



The Prompt *Playbook*

SUPERCHARGE YOUR
PRODUCTIVITY, RECLAIM YOUR TIME,
AND IGNITE YOUR INSPIRATION THROUGH
AI COLLABORATION

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As a purpose-driven entrepreneur, coach, or leader, you've got a fire in you to make a difference and share your gifts with the world. But let's be honest – running a business can be a whirlwind.

Between all those must-do tasks, wearing multiple hats in your business, and finding time to pour into the work and projects that truly light you up... sometimes it feels like there simply aren't enough hours in the day. As an entrepreneur for 20 years (and kinda my whole life actually since I started my first lemonade stand at the age of 4), I get it.

That's where AI comes in, a tool to lighten your load, support your mission, and free up your time for the things in your zone of genius that you really want to be working on.

Imagine having a strategic partner helping you refine your offers and making them more compelling for your dream clients. Imagine having a writing assistant that can create social media posts and emails in your brand voice. Imagine having a branding consultant one click away that assesses and develops your brand voice to be even more relatable and compelling to the people you serve.

That's all possible when you learn to ethically collaborate with AI, and it starts with prompting.

In this playbook, you'll discover some of my favorite actionable prompts that will help you work with advanced AI tools like Chat GPT, Gemini, and Claude to get amazing outputs you can use in your business and your life. You'll also learn some of my favorite prompting tips and tricks.

I've been prompt-testing like a mad scientist, and Claude's my current favorite, followed closely by Gemini. Those two have given me the best outputs for my business, but experiment and see what works best for you.

This is a playbook, and play is perhaps the most important invitation I can extend to you when it comes to AI. Bring play to it!

While it's great to collaborate with AI for your business and be able to get a clear result when you need it, also set aside time to have conversations with Claude, Gemini, and Chat GPT. I find that the more I have regular conversations with these tools and pretend we're getting to know each other as friends, the more attuned to my voice they seem to be and the better results I get when it's time to shift into work mode.

Beyond this playbook, watch my newsletter for more prompt training, AI tools and workflows I'm using, and opportunities to prosper from emerging trends and insights on our luminous future ahead.



– Natalie MacNeil

Business Prompts



How can I help you today?

You are an award-winning biographer known for writing compelling biographies, introductions, and about pages for celebrities and entrepreneurs. I'm going to provide you with my current bio, and I want you to rewrite it for the "About Me" page on my website. It should be written in first person, and the tone should balance professionalism with warmth. [Include bio]



Create a Facebook or Instagram ad highlighting [key benefit of program/service] with copy that speaks directly to [ideal client's pain point]. The tone should be conversational, educational, fun, and motivating [replace these descriptors with words to describe the tone of your brand voice]. The ad should also start with a compelling hook.



Write a compelling product description for my new [product offering] that emphasizes the transformation it helps clients achieve. The clients I serve are [describe your niche].



Generate 10 inspirational quotes related to [theme relevant to your niche] that I can share as images on social media.



Write an engaging welcome email for new subscribers that sets the stage and introduces my values and mission. The clients I serve are [describe your niche]. My mission is [talk more about your mission], and my values are [talk more about your values]. The tone of the email should be [describe the tone of your brand voice].



Write five "challenge" posts for a social media challenge focused on helping my clients achieve [talk about specific outcome]. The clients I serve are [describe your niche]. The challenge posts should be educational and highly actionable for my clients.



I'm going to include a transcript of one of my longer recorded videos below. I want you to repurpose it into five pieces of shorter form content like social media posts, emails, or blog posts. [include transcript]



I'm struggling to come up with new content ideas. Help me generate a month's worth of themes that would appeal to my ideal clients. The clients I serve are [describe your niche].



