MARKETING PROMPT LIBRARY

ALL 99 COPY-READY AI PROMPTS

Every prompt from MK-01 to MK-99, in 11 categories, ready to copy, fill in, and review

MK

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FIND YOUR PROMPT

Nine prompts in each of 11 categories. Each tile jumps to its first page.

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HOW TO USE A CARD

01 **Find.** Pick the category that matches what just happened, then the prompt that matches the decision in front of you.

02 **Copy.** Select the prompt text on the card and copy it. Every prompt is complete on its own.

03 **Fill.** Replace each bracketed field with a fact you can verify. Leave optional fields out if you cannot.

04 **Review.** Read the sender review on the card, check the draft against your records, and publish it yourself.

CATEGORY 01 OF 11 | PART 1 OF 3

SOCIAL POSTS

MK-01 to MK-09
On this page: MK-01, MK-02, MK-03

MK-01 Finished job post

Use when: You finished a job worth showing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what the job was]; [the one detail that made it hard or interesting]; [the town or area, if I want it named]
Optional: [a photo I will attach, described in a few words]
Write a post that tells what the job was and the one detail, in the order a neighbor would tell it. End with what to do if they need the same thing. No hashtags unless I list them. If I left out what the job was, reply only with a Needs input list. Return one post under 70 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what the job was is true as written and that you may show it.

MK-02 Behind the scenes

Use when: You want to show how the work gets done.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the step or routine I am showing]; [why I do it that way]
Write a post that shows the step and gives the reason in one plain sentence. Write it the way the person doing the work would say it. If I left out the step I am showing, reply only with a Needs input list. Return one post under 60 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the step you are showing yourself. It is the one fact this prompt refuses to guess.

MK-03 Answer a common question

Use when: Customers keep asking the same thing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the question, as customers word it]; [the answer]; [the one exception worth knowing]
Write a post that opens with the question in the customer's words and answers it in two or three sentences. Add the exception only if listed. If I left out the answer, reply only with a Needs input list. Return one post under 70 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the answer. Match that to your records.

CATEGORY 01 OF 11 | PART 2 OF 3

SOCIAL POSTS

MK-01 to MK-09
On this page: MK-04, MK-05, MK-06

MK-04 New product or service

Use when: You are adding something new.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what it is]; [who it is for]; [what it costs or how to get a price]; [when it starts]
Write a post that says what is new, who it suits and when it starts. State the price or how to get one. No words like excited or thrilled. If I left out what it is, reply only with a Needs input list. Return one post under 60 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what it is is true as written and that you may show it.

MK-05 Team introduction

Use when: You are introducing a person on your team.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [first name and role]; [how long they have been with me]; [one true detail they agreed to share]
Write a post that introduces them by what they do for customers, with the one detail. Nothing personal that is not listed. If I left out first name and role, reply only with a Needs input list. Return one post under 55 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check first name and role yourself. It is the one fact this prompt refuses to guess.

MK-06 Seasonal reminder

Use when: The season is changing and customers should act.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what to do]; [why now]; [what happens if they wait, only if true]
Optional: [how to book or buy]
Write a post that gives the one thing to do and the reason it matters now. State a consequence only if it is listed. No scare language. If I left out what to do, reply only with a Needs input list. Return one post under 55 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: what to do. Match that to your records.

CATEGORY 01 OF 11 | PART 3 OF 3

SOCIAL POSTS

MK-01 to MK-09
On this page: MK-07, MK-08, MK-09

MK-07 Milestone

Use when: Your business hit a milestone.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the milestone]; [who helped me get there]
Write a short post that states the milestone and thanks the people listed. Keep it under four sentences and make customers the subject, not us. If I left out the milestone, reply only with a Needs input list. Return one post under 50 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the milestone is true as written and that you may show it.

MK-08 Hours or location change

Use when: Your hours or address are changing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what is changing]; [the date it takes effect]; [the new details]
Write a post with the change and the date in the first sentence and the new details on their own lines. If I left out the date it takes effect, reply only with a Needs input list. Return one post under 45 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the date it takes effect yourself. It is the one fact this prompt refuses to guess.

MK-09 Same post, three lengths

Use when: You need one message sized for three places.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the message, in one or two sentences]; [the three places it will run]
Write the same message three ways: under 25 words, under 60 words, and under 120 words. Keep every fact identical across the three. Label each with the place it is for. If I left out the message, reply only with a Needs input list. Return three versions, labeled. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the message. Match that to your records.

CATEGORY 02 OF 11 | PART 1 OF 3

EMAIL NEWSLETTERS

MK-10 to MK-18
On this page: MK-10, MK-11, MK-12

MK-10 Monthly update

Use when: You send a regular update to your list.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [up to three things that happened or are coming]; [the one I most want read]; [one action a reader can take]
Write a newsletter that leads with the most important item, gives the others one short paragraph each, and ends with the single action. Plain subject line, no clickbait. If I left out the one I most want read, reply only with a Needs input list. Return two subject options and one email under 220 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the one you most want read and test every link before it goes to the list.

MK-11 Single-topic email

Use when: You have one thing to tell your list.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the one thing]; [why it matters to the reader]; [what to do next]
Write an email about one thing only. First sentence states it. One action at the end. If I left out the one thing, reply only with a Needs input list. Return two subject options and one email under 130 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the one thing yourself. It is the one fact this prompt refuses to guess.

