

THE QUANTUM DIGITAL

111 AI PROMPTS FOR DIGITAL MARKETERS

The copy-paste prompt library for agencies, marketers,
and founders who use AI to move faster.

HOW TO USE THIS BOOK

Your unfair speed advantage.

These are 111 prompts we actually use to do marketing work faster and better with AI (Claude, ChatGPT, Gemini — all work). Each one is written to give the AI a role, a task, and a format so you get usable output on the first try, not a vague essay.

1. **Copy the prompt** and paste it into your AI tool of choice.
2. **Replace every [bracket]** with your real details — the specifics are what make the output good.
3. **Push back.** Ask for more variations, a different tone, or tighter copy. The first answer is a draft, not the final.
4. **Add your judgment.** AI accelerates the work; your strategy, taste, and client knowledge still win the game.

Pro tip: The more context you give (audience, brand voice, goal, constraints), the better the output. Treat the AI like a sharp new hire who needs a clear brief.

WHAT'S INSIDE

10 categories, 111 prompts.

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SECTION 01

Strategy & Market Research

01 Ideal customer profile*USE FOR: Sharpening targeting before any campaign*

Act as a senior brand strategist. Build a detailed ideal customer profile for **[product/service]** sold by **[company]** to **[audience]**. Include demographics, psychographics, jobs-to-be-done, top 3 pains, top 3 desired outcomes, buying triggers, and objections. Present as a one-page profile.

02 Positioning statement*USE FOR: Nailing how the brand is different*

You are a positioning expert trained in April Dunford's method. For **[company]** offering **[product]**, draft 3 positioning options. For each: the best-fit market category, the competitive alternative, unique attributes, the value those enable, and the target segment that cares most. Recommend one and explain why.

03 Competitor teardown*USE FOR: Fast competitive intelligence*

Analyze **[competitor]** as a marketing strategist. Cover their positioning, target audience, key messaging, pricing signals, content themes, and likely acquisition channels. List 5 things they do well and 5 gaps **[my company]** could exploit.

04 Market opportunity map*USE FOR: Finding whitespace*

For the **[industry]** market in **[region]**, map the competitive landscape into a 2x2 (axes: **[axis A]** vs **[axis B]**). Place **[5 competitors]** and identify underserved quadrants where **[my company]** could win. Explain the opportunity in each gap.

05 SWOT with actions*USE FOR: Turning analysis into moves*

Run a SWOT analysis for **[company]** in the **[industry]** space. For every strength, weakness, opportunity, and threat, add one concrete marketing action we could take in the next 90 days.

06 Buyer journey stages*USE FOR: Mapping content to intent*

Map the full buyer journey for **[product]** across awareness, consideration, decision, and retention. For each stage list the buyer's questions, emotions, best channels, and 2 content assets that move them forward.

07 JTBD interview questions

USE FOR: Better customer research

Write 12 jobs-to-be-done interview questions to uncover why customers hire [product]. Focus on the struggle before purchase, alternatives they tried, and the outcome they wanted. Keep questions open and non-leading.

08 Positioning against status quo

USE FOR: Beating 'do nothing'

Our biggest competitor is inertia. Write messaging that reframes the cost of [audience] doing nothing about [problem]. Include the hidden costs, a vivid before/after, and a low-risk first step.

09 Quarterly marketing plan

USE FOR: Turning goals into a roadmap

Act as a fractional CMO. Build a one-quarter marketing plan for [company] with goal [goal] and budget [amount]. Include channel mix, monthly themes, key campaigns, owner per initiative, and 5 KPIs to track.

10 Pricing message test

USE FOR: Framing value, not cost

Suggest 5 ways to frame the price of [product] at [price] so it feels like a bargain relative to the value/outcome delivered. Use anchoring, cost-per-use, and comparison-to-alternative angles.

11 Trend brief

USE FOR: Staying ahead of the market

Give me a briefing on 5 emerging trends in [industry] marketing right now. For each: what it is, why it matters, a real example, and one way [my company] could act on it this quarter.

