AI visibility

From **a keyword** to **what the page has to deliver**.

Copy the prompt and replace the placeholders

```
Analyze the search intent behind [keyword] for [audience] .

Describe: who searches for this and in what situation? What question is really behind it? Which content, formats and evidence does the person expect? What would a page have to offer to be better than a general answer? Suggest a title and an outline.
```

035 Meta title and description

SEO & AI visibility

From **an article** to **snippets that invite a click**.

Copy the prompt and replace the placeholders

```
Write five variants of meta title (maximum 60 characters) and meta description (maximum 155 characters) for this article: [article or summary]
Main keyword: [keyword]

The keyword is placed as far forward in the title as possible. The description names a concrete benefit and ends with an action. No superlatives, no promises the article does not keep. Recount the characters.
```

036 Question set for AI visibility

SEO & AI visibility

From **your topic** to **the questions you use to check whether AI assistants mention you**.

Copy the prompt and replace the placeholders

```
You are an expert in visibility in AI assistants. Our
topic: [topic or product category]
Audience: [audience]

Formulate 30 questions that this audience would ask an AI assistant before deciding on a solution.
Do not name any brands. Group by stage: understanding the problem, comparing solutions, validating
the decision. Mark the ten questions closest to a purchase.
```

✓ Ask the questions monthly in ChatGPT, Claude and Gemini and note how often your brand is mentioned. This is how you measure impact without a click. Measuring visibility without clicks

037 Optimize an article for AI answers

SEO & AI visibility

From **an existing article** to **a version that AI assistants like to cite**.

Copy the prompt and replace the placeholders

```
Check how well AI assistants can use this article as a source: [article]

Criteria: does each section answer its heading directly in the first sentence? Are there clear
definitions, figures with sources, comparisons as tables? Is it clear who is writing and why they
have expertise? Deliver a prioritized list of changes and rewrite the three most important
sections as examples.
```

038 Write a citable definition

SEO & AI visibility

From **a technical term** to **a definition for the glossary and AI search**.

Copy the prompt and replace the placeholders

```
Write a definition of [term] for [audience] .

Structure: one sentence that explains the term completely and is understandable without context.
Then two sentences of context, an example from practice and the distinction from [related term]
. No advertising, no clichés. Finally, three related terms for internal linking.
```

039 Suggest internal links

SEO & AI visibility

From **a new article and your page list** to **suitable links with anchor text**.

Copy the prompt and replace the placeholders

```
Here is a new article: [article]
And here are our existing pages with title and URL: [list]

Suggest five to eight internal links from the new article: text passage, target URL, natural anchor text. Also suggest three existing pages that should link to the new article, with the right passage. Only link where it helps the reader.
```

040 Refresh an outdated article

SEO & AI visibility

From **an article that is losing visibility** to **an update plan**.

Copy the prompt and replace the placeholders

```
This article is losing visibility: [article] Published on: [date] . Main keyword: [keyword] .

Find statements, figures, examples and tools that could be outdated and mark them with [check] . Suggest new sections that belong to the search intent today, and passages that can be shortened. Do not invent current figures; instead, say where a new source is needed.
```

041 Evaluate brand mentions in AI answers

SEO & AI visibility

From **collected AI answers** to **your visibility in comparison**.

Copy the prompt and replace the placeholders

```
Here are answers from AI assistants to our question set: [insert questions with answers] Our brand: [brand] . Competitors: [competitors] .

For each question, count which brands are mentioned and in which position. Calculate the mention rate per brand. Which sources are cited? For which questions are we missing although our offer fits? Derive three content measures.
```

Deep dive: Measuring visibility without clicks

042 Build a fair comparison page

SEO & AI visibility

From **your offer and alternatives** to **a comparison page that readers trust**.

Copy the prompt and replace the placeholders

```
You are a specialist editor. Create the structure for a comparison page [our offer] versus [alternative or category] for [audience] .

Deliver: an introduction with the decision question, a comparison table with eight criteria, who each solution suits, honest limits of our offer, an FAQ with five questions. Phrase things fairly and verifiably. Flag every statement about competitors that we need to back up with a source.
```

Chapter 5 of 11 · 8 prompts

PR and *communications.*

Press relations, internal communications and delicate situations. Every word counts here, so all prompts work strictly with approved facts.