MK-12 Welcome email

Use when: Someone just joined your list.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what they signed up for]; [what I will send and how often]; [one useful thing I can give them today]
Write a welcome that confirms what they signed up for, says what to expect and how often, and gives the one useful thing. Say how to unsubscribe in one line. If I left out what I will send and how often, reply only with a Needs input list. Return one subject and one email under 120 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: what you will send and how often. Match that to your records.

CATEGORY 02 OF 11 | PART 2 OF 3

EMAIL NEWSLETTERS

MK-10 to MK-18
On this page: MK-13, MK-14, MK-15

MK-13 Win-back email

Use when: Subscribers have stopped opening.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [how long they have been quiet]; [what has changed since, or nothing]; [the choice I am offering: stay or leave]
Write a short email that asks whether they still want to hear from us and makes both answers easy. Mention what changed only if something is listed. No guilt. If I left out the choice I am offering, reply only with a Needs input list. Return one subject and one email under 90 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the choice you are offering and test every link before it goes to the list.

MK-14 Educational email

Use when: You want to teach one useful thing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the one thing to teach]; [the steps or the rule]; [a common mistake]
Write an email that teaches the one thing in numbered steps or one clear rule, names the common mistake, and stops. Sell nothing unless I listed an offer. If I left out the steps or the rule, reply only with a Needs input list. Return one subject and one email under 180 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the steps or the rule yourself. It is the one fact this prompt refuses to guess.

MK-15 Announcement email

Use when: Something is changing for customers.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what is changing]; [when]; [what customers need to do, or nothing]
Write an email with the change and the date in the first two sentences, then what the reader must do. If nothing, say so. If I left out when, reply only with a Needs input list. Return one subject and one email under 120 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: when. Match that to your records.

CATEGORY 02 OF 11 | PART 3 OF 3

EMAIL NEWSLETTERS

MK-10 to MK-18
On this page: MK-16, MK-17, MK-18

MK-16 Event invitation email

Use when: You are inviting your list to something.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what it is]; [date, time and place]; [who it suits]; [cost, or free]; [how to reserve]
Write an invitation with the date, time and place on their own lines, one sentence on who it suits, and one way to reserve. If I left out date, time and place, reply only with a Needs input list. Return two subject options and one email under 120 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm date, time and place and test every link before it goes to the list.

MK-17 Year-end note

Use when: You are thanking customers at the end of the year.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what the year looked like for the business, in facts]; [who I want to thank]
Optional: [one thing coming next year]
Write a note that states the facts of the year in two or three sentences and thanks the people listed. No resolutions and no sales ask. If I left out what the year looked like, reply only with a Needs input list. Return one subject and one email under 130 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what the year looked like yourself. It is the one fact this prompt refuses to guess.

MK-18 Subject line rewrite

Use when: Your email is written and the subject line is weak.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the email text]; [the one thing the email is about]
Write eight subject lines under 50 characters that say what the email is about. Each must be true to the email. No all caps, no fake urgency, no Re: or Fwd: tricks. If I left out the email text, reply only with a Needs input list. Return eight subject lines, numbered. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the email text. Match that to your records.

CATEGORY 03 OF 11 | PART 1 OF 3

WEBSITE PAGES

MK-19 to MK-27
On this page: MK-19, MK-20, MK-21

MK-19 Home page opening

Use when: Your home page needs a clear top section.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I do]; [who for]; [where]; [the one action I want a visitor to take]
Optional: [one piece of approved proof]
Write a headline under 10 words that says what we do and for whom, a sentence under 25 words that adds where, and a button label that names the action.
Include the proof line only if listed. If I left out the one action, reply only with a Needs input list. Return one headline, one sentence, one button label, and two alternates of the headline. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the one action matches what the business really does today.

MK-20 Service page

Use when: You need a page for one service.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the service]; [who needs it and the sign they need it]; [what is included]; [what it costs or how pricing works]; [how to start]
Optional: [what is not included]
Write a service page in five short parts: who it is for, what is included, what is not, pricing, and how to start. Plain subheads. If I left out what is included, reply only with a Needs input list. Return one page under 300 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what is included yourself. It is the one fact this prompt refuses to guess.

MK-21 About page

Use when: Your about page is generic.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [when and why the business started, in facts]; [who runs it]; [what I am known for, in customers' words if I have them]
Write an about page built from the facts given, in first person plural. No mission statement and no words like passionate or dedicated. If I left out when and why the business started, reply only with a Needs input list. Return one page under 220 words. Use only the facts above.
Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: when and why the business started. Match that to your records.

CATEGORY 03 OF 11 | PART 2 OF 3

WEBSITE PAGES

MK-19 to MK-27
On this page: MK-22, MK-23, MK-24

MK-22 FAQ block

Use when: You need a set of questions and answers.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [five to eight real questions customers ask]; [the answer to each]
Write each answer in under 50 words, with the direct answer in the first sentence. Keep the questions in the customer's wording. If I left out the answer to each, reply only with a Needs input list. Return one FAQ block. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the answer to each matches what the business really does today.

MK-23 Contact page

Use when: Your contact page is a bare form.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the ways to reach me]; [hours]; [how fast I reply, as a fact]; [what to include in a message]
Write a contact page that lists each way to reach us, the hours, the real reply time, and what to include so we can help on the first reply. If I left out how fast I reply, reply only with a Needs input list. Return one page under 120 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check how fast you reply yourself. It is the one fact this prompt refuses to guess.

