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FREE LEAD MAGNET · APS

# 50 AI prompts that replace busywork in marketing

Copy-ready prompts for content, email, SEO, ads, research, analytics, and planning— rewritten for teams who want skill and judgment, not another unused AI license.

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**AIRBORNE Patriot Solutions, LLC**

AI enablement training · Tampa, FL

888-878-2118 · [info@airbornepatriotsolutions.com](mailto:info@airbornepatriotsolutions.com)

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## Why this pack exists

Most teams already have ChatGPT, Claude, Gemini, or Copilot. Few get consistent marketing value from them. The gap usually isn't another tool—it's vague asks, missing context, and no habit of editing the output. These 50 prompts are structured starting points: replace the bracketed fields, paste real source material, then treat the first answer as a draft.

**Position:** these are templates for briefing AI like a sharp intern—not unlock codes for the newest model. Clear briefs travel well across tools; magic phrases do not.

This pack is owned and refined by **AIRBORNE Patriot Solutions, LLC (APS)**. It is educational material for marketers and operators who want practical AI enablement—confident use with judgment—not hype.

## How to use these prompts

1. **Find the job.** Sections cover content, ads, SEO, research, email, analytics, and strategy.
2. **Fill the brackets.** Specific inputs beat clever wording. Paste real copy, metrics, and reviews when you have them.
3. **Tools & live data.** If your assistant can browse the web or use SEO/ad tools, say which tools are connected; otherwise paste the data or excerpts yourself.
4. **Read the tip.** One follow-up often doubles usefulness.
5. **Edit like a professional.** Verify numbers, names, and claims. You own what ships.

## When NOT to use these

- Legal, medical, or compliance claims without qualified experts reviewing the output.
- Invented testimonials, awards, or metrics—never fabricate social proof.
- Live ad bidding or spend decisions without a human review before money moves.
- Anything your company policy forbids pasting into AI tools.

## How to get better results

**Treat AI like an untrained intern or a day-one new graduate.** Smart, fast, and willing—but not mind readers. Break work into clear asks you'd give someone on their first week: goal, audience, constraints, examples, and what "done" looks like. Don't hand them a vague "make us a campaign" and expect senior judgment on the first try.

**Voice input is welcome.** Speaking often flows better than typing. Ums, stutters, and half-sentences are fine—most tools clean that up. Talk through the brief the way you'd explain it to a new hire at the desk next to you, then tighten once in text if needed.

Start a fresh chat when the topic changes. Keep sensitive customer, employee, or unpublished data out of tools that aren't approved for it. When stakes are high, use AI earlier in reversible drafts—not as the final say.

### PROMPTS 1-10

## Content creation

Outlines, drafts, calendars, and repurposing—so you start from structure, not a blank page.

### 01 Structured blog outline

Build a detailed content outline for [industry/niche] for a blog post on "[topic]" for [audience description]. Deliver: (1) one working headline plus two alternates, (2) a short hook paragraph that states the problem without hype, (3) 5–7 H2 sections with 2–3 bullet points of substance under each, (4) a closing with a clear next step for the reader, (5) three internal-link opportunities (describe the target pages if URLs are unknown). Tone: [professional / conversational / plain-spoken]. Flag any claims that would need a source as [NEEDS SOURCE].

**What it does:** Gives you a handoff-ready outline in minutes instead of staring at a blank doc.

**Tip:** Paste one strong competitor article (or notes from it) and ask: Keep our angle distinct; fill gaps they missed.

## 02 Two-week social calendar

Create a 14-day social calendar for [brand/company] aimed at [audience]. Platforms: [list]. Content pillars: [pillar 1], [pillar 2], [pillar 3]. For each post include: platform, format (text / carousel / short video / poll), full caption, 3–5 hashtags only if they earn their place, and a suggested publish window. Mix educational / human / promotional at roughly 60 / 30 / 10. Avoid inventing fake metrics or awards.

