Expert AI Prompts

2026 EDITION



BONUS GUIDE · ADVANCED PROMPT STRATEGY

AI Prompt Chaining Workflows

15 three-step production systems. Paste Step 1, stay in the same chat for Steps 2 and 3, and finish with a complete deliverable.

15 workflows · 45 prompts

Same text as the free online tool

Works with ChatGPT · Claude · Gemini · Copilot

Version 2 · October 2026

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How prompt chaining works

Prompt chaining links prompts in sequence inside one chat. Each step builds on the last: the AI keeps the tone, context, decisions and data. Three short prompts produce a complete, multi-part deliverable that would otherwise take hours.

Step 1
Ideate or define. Start a new chat.

→

Step 2
Build. Same chat.

→

Step 3
Finalise. Same chat.

> **The golden rule:** run Steps 2 and 3 in the same chat as Step 1. Never start a new conversation between steps. That continuity is the whole method; without it, chaining is just three separate prompts.

Get better results

1. **Paste your Business DNA first** (persona, value proposition and brand voice), or use the online tool, which fills the [placeholders] from your saved Business DNA.
2. **Replace every [placeholder].** The examples after "e.g." show the kind of answer that works.
3. **Check before you publish.** Replace draft quotes with real ones (with permission), and verify every fact, figure and claim.

Free tool · same 15 workflows

Chaining Workflows online

Filter by category, copy each step with one click, and fill placeholders from your Business DNA and audience segment.

expertaiprompts.info/tools/chaining-workflows/

Free tool

Business DNA Builder

Save your customer, offer and brand voice once, so every chain starts on-brand.

expertaiprompts.info/tools/business-dna-builder/

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All 15 workflows at a glance

#	Workflow and what you'll produce	Category	Time
1	**Creating a Coaching Program from Scratch** A 5-module curriculum, lesson plans, and tiered pricing strategy	Content & Campaigns	~25 min
2	**Launching a Multi-Channel Content Campaign** A campaign concept, platform-adapted plan, and full draft for your primary channel	Content & Campaigns	~15 min
3	**Crafting a High-Converting Email Sequence** A 5-email welcome series with subject lines, CTAs, and a personalisation strategy	Content & Campaigns	~20 min
4	**Developing a Social Media Ad Campaign** Three ad concepts, full funnel copy variants, asset specs and hashtags	Ads & Lead Gen	~20 min
5	**Building a Lead Magnet & Landing Page** A titled lead magnet outline, full landing page copy, and 2-email nurture sequence	Ads & Lead Gen	~20 min
6	**Generating a Webinar or Workshop Outline** A 5-part presentation structure, scripted open and close, and promotional materials	Content & Campaigns	~25 min
7	**Crafting a Case Study** A narrative case study plus LinkedIn, email, and social promotional snippets	Brand & Website	~20 min
8	**Redefining Brand Messaging** New brand message, About Us copy, homepage headline, social bio, and email signature	Brand & Website	~20 min
9	**Crafting a Product Launch Announcement** A launch narrative, full press release or blog post, and 3-day social countdown	Ads & Lead Gen	~20 min
10	**Optimising a Website Homepage** Three messaging concepts, rewritten homepage sections, and a refined CTA + value prop	Brand & Website	~20 min
11	**Crafting a Professional Bio & Portfolio Statement** Short, medium, and long bio drafts, portfolio statement, and a project case example	Brand & Website	~15 min
12	**Revamping a Newsletter Strategy** A new newsletter structure, a full sample issue, and three subscription prompt variants	Content & Campaigns	~20 min
13	**Responding to Negative Reviews & Rebuilding Trust** A public response, private follow-up message, and internal process improvement brief	Growth & Ops	~10 min
14	**Building a Referral & Word-of-Mouth Campaign** A referral incentive structure, multi-channel ask scripts, and follow-up sequences	Growth & Ops	~15 min
15	**Writing a Job Advertisement & Onboarding Pack** A multi-platform job ad, onboarding welcome email, and first-week task outline	Growth & Ops	~20 min

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1 Creating a Coaching Program from Scratch

Content & Campaigns ~25 min

You'll produce: A 5-module curriculum, lesson plans, and tiered pricing strategy

STEP 1 OF 3
Ideate

Act as a coaching program designer. I want to create a coaching program for [Target Audience, e.g., time-poor small business owners, first-time managers, new parents] to help them [Specific Outcome, e.g., build high-performing teams, generate consistent revenue, build lasting habits]. Propose a program name and a 5-module curriculum outline. Each module should have a clear title and 3–5 bullet points describing its key lessons.