MK-24 Pricing page

Use when: You want to show prices clearly.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [each option with its price]; [what each includes]; [what changes the price]
Write a pricing section with each option, its price and what it includes as short lines, then one paragraph on what changes the price. Hide nothing that is listed. If I left out each option with its price, reply only with a Needs input list. Return one page under 220 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: each option with its price. Match that to your records.

CATEGORY 03 OF 11 | PART 3 OF 3

WEBSITE PAGES

MK-19 to MK-27
On this page: MK-25, MK-26, MK-27

MK-25 Service area page

Use when: You want a page for one town or area you serve.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the area]; [the services I offer there]; [one true local detail, such as how long I have worked there]
Write a page for this area using the facts given. Do not pad it with facts about the town that I did not supply, and do not repeat the town name unnaturally. If I left out the services I offer there, reply only with a Needs input list. Return one page under 200 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the services you offer there matches what the business really does today.

MK-26 Thank-you page

Use when: Someone just submitted a form or bought.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what they just did]; [what happens next and when]; [one thing they can do while they wait]
Write a thank-you page that confirms what happened, says what comes next with a time, and offers the one thing. If I left out what happens next and when, reply only with a Needs input list. Return one page under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what happens next and when yourself. It is the one fact this prompt refuses to guess.

MK-27 Page rewrite

Use when: An existing page is long and vague.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the current page text]; [the one job of the page]; [facts that must stay]
Rewrite the page to half its length. Keep every listed fact. Cut any sentence that could appear on a competitor's site unchanged. List what you removed. If I left out the current page text, reply only with a Needs input list. Return the rewritten page and a short list of what was cut. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the current page text. Match that to your records.

CATEGORY 04 OF 11 | PART 1 OF 3

LOCAL SEARCH AND LISTINGS

MK-28 to MK-36
On this page: MK-28, MK-29, MK-30

MK-28 Business description

Use when: Your listing needs a description.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I do]; [where]; [how long I have been open]; [what I am known for]
Write a business description under 750 characters that states what we do and where in the first sentence. No keyword lists and no superlatives. If I left out what I do, reply only with a Needs input list. Return one description, with a character count. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what you do matches your listing, your site and your door.

MK-29 Listing update post

Use when: You want to post an update on your business listing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the update]; [the date it applies]; [the action a reader can take]
Write a listing post under 80 words with the update first and one action. If I left out the update, reply only with a Needs input list. Return one post under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the update yourself. It is the one fact this prompt refuses to guess.

MK-30 Services list

Use when: You need short descriptions for each service on a listing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [each service by name]; [one line of fact about each]
Write a description of 25 words or fewer for each service, starting with what the customer gets. If I left out each service by name, reply only with a Needs input list. Return one line per service. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: each service by name. Match that to your records.

CATEGORY 04 OF 11 | PART 2 OF 3

LOCAL SEARCH AND LISTINGS

MK-28 to MK-36
On this page: MK-31, MK-32, MK-33

MK-31 Question and answer for the listing

Use when: People ask the same thing on your listing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the question]; [the answer]
Write the answer in under 40 words, direct answer first, in a neutral voice that still reads well a year from now. If I left out the answer, reply only with a Needs input list. Return one answer under 40 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the answer matches your listing, your site and your door.

MK-32 Photo captions

Use when: You are adding photos to a listing or gallery.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what each photo shows]; [where and roughly when]
Write a caption of 12 words or fewer for each photo that says what it shows. No adjectives about quality. If I left out what each photo shows, reply only with a Needs input list. Return one caption per photo. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what each photo shows yourself. It is the one fact this prompt refuses to guess.

MK-33 Directory profile

Use when: You are filling out a profile on a directory site.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the profile fields and their limits]; [my facts for each]
Fill each field within its limit using only the facts given. Keep name, address and phone exactly as written. If I left out the profile fields and their limits, reply only with a Needs input list. Return one entry per field. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the profile fields and their limits. Match that to your records.

CATEGORY 04 OF 11 | PART 3 OF 3

LOCAL SEARCH AND LISTINGS

MK-28 to MK-36
On this page: MK-34, MK-35, MK-36

MK-34 Holiday hours notice

Use when: Your hours change for a holiday.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the holiday]; [the dates and hours]
Write a notice of two lines with the dates and hours. If I left out the dates and hours, reply only with a Needs input list. Return one notice under 30 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the dates and hours matches your listing, your site and your door.

MK-35 New location announcement

Use when: You opened or moved to a new location.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the address]; [the opening date]; [what is the same and what is new]; [parking or access]
Write an announcement with the address and date first, then what is the same, what is new, and how to get in. If I left out the address, reply only with a Needs input list. Return one announcement under 90 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the address yourself. It is the one fact this prompt refuses to guess.

MK-36 Local page title and summary

Use when: A page needs a title and a search summary.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the page's subject]; [the area]; [the one action]
Write three page titles under 60 characters and three summaries under 155 characters. Each must describe the page truthfully. Show the character count for each. If I left out the page's subject, reply only with a Needs input list. Return three titles and three summaries, with counts. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the page's subject. Match that to your records.

CATEGORY 05 OF 11 | PART 1 OF 3

ADS

MK-37 to MK-45
On this page: MK-37, MK-38, MK-39

MK-37 Search ad

Use when: You are writing a text ad for search.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I am advertising]; [who should click]; [the page it leads to]; [the limits for headline and description]
Write five headlines and three descriptions within the limits. Each must match what the page delivers. Show the character count for each. If I left out the limits, reply only with a Needs input list. Return five headlines and three descriptions, with counts. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the limits against the ad platform's current rules and limits.

