

100 Productivity & Business AI Prompts

Copy these prompts into ChatGPT, Claude, or another capable AI assistant. Replace bracketed text like [paste] or [offer] with your own context. Each prompt includes a quick note explaining when to use it.

Tip: Save the best outputs into the Life & Work OS Notes / Knowledge Base database as AI Output notes.

Planning & Prioritization

1. Weekly CEO Brief

Use when: Use at the start of a week to turn goals into a realistic operating plan.

Act as my chief of staff. Here are my goals, open loops, deadlines, and constraints: [paste]. Build a one-week plan with: the 3 highest-leverage outcomes, a daily focus theme, must-do tasks, optional tasks, decisions I need to make, and risks to watch. Be ruthless about tradeoffs and explain what I should intentionally ignore.

2. Priority Stack Rank

Use when: Use when everything feels urgent and you need a clear order of attack.

I have these tasks: [paste list]. Rank them from highest to lowest priority using impact, urgency, effort, reversibility, and strategic fit. Put the final order in a table with a short reason, recommended next action, and what can be delayed, delegated, or deleted.

3. Today's 90-Minute Sprint

Use when: Use before a focused work block.

Help me design a 90-minute deep work sprint for this outcome: [outcome]. Include a clear definition of done, a 10-minute setup checklist, a minute-by-minute work plan, likely distractions, a recovery plan if I get stuck, and a 5-minute shutdown review.

4. Project Pre-Mortem

Use when: Use before starting a project to catch failure points early.

We are about to start this project: [project description]. Run a pre-mortem assuming it failed 60 days from now. List the 10 most plausible reasons, early warning signs, prevention actions, and a simple owner/check-in cadence.

5. Decision Memo Builder

Use when: Use before making a meaningful business or personal decision.

Turn this messy situation into a one-page decision memo: [context]. Include the decision to make, options, criteria, expected upside, risks, reversibility, information still needed, recommendation, and the smallest next step.

6. Energy-Based Calendar

Use when: Use when planning around actual energy rather than ideal productivity.

Here is my calendar and energy pattern: [paste]. Redesign my week around energy, attention, and recovery. Match high-cognition work to peak blocks, batch shallow work, protect buffer time, and identify meetings or commitments to shorten, move, or cancel.

7. Backlog Triage

Use when: Use to clean a bloated task list.

Triage this backlog: [paste]. Sort every item into Do Now, Schedule, Delegate, Automate, Someday, or Delete. For Do Now and Schedule items, write the next physical action and estimate effort in minutes.

8. Two-Way Door Filter

Use when: Use to stop overthinking reversible choices.

For each decision below, classify it as one-way door or two-way door: [paste]. For two-way doors, suggest the fastest safe experiment. For one-way doors, list the evidence needed before committing and the risk controls to put in place.

9. Outcome Ladder

Use when: Use to connect daily tasks to larger goals.

My goal is [goal]. Build an outcome ladder from annual outcome to quarterly milestone to monthly target to weekly commitment to today's next action. Include the leading indicators I should track and the smallest visible proof of progress.

10. Constraint Solver

Use when: Use when time, money, or attention is limited.

I want to achieve [outcome], but my constraints are [constraints]. Generate three viable plans: conservative, balanced, and aggressive. For each, include required resources, sacrifices, timeline, risks, and the first three actions.

11. Meeting Load Audit

Use when: Use to reclaim calendar space.

Audit these meetings: [paste meeting list]. Identify which to keep, cancel, combine, shorten, move async, or attend less often. Write a polite message for each meeting I should change.

12. Daily Shutdown Review

Use when: Use at end of day to capture progress and reduce mental clutter.

Guide me through a 10-minute shutdown review. Ask for what I finished, what slipped, what changed, what is waiting on someone else, and what matters tomorrow. Then produce a clean tomorrow plan with top 3 tasks and a shutdown note I can paste into my journal.

13. Quarterly Focus Map

Use when: Use when setting a 90-day direction.

Help me choose a quarterly focus. My current responsibilities, ambitions, and constraints are: [paste]. Propose 3 candidate themes, compare them, recommend one, define 3 measurable outcomes, and create a 13-week milestone map.