**What it does:** Replaces hours of calendar planning with a schedule you can edit and load into a scheduler.

**Tip:** Add: Include one timely or news-adjacent angle per week—and label it so we can fact-check before posting.

## 03 Headline options with scoring

Generate 15 headline options for a [blog post / landing page / email] about [topic] for [audience]. Use a mix of how-to, numbered list, question, curiosity, and direct-benefit patterns. For each: score click appeal 1–10 and give a one-line rationale. Mark three you'd A/B test first. No clickbait that overpromises what the piece can't deliver.

**What it does:** Produces a scored shortlist so you pick with criteria, not vibes alone.

**Tip:** Follow up: Combine the best traits of the top three into one headline that still matches the actual content.

## 04 One-to-many repurposing

Here is source material about [topic]:  
[paste full draft, transcript, or notes]

Repurpose into: (1) three LinkedIn posts with distinct hooks, (2) a 7-post X/Twitter thread, (3) two Instagram carousel outlines (slide-by-slide text), (4) one email newsletter summary, (5) five pull-quote lines for graphics, (6) one under-60-second short-form video script. Keep the original insights; adapt length and tone per channel. Do not invent stats.

**What it does:** Turns one asset into a multi-channel set without rewriting from scratch.

**Tip:** Always paste the real source. Descriptions alone produce generic fluff.

## 05 First-draft article from outline

Write a 1,000–1,400 word draft from this outline:  
[paste outline]

Reader: [persona]. Voice: [tone]. Prefer short paragraphs (2–3 sentences). Open with a concrete tension or question. Include at least two specific data points—cite a source or mark [NEEDS SOURCE]. End with a clear call to [desired action]. Define jargon on first use. After the draft, list assumptions you made that a human editor must verify.

**What it does:** Gets you to an editable first draft fast—still expects your edit pass.

**Tip:** Next message: Tighten the intro; cut any sentence that doesn't add new information.

## 06 Case study from real facts

Draft a case study from these facts only—do not invent results:

Client/context: [name or industry]

Challenge: [problem]

What we did: [solution steps]

Results: [metrics or qualitative outcomes—use ranges if exacts are unknown]

Structure: (1) headline led by the strongest real result, (2) challenge (make the pain concrete), (3) approach in steps, (4) results with numbers first, (5) optional placeholder for a client quote labeled [QUOTE TO CONFIRM], (6) closing CTA. Keep under 800 words.

**What it does:** Shapes raw project notes into a publishable case study skeleton.

**Tip:** If metrics are soft, say so. Honest ranges beat fake precision.

## 07 Content gap shortlist

I work as [role] at [company] in [industry]. Recent topics we've covered: [list 5–10]. Main competitors: [name 2–3]. Suggest: (1) eight high-value topics we under-cover relative to peers, (2) four emerging angles almost nobody owns yet, (3) two pillar pieces that could support a cluster. For each: why it matters, likely search intent, and a rough business-impact note (leads vs. vanity traffic). Label speculative items clearly.

**What it does:** Prioritizes content opportunities without a full day of competitive browsing.

**Tip:** Follow with: Rank by ability to drive qualified leads; sketch a 90-day roadmap from the top eight.

## 08 Tone and audience rewrite

Rewrite the following from a [current tone] voice into a [target tone] voice for [audience]. Keep every factual claim intact; only change style, pacing, and word choice. Sound like a [trusted advisor / peer / plain-speaking expert]. After the rewrite, note any phrases that still feel off-brand.

[paste content]

**What it does:** Adapts existing copy for a new channel or audience without a full rewrite.

**Tip:** Give a short style sample: Match the cadence of this paragraph: [paste 3–4 sentences].

## 09 Short-form video script

Write a [length, e.g. 60–90 second] spoken script about [topic] for [platform]. Audience: [who]. Structure: hook (first 3 seconds), problem, key insight, one proof or example, closing ask. Include [VISUAL] cues in brackets. Conversational language. No invented statistics; use [NEEDS SOURCE] where a number would help.