SECTION 02

SEO & Organic Search

12 Keyword cluster plan

USE FOR: Building topical authority

Act as an SEO strategist. For the topic **[topic]**, build 6 keyword clusters. For each cluster give one pillar keyword, 5-8 supporting long-tail keywords, and search intent (informational/commercial/transactional). Format as a table.

13 Search intent audit

USE FOR: Matching content to what Google wants

For the keyword **[keyword]**, analyze the dominant search intent and the content format Google is likely rewarding (guide, listicle, comparison, product page, tool). Recommend the ideal structure and word count.

14 SEO content brief

USE FOR: Briefing writers fast

Write an SEO content brief for an article targeting **[keyword]**. Include suggested title, meta description, H2/H3 outline, target word count, entities to mention, internal link ideas, and the search intent to satisfy.

15 Title tag + meta variations

USE FOR: Improving click-through

Write 8 title tag options (max 60 chars) and 5 meta descriptions (max 155 chars) for a page about **[topic]** targeting **[keyword]**. Make them benefit-driven and include the keyword naturally.

16 Featured snippet targeting

USE FOR: Winning position zero

For the query **[question]**, write a 40-60 word answer optimized to win the featured snippet, followed by a structured expansion (list or table) that supports it.

17 Topic gap analysis

USE FOR: Finding what to write next

Here is our current content list: **[paste]**. Compare against the topic **[topic]** and list 10 high-value subtopics we are missing, ordered by likely traffic and business value.

18 Schema markup guide

USE FOR: Technical SEO wins

Explain which schema.org structured data types **[business type]** should implement, and provide sample JSON-LD for the 3 most impactful ones for our pages.

19 Internal linking plan

USE FOR: Spreading link equity

Given these pages [list URLs/titles], propose an internal linking structure: which pages should be pillars, which are clusters, and 15 specific internal links with suggested anchor text.

20 Local SEO checklist

USE FOR: Ranking in map packs

Build a local SEO action checklist for [business] serving [city]. Cover Google Business Profile, citations, reviews, local keywords, landing pages, and on-page signals. Prioritize by impact.

21 Content refresh audit

USE FOR: Reviving decaying posts

This article is losing rankings: [paste or summarize]. Suggest a refresh plan: outdated sections to update, new subtopics to add, keywords to target, and on-page fixes.

22 FAQ generator

USE FOR: Capturing long-tail queries

Generate 12 frequently asked questions (with concise 2-3 sentence answers) that [audience] searches about [topic]. Optimize wording for voice search and FAQ schema.

SECTION 03

Content Marketing

23 Content pillar plan

USE FOR: A quarter of content in minutes

Act as a content strategist. Create 4 content pillars for **[brand]** targeting **[audience]**. Under each pillar list 6 content ideas across formats (blog, video, carousel, lead magnet). Tie each idea to a funnel stage.

24 Blog outline

USE FOR: Structured drafts fast

Write a detailed blog outline for the title **[title]**, targeting **[audience]** searching **[keyword]**. Include a hook intro angle, 5-7 H2 sections with bullet points under each, and a CTA. Keep it skimmable.

25 Repurpose one asset

USE FOR: 10x your output

Take this **[blog/video/webinar]**: **[paste or summarize]**. Repurpose it into: 1 LinkedIn post, 1 Twitter/X thread, 3 Instagram carousel slides scripts, 1 short-form video hook + script, and 1 email. Keep the core message consistent.

26 Lead magnet ideas

USE FOR: Growing the email list

Suggest 8 lead magnet ideas for **[audience]** interested in **[topic]**. For each: the title, the format, the specific pain it solves, and why someone would trade their email for it.

27 Story-driven case study

USE FOR: Proof that persuades

Turn these results into a case study: client **[name]**, problem **[problem]**, what we did **[actions]**, results **[numbers]**. Use a Before-After-Bridge structure with a quote, and keep it under 500 words.