14. Saying No Script

Use when: Use when protecting focus without sounding harsh.

I need to decline or defer this request: [paste]. Write three versions of a response: warm and brief, firm and direct, and collaborative with an alternative. Keep the relationship intact while protecting my priorities.

15. Focus Dashboard Review

Use when: Use with the Life & Work OS dashboard each week.

Review this snapshot of my tasks, projects, goals, habits, and notes: [paste/export]. Identify bottlenecks, stale commitments, missing next actions, and the highest-leverage adjustment for the coming week.

16. One-Page Operating Plan

Use when: Use when a goal needs to become a plan quickly.

Create a one-page operating plan for [goal/project]. Include objective, success metric, scope, non-goals, milestones, owners, cadence, risks, and this week's next actions. Keep it practical and execution-ready.

17. Task Splitter

Use when: Use when a task is too vague to begin.

Break this task into concrete next actions: [task]. Each action must be doable in 15-45 minutes, start with a verb, require no further clarification, and include a clear completion check.

Writing & Content

18. Clearer Draft Rewrite

Use when: Use to make any rough draft sharper without changing the message.

Rewrite this draft for clarity, flow, and conviction: [paste]. Keep my core meaning, remove fluff, improve structure, and give me three tone options: concise, persuasive, and warm.

19. Content Angle Generator

Use when: Use before writing a post, article, newsletter, or landing page.

Given this topic and audience: [topic/audience], generate 15 content angles. For each, include the hook, promise, why the audience cares now, and the best format: thread, post, email, guide, video, or landing page section.

20. Hook Workshop

Use when: Use when the first line is weak.

Create 25 hooks for this piece: [summary]. Mix curiosity, contrarian, pain-point, data-driven, story-led, and direct-benefit styles. Rank the top 5 and explain why they work.

21. Editorial Calendar Sprint

Use when: Use to plan a month of useful content.

Build a 30-day content calendar for [business/topic] aimed at [audience]. Include post title, core idea, funnel stage, CTA, repurpose idea, and production effort. Balance authority, trust, education, and conversion.

22. Landing Page Copy

Use when: Use when selling a product, service, or lead magnet.

Write landing page copy for [offer]. Include hero headline, subheadline, problem section, product promise, benefits, proof points, what's included, objection handling, FAQ, and CTA copy. Keep the tone specific and benefit-driven.

23. Before/After/Bridge

Use when: Use for persuasive product messaging.

For this offer: [offer], write 10 before-after-bridge messages. Each should describe the painful current state, the better future state, and how the offer bridges the gap without hype.

24. Newsletter from Notes

Use when: Use to turn rough notes into an email worth reading.

Turn these notes into a polished newsletter: [paste]. Create a strong subject line, opening story or observation, 3-5 useful sections, one clear takeaway, and a soft CTA. Preserve any

original insights.

25. Repurpose Engine

Use when: Use to multiply one idea across channels.

Repurpose this long-form content into 10 assets: [paste]. Include LinkedIn post, X thread, short email, carousel outline, video script, blog intro, FAQ, quote cards, checklist, and CTA blurb.

26. Proofread for Trust

Use when: Use before publishing public-facing copy.

Proofread this copy for credibility, specificity, and trust: [paste]. Flag vague claims, unsupported promises, confusing phrases, grammar issues, and places where proof or detail would improve conversion.

27. Founder Voice Extractor

Use when: Use to make AI writing sound like you.

Analyze these writing samples: [paste]. Extract my voice rules: sentence length, vocabulary, humor, level of directness, formatting, phrases to use, phrases to avoid. Then rewrite this draft in that voice: [draft].

28. Case Study Builder

Use when: Use when turning a client/customer win into proof.

Turn this customer result into a concise case study: [context]. Include customer profile, starting problem, constraints, solution, implementation steps, measurable result, quote placeholders, and lessons learned.

29. Value Proposition Lab

Use when: Use to clarify what you sell.

For this product/service: [description], create 12 value propositions for different audience segments. Each should name the buyer, problem, desired outcome, mechanism, and reason to believe.

