AN EVERYDAY LEARNING FINDS PROMPT PACK



AI Prompts for Freelance Writers

51 copy-paste prompts covering the full freelance workflow — pitching, research, drafting, editing, clients, and admin. The writer stays in charge. AI does the heavy lifting.

50+ COPY-PASTE PROMPTS • CHEAT SHEET INCLUDED

An Everyday Learning Finds Guide

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How this guide works: Every prompt is a ready-to-copy box. Square brackets like **[topic]** mark the slots to fill in before pasting into ChatGPT, Claude, Gemini, or any AI assistant. Under each prompt: a "When to use it" line and a "Pro tip" for getting a better result. No theory — just the working tools.

Introduction: The Writer Stays in Charge

AI will not replace freelance writers. But writers who use AI well will replace writers who do not. That sentence has been repeated so often it risks sounding like a slogan — so here is the concrete version: a writer who drafts with AI assistance produces clean first drafts in 40 minutes instead of 4 hours, researches in half the time, pitches twice as many prospects per week, and still delivers work that sounds like them. The clients paying the invoices never needed to know, and many of the best writers in the business are already doing exactly this.

The fear is understandable. Most writers' first encounter with AI is generic output: bland phrasing, confident hallucinations, a tone that sounds like a corporate brochure. That encounter teaches the wrong lesson — that AI is useless for real writing. The right lesson is that AI is a draftsman, not an author. Everyday Learning Finds built this guide around that distinction.

The 51 prompts in this pack cover the full freelance workflow, in the order the work actually happens:

1. **Pitching** — finding and landing clients
2. **Research & outlining** — understanding the topic and planning the piece
3. **Drafting** — getting words on the page fast
4. **Editing & SEO** — tightening, polishing, and making it discoverable
5. **Client communication** — revisions, scope, and relationships
6. **Admin** — invoicing, portfolio, and the business side

The rule running through all of them: **the writer decides, AI assists.** Every fact gets verified. Every draft gets a human voice pass. Every deliverable is something the writer would sign their name to — because they did, after doing the work that matters: judgment, taste, and expertise. AI handles volume; the writer handles quality. That is the honest version of "AI for freelance writers," and it is the only version in this guide.

> **The core promise:** By the end of this guide, any freelance writer will have a reusable prompt for every stage of a project — and a clear sense of where AI saves hours (drafting, research triage, admin) versus where the writer's own judgment is irreplaceable (facts, voice, client relationships).

Chapter 1: How to Talk to AI

Good prompts are a skill, and the skill is learnable in about twenty minutes. Every prompt in this guide is built on five principles. Understand the principles and the prompts can be customized endlessly; ignore them and even the best prompt underperforms.

1. Give context

AI knows nothing about the client, the audience, or the stakes unless told. The single biggest difference between a useless answer and a usable one is three sentences of context: who this is for, what it needs to accomplish, and what good looks like. Every prompt in this guide has context slots built in — filling them is not optional decoration, it is the step that makes the prompt work.

2. Be specific

"Write a blog post about email marketing" returns mush. "Write a 1,200-word blog post for small-business owners who hate tech jargon, arguing that email lists beat social media, with three concrete examples and a CTA for a free checklist" returns something usable. Specificity is the throttle: vague input, vague output; precise input, precise output.

3. Assign a role

Telling the AI to "act as a B2B copy editor" or "act as a skeptical reader" changes the shape of the answer. A role gives the AI a perspective and a standard. The prompts in this guide assign roles where it matters — editor, strategist, critic — so the output comes back in the right posture.

4. Iterate — never accept the first draft

The first answer is a starting point, not a deliverable. The professional move is follow-up: "make the intro shorter," "give me a punchier headline," "that sounds like everyone else — what would make this specific to my client?" Writers already know how revision works. Treat AI output the same way: draft, react, refine. Three short rounds beat one long prompt almost every time.

5. The [bracket] convention

Throughout this guide, anything in square brackets — [client name], [topic], [word count] — is a slot to replace with real details before pasting. Brackets never go to the AI. A filled prompt should read like a complete, specific brief. The more real the details, the better the result.

⚠ What AI is bad at (the honest limits)

Facts. AI invents statistics, quotes, studies, and URLs with total confidence. Never publish a fact, figure, or citation from AI output without verifying it against the actual source. Prompt 17 (fact-check checklist) exists for exactly this.

Your voice. AI drafts in an average of everything it has read. The writer's voice — opinions, rhythm, specific phrasing — has to be imposed on the draft, not extracted from it. AI drafts; the writer decides what stays.

Strategy. AI can execute a brief brilliantly and write a bad brief cheerfully. Which client to pursue, what to charge, what angle wins — those decisions belong to the writer.

Disclosure norms. Clients vary. Some welcome AI-assisted workflows; some expect fully human-written work. When in doubt, disclose the workflow in plain terms — "AI assists with research and drafting; all final writing and fact-checking is done by me" is a sentence that has never cost a writer a client. Surprises have.

Chapter 2: Pitching & Landing Clients PROMPTS 1–9

Pitching is a numbers game with a quality filter: more targeted pitches win more clients, but each pitch still has to feel personal. AI handles the research and drafting so the writer can send five genuinely personalized pitches in the time one used to take.

