



The Super-Assistant Toolkit

Your Guide to Crafting Powerful AI Prompts

Welcome to your guide for mastering AI-powered "Super-Assistants"! This handout is designed to accompany our workshop and serve as a valuable resource as you continue to explore the capabilities of Artificial Intelligence. Our goal is to help you understand how to effectively communicate with AI to achieve desired outcomes across various business functions. Inside, you'll find context, ideas, and tiered prompts (Basic, Advanced, and Expert) for twelve different AI Super-Assistants, plus a special bonus. These examples are designed to illustrate how you can leverage AI for tasks ranging from marketing and customer service to project management and sales.

How to Use This Guide

- **Understand the "Super-Assistants":** Each section introduces an AI assistant, providing context for its potential uses.
- **Explore Prompt Levels:**
 - **Basic Prompts:** Simple starting points for straightforward tasks.
 - **Advanced Prompts:** More detailed requests requiring the AI to take on specific roles or follow more complex instructions.
 - **Expert Prompts:** Highly detailed scenarios that push the AI's capabilities, often involving strategic thinking, multi-step tasks, or nuanced outputs.
- **Focus on the "Anatomy of a Prompt":** As highlighted below and in our workshop, pay close attention to the four key components we've broken down for Advanced and Expert prompts. This structure is crucial for effective AI communication.
- **Experiment and Adapt:** These prompts are starting points. The real power comes when you customize them to your specific needs, industry, and brand. Don't be afraid to tweak, combine, or completely reimagine them!



Applying the "Anatomy of a Prompt":

For the Advanced and Expert prompts below, we've explicitly broken them down according to the "Anatomy of a Prompt" framework: Goal, Role, Guard Rails, and Context Dump. This will help you and your workshop participants understand how to construct effective and detailed prompts. Even basic prompts have these elements, often implicitly. Let's begin!

1. Brand Voice Check

Context/Idea: This assistant helps ensure all written content aligns with a company's defined brand voice and tone. It can analyze text and suggest improvements or check for consistency.

Basic Prompts:

- "Is this text consistent with a friendly and approachable brand voice: [Paste text here]?"
- "Check if the following paragraph sounds professional: [Paste text here]."
- "Analyze the tone of this sentence: [Paste sentence here]."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Ensure a blog post draft aligns with a specific brand voice and identify areas for improvement.
 - **Role:** AI acts as a brand consistency expert.
 - **Guard Rails:** Brand voice is 'innovative, authoritative, yet accessible.' Provide 3 suggestions. Identify sentences that are too casual or too jargon-heavy.
 - **Context Dump:** "Our brand voice is 'innovative, authoritative, yet accessible.' Review the following blog post draft and provide 3 suggestions to better align it with this voice. Also, identify any sentences that sound too casual or too jargon-heavy. [Paste blog post draft]."



- **Prompt Example 2:**

- **Goal:** Ensure a customer service email reply matches the brand voice and rewrite misaligned parts.
- **Role:** AI acts as a brand-aware customer service editor.
- **Guard Rails:** Brand voice is 'empathetic, solutions-oriented, and patient.' Rewrite parts that don't align while maintaining original meaning.
- **Context Dump:** "Analyze this customer service email reply. Does it match our brand voice, which is 'empathetic, solutions-oriented, and patient'? Rewrite any parts that don't align, maintaining the original meaning. [Paste email reply]."

Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Perform a comprehensive brand voice audit across multiple marketing assets and provide detailed feedback with scores and rewrite suggestions.
- **Role:** AI acts as a "Brand Voice Guardian."
- **Guard Rails:** Brand pillars are 1. Simplicity, 2. Empowerment, 3. Community. Voice is positive, encouraging, clear, avoids technical slang. Target audience: small business owners new to AI. Provide a detailed report, score alignment (1-10) for each pillar, provide specific rewrite suggestions for scores below 8.
- **Context Dump:** "Act as our Brand Voice Guardian. Our brand pillars are: 1. Simplicity, 2. Empowerment, 3. Community. Our voice is typically: Positive, encouraging, clear, and avoids technical slang. We are targeting small business owners who are new to AI. Review the following marketing campaign copy (including an email, a social media post, and a website banner tagline) and provide a detailed report on its alignment with our brand voice. For each piece of copy, score its alignment from 1-10 for each brand pillar and provide specific rewrite suggestions for any score below 8."
 - Email: [Paste email copy]
 - Social Media Post: [Paste post copy]
 - Tagline: [Paste tagline]"



2. Social Media Scheduler

Context/Idea: This assistant helps plan and generate content for social media platforms. (Note: AI generates content; actual scheduling usually requires a dedicated tool.)

