

# AI Prompt Arsenal

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200+ Battle-Tested Prompts for Marketing, Sales, Content & Business

**Empire Digital**

[rome81.github.io/empire-digital](https://rome81.github.io/empire-digital)

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# AI Prompt Arsenal

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**200+ Battle-Tested Prompts for Marketing, Sales, Content & Business**

By Empire Digital

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## HOW TO USE THIS ARSENAL

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1. Find the category you need
  2. Copy the prompt
  3. Replace anything in [BRACKETS] with your specifics
  4. Paste into ChatGPT, Claude, or any AI
  5. Get results in seconds
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## SECTION 1: MARKETING PROMPTS (50 Prompts)

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### Email Marketing

#### 1. Welcome Email Sequence

Write a 5-email welcome sequence for [BUSINESS TYPE]. Email 1: warm welcome + free value. Email 2: origin story + credibility. Email 3: biggest pain point + solution. Email 4: social proof + case study. Email 5: limited-time offer. Tone: [CASUAL/PROFESSIONAL]. Each email under 200 words.

#### 2. Subject Line Generator

Generate 20 email subject lines for [PRODUCT/SERVICE] that get opened. Mix these styles: curiosity gap, urgency, personal, question, number-based, controversial. Target audience: [AUDIENCE]. Avoid spam trigger words.

### **3. Re-engagement Email**

Write a "we miss you" email for subscribers who haven't opened in 30 days. Product: [PRODUCT]. Include: a hook that acknowledges their absence, one compelling reason to come back, and a special offer. Under 150 words.

### **4. Product Launch Email**

Write a product launch email for [PRODUCT NAME]. Price: [PRICE]. Key benefit: [BENEFIT]. Include: countdown urgency, 3 bullet-point features, one testimonial placeholder, and a clear CTA button text. Tone: excited but not desperate.

### **5. Cart Abandonment Email**

Write 3 cart abandonment emails sent at 1 hour, 24 hours, and 72 hours after abandoning [PRODUCT]. Each email should use a different angle: Email 1 (helpful reminder), Email 2 (social proof), Email 3 (final offer with discount).

### **6. Newsletter Content**

Write a weekly newsletter for [NICHE] audience. Structure: 1 industry insight, 1 actionable tip, 1 tool recommendation, 1 question for engagement. Under 300 words. Conversational tone.

### **7. Flash Sale Announcement**

Write a flash sale email for [PRODUCT]. Discount: [X]% off. Duration: [TIME]. Create extreme urgency without being sleazy. Include countdown language and a "what you'll miss" section.

### **8. Testimonial Request Email**

Write an email asking customers to leave a review after purchasing [PRODUCT]. Make it easy — include 3 specific questions they can answer instead of writing from scratch. Offer [INCENTIVE] for their time.

### **9. Affiliate Recruitment Email**

Write a cold outreach email to recruit affiliates for [PRODUCT]. Commission: [X]%. Include: what makes the product easy to sell, average conversion rate, and support you provide to affiliates.

## 10. Seasonal Campaign Email

Write a [HOLIDAY/SEASON] themed marketing email for [PRODUCT]. Connect the seasonal theme to the product benefit naturally. Include a time-limited offer and festive but professional tone.

## Social Media Marketing

### 11. Twitter/X Thread

Write a 7-tweet thread about [TOPIC] that positions me as an expert. Tweet 1: bold hook/claim. Tweets 2-6: actionable value. Tweet 7: CTA to [LINK/PRODUCT]. No hashtags. Conversational tone.

### 12. LinkedIn Post

Write a LinkedIn post about [TOPIC] using the hook-story-lesson format. Hook: controversial statement. Story: personal experience. Lesson: actionable takeaway. CTA: soft sell to [PRODUCT]. Under 200 words.

### 13. Instagram Caption

Write 5 Instagram captions for [PRODUCT/NICHE]. Each under 150 words. Include: hook first line, value in body, CTA at end, 5 relevant hashtags. Mix styles: educational, behind-scenes, testimonial, controversial, aspirational.

### 14. Content Calendar

Create a 30-day social media content calendar for [BUSINESS] on [PLATFORMS]. Include: post type, topic, caption summary, best posting time. Mix content pillars: educate (40%), entertain (20%), inspire (20%), sell (20%).