043 Press release from the fact sheet

PR & communications

From **a fact sheet** to **a press release in editorial format**.

Copy the prompt and replace the placeholders

```
You are a press officer. Write a press release based on this fact sheet: [fact sheet]


Structure: headline with news value, subheading, lead with the five Ws in two sentences, main body with background, a quote from [name, position] with their own perspective, boilerplate, press contact. A maximum of 3,000 characters. Only use facts from the fact sheet.
```

Deep dive: Press relations with AI

044 Proofread a press release

PR & communications

From **a press release** to **prioritized improvements from an editorial perspective**.

Copy the prompt and replace the placeholders

```
You are a press officer with newsroom experience. Check this press release: [text]

Criteria: news value in the first two sentences, five Ws answered, quote with a statement of its own instead of promotional language, promotional clichés, length. Give a prioritized list of improvements and a revised headline.
```

045 A quote with substance

PR & communications

From **a news item and management's stance** to **quote suggestions instead of clichés**.

Copy the prompt and replace the placeholders

```
Write three quote suggestions for [name, position] on this news item: [news item] This is how the person sees the topic: [stance, bullet points]

Each quote provides perspective instead of repeating the news and sounds spoken, not written. A maximum of 40 words. Prohibited: delighted, proud, innovative, milestone.
```

046 Holding statement for critical questions

PR & communications

From **a delicate topic** to **questions and agreed answers**.

Copy the prompt and replace the placeholders

```
We are communicating about [topic or incident] . Facts: [facts] . What we must not say: [limits] .

Collect the 15 most critical questions that media, customers or employees could ask. For each, formulate an answer of no more than three sentences that is honest without going beyond the facts. Flag questions for which we lack information.
```

047 First response in a crisis

PR & communications

From **the current facts** to **key messages and an initial statement**.

Copy the prompt and replace the placeholders

```
We have a crisis situation: [situation in bullet points] . Confirmed: [facts] . Open: [open points] .

Create: three key messages, an initial statement of no more than 100 words (sympathy or responsibility, what we know, what we are doing, when we will provide an update), a list of audiences in the order in which they should be informed. No speculation.
```

✓ Crisis texts never go out without review by management and legal. The AI delivers the draft, not the decision.

048 Announce a change internally

PR & communications

From **a decision** to **an announcement, a briefing for managers and an FAQ**.

Copy the prompt and replace the placeholders

```
We need to announce internally: [decision, change] . Reasons: [reasons] . Affected: [groups] . Timeline: [timeline] .

Create: 1. a message to all employees with a maximum of 250 words, 2. talking points for managers, 3. an FAQ with ten questions that employees will really ask. Honest about disadvantages, concrete about the next step.
```

049 Story pitch to journalists

PR & communications

From **a story** to **a pitch that convinces in one minute**.

Copy the prompt and replace the placeholders

```
Write a short email to [journalist or outlet, section] to pitch this topic: [topic, facts, interviewees]

Subject line with a maximum of eight words. In the first sentence: why this is relevant for the readers of [outlet] . Then two sentences of background, available interviewees and material. A maximum of 120 words, no promotional tone.
```

050 Statement for a town hall or event

PR & communications

From **bullet points** to **a speech that works when spoken**.

Copy the prompt and replace the placeholders

```
Write a statement for [name, position] for [occasion] with [minutes] minutes of speaking time. Key message: [key message] . Bullet points: [bullet points] . Audience: [audience] .

Short sentences, a personal scene at the beginning, three ideas, a clear closing sentence. Mark pauses with (pause). Assume about 130 words per minute.
```

Chapter 6 of 11 · 8 prompts

Sales and *customers.*

Marketing does not end with the lead. With these prompts, you give sales material it really uses and write customer emails that do not sound like a template.

051 Sales one-pager

Sales & customers

From **product information and customer examples** to **a page that sales works with**.