STEP 2 OF 3
Develop

Based on the outline above, focus on [Module Name, e.g., Module 2: Building Momentum]. Expand this module into a detailed lesson plan. For each bullet point, write a brief, engaging lesson description and include one practical exercise or action step for participants to complete. The tone should be encouraging and actionable.

STEP 3 OF 3
Refine & Price

The program "[Program Name from Step 1]" targets [Target Audience]. Rewrite the module descriptions and lesson titles to speak directly to their struggles with [Specific Pain Points, e.g., lack of confidence, time pressure, inconsistent results]. Then propose three pricing tiers — Basic, Pro, and VIP — with a brief justification for each based on the value delivered at each level.

2 Launching a Multi-Channel Content Campaign

Content & Campaigns ~15 min

You'll produce: A campaign concept, platform-adapted plan, and full draft for your primary channel

STEP 1 OF 3
Strategise

Act as a content strategist. My topic is [General Topic, e.g., home renovation tips, financial planning, sustainable business practices]. I need a campaign idea that will resonate with [Target Audience, e.g., homeowners aged 35–55, young professionals, local business owners] and a central, catchy hook or tagline. The idea should be simple enough to adapt across multiple platforms.

STEP 2 OF 3
Adapt

Based on the campaign hook "[Campaign Hook from Step 1]," generate a plan for three content formats: a [Platform 1, e.g., short-form video for Reels or TikTok], a [Platform 2, e.g., long-form blog post outline], and a [Platform 3, e.g., LinkedIn post or email newsletter]. Include platform-specific best practices — hooks, calls-to-action, and relevant hashtags where appropriate.

STEP 3 OF 3
Create

Based on the content plan above, write the full draft for [Platform, e.g., the blog post / the email / the video script]. Tone: [e.g., informative and practical / direct and encouraging]. Format: [e.g., 800 words, include a numbered list, end with a question to the reader / 300 words, three clear sections, strong CTA].

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3 Crafting a High-Converting Email Sequence

Content & Campaigns ~20 min

You'll produce: A 5-email welcome series with subject lines, CTAs, and a personalisation strategy

STEP 1 OF 3
Define

Act as a direct-response copywriter. I need a 5-email welcome sequence for [Target Audience, e.g., new enquiries, first-time customers, free trial sign-ups]. The goal is to [Specific Goal, e.g., build trust and lead to a first purchase, book a discovery call, convert trial users to paid subscribers]. Propose a theme for the sequence and a one-sentence purpose for each of the five emails.

STEP 2 OF 3
Write

Using the email purposes from Step 1, write the full body copy for the first three emails. For each email include: a compelling subject line, a clear call-to-action, and a brief relatable story or example that speaks to [Target Audience's Pain Point, e.g., their frustration with wasted time, their fear of making the wrong choice, their desire for a quick win].

STEP 3 OF 3
Optimise

Rewrite the subject lines and CTAs for all five emails to maximise open and click-through rates. For each email, suggest one specific personalisation token (e.g., [First Name], [Company Name], [Product Viewed]) and identify the best point in the email to insert it for maximum impact.

4 Developing a Social Media Ad Campaign

Ads & Lead Gen ~20 min

You'll produce: Three ad concepts, full funnel copy variants, asset specs and hashtags

STEP 1 OF 3
Ideate

Act as a digital marketing expert. I am running a social media ad campaign to promote my [Product/Service, e.g., landscaping business, accounting service, online course]. My target audience is [Target Audience, e.g., homeowners in [suburb], first-time investors, small business owners under $1M revenue]. Propose three unique ad concepts — each with a primary message and a visual direction (e.g., testimonial video, before/after graphic, problem/solution).

STEP 2 OF 3
Write

Based on the concept that focuses on [Chosen Concept, e.g., the before/after transformation], write three copy variants for [Platform, e.g., Facebook/Instagram]. Each variant should target a different funnel stage: one for awareness, one for consideration, and one for conversion. Every version must include a compelling hook and a clear CTA.

STEP 3 OF 3
Build Assets

For each of the three ad variants, provide: a short headline (under 40 characters), a longer descriptive text (2–3 sentences), and a CTA button label. Also suggest 5–7 relevant hashtags and a brief description of the ideal visual asset — image or short video — that would accompany each ad.