**What it does:** Produces a shootable short-form script with visual notes.

**Tip:** Specify: Hook must challenge a common belief or open a knowledge gap—without clickbait.

## 10 Writer brief that travels

Create a freelance writer brief. Topic: "[topic]". Primary keyword: [keyword]. Target length: [words]. Include: working title + 3 alternates; audience and awareness level; search intent; required H2/H3 map; must-cover points; 3 competitor pieces to skim (titles/URLs if known); internal links: [URLs or page names]; desired reader action; tone notes; SEO must-haves; and a "do not invent" reminder for stats and quotes.

**What it does:** Standardizes briefs so freelancers (or AI drafts) stay aligned.

**Tip:** Save a strong brief as a template; next time say same format, new topic: ...

## PROMPTS 11–18

# Ads & landing pages

Variations, hooks, and page copy you can test—then verify claims and numbers before you spend.

## 11 Paid social ad variations

Write five Meta (Facebook/Instagram) ad variations for [offer]. Audience: [demographics, interests, pains]. For each: primary text (hook in line one; keep scannable), headline ( $\leq 40$  characters), description ( $\leq 30$ ), and CTA button suggestion. Angles: pain, proof, curiosity, benefit, urgency—without false scarcity. Flag claims that need substantiation.

**What it does:** Hands you a five-angle test set ready to refine before budget goes live.

**Tip:** Ask: Which variation would you expect highest CTR and why—then stress-test that guess.

## 12 Landing page copy scaffold

Draft landing page copy for [offer] aimed at [persona]. Price/offer: [details]. Goal: [signup / purchase / demo]. Sections: benefit-led hero (headline + subhead), problem, solution, 5–7 benefit bullets (verb-led), social proof placeholders labeled [TESTIMONIAL TO CONFIRM], FAQ for four real objections, final CTA. Do not invent customer quotes or metrics.

**What it does:** Produces a full page draft you can swap in real proof and polish.

**Tip:** Paste a past high-converting page and ask it to reuse principles—not copy—for the new offer.

## 13 Google Search ad set

Create five Google Search RSA-style variations for keyword "[keyword]". Business: [one-line description]. Landing URL: [URL or path]. For each variation provide three headlines ( $\leq 30$  chars) and two descriptions ( $\leq 90$ ), hitting different angles: feature, benefit, proof, urgency, question. Include the keyword naturally where it fits. Also suggest five negative-keyword ideas to reduce wasted spend.

**What it does:** Speeds ad-group creative while respecting character limits.

**Tip:** After upload, feed actual search-term reports back in and ask what to tighten.

## 14 A/B test hypothesis stack

I'm running [channel] for [offer]. Current metrics: [CTR, CVR, CPA, etc.]. Current creative/copy: "[paste]". Propose five A/B hypotheses ranked by expected impact. For each: what to change and why, the new copy or layout note, expected metric movement, and the behavioral principle. Keep tests isolatable (one primary change each).

**What it does:** Turns performance data into a prioritized test backlog.

**Tip:** After results: Given this outcome, what should we test next?—build a learning loop.

## 15 Hook library for scroll-stoppers

Generate 12 short ad hooks (1–2 sentences) for [offer] targeting [audience] on [platform]. Include at least one of each: surprising data (mark [NEEDS SOURCE] if invented), confession, direct challenge, before/after contrast, "stop doing X," specific result. Label the pattern used. Avoid misleading claims.

**What it does:** Builds a rotatable hook bank for creative testing.

**Tip:** Save winners and ask: Ten more in the same pattern as: [paste].

## 16 Landing headline alternatives

Current headline: "[paste]". Approx conversion: [X% or unknown]. Audience: [who]. Offer: [what they get]. Give 10 alternatives using frameworks like PAS, 4U, before/after/bridge, "how to ... without ...," and specific-number + promise (only if we can defend the number). For each, name the trigger and risk of overclaim.

**What it does:** Expands headline options with reasoning you can debate in review.

**Tip:** Test top three; don't ship ten at once.

## 17 Retargeting sequence (3 steps)

Design a three-step retargeting sequence for [offer]. Audience saw [page type] but didn't convert. For each step: timing, angle, primary text, headline, visual concept, and exclusion notes. Step 1: main objection. Step 2: proof. Step 3: time-bound reason that is truthful (no fake countdown). Optional: one win-back ad for 30+ day dormant visitors.