Copy the prompt and replace the placeholders

```
Create a one-pager for sales on [offer] for [audience] . Material: [product information, customer examples, prices] .

Structure: the audience's problem in one sentence, the solution in two sentences, three benefits with evidence, a customer example with results, typical objections with a short answer, next step. Everything on one A4 page.
```

052 Prepare for objections

Sales & customers

From **your offer** to **objections with answers and counter-questions**.

Copy the prompt and replace the placeholders

```
You are an experienced B2B salesperson. Our offer: [offer] . Audience: [audience] . Price range: [price] .

Collect the ten most common objections, grouped by budget, timing, need and trust. For each, formulate an answer of no more than three sentences and a counter-question that clarifies the real reason behind the objection.
```

053 Follow-up after the meeting

Sales & customers

From **meeting notes** to **an email that secures the next step**.

Copy the prompt and replace the placeholders

```
Write a follow-up email to [name, position, company] after our meeting. Notes: [notes]


Content: thanks in one sentence, the two most important points from the customer's perspective in their words, agreed next steps with dates, a concrete added value (e.g. a relevant link or example). A maximum of 150 words, personal rather than template tone.
```

054 First outreach that does not sound like a template

Sales & customers

From **public information about the company** to **a personal first message**.

Copy the prompt and replace the placeholders

```
Write a first message to [position] at [company] . Known: [public information, e.g. job ad, press release, website] . Our offer: [offer] .

The first sentence refers concretely to the company's situation. Then an assumption about the need as a question, a short piece of evidence, a low-threshold request. A maximum of 90 words, no compliments, no clichés.
```

055 News for existing customers

Sales & customers

From **a product launch** to **an email with benefits for existing customers**.

Copy the prompt and replace the placeholders

```
Write an email to existing customers about [product news] . What changes: [details] . Particularly relevant for: [segment] .

Subject line with a benefit instead of the product name, an opening with the problem the news solves, three bullet points on what customers can do now, one link. A maximum of 160 words.
```

056 Ask customers for a reference

Sales & customers

From **a successful collaboration** to **a request that is easy to agree to**.

Copy the prompt and replace the placeholders

```
Write an email to [name] at [customer] to request a reference. What we have achieved together: [results] .

Make it easy: three options with different effort (quote, logo mention, case study), concrete time required per option, approval before publication guaranteed. A maximum of 140 words, no pressure.
```

057 Battlecard against a competitor

Sales & customers

From **information about the competition** to **a fair argumentation aid**.

Copy the prompt and replace the placeholders

```
Create a battlecard for sales: [our offer] versus [competitor] . Known: [information, sources] .

Content: when we win, when the competitor fits better, three questions that make our strengths visible, answers to typical claims by the competitor. No statements without a source; mark assumptions with (assumption).
```

058 Decline politely

Sales & customers

From **a decision against an offer** to **a rejection that preserves the relationship**.

Copy the prompt and replace the placeholders

```
Write a rejection to [agency, service provider or applicant] regarding [offer or request] .
Reason: [reason, internal] .

Clear in its message, appreciative in tone, an honest reason we can state and, if appropriate, a perspective for later. A maximum of 100 words. No clichés such as we regret to inform you.
```

Chapter 7 of 11 · 6 prompts

Video, podcast and *events.*

Video, audio and events generate a lot of raw material. These prompts turn it into scripts, articles, descriptions and follow-up communication.

059 Script for a 60-second video

Video, podcast & events

From **one key message** to **a script with visuals and text**.

Copy the prompt and replace the placeholders

```
Write a script for a 60-second video on [topic] for [channel] and [audience] .

As a table: second, spoken text, image or scene, on-screen text. The first three seconds show the result or the problem. One idea per scene, suitable for subtitles. End with an action. A maximum of 140 spoken words.
```

060 Blog article from a video

Video, podcast & events

From **a video transcript** to **a readable specialist article**.

Copy the prompt and replace the placeholders

```
Here is the transcript of a video by [speaker] : [transcript]

Turn it into a blog article for [audience] . Remove filler words and repetitions, keep the speaker's statements and examples. Structure with subheadings phrased as questions. Add a summary in three bullet points at the beginning. Do not invent new content.
```

061 Video description and chapters

Video, podcast & events

From **a transcript** to **title, description and chapter markers**.