Basic Prompts:

- "Write a Facebook post about our new product: [Product Name]."
- "Suggest a tweet for a holiday sale."
- "Give me an Instagram caption for a team photo."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Generate engaging Facebook posts for a product announcement.
 - **Role:** AI acts as a social media content creator for a local bakery.
 - **Guard Rails:** Create three posts. Announce new seasonal cupcake. Tone: enthusiastic, use emojis. Include call to action to visit the store.
 - **Context Dump:** "Generate three engaging Facebook posts for a local bakery announcing a new seasonal cupcake. The tone should be enthusiastic and use emojis. Include a call to action to visit the store. [Optionally, add details about the cupcake or bakery name]."
- **Prompt Example 2:**
 - **Goal:** Create a professional LinkedIn post about AI in content creation.
 - **Role:** AI acts as a B2B content marketer.
 - **Guard Rails:** Target marketing professionals. Discuss benefits of AI for content. Include 2 relevant hashtags. Tone: informative and professional.
 - **Context Dump:** "Create a LinkedIn post targeting marketing professionals. The post should discuss the benefits of AI for content creation and include 2 relevant hashtags. The tone should be informative and professional."



Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Develop a one-week Instagram content calendar for a specific brand and audience.
- **Role:** AI acts as a Social Media Strategist for a sustainable fashion brand.
- **Guard Rails:** Target environmentally conscious millennials. Include 3 new product posts, 2 sustainable fashion care tips, 1 customer testimonial template, 1 engaging question/poll. For each, provide caption, visual ideas, 3-5 relevant hashtags. Tone: inspiring, authentic, visually appealing.
- **Context Dump:** "Act as a Social Media Strategist for a sustainable fashion brand targeting environmentally conscious millennials. Develop a one-week content calendar for Instagram. The calendar should include: 3 posts about new product arrivals (include image description ideas), 2 posts sharing tips on sustainable fashion care, 1 post featuring a customer testimonial (create a template for the testimonial), and 1 engaging question or poll for the audience. For each post, provide a caption, suggested visuals (e.g., 'flat lay of organic cotton t-shirts', 'user-generated content showing our dress'), and 3-5 relevant hashtags. The overall tone should be inspiring, authentic, and visually appealing. [Optionally, add brand name or specific product details]."

3. Review Responder

Context/Idea: This assistant helps draft responses to customer reviews (both positive and negative) in a consistent and appropriate tone.

Basic Prompts:

- "Write a thank you response to a positive review: [Paste positive review]."
- "Draft a response to this negative review: [Paste negative review]."



Advanced Prompts:

- **Prompt Example 1:**

- **Goal:** Draft an empathetic response to a negative review, offering resolution.
- **Role:** AI acts as a customer relations specialist.
- **Guard Rails:** Tone: polite and empathetic. Acknowledge specific issue. Offer sincere apology. Suggest resolution (contact support at [email/phone]). Brand voice: 'helpful and understanding.'
- **Context Dump:** "Draft a polite and empathetic response to the following negative customer review. Acknowledge their concern about [specific issue mentioned in review], offer a sincere apology, and suggest a way to resolve it (e.g., contact customer support at [email/phone]). Our brand voice is 'helpful and understanding.' [Paste negative review]."

- **Prompt Example 2:**

- **Goal:** Write an enthusiastic response to a glowing 5-star review.
- **Role:** AI acts as a customer appreciation specialist.
- **Guard Rails:** Thank customer for specific positive mentions. Encourage repeat visit. Mention upcoming promotion/product. Tone: concise and enthusiastic.
- **Context Dump:** "Write a response to this glowing 5-star review. Thank the customer specifically for mentioning [positive aspect from review]. Encourage them to visit again and perhaps mention an upcoming promotion or new product. Keep it concise and enthusiastic. [Paste positive review]."

Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Develop template responses for different types of reviews related to a specific service outage.
- **Role:** AI acts as a Customer Relations Manager.
- **Guard Rails:** Create templates for positive, negative, and neutral/concerned reviews regarding the outage. Responses should be empathetic, transparent (without over-promising), reinforce commitment to reliability. For negative reviews, include a clear path for direct support/compensation.
- **Context Dump:** "Act as our Customer Relations Manager. We've received a series of reviews across Google, Yelp, and our Facebook page regarding a recent service outage."
 - Positive Review Example: 'Despite the recent outage, your team handled it professionally and got things back up quickly! Still love your service.'
 - Negative Review Example: 'Another outage! This is unacceptable. I lost



hours of work. Thinking of switching providers.'

