



Beginner Agency Blueprint

A.I. Prompt Library

NOTE: Replace anything inside << >> with your details before you send the prompt to ChatGPT or another AI.

PROSPECT RESEARCH

1. “Give me a one-page snapshot of <<Company Name>> (industry, size, location, recent news) and list three gaps their digital marketing shows compared with the top two competitors.”
2. “List 10 companies in <<City>> doing <<Service/Niche>> with less than <<Revenue>> sales. Include website, key contact, and one quick-win marketing fix for each.”
3. “Create a SWOT analysis for <<Company Name>> focused only on online presence and lead generation.”

LEAD QUALIFICATION & SCORING

4. “Score this lead data for likelihood to buy a \$<<Price>>/mo marketing package. Factors: website age, ad spend, number of reviews, posting frequency. Output as High, Medium, Low with justification.”
5. “Convert the following notes into a CRM-ready lead profile with rating 1-5 on fit and urgency: <<Paste Notes>>.”

OUTBOUND EMAIL & COPY

6. “Write a 3-sentence cold email to <<First Name>> at <<Company>> about fixing <<Pain Point>>. Tone: helpful, concise, zero fluff. End with yes/no question.”

7. “Draft a follow-up email for a prospect who downloaded our <<Lead Magnet Title>> but hasn’t booked a call after 48 hours.”

8. “Turn these bullet points into a LinkedIn InMail pitch (maximum 300 characters): <<Bullets>>.”

CONTENT & SOCIAL

9. “Generate 5 blog post titles that attract <<Industry>> owners searching for <<Keyword>>.”

10. “Outline a step-by-step LinkedIn post using the PAS formula about <<Problem>> leading to our free checklist offer.”

11. “Create a 7-day social media calendar targeting <<Niche>> with one hook, one CTA, and suggested image idea per day.”

SEO & WEBSITE TASKS

12. “Give me an on-page SEO checklist for a service page targeting ‘<<Keyword>>’ in <<City>>.”

13. “Write a meta title (60 characters) and meta description (155 characters) for this page: <<URL or Summary>>.”

14. “Provide three internal link opportunities on <<Website URL>> that would boost SEO for the ‘<<Target Page>>’.”

PPC & ADS

15. “Draft two Google Search ad headlines and descriptions aimed at <<Industry>>, focusing on <<Unique Offer>>.”

16. “List the top 5 negative keywords to add for a campaign targeting ‘<<Primary Keyword>>’ in <<Location>>.”

17. “Suggest a basic campaign structure (ad groups and keywords) for promoting <<Service>> with a \$<<Budget>> monthly spend.”

CONVERSION & FUNNELS

18. “Propose three low-friction lead magnets for <<Service>> that can be delivered instantly by email.”

19. “Audit this landing page copy for clarity and add three improvements to boost conversion: <<Paste Copy or URL>>.”

20. “Map a simple 3-email nurture sequence for new leads who requested a quote for <<Service>>.”

REPORTING & INSIGHT

21. “Summarize this week’s Google Analytics data (traffic, top pages, bounce) in plain English bullet points: <<GA export>>.”

22. “Turn the following KPIs into a client-friendly report section explaining what changed and why it matters: <<Metrics>>.”

CLIENT MANAGEMENT & MEETINGS

23. “Create an agenda for a 30-minute kickoff call with a new client buying our SEO package.”

24. “Write a polite reminder asking a client to approve ad creatives you sent 3 days ago.”

25. “Draft a quarterly review slide outline covering wins, gaps, and next-quarter goals for <<Client Name>>.”

HOW TO USE

- Keep prompts specific and modify as you go to adapt your output.
- Add examples or data in text or CSV format where possible.
- Adjust tone words (casual, formal) to fit each situation.
- Store and tweak. As your workflow grows, so does this library
- Append with “Give me the output in a code block” to make copying & pasting easier by removing default text formatting.