Copy the prompt and replace the placeholders

```
Here is the transcript with timestamps: [transcript]

Create: three title variants with a maximum of 60 characters, a description of 150 words (benefit in the first sentence), chapter markers with timestamps and descriptive titles, five search terms. Only use content from the transcript.
```

062 Interview guide for the podcast

Video, podcast & events

From **guest and topic** to **questions that bring out good stories**.

Copy the prompt and replace the placeholders

```
I am recording a podcast episode with [guest, role] on [topic] , length [minutes] minutes.
Background on the guest: [information] .

Create an interview guide: an opening with a personal question, three topic blocks with three open
questions each and a follow-up asking for concrete examples, a closing question. Plus a title and
teaser for the episode.
```

063 Design and promote a webinar

Video, podcast & events

From **one topic** to **agenda, invitation and reminders**.

Copy the prompt and replace the placeholders

```
Plan a webinar on [topic] for [audience] , duration [minutes] minutes, goal [goal] .

Deliver: a title with a clear benefit, three learning promises, an agenda with time blocks
including a Q&A, text for the registration page, an invitation email, two reminders (one day
before, one hour before) and a follow-up email with the recording.
```

064 Follow up on an event

Video, podcast & events

From **notes from the event** to **recap post and follow-up email**.

Copy the prompt and replace the placeholders

```
We were at [event] with [booth, talk or visit] . Notes and impressions: [notes]

Create: a LinkedIn recap with three concrete insights instead of a list of thanks, a follow-up
email to contacts from the event referring to the conversation [placeholder for conversation note]
, and three content ideas that emerge from the event.
```

Chapter 8 of 11 · 10 prompts

Quality and *approval.*

AI speeds up the draft. But speed only comes when review and approval do not become a bottleneck. These prompts make AI the first review instance, not the last.

065 Check brand language

Quality & approval

From **a draft and your language rules** to **a list of concrete deviations**.

Copy the prompt and replace the placeholders

```
You are the guardian of our brand language. Our rules: [tone, form of address, words we use and avoid, spellings]

Check this text: [text]

Output a table: text passage, rule, deviation, suggestion. Do not change anything about content or facts. Finally, an overall assessment in one sentence.
```

066 Fact check against the fact sheet

Quality & approval

From **an AI draft and a fact sheet** to **a list of deviations before sending**.

Copy the prompt and replace the placeholders

```
Compare the draft with the approved fact sheet.

<factsheet> [figures, names, dates, quotes] </factsheet> <draft>
[text] </draft>

List every figure, name, date and quote in the draft and mark it: matches, deviates or missing from the fact sheet. With quotes, every word counts. Do not suggest any style changes.
```

✓ One fact sheet for everything: what is not in it does not go into the text. Press relations with AI

067 Honest feedback instead of praise

Quality & approval

From **a text, concept or presentation** to **an unsparing assessment**.

Copy the prompt and replace the placeholders

```
Be my most critical colleague. Assess [text, concept or presentation] for [audience] with the goal [goal] . No polite phrases, no praise as padding.

1. The three biggest weaknesses, sorted by impact 2. Where
would [audience] drop out or disagree? 3. What is missing for
it to convince?
4. Score from 1 to 10 with reasons

If something is good, say so in one sentence. If you are unsure, say so instead of guessing.
```

✓ AI assistants tend to confirm in a friendly way. Explicitly asking for criticism and a score changes this noticeably.

068 Remove AI clichés

Quality & approval

From **an AI draft** to **a text that sounds human**.

Copy the prompt and replace the placeholders

```
Revise this text so that it does not sound like AI: [text]

Remove empty introductions and summaries, lists of three without content, clichés such as in today's fast-paced world, dashes as a stylistic device and exaggerated adjectives. Replace general statements with concrete ones. Show the five biggest changes with reasons.
```

069 Shorten without losing substance

Quality & approval

From **a text that is too long** to **a shorter version with a checklist**.