Prompt 1 — Ideal Client Avatar Brief

Act as a freelance business strategist. Build a detailed ideal-client avatar for a freelance writer with these details: services: **[services, e.g., blog posts and email newsletters]**; niche interests: **[niches, e.g., SaaS, finance, health]**; preferred project size: **[e.g., $500–$2,000 per project]**. Include: typical job titles who hire, company size and stage, their biggest content pain points, where they hang out online, and what makes them say yes to a freelancer. Format as a one-page brief with bullet points.

When to use it: Before any outreach campaign, or when refocusing on a new niche.

Pro tip: Feed it a past favorite client as an example — "base it on clients like [company]" — and the avatar gets dramatically sharper.

Prompt 2 — Cold Pitch Email From Prospect Research

Act as a freelance pitch writer. Write a cold pitch email under 150 words to **[prospect name]** at **[company]**. Context from their site: **[paste 2–3 sentences about their content, e.g., "their blog hasn't been updated in 4 months; they just launched a podcast"]**. Writer background: **[1–2 sentences of relevant experience]**. Rules: open with a specific observation about THEIR content (not a compliment about their brand), name one concrete content gap, propose one specific piece, end with a low-friction question. No flattery, no "I hope this email finds you well."

When to use it: The core cold-outreach workhorse — one pitch per prospect.

Pro tip: Paste the prospect's actual About page or recent blog headline into the context slot; the specific observation is what gets replies.

Prompt 3 — LinkedIn Outreach Message

Act as a LinkedIn outreach specialist. Write a connection-request note (under 300 characters) and a follow-up message (under 100 words) to **[prospect name, title]** at **[company]**. Angle: **[e.g., "noticed their Series A announcement; content will need to scale"]**. Tone: peer-to-peer, zero sales pressure. The follow-up should offer one useful observation about their content, not ask for a call.

When to use it: Warming up prospects on LinkedIn before or instead of email.

Pro tip: Trigger events (funding, new hire, product launch) in the angle slot triple response rates — check their company page first.

Prompt 4 — Follow-Up Nudge for Unanswered Pitch

Act as a freelance writer following up on an unanswered pitch sent **[timeframe, e.g., 7 days ago]** to **[name]** about **[proposed piece/service]**. Write a 3-sentence follow-up that adds NEW value instead of just asking "did you see my email" — options: a relevant article link, a fresh observation about their content, or a shorter alternative offer. Tone: relaxed, zero guilt-trip, easy to ignore without awkwardness.

When to use it: 5–10 days after a pitch with no reply; send max two follow-ups.

Pro tip: Ask the AI for three variants and rotate them — the "shorter alternative offer" version wins most often.

Prompt 5 — Discovery Call Question List

Act as a freelance client-onboarding consultant. Generate 12 discovery-call questions for a **[project type, e.g., website rewrite]** with **[client type, e.g., a B2B SaaS startup]**. Split into: goals & success metrics (4), audience & voice (4), logistics & budget (4). Mark the 3 questions most freelancers forget to ask but should. Keep each question open-ended.

When to use it: Before every discovery call — print it, take notes on it.

Pro tip: Add "my rate range is [range]" to the prompt and it will include a natural budget-qualification question.

Prompt 6 — Rate Justification Proposal Paragraph

Act as a pricing consultant for freelancers. Write a 120-word proposal paragraph justifying a rate of **[$X per word / per project]** for **[project type]**. Anchor on: **[2 proof points, e.g., "8 years in fintech; past post drove 40k organic visits"]**. Rules: confident, no apologizing, no discounting language, frame price around the client's outcome (leads, authority, time saved) — never around the writer's effort or hours.

When to use it: Inside proposals, or when a prospect says "that's more than we expected."

Pro tip: Replace effort-words ("hours of work") with outcome-words ("a post engineered to rank") — the AI drafts both; keep the outcome version.

Prompt 7 — Niche Positioning Statement

Act as a brand strategist. Write 5 one-sentence positioning statements for a freelance writer who **[does what, e.g., "writes email sequences"]** for **[who, e.g., "course creators"]** so they can **[outcome, e.g., "turn subscribers into buyers"]**. Each must follow the pattern "I help [who] [do what] so they can [outcome]" — but rewrite each in a distinct voice: direct, playful, premium, contrarian, minimalist. Flag which voice best fits a **[e.g., premium]** brand.

When to use it: Rewriting a website hero line, LinkedIn headline, or Upwork profile.

Pro tip: Test the winner by reading it aloud — if it sounds like everyone else in the niche, pick the contrarian one.

Prompt 8 — Pitch Angle Bank

Act as a content strategist. Generate 8 distinct pitch angles for **[service, e.g., "case study writing"]** aimed at **[niche, e.g., "B2B SaaS companies"]**. Each angle: a 1-line hook, the pain it targets, and the proof that would back it up. Angles must differ genuinely — not rewordings of each other. Mark the 2 angles that would stand out most in a crowded inbox and say why.

When to use it: Building a month of outreach so every pitch doesn't sound the same.

Pro tip: Save the angle bank as a running doc — retire used angles, add new ones quarterly.