MK-38 Social ad

Use when: You are writing a paid social ad.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I am advertising]; [who it is for]; [the one action]; [the image or video it runs with, described]
Write three versions of the ad text under 60 words each, each opening a different way: a question, a fact, a plain statement. One action in each. If I left out the one action, reply only with a Needs input list. Return three versions. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the one action yourself. It is the one fact this prompt refuses to guess.

MK-39 Print or mailer ad

Use when: You are writing a postcard or print ad.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the offer or message]; [who receives it]; [how to respond]; [the size of the piece]
Write a headline under 8 words, body under 50 words, and one response line. Make the response line work without a phone in hand. If I left out how to respond, reply only with a Needs input list. Return one headline, one body, one response line. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: how to respond. Match that to your records.

CATEGORY 05 OF 11 | PART 2 OF 3

ADS

MK-40 Radio or audio ad

Use when: You are writing a 30-second spot.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Audience: [who this is for, and where it will run]

Scenario: [the message]; [the one thing to remember]; [how to respond, said aloud]

Write a 30-second script of about 70 words. Say the business name twice and the response method twice. Write for the ear, with short sentences. If I left out how to respond, reply only with a Needs input list. Return one script, with a word count. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm how to respond against the ad platform's current rules and limits.

MK-41 Retargeting ad

Use when: The reader visited your site and left.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Audience: [who this is for, and where it will run]

Scenario: [what they looked at]; [the one reason to come back, if true]

Write two short ads under 30 words that remind without sounding like we are following them. No mention of tracking. If I left out what they looked at, reply only with a Needs input list. Return two versions. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what they looked at yourself. It is the one fact this prompt refuses to guess.

MK-42 Ad for a job opening

Use when: You are advertising a job.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Audience: [who this is for, and where it will run]

Scenario: [the role]; [pay or pay range]; [schedule]; [location]; [the two things the work really involves]

Write a job ad that leads with the role, pay and schedule. Describe the work honestly, including the hard part. No phrases like rock star or family. If I left out pay or pay range, reply only with a Needs input list. Return one ad under 120 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: pay or pay range. Match that to your records.

CATEGORY 05 OF 11 | PART 3 OF 3

ADS

MK-37 to MK-45
On this page: MK-43, MK-44, MK-45

MK-43 Ad headline variations

Use when: You have one ad and need more headlines to try.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the current ad]; [the offer]; [the limit per headline]
Write ten headlines within the limit, each built on a different true angle from the facts. Label the angle beside each. If I left out the current ad, reply only with a Needs input list. Return ten headlines, labeled. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the current ad against the ad platform's current rules and limits.

MK-44 Landing page for an ad

Use when: An ad needs a page that matches it.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the ad text]; [the offer]; [the form or action on the page]; [proof I may cite]
Write a landing page whose headline repeats the ad's promise in the same words, then says what the reader gets, what we need from them, and what happens next. If I left out the ad text, reply only with a Needs input list. Return one page under 180 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the ad text yourself. It is the one fact this prompt refuses to guess.

MK-45 Ad compliance check

Use when: You want an ad checked before it runs.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the ad text]; [the facts I can prove]; [any rules I know apply to my trade]
Read the ad and list every claim. Mark each as supported by the facts given or not supported. Rewrite unsupported claims so they are true or remove them. This is not legal advice. If I left out the facts I can prove, reply only with a Needs input list. Return a claim list and a revised ad. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the facts you can prove. Match that to your records.

CATEGORY 06 OF 11 | PART 1 OF 3

OFFERS AND PROMOTIONS

MK-46 to MK-54
On this page: MK-46, MK-47, MK-48

MK-46 Limited-time offer

Use when: You are running an offer with an end date.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the offer]; [who qualifies]; [the real start and end dates]; [the terms]
Write the offer with the terms in plain sight: what it is, who qualifies, and the dates. Use the real end date and no other urgency. If I left out the real end date, reply only with a Needs input list. Return one announcement under 90 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the real end date with whoever has to honor it at the counter.

MK-47 First-time customer offer

Use when: You have an offer for new customers.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the offer]; [the terms]; [how to claim it]
Write a short offer that states what a new customer gets, the terms and how to claim it. If I left out how to claim it, reply only with a Needs input list. Return one announcement under 60 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check how to claim it yourself. It is the one fact this prompt refuses to guess.

MK-48 Bundle or package

Use when: You are grouping services or products.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what is in the bundle]; [the bundle price]; [the price of the parts bought separately]
Write a description that lists what is included and shows both prices. State the savings as a number only if both prices are given. If I left out the bundle price, reply only with a Needs input list. Return one description under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the bundle price. Match that to your records.

CATEGORY 06 OF 11 | PART 2 OF 3

OFFERS AND PROMOTIONS

MK-46 to MK-54
On this page: MK-49, MK-50, MK-51

MK-49 Referral program

Use when: You reward customers who refer others.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what the referrer gets]; [what the new customer gets]; [how it is tracked]; [the terms]
Write an explanation in three short steps, then the terms in one line. If I left out how it is tracked, reply only with a Needs input list. Return one explanation under 90 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm how it is tracked with whoever has to honor it at the counter.