**What it does:** Replaces a single generic retargeting ad with a sequenced story.

**Tip:** Feed real FAQ objections so step 1 isn't guesswork.

## 18 CTA and microcopy polish

Optimize the CTA on my [page / email / ad]. Current button: "[text]". Offer: [describe]. Audience: [who]. Likely hesitation: [objection]. Provide 10 button alternatives and 5 supporting microcopy lines near the button. Note the principle behind each. Also list CTA patterns to avoid and why.

**What it does:** Upgrades generic buttons into clearer, lower-friction asks.

**Tip:** Best CTAs finish the user's sentence "I want to..."—test first- vs second-person.

### PROMPTS 19–25

## SEO & discoverability

Clusters, metas, audits, and refresh plans. Treat AI suggestions as hypotheses—confirm with your tools.

## 19 Keyword cluster from a seed

Primary keyword: "[seed]" for a [site type] in [industry]. Build a cluster: 5–7 supporting long-tails, 5 related questions, 3 comparison queries, 3 commercial-intent variants, and a suggested content type per keyword. Group by intent (informational / commercial / transactional). Mark anything that needs volume validation in [your SEO tool].

**What it does:** Turns one seed into a structured topic map—still verify volumes yourself.

**Tip:** Run for your top five seeds to sketch a quarter of SEO content.

## 20 Meta description set

Write five meta descriptions for a page on [brief] targeting "[keyword]". Each must be ~150–160 characters, include the keyword naturally, state a real value, and end with a soft CTA or curiosity hook. Vary angles (benefit, question, how-to, proof, urgency). Show character counts. No fake awards or rankings.

**What it does:** Produces CTR-minded metas with length discipline.

**Tip:** Ask which you'd expect highest SERP CTR and why—then pick with your brand voice in mind.

## 21 On-page SEO review

Audit this page for on-page SEO. Target keyword: "[keyword]". Content: [paste]

Cover: title/H1 alignment, heading structure, keyword placement without stuffing, internal link opportunities, thin or redundant sections, readability, and a prioritized fix list (high / medium / low). Distinguish must-fix from nice-to-have.

**What it does:** Gives an actionable on-page punch list for editors.

**Tip:** Start with pages ranking positions ~4–15; small wins often matter most.

## 22 FAQ + schema-ready answers

For the topic "[topic]" / keyword "[keyword]", draft 6–8 FAQs with concise answers (40–60 words each) suitable for an FAQ section. Then provide JSON-LD FAQPage schema using those Q&As. Base answers on provided facts when I paste them; otherwise mark uncertain answers [VERIFY].

**What it does:** Creates user-facing FAQs and matching structured data draft.

**Tip:** Paste People Also Ask questions from search for grounding.

## 23 Internal linking plan

Suggest an internal linking plan. New or focus page: [title/URL and summary]. Existing related pages: [list titles/URLs]. Recommend: links from hub pages, contextual anchor suggestions (natural language), and any orphan risks. Prioritize relevance over volume.

**What it does:** Strengthens topical connections without spammy anchors.

**Tip:** Re-run whenever you publish; linking is a habit, not a one-off.

## 24 Content refresh plan

This URL/page once performed but now lags: [title], current rank/traffic notes: [data], original publish date: [date]. Paste current content or outline: [paste]. Propose a refresh: what to update, what to cut, new sections, outdated claims to verify, and a republish checklist (title, metas, internals, visuals).

**What it does:** Turns decaying posts into a concrete refresh project.

**Tip:** Prioritize near-page-one URLs; don't boil the ocean.

## 25 Featured-snippet shapes

Query we're targeting for a snippet: "[query]". Page section that answers it: [paste]. Rewrite that answer three ways: (1) tight paragraph (40–60 words), (2) numbered steps, (3) compact bullet list. Keep accuracy; don't invent facts. Suggest which H2 should sit above it.

**What it does:** Formats answers for snippet-friendly clarity.

**Tip:** Place the best format directly under the matching H2.

### PROMPTS 26–33

## Research & competitive intel

Competitor scans, voice-of-customer mining, personas, and planning aids grounded in material you paste in.