Prompt 9 — Rejection Reply That Keeps the Door Open

Act as a professional freelance writer. Write a 4-sentence reply to a prospect who said no to a pitch for **[reason given, e.g., "no budget this quarter"]**. Goals: thank them, show zero bitterness, leave a specific reason to reconnect (e.g., "happy to send a content teardown when budget frees up"), and ask permission to follow up in **[timeframe, e.g., 3 months]**. Warm, brief, professional.

When to use it: Every rejection — "no" today is "yes" in two quarters surprisingly often.

Pro tip: Add the prospect to a simple follow-up list with the date — the prompt writes the email, the calendar does the rest.

Chapter 3: Research & Outlining PROMPTS 10–17

Research is where AI saves the most time and causes the most damage if trusted blindly. Use it to map the territory fast — angles, questions, gaps, structure — then verify every fact the human way. These prompts keep the two jobs separate.

Prompt 10 — Expert Interview Question List

Act as a research journalist. Generate 10 interview questions about **[topic]** for **[expert type, e.g., "a retirement planner with 20 years' experience"]**. Mix: 4 foundational (for reader understanding), 3 contrarian (challenge conventional wisdom), 3 practical (actionable takeaways). Flag the 2 questions most likely to produce a quotable answer. Audience: **[reader description]**.

When to use it: Before any expert interview or SME call.

Pro tip: Send the expert the foundational questions in advance, but keep the contrarian ones for the live conversation — better answers.

Prompt 11 — Competitor Content Gap Analysis

Act as a content strategist. I will paste summaries of 3 competing articles on **[topic]**. For each: what it covers well, what it misses, and what angle it takes. Then identify 3 gaps NONE of them cover that a new article could own, and rank them by reader value. Output as a comparison table plus a ranked gap list. Here are the summaries: **[paste summaries]**.

When to use it: Before writing anything that needs to outrank or outshine existing content.

Pro tip: The gaps become the article's H2s — structure the outline (Prompt 15) directly from the ranked gap list.

Prompt 12 — Research Briefing: What to Verify

Act as a research assistant. For an article on **[topic]** aimed at **[audience]**, produce a research briefing: (1) the 8–10 key questions the article must answer, (2) the types of sources to consult for each (studies, expert quotes, official data), (3) the 5 claims writers most commonly get wrong on this topic — flagged DO-NOT-PUBLISH-WITHOUT-SOURCE. Format as a checklist.

When to use it: At the start of any research-heavy piece — the map before the territory.

Pro tip: Treat the "commonly wrong claims" list as a hit list during editing — verify those first.

Prompt 13 — Source Credibility Check

Act as a fact-checking editor. I will paste a list of sources I plan to cite for **[topic]**. For each source, assess: who publishes it, their likely bias or incentive, whether the claim needs a primary source instead, and a credibility rating (strong / usable-with-caveat / replace). Flag any source that is itself AI-generated-sounding or circular (sites quoting each other). Sources: **[paste list]**.

When to use it: Before finalizing sources for any article making factual claims.

Pro tip: Ask it to suggest the primary source to replace each weak one — often a .gov, .edu, or original study.

Prompt 14 — Angle Finder for Tired Topics

Act as a magazine features editor. The topic **[topic, e.g., "morning routines"]** has been covered to death. Generate 6 fresh angles, each with: the angle in one sentence, why it hasn't been done to death, the specific reader it serves, and a working headline. At least 2 angles must challenge the conventional wisdom on this topic. Audience: **[reader description]**.

When to use it: When the client assigns a topic with 10,000 existing articles.

Pro tip: Pitch the client the top 2 angles before writing — a fresh angle approved up front prevents "this feels generic" revisions later.

Prompt 15 — Detailed Outline Builder

Act as a structural editor. Build a detailed outline for a **[word count]**-word **[format, e.g., blog post]** on **[topic]** for **[audience]**. Requirements: a hook-style intro plan, H2s with 2–3 bullet notes each on what the section must accomplish, one suggested example or story per major section, a conclusion that **[goal, e.g., "drives newsletter signups"]**. Mark which section is the "money section" (the one readers will share) and say why.

When to use it: Every article over 800 words — outline first, draft second.

Pro tip: Send the outline to the client for approval on bigger projects — it eliminates structural revisions almost entirely.

Prompt 16 — Reader Pain-Point Map

Act as an audience researcher. For **[audience, e.g., "first-time managers"]** reading about **[topic]**, map: their top 5 pain points (in their own words, quoted), the misconceptions holding them back, what they've already tried that failed, and the one outcome they want most. Then suggest how the article should open to prove "this writer gets me" within the first 100 words.

When to use it: Writing for an unfamiliar audience, or when engagement matters more than information.

Pro tip: Lift the quoted pain-point phrases verbatim into subheadings — readers scan for their own words.

Prompt 17 — Fact-Check Checklist Generator

Act as a copy chief. I will paste my finished draft. Generate a fact-check checklist: extract EVERY verifiable claim (statistics, dates, names, study findings, quotes, "studies show" statements), number them, and for each note what type of source would verify it. Then list the 5 highest-risk claims — the ones most likely to be wrong or hallucinated — at the top. Draft: **[paste draft]**.

When to use it: Final pass on every draft before delivery. Non-negotiable.

Pro tip: Run this on AI-assisted drafts especially — the claims that read smoothest are the ones most worth verifying.