- Neutral/Concerned Review Example: 'The outage was frustrating, but I appreciate the updates. Hope this doesn't happen often.'
- Develop a template response for each type of review (positive, negative, neutral/concerned) related to this outage. The responses should be empathetic, transparent about the issue (without over-promising), and reinforce our commitment to reliability. For negative reviews, include a clear path for them to get direct support or compensation if applicable (e.g., 'Please DM us or email support@company.com with your account details so we can make this right.')."

4. Blog Idea Generator

Context/Idea: This assistant helps brainstorm and develop ideas for blog posts, articles, or other content.

Basic Prompts:

- "Give me 5 blog post ideas about sustainable gardening."
- "What are some blog topics for a coffee shop?"

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Generate blog post ideas for a financial advisor targeting millennials.
 - **Role:** AI acts as a content idea generator for a financial blog.
 - **Guard Rails:** Generate 10 ideas. Topics: budgeting, beginner investing, cryptocurrency. For each: catchy title, brief 2-sentence description.
 - **Context Dump:** "Generate 10 blog post ideas for a financial advisor targeting millennials. Topics should cover budgeting, investing for beginners, and understanding cryptocurrency. For each idea, provide a catchy title and a brief 2-sentence description."
- **Prompt Example 2:**
 - **Goal:** Suggest 'how-to' article ideas for a DIY home improvement blog.
 - **Role:** AI acts as a DIY content specialist.
 - **Guard Rails:** Blog focus: DIY home improvement for beginners. Suggest 5 'how-to' ideas popular in spring. Include a primary keyword for each.
 - **Context Dump:** "Our blog focuses on DIY home improvement for beginners. Suggest 5 'how-to' article ideas that would be popular in spring. Include a



primary keyword for each."

Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Generate a list of blog post ideas with SEO considerations and strategic alignment for a SaaS company.
- **Role:** AI acts as a Content Strategist.
- **Guard Rails:** Target: small to medium-sized marketing agencies. Goal: increase organic traffic, establish thought leadership. Core topics: project efficiency, team collaboration, client management, agency growth. Generate 15 ideas. For each: compelling SEO-friendly title, target keyword, brief outline (3-5 bullets), reader pain point addressed, suggested call to action.
- **Context Dump:** "Act as a Content Strategist for a SaaS company that provides project management software. Our target audience is small to medium-sized marketing agencies. Our goal is to increase organic traffic and establish thought leadership. Core Topics: Project efficiency, team collaboration, client management, agency growth. Generate a list of 15 blog post ideas. For each idea, provide: 1. A compelling, SEO-friendly title. 2. A target keyword (long-tail if appropriate). 3. A brief outline (3-5 bullet points) of the main points the article would cover. 4. The primary reader pain point it addresses. 5. A suggested call to action (e.g., 'Try our software for free,' 'Download our ebook on X'). [Optionally, provide company name or specific software features]."



5. Email Generator

Context/Idea: This assistant drafts various types of emails.

Basic Prompts:

- "Write an email to a client asking for a testimonial."
- "Draft a follow-up email after a sales meeting."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Write a marketing email for a flash sale.
 - **Role:** AI acts as an email marketer for an online bookstore.
 - **Guard Rails:** Announce 20% off flash sale. Duration: 48 hours. Tone: urgent and exciting. Include clear call-to-action button text.
 - **Context Dump:** "Write a marketing email to announce a 20% off flash sale for our online bookstore. The sale lasts 48 hours. The tone should be urgent and exciting. Include a clear call-to-action button text. [Optionally, add store name or specific product categories]."
- **Prompt Example 2:**
 - **Goal:** Draft a professional email proposing a business partnership.
 - **Role:** AI acts as a business development professional.
 - **Guard Rails:** Briefly introduce company. Explain mutual benefits. Request a meeting. Tone: professional.
 - **Context Dump:** "Draft a professional email to a potential business partner proposing a collaboration. Briefly introduce our company [Your Company Name and what it does], explain the mutual benefits of the partnership, and request a meeting to discuss further. [Provide details about your company and the type of partnership envisioned]."



Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Design a 3-email nurture sequence to convert leads into customers.
- **Role:** AI acts as an Email Marketing Specialist.
- **Guard Rails:** For leads who downloaded "The Ultimate Guide to Home Organization." Goal: convert to home organization consultation service.
 - Email 1 (Day after): Thank, reiterate ebook value, offer quick tip, softly intro consultation.
 - Email 2 (3 days later): Share success story/case study, CTA to book free discovery call.
 - Email 3 (7 days later): Address objections, offer limited-time incentive for booking.
 - For each: subject line, body copy, CTA.
- **Context Dump:** "Act as an Email Marketing Specialist. Design a 3-email nurture sequence for leads who downloaded our ebook 'The Ultimate Guide to Home Organization.' Goal: Convert leads into customers for our home organization consultation service. Email 1 (Day after download): Thank them, reiterate the value of the ebook, and offer one quick, actionable tip not found in the ebook. Softly introduce the consultation service. Email 2 (3 days later): Share a customer success story or case study related to a common organization challenge. Include a clear call to action to book a free 15-minute discovery call. Email 3 (7 days later): Address common objections or questions about professional organization services. Offer a limited-time incentive for booking a consultation (e.g., a discount on the first session). For each email, provide the subject line, body copy, and call to action. [Provide company name and details of consultation service]."



6. Document Summary

Context/Idea: This assistant condenses long documents into shorter summaries.

Basic Prompts:

- "Summarize this article in 3 sentences: [Paste article text]."
- "Give me the main points of this report: [Paste report text]."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Summarize a research paper into a standard abstract format.
 - **Role:** AI acts as a research assistant.
 - **Guard Rails:** Summarize into a 300-word abstract. Focus on methodology, key findings, conclusions.
 - **Context Dump:** "Summarize the following research paper into a 300-word abstract. Focus on the methodology, key findings, and conclusions. [Paste research paper text]."
- **Prompt Example 2:**
 - **Goal:** Summarize a meeting transcript, highlighting action items and decisions.
 - **Role:** AI acts as a meeting summarizer/minute taker.
 - **Guard Rails:** Bullet-point summary. Highlight action items and key decisions. Note responsible person for action items if mentioned.
 - **Context Dump:** "Provide a bullet-point summary of this meeting transcript, highlighting action items and key decisions made. For each action item, note the responsible person if mentioned. [Paste transcript]."



Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Create an executive summary and key statistics from a long market research report.
- **Role:** AI acts as a business analyst.
- **Guard Rails:**
 - Task 1: 1-page executive summary for CEO (market size/growth, opportunities, challenges/risks, top 3 strategic recommendations).
 - Task 2: List of 10 key statistics/data points for a sales team presentation.
- **Context Dump:** "Act as a business analyst. You've been given a 50-page market research report on the global coffee industry. Task 1: Provide a 1-page executive summary suitable for a CEO. This summary should cover: Overall market size and growth trends; Key opportunities identified; Major challenges or risks; Top 3 strategic recommendations based on the report. Task 2: Generate a list of 10 key statistics or data points from the report that would be most impactful for a sales team presentation. [Imagine or briefly outline key sections of such a report if you don't have one to paste, e.g., 'Section 1: Market Overview - data on growth from \$X to \$Y. Section 2: Consumer Trends - rise of specialty coffee. Section 3: Competitive Landscape - major players. Section 4: Regional Analysis - growth in Asia-Pacific. Section 5: Future Outlook - impact of sustainability. OR Paste the actual report text if available]."



7. Meeting Scheduler

Context/Idea: AI can help draft emails to propose meeting times or send reminders.

Basic Prompts:

- "Draft an email to ask John if he's free to meet next week."
- "Write an email proposing a meeting on Tuesday at 2 PM or Wednesday at 10 AM."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Draft an email to schedule a project update meeting with multiple people.
 - **Role:** AI acts as an administrative assistant.
 - **Guard Rails:** Email three people (Sarah, Mike, Lisa). Schedule 1-hour project update next week. Propose three different time slots. Ask for availability or alternatives. Mention agenda topic.
 - **Context Dump:** "Draft an email to three people (Sarah, Mike, Lisa) to schedule a 1-hour project update meeting next week. Propose three different time slots (e.g., Tuesday 10 AM, Wednesday 2 PM, Thursday 11 AM) and ask them to reply with their availability or suggest alternatives. Mention the meeting agenda is to discuss [Agenda Topic]."
- **Prompt Example 2:**
 - **Goal:** Draft an email proposing meeting times based on known availability.
 - **Role:** AI acts as a personal assistant.
 - **Guard Rails:** Propose two specific times that work for both your availability and client's preference for afternoons. Offer to send calendar invite once confirmed.
 - **Context Dump:** "My availability next week is: Monday 1-4 PM, Tuesday 9-11 AM, Thursday 2-5 PM. Client X's preferred times are afternoons. Draft an email to Client X proposing two specific meeting times that work for both of us, and offer to send a calendar invite once confirmed."



Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Coordinate a critical strategy meeting with multiple busy stakeholders, identify common slots, and draft the invitation.
- **Role:** AI acts as an executive assistant.
- **Guard Rails:** Meeting is 90 minutes. Identify at least two potential common time slots next week based on provided constraints. Email should state importance/purpose, propose slots, request confirmation by RSVP date, mention agenda will follow.
- **Context Dump:** "Act as an executive assistant coordinating a critical strategy meeting with 5 busy stakeholders (CEO, CFO, Head of Sales, Head of Marketing, CTO). You've been given their general availability constraints:
 - CEO: Prefers mornings, not available Wed.
 - CFO: Only free Tue/Thu afternoons.
 - Head of Sales: Traveling Mon, free otherwise.
 - Head of Marketing: Free all day Tue, Wed AM.
 - CTO: Prefers late afternoons, not available Fri.
 - The meeting needs to be 90 minutes.
 - Task 1: Identify at least two potential common time slots next week.
 - Task 2: Draft a concise and professional email to all stakeholders. The email should: 1. State the importance and purpose of the meeting (e.g., 'Q3 Strategy Planning'). 2. Propose the identified common time slots. 3. Request they confirm their preferred slot or indicate if neither works by [RSVP Date]. 4. Mention that a detailed agenda will follow once the time is set."



8. Project Tracker

Context/Idea: AI can help draft project updates or summarize progress.

Basic Prompts:

- "Write a short project update email."
- "Summarize these project notes: [Paste notes]."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Draft a weekly project status update email for stakeholders.
 - **Role:** AI acts as a project coordinator.
 - **Guard Rails:** Keep concise and professional. Include project name, accomplishments, tasks in progress, upcoming milestones, blockers/risks.
 - **Context Dump:** "Draft a weekly project status update email for stakeholders."
 - Project Name: [Project Name]
 - Key Accomplishments This Week: [List 2-3 accomplishments]
 - Tasks in Progress: [List 2-3 tasks]
 - Upcoming Milestones: [Next important milestone and date]
 - Blockers/Risks: [Mention any issues]
 - Keep it concise and professional."
- **Prompt Example 2:**
 - **Goal:** Consolidate team member updates into a project progress summary, highlighting delays.
 - **Role:** AI acts as a project assistant.
 - **Guard Rails:** Highlight tasks falling behind or facing challenges.
 - **Context Dump:** "Based on the following team member updates, write a consolidated project progress summary for the project manager. Highlight any tasks that are falling behind schedule or facing challenges."
 - Alice: 'Finished UI design mockups. Started work on user testing plan, 50% complete.'
 - Bob: 'Backend API development delayed due to server issue. Expect to be back on track by Wednesday.'
 - Carol: 'Content for website homepage is drafted and pending review.'"



Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Draft a comprehensive project status report for senior management, including risk assessment and mitigation.
- **Role:** AI acts as a Project Management Assistant.
- **Guard Rails:** Report should include: executive summary (overall status), progress by key area, main risk(s) and potential impact, proposed mitigation, action items for next week.
- **Context Dump:** "Act as a Project Management Assistant. You are given the following information about Project Alpha:
 - **Goal:** Launch a new mobile app by Q4.
 - **Current Phase:** Development (Week 6 of 10).
 - **Status Updates:**
 - **Frontend:** 70% complete, slightly ahead of schedule.
 - **Backend:** 50% complete, 1 week behind schedule due to unexpected bugs.
 - **QA:** Test plan created. Waiting for backend completion to start intensive testing.
 - **Marketing:** Launch campaign materials 80% ready.
 - **Identified Risk:** If backend delay exceeds 1.5 weeks, QA phase will be compressed, potentially impacting app quality or launch date.
 - **Task:** Draft a comprehensive project status report for senior management. The report should include: 1. An executive summary (overall status: e.g., 'On Track,' 'At Risk,' 'Delayed'). 2. Progress by key area (Frontend, Backend, QA, Marketing). 3. A clear statement of the main risk(s) and potential impact. 4. Proposed mitigation for the identified backend delay (e.g., 'allocate additional developer resources,' 'reprioritize backend features'). 5. Action items for the next week."