## 26 Competitor brief

Using only what I provide (and clearly labeling inference), analyze competitor [name]. Materials: [paste homepage/pricing/about excerpts]

Cover: positioning, offer/pricing signals, content themes, likely audience, strengths, weaknesses, three practices worth adapting, and one gap we could own. Separate facts from guesses.

**What it does:** Structures competitive notes into a usable brief.

**Tip:** Paste real page copy—URLs alone often aren't enough in the chat tool.

## 27 Voice-of-customer from reviews

Analyze these reviews for [product or competitor]:  
[paste 10–20 reviews]

Extract: top loves (with quotes), top frustrations (with quotes), repeated emotional language, unmet needs, likely #1 buy reason, likely #1 hesitation. Then draft three marketing lines that use customers' own wording—not corporate speak.

**What it does:** Converts reviews into language you can use in copy and ads.

**Tip:** Competitor reviews reveal objections you can address honestly.

## 28 Buyer persona (evidence-based)

Build a buyer persona for [offer] in [industry] at [price point]. Use these inputs if provided: [notes/ interviews]. Include: role and context, goals, fears, day-in-the-life sketch, top pains we solve, content habits, buying committee, objections, and one sentence they'd use to describe the problem to a colleague. Label invented demographic filler as [ASSUMED].

**What it does:** Creates a persona you can actually brief writers with.

**Tip:** Make 2–3 personas, then ask which is most reachable given your channels.

## 29 Market-sizing sketch

Sketch TAM / SAM / SOM for [offer] targeting [audience] in [geography]. Show calculation logic, key assumptions, and what is estimate vs. cited. Include 2–3 comparables if known. End with: Do not use for investor claims until human-validated against primary sources.

**What it does:** Frames market size as a transparent model—not a fake precise number.

**Tip:** Cross-check every major assumption with at least one real source.

## 30 Trend radar (12 months)

List up to eight trends in [industry] likely to affect marketing in the next 12 months. For each: one-line definition, why marketers should care, adoption stage, one practical action, and an example company if known. Rank by urgency. Mark speculative items.

**What it does:** Produces a compact trend brief for planning conversations.

**Tip:** Re-run quarterly; recurring themes deserve budget, one-offs may not.

## 31 Customer survey design

Design a short survey to learn [goal, e.g. churn reasons / feature priorities / acquisition paths]. Audience: [who]. Provide 8–10 questions (mix types), logical order, what each question teaches, intro/outro copy, and a light incentive idea. Keep completion under ~5 minutes. Cut vanity questions.

**What it does:** Builds a survey that respects respondents' time.

**Tip:** Every extra question costs completion—defend each one.

### 32 SWOT with action matrix

SWOT for [company/product] in [market]. Context: [situation]. For each quadrant give specific items (not generic), brief reasoning, and priority. Then a 2×2 action matrix: leverage, defend, improve, monitor. Prefer decisions over laundry lists.

**What it does:** Moves SWOT from brainstorm to next actions.

**Tip:** The matrix is the deliverable; the lists are inputs.

### 33 Pricing options to pressure-test

Help explore pricing for [offer]. Current price: [or unset]. Audience: [who]. Competitor price signals: [list]. Differentiator: [what]. Suggest 2–3 models with pros/cons, a candidate price band with rationale, relevant psychology tactics (used ethically), optional tier sketch, and how to test without burning trust. Remind that final pricing needs human/commercial approval.

**What it does:** Frames pricing choices for discussion—not automatic decisions.

**Tip:** Validate with real buyers before locking public prices.

#### PROMPTS 34–40

## Email marketing

Subject lines, sequences, newsletters, and list hygiene—with room for human judgment on tone and offers.

### 34 Subject line shortlist

Generate 10 subject lines for an email about [topic/offer] to [audience], goal [goal]. Mix curiosity, numbered, conversational, urgency (truthful), and benefit. Keep most under ~50 characters. Predict open likelihood (low/med/high) with a one-line why. Mark your top three. No spammy all-caps or fake Re:/Fwd:.