28 Content calendar

USE FOR: Staying consistent

Build a 4-week content calendar for **[brand]** posting on **[channels]**. Include date, channel, format, topic/hook, and CTA for each post. Balance educational, promotional, and engagement content 3:1:1.

29 Hook bank

USE FOR: Never open weak again

Write 15 scroll-stopping opening hooks for content about **[topic]** aimed at **[audience]**. Mix curiosity, contrarian, statistic, question, and story hooks.

30 Explainer script

USE FOR: Making complex simple

Explain **[complex topic]** to **[audience]** as a 60-second script. Use one central analogy, plain language, and end with why it matters to them. No jargon.

31 Comparison article

USE FOR: Capturing bottom-funnel traffic

Write an outline for a fair **[Option A]** vs **[Option B]** comparison article for buyers evaluating **[category]**. Include a comparison table of criteria, who each is best for, and an honest recommendation.

32 Newsletter edition

USE FOR: Consistent value in the inbox

Draft a newsletter edition for **[brand]** with a compelling subject line, a personal intro, one main insight about **[topic]** with a takeaway, a curated link section, and a soft CTA.

33 Content angle multiplier

USE FOR: Beating idea fatigue

Give me 10 distinct angles to write about **[single topic]** so the content never feels repetitive. For each angle, provide a working title and the specific reader it speaks to.

SECTION 04

Copywriting & Messaging

34 Homepage hero copy*USE FOR: First impression that converts*

Write 5 homepage hero variations for **[company]** that sells **[product]** to **[audience]**. Each needs a headline (clarity over cleverness), a supporting subhead, and a CTA. Lead with the outcome, not features.

35 Value proposition*USE FOR: One line that sells*

Write 6 value proposition statements for **[product]** using the format: We help **[audience]** achieve **[outcome]** by **[mechanism]**, without **[pain]**. Make each sharp and specific.

36 Feature-to-benefit*USE FOR: Selling outcomes*

Convert these features into benefits that matter to **[audience]**: **[list features]**. For each, use the 'which means...' bridge and end on the emotional payoff.

37 Sales page (long form)*USE FOR: Structured persuasion*

Draft a long-form sales page for **[product]** at **[price]** targeting **[audience]**. Use: hook, problem agitation, solution intro, benefits, proof/testimonials placeholders, offer, objection handling, guarantee, and CTA.

38 AIDA short copy*USE FOR: Fast promo blocks*

Write 3 short promotional blocks for **[product]** using the AIDA framework (Attention, Interest, Desire, Action). Keep each under 80 words for use in ads or emails.

39 Objection-crushing copy*USE FOR: Removing purchase friction*

List the top 6 objections **[audience]** has before buying **[product]**, and write a one-paragraph rebuttal for each that reframes the objection without being defensive.

40 Tagline options*USE FOR: Memorable brand line*

Generate 12 tagline options for **[brand]** that captures **[core promise]**. Mix bold, playful, and premium tones. Keep each under 6 words.

41 Microcopy polish

USE FOR: UX that guides

Rewrite this UI/microcopy to be clearer, warmer, and action-oriented for [audience]: [paste buttons/labels/errors]. Provide before/after for each.

42 Brand voice guide

USE FOR: Consistent tone everywhere

Based on this sample content [paste], define [brand]'s voice: 3 personality traits, tone dos and don'ts, vocabulary to use and avoid, and 2 rewritten examples showing the voice in action.

43 Power-word rewrite

USE FOR: Punchier copy

Rewrite this flat copy to be more vivid and persuasive without exaggeration or hype: [paste]. Keep it honest and specific; show the improved version.

44 Testimonial rewrite

USE FOR: Sharper social proof

Turn this raw customer feedback into a punchy, credible testimonial without changing the meaning or inventing claims: [paste]. Add a one-line result headline on top.

