MARKETING FIELD MANUAL

99 COPY-READY AI PROMPTS

Posts, newsletters, web pages, listings, ads, and offers for small businesses

MK

QUICK START

CHOOSE A PROMPT

Find the situation in front of you, open the matching prompt, and run it on one real piece of work today.

ONE-MINUTE QUICK START: PICK THE LINE THAT MATCHES TODAY

MK-01 **Finished job post**
You finished a job worth showing. PAGE 09

MK-46 **Limited-time offer**
You are running an offer with an end date. PAGE 10

MK-10 **Monthly update**
You send a regular update to your list. PAGE 09

Each line points to the full prompt card. Copy it, replace the bracketed fields with facts you can verify, and work the sender review before you publish.

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PREPARATION

THE COMPANY BRIEF

Write this once. It is the part of every prompt that stays the same, so the AI never has to guess who you are or what you may claim.

FIELD	WHAT TO WRITE	FILLED EXAMPLE, FICTIONAL BUSINESS
Sender	Your name and role	Theo Marsh, owner
Company	The business name	Kettle and Crumb Bakery
Offer	What you sell or do	Bread and rolls, baked daily
Coverage area	Where you actually work	One shop on Bay Street, Port Ellery
Approved proof	Proof you may cite, or none	Open since 2018. No awards to cite
Limits	What you do not do or promise	No shipping. No custom cakes
Voice	Three words	Warm, plain, dry

Kettle and Crumb Bakery, Theo Marsh, the Harbor Street school and Port Ellery are fictional. They appear through page 07 so you can follow one business from first message to finished piece.