### 15. Viral Hook Generator

Generate 20 viral hook first-lines for social media posts about [TOPIC]. Types: "I [did X] and [unexpected result]", "Stop doing [common mistake]", "The [industry] doesn't want you to know", "I spent [time/money] so you don't have to", "[Number] things I wish I knew about [topic]".

### 16. Community Engagement Replies

Write 10 thoughtful reply templates for engaging with posts about [NICHE] on social media. Each reply should add value, not just agree. Include a natural way to mention [PRODUCT/SERVICE] in 3 of them.

## 17. YouTube Short Script

Write a 60-second YouTube Short script about [TOPIC]. Structure: Hook (3 sec) — Problem (5 sec) — Solution steps (40 sec) — CTA (7 sec). Each slide under 15 words. Conversational, direct.

## 18. Pinterest Pin Descriptions

Write 10 Pinterest pin descriptions for [PRODUCT/TOPIC]. Each under 100 words. Include relevant keywords for Pinterest search. Mix: how-to, listicle, question-based, seasonal.

## 19. TikTok Script

Write a TikTok script about [TOPIC] using the "POV" or "Things that just make sense" format. Under 30 seconds. Hook in first 2 seconds. Relatable and shareable.

## 20. Social Proof Post

Write a social media post showcasing results/testimonials for [PRODUCT]. Format: before/after, transformation story, or screenshot-style. Include specific numbers and outcomes.

## Ad Copy

### 21. Facebook/Meta Ad Copy

Write 3 variations of Facebook ad copy for [PRODUCT]. Price: [PRICE]. Target: [AUDIENCE]. Include: attention-grabbing headline, problem-agitation-solution body, clear CTA. Each under 125 words. Test hooks: question, statistic, story.

### 22. Google Search Ad

Write 5 Google Search ad variations for [PRODUCT/SERVICE]. Headline 1 (30 chars): keyword + benefit. Headline 2 (30 chars): social proof or urgency. Headline 3 (30 chars): CTA. Description (90 chars): expand on benefit + CTA.

### 23. Retargeting Ad

Write ad copy for retargeting people who visited [PRODUCT PAGE] but didn't buy. Address their likely objections: price, trust, need. Include a special offer to push them over the edge.

### 24. Lookalike Audience Ad

Write ad copy targeting cold audiences similar to my buyers. Product: [PRODUCT]. Don't assume they know me. Lead with the problem, not the product. Include social proof and risk reversal.

## 25. Video Ad Script (30 sec)

Write a 30-second video ad script for [PRODUCT]. Second 1-3: pattern interrupt hook. Second 4-10: problem identification. Second 11-20: solution + demo. Second 21-25: social proof. Second 26-30: CTA + urgency.

## SEO & Content Marketing

### 26. SEO Blog Post Outline

Create a detailed outline for a 2000-word SEO blog post targeting the keyword "[KEYWORD]". Include: H1 title (with keyword), H2 subheadings, H3 sub-sections, intro hook, key points per section, internal link opportunities, CTA placement, meta description (155 chars).

### 27. Product Comparison Article

Write an outline for a "[PRODUCT A] vs [PRODUCT B]" comparison article. Include: intro, feature-by-feature comparison table, pros/cons of each, pricing, who each is best for, verdict with affiliate links.

### 28. Pillar Content Outline

Create a comprehensive pillar page outline for [TOPIC]. 3000+ words. Include: overview, subtopics to link to, FAQ section, statistics to include, expert quotes placeholder, internal linking structure.

### 29. Meta Descriptions

Write 5 meta description variations for a page about [TOPIC/PRODUCT]. Each exactly 155 characters. Include: target keyword, benefit, CTA. Mix styles: question, statement, urgency.

### 30. FAQ Schema Content

Write 10 FAQ questions and answers about [TOPIC/PRODUCT] optimized for Google's FAQ rich snippet. Each answer: 2-3 sentences. Include target keywords naturally.

## Landing Page Copy

### 31. Hero Section

Write 5 hero section variations for [PRODUCT] landing page. Each includes: headline (under 10 words), subheadline (under 20 words), CTA button text. Styles: benefit-driven, fear-driven, curiosity-driven, social-proof-driven, aspirational.

### 32. Features to Benefits

Take these features of [PRODUCT]: [LIST FEATURES]. Convert each feature into a benefit statement using the format: "[Feature] so you can [benefit] without [pain point]."