The verification rule: Prompts 10–16 use AI to plan research. Prompt 17 uses AI to audit it. Neither replaces checking the actual source. A writer who publishes an AI-invented statistic has not saved time — they have borrowed trouble at interest.

Chapter 4: Drafting & Content Creation

PROMPTS 18–27

Drafting is where the hours collapse. A solid outline plus a voice sample plus a good drafting prompt produces a first draft in under an hour — one the writer then rewrites in their own voice. The draft is raw material, never the deliverable.

Prompt 18 — First-Draft Generator From Outline + Voice Sample

Act as a ghostwriter. Write a first draft of **[word count]** words based on this outline: **[paste outline]**. Voice reference — match this style (sentence length, tone, vocabulary level), but do NOT copy its content: **[paste 200–300 words of the writer's or client's past writing]**. Rules: follow the outline structure exactly, write simply and directly, no clichés ("in today's fast-paced world," "delve," "game-changer"), mark any spot where a fact or example is needed with [FACT NEEDED]. This is a ROUGH draft for human rewriting — prioritize completeness over polish.

When to use it: The blank-page killer — outline in, rough draft out.

Pro tip: Draft section by section for long pieces — quality holds up far better than one giant generation.

Prompt 19 — Hook/Intro Paragraph (5 Options)

Act as a headline and lede specialist. Write 5 different opening paragraphs (60–90 words each) for an article on **[topic]** for **[audience]**. Use 5 different hook types: a surprising statistic (mark it [VERIFY]), a short anecdote, a contrarian statement, a direct question to the reader, and a vivid scenario. Label each. Do not use the same sentence structure twice.

When to use it: When the intro is the hard part — which is most of the time.

Pro tip: Pick the best two, combine them, rewrite in your own voice — the final intro is always a hybrid.

Prompt 20 — Anecdote Insertion From Raw Notes

Act as a narrative editor. Turn these rough notes into a 120-word anecdote that fits into an article about **[topic]**: **[paste raw notes, e.g., "client X, Q2, email list, 3x open rate, funny subject line mistake"]**. Requirements: specific details over generalities, a clear before/after, one line that connects it to the article's point. Keep names anonymized as **[Client]** unless told otherwise. Do not invent details not in the notes — mark gaps with [DETAIL NEEDED].

When to use it: Turning messy real-world material into publishable stories.

Pro tip: The "do not invent details" instruction is the whole prompt — without it, AI will happily fabricate the story.

Prompt 21 — Subheading Rewrite for Scannability

Act as a readability editor. I will paste my article's current subheadings. Rewrite each one so that (1) a skimmer reading ONLY the subheadings understands the article's full argument, (2) each promises a specific benefit or answer, (3) no two start with the same word. Keep them under 8 words each. Current subheadings: **[paste list]**.

When to use it: Every article — most readers skim before they commit.

Pro tip: Read just the rewritten subheads in sequence — if the story holds together, the structure is sound.

Prompt 22 — Expand a Thin Section Without Padding

Act as a developmental editor. This section of my draft feels thin: **[paste section]**. Expand it by roughly **[X]** words by ADDING SUBSTANCE only: a concrete example, a counterpoint, a "how this works in practice" explanation, or a reader question answered. Do NOT add filler phrases, restatements, or generic elaboration. If the section can't support expansion, say so and suggest cutting it instead.

When to use it: Hitting word count without writing fluff.

Pro tip: "Suggest cutting it instead" is a feature — thin sections often signal a structural problem, not a length problem.

Prompt 23 — Jargon-to-Plain-Language Translator

Act as a plain-language editor. Rewrite this paragraph so a **[reader, e.g., "smart non-expert"]** understands it fully on first read: **[paste paragraph]**. Rules: replace jargon with everyday words, keep ALL technical meaning intact (flag anything that can't be simplified without losing meaning), break long sentences, keep the writer's tone. Show the original and rewrite side by side.

When to use it: Expert clients whose drafts read like textbooks.

Pro tip: The "flag anything that can't be simplified" output doubles as a glossary seed for the client's content.

Prompt 24 — Transitions Between Sections

Act as a flow editor. I will paste the last paragraph of one section and the first paragraph of the next. Write 3 transition options (1–2 sentences each) that connect them logically — not with filler phrases like "now let's look at," but with a genuine idea-bridge: a question, a contrast, or a cause-and-effect link. Section A ending: **[paste]**. Section B opening: **[paste]**.

When to use it: When sections feel stacked instead of flowing.

Pro tip: If none of the transitions work, the sections may be in the wrong order — try swapping them.

Prompt 25 — CTA Paragraph Matching Brand Voice

Act as a conversion copywriter. Write 3 call-to-action closings (50–70 words each) for **[offer, e.g., "a free budget template"]** at the end of an article about **[topic]**. Voice: **[describe, e.g., "warm, direct, no hype"]**. Each CTA must connect logically to the article's content — the reader should feel it follows naturally, not bolted on. Vary the approach: direct ask, soft invitation, curiosity-driven.

When to use it: Endings that convert instead of fizzling.

Pro tip: Match the CTA's energy to the article — a calm explainer earns a soft invitation, not a hard sell.