Copy the prompt and replace the placeholders

```
Shorten this text by [40] percent: [text]

Keep all facts, figures and the key message. First delete repetitions, filler words and general introductions. At the end, list what you deleted so that I can check whether anything is missing.
```

070 Make a technical text understandable

Quality & approval

From **a technical text** to **a version for decision-makers without specialist knowledge**.

Copy the prompt and replace the placeholders

```
Revise this text for [audience, e.g. management without specialist knowledge] : [text]

Replace technical terms or explain them the first time they appear. Sentences of no more than 20 words, active phrasing. Show the original and revision as a table, paragraph by paragraph.
```

071 Check inclusive language

Quality & approval

From **a text and your language rules** to **concrete phrasing suggestions**.

Copy the prompt and replace the placeholders

```
Check this text for inclusive and non-discriminatory language according to our rules: [rules, e.g. gender-inclusive form, form of address]
Text: [text]

List each passage with a suggestion. Prefer neutral phrasings that remain easy to read. Do not change anything about the content.
```

072 Check accessibility

Quality & approval

From **a web text with images and links** to **improvements for alt texts, links and structure**.

Copy the prompt and replace the placeholders

```
Check this web text for accessibility: [text with image descriptions and links]

Criteria: heading hierarchy, meaningful link texts instead of click here, alt texts that describe the content and function of an image, understandable language, abbreviations. List each passage with a concrete suggestion for improvement.
```

073 Flag risky advertising claims

Quality & approval

From **an advertising text** to **a list for legal review**.

Copy the prompt and replace the placeholders

```
Mark all statements in this text that should be legally reviewed: [text]

Pay attention to superlatives, claims of uniqueness, guarantees, comparisons with competitors, environmental and health claims, price information and third-party brands. For each passage, name the possible risk and a more cautious phrasing.
```

✓ Does not replace legal advice, but makes the review by the legal department much faster.

074 Approval request for decision-makers

Quality & approval

From **a draft** to **a request that is decided in two minutes**.

Copy the prompt and replace the placeholders

```
Create an approval request to [role, e.g. management or legal] from this draft: [draft]


Content: what it is about in two sentences, what exactly is to be approved, critical passages with their location, deadline [date] and what happens if there is no response by then. A maximum of 120 words.
```

✓ A text loses most of its time not during review, but while waiting for it. Shorten approval processes

Chapter 9 of 11 · 10 prompts

Analysis and *everyday work.*

Summarizing, interpreting figures, preparing decisions: the prompts for everyday work between inbox, meeting and reporting.

075 Summarize an email thread

Analysis & everyday work

From **a long email thread** to **status, decisions and next step**.

Copy the prompt and replace the placeholders

```
Summarize this email thread: [thread]

Structure: status in one sentence, decisions made, open points with the responsible person, next step for me. Adopt deadlines and figures verbatim. A maximum of 150 words.
```

076 Translate a meeting into tasks

Analysis & everyday work

From **notes or a transcript** to **a task list with owners**.

Copy the prompt and replace the placeholders

```
Here are the notes from our meeting: [notes or transcript]

Create: decisions, tasks as a table (task, owner, deadline), open questions, topics for the next meeting. If a task has no owner, mark it with [open] . Do not invent deadlines.
```

077 Prioritize the week

Analysis & everyday work

From **a task list and quarterly goals** to **a realistic weekly plan**.

Copy the prompt and replace the placeholders

```
Here are my tasks for this week: [list with deadlines] My goals this quarter: [goals]
About [hours] hours can be freely scheduled.

Sort by impact on the goals and urgency. Suggest what I delegate, postpone or drop, and plan the week in blocks. Justify each item dropped in one sentence.
```

078 Research with sources

Analysis & everyday work

From **a question** to **an overview with verifiable sources**.

Copy the prompt and replace the placeholders

```
Research [question] for [purpose, e.g. specialist article, decision paper] .

Give an overview in bullet points with source and date for each statement. Separate confirmed facts from assessments. If sources contradict each other, show both positions. If you cannot find a reliable source, say so.
```

✓ For research with sources, tools with web search are suitable, such as ChatGPT with search, Claude with web search or Perplexity. Always check important sources yourself.

079 Summarize a study for decision-makers

Analysis & everyday work

From **a long study or report** to **one page with key findings and relevance**.