BLANK BRIEF: SELECT, COPY, FILL IN

```
Sender: [your name and role]
Company: [the business name]
Offer: [what you sell or do]
Coverage area: [where you actually work]
Approved proof: [proof you may cite, or none]
Limits: [what you do not do or promise]
Voice: [three words]
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HOW THE PROMPTS USE IT

Every prompt starts with **Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]**. Paste your filled brief over that bracket. An editable copy sits on the workbook's Start Here tab.

KEEP IT TRUE

If a claim changes, change the brief first. Prices, coverage, and proof drift faster than you expect. Review it monthly.

PREPARATION

THE FACT SHEET

Sort what you know from what you assume before you draft. The first three lines may go in. The fourth never does.

LINE	WHAT GOES HERE	A. ENOUGH TO WRITE NOW	B. NEEDS A FACT FIRST
Facts	What you know to be true	220 rolls baked for the school supper	"Everyone loved them"
Source	Where each fact came from	Theo's own order sheet	Nobody in particular
Date	When you saw it	Today	Unknown
Assumptions	What you are guessing. Keep these out	None	That customers want a quote used
Permissions	Names or details you are cleared to use	The school agreed to be named	None
Next decision	The one thing the reader should do	Order for the weekend	Not ready to say

Column A is Kettle and Crumb Bakery. Column B shows the same business without enough to go on. All names are fictional.

THE SECOND LINE OF EVERY PROMPT

Audience: [who this is for, and where it will run]

It tells the AI who the piece is for. Example: *Audience: People on the bakery email list, Port Ellery.*

GET A FACT BEFORE YOU START WHEN

The piece depends on something specific: a date, a price, a policy, a name, a permission. Find the source and its date, or leave the claim out. Never let the AI fill the gap.

FOUR PARTS OF EVERY PROMPT

Company brief. Who you are and your limits.
Audience. Who it is for.
Scenario. The facts of this one case.
Instruction. What to write, and what never to invent.

WORKED EXAMPLE

FROM INPUT TO DRAFT

Theo wants to announce a one-week offer to his list. He runs MK-46.

1. MK-46 WITH THE FIELDS FILLED IN

Company brief: Theo Marsh, owner, Kettle and Crumb Bakery, Bread and rolls, baked daily, One shop on Bay Street, Port Ellery. Open since 2018. No awards to cite. No shipping. No custom cakes. Warm, plain, dry.

Audience: People on the bakery email list, Port Ellery

Scenario: A dozen rolls for the price of ten; anyone ordering at the counter; Monday, December 7 through Sunday, December 13; one dozen per customer per day, while the day's batch lasts

The instruction paragraph under the fields is unchanged. See the full card in the library.

THE FACT IT WILL NOT GUESS

MK-46 stops and asks if you leave out **the real end date**.

2. AN ILLUSTRATIVE DRAFT

This week only: a dozen rolls for the price of ten.

From Monday, December 7 through Sunday, December 13, order a dozen at the counter and pay for ten. One dozen per customer per day, while the day's batch lasts.

Kettle and Crumb Bakery
Bay Street, Port Ellery

Sender notes: Confirm the counter staff know the dates and the one-dozen limit before this goes out.

Fictional example. This draft was written for the manual to show the shape of a good result. It is not recorded AI output.

3. THEO'S EXACT CHECKS

1. Are both dates real and on the calendar? Yes.
2. Are the terms in plain view? Yes, limit and supply are both stated.
3. Will the counter honor it? Only if staff are told. Noted.
4. Is any urgency invented? No. "This week only" matches the dates.
5. Anything added? No percent-off claim, no "best in town".

IF A KEY INPUT WERE MISSING

The end date was left blank, so the prompt will not write "limited time" and hope. It returns:

Needs input
1. The real end date of the offer.

BEFORE AND AFTER

FINISHED JOB POST

Fictional example. A bakery posts about one real order. Both drafts were written for this manual.

BEFORE: BASIC PROMPT

Write a social media post about our bakery.

WHAT A PROMPT LIKE THAT TENDS TO PRODUCE

Fresh. Delicious. Made with love!

At Kettle and Crumb we are passionate about baking the BEST bread in town. Every loaf is crafted with care by our amazing team.

Come taste the difference today! #bakery #fresh #yum

WHY IT FALLS SHORT

It could be any bakery anywhere.

"Best in town" is a claim nobody can back.

Nothing happened in it.

AFTER: MK-01 WITH THE FIELDS FILLED IN

Company brief: Theo Marsh, owner; Kettle and Crumb Bakery; Bread and rolls, baked daily; One shop on Bay Street, Port Ellery; Open since 2018. No awards to cite; No shipping. No custom cakes; Warm, plain, dry

Audience: Neighbors who follow the bakery on Facebook

Scenario: 220 dinner rolls for the Harbor Street school supper; mixed at 3 a.m. so they left warm at 4 p.m.; Port Ellery

Optional: Photo: the last trays on the cooling rack

Write a post that tells what the job was and the one detail, in the order a neighbor would tell it. End with what to do if they need the same thing. No hashtags unless I list them. If I left out what the job was, reply only with a Needs input list. Return one post under 70 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

IMPROVED DRAFT, ILLUSTRATIVE

220 dinner rolls left the bakery warm at 4 this afternoon, headed for the Harbor Street school supper.

That meant mixing at 3 a.m. Worth it.

Photo: the last trays on the rack. Port Ellery.

Sender notes: Confirm the school is fine being named before you post.

WHAT CHANGED

One real job, with its count.

The hard detail, said once.

No claim to be the best at anything.

TWO EDITS FOR ANY PIECE

1. Trade adjectives for the count. A number you can show beats a word you cannot.

2. Name the place only with a yes. If you have not asked, describe it without the name.

HOW THE PROMPTS PROTECT YOU

WHEN IT ASKS FIRST

A Needs input reply is not an error. It is the prompt refusing to make something up.

PROMPT	SITUATION	THE FACT IT WILL NOT GUESS
MK-01	Finished job post	What the job was
MK-10	Monthly update	The one you most want read
MK-19	Home page opening	The one action
MK-37	Search ad	The limits
MK-46	Limited-time offer	The real end date
MK-82	Event announcement	Date, time and place
MK-28	Business description	What you do
MK-55	How-to article	The steps
MK-73	Testimonial request	The two questions

Every one of the 99 prompts carries this line: "If I left out [one fact], reply only with a Needs input list." The table shows that fact for the nine prompts printed in this manual.

WHAT IT LOOKS LIKE

You paste MK-46 with one field blank. No draft comes back. You get:

Needs input
1. The real end date of the offer.

THREE WAYS TO ANSWER IT

1. Supply the fact and run the prompt again.
2. Go and find it. Check the record, then come back.
3. Drop the piece. If the fact does not exist, the piece should not either.

DO NOT

Do not tell the AI to "just estimate" or "use a placeholder". That turns a question into an invented answer with your name on it.

PROMPT INDEX

FIND YOUR PROMPT

Pick the category by what just happened, then pick the prompt by the decision in front of you.

CATEGORY	USE IT WHEN	PROMPT IDS
Social posts	Something happened worth a post	MK-01 to MK-09
Email newsletters	You are writing to your list	MK-10 to MK-18