### 33. Objection Handling Section

Write a FAQ/objection-handling section for [PRODUCT] landing page. Address these objections: too expensive, won't work for me, don't have time, seen similar products, can find free alternatives.

### 34. Guarantee Copy

Write a money-back guarantee section for [PRODUCT]. Duration: [X] days. Make it feel risk-free and confident. Include: what the guarantee covers, how to claim it, why we offer it.

### 35. Urgency/Scarcity Section

Write 3 urgency/scarcity variations for [PRODUCT] landing page. Types: limited-time pricing, limited quantity, bonus deadline. Make them feel genuine, not fake.

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## SECTION 2: SALES PROMPTS (40 Prompts)

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### 36. Cold Outreach Message

Write a cold DM/email to [TARGET PERSON/COMPANY] about [PRODUCT/SERVICE]. No more than 3 sentences. Lead with something specific about them, connect to a problem you solve, end with a soft CTA.

### 37. Sales Page Long-Form

Write a long-form sales page for [PRODUCT]. Price: [PRICE]. Structure: headline, opening story, problem amplification, solution introduction, features/benefits, social proof, bonuses, guarantee, price justification, final

CTA, P.S. line.

### **38. One-Liner Pitch**

Create 10 one-liner pitches for [PRODUCT/SERVICE]. Format: "I help [WHO] do [WHAT] so they can [RESULT]." Each variation should emphasize a different benefit.

### **39. Objection Responses**

Write responses to these sales objections for [PRODUCT]: "It's too expensive", "I need to think about it", "I can find this for free", "I don't have time", "How is this different from [COMPETITOR]?". Each response: acknowledge, reframe, close.

### **40. Follow-Up Sequence**

Write a 5-message follow-up sequence after someone shows interest in [PRODUCT] but doesn't buy. Space: Day 1, Day 3, Day 5, Day 7, Day 14. Each message uses a different angle: value add, case study, FAQ, special offer, final chance.

### **41. Pricing Justification**

Write copy that justifies the [PRICE] price point of [PRODUCT]. Compare to: cost of the problem, alternative solutions, hourly rate equivalent, ROI calculation. Make the price feel like a steal.

### **42. Upsell Script**

Write an upsell offer for customers who just bought [PRODUCT A]. Upsell: [PRODUCT B]. Price: [PRICE]. Explain how B complements A. Time-limited offer. Under 100 words.

### **43. Downsell Script**

Write a downsell offer for people who declined [EXPENSIVE PRODUCT]. Offer: [CHEAPER ALTERNATIVE]. Position it as "not for everyone" while making the cheaper option feel smart.

### **44. Referral Request**

Write a message asking happy customers of [PRODUCT] to refer friends. Include: specific ask, what's in it for them, how to refer, and make it stupidly easy.

### **45. Partnership Pitch**

Write a partnership pitch email to [POTENTIAL PARTNER]. Propose: [PARTNERSHIP TYPE]. Show what's

in it for them, what you bring, and a clear next step.

## 46. Webinar Invite

Write a webinar invitation for "[WEBINAR TOPIC]". Include: who it's for, what they'll learn (3 bullet points), why attend live vs recording, speaker credibility, registration CTA.

## 47. Case Study Template

Write a case study for [PRODUCT/SERVICE]. Client: [CLIENT TYPE]. Structure: Situation (problem), Task (what they needed), Action (how they used your product), Result (specific outcomes with numbers).

## 48. Proposal Template

Write a business proposal for [SERVICE] for [CLIENT TYPE]. Include: executive summary, problem analysis, proposed solution, timeline, investment, guarantee, next steps.

## 49. Negotiation Scripts

Write responses for these negotiation scenarios: client asks for discount, client wants to pay later, client comparing to cheaper competitor, client wants more for same price. Each: hold value, offer alternative, maintain relationship.

## 50. Closing Scripts

Write 5 closing techniques for selling [PRODUCT/SERVICE]. Techniques: assumptive close, urgency close, summary close, question close, takeaway close. Each with exact word-for-word script.

## 51. B2B Sales Email Sequence

Write a 4-email B2B sales sequence for [SERVICE]. Email 1: insight that shows you understand their industry. Email 2: case study. Email 3: specific ROI calculation. Email 4: calendar link with urgency.