Prompt 26 — Repurpose Post Into Newsletter

Act as an email newsletter writer. Repurpose this blog post into a newsletter issue: **[paste post or URL summary]**. Format: subject line (under 50 characters, curiosity + benefit), a 2-sentence personal-style opener, the 3 biggest takeaways rewritten conversationally, one "try this this week" action step, and a P.S. linking back to the full post. Tone: like writing to one smart friend.

When to use it: Turning every client blog post into a second deliverable to upsell.

Pro tip: Offer this as a package add-on — "blog post + newsletter version" bills higher than the post alone.

Prompt 27 — Voice-Matching Style Pass

Act as a style editor. Rewrite this draft passage to match the voice in this sample — **[paste 200–300 word voice sample]** — adjusting sentence rhythm, vocabulary, and tone, WITHOUT changing the meaning, facts, or structure. Then list the 3 specific voice traits you matched (e.g., "short punchy sentences," "dry humor," "second-person direct address"). Passage: **[paste draft]**.

When to use it: Making AI-assisted drafts sound like the writer — or like the client.

Pro tip: Keep a "voice file" per client — 300 words of their best writing — and reuse it across projects.

Chapter 5: Editing, Revision & SEO PROMPTS 28–36

Editing is where AI drafts become human deliverables. Run every draft through at least two of these passes: one for the writing, one for the reader (and search engines). The writer's judgment drives; the AI does the repetitive scanning.

Prompt 28 — Line Edit Pass With Rationale

Act as a senior line editor. Line-edit this draft: **[paste draft]**. Fix: awkward phrasing, repeated words, weak verbs, passive constructions that hide the actor. For each significant change, add a 1-line note explaining WHY (so I learn the pattern). Do NOT change my meaning, examples, or voice — flag anything you're unsure about instead of rewriting it. Return the edited text first, then the numbered change notes.

When to use it: The standard editing pass on every draft.

Pro tip: The "why" notes are the real product — after ten drafts, the same mistakes stop appearing.

Prompt 29 — Cut 20% Tightening Pass

Act as a ruthless editor with a word budget. Cut this **[word count]**-word draft to roughly **[target]** words: **[paste draft]**. Cut in this order: throat-clearing openers, repeated ideas, filler phrases ("in order to," "the fact that"), over-explained points, weak examples. Keep every key idea and the writer's voice. List what you cut and why, so nothing important disappears silently.

When to use it: Overlong drafts, or when the client pays by the word and every word must earn it.

Pro tip: Save the cut material in a "cutting room floor" doc — cut examples often become social posts.

Prompt 30 — Clarity Check: Flag Vague Sentences

Act as a clarity auditor. Read this draft and flag every sentence a **[reader, e.g., "busy skimmer"]** might stumble on: **[paste draft]**. For each flagged sentence: quote it, say what's unclear (vague pronoun? abstract noun? missing example?), and suggest a concrete fix. Do NOT rewrite the whole draft — only the flagged sentences. If a sentence is fine, leave it alone.

When to use it: Technical or abstract topics where clarity is the whole job.

Pro tip: "Vague pronoun" flags (unclear "it"/"this") are the most common find — worth a dedicated pass on long pieces.

Prompt 31 — Tone Consistency Audit

Act as a brand-voice auditor. The intended tone is **[e.g., "confident but warm; expert, not academic"]**. Read this draft: **[paste draft]**. Flag every passage that breaks tone — too stiff, too casual, too salesy, too timid — quote it, name the break, and suggest a fix in the correct tone. End with an overall tone score (1–10) and the one pattern to watch for.

When to use it: Client work with a defined brand voice, or multi-author pieces.

Pro tip: Run this on the client's own past content too — it reveals their actual voice versus the voice in their brand guidelines.

Prompt 32 — Meta Title + Description (5 Options)

Act as an SEO title specialist. Write 5 meta title + meta description pairs for an article titled **[title]** about **[topic]**, targeting keyword **[keyword]**. Titles: under 60 characters, keyword near the front, click-worthy but honest. Descriptions: 150–155 characters, include the keyword once, end with an implicit reason to click. Label each pair and note which you recommend and why.

When to use it: Every SEO article — deliver the pairs with the draft as a value-add.

Pro tip: Delivering meta pairs unprompted makes clients feel served — it costs two minutes and buys real goodwill.

Prompt 33 — Keyword Integration Without Stuffing

Act as an SEO editor. Integrate the keyword **[keyword]** and related terms **[related terms]** naturally into this draft: **[paste draft]**. Rules: keyword in the first 100 words, in one H2, and 3–5 times naturally in the body; related terms where they fit the meaning. NEVER force a keyword where it sounds wrong — flag those spots instead. Show a before/after for each changed passage.

When to use it: SEO briefs with keyword targets.

Pro tip: The "flag instead of force" instruction protects readability — clients notice stuffed copy even when they asked for keywords.

Prompt 34 — FAQ Section From Article Content

Act as an SEO content editor. Based on this article, write a 5-question FAQ section: **[paste article]**. Questions must be ones readers would actually type into Google (natural phrasing, question format). Answers: 40–60 words each, directly answering with no fluff, drawn ONLY from the article's content — mark anything the article doesn't cover with [NOT COVERED — ADD OR CUT]. Format for FAQ schema.