You are a customer service genius known for creating customer journeys that build loyalty, and also delivering exceptional customer support. Create a new "customer happiness" plan for a business that provides coaching and online courses about navigating life's transitional moments like starting a family, beginning a new role or career, or having children leave the house. The customer happiness plan should include an onboarding process for new coaching clients that streamlines my systems and enhances the customer experience, a loyalty and referral program outline, and also ideas for "surprise and delight" moments in my client journey to exceed expectations.



You are a marketing strategist that helps businesses improve their marketing, communications, funnels, and copy. Analyze my current branding (website, social media, etc.). Does it effectively align with my mission of [provide details about the mission of your business] and attract my ideal client [provide information about your ideal client]? Suggest areas for refinement so I am communicating effectively with my ideal clients.



As a creative professional juggling numerous projects and a busy lifestyle, I'm looking to design a structured yet flexible daily work routine that optimizes my personal productivity. I tend to work best in 2-hour focused blocks first thing in the morning and again in the evenings. But I'm open to your suggestions on when to schedule those work blocks based on my circadian chronotype and energy fluctuations. Ask me a series of questions that helps you better understand my needs, work responsibilities, and optimal ways of working. You will use these answers to provide a detailed blueprint for an ideal daily schedule that allows me to self-optimize across multiple dimensions - productivity, health/wellness, leisure, intellectual growth, etc. Incorporate strategies like batching tasks, time blocking, hour blocking, using productivity apps/tools, accountability systems, or any other tactics you'd recommend.



My business is facing [current challenge]. Brainstorm 10 creative solutions, including some outside-the-box ideas, that could help me address this.



Here's my current product description: [insert existing description]. Rewrite it to be more compelling for my dream clients [describe dream clients], highlight [key benefits], and use a more conversational tone. Start the description with a powerful and relatable hook, and end the description with a clear call to action.



I'm ramping up my content and inbound marketing efforts for my life coaching business that helps millennial professionals find greater fulfillment and work-life balance. To drive more leads into my funnel, I need a high-converting downloadable lead magnet like a guide or video course that provides instantly-usable value around work anxiety, burnout prevention, mindfulness and other topics my persona cares about. It should give just enough "aha" tactics and frameworks that the recipient feels compelled to want more by joining my email list and engaging with my brand. For context, my brand voice aims to be supportive yet candid - like an empathetic motivator who pushes clients to their potential. And my content style leans toward minimalist/decluttered but premium. As for the lead magnet format, I'm open to ideas like a well-designed guide/ebook, a series of video tutorials, perhaps a habit-tracking tool or interactive workbook, or even something like guided meditation audio files.



Life Prompts



How can I help you today?

I'm committed to waking up earlier and optimizing my morning routine for productivity while decreasing anxiety and stress. I respond best to routines containing light exercise like yoga or walking, minimal decision making and willpower depletion, smoothies, and inspirational/focusing activities like meditation, journaling, reading, etc. I am also open to learning about new habits, rituals, and systems that support my overall health and wellbeing. Design my ideal morning routine plus recommended habits/tactics I can implement to start each day grounded, motivated and emotionally resilient despite my work/travel schedule and other high-stress commitments. Break it down step-by-step in a structured flow, mapping out things like timing/schedule, tasks & activities, specific apps/tools/resources, decision points, and any other frameworks or details that would set me up to win the morning while aligning with my preferences and constraints.



I sometimes struggle with imposter syndrome, perfectionism and self-doubt which often holds me back from progressing on major goals. I want you to act as an expert in the psychology of peak performance and somatic work. Please offer methods you'd recommend for overcoming these mental hurdles, owning my expertise, shifting my identity, and taking bold actions from a place of unshakeable confidence. This could involve mindset shifts, visualization exercises, reframing success/failure, tapping into deep motivations, or other strategies.



Help me write a heartfelt and engaging birthday message for my best friend, highlighting our shared memories [write specific experiences, stories, or inside jokes] and expressing my appreciation for their friendship.



Brainstorm unique and budget-friendly date night ideas in [city] for my partner, considering our shared interests [write about your shared interests] and adventurous spirit.