9. Training Identifier

Context/Idea: This assistant helps identify skill gaps or training needs.

Basic Prompts:

- "What skills are needed for a social media marketing role?"
- "Suggest training topics for a new sales employee."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Identify skill development needs for an individual's career transition and suggest resources.
 - **Role:** AI acts as a career development advisor.
 - **Guard Rails:** Identify 3 key skills for UI/UX design. Suggest specific online courses/resources for each.
 - **Context Dump:** "A team member, Sarah, is a graphic designer proficient in Adobe Photoshop and Illustrator. She wants to move into UI/UX design. Identify 3 key skills she needs to develop and suggest specific online courses or resources for each."
- **Prompt Example 2:**
 - **Goal:** Identify training areas to improve customer service team performance based on feedback.
 - **Role:** AI acts as a training needs analyst.
 - **Guard Rails:** Focus on inconsistent handling of complex complaints. Suggest specific training areas (de-escalation, product knowledge, empathy). Suggest 2-3 training activities/workshop ideas.
 - **Context Dump:** "Our customer service team has received feedback about inconsistent handling of complex complaints. What specific training areas (e.g., de-escalation techniques, product knowledge, empathy training) should we focus on to improve this? Suggest 2-3 training activities or workshop ideas."



Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Identify common skill gaps from performance reviews and recommend a team-wide training plan.
- **Role:** AI acts as a Learning and Development Specialist.
- **Guard Rails:** Propose 3-4 key training initiatives (workshops, online courses, mentorship). Justify recommendations. Suggest how to measure training effectiveness.
- **Context Dump:** "Act as a Learning and Development Specialist. Based on the following (hypothetical) annual performance review summaries for a marketing team, identify common skill gaps and recommend a team-wide training plan for the next quarter."
 - Team Member A (Content Writer): Strong writing, but needs to improve SEO knowledge and data analysis for content performance.
 - Team Member B (Social Media Manager): Excellent at engagement, but struggles with strategic campaign planning and budget management.
 - Team Member C (Marketing Analyst): Great with data, but needs to improve presentation skills for sharing insights with non-technical audiences.
 - Team Member D (Junior Marketer): Eager to learn, needs foundational knowledge across all areas, especially digital advertising.
 - Task: Propose 3-4 key training initiatives (workshops, online courses, mentorship pairings) that would benefit the team as a whole or address multiple identified gaps. Justify your recommendations and suggest how to measure the training's effectiveness."



10. Lead Prioritizer

Context/Idea: This assistant helps sales teams rank or score leads.

Basic Prompts:

- "A lead downloaded our pricing page. Is that a good sign?"
- "Rank these actions by lead engagement: opened email, visited website, requested demo."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Prioritize leads based on provided information and an ideal customer profile.
 - **Role:** AI acts as a sales intelligence assistant.
 - **Guard Rails:** Determine which lead to contact first and explain why, based on the ideal customer profile.
 - **Context Dump:** "Given the following lead information, which lead should our sales team contact first and why?"
 - Lead A: Visited pricing page 3 times, works at a company in our target industry, job title: Marketing Manager.
 - Lead B: Downloaded a whitepaper, works at a small company outside our target industry, job title: Owner.
 - Lead C: Attended a webinar, no company info available.
 - Our ideal customer profile is a Marketing Manager or Director at a mid-sized company in the tech industry."
- **Prompt Example 2:**
 - **Goal:** Suggest criteria for scoring inbound leads for a SaaS product.
 - **Role:** AI acts as a sales operations consultant.
 - **Guard Rails:** Suggest 3 criteria. Explain why each is important for prioritization.
 - **Context Dump:** "Suggest 3 criteria we could use to score inbound leads for our SaaS product. For each criterion, explain why it's important for prioritization. [Optionally, provide details about the SaaS product and current lead sources]."



Expert Prompts:

- **Prompt Example 1:**
 - **Goal:** Develop a lead scoring model with point values and priority tiers, then apply it to a sample lead.
 - **Role:** AI acts as a Sales Operations Analyst.
 - **Guard Rails:** Task 1: Assign point values to positive/negative attributes with reasoning. Task 2: Define 3 lead priority tiers based on score ranges. Task 3: Calculate score and assign tier for a sample lead.
 - **Context Dump:** "Act as a Sales Operations Analyst. We want to implement a lead scoring model. Our key positive scoring attributes are: Job Title (Director+, Manager); Company Size (50-500 employees); Industry (Tech, Healthcare, Finance); Website Behavior (visited pricing page, requested demo, spent >5 mins on site); Email Engagement (opened, clicked). Negative attributes: Student email, competitor domain."
 - Task 1: Assign a point value (e.g., 1-10) to each positive attribute (and negative for negative ones). Explain your reasoning for the point allocation.
 - Task 2: Define 3 lead priority tiers (e.g., Hot, Warm, Cold) based on total score ranges.
 - Task 3: For the following lead, calculate their score and assign a priority tier: Lead: Jane Doe, Marketing Director at 'Innovatech Solutions' (150 employees, Tech industry). Visited pricing page, opened 3 emails, clicked 1. Email: jane.doe@innovatech.com."