SECTION 05

Paid Ads - Meta & Google

45 Meta ad concepts

USE FOR: Fresh creative angles

Act as a performance creative strategist. Generate 5 Meta ad concepts for **[product]** targeting **[audience]**. For each: the angle, the hook, primary text (max 125 chars visible), headline, and the visual/video idea.

46 Ad copy variations

USE FOR: Feeding the algorithm

Write 8 primary text variations for a Meta ad promoting **[offer]** to **[audience]**. Vary the angle: pain-led, benefit-led, social proof, curiosity, and urgency. Keep each punchy with a clear CTA.

47 Google search RSA

USE FOR: Maxing Ad Strength

Write a Responsive Search Ad for **[product]** targeting keyword theme **[keyword]**. Provide 15 headlines (max 30 chars each) and 4 descriptions (max 90 chars each). Include benefits, the offer, and CTAs; pin none.

48 Audience targeting ideas

USE FOR: Finding the right people

Suggest detailed Meta targeting options for **[product]**: interests, behaviors, and demographics for **[audience]**, plus 3 lookalike/custom audience ideas and 2 audiences to exclude.

49 UGC ad script

USE FOR: Native-feeling video

Write a 30-second UGC-style video ad script for **[product]** aimed at **[audience]**. Include the first-3-second hook, the problem, the product reveal, proof, and CTA. Make it sound like a real person, not an ad.

50 Landing page match

USE FOR: Improving Quality Score / conversion

The ad says **[ad promise]** and sends traffic to this page **[describe/paste]**. Identify message-match gaps and rewrite the landing page hero + first section to match the ad and lift conversions.

51 Ad account diagnosis

USE FOR: Finding what's dragging results

Given these campaign metrics **[paste CTR, CPC, CPM, CVR, ROAS, spend]**, diagnose the most likely problems and prioritize 5 fixes. Distinguish creative, targeting, offer, and landing-page issues.

52 Offer angles

USE FOR: Making the deal irresistible

Brainstorm 8 offer angles for [product] to lift ad conversion: bonuses, guarantees, urgency, bundles, tiered pricing, and risk reversal. Note which suits cold vs warm traffic.

53 Retargeting sequence

USE FOR: Closing warm traffic

Design a 3-stage retargeting ad sequence for people who [visited page / added to cart / watched video] but didn't buy [product]. Give the message and CTA for each stage.

54 Creative testing plan

USE FOR: Structured iteration

Build a 2-week creative testing plan for [product] on [platform] with budget [amount]. Define the variables to test (hook, format, angle), success metric, and how to read the results.

55 Ad compliance check

USE FOR: Avoiding disapprovals

Review this ad copy for [platform] policy risks (health/finance/personal-attribute claims, unrealistic promises, restricted words): [paste]. Flag issues and suggest compliant rewrites.

56 Budget allocation

USE FOR: Spending where it works

I have [budget] across [campaigns] with these results [paste]. Recommend how to reallocate spend using the 70/20/10 rule and note which campaigns to scale, hold, or kill.

SECTION 06

Social Media & Community

57 30-day content plan*USE FOR: A month of posts*

Create a 30-day social content plan for **[brand]** on **[platform]** targeting **[audience]**. For each post: the hook, format, caption angle, and CTA. Balance educate, entertain, inspire, and promote.

58 LinkedIn post*USE FOR: Thought leadership that lands*

Write a LinkedIn post for **[role/founder]** about **[topic/insight]**. Open with a strong first line, use short punchy paragraphs, share a specific lesson or story, and end with a question to drive comments.

59 Instagram carousel*USE FOR: Save-worthy content*

Script a 7-slide Instagram carousel teaching **[topic]** to **[audience]**. Slide 1 = hook, slides 2-6 = one point each with a micro-headline, slide 7 = recap + CTA. Add a caption.

60 Short-form video hooks*USE FOR: Stopping the scroll*

Write 12 first-3-second hooks for short-form videos (Reels/TikTok/Shorts) about **[topic]** for **[audience]**. Make them curiosity- or tension-driven.