**What it does:** Gives testable subject variety with light quality notes.

**Tip:** A/B your top two on a slice of the list before full send.

### 35 Welcome sequence (5 emails)

Draft a five-email welcome sequence for people who signed up for [lead magnet]. End goal: [purchase / call / trial]. For each email: send day, subject + alt, preview text, body (<300 words), CTA, and role in the sequence. Tone: [tone]. Email 1 delivers the promised value—no hard sell. Later emails may invite next steps.

**What it does:** Builds a trust-first onboarding arc toward a clear goal.

**Tip:** Lead with usefulness; earn the pitch.

### 36 Newsletter month plan

Plan four newsletter issues for [brand]. Cadence: [frequency]. Audience: [who]. Pillars: [1], [2], [3]. Per issue: theme, subject, 3–4 section ideas, one curated resource, and CTA. Balance teach / human / promote. Include one personal or behind-the-scenes note across the month.

**What it does:** Removes the weekly blank-page problem for newsletters.

**Tip:** Personality compounds; pure promo fatigues lists.

### 37 Re-engagement sequence

Write a three-email re-engagement sequence for subscribers inactive [e.g. 90 days]. Email 1: we noticed. Email 2: what you've missed (best recent value). Email 3: last chance + easy preference/unsubscribe. Keep bodies short. Include a sunset policy recommendation for non-responders.

**What it does:** Either revives interest or cleans the list—both help deliverability.

**Tip:** Actually remove non-engagers; vanity list size isn't a KPI.

### 38 Abandonment / incomplete-checkout sequence

Create a three-email sequence for abandoned [cart / signup / demo booking] for [offer] at [price]. Include timing, subjects (+ alt), body, psychological approach, and whether a discount is appropriate (protect margin). Escalate gently: reminder → proof → truthful urgency. Say when to stop messaging.

**What it does:** Designs a recovery path that doesn't feel like harassment.

**Tip:** Don't lead with a discount; many people only needed a nudge.

### 39 Email critique and rewrite

Critique and improve this email. Goal: [goal]. Audience: [who].  
[paste email]

Provide: 3 subject options, stronger opening two sentences, a tighter draft (~20% shorter if possible), clearer CTA, one proof or urgency element if earned, and a short changelog explaining edits.

**What it does:** Acts like a fast senior editor on your draft.

**Tip:** Use on high-stakes sends—the minute of review is cheap insurance.

### 40 Practical list segmentation

List size: [N] for [business type]. We currently blast everyone. Team size: [N]. Recommend 3–5 segments max to start: criteria, how messaging differs, one automation trigger each, and expected impact on engagement. Keep it implementable this month—not a dream taxonomy.

**What it does:** Prioritizes segments you'll actually build.

**Tip:** Two live segments beat ten theoretical ones.

#### PROMPTS 41–45

## Analytics & reporting

Turn metrics into narratives and next steps. AI summarizes; you own the interpretation.

### 41 Campaign post-mortem

Analyze this campaign honestly. Name: [name]. Goal: [goal]. Dates: [range]. Budget: [amount]. Results: [paste metrics]

Deliver: 3-sentence executive summary, what worked, what didn't, the single biggest lever, and three concrete takeaways for next time. No sugarcoating; no invented causes.

**What it does:** Turns raw results into a learning memo.

**Tip:** Archive post-mortems; patterns compound into institutional memory.

## 42 Monthly metrics narrative

This month's marketing metrics:

[paste]

Last month:

[paste]

Write a leadership-friendly monthly note: top-line summary (plain language), wins with numbers, concerns with context, MoM trends, and three recommended actions. Lead with business outcomes, not vanity metrics.

**What it does:** Converts dashboards into a story executives can use.

**Tip:** If a metric doesn't change a decision, demote it.

## 43 Channel efficiency read

Conversion/spend by channel for [timeframe]:

[paste table]

Discuss: efficiency (CPA), revenue per dollar where known, where to add vs. cut budget, multi-touch caveats these numbers hide, and a simple attribution approach for our stage ([startup/growth/mature]). Be directionally useful, not falsely precise.

