

PROMPT PLAYBOOKS

Book More Clients, Build Once

The AI Prompt Playbook for Coaches & Consultants

Content, offers, and client delivery — systemized without losing your voice.

How to use this guide

Every template here is built on the same six levers. Hit these and your output goes from generic to ready-to-use on the first try.

- **Role** — tell the AI who to be ("a real estate copywriter who knows what sells").
- **Task & limits** — exact length, audience, tone, what to include or avoid.
- **Example** — paste a sample of what "good" looks like and say "match this." Highest-leverage move.
- **Format** — table, numbered list, "ready to paste into the listing field."
- **Think first** — for anything with reasoning, add "think step by step before the final answer."
- **Iterate** — don't restart; say "good, but make it shorter and cut paragraph 3."

Two power moves used throughout this guide

- **"Ask me questions first"** — makes the AI pull details out of you instead of guessing.
- **Save your winners** — when an output nails it, paste it back into the template as the new example. Every guide gets sharper the more you use it.

Where AI saves a coach the most time

Your income depends on two things: filling your calendar and delivering value. Both are buried under content creation, offer-writing, email follow-up, and the admin of turning your expertise into materials clients can use.

AI lets you stay the voice and the expert while it drafts the volume. The trick is feeding it your actual frameworks and voice so the output sounds like you, not like everyone else. The prompts below cover content, offers, and client delivery.

- A steady content stream that builds authority without daily writing.
- Offers and sales pages that explain your value clearly.
- Client-ready worksheets, plans, and follow-ups built from your method.

The prompt templates

Fill in the [BRACKETS], paste into your AI tool, then edit the output instead of starting over.

Authority content

Content from your idea

Use it when: One thought into a week of posts.

You are a content writer for a [NICHE] coach. My core idea: [PASTE YOUR TAKE/Framework]. Turn it into: 1 LinkedIn post, 3 short social hooks, 1 newsletter section, and 1 short-video script. Keep MY voice – here's how I write: [PASTE 3-4 SENTENCES]. Insightful, not generic-guru.

Hook generator

Use it when: Beating the blank page.

Give me 15 scroll-stopping opening lines for content aimed at [AUDIENCE] about [TOPIC]. Mix contrarian takes, relatable pains, and curiosity gaps. No clickbait I can't back up.

Repurpose a call/webinar

Use it when: Mining what you already made.

Here's a transcript/notes from a talk I gave: [PASTE]. Pull out 5 quotable insights, 3 post ideas, and 1 newsletter outline. Keep my phrasing where it's strong.

Offers & sales

Offer clarifier

Use it when: When your offer is fuzzy.

You are a direct-response strategist. My coaching offer: [DESCRIBE – who, what, price]. Think step by step, then poke holes in it, rewrite the core promise to be specific and believable, and give me 3 sharper positioning angles. Tell me what's weak – I want pushback, not flattery.

Sales page outline + copy

Use it when: Launching an offer.

Write a sales page for my [PROGRAM] aimed at [AUDIENCE]. Sections: headline (5 options), problem, transformation, what's included, proof/credibility, pricing, FAQ, CTA. Then write the headline + first 120 words in full. Confident, warm, no hype.

Discovery-call follow-up

Use it when: Converting calls.

Write a follow-up email after a discovery call with a prospect interested but hesitant about [concern]. Recap their goal, address the concern honestly, restate the next step. Warm, low-pressure.

Client delivery

Worksheet / exercise builder

Use it when: Materials from your method.

Build a client worksheet based on my framework: [DESCRIBE YOUR METHOD]. Usable in a session — clear prompts, space to reflect, one action step at the end. For clients who are [LEVEL].

Personalized client plan

Use it when: Fast tailored deliverables.

Draft a [30/60/90-day] plan for a client whose goal is [GOAL] and situation is [CONTEXT]. Use my approach: [YOUR METHOD]. Specific milestones, weekly focus, how we measure progress. I'll personalize.

Session prep brief

Use it when: Walking in ready.

Based on these notes from my client's last session: [PASTE], give me a prep brief for the next one: where they were stuck, what to follow up on, and 5 powerful questions to ask.

Program / curriculum outline

Use it when: Productizing your knowledge.

Help me outline a [LENGTH] coaching program on [TOPIC] for [AUDIENCE]. Give me the modules, the transformation each delivers, key exercises, and the through-line. Based on my approach: [DESCRIBE].

Put it on autopilot: a content-and-delivery rhythm

Batch the marketing, templatize the delivery, and free your hours for actual coaching.

1. Weekly content block

Take one idea and run the content + hook templates. One sitting fills your week.

2. Offer tune-ups

Each launch, run the offer clarifier before writing the sales page.

3. Delivery templates

Build worksheet and plan templates from your method once; reuse per client.

4. Bank your voice

Save your most on-brand posts and feed them in as the voice example every time.

Quick-start checklist

- Paste 3-4 sentences in your voice and run 'content from your idea'.
- Run the offer clarifier on your main program.
- Build one client worksheet from your framework.
- Save your most on-brand output as your voice sample.

The one habit that beats every template

The thing that keeps AI from sounding generic is your voice sample. Keep a file of your best-sounding paragraphs and paste them in every time — your content stays unmistakably yours.