61 Caption + hashtags*USE FOR: Reach and engagement*

Write an engaging caption for a **[platform]** post about **[topic]**, with a hook first line, value in the middle, and a comment-driving CTA. Add 15 relevant hashtags grouped by size (broad/niche/branded).

62 Content series idea*USE FOR: Recognizable formats*

Design 3 repeatable content series concepts for **[brand]** on **[platform]** (e.g., a weekly tip, a myth-buster, a behind-the-scenes). For each: the format, cadence, and 5 example episodes.

63 Engagement replies*USE FOR: Community that sticks*

Write 10 on-brand reply templates for common comments on **[brand]**'s posts (praise, questions, objections, trolls). Keep the tone **[tone]** and always add value or warmth.

64 Trend adaptation

USE FOR: Riding trends on-brand

Here is a current trend/format: **[describe]**. Suggest 5 ways **[brand]** in **[industry]** can adapt it authentically without looking forced. Give the concept and caption for each.

65 Poll & question ideas

USE FOR: Sparking interaction

Generate 15 interactive story/post ideas (polls, this-or-that, questions, quizzes) for **[brand]** to boost engagement and learn about **[audience]**.

66 Bio optimization

USE FOR: A profile that converts

Write 5 optimized **[platform]** bio options for **[brand/person]** that state who they help, the outcome, credibility, and a CTA. Respect the character limit.

67 Community launch plan

USE FOR: Building an owned audience

Outline a plan to launch a **[Facebook group / Discord / Slack]** community for **[audience]** around **[topic]**. Cover the promise, naming, onboarding, content rituals, and first-30-day growth tactics.

SECTION 07

Email & Automation

68 Welcome sequence

USE FOR: Turning subscribers into fans

Write a 5-email welcome sequence for new subscribers of **[brand]** who signed up for **[lead magnet]**. For each email: goal, subject line, and body outline. Move from welcome to value to soft pitch.

69 Subject line bank

USE FOR: Getting opens

Write 15 subject lines for an email about **[topic/offer]** to **[audience]**. Mix curiosity, benefit, urgency, and personal styles. Note which are best for open rate vs relevance.

70 Abandoned cart flow

USE FOR: Recovering lost sales

Write a 3-email abandoned cart sequence for **[product]** at **[price]**. Email 1 reminder, email 2 objection handling + social proof, email 3 urgency/incentive. Include subject lines.

71 Nurture email

USE FOR: Staying top of mind

Write a value-first nurture email for **[audience]** about **[topic]** that teaches something useful, ties back to **[product]** naturally, and ends with a low-pressure CTA.

72 Re-engagement campaign

USE FOR: Winning back dormant lists

Write a 3-email win-back sequence for subscribers who haven't opened in 90 days. Use a pattern interrupt, a value reminder, and a clear 'stay or go' final email.

73 Promo email

USE FOR: Driving a launch/sale

Write a promotional email for **[offer]** ending **[date]** to **[audience]**. Include a compelling subject, urgency, the core benefit, objection handling, and a single strong CTA.

74 Sales email (cold-ish)

USE FOR: Booking meetings

Write a short outbound email to **[role]** at **[company type]** offering **[service]**. Personalize the opener, lead with a relevant problem, keep it under 120 words, and end with a soft, specific ask.

75 Segmentation plan

USE FOR: Right message, right person

Suggest a segmentation strategy for [brand]'s email list based on [available data]. Define 5 segments and the type of message each should receive.

76 A/B test ideas

USE FOR: Systematic email lift

List 10 high-impact A/B tests for [brand]'s email program, covering subject lines, send times, CTAs, layout, and personalization. For each, state the hypothesis and metric.

77 Automation map

USE FOR: Emails that run themselves

Map the key lifecycle email automations [business type] should have (welcome, nurture, cart, post-purchase, review, win-back). For each: the trigger, goal, and number of emails.