30. FAQ From Objections

Use when: Use to make sales pages more convincing.

List the objections a skeptical buyer might have about [offer]. Turn them into an FAQ with honest, reassuring answers that avoid overpromising and make the purchase feel lower risk.

31. Concise Executive Summary

Use when: Use to compress long material for busy readers.

Summarize this document for an executive reader: [paste]. Provide the point in one sentence, 5 key takeaways, decisions needed, risks, and recommended next actions.

32. Story Spine

Use when: Use to make content more memorable.

Build a story spine for this idea: [idea]. Include setting, tension, turning point, lesson, practical takeaway, and a version that can fit into a 150-word post.

33. CTA Optimizer

Use when: Use to improve conversion points.

Generate 20 calls-to-action for [offer/page]. Vary by urgency, specificity, benefit, low-risk trial, and direct purchase. Explain the best use case for the top 5.

34. Headline Stress Test

Use when: Use before shipping a headline.

Evaluate these headlines: [paste]. Score each for clarity, specificity, emotional pull, credibility, and differentiation. Rewrite the weakest ones and recommend the strongest.

Email & Communication

35. Inbox Reply Draft

Use when: Use to answer a difficult email faster.

Draft a reply to this email: [paste]. My goal is [goal]. Tone should be [tone]. Keep it concise, clear, and relationship-aware. Include a subject line if needed and a version that is 30% shorter.

36. Difficult Conversation Prep

Use when: Use before a high-stakes conversation.

Help me prepare for a difficult conversation about [situation]. Identify my desired outcome, their likely concerns, neutral opening lines, questions to ask, boundaries to state, and phrases to avoid.

37. Follow-Up Sequence

Use when: Use after a call, pitch, or unanswered message.

Create a polite 3-touch follow-up sequence for [context]. Each message should add value, be short, and include a clear next step. Include timing recommendations.

38. Client Update

Use when: Use to communicate progress professionally.

Write a client update for this project: [context]. Include progress made, decisions needed, risks, next milestones, and any asks. Make it calm, transparent, and confidence-building.

39. Async Brief

Use when: Use to replace a meeting with a written update.

Turn this topic into an async brief: [topic/context]. Include background, current status, options, recommendation, deadline for feedback, and a clear decision request.

40. Boundary Message

Use when: Use when scope or timing needs protection.

Write a message that sets this boundary: [boundary/context]. Keep it respectful, concise, and firm. Provide three options: friendly, formal, and very direct.

41. Meeting Agenda Builder

Use when: Use to make meetings shorter and more useful.

Create a meeting agenda for [meeting purpose]. Include objective, pre-read, decisions needed, timed agenda, roles, expected output, and follow-up template.

42. Stakeholder Translation

Use when: Use when different audiences need different framing.

Rewrite this message for three audiences: executive, peer/operator, and customer: [message]. Keep the same facts but adjust emphasis, detail level, and tone.

43. Negotiation Email

Use when: Use to ask for better terms without damaging trust.

Draft a negotiation email for this situation: [context]. State appreciation, anchor the request, justify it with value or constraints, offer options, and keep the tone collaborative.

44. Apology and Repair

Use when: Use when something went wrong and trust matters.

Write an apology/repair message for [situation]. Include ownership, impact acknowledgement, what happened without excuses, corrective action, prevention plan, and invitation for feedback.

45. Cold Outreach Personalizer

Use when: Use for ethical, specific outbound messages.

Create a concise cold outreach email to [audience/company type] about [offer]. Use only these legitimate personalization facts: [facts]. Avoid fake familiarity. Include subject line, 90-word email, and a softer follow-up.

46. Decision Recap

Use when: Use after a meeting to prevent ambiguity.

Turn these meeting notes into a decision recap: [paste]. Include decisions made, open questions, owners, deadlines, dependencies, and exact next actions. Make it easy to confirm or correct.

47. Feedback Formatter

Use when: Use to give feedback that is actionable, not vague.

Turn this feedback into a constructive message: [feedback/context]. Use observation, impact, request, and support. Include a direct version and a gentler version.