11. Sales Pitch Analyzer

Context/Idea: This assistant reviews sales pitch scripts or transcriptions for feedback.

Basic Prompts:

- "Is this sales pitch clear: [Paste pitch text]?"
- "How can I make this opening line more engaging: [Paste opening line]?"



Advanced Prompts:

- **Prompt Example 1:**

- **Goal:** Review a sales pitch for clarity, completeness, and strength of call to action.
- **Role:** AI acts as a sales coach.
- **Guard Rails:** Does it explain problem, solution, key benefits? Is CTA strong? Provide 3 specific improvement suggestions.
- **Context Dump:** "Review the following sales pitch for a new software product. Does it clearly explain the problem it solves, the solution, and the key benefits? Is the call to action strong? Provide 3 specific suggestions for improvement. [Paste pitch text for the software product]."

- **Prompt Example 2:**

- **Goal:** Analyze a sales pitch for persuasive language and suggest enhancements.
- **Role:** AI acts as a persuasion expert.
- **Guard Rails:** Identify strong persuasive techniques used. Identify areas for strengthening persuasion. Target audience: skeptical and budget-conscious.
- **Context Dump:** "Analyze this sales pitch for its persuasive language. Identify any strong persuasive techniques used and any areas where the persuasion could be strengthened. The target audience is skeptical and budget-conscious. [Paste pitch text]."

Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Provide a comprehensive critique of a sales pitch transcript with actionable recommendations.
- **Role:** AI acts as a Sales Coach.
- **Guard Rails:** Critique opening, discovery, value prop, objection handling, closing, overall tone/confidence. Provide at least 5 actionable recommendations.
- **Context Dump:** "Act as a Sales Coach. You are reviewing a recorded (transcribed) sales pitch from a junior salesperson. Product: A premium B2B cybersecurity solution. Target Client: CTO of a mid-sized financial institution. Sales Pitch Transcript: [Provide a hypothetical, detailed transcript, including some good points and some areas for improvement – e.g., too much jargon, not enough discovery questions, weak handling of objections, good rapport building initially]. Task: Provide a comprehensive critique of the pitch covering: 1. Opening: Effectiveness of rapport building and agenda setting. 2. Discovery:



Quality of questions asked to understand client needs/pains. 3. Value Proposition: Clarity and relevance of benefits presented. 4. Objection Handling: How well were any (hypothetical) objections addressed? 5. Closing: Strength of the call to action and next steps. 6. Overall Tone & Confidence. 7. Provide at least 5 actionable recommendations for the salesperson to improve their next pitch."

12. Sales Promotion Generator

Context/Idea: This assistant helps brainstorm and create promotional offers and campaign ideas.

Basic Prompts:

- "Suggest a promotion for a new restaurant."
- "Give me an idea for a summer sale."

Advanced Prompts:

- **Prompt Example 1:**
 - **Goal:** Generate promotional ideas for an online store to increase sales during a slow month.
 - **Role:** AI acts as a marketing promotions specialist.
 - **Guard Rails:** Generate 3 ideas. For each: catchy name, type of discount/offer.
 - **Context Dump:** "Generate 3 promotional ideas for an online clothing store to increase sales during a typically slow month (e.g., January). For each idea, suggest a catchy name for the promotion and the type of discount or offer (e.g., percentage off, free gift, bundle deal). [Optionally, specify store name or typical customer]."



- **Prompt Example 2:**

- **Goal:** Suggest a limited-time offer to attract new SaaS subscribers and draft copy.
- **Role:** AI acts as a SaaS marketing copywriter.
- **Guard Rails:** Offer should be compelling for first-time users. Draft short headline and 2-sentence description for website use.
- **Context Dump:** "We want to run a promotion to attract new subscribers to our SaaS product. Suggest a limited-time offer that would be compelling for first-time users. Draft a short headline and a 2-sentence description for the offer to be used on our website. [Provide details about the SaaS product and its target audience]."