78 Plain-text vs designed

USE FOR: Boosting deliverability

Rewrite this designed promo email as a plain-text, personal-style email that feels like a 1:1 note while keeping the offer and CTA: [paste].

SECTION 08

Analytics, CRO & Reporting

79 KPI framework*USE FOR: Measuring what matters*

Act as a marketing analyst. Define the KPI framework for [business] with goal [goal]. Separate north-star metric, channel KPIs, and leading vs lagging indicators. Explain what each tells us.

80 Report narrative*USE FOR: Explaining the numbers*

Turn this data into a clear monthly report summary for [stakeholder]: [paste metrics]. Cover what happened, why, what we're doing next, and 3 recommendations. Keep it non-technical.

81 Funnel diagnosis*USE FOR: Finding the leak*

Here is our funnel: [traffic -> leads -> trials -> sales with numbers]. Calculate conversion rates at each step, identify the biggest leak, and suggest 3 experiments to fix it.

82 CRO hypothesis*USE FOR: Structured testing*

Write 6 CRO test hypotheses for [page type] with goal [conversion]. Use the format: Because we observed [data/insight], we believe changing [element] will cause [outcome], measured by [metric].

83 Landing page audit*USE FOR: Lifting conversion rate*

Audit this landing page for conversion: [paste or describe]. Evaluate clarity, message match, trust, friction, CTA, and mobile. List issues by impact with a specific fix for each.

84 A/B test readout*USE FOR: Deciding with confidence*

I ran a test: variant A [numbers], variant B [numbers]. Tell me whether the result is likely significant, what it means, and whether to ship, iterate, or retest. Note sample-size caveats.

85 Attribution explainer*USE FOR: Understanding what drives sales*

Explain the pros and cons of last-click, first-click, and data-driven attribution for [business], and recommend which model to use and why given our sales cycle of [length].

86 Dashboard spec

USE FOR: The metrics that matter

Design a one-screen marketing dashboard for [role] at [company]. List the exact metrics, the recommended visualization for each, the time comparison, and how often to review.

87 Cohort insight

USE FOR: Retention that reveals truth

Given this cohort/retention data [paste], summarize what it says about product-market fit and customer value, and suggest 3 marketing actions it implies.

88 Budget ROI model

USE FOR: Justifying spend

Build a simple ROI model for spending [amount] on [channel], given CPC/CPL [x], conversion rate [y], and average order value [z]. Show projected leads, sales, revenue, and ROAS.

89 Anomaly investigation

USE FOR: Explaining sudden changes

Traffic/conversions changed sharply: [describe change and dates]. Give me a prioritized checklist of likely causes (tracking, seasonality, algorithm, campaign, site) and how to confirm each.

SECTION 09

Brand, Creative & Video

90 Brand story*USE FOR: Emotional connection*

Write a compelling brand story for **[company]** founded to solve **[problem]**. Use a narrative arc: the world before, the spark, the mission, and the change we create for **[audience]**. Keep it authentic.

91 Creative brief*USE FOR: Aligning designers fast*

Write a creative brief for **[campaign/asset]** for **[brand]**. Include objective, audience, key message, tone, mandates, deliverables, and success criteria. One page.

92 Moodboard direction*USE FOR: Guiding visual identity*

Describe the visual direction for **[brand/campaign]** targeting **[audience]**: color mood, typography feel, photography/illustration style, and 3 reference vibes. Make it specific enough to brief a designer.

93 Video script (explainer)*USE FOR: Clear product storytelling*

Write a 90-second explainer video script for **[product]**. Structure: hook, problem, solution, how it works (3 steps), proof, and CTA. Include on-screen text and voiceover columns.

94 YouTube video plan*USE FOR: Content that ranks and retains*

Plan a YouTube video titled **[title]** for **[audience]**. Give 5 title options, a thumbnail concept, a 15-second hook script, a chapter outline, and the CTA. Optimize for retention.

95 Ad storyboard*USE FOR: Pre-visualizing video ads*

Storyboard a 15-second video ad for **[product]**. Break it into 5 scenes with visual description, on-screen text, and voiceover/audio for each. Front-load the hook.