MK-50 Loyalty reward

Use when: You are rewarding repeat customers.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [who qualifies]; [what they get]; [how they claim it]
Write a short thank-you that names what they get and how to claim it. Make it read as thanks, not as a promotion. If I left out what they get, reply only with a Needs input list. Return one message under 60 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what they get yourself. It is the one fact this prompt refuses to guess.

MK-51 Slow-season offer

Use when: You want work during your slow months.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the service]; [the slow period]; [the honest reason booking now helps the customer]
Write an offer that gives the honest reason this timing works in the customer's favor. No invented scarcity. If I left out the honest reason, reply only with a Needs input list. Return one announcement under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the honest reason. Match that to your records.

CATEGORY 06 OF 11 | PART 3 OF 3

OFFERS AND PROMOTIONS

MK-46 to MK-54
On this page: MK-52, MK-53, MK-54

MK-52 Offer ending reminder

Use when: An offer ends soon.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the offer]; [the end date and time]
Write a reminder under 40 words with the end date first. Send-once tone, no countdown language. If I left out the end date, reply only with a Needs input list. Return one message under 40 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the end date with whoever has to honor it at the counter.

MK-53 Price increase notice

Use when: Your prices are going up.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what is changing]; [the new price]; [the date]; [what stays the same]
Optional: [the reason, if I want to give it]
Write a notice that states the new price and the date in the first sentence. Give the reason in one line only if listed. No apology for the price. If I left out the date, reply only with a Needs input list. Return one notice under 100 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the date yourself. It is the one fact this prompt refuses to guess.

MK-54 Contest or giveaway

Use when: You are running a giveaway.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the prize]; [how to enter]; [the dates]; [who can enter]; [how the winner is chosen and told]
Write the announcement and a short rules block. Giveaway rules vary by state and platform. This is not legal advice. Flag for my review before posting. If I left out how the winner is chosen, reply only with a Needs input list. Return one announcement and one rules block. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: how the winner is chosen. Match that to your records.

CATEGORY 07 OF 11 | PART 1 OF 3

BLOG AND ARTICLES

MK-55 to MK-63
On this page: MK-55, MK-56, MK-57

MK-55 How-to article

Use when: You want to teach readers to do something.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the task]; [the steps, in order]; [tools or parts needed]; [when to stop and call a professional]
Write an article with a two-sentence opening, a needs list, numbered steps, and a closing section on when to call a professional. If I left out the steps, reply only with a Needs input list. Return one article under 500 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the steps from your own experience or a source you can name.

MK-56 Buyer's guide

Use when: Readers are choosing between options.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the options]; [the differences that matter]; [who each option suits]
Write a guide that compares the options on the differences given and says who each suits. Recommend none unless I state a preference and the reason. If I left out the differences that matter, reply only with a Needs input list. Return one article under 450 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the differences that matter yourself. It is the one fact this prompt refuses to guess.

MK-57 Explain a price

Use when: Readers want to know what something costs and why.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the typical range I charge]; [what moves a job up or down in that range]; [what is never included]
Write an article that gives the range early and explains what moves the price, with one short example I supplied or none. If I left out the typical range, reply only with a Needs input list. Return one article under 400 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the typical range. Match that to your records.

CATEGORY 07 OF 11 | PART 2 OF 3

BLOG AND ARTICLES

MK-55 to MK-63
On this page: MK-58, MK-59, MK-60

MK-58 Myth and fact

Use when: A common belief in your trade is wrong.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the belief]; [what is true]; [how I know]
Write a short article that states the belief fairly, then what is true and the basis for it. Do not mock people who believe it. If I left out how I know, reply only with a Needs input list. Return one article under 300 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm how you know from your own experience or a source you can name.

MK-59 Seasonal checklist

Use when: Readers need a checklist for the season.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the season]; [the items, in order of importance]; [which ones need a professional]
Write a checklist article with one line of reason per item, and mark the items that need a professional. If I left out the items, reply only with a Needs input list. Return one article under 350 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the items yourself. It is the one fact this prompt refuses to guess.

MK-60 Case write-up

Use when: You want to describe a real job as an article.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the situation]; [what I found]; [what I did]; [the result, in facts]; [the customer's permission, yes or no]
Write the job as a short story in four parts. Use no names or identifying details unless permission is yes. If I left out the customer's permission, reply only with a Needs input list. Return one article under 350 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the customer's permission. Match that to your records.

CATEGORY 07 OF 11 | PART 3 OF 3

BLOG AND ARTICLES

MK-55 to MK-63
On this page: MK-61, MK-62, MK-63

MK-61 Outline first

Use when: You have a topic and no structure.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the topic]; [who will read it]; [what they should be able to do after]
Write an outline of five to seven sections with one line on what each covers and which of my facts it needs. Mark any section where I have given you nothing to work from. If I left out what they should be able to do after, reply only with a Needs input list. Return one outline. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what they should be able to do after from your own experience or a source you can name.

MK-62 Opinion piece

Use when: You have a view on something in your trade.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [my position, in one sentence]; [my three reasons]; [the strongest objection to it]
Write a piece that states the position, gives the three reasons, and answers the objection honestly. First person, no straw men. If I left out my three reasons, reply only with a Needs input list. Return one article under 400 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check your three reasons yourself. It is the one fact this prompt refuses to guess.