48. Status Report

Use when: Use for weekly team/business updates.

Create a weekly status report from these notes: [paste]. Format as wins, metrics, risks, blockers, decisions needed, and next week's priorities. Keep it skimmable.

49. Email Simplifier

Use when: Use when an email is too long or defensive.

Shorten and simplify this email: [paste]. Remove repetition, defensiveness, and unnecessary context while preserving the ask and key facts.

50. Sales Discovery Questions

Use when: Use before a sales or customer research call.

Generate discovery questions for a call with [buyer/audience] about [problem/offer]. Group by current workflow, pain, urgency, buying criteria, alternatives, budget, and decision process.

Research & Learning

51. Learning Plan

Use when: Use to learn a skill with structure.

Create a 30-day learning plan for [skill/topic]. Include milestones, daily practice, resources to seek, projects to build, self-tests, and signs I am progressing.

52. Research Brief

Use when: Use before diving into a new market, tool, or topic.

Build a research brief on [topic] for [purpose]. Include key questions, hypotheses, trusted source types, search terms, comparison criteria, risks, and the final deliverable format.

53. Explain Like a Strategist

Use when: Use when you need both simple and practical understanding.

Explain [concept] in plain language, then explain why it matters strategically, where beginners misunderstand it, and how I can apply it this week.

54. Source Synthesis

Use when: Use after collecting notes from multiple sources.

Synthesize these notes and sources: [paste]. Identify recurring themes, contradictions, evidence quality, missing information, and practical implications. End with a recommended point of view.

55. Book-to-Action Plan

Use when: Use to turn reading into implementation.

Turn these book/article notes into an action plan: [paste]. Extract the 10 most useful ideas, map each to a concrete behavior or system, and suggest one experiment for the next 7 days.

56. Skill Gap Diagnostic

Use when: Use to understand why progress is slow.

Assess my current ability in [skill]. Here is what I can do and where I struggle: [paste]. Identify missing fundamentals, practice drills, feedback loops, and a realistic next level target.

57. Competitive Scan

Use when: Use to understand alternatives without copying.

Analyze these competitors or alternatives: [list/context]. Compare positioning, audience, pricing, strengths, weaknesses, trust signals, and white-space opportunities. Suggest how we can differentiate.

58. Terminology Decoder

Use when: Use when entering a jargon-heavy field.

Create a glossary for [topic/industry]. Include the 30 most important terms, plain-English definitions, why each matters, and an example sentence.

59. Question Cascade

Use when: Use to deepen research beyond surface answers.

For this topic: [topic], generate a cascade of questions from beginner to expert. Group by fundamentals, assumptions, edge cases, business implications, and experiments.

60. Research Interview Guide

Use when: Use before customer/user interviews.

Create a research interview guide for [audience/problem]. Include opener, consent/context statement, 12 non-leading questions, follow-up probes, and a synthesis template.

61. Mental Model Mapper

Use when: Use to reason about complex decisions.

Identify the best mental models for [situation]. Explain each model, how it applies, what it reveals, and what it might obscure if overused.

62. Teach-Back Test

Use when: Use to check if you really understand something.

Quiz me on [topic]. Ask 10 questions from basic to advanced, wait for my answers, then grade them, correct misconceptions, and recommend what to study next.

63. Market Trend Brief

Use when: Use for trend research before writing or building.

Create a market trend brief for [space]. Include major shifts, customer behavior changes, tailwinds, headwinds, emerging niches, and implications for a small business.

64. Learning Dashboard

Use when: Use with the Knowledge Base database.

Design a learning dashboard for [topic] using notes, resources, questions, and projects. Specify tags, review cadence, and how to turn notes into outputs.

65. Assumption Audit

Use when: Use before relying on a research conclusion.

Audit the assumptions behind this conclusion: [paste]. List what must be true, what evidence supports it, what evidence would disprove it, and how to test the riskiest assumption cheaply.

66. Framework Extractor

Use when: Use to turn expertise into reusable structure.

Extract a reusable framework from this material: [paste]. Name the framework, define steps, explain when to use it, common mistakes, and an example application.