96 Naming brainstorm*USE FOR: Naming products/campaigns*

Generate 20 name ideas for **[product/campaign/feature]** that conveys **[attribute]** to **[audience]**. Group into descriptive, evocative, and invented styles. Flag any that are risky or generic.

97 Image prompt (AI)

USE FOR: Briefing AI image tools

Write 3 detailed AI image generation prompts for a [ad/hero/social] visual for [brand] with [colors/style]. Include subject, composition, lighting, mood, and aspect ratio.

98 Slogan for campaign

USE FOR: A rallying line

Write 10 campaign slogan options for [campaign] promoting [message] to [audience]. Keep them short, memorable, and emotionally resonant.

99 Rebrand rationale

USE FOR: Selling the change internally

Write a clear rationale document for evolving [brand]'s identity toward [new direction]. Cover why now, what changes, what stays, and how it serves [audience] and business goals.

100 Thumbnail/hook A/B

USE FOR: Improving video CTR

Give me 6 thumbnail-text + title pairs for a video about [topic] designed to maximize click-through without clickbait. Explain the curiosity gap each uses.

SECTION 10

Agency Ops & Client Management

101 Client proposal*USE FOR: Winning the deal*

Write a marketing proposal for **[prospect]** who needs **[outcome]**. Include the problem restated, our approach, scope, timeline, deliverables, pricing tiers, and why us. Keep it confident and clear.

102 Discovery questions*USE FOR: Scoping projects right*

Write 15 discovery-call questions to ask a new **[industry]** client before proposing a marketing strategy. Cover goals, audience, past efforts, budget, constraints, and success definition.

103 Scope of work*USE FOR: Preventing scope creep*

Draft a clear scope of work for a **[service]** engagement with **[client]** at **[budget/month]**. List included deliverables, explicit exclusions, revision limits, timelines, and client responsibilities.

104 Client update email*USE FOR: Keeping clients confident*

Write a monthly client update email summarizing **[results]**, what we did, what's next, and any asks. Lead with wins, be honest about misses, and keep the tone **[tone]**.

105 SOW change request*USE FOR: Handling extra work professionally*

The client asked for **[out-of-scope request]**. Write a polite, firm message acknowledging it, explaining it's outside current scope, and proposing options (add-on cost or reprioritize).

106 Onboarding checklist*USE FOR: Starting engagements smoothly*

Create a new-client onboarding checklist for a **[service]** engagement: access needed, assets to collect, kickoff agenda, tools setup, and first-30-day milestones.

107 Case study interview*USE FOR: Extracting proof from clients*

Write 10 questions to interview a happy client for a case study about **[result]**. Draw out the before-state, the turning point, the process, and the measurable outcome in their words.

108 Pricing conversation

USE FOR: Defending your rates

Coach me through responding when a client says '[objection about price]' for a [service] priced at [amount].
Give a calm reframe that anchors on value and outcomes, plus 2 fallback options.

109 Retainer pitch

USE FOR: Turning projects into recurring revenue

Write a pitch to convert [client] from a one-off project into a monthly retainer. Explain the compounding benefits, what the retainer covers, and 2 pricing options.

110 Team SOP

USE FOR: Systematizing delivery

Write a step-by-step standard operating procedure for [recurring task, e.g. launching a Meta campaign] that a junior team member could follow, including checks and common mistakes to avoid.

111 Difficult client email

USE FOR: Protecting the relationship

Help me respond to an unhappy client who said [complaint]. Write an empathetic, accountable reply that acknowledges the concern, states what we'll do, and resets expectations without groveling.

Let's grow it together.

You have the prompts. If you'd rather have a team run the campaigns, build the funnels, and report the results — that's us.

The Quantum Digital: affordable, performance-driven marketing for startups and small businesses. Websites, SEO, Meta & Google Ads, and video that actually move the numbers.

GET IN TOUCH

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