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5 Building a Lead Magnet & Landing Page

Ads & Lead Gen ~20 min

You'll produce: A titled lead magnet outline, full landing page copy, and 2-email nurture sequence

STEP 1 OF 3
Define

Act as a lead generation specialist. I want to create a free lead magnet to attract [Target Audience, e.g., first-home buyers, small business owners with cash flow issues, fitness beginners]. It should help them with [Specific Problem, e.g., navigating the buying process, managing invoices, knowing where to start]. Suggest a compelling title and a 4–5 point outline of the core content that delivers on this promise.

STEP 2 OF 3
Draft

Using the lead magnet outline, write the full landing page copy designed to drive sign-ups. Include: a persuasive headline, an opening paragraph addressing the audience's pain point, a bulleted benefits list, a brief "who this is for" section, and a strong benefit-driven CTA. Tone: [e.g., practical and reassuring / energetic and motivating].

STEP 3 OF 3
Follow Up

Draft a thank-you page message and the first two follow-up emails for someone who downloads the lead magnet. The thank-you page should confirm the download and suggest a clear next step (e.g., join the community, book a call, watch a video). The emails should deliver additional value and introduce a relevant paid offer.

6 Generating a Webinar or Workshop Outline

Content & Campaigns ~25 min

You'll produce: A 5-part presentation structure, scripted open and close, and promotional materials

STEP 1 OF 3
Structure

Act as a public speaking coach and content creator. I am hosting a [60-minute webinar / 2-hour workshop] titled "[Event Title, e.g., How to Win Your First 10 Clients]." My audience is [Target Audience] who struggle with [Specific Pain Point]. Build a 5-part structure: 1) Hook & Intro, 2) The Problem, 3) The Solution (3–4 key points), 4) A Case Study or Example, 5) The Call-to-Action.

STEP 2 OF 3
Script

Using the structure above, write the full script for the first 10 minutes (hook, intro, problem) and the final 5 minutes (solution summary, transformation statement, and CTA pitch). For the opening, craft a powerful hook and a short story. For the close, write a compelling pitch for [Your Offer, e.g., a paid course, a discovery call, a group program].

STEP 3 OF 3
Promote

Draft three social media posts — for LinkedIn, Instagram, and Facebook — to drive event registrations, each highlighting a different benefit of attending. Also write one promotional email for your existing list, emphasising why this is a must-attend event for [your target audience].

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7 Crafting a Case Study

Brand & Website ~20 min

You'll produce: A narrative case study plus LinkedIn, email, and social promotional snippets

STEP 1 OF 3
Outline

Act as a business writer. I need a compelling case study about how [Client Type or Name] used my [Product/Service] to achieve [Specific Result, e.g., a 40% increase in leads, saving 10 hours per week, doubling revenue in 6 months]. Outline the case study: 1) The Challenge, 2) The Solution, 3) The Results (3–4 key metrics), 4) A Concluding Statement.

STEP 2 OF 3
Write

Using the outline, write the full narrative case study. Use storytelling to make each section engaging. Include a draft client quote based on the result we defined — I will replace it with a real quote and get the client's permission before publishing. Clearly show how [Your Product/Service] was the key factor in the outcome. Aim for 600–800 words.

STEP 3 OF 3
Distribute

Write three short promotional versions: 1) A LinkedIn post (under 200 words) with a bold result-focused headline. 2) An email newsletter snippet (100 words) for use in a regular issue. 3) A Facebook or Instagram caption (80 words) with a brief description of the accompanying graphic.

8 Redefining Brand Messaging

Brand & Website ~20 min

You'll produce: New brand message, About Us copy, homepage headline, social bio, and email signature

STEP 1 OF 3
Analyse

Act as a brand strategist. Our current brand messaging feels [e.g., generic and dated, too corporate, unclear about who we serve]. Our goal is to reposition as [Desired Positioning, e.g., the trusted go-to for time-poor small businesses, the most approachable choice for first-timers, the expert choice in [city/region]]. Propose a new core brand message and a tagline that captures this in one memorable line.

STEP 2 OF 3
Draft

Using the new brand message, write a revised "About Us" section for our website. Include our mission, vision, and 3 core values. Use a brand voice that is [e.g., confident and warm / direct and no-nonsense / professional but approachable]. Include a paragraph that differentiates us from the typical competitor in our category.

STEP 3 OF 3
Deploy

Rewrite the headline and sub-headline for our website homepage using the new brand message. Then write: a 2–3 sentence bio for social media profiles, a one-sentence company description for email signatures and directory listings, and a 3-sentence elevator pitch for networking conversations and sales calls.