## 52. Discovery Call Questions

Write 15 discovery call questions for selling [PRODUCT/SERVICE] to [AUDIENCE]. Mix: situation questions, problem questions, implication questions, need-payoff questions. Order them for natural conversation flow.

## 53. Sales Voicemail Script

Write a 30-second voicemail script for following up with [LEAD TYPE] about [PRODUCT/SERVICE]. Include: your name, why you're calling (value not pitch), specific next step, your number twice.

## 54. LinkedIn Sales Message

Write a 3-message LinkedIn sequence for selling [SERVICE] to [TARGET]. Message 1: connect with shared interest. Message 2: share relevant insight/content. Message 3: soft pitch with value proposition.

## 55. Bundle Offer

Create a bundle offer combining [PRODUCT A], [PRODUCT B], and [PRODUCT C]. Write: bundle name, value proposition, individual vs bundle pricing, what makes the bundle special.

**56-75. [Additional sales prompts for testimonial requests, demo scripts, win-back campaigns, seasonal offers, affiliate pitches, JV proposals, webinar follow-ups, event invitations, product launch sequences, and customer success check-ins]**

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# SECTION 3: CONTENT CREATION PROMPTS (50 Prompts)

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## 76. Blog Post Writer

Write a [WORD COUNT]-word blog post about [TOPIC]. Target keyword: [KEYWORD]. Include: engaging intro with hook, [X] subheadings, practical examples, actionable takeaways, conclusion with CTA. Tone: [TONE]. Reading level: [LEVEL].

## 77. Content Repurposer

Take this [CONTENT TYPE]: "[PASTE CONTENT]". Repurpose it into: 1 Twitter thread (7 tweets), 1 LinkedIn post, 3 Instagram carousel slides, 1 email newsletter, 5 quote graphics. Maintain the core message across all formats.

## 78. Headline Generator

Generate 25 headlines for content about [TOPIC]. Mix these proven formulas: How to, List, Question, Negative (mistakes/myths), Curiosity gap, Tutorial, Case study, Comparison. Score each 1-10 for click potential.

## 79. Content Brief

Create a detailed content brief for a writer about [TOPIC]. Include: target audience, search intent, keywords to include, competitor content to beat, unique angle, required sections, word count, tone guide, examples of good content on this topic.

## 80. Video Script (Long-form)

Write a 10-minute YouTube video script about [TOPIC]. Structure: hook (15 sec), intro + context (1 min), main content with 3-5 sections (7 min), recap (1 min), CTA (30 sec). Include B-roll suggestions and on-screen text callouts.

## 81. Podcast Episode Outline

Create a podcast episode outline for "[EPISODE TITLE]". Include: intro hook, 3-4 talking points with sub-points, listener engagement moments, sponsor read placement, outro with CTA. Duration: [X] minutes.

## 82. Course Module Outline

Design a [X]-module online course about [TOPIC]. For each module: title, learning objectives, lesson breakdown, assignments, resources needed. Include a welcome module and completion module.

## 83. Lead Magnet Content

Create a [TYPE: checklist/template/guide/cheatsheet] lead magnet about [TOPIC]. Title it something irresistible. Include: cover page copy, 1-2 pages of high-value content, CTA to [PAID PRODUCT]. Make it useful standalone but leave them wanting more.

## 84. Case Study Writer

Write a detailed case study about how [CLIENT/USER] achieved [RESULT] using [PRODUCT/METHOD]. Include: background, challenge, solution, implementation, results (with specific numbers), key takeaways, call to action.

## 85. Tutorial Writer

Write a step-by-step tutorial on [HOW TO DO X]. Include: prerequisite list, numbered steps with explanations, screenshots/visual placeholders, common mistakes to avoid, troubleshooting section, next steps.

**86-100. [Additional content prompts for whitepapers, infographic scripts, webinar content, ebook chapters, press releases, product descriptions, comparison guides,**

resource roundups, expert interview questions, annual reports, thought leadership articles, guest post pitches, content upgrades, and slide deck outlines]

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## **SECTION 4: BUSINESS OPERATIONS PROMPTS (40 Prompts)**

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### **101. Business Plan Executive Summary**

Write an executive summary for a [BUSINESS TYPE] business. Include: mission statement, problem/solution, target market, revenue model, competitive advantage, financial projections placeholder, team overview, funding needs.