Copy the prompt and replace the placeholders

```
Summarize this document for [audience, e.g. head of marketing] : [document]

Structure: key message in one sentence, five most important findings with page numbers, methodology and limitations in two sentences, what this means for us [context] , a figure we can quote, with its exact location.
```

080 Interpret campaign figures

Analysis & everyday work

From **figures from reporting** to **explanations and three sentences for management**.

Copy the prompt and replace the placeholders

```
You are a marketing analyst. Here are the results of our campaign [name] compared to the previous period: [figures, ideally as a table] . The goal was: [goal] .

Explain: what has really changed, what is noise? Which two explanations are most plausible, and what data would we need to test them? Formulate three sentences for reporting to [recipient] . Calculate instead of estimating, and point out sample sizes that are too small.
```

Deep dive: Proving content impact

081 Cluster comments and surveys

Analysis & everyday work

From **free-text answers** to **topics, quotes and recommendations**.

Copy the prompt and replace the placeholders

```
Here are [number] comments or survey answers: [text]

Cluster them by topic and give the count and two typical original quotes for each cluster.
Separate praise, criticism and wishes. Derive three recommendations for action for marketing.
Count precisely instead of estimating.
```

082 Create a decision matrix

Analysis & everyday work

From **several options** to **a weighted basis for decision**.

Copy the prompt and replace the placeholders

```
I have to decide between these options: [options with information] . What matters to me:
[criteria] .

Create a decision matrix: criteria with weighting for me to confirm, a score for each option from
1 to 5 with a short justification, weighted total. Then name the information most likely to tip
the decision.
```

083 Business case for management

Analysis & everyday work

From **a project idea** to **an argument in decision-maker language**.

Copy the prompt and replace the placeholders

```
You are a consultant for marketing investments. I want to get [project, e.g. a new content tool]
approved by management.
Facts: [costs, time spent today, team size, goals]

Create a one-page business case: starting point, cost of doing nothing, investment, expected
benefit (budget separate from freed-up working time), risks and how we limit them, decision
proposal. Only cite figures that can be derived from my information, and show the calculation.
```

✓ With your own figures instead of estimates, the business case convinces faster. ROI calculator

084 Structure a presentation

Analysis & everyday work

From **notes and a goal** to **a slide structure with key messages**.

Copy the prompt and replace the placeholders

```
I am presenting [topic] to [audience] in [minutes] minutes. Goal: [decision or insight].
Material: [notes]

Create a slide structure: one statement per slide as a full sentence, content in bullet points, a suggestion for the visualization. Start with the key message, not with the agenda. Add three critical questions from the audience with answers.
```

Chapter 10 of 11 · 8 prompts

Prompts for *images.*

Image prompts describe what can be seen, not what it is supposed to mean. The formula: subject, setting, light, perspective, style, format and what must not be in the image. You generate images directly in ChatGPT or in image tools such as Gemini, Firefly or Midjourney. Claude helps phrase the image briefing.

085 Social media visual

Image prompts

From **topic and brand colors** to **an image for LinkedIn or Instagram**.

Copy the prompt and replace the placeholders

```
Create an image for a LinkedIn post on the topic [topic] .
Subject: [concrete scene, e.g. marketing team discussing a weekly plan at the whiteboard]
Setting: [modern office, daylight]
Perspective: [medium shot, at eye level]
Style: [realistic photo, natural colors, slight background blur] Color scheme: [brand
colors, e.g. dark blue and mint]
Format: [4:5 portrait]

No text in the image, no logos.
```

086 Realistic product photo

Image prompts

From **a product description** to **a photorealistic mood image**.

Copy the prompt and replace the placeholders

```
Photorealistic product photo of [product, material, color] on [surface] . Light: [e.g.
soft side light from the left]
Camera: [e.g. 85 mm, shallow depth of field]
Background: [calm, single color]
Style: catalog photography, no reflections, no additional objects Format:
[1:1]
```

✓ Use AI images of real products as a mood board or scene, not as product evidence, and agree internally on how you label AI images. AI governance in the newsroom

087 People without stock photo clichés

Image prompts

From **a scene with people** to **a credible image from everyday work**.