Expert Prompts:

- **Prompt Example 1:**

- **Goal:** Develop a full promotional concept for a "Summer Reading Challenge."
- **Role:** AI acts as a Marketing Campaign Manager for a bookstore.
- **Guard Rails:** Target: Families with young children, adult fiction readers. Goals: Increase traffic/visits, drive sales, build community. Include: Theme/Name, Offer Mechanics (for different age groups), Key Marketing Messages, Promotional Channels, Draft copy for launch email, Instagram post (with visual idea), 15-sec radio ad script. Suggest one event idea.
- **Context Dump:** "Act as a Marketing Campaign Manager for a bookstore. We want to run a 'Summer Reading Challenge' promotion to boost sales and engagement. Target Audience: Families with young children, and adult fiction readers. Goals: Increase foot traffic (if physical store) / website visits (if online), drive sales of specific genres, build community. Task: Develop a full promotional concept. Include: 1. Overall Theme & Name. 2. Offer Mechanics: (e.g., read X books get a discount, tiered rewards, prize draws for participants). How will it work for different age groups? 3. Key Marketing Messages. 4. Promotional Channels: (e.g., in-store signage, email, social media, local partnerships). 5. Draft copy for: A launch email to subscribers; An Instagram post with a visual idea; A short radio ad script (15 seconds). 6. Suggest one idea for an in-store or online event related to the challenge. [Optionally, provide bookstore name, location, specific genres to promote]."



Bonus Super-Assistant: The Prompt Perfector Prompt

Context/Idea: This meta-assistant helps you, the user, generate a well-structured and effective prompt for another AI task, based on the "Anatomy of a Prompt" framework.

Advanced Prompt Example:

- **Goal:** Generate a detailed and effective AI prompt for a specific task I want to accomplish. The output should be a complete prompt that I can copy and paste.
- **Role:** You are an expert AI Prompt Engineer. Your specialty is understanding user needs and translating them into highly effective prompts that elicit the best possible responses from Large Language Models. You are familiar with the "Anatomy of a Prompt" framework (Goal, Role, Guard Rails, Context Dump).
- **Guard Rails:**
 - The generated prompt must clearly incorporate all four elements of the "Anatomy of a Prompt."
 - It should be structured to be easily understood by an AI.
 - It should ask me clarifying questions if the information I provide for any of the four elements is too vague or insufficient to create a high-quality prompt.
 - The final output should be ONLY the generated prompt itself, ready for me to use.
- **Context Dump:** "I need you to help me create a prompt."
 - My **task objective (Goal)** is: [Clearly describe what you want the AI to do for you, e.g., 'write a blog post,' 'summarize a document,' 'generate marketing slogans'].
 - The **AI's persona (Role)** should be: [Describe the expertise or character you want the AI to adopt, e.g., 'a witty copywriter,' 'a formal business analyst,' 'a helpful customer service agent'].
 - The **constraints and guidelines (Guard Rails)** are: [List any rules, tone requirements, output formats, length restrictions, things to avoid, etc., e.g., 'tone should be humorous,' 'output as a bulleted list,' 'maximum 500 words,' 'avoid technical jargon'].



- The **necessary background information (Context Dump for the target prompt)** that the AI will need is: [Provide the specific information, data, or text the AI will need to perform the task you described in your Goal, e.g., 'the topic of the blog post is X,' 'here is the document to summarize: [text],' 'our product is Y, and our target audience is Z'].]"

Power Up Your AI Prompts!

Well done on completing "The Super-Assistant Toolkit"! You've learned to craft effective AI prompts using the "Anatomy of a Prompt" and our examples.

What's next?

Apply these concepts to your unique business challenges. Personalized guidance can help you achieve your goals faster and more effectively.

Ready to unlock AI's full potential for your business?

Schedule your **complimentary 30-Minute AI Prompting Power-Up Consultation** to bridge the gap from theory to mastery.

In this session, we'll:

- Discuss your specific AI needs.
- Refine your prompts for maximum impact.
- Tailor AI personas to your brand.
- Strategize advanced AI applications.
- Answer your questions and provide actionable insights.

It's your pit stop to fine-tune your AI engine for success.



Put your knowledge into action with expert support!

**Book Your Free
30-Minute Consultation Today!**

<https://calendar.app.google/Ye94Swx7E1TrD5x47>

Let's continue your AI journey to remarkable results. Happy Prompting!