67. Study Sprint

Use when: Use for a focused learning session.

Plan a 60-minute study sprint on [topic]. Include warm-up recall, key concept review, active practice, self-test questions, and a summary template for my knowledge base.

Brainstorming

68. 10x Idea List

Use when: Use when you need a large set of options quickly.

Generate 50 ideas for [goal/problem]. Force variety across practical, bold, low-cost, premium, weird, partnership-based, automation-based, and content-led ideas. Then identify the top 10 with the best effort-to-impact ratio.

69. Constraint Creativity

Use when: Use to get unstuck with limited resources.

Brainstorm solutions to [problem] under these constraints: [constraints]. Create ideas that use no money, no new tools, one day of effort, existing audience, and partnerships. Rank by speed to test.

70. Contrarian Options

Use when: Use when all obvious answers feel crowded.

For [market/problem], generate 20 contrarian but ethical strategies. Explain the mainstream assumption each challenges, why it might work, and what would make it fail.

71. Offer Ladder

Use when: Use to create products at different price points.

Build an offer ladder for [audience/problem]. Include free lead magnet, \$9-\$29 impulse product, \$49-\$199 core product, premium service, and recurring offer. Describe promise, deliverables, and buyer readiness for each.

72. Naming Sprint

Use when: Use for product, newsletter, feature, or campaign names.

Generate 50 names for [thing] with these vibes: [vibes]. Group by clear, premium, playful, minimalist, and bold. Check for clarity and memorability, then recommend the top 10.

73. Feature Ideation

Use when: Use to make a product more useful without bloating it.

Brainstorm feature ideas for [product] serving [audience]. Group by must-have, delight, retention, upsell, and trust-building. Flag features that are high complexity or likely distractions.

74. Problem Reframe

Use when: Use when you may be solving the wrong problem.

Reframe this problem 15 different ways: [problem]. Include customer, systems, incentives, timing, distribution, trust, pricing, workflow, and emotional angles. Identify which reframe creates the best solution path.

75. Partnership Ideas

Use when: Use to grow through other people's audiences.

Generate partnership ideas for [business/offer]. Include partner type, mutual value, pitch angle, collaboration format, success metric, and first outreach message.

76. Tiny Experiment Lab

Use when: Use to validate ideas before building heavily.

For these ideas: [paste], design a tiny experiment for each that can be run in under 48 hours. Include hypothesis, setup, traffic/source, success threshold, and next decision.

77. Oblique Strategy

Use when: Use to escape predictable thinking.

Give me 20 unusual prompts to rethink [challenge]. Then answer the 5 most promising prompts with concrete ideas I can test.

78. Customer Pain Mining

Use when: Use to find product/content opportunities.

Given this audience: [audience], brainstorm their recurring pains, expensive problems, embarrassing problems, urgent triggers, desired shortcuts, and phrases they might use to describe the problem.

79. Process Automation Ideas

Use when: Use to find time-saving systems.

Review this workflow: [paste]. Brainstorm automations, templates, checklists, batching opportunities, AI assists, and delegation points. Rank by time saved versus setup effort.

80. Premiumization

Use when: Use to make an offer feel more valuable.

How can we make [offer] feel more premium without adding lots of fulfillment work? Generate ideas across packaging, onboarding, templates, bonuses, proof, guarantee, community, and personalization.

81. Audience Expansion

Use when: Use to find adjacent buyers.

For this offer: [offer], identify 15 adjacent audience segments. For each, explain their version of the problem, messaging angle, objections, and likely acquisition channel.

82. Content Series Ideas

Use when: Use to create repeatable content themes.

Generate 20 recurring content series ideas for [brand/topic]. Include series name, format, episode examples, audience benefit, and how it can lead to a product CTA.

83. Reverse Roadmap

Use when: Use to design backward from a desired result.

Assume [desired result] happened. Work backward and list the milestones, assets, decisions, and lucky breaks that likely occurred. Turn this into a practical roadmap.

84. Risky Ideas Safely

Use when: Use to explore bold ideas without reckless execution.

Brainstorm 15 bold moves for [business/challenge]. For each, include upside, downside, ethical concerns, smallest safe test, and kill criteria.