**What it does:** Frames budget moves with humility about attribution limits.

**Tip:** Aim for better decisions, not perfect truth.

## 44 KPI framework (few that matter)

Build a lean KPI set for [team] in [industry]. Business goal: [goal]. Team size: [N]. Channels: [list]. Provide 3–5 north-star metrics, supporting metrics by funnel stage, review cadence, rough good/watch/bad bands, and a simple dashboard layout. Cut vanity metrics ruthlessly.

**What it does:** Prevents metric overload.

**Tip:** If you can't explain why a metric matters in one sentence, drop it.

## 45 Weekly anomaly scan

Weekly marketing data (last 6–8 weeks):  
[paste table]

Flag anomalies, plausible explanations, overall trend, leading indicators, and 2–3 actions. Brief it as if to a marketing lead—calm, specific, no drama.

**What it does:** Catches spikes and drops before they become month-end surprises.

**Tip:** Make it a Monday ritual with last week's export.

### PROMPTS 46–50

## Strategy & planning

Experiments, quarterly focus, channel choices, and launch checklists that stay one-page usable.

## 46 Experiment backlog

Design five experiments to improve [metric]. Current: [value]. Target: [goal]. For each: hypothesis (If we ... then ... because ...), exact change, success measure, rough sample/time needs, conservative vs. optimistic impact, effort. Rank by impact vs. effort. Advise running only 1–2 at once.

**What it does:** Replaces random "let's try it" with testable bets.

**Tip:** Parallel tests muddy attribution—sequence them.

## 47 One-page quarterly plan

Draft a one-page Q[X] marketing plan. Context: [company]. Last quarter: [metrics]. This quarter goal: [goal]. Budget: [B]. Team: [N]. Include: 3 measurable objectives, ≤3 initiatives each, monthly milestones, rough resource split, risks/mitigations, and how we'll know by week 4 if we're off track. Cut fluff.

**What it does:** Forces a plan people can actually follow.

**Tip:** If you can't tell by week 4, the goals aren't specific enough.

## 48 Channel focus decisions

Role: [role] at [company type]. Budget: [B]. Team: [N]. Audience: [who]. Current channels: [list].  
Recommend: double-down, cut/reduce, 1-2 new tests, budget % sketch, and time-to-signal for each.  
Prioritize efficiency and focus over being everywhere.

**What it does:** Supports hard channel choices with clear tradeoffs.

**Tip:** Killing a weak channel is strategy, not failure.

## 49 Launch checklist by phase

Build a marketing launch checklist for [product/feature/campaign]. Launch date: [date]. Audience: [who].  
Budget: [B]. Phases: pre-launch ( $\approx 4$  weeks), launch week, post-launch ( $\approx 2$  weeks). Per task: owner role, due relative to launch, dependencies. Include content, creative, channel activation, measurement, and follow-up.

**What it does:** Reduces dropped balls on launch day.

**Tip:** Reuse and refine the checklist after each launch.

## 50 Outside-advisor stress test

Situation: Company [desc]. Offer [desc]. Current marketing [what we do]. Results [metrics]. Budget [B].  
Team [roles]. Biggest challenge [challenge]. Tell me: three things you'd do in the first 30 days, what you'd stop, and what I'm probably overthinking. Separate opinion from fact.

**What it does:** Offers a blunt outside read to challenge sunk-cost habits.

**Tip:** Re-run with different lenses (growth, brand, ops)—compare advice, don't obey blindly.

## Want your team to use prompts like this every day?

APS delivers hands-on AI enablement training so people use the tools they already have—confidently, safely, and on the job. We close the adoption gap: fear, uneven use, and unused licenses.

### AIRBORNE Patriot Solutions, LLC

888-878-2118 · [info@airbornepatriotsolutions.com](mailto:info@airbornepatriotsolutions.com)

7320 E. Fletcher Ave #17063920, Tampa, FL 33637-0916

Mon–Fri 9am–9pm · [airbornepatriotsolutions.com](http://airbornepatriotsolutions.com)