When to use it: Capturing "People Also Ask" boxes and featured snippets.

Pro tip: The [NOT COVERED] flags reveal content gaps — filling one often improves the article itself.

Prompt 35 — Readability Grade-Level Adjustment

Act as a readability editor. Rewrite this draft for a **[grade level, e.g., "8th-grade"]** reading level: **[paste draft]**. Shorten sentences, swap complex words for simple ones, keep every idea and fact intact. After rewriting, report: estimated grade level, average sentence length before/after, and the 3 hardest words you replaced. Do not dumb down the ideas — only the delivery.

When to use it: Consumer audiences, or any brief specifying a reading level.

Pro tip: Most web content should sit at grades 7–9 — if the AI reports higher, the draft was too dense.

Prompt 36 — Final Pre-Delivery QC Checklist

Act as a quality-control editor. Run this final draft through a pre-delivery check: **[paste draft]**. Check and report on: (1) spelling/grammar errors, (2) consistent formatting of headings, lists, and links, (3) all [BRACKET] placeholders filled or removed, (4) word count vs. brief (**[target]**), (5) CTA present and correct, (6) client name/product names spelled right, (7) no AI-telltale phrases ("delve," "moreover," "in conclusion"). Output a PASS/FAIL per item with line references for failures.

When to use it: The last thing before hitting send on every deliverable.

Pro tip: Add client-specific items to the checklist (their banned words, style quirks) and reuse it per client.

Chapter 6: Client Communication & Revision Handling PROMPTS 37–44

Client relationships run on communication, and most freelance friction is a wording problem. These prompts draft the hard emails — boundaries, pushback, money talk — in a tone that is firm without burning bridges.

Prompt 37 — Onboarding Welcome Email + Expectations

Act as a client-experience consultant. Write a warm onboarding email for a new **[project type]** client, **[client name]**. Cover: what happens next (step 1, 2, 3), what I need from them and by when, how revisions work (**[e.g., "2 rounds included"]**), how we communicate (**[e.g., "email; 24h response on weekdays"]**), and payment terms (**[e.g., "50% upfront"]**). Tone: excited to start, quietly professional — expectations set as helpful structure, not legalese.

When to use it: Every new client, before work begins.

Pro tip: Expectations set on day one prevent 90% of revision disputes — this email is the highest-ROI prompt in the pack.

Prompt 38 — Project Kickoff Brief Questions

Act as a project manager. Generate a kickoff brief questionnaire for a **[project type]**: 10 questions covering goal, audience, scope boundaries ("what is explicitly NOT included"), must-include points, reference examples they like, deadline and milestones, and approval process (who signs off). Format as a clean client-facing doc with brief helper text under each question explaining why I'm asking.

When to use it: With the onboarding email — the brief is the project's constitution.

Pro tip: The "explicitly NOT included" question is the scope-creep vaccine — clients respect it when asked up front.

Prompt 39 — Revision Request Triage

Act as a freelance business advisor. I received this revision feedback: **[paste client feedback]**. My contract includes **[e.g., "2 revision rounds; structural changes only in round 1"]**. Sort each feedback item into: (a) reasonable — do it, (b) scope creep — push back or quote extra, (c) contradictory/unclear — needs clarification. For (b) items draft a 2-sentence pushback; for (c) items draft the clarifying question. Keep my tone collaborative, not defensive.

When to use it: Every messy revision round — triage before reacting.

Pro tip: Triage in writing before replying to the client — emotional first reactions cost money.

Prompt 40 — Scope-Creep Pushback Email

Act as a diplomatic freelance writer. The client asked for **[extra request, e.g., "3 additional blog posts"]** which is outside our agreed scope of **[original scope]**. Write a 5-sentence email that: says yes to the work enthusiastically, names it as additional scope matter-of-factly, quotes **[$X]** for the extra work with a brief rationale, and asks how they'd like to proceed. Zero guilt, zero apology for charging — this is normal business.

When to use it: The moment extra work appears that wasn't in the brief.

Pro tip: Always quote the extra work — even if you suspect they'll decline, the quote trains clients to respect scope.

Prompt 41 — Contradictory Feedback Clarification

Act as a professional communicator. The client gave contradictory feedback: **[paste, e.g., "'make it punchier' but also 'tone down the strong claims'"]**. Write a short email that quotes both points back neutrally, names the contradiction without blame ("I want to make sure I nail both"), and asks 2 specific questions that would resolve it. Offer a 10-minute call as the fastest fix. Tone: collaborative problem-solver.

When to use it: "Make it pop but keep it subtle" and its cousins.

Pro tip: The 10-minute call offer resolves in minutes what email threads stretch into days.

Prompt 42 — Rush Job Quote Response

Act as a pricing strategist. A client needs **[deliverable]** by **[tight deadline, e.g., "tomorrow 9am"]**; my normal turnaround is **[normal, e.g., "5 business days"]** and normal price is **[$X]**. Write a reply that: confirms I can do it, quotes a rush fee of **[e.g., "50% premium"]** with one line of rationale (rearranged schedule, not punishment pricing), states exactly what they'll get and when, and requires confirmation by **[time]** to hold the slot. Confident, helpful, no groveling.