MK-63 Article to posts

Use when: An article is done and you want posts from it.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the article text]; [where the posts will run]
Pull five short posts from the article, each built on one point that stands alone. Change no facts. If I left out the article text, reply only with a Needs input list. Return five posts under 50 words each. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the article text. Match that to your records.

CATEGORY 08 OF 11 | PART 1 OF 3

VIDEO AND AUDIO SCRIPTS

MK-64 to MK-72
On this page: MK-64, MK-65, MK-66

MK-64 Short explainer video

Use when: You want a video under a minute.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the one thing to explain]; [the three points, in order]; [what the viewer should do after]
Write a script of about 130 words in spoken sentences, with a first line that says what the video is about. Mark what is on screen beside each part. If I left out the one thing to explain, reply only with a Needs input list. Return one script with screen notes. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the one thing to explain out loud, and time it with a clock.

MK-65 Walkthrough video

Use when: You are showing a finished job or a product.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I am showing]; [the three things to point out]; [the order I will film them]
Write a script with one short line to say at each stop, in filming order. Keep each line under 20 words. If I left out the three things to point out, reply only with a Needs input list. Return one script, one line per stop. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the three things to point out yourself. It is the one fact this prompt refuses to guess.

MK-66 Customer question video

Use when: You are answering a question on camera.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the question]; [the answer]; [one thing to show while I talk]
Write a script under 90 words that repeats the question, answers it, and ends. No intro and no sign-off asking for likes. If I left out the answer, reply only with a Needs input list. Return one script under 90 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the answer. Match that to your records.

CATEGORY 08 OF 11 | PART 2 OF 3

VIDEO AND AUDIO SCRIPTS

MK-64 to MK-72
On this page: MK-67, MK-68, MK-69

MK-67 Voicemail greeting

Use when: You need a greeting for your business line.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [business name]; [hours]; [what to leave in a message]; [an emergency option, if any]
Write a greeting under 25 seconds, about 55 words, with the business name first. If I left out hours, reply only with a Needs input list. Return one greeting, with a word count. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm hours out loud, and time it with a clock.

MK-68 On-hold message

Use when: Callers wait on hold.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [two or three useful facts a caller would want]; [how to reach me another way]
Write three short hold messages of about 30 words each. Useful facts only. No message that claims the call is important. If I left out two or three useful facts, reply only with a Needs input list. Return three messages. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check two or three useful facts yourself. It is the one fact this prompt refuses to guess.

MK-69 Podcast or interview prep

Use when: You are a guest and want talking points.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the show and its listeners]; [the three points I want to make]; [one story I can tell, in facts]
Write talking points for each of the three points: one sentence to say and one detail to back it. Add the story as five beats. If I left out the three points, reply only with a Needs input list. Return one talking-points sheet. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the three points. Match that to your records.

CATEGORY 08 OF 11 | PART 3 OF 3

VIDEO AND AUDIO SCRIPTS

MK-64 to MK-72
On this page: MK-70, MK-71, MK-72

MK-70 Video title and description

Use when: A video needs a title and description.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what the video shows]; [who it helps]; [the links to include]
Write three titles under 60 characters that say what the video shows, and one description under 100 words with the links. No all caps and no claims the video does not deliver. If I left out what the video shows, reply only with a Needs input list. Return three titles and one description. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what the video shows out loud, and time it with a clock.

MK-71 Live demo outline

Use when: You are demonstrating something to a group.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I am demonstrating]; [how long I have]; [the three moments that matter most]
Write a run sheet with times, what to say at each of the three moments, and what could go wrong at each. If I left out how long I have, reply only with a Needs input list. Return one run sheet. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check how long you have yourself. It is the one fact this prompt refuses to guess.

MK-72 Captions from a transcript

Use when: You have a transcript and need clean captions.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the transcript]
Clean the transcript into captions. Fix punctuation and remove filler words. Change no meaning and add no words that were not said. Mark any spot you could not make out. If I left out the transcript, reply only with a Needs input list. Return one caption file as plain text. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the transcript. Match that to your records.

CATEGORY 09 OF 11 | PART 1 OF 3

CUSTOMER STORIES AND PROOF

MK-73 to MK-81
On this page: MK-73, MK-74, MK-75

MK-73 Testimonial request

Use when: You want to ask a customer for a quote.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I did for them]; [the two questions I would like answered]; [how they can reply]
Write a short request that asks the two questions and says how their words would be used. Make saying no easy. If I left out the two questions, reply only with a Needs input list. Return one message under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the two questions with the customer, in writing, before it runs.

MK-74 Testimonial edit

Use when: A customer sent a long quote.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the customer's words, exactly]; [their permission to shorten, yes or no]
Shorten the quote to under 40 words using only their own words, in their order. Change nothing if permission is no. Show the original beside the short version so the customer can approve it. If I left out the customer's words, reply only with a Needs input list. Return the short version and the original. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the customer's words yourself. It is the one fact this prompt refuses to guess.

MK-75 Case study

Use when: You want a full customer story.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the customer and their permission]; [the problem]; [what I did]; [the result, in facts they confirmed]
Write a case study in four parts: situation, what we did, result, and the customer's words if supplied. Use only confirmed results. If I left out the result, reply only with a Needs input list. Return one case study under 300 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the result. Match that to your records.