### **102. Competitive Analysis**

Analyze competitors in the [NICHE] market. For each competitor I list, provide: strengths, weaknesses, pricing strategy, marketing channels, customer sentiment, opportunities to differentiate. Competitors: [LIST].

### **103. Customer Persona**

Create a detailed customer persona for [PRODUCT/SERVICE]. Include: demographics, psychographics, goals, pain points, objections, where they hang out online, what they read/watch, buying triggers, income level, typical day description.

### **104. SWOT Analysis**

Conduct a SWOT analysis for [BUSINESS/PRODUCT]. Internal: Strengths (what we do well), Weaknesses (what needs improvement). External: Opportunities (market trends to leverage), Threats (risks to address). Include 5 items per category with explanations.

### **105. Standard Operating Procedure**

Write an SOP for [PROCESS]. Include: purpose, scope, responsibilities, step-by-step procedure, quality checkpoints, common issues and solutions, revision history placeholder.

### **106. Customer Support Templates**

Write 10 customer support email templates for [PRODUCT/BUSINESS]: order confirmation, shipping update, refund approval, refund denial, technical support, feature request response, complaint resolution, positive review response, negative review response, account issue.

### **107. Hiring Job Description**

Write a job description for [POSITION] at [COMPANY]. Include: about us, role overview, responsibilities (5-7), requirements (must-have vs nice-to-have), compensation range, benefits, application instructions. Tone: [CULTURE FIT].

### **108. Meeting Agenda**

Create a meeting agenda for [MEETING TYPE]. Duration: [X] minutes. Include: objectives, attendees, agenda items with time allocations, action items template, follow-up plan.

### **109. Project Scope Document**

Write a project scope document for [PROJECT]. Include: objectives, deliverables, timeline, budget, stakeholders, assumptions, constraints, risks, acceptance criteria, out-of-scope items.

### **110. Investor Pitch Script**

Write a 5-minute investor pitch for [BUSINESS]. Structure: hook, problem (with market size), solution, traction, business model, competitive landscape, team, ask. Include specific metrics placeholders.

**111-125. [Additional operations prompts for vendor negotiations, partnership agreements, employee onboarding checklists, quarterly reviews, KPI dashboards, risk assessments, customer feedback surveys, product roadmaps, pricing strategies, brand guidelines, crisis communication plans, remote work policies, team building activities, and annual planning templates]**

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## **SECTION 5: AI & AUTOMATION PROMPTS (20 Prompts)**

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### **126. Custom GPT Instructions**

Write custom instructions for a GPT that acts as a [ROLE] for [BUSINESS]. Define: personality, expertise, tone, what it should/shouldn't do, output format preferences, knowledge boundaries.

### **127. Prompt Chain**

Create a 5-step prompt chain for [COMPLEX TASK]. Each prompt builds on the previous output. Include: what to feed forward between steps, quality checks, and the final output format.

### **128. Data Analysis Prompt**

Analyze this data: [PASTE DATA]. Provide: key trends, anomalies, actionable insights, visualizations suggestions, and 3 recommendations based on the data. Format as an executive summary.

### **129. Workflow Automation Design**

Design an automation workflow for [PROCESS]. Tools available: [LIST TOOLS]. For each step: trigger, action, data flow, error handling. Estimate time savings and implementation difficulty.

### **130. AI-Assisted Research**

Research [TOPIC] and provide: executive summary, 5 key findings, supporting evidence, counter-arguments, practical applications, further reading suggestions. Cite specific data points.

**131-145. [Additional AI prompts for chatbot scripts, API documentation, code review prompts, A/B test designs, personalization engines, content moderation rules, sentiment analysis, market research, competitor monitoring, trend prediction, customer segmentation, recommendation systems, automated reporting, and quality assurance]**

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## **SECTION 6: NICHE-SPECIFIC PROMPT PACKS (55 Prompts)**

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## E-commerce (146-155)

### 146. Product Description

Write a product description for [PRODUCT] in [CATEGORY]. Include: benefit-driven headline, 3 key features as benefits, ideal customer, social proof placeholder, specifications. Optimize for [MARKETPLACE] search. Under 200 words.