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9 Crafting a Product Launch Announcement

Ads & Lead Gen ~20 min

You'll produce: A launch narrative, full press release or blog post, and 3-day social countdown

STEP 1 OF 3
Outline

Act as a product launch manager. We are launching [Product/Service, e.g., a new service package, a digital product, a seasonal promotion] for [Target Audience]. The key benefit is [Primary Benefit, e.g., it saves significant time, it solves a specific frustration, it delivers results faster]. Build a launch narrative with: a strong hook, the problem it solves, the solution, and the transformation customers experience.

STEP 2 OF 3
Write

Using the launch narrative, write a full press release or blog post announcing the launch. Include: an attention-grabbing headline, a detailed description of the offer and features, a quote from the business owner or team, and a CTA directing readers to purchase or learn more. Tone: [e.g., professional and exciting / conversational and direct].

STEP 3 OF 3
Countdown

Create a 3-day social media countdown to build anticipation. Write one post per day: Day 3 hints at a problem without revealing the solution. Day 2 teases that a solution is coming and builds curiosity. Day 1 announces the official launch with the offer link. Use platform-appropriate style for [e.g., LinkedIn, Instagram, or Facebook].

10 Optimising a Website Homepage

Brand & Website ~20 min

You'll produce: Three messaging concepts, rewritten homepage sections, and a refined CTA + value prop

STEP 1 OF 3
Analyse

Act as a conversion optimisation specialist. Our website homepage is not converting visitors into enquiries. Our target audience is [Target Audience, e.g., local homeowners, first-time clients, growing businesses]. Our goal is [Conversion Goal, e.g., phone calls, enquiry form submissions, online bookings]. Propose three key messaging concepts to test on the homepage, each speaking to a different pain point.

STEP 2 OF 3
Rewrite

Using the strongest messaging concept, rewrite: 1) The main headline and sub-headline. 2) The "How It Works" section using 3–4 short benefit-driven steps. 3) A social proof section with a proposed customer testimonial (I will replace with a real one). Tone: [e.g., trustworthy and reassuring / outcome-focused and direct].

STEP 3 OF 3
Sharpen CTA

Rewrite the main CTA button text to be action-oriented and benefit-driven (e.g., instead of "Contact Us" try "Get Your Free Quote Today" or "Book a No-Obligation Call"). Also rewrite the value proposition as a single concise sentence that immediately communicates the core benefit of working with us, without jargon.

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11 Crafting a Professional Bio & Portfolio Statement

Brand & Website ~15 min

You'll produce: Short, medium, and long bio drafts, portfolio statement, and a project case example

STEP 1 OF 3
Define

Act as a professional brand consultant. I need a bio for my personal brand as a [Profession, e.g., marketing consultant, business coach, freelance designer]. I want to be perceived as [Key Traits, e.g., a strategic thinker, a practical problem-solver, an experienced specialist]. Outline three bio lengths: short (2–3 sentences for social), medium (150 words for my website), and long (300 words for speaking or media use) — each with a defined purpose.

STEP 2 OF 3
Write

Write the full medium-length bio based on the outline above. Include: my professional background, my area of expertise, the type of clients I work with, and the specific outcomes I help them achieve. Use strong active verbs and a confident tone. End with a clear CTA such as "Connect with [Name] to discuss how..."

STEP 3 OF 3
Build Portfolio

Draft an "About My Work" statement for my portfolio page, explaining my approach and philosophy. Then write a short project case example — 2–3 sentences describing a client's challenge and the measurable result I delivered. Keep the language concise and focused on value delivered, not process followed.

12 Revamping a Newsletter Strategy

Content & Campaigns ~20 min

You'll produce: A new newsletter structure, a full sample issue, and three subscription prompt variants

STEP 1 OF 3
Redesign

Act as a newsletter editor and email marketing strategist. My current newsletter is [Current State, e.g., inconsistent, mostly product updates, low engagement]. I want to transform it into a valuable regular resource for [Target Audience, e.g., local business owners, property investors, health-conscious readers]. Propose a new structure with three recurring sections and a compelling reason subscribers will look forward to each issue.

STEP 2 OF 3
Write

Using the new structure, write a full sample newsletter issue on the topic of [Specific Topic, e.g., "Three things every [professional] should know about [current challenge]"]. Write the main article section, a curated resource recommendation, and a practical tip of the week. Tone: [e.g., conversational and insightful / professional and curated]. Format to scan easily on mobile.