CATEGORY 09 OF 11 | PART 2 OF 3

CUSTOMER STORIES AND PROOF

MK-73 to MK-81
On this page: MK-76, MK-77, MK-78

MK-76 Before and after

Use when: You have photos of a job before and after.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what the before shows]; [what the after shows]; [what was done between]; [how long it took]
Write a caption pair and a three-sentence description of the work between. If I left out what was done between, reply only with a Needs input list. Return two captions and one description. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what was done between with the customer, in writing, before it runs.

MK-77 Proof line for a page

Use when: A page needs one line of proof.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the facts I can prove, such as years open or jobs completed]; [where the proof comes from]
Write five one-line proof statements under 15 words each, each tied to a fact given. If a fact has no source, mark it for me to verify. If I left out the facts I can prove, reply only with a Needs input list. Return five lines, each with its source. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the facts you can prove yourself. It is the one fact this prompt refuses to guess.

MK-78 Award or certification

Use when: You earned an award or certification.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what it is]; [who gave it]; [the date]; [what it means for a customer]
Write a short announcement that says what it is, who gave it, and what it means for a customer in one sentence. If I left out who gave it, reply only with a Needs input list. Return one announcement under 60 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: who gave it. Match that to your records.

CATEGORY 09 OF 11 | PART 3 OF 3

CUSTOMER STORIES AND PROOF

MK-73 to MK-81
On this page: MK-79, MK-80, MK-81

MK-79 Press release

Use when: You have news for local media.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the news]; [the date]; [who is involved]; [a quote from me, in my words]; [contact details]
Write a press release with a factual headline, a first paragraph that answers who, what, when and where, the quote as given, and contact details. If I left out the news, reply only with a Needs input list. Return one release under 300 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the news with the customer, in writing, before it runs.

MK-80 Community involvement

Use when: You sponsored or helped with something local.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I did]; [who it was for]; [the date]
Write a short post that puts the cause first and us second. If I left out what I did, reply only with a Needs input list. Return one post under 60 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check what you did yourself. It is the one fact this prompt refuses to guess.

MK-81 Reply to praise sent in private

Use when: A customer sent kind words by email or text.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what they said]; [whether I would like to share it publicly]
Write a short thank-you. If I would like to share it, ask permission in one sentence and say where it would appear. If I left out what they said, reply only with a Needs input list. Return one message under 50 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: what they said. Match that to your records.

CATEGORY 10 OF 11 | PART 1 OF 3

EVENTS AND COMMUNITY

MK-82 to MK-90
On this page: MK-82, MK-83, MK-84

MK-82 Event announcement

Use when: You are hosting an event.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what it is]; [date, time and place]; [who it is for]; [cost, or free]; [how to reserve]
Write an announcement with the date, time and place on their own lines and one sentence on who should come. If I left out date, time and place, reply only with a Needs input list. Return one announcement under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm date, time and place with the venue or host before you announce.

MK-83 Event reminder

Use when: The event is close.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the event]; [date, time and place]; [one thing to bring or know]
Write a reminder under 45 words. If I left out date, time and place, reply only with a Needs input list. Return one message under 45 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check date, time and place yourself. It is the one fact this prompt refuses to guess.

MK-84 Event recap

Use when: The event is over.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what happened]; [how many came, if counted]; [who to thank]
Write a recap that states what happened and thanks the people listed. Give attendance only if counted. If I left out what happened, reply only with a Needs input list. Return one post under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: what happened. Match that to your records.

CATEGORY 10 OF 11 | PART 2 OF 3

EVENTS AND COMMUNITY

MK-82 to MK-90
On this page: MK-85, MK-86, MK-87

MK-85 Sponsorship request

Use when: You are asking a business to sponsor something.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the event or cause]; [what I am asking for]; [what the sponsor gets]; [the deadline]
Write a request that states the ask and what the sponsor gets in the first three sentences. If I left out what I am asking for, reply only with a Needs input list. Return one email under 130 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what you are asking for with the venue or host before you announce.

MK-86 Sponsorship reply

Use when: Someone asked you to sponsor them.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what they asked for]; [my answer]; [what I can do instead, if anything]
Write a reply that answers yes or no in the first sentence. If I left out my answer, reply only with a Needs input list. Return one email under 70 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check your answer yourself. It is the one fact this prompt refuses to guess.

MK-87 Booth or table sign

Use when: You have a table at a fair or market.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I do]; [the one thing to offer passersby]; [how to follow up]
Write a headline under 7 words that can be read from across a room, a line under 15 words, and a follow-up line. If I left out what I do, reply only with a Needs input list. Return one headline, one line, one follow-up line. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: what you do. Match that to your records.

CATEGORY 10 OF 11 | PART 3 OF 3

EVENTS AND COMMUNITY

MK-82 to MK-90
On this page: MK-88, MK-89, MK-90

MK-88 Workshop description

Use when: You are teaching a class or workshop.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the topic]; [what people will leave able to do]; [who it suits]; [length, cost and what to bring]
Write a description that opens with what people will be able to do afterward. If I left out what people will leave able to do, reply only with a Needs input list. Return one description under 100 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW

Confirm what people will leave able to do with the venue or host before you announce.

MK-89 Partner announcement

Use when: You are working with another local business.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [who the partner is]; [what the two businesses are doing together]; [what it means for customers]; [that the partner approved the wording, yes or no]
Write an announcement that gives both businesses equal weight. If approval is not yes, stop and tell me to get it. If I left out what the two businesses are doing together, reply only with a Needs input list. Return one announcement under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW

Check what the two businesses are doing together yourself. It is the one fact this prompt refuses to guess.

