

# 10 AI PROMPTS EVERY AGENCY & CONSULTANT NEEDS

## How to Use These Prompts

These prompts work with any AI chat tool (ChatGPT, Claude, Gemini, etc.).

### Copy the prompt

1. Replace the `{{placeholders}}` with specific details
2. Paste into your AI assistant

For the best experience, use these prompts inside ChatProjects Pro to save, organize, and enhance them with one click.

## Prompt 1: Discovery Call Preparation

*Close more deals with better preparation*

I have a discovery call with a potential client in the `{{industry}}` industry. Their website is `{{website_url}}` and they mentioned concerns about `{{pain_point}}`. First, retrieve and analyze the contents of `{{website_url}}` and other high level domain pages to understand their business.

Prepare:

- 5 insightful questions to understand their business goals
- 3 potential pain points common in their industry
- How to position my `{{service_type}}` services as the solution
- Red flags to watch for
- A closing strategy to move them to proposal stage

## Prompt 2: Project Scope Document

*Prevent scope creep before it starts*

Create a detailed project scope document for a {{project\_type}} project.

Client: {{client\_name}}

Objectives: {{objectives}}

Key features/deliverables: {{deliverables}}

Include:

- Project overview
- In-scope items (detailed)
- Out-of-scope items (explicit)
- Assumptions
- Dependencies
- Success criteria
- Change request process

**WHY IT WORKS:** Clear documentation upfront saves hours of "I thought that was included" conversations later.

## Prompt 3: Scope Creep Response

*Say no without damaging the relationship*

Write a professional email addressing scope creep.

Client: {{client\_name}}

Original scope: {{original\_scope}}

New request: {{new\_request}}

Impact: {{impact\_on\_timeline\_budget}}

Options to present:

1. Add to current project (additional cost/time)
2. Phase 2 addition
3. Trade-off with existing scope item

Be firm but maintain relationship.

**WHY IT WORKS:** Clients respect professionals who protect the project timeline. This gives you language to say "yes, and" instead of just "no."

## Prompt 4: Statement of Work (SOW) Generator

**Professional contracts in minutes**

Create a Statement of Work for {{project\_type}}.

Client: {{client\_name}}

Project objectives: {{objectives}}

Deliverables: {{deliverables}}

Timeline: {{timeline}}

Investment: {{investment}}

Payment terms: {{payment\_terms}}

Include:

- Scope of work (detailed)
- Deliverables with acceptance criteria
- Timeline with milestones
- Pricing and payment schedule
- Change order process
- Assumptions and dependencies
- Client responsibilities

**WHY IT WORKS:** A solid SOW protects both parties and sets clear expectations from day one.

## Prompt 5: Proposal Executive Summary

*Win the decision-maker in 60 seconds*

Write an executive summary for a proposal to {{company\_name}}.

Their challenges: {{challenges}}

Our proposed solution: {{solution}}

Investment range: {{price\_range}}

Timeline: {{timeline}}

Key differentiator: {{why\_us}}

Keep it to one page, focused on outcomes not features.

**WHY IT WORKS:** Executives rarely read full proposals. A compelling one-pager gets you to the shortlist.

## Prompt 6: Weekly Status Update

*Keep clients informed (and reduce check-in calls)*

Write a weekly status update email for {{client\_name}}.

Completed this week:

{{completed\_items}}

In progress:

{{in\_progress\_items}}

Blockers/needs from client:

{{blockers}}

Next week's priorities:

{{next\_week}}

Keep it scannable with bullet points. Professional but personable.

**WHY IT WORKS:** Proactive updates build trust and reduce those "just checking in" interruptions.

## Prompt 7: Difficult Feedback Response

*Turn complaints into opportunities*

Help me respond to this difficult client feedback:

"{{client\_feedback}}"

Context: {{context}}

Craft a response that:

- Acknowledges their frustration
- Doesn't get defensive
- Clarifies any misunderstandings
- Proposes a path forward
- Maintains professionalism

**WHY IT WORKS:** How you handle problems matters more than avoiding them. This prompt helps you respond thoughtfully, not reactively.

## Prompt 8: Competitive Analysis Framework

*Know your client's market better than they do*

Help me structure a competitive analysis for {{client\_name}} in the {{industry}} industry.

Main competitors: {{competitors}}

Client's current positioning: {{positioning}}

Analyze:

- Website and UX comparison
- Service/product offerings
- Pricing positioning
- Content and SEO strategy
- Social media presence
- Unique value propositions
- Gaps and opportunities for my client

**WHY IT WORKS: Clients pay premium prices for consultants who bring strategic insight, not just execution.**

## Prompt 9: Referral Request Email

*Get more leads from happy clients*

Write an email asking a satisfied client for referrals.

Client name: {{client\_name}}

Project we completed: {{project}}

Results we achieved: {{results}}

Ideal referral: {{ideal\_client\_type}}

Make it warm, not transactional. Include an easy way for them to respond.

**WHY IT WORKS:** Referrals close faster and pay more. But most consultants never ask. This makes it easy.

## Prompt 10: Objection Response Scripts

*Never get caught off-guard again*

Create response scripts for these common sales objections:

1. "It's too expensive"
2. "We need to think about it"
3. "We're talking to other agencies"
4. "Can you do it faster?"
5. "We'll do it in-house"
6. "We need to get approval from {{stakeholder}}"

For each:

- Acknowledge the concern
- Ask a clarifying question
- Provide value-based response
- Redirect toward next step

**WHY IT WORKS:** Objections aren't rejection - they're requests for more information. Be prepared.

**Explore More:**

- **ChatProjects Pro** includes a prompt library tailored with installable packs for different use cases. Quick entry of placeholder content and insertion into the chatbot.
- **Price:** From one-time \$140 purchase. Install on your WordPress site. No monthly fees. Unlimited users.
- **Compatibility:** Works with GPT-5, Claude, Gemini, and 100+ AI models.

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