When to use it: Every rush request — rush fees protect the calendar and the rate.

Pro tip: Set the rush multiplier once (50–100% is standard) and never negotiate it in the moment.

Prompt 43 — Testimonial Request Email

Act as a marketing copywriter. Write a testimonial request email to **[client name]** after a successful **[project]**. Make it effortless: remind them of the specific result (**[e.g., "the post that outranked Competitor X"]**), ask 3 super-specific questions (not "can you write a testimonial"), offer to draft one for their approval, and say where it'll appear. 6 sentences max. Grateful, not needy.

When to use it: Within a week of every successful project delivery.

Pro tip: "Offer to draft one for their approval" gets 5x the response rate — busy clients approve, they don't compose.

Prompt 44 — Offboarding + Referral Ask Email

Act as a relationship-focused freelancer. Write a project wrap-up email for **[client name]** after delivering **[project]**. Include: a 2-line recap of what was delivered and the result, where to find everything (files, logins), an invitation to reach out for future work, and a natural referral ask ("if you know anyone who needs [service], introductions are the best compliment"). Warm, complete, forward-looking.

When to use it: Closing every project — endings are marketing.

Pro tip: Add one line about what you're booking next ("now scheduling [month] projects") — it creates gentle urgency for rebooking.

Chapter 7: Admin, Invoicing & Portfolio

PROMPTS 45–51

The unsexy half of freelancing is where profit leaks: late invoices, missing follow-ups, a portfolio that hasn't been updated since 2023. AI makes the admin take minutes, which means it actually gets done.

Prompt 45 — Monthly Invoice Email Template Set

Act as a freelance bookkeeper. Write 3 invoice email templates: (1) standard invoice sent with completed work, (2) invoice for a retainer/milestone, (3) friendly "invoice attached, no rush" for great long-term clients. Each: subject line, 3–4 sentence body referencing **[project, amount, due date, payment method]** slots, professional tone. Then a 5-item monthly invoicing checklist (who owes what, what's overdue, what's upcoming).

When to use it: Monthly billing day — templates turn it into a 15-minute task.

Pro tip: Invoice the day work is delivered, not at month-end — "invoice with delivery" gets paid fastest.

Prompt 46 — Late Payment Follow-Up Sequence

Act as an accounts-receivable specialist with tact. Write a 3-email late-payment sequence for an invoice of **[$X]** now **[days]** days overdue to **[client name]**. Email 1 (gentle, "might have slipped through"), Email 2 (firm, 14 days later, restates terms), Email 3 (final, 30 days, mentions late fee of **[X%]** and paused work). Each under 100 words. Escalating firmness, never rude — assume good faith until proven otherwise.

When to use it: The day an invoice goes overdue — send Email 1 immediately.

Pro tip: Late fees in the contract (Prompt 38's brief) make Email 3 a formality instead of a confrontation.

Prompt 47 — Weekly Pipeline Review

Act as a freelance business coach. I will paste my current pipeline notes (prospects, active projects, invoices). Analyze: **[paste notes]**. Output: (1) revenue status vs. my **[monthly goal]**, (2) the ONE action this week that most protects next month's income, (3) any client concentration risk (too much revenue from one client), (4) follow-ups I've let slide, ranked by likelihood to close. Blunt, practical, no pep talks.

When to use it: Every Monday morning — 10 minutes that prevents dry months.

Pro tip: "Blunt, no pep talks" keeps the output honest — AI defaults to encouragement unless told otherwise.

Prompt 48 — Portfolio Case Study From Project Notes

Act as a portfolio copywriter. Turn these project notes into a 200-word portfolio case study: **[paste notes: client type, project, process, result]**. Structure: the challenge (2 sentences), what I did (3–4 sentences, specific), the result (with numbers; mark any unconfirmed metric [VERIFY]), one client-quote placeholder. End with a 1-line "what this shows I can do" for skimmers. Anonymize the client as **[industry + descriptor]** unless I say otherwise.

When to use it: After every project worth showing — build the portfolio continuously.

Pro tip: Numbers carry case studies — ask the client for the metric at wrap-up (Prompt 44's email) while results are fresh.

Prompt 49 — Service Description for Website/Portfolio

Act as a service-page copywriter. Write a service description for **[service, e.g., "SEO blog writing"]**: headline (benefit-led, under 12 words), 3 paragraphs (who it's for, what they get, how it works), a 4-item deliverables list, starting price anchor (**[e.g., "projects from $800"]**), and a 1-line CTA. Tone: **[e.g., "confident expert"]**. No buzzwords ("leverage," "synergy," "holistic solutions").

When to use it: Building or refreshing services pages and freelance marketplace profiles.

Pro tip: The "starting at" price filters out bargain hunters before they ever email.

Prompt 50 — Quarterly Rate-Increase Announcement

Act as a pricing communications advisor. Write a rate-increase email to existing clients: my **[service]** rate moves from **[$X]** to **[$Y]** effective **[date]**. Include: genuine appreciation for the relationship, one line on what's improved since the old rate (skills, demand, results), the new rate stated plainly, grandfather terms for **[e.g., "current projects through month-end"]**, and a confident close. No over-explaining, no apologizing — one page max.

When to use it: Quarterly or annually — rates that never rise are rates that fall behind.