MK-90 Local news tie-in

Use when: Something local is happening and you want to comment.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the local event or issue]; [my real connection to it]; [what I want to say]
Write a short post only if the connection is real and stated. If the connection is blank or thin, tell me not to post and why. If I left out my real connection to it, reply only with a Needs input list. Return one post under 60 words, or a recommendation not to post. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW

Last look before you publish: your real connection to it. Match that to your records.

CATEGORY 11 OF 11 | PART 1 OF 3

PLANNING AND REVIEW

MK-91 to MK-99
On this page: MK-91, MK-92, MK-93

MK-91 Monthly content plan

Use when: You want a plan for the month.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what is happening in the business this month]; [the channels I use]; [how many times I can really post each week]
Build a calendar from what is actually happening. One line per item: date, channel, topic, and which prompt in this guide to use. Do not fill gaps with invented topics. Leave a gap and say so. If I left out what is happening in the business, reply only with a Needs input list. Return one calendar. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what is happening in the business against your real calendar and your real hours.

MK-92 Repurpose one piece

Use when: You have one good piece and want more from it.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the piece]; [the channels I use]
List six ways to reuse the piece across the channels, with a one-line description of each and what would need to change. If I left out the piece, reply only with a Needs input list. Return one list of six. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the piece yourself. It is the one fact this prompt refuses to guess.

MK-93 Voice guide

Use when: You want everything to sound like one business.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [three samples of writing I like, mine or approved]; [words I never want used]
Read the samples and write a one-page voice guide: five rules with a do and a do-not example each, drawn from the samples. If I left out three samples, reply only with a Needs input list. Return one voice guide. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: three samples. Match that to your records.

CATEGORY 11 OF 11 | PART 2 OF 3

PLANNING AND REVIEW

MK-91 to MK-99
On this page: MK-94, MK-95, MK-96

MK-94 Performance read

Use when: You have numbers from last month.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the numbers, pasted]; [what I posted or sent]
Read the numbers and say what they show, what they do not show, and the one thing to try next. Do not explain a change the data cannot explain. If I left out the numbers, reply only with a Needs input list. Return one summary under 200 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the numbers against your real calendar and your real hours.

MK-95 Message check

Use when: You want to know if a draft is clear.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the draft]; [who it is for]; [what they should do after reading]
Read the draft as the reader would. Say in one sentence what it asks them to do. List where a reader could get lost, and offer a tighter version. If I left out the draft, reply only with a Needs input list. Return a one-sentence read, a list of trouble spots, and a tighter version. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the draft yourself. It is the one fact this prompt refuses to guess.

MK-96 Competitor read

Use when: You want to see how you differ from others.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [my home page text]; [text from two or three competitor pages, pasted]
List what all of us say in nearly the same words, and what only we say. Suggest three true statements only we could make, based on my text. If I left out my home page text, reply only with a Needs input list. Return two lists and three statements. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: your home page text. Match that to your records.

CATEGORY 11 OF 11 | PART 3 OF 3

PLANNING AND REVIEW

MK-91 to MK-99
On this page: MK-97, MK-98, MK-99

MK-97 Headline options

Use when: A piece needs a better headline.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the piece]; [where it will run]
Write ten headlines that describe the piece truthfully, in mixed lengths. Mark the three you would pick and why. If I left out the piece, reply only with a Needs input list. Return ten headlines, three marked. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the piece against your real calendar and your real hours.

MK-98 Proofread only

Use when: The piece is final and needs a last check.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the text]
Fix spelling, grammar and punctuation only. Change no wording. List every change you made. If I left out the text, reply only with a Needs input list. Return the corrected text and a change list. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Check the text yourself. It is the one fact this prompt refuses to guess.

MK-99 Translate for a second audience

Use when: You serve customers in another language.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the text]; [the target language and region]; [terms that must stay in English]
Translate the text for the region given, in the plain register a local business would use. Keep the listed terms in English. Flag any phrase that does not carry over cleanly. I will have a fluent speaker review it before use. If I left out the target language and region, reply only with a Needs input list. Return the translation and a list of flagged phrases. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Last look before you publish: the target language and region. Match that to your records.

REVIEW

BEFORE YOU PUBLISH

The prompts draft. You verify and publish.

BEFORE YOU PUBLISH ANY PIECE

- [ ] Every claim is true and you can show where it came from.
- [ ] No number, award or praise appears that you did not supply.
- [ ] Dates, prices and terms match what the counter will honor.
- [ ] Anyone named, quoted or shown has agreed.
- [ ] Links and buttons go where they say.
- [ ] It fits the limits of where it will run.
- [ ] There is one action, stated once.
- [ ] It reads naturally out loud, in your voice.

WHAT EVERY PROMPT WILL NOT DO

It will not invent results, proof, names, prices, dates, policies or promises. It cannot check your records, publish anything for you, or know what changed since you last looked. Those stay with you.

WHEN IT RETURNS NEEDS INPUT

A fact the prompt will not guess is missing. Supply it and run the prompt again. Do not ask the AI to guess. A Needs input reply is the prompt working as designed.

THE REST OF THE SET

Recon11_Marketing_and_Content_Field_Manual_99.pdf explains the briefs, a worked example, and how to measure.
Recon11_99_Marketing_and_Content_Prompts.xlsx adds filtering and a results log.
Recon11_99_Marketing_and_Content_Prompts.md is the plain-text copy.