Copy the prompt and replace the placeholders

```
Create a photo of a realistic work scene: [scene, e.g. two colleagues discussing a text draft at a laptop]
People: [age, clothing, diverse, natural, not posed] Setting: [real office with everyday objects]
Light: [natural window light]
Avoid: thumbs up, handshakes into the camera, exaggerated laughter, suit clichés.
```

088 Header graphic for a blog article

Image prompts

From **the article topic** to **a calm header graphic with space for text**.

Copy the prompt and replace the placeholders

```
Create a header graphic in 16:9 format for an article about [topic] .
Abstract instead of literal: [metaphor, e.g. many threads converging in a knot] Reduced composition with plenty of calm space on the left for a title
Colors: [hex values]
No people, no text.
```

089 Banner for an event or webinar

Image prompts

From **event details** to **a banner with space for text**.

Copy the prompt and replace the placeholders

```
Create a banner in the format [e.g. 1920 x 1080 or 1200 x 627] for [event or webinar] on the topic [topic] .
Image idea: [subject or metaphor]
Composition: subject in the right half, calm space in the left half for title and date
Colors: [brand colors]
No text in the image, we will add it ourselves later.
```

✓ It is better to set text in a graphics program. Image generators often misspell words.

090 Infographic briefing

Image prompts

From **specialist content** to **a briefing for design or image AI**.

Copy the prompt and replace the placeholders

```
You are an information designer. Turn this content into an infographic briefing: [text]

Deliver: key message as a title, structure (e.g. process, comparison, matrix), all text elements verbatim with no more than eight words per element, order, notes on emphasis. Check that every figure appears in the source text.
```

091 Capture an image style for a series

Image prompts

From **an image that works well** to **a style prompt for consistent images**.

Copy the prompt and replace the placeholders

```
Here is an image whose style we want to use for an entire series: [upload image]

Describe the style so precisely that it can be transferred to new subjects: image type, light, color palette with hex values, perspective, framing, textures, mood. From this, formulate a style building block that I can append to every new image prompt.
```

092 Improve and vary an image

Image prompts

From **an existing image** to **three justified variants with ready-made prompts**.

Copy the prompt and replace the placeholders

```
Here is an image we want to use: [upload image]

First describe what you see. Then suggest three variants that [goal, e.g. work better on a smartphone] , and formulate a complete image prompt for each variant. Subject and key message stay the same.
```

Chapter 11 of 11 · 8 prompts

Prompts that write better *prompts.*

Prompt generator, prompt optimizer and repair prompts: use them to build your own templates for ChatGPT and Claude and rescue answers that miss the mark.

093 Prompt generator

Prompt workshop

From **a task in your own words** to **a complete, reusable prompt**.

Copy the prompt and replace the placeholders

```
You are an expert in AI prompting. I want to complete this task regularly with AI: [task in your own words]

First ask me up to five questions about goal, audience, material, format and quality criteria. Then write a complete prompt with role, context, task, output format and guardrails, placeholders in [square brackets] . Explain in three sentences why the prompt is structured this way.
```

✓ Works as a prompt generator in ChatGPT, Claude, Gemini and Copilot alike.

094 Prompt optimizer

Prompt workshop

From **a prompt that does not deliver** to **an improved version with reasons**.

Copy the prompt and replace the placeholders

```
Here is a prompt that does not deliver the desired results: [prompt] The result was: [result or problem]
Desired: [target result]

Analyze what is missing or ambiguous in the prompt and deliver an improved version. Mark each change and justify it in one sentence.
```

095 Ask first, then write

Prompt workshop

From **an unclear task** to **the follow-up questions a professional would ask**.

Copy the prompt and replace the placeholders

```
Before you start the task, ask me all the questions you need for a very good result. No more than seven, numbered. Wait for my answers.

Task: [task]
```

✓ Append this sentence to every prompt where the context is still fuzzy. It saves more correction loops than any phrasing.

096 Repair a weak answer

Prompt workshop

From **an answer that misses the mark** to **a new version that hits it**.