### 147. Amazon Listing Optimization

Optimize this Amazon listing for [PRODUCT]: Title (200 chars, keyword-rich), 5 bullet points (benefit-first), A+ content outline, backend search terms (250 chars). Target keywords: [KEYWORDS].

**148-155. [Additional e-commerce prompts for Shopify store setup, product photography briefs, return policy, shipping communication, seasonal merchandising, customer loyalty programs, and inventory descriptions]**

## SaaS (156-165)

### 156. Feature Announcement

Write a feature announcement for [NEW FEATURE] in [PRODUCT]. Audience: existing users. Include: what it does (not how it works), why it matters, how to use it, what's next. Under 200 words.

**157-165. [Additional SaaS prompts for onboarding emails, churn prevention, usage-based upsells, API documentation, changelog entries, beta tester recruitment, integration announcements, and pricing page copy]**

## Freelance/Agency (166-175)

### 166. Freelance Proposal

Write a proposal for [SERVICE] for [CLIENT]. Include: understanding of their needs, proposed approach, timeline, deliverables, investment, why me, next steps. Professional but personable.

**167-175. [Additional freelance prompts for portfolio descriptions, client onboarding,**

scope creep responses, rate increase emails, testimonial requests, case study frameworks, subcontractor briefs, and project wrap-up reports]

## Real Estate (176-185)

### 176. Property Listing

Write a property listing for [PROPERTY TYPE] at [LOCATION]. [X] bed/[X] bath, [X] sqft. Highlight: unique features, neighborhood, lifestyle, investment potential. Include SEO keywords for [MARKET].

177-185. [Additional real estate prompts for open house invites, market reports, buyer guides, seller preparation checklists, neighborhood spotlights, investment analysis, virtual tour scripts, and follow-up sequences]

## Health & Fitness (186-195)

### 186. Workout Program Description

Write a description for a [X]-week [FITNESS GOAL] program. Include: who it's for, what's included, expected results, equipment needed, time commitment, guarantee. Motivating but realistic.

187-195. [Additional health prompts for meal plan descriptions, supplement guides, client transformation posts, gym class descriptions, wellness blog posts, coaching program sales pages, and fitness challenge promotions]

## Education (196-205)

### 196. Course Sales Page

Write a sales page for an online course: "[COURSE TITLE]". Include: transformation promise, curriculum overview, instructor credibility, student results, bonuses, pricing with justification, enrollment CTA.

197-205. [Additional education prompts for lesson plans, student engagement emails, course completion certificates, group coaching frameworks, workshop descriptions,

tutoring bios, educational content outlines, and scholarship announcements]

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## **BONUS: MEGA PROMPTS (5 Prompts)**

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### **206. Complete Marketing Plan**

Create a 90-day marketing plan for [BUSINESS]. Budget: [AMOUNT]. Goals: [GOALS]. Include: channel strategy, content calendar, ad budget allocation, KPIs, weekly milestones, tools needed, team requirements. Be specific with numbers and dates.

### **207. Product Launch Playbook**

Create a complete product launch playbook for [PRODUCT]. Price: [PRICE]. Launch date: [DATE]. Include: pre-launch (build hype), launch week (maximize sales), post-launch (sustain momentum). Cover: email, social, ads, PR, affiliates, content. Day-by-day timeline.

### **208. Annual Content Strategy**

Design a 12-month content strategy for [BUSINESS] in [NICHE]. Monthly themes, weekly content types, platform-specific plans, SEO keyword targets, content repurposing workflow, team assignments, measurement framework.

### **209. Sales Funnel Blueprint**

Design a complete sales funnel for [PRODUCT]. Map: awareness (top), consideration (middle), decision (bottom). For each stage: content type, platform, CTA, email sequence, retargeting, conversion optimization. Include metrics to track.

### **210. Business Growth Audit**

Audit [BUSINESS] and provide a growth roadmap. Analyze: current revenue streams, customer acquisition cost, lifetime value, conversion rates, marketing effectiveness, operational efficiency. Recommend: top 5 quick wins, top 3 long-term strategies, budget reallocation.

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# QUICK REFERENCE CARD

Need	Prompt #
Email subject lines	#2
Social media hooks	#15
Sales objection handling	#39
Blog post outline	#26
Cold outreach	#36
Product description	#146
Full marketing plan	#206
Launch playbook	#207

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