Pro tip: Announce 30 days out, keep it to existing clients only, and expect near-zero pushback — most clients expect it.

Prompt 51 — Year-End Business Review & Goal Setter

Act as a business strategist. I will paste my year's numbers and notes: revenue, client count, services sold, what worked, what drained me. **[paste summary]**. Output: (1) the 3 patterns in what actually made money, (2) the 2 biggest time/money leaks with fixes, (3) a recommended service focus for next year with rationale, (4) 3 measurable goals (revenue, clients, rates), (5) one thing to STOP doing. Honest analysis, not motivation-poster material.

When to use it: December — or any quarter that needs an honest look.

Pro tip: "One thing to STOP doing" is usually the most valuable output — growth often comes from subtraction.

📐 Framework: The 51-Prompt Workflow

Read straight through, the prompts follow a real project lifecycle: **1–9** land the client, **10–17** research and plan, **18–27** draft, **28–36** edit and optimize, **37–44** manage the relationship, **45–51** run the business. The cheat sheet on the next page compresses all of it into one printable reference — the prompt numbers are the index.

The One-Page Cheat Sheet PRINTABLE

Print this page and keep it by the keyboard. Task → prompt number → the key thing to customize.

Task	#	Key customization
Define ideal client	1	Services, niches, project size
Cold pitch email	2	Prospect's specific content observation
LinkedIn outreach	3	Trigger event (funding, launch, hire)
Follow up unanswered pitch	4	New value, not just a nudge
Discovery call questions	5	Project type, client type
Justify your rate	6	2 proof points, outcome framing
Positioning statement	7	Who / what / outcome; pick a voice
Pitch angle bank	8	Service + niche; keep as running doc
Reply to rejection	9	Reason given; follow-up date
Interview questions	10	Expert type; audience
Competitor gap analysis	11	Paste 3 competitor summaries
Research briefing	12	Topic + audience; note risky claims
Source credibility check	13	Paste source list
Fresh angle on tired topic	14	Topic; require contrarian angles
Detailed outline	15	Word count, format, audience, goal
Reader pain-point map	16	Audience; lift quotes to subheads
Fact-check checklist	17	Paste draft; verify top-5 risks first
First draft from outline	18	Outline + 200–300 word voice sample
Intro hooks (5 options)	19	Topic + audience; verify any stat
Anecdote from notes	20	Raw notes; forbid invented details
Scannable subheadings	21	Paste current subheads
Expand thin section	22	Paste section; allow "cut it" verdict
Simplify jargon	23	Reader level; keep meaning intact
Section transitions	24	Paste both paragraphs; demand idea-bridge
CTA closing	25	Offer + voice; match article energy
Post → newsletter	26	Paste post; conversational tone
Voice-matching pass	27	Voice sample; keep meaning identical

Line edit with rationale	28	Paste draft; learn the "why" notes
Cut 20%	29	Word counts; save cut material
Clarity check	30	Reader type; watch vague pronouns
Tone audit	31	Intended tone; score 1–10
Meta titles + descriptions	32	Keyword; character limits
Keyword integration	33	Keyword + related terms; never force
FAQ section	34	Paste article; flag uncovered answers
Reading-level adjustment	35	Target grade; keep ideas intact
Pre-delivery QC	36	Brief target; add client-specific items
Onboarding email	37	Project type; revision + payment terms
Kickoff brief questions	38	Project type; "not included" question
Revision triage	39	Paste feedback; contract terms
Scope-creep pushback	40	Extra request; quote the add-on
Contradictory feedback fix	41	Paste both points; offer a call
Rush job quote	42	Deadline; fixed rush multiplier
Testimonial request	43	Specific result; offer to draft it
Offboarding + referral ask	44	Result recap; next availability
Invoice templates	45	Project, amount, due date, method
Late payment sequence	46	Amount, days overdue, late-fee %
Weekly pipeline review	47	Paste notes; monthly goal
Portfolio case study	48	Project notes; confirm metrics
Service description	49	Service; starting-price anchor
Rate-increase email	50	Old → new rate; effective date
Year-end review	51	Year's numbers; name one thing to stop

Closing: Start With Three Prompts Today

Fifty-one prompts can feel like a lot. The way to use this pack is not to memorize it — it is to start with three prompts today, on real work, and let the habit compound.

Everyday Learning Finds recommends this starter trio:

1. **Prompt 15 (Detailed Outline Builder)** — on the next article due. An approved outline is the single highest-leverage step in freelance writing.
2. **Prompt 18 (First-Draft Generator)** — feed it that outline plus a voice sample. Watch a blank page become a rough draft in under an hour.
3. **Prompt 36 (Pre-Delivery QC)** — run it on the next deliverable before sending. It catches the placeholder brackets and typos that cost credibility.

Three prompts, one project, today. Then add one more per project until the workflow in Chapter 7's framework box runs on autopilot. The writers who win with AI are not the ones with the most prompts — they are the ones with a repeatable system. This pack is that system, numbered 1 through 51.

> **The series note:** This prompt pack is the first in the Everyday Learning Finds profession series. More packs are coming — each one built the same way: a full real-world workflow, numbered copy-paste prompts, zero fluff. Watch thedecodernetwork.com for the next release.

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