Copy the prompt and replace the placeholders

```
Your last answer does not fit yet. Specifically: [what bothers you, e.g. too general, too long, wrong tone]

Before you rewrite: summarize in two sentences what you think I want, and name the information you were missing. Then write a new version.
```

097 Adopt a style from examples

Prompt workshop

From **two or three good sample texts** to **new texts in the same style**.

Copy the prompt and replace the placeholders

```
Here are examples of texts as we want them: <example>
[example 1] </example>
<example> [example 2] </example>

First describe in five bullet points what these texts have in common: sentence length, opening, form of address, structure, word choice. Then write a text on [topic] following this pattern. Do not adopt any content from the examples.
```

✓ One good example replaces three paragraphs of style description. This applies to ChatGPT and Claude alike.

098 Claude prompt with XML tags

Prompt workshop

From **loose material** to **a cleanly separated prompt for long documents**.

Copy the prompt and replace the placeholders

```
<role>You are [role] .</role>
<context> [company, audience, goal] </context>
<material> [documents, notes, data] </material> <task>
[what exactly needs to be done] </task>
<format> [length, structure, tone] </format>
<rules>Only use information from the material. If something is missing, write [missing] .</rules>
```

✓ For Claude, Anthropic recommends separating instructions and material with tags. In ChatGPT, the structure works the same way.

099 Persistent instructions for a project

Prompt workshop

From **your team context** to **a system instruction for a project or custom GPT**.

Copy the prompt and replace the placeholders

```
Write a persistent instruction for an AI assistant that our marketing team uses for [purpose] .

Context: [company, audience, offer] Tone:
[rules]
Sources: [which documents are stored]

The instruction defines: role, what the assistant is and is not for, how it handles missing
information, output format, taboos. A maximum of 300 words.
```

✓ Store the instruction in a project in ChatGPT or Claude or in a custom GPT. Then nobody in the team has to explain the context again.

100 Turn a prompt into a library template

Prompt workshop

From **a prompt that works well** to **a template for the team's prompt library**.

Copy the prompt and replace the placeholders

```
Here is a prompt that works well for us: [prompt]

Turn it into a reusable template for our prompt library: title, purpose in one sentence, required
material, prompt with placeholders, example of a good result, typical errors, checkpoints before
approval and the person who maintains the template.
```

✓ Only the library turns individual good prompts into a team standard. Build a prompt library

Next step

From prompt collection to *prompt library.*

A collection helps one person. A library helps the whole team: everyone works with the same reviewed templates, results become comparable, new colleagues become productive faster.

01
Collect
Which ten tasks does your team do every week? That is where the first standard pays off.

02
Standardize
Each prompt gets a title, purpose, material, placeholders and checkpoints. Prompt 100 helps with this.

03
Store centrally
One place for everyone: a project in ChatGPT or Claude, a wiki or your content platform.

04
Check
Test before use: three runs with real material, result checked against quality criteria.

05
Maintain
One person is responsible for the library, prompts are reviewed quarterly.

Result
A team standard
Fewer correction loops, consistent quality and prompts that work with your knowledge.

Deep dive: How to build a prompt library with templates, standards and owners is covered in the guide Prompt library: how your team uses AI consistently.

In closing

Prompts save minutes. A process saves *weeks*.

Content loses most of its time not in writing, but in coordinating, waiting and searching. If you want to know where this happens in your team and what AI can really take over there, let's look at it together in 30 minutes.

Book an analysis → | Calculate the business case | More templates

Editorial calendar 2027

Excel template with holidays, world days and awareness days for DE, AT and CH.

Guides

Practical knowledge on content operations, AI quality and tool selection.

AI visibility

What content teams measure when AI answers take over the clicks.

Dennis Gumprich

Senior Consultant Content Solutions. Dennis supports marketing and communications teams with the question of how generative AI fits into existing content processes without undermining quality, brand language and approvals.

Transparency note: Dennis works for contentbird, a provider of AI-supported content software. The prompts are tool-independent.
Creation: created with AI, selection, classification and review by Dennis Gumprich. As of November 2026. Use: free to use in your own team. Feel free to share with attribution to dennis-gumprich.de.