You are a world class personal trainer. Generate a personalized 6-8 week progressive workout plan that targets my fitness goals of building more strength and feeling more energized, and my preference for workouts that don't require access to equipment and are time effective. My workouts need to be joint-friendly, and I prefer an optimized 20 minute workout over spending an hour at the gym doing things that may not be as effective. Time efficiency is key!



I'm committed to cleaner eating centered around nutrient-dense foods and reducing inflammatory processed items. Create a 7-day meal plan aligned with Mediterranean and plant-forward recipes. Ideally it includes a variety of globally-inspired dishes packed with vegetables, healthy proteins, fiber, and healthy fats. Avoid any major allergens/restrictions like gluten, nuts, etc. Additionally, assume my daily calorie target is around 1800. Meals should be simple-ish to prepare yet full of flavor. Provide recipes and a shopping list organized by grocery section.



I'm ready to take an epic solo adventure this summer! As an experienced travel writer, ideate an amazing 10-day Italy itinerary that includes incredible history, art/architecture, food/wine, and cultural immersion. Mix in some mild/moderate physical activities like scenic hikes, walking tours etc. but nothing too extreme. I'm an intrepid explorer who loves going off-the-beaten-path and uncovering local gems that most tourists miss. My travel style leans affordable boutique/luxury blending charming local accommodations and high-end experiences here and there. I'll be flying into Rome and out of Milan. Grazie ;)



AI Prompting Tips: Become a Prompting Pro

Think of your relationship with AI as a partnership, and like any good team, communication is key! Let's break down some best practices to get the most out of your AI collaborations:



Set the Scene:

Context is everything. Before asking the AI to do anything, give it a brief rundown of your business, your goals, and your target audience. This helps the AI deliver results that fit seamlessly into your world.



Be Crystal Clear:

Don't just ask for "a blog post." Specify the topic, desired length, tone of voice (formal, playful, etc.), and even the kind of structure you prefer (e.g., a how-to, a thought leadership piece.)



Inspiration Station:

If you're stuck, provide examples! Share a link to a website or an existing piece of content, and ask AI to not copy it but rather use it as inspiration. You can also describe what you don't want.



Think Outside the (Human) Box:

AI can do more than just follow instructions – let it surprise you! Ask for wild ideas, unexpected angles, or solutions that push your usual boundaries.



The AI as Your Expert:

Need a fresh perspective? Tell the AI to act like a particular type of specialist: a marketing guru, a social media strategist, even a customer service rep. This can unlock valuable insights.



Don't Be Afraid to Ask for More:

Have a first draft you like? Ask the AI to make it punchier, add supporting statistics, or suggest a powerful call to action. Treat this as a back-and-forth process.



Speak Your Mind (If You Want):

While typing is standard, some AI tools let you dictate prompts. If you express yourself better verbally, or simply find it faster, give it a try!



Embrace an Embodied Approach:

Embodiment is a big part of my personal coaching methodology and the work I do with leaders. I find applying embodiment techniques and practices to working with AI can actually generate better results. For example, asking the AI to "take a deep breath" just like I do with clients at the beginning of a session, or "slow down" when generating a response results in a more considered, nuanced output. Amazing, right?! This is why I experiment!

AI is a tool, and like any powerful tool, it takes practice to master. With practice, you'll be amazed at what becomes possible when combining your essence and personal genius with clear prompts.

A lot of these prompts were developed through practice, and through practice I created a unique prompt formula to get amazing outputs that I can use in many different areas of my business. I'm doing less than half the work I was doing a year ago thanks to AI and masterful prompting! Watch my email newsletter for an upcoming training on my prompt formula.

And remember what I told you at the start of this Playbook: Be playful and experiment. Don't be afraid to iterate on your prompts until you strike that perfect balance.

**Keep iterating, exploring, and aiming to take
human + AI collaboration to new heights.**

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