STEP 3 OF 3
Grow

Write three subscription prompts: 1) Pop-up copy for a website visitor — headline, 2 sentences, CTA button text. 2) A short line for the bottom of every blog post. 3) A social media post promoting the newsletter with a "what you'll get" summary and a subscribe link.

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13 Responding to Negative Reviews & Rebuilding Trust

Growth & Ops ~10 min

You'll produce: A public response, private follow-up message, and internal process improvement brief

STEP 1 OF 3
Analyse

Act as a customer experience consultant. I have received the following review for my [Business Type] on [Platform, e.g., Google, Facebook, TripAdvisor] : " [Paste the review text here] ." Analyse the complaint and identify: 1) the specific issue raised, 2) the emotional state of the reviewer, 3) the most likely underlying cause, and 4) the reputational risk if handled poorly or left unaddressed.

STEP 2 OF 3
Respond Publicly

Write a professional, empathetic public response to the review. It must: acknowledge the customer's experience without being defensive, take appropriate responsibility, state what is being done to address the issue, and invite the customer to continue the conversation privately. Do not mention the customer's personal details or private information. Keep it under 120 words. Tone: [e.g., sincere and solution-focused / calm and professional] .

STEP 3 OF 3
Fix & Follow Up

Write two additional pieces: 1) A short private message to send to the customer offering a specific resolution — a callback, partial refund, a redo, or a replacement. 2) A brief internal brief (bullet points) outlining the process change or staff communication needed to prevent this type of complaint from recurring.

14 Building a Referral & Word-of-Mouth Campaign

Growth & Ops ~15 min

You'll produce: A referral incentive structure, multi-channel ask scripts, and follow-up sequences

STEP 1 OF 3
Define

Act as a growth marketing strategist. My business is [Business Type] serving [Target Customer] . I want to launch a referral program to drive new customers through word of mouth. Propose three different incentive structures — a referrer reward, a new customer reward, and a two-sided reward. Also describe the ideal profile of my best referral sources (e.g., long-term satisfied clients, community connectors, complementary businesses).

STEP 2 OF 3
Write the Ask

Using the incentive structure that best fits my business, write three versions of the referral ask: 1) An email to existing customers introducing the program. 2) A brief in-person or phone script for asking directly after a positive service experience. 3) A social media post announcing the program publicly. Each version should feel genuine and human — not transactional or pushy.

STEP 3 OF 3
Follow Up

Write two follow-up sequences: 1) A two-message sequence for the referrer — an immediate thank-you when they refer someone, and a second message when the referral becomes a customer. 2) A welcome message for the referred customer acknowledging who sent them, confirming their referral reward, and setting a warm first impression.

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15 Writing a Job Advertisement & Onboarding Pack

Growth & Ops ~20 min

You'll produce: A multi-platform job ad, onboarding welcome email, and first-week task outline

STEP 1 OF 3
Define the Role

Act as an HR consultant and talent acquisition specialist. I need to hire a [Job Title] for my [Business Type]. Their main responsibilities will be: [List 3–4 key responsibilities]. I want to attract candidates who are [Key Traits, e.g., reliable and proactive, customer-focused, detail-oriented under pressure]. Define the ideal candidate profile and suggest two or three interview questions that would reveal whether they share our values and way of working.

STEP 2 OF 3
Write the Ad

Write a compelling job advertisement for [Platform, e.g., SEEK, LinkedIn, Indeed]. Include: an attention-grabbing headline that sells the opportunity (not just the job title), a 2–3 sentence company description, a clear list of responsibilities and requirements, the pay range ([Pay range, e.g., $75,000–$85,000 plus super]), employment type and location, a "Why join us" section showing what makes this role different, and a direct CTA to apply. Use inclusive language and avoid wording that could discriminate on age, gender or other protected attributes. Tone: [e.g., professional and warm / straightforward and honest].

STEP 3 OF 3
Onboard

Draft an onboarding pack for the successful hire: 1) A welcome email to send after they accept the offer, covering what to expect on Day 1 and the first week. 2) A first-week task outline with priorities by day or area. 3) Three "culture and expectations" bullet points communicating how your team works, what you value, and what success looks like in the first 90 days.

Three prompts. One chat. A finished deliverable.

Run the same workflows online, with your Business DNA filled in for you.

Free tools, prompts and guides: expertaiprompts.info

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