Business & Marketing Ops

85. Customer Avatar from Evidence

Use when: Use to clarify buyers without inventing fake personas.

Build a customer avatar using only this evidence: [customer notes/data]. Separate known facts, reasonable hypotheses, and unknowns. Include pains, buying triggers, desired outcomes, objections, and messaging language.

86. Funnel Audit

Use when: Use to improve conversion from traffic to purchase.

Audit this funnel: [describe pages/emails/offers/metrics]. Identify friction points, trust gaps, unclear promises, missing CTAs, and quick experiments to improve conversion this week.

87. Launch Checklist

Use when: Use before publishing a product.

Create a launch checklist for [product]. Include product readiness, checkout, delivery, support docs, analytics, homepage copy, email/social posts, QA, and post-launch review.

88. Pricing Rationale

Use when: Use to sanity-check a price.

Evaluate the price for [offer] at [\$price]. Consider buyer sophistication, urgency, alternatives, proof level, margin, perceived value, and first-sale strategy. Recommend price tests and messaging.

89. Positioning Statement

Use when: Use when explaining the product in one crisp sentence.

Create positioning for [offer]. Fill in: For [audience] who struggle with [problem], [offer] helps them [outcome] by [mechanism], unlike [alternative], it [differentiator]. Provide 10 variations.

90. Ad Concept Builder

Use when: Use to plan paid or organic campaigns.

Generate 12 ad concepts for [offer/audience]. Include hook, visual idea, primary text, CTA, objection addressed, and landing page promise. Keep claims realistic and specific.

91. Analytics Question List

Use when: Use before looking at dashboards.

For this site/funnel: [context], list the most important analytics questions to answer. Include metrics, segments, events to track, thresholds, and decisions each metric informs.

92. Customer Support Macro

Use when: Use to make support faster and more consistent.

Create support macros for [product]. Include purchase/download issue, refund request, setup question, compatibility question, and praise/testimonial request. Keep tone helpful and concise.

93. Testimonial Request

Use when: Use after a customer gets value.

Write a testimonial request for buyers of [product]. Include a short message, 4 guiding questions, permission request to quote, and a low-friction reply format.

94. Refund Policy Draft

Use when: Use to set expectations for digital products.

Draft a fair, clear refund policy for [digital product]. Balance buyer trust with digital delivery realities. Include eligibility, timeframe, how to request, and exceptions.

95. Affiliate Pitch

Use when: Use to recruit partners for a small digital product.

Write an affiliate/partner pitch for [offer]. Include why it helps their audience, commission placeholder, promo assets provided, launch timing, and a simple yes/no ask.

96. Conversion Copy Audit

Use when: Use to improve a sales page before traffic.

Audit this sales page copy: [paste]. Score clarity, specificity, desire, proof, objections, offer stack, urgency, and CTA. Give prioritized edits and rewritten sections.

97. Operations SOP

Use when: Use to turn repeated work into a process.

Create an SOP for [process]. Include purpose, trigger, inputs, step-by-step actions, quality checks, owner, tools, exception handling, and completion definition.

98. Lead Magnet Map

Use when: Use to design a free asset that leads to a paid product.

Design lead magnets for [paid offer]. Provide 10 options with title, promise, format,

creation effort, CTA into the paid offer, and why the audience would want it now.

99. Retention Loop

Use when: Use to make one-time buyers more likely to come back.

Design retention loops for customers of [product]. Include onboarding email ideas, usage reminders, success milestones, upgrade paths, referral prompts, and testimonial moments.

100. Go-To-Market Sprint

Use when: Use to plan the first week after launch.

Create a 7-day go-to-market sprint for [offer]. Include daily actions across website, social, email, communities, partnerships, analytics, and customer feedback. Keep it doable for one person.

How to Get Better Outputs

- Add real context: audience, constraints, examples, deadlines, and desired tone.
- Ask for tables when comparing options.
- Ask for a first draft, then ask for critique and revision.
- Save prompts that repeatedly work into your Knowledge Base.
- Treat AI output as a thinking partner, not a final authority.