**1. Writing Product Descriptions**

You work for a luxury e-commerce brand specializing in high-end hair care products. A new **hydrating shampoo** is being launched, and you need to write a compelling product description that attracts customers and improves SEO rankings.

🔴 **Prompt from a beginner prompter:**  
*"Write a product description for a shampoo."*

✅ **Prompt from an experienced prompter:**  
\*"You are a skilled copywriter specializing in e-commerce. Write an engaging and professional product description for a **luxury hydrating shampoo** designed for people with dry hair. This product is sold in high-end salons and is a favorite among professional stylists. The target audience consists of individuals who seek premium hair care.

The description should be structured as follows:

1. **Key benefits** – What makes this shampoo special?
2. **Product description** – Explain its ingredients, scent, and performance.
3. **Results** – What transformation can the user expect?

Ensure the tone is enthusiastic yet sophisticated, and optimize the text for SEO by naturally incorporating keywords like ‘hydrating shampoo,’ ‘shiny hair,’ and ‘natural ingredients.’"\*

**2. Generating LinkedIn Posts**

Your manager asks you to write a **LinkedIn post about leadership** to position your company’s executives as thought leaders in the industry.

🔴 **Prompt from a beginner prompter:**  
*"Write a LinkedIn post about leadership."*

✅ **Prompt from an experienced prompter:**  
\*"You are a LinkedIn content strategist. Write a **personal and inspiring** LinkedIn post (200-250 words) about a key leadership lesson.

Start with a **relatable anecdote**, such as: ‘When I led my first team, I made a crucial mistake…’ and describe what you learned. The tone should be authentic and reflective.

Conclude with a **question** that encourages engagement, such as: ‘What is the most valuable leadership lesson you have learned?’"\*

**3. Writing Customer Service Emails**

A customer has ordered a **luxury leather handbag**, but their delivery has been delayed by two weeks. You need to write a professional and empathetic email to inform them.

🔴 **Prompt from a beginner prompter:**  
*"Write an email telling a customer their order is delayed."*

✅ **Prompt from an experienced prompter:**  
\*"You are a customer service specialist for a premium lifestyle brand. Write a **polite and empathetic** email to a customer whose order (a luxury leather handbag) has been delayed by **two weeks**.

Start with a **personal thank you** for their purchase, briefly explain the reason for the delay, and offer a **10% discount** on their next order as a goodwill gesture. End on a positive note, reassuring them that their order will arrive soon and providing a contact option for further inquiries. The tone should be warm and customer-centric."\*

**4. Brainstorming Marketing Campaigns**

Your company, a **sustainable fashion brand**, wants to launch a new marketing campaign to attract eco-conscious consumers.

🔴 **Prompt from a beginner prompter:**  
*"Give me ideas for a marketing campaign for a clothing brand."*

✅ **Prompt from an experienced prompter:**  
\*"You are a creative marketing strategist specializing in sustainable fashion.

Develop a **unique marketing campaign** for a clothing brand that uses **recycled materials**. The target audience consists of **urban professionals aged 25-35** who care about sustainability.

The campaign should include:

* A **storytelling approach** showcasing the environmental impact.
* User-generated content to engage customers.
* A social media strategy (Instagram & TikTok).

Provide **three concrete campaign ideas** with potential slogans."\*

**5. Summarizing Reports**

Your boss needs a **summary of a 20-page market research report** to present to senior management.

🔴 **Prompt from a beginner prompter:**  
*"Summarize this report."*

✅ **Prompt from an experienced prompter:**  
\*"You are a business consultant. Summarize this **20-page market research report** in **300 words** for senior executives.

The summary should include:

1. **Key insights** – The most important findings.
2. **Recommendations** – What actions should be taken?
3. **Next steps** – Any implementation strategies.

Use a **formal and concise** tone with a clear structure."\*

**6. Writing Job Descriptions**

Your company is hiring a **Marketing Manager**, and you need to create an engaging job description.

🔴 **Prompt from a beginner prompter:**  
*"Write a job description for a Marketing Manager."*

✅ **Prompt from an experienced prompter:**  
\*"You are a recruiter writing an engaging job description for a **Marketing Manager** at a fast-growing SaaS startup.

The job post should:

* Use an **enthusiastic and energetic** tone.
* Highlight key responsibilities (campaign strategy, team leadership, analytics).
* List requirements (5+ years of experience, proficiency in tools like HubSpot).
* End with a **strong call-to-action** encouraging applications."\*

**7. Writing Press Releases**

Your company has partnered with a **leading bank** to develop a new fintech product. You need to write a compelling press release.

🔴 **Prompt from a beginner prompter:**  
*"Write a press release about a partnership."*

✅ **Prompt from an experienced prompter:**  
\*"You are a PR specialist writing a **newsworthy** press release about a partnership between a **fintech company** and a **major bank**.

The release should:

1. Start with a **strong opening statement** highlighting the importance of the partnership.
2. Explain **how both companies benefit**.
3. End with a **CEO quote** that reinforces the strategic impact.

The tone should be **professional and media-friendly**."\*

**8. Writing Internal Policies**

Your company is introducing a **remote work policy** and you need to draft the guidelines.

🔴 **Prompt from a beginner prompter:**  
*"Write a document about remote work policy."*

✅ **Prompt from an experienced prompter:**  
\*"You are an HR professional drafting a **clear and structured remote work policy** for a tech company.

Include:

* **Eligibility** – Which roles qualify?
* **Work-from-home allowances** – Equipment, internet costs, etc.
* **Employee expectations** – Availability, meeting attendance.

Use a **formal yet accessible** tone."\*

**9. Creating Sales Scripts**

Your company sells **CRM software** to mid-sized businesses, and you need a strong sales pitch.

🔴 **Prompt from a beginner prompter:**  
*"Write a sales script for a CRM software."*

✅ **Prompt from an experienced prompter:**  
\*"You are a sales coach creating a **persuasive sales script** for a CRM software company.

The script should start with a **problem-focused hook**, e.g., ‘Many companies struggle with scattered customer data…’. Follow with a **30-second value proposition** and a **compelling call-to-action** inviting prospects for a demo."\*

**10. Crafting Investor Pitch Decks**

You are preparing a **pitch deck** for investors to fund your AI-driven **health tech startup**.

🔴 **Prompt from a beginner prompter:**  
*"Make a pitch deck for an investor."*

✅ **Prompt from an experienced prompter:**  
\*"You are a startup advisor. Create a slide outline for an **AI-driven health tech startup** pitch deck.

The deck should include:

1. **Problem & solution**
2. **Market opportunity**
3. **Business model**
4. **Competitive advantage**
5. **Financial projections**
6. **Investment ask**."\*