Website pages	A page has to say what you do	MK-19 to MK-27
Local search and listings	A listing or profile needs words	MK-28 to MK-36
Ads	You are paying for the space	MK-37 to MK-45
Offers and promotions	There is a deal with dates and terms	MK-46 to MK-54
Blog and articles	You are teaching or explaining	MK-55 to MK-63
Video and audio scripts	It will be heard, not read	MK-64 to MK-72
Customer stories and proof	A customer's words are involved	MK-73 to MK-81
Events and community	There is a date and a place	MK-82 to MK-90
Planning and review	You are deciding what to make next	MK-91 to MK-99

Nine prompts per category, 99 in all. The library PDF prints every one as a card, three to a page.

CUE 1: IS THERE A DEADLINE OR A PRICE?

Then start in Offers and promotions, so the dates and terms are stated.

CUE 2: ARE A CUSTOMER'S WORDS IN IT?

Then use Customer stories and proof, and get their yes in writing.

CUE 3: ARE YOU PAYING TO RUN IT?

Then use Ads. The platform's limits and rules come first.

All 99 prompts: open the library 13

COPY-READY PROMPTS

SHOW THE WORK

Three library prompts, word for word. Replace each bracketed field, then paste.

MK-01 Finished job post

Use when: You finished a job worth showing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what the job was]; [the one detail that made it hard or interesting]; [the town or area, if I want it named]
Optional: [a photo I will attach, described in a few words]
Write a post that tells what the job was and the one detail, in the order a neighbor would tell it. End with what to do if they need the same thing. No hashtags unless I list them. If I left out what the job was, reply only with a Needs input list. Return one post under 70 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what the job was is true as written and that you may show it.

ALSO CHECK
Named a customer, a place or a photo? Get the yes first.

MK-10 Monthly update

Use when: You send a regular update to your list.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [up to three things that happened or are coming]; [the one I most want read]; [one action a reader can take]
Write a newsletter that leads with the most important item, gives the others one short paragraph each, and ends with the single action. Plain subject line, no clickbait. If I left out the one I most want read, reply only with a Needs input list. Return two subject options and one email under 220 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the one you most want read and test every link before it goes to the list.

ALSO CHECK
Send only to people who asked to hear from you.

MK-19 Home page opening

Use when: Your home page needs a clear top section.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I do]; [who for]; [where]; [the one action I want a visitor to take]
Optional: [one piece of approved proof]
Write a headline under 10 words that says what we do and for whom, a sentence under 25 words that adds where, and a button label that names the action. Include the proof line only if listed. If I left out the one action, reply only with a Needs input list. Return one headline, one sentence, one button label, and two alternates of the headline. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the one action matches what the business really does today.

ALSO CHECK
Read the page on a phone before you publish.

COPY-READY PROMPTS

MAKE THE OFFER

Dates, limits and terms go in before the copy is written.

MK-37 Search ad

Use when: You are writing a text ad for search.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Audience: [who this is for, and where it will run]

Scenario: [what I am advertising]; [who should click]; [the page it leads to]; [the limits for headline and description]

Write five headlines and three descriptions within the limits. Each must match what the page delivers. Show the character count for each. If I left out the limits, reply only with a Needs input list. Return five headlines and three descriptions, with counts. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the limits against the ad platform's current rules and limits.

ALSO CHECK
The ad and the page it lands on must make the same offer.

MK-46 Limited-time offer

Use when: You are running an offer with an end date.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Audience: [who this is for, and where it will run]

Scenario: [the offer]; [who qualifies]; [the real start and end dates]; [the terms]

Write the offer with the terms in plain sight: what it is, who qualifies, and the dates. Use the real end date and no other urgency. If I left out the real end date, reply only with a Needs input list. Return one announcement under 90 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the real end date with whoever has to honor it at the counter.

ALSO CHECK
Every offer needs its real dates and terms in plain view.

MK-82 Event announcement

Use when: You are hosting an event.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Audience: [who this is for, and where it will run]

Scenario: [what it is]; [date, time and place]; [who it is for]; [cost, or free]; [how to reserve]

Write an announcement with the date, time and place on their own lines and one sentence on who should come. If I left out date, time and place, reply only with a Needs input list. Return one announcement under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm date, time and place with the venue or host before you announce.

ALSO CHECK
State the cost, even when it is free.

COPY-READY PROMPTS

EARN THE TRUST

A listing, a lesson and a customer's own words.

MK-28 Business description

Use when: Your listing needs a description.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I do]; [where]; [how long I have been open]; [what I am known for]
Write a business description under 750 characters that states what we do and where in the first sentence. No keyword lists and no superlatives. If I left out what I do, reply only with a Needs input list. Return one description, with a character count. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm what you do matches your listing, your site and your door.

ALSO CHECK
Name, address, phone and hours must agree everywhere.

MK-55 How-to article

Use when: You want to teach readers to do something.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [the task]; [the steps, in order]; [tools or parts needed]; [when to stop and call a professional]
Write an article with a two-sentence opening, a needs list, numbered steps, and a closing section on when to call a professional. If I left out the steps, reply only with a Needs input list. Return one article under 500 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the steps from your own experience or a source you can name.

ALSO CHECK
Cut any number you cannot trace.

MK-73 Testimonial request

Use when: You want to ask a customer for a quote.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Audience: [who this is for, and where it will run]
Scenario: [what I did for them]; [the two questions I would like answered]; [how they can reply]
Write a short request that asks the two questions and says how their words would be used. Make saying no easy. If I left out the two questions, reply only with a Needs input list. Return one message under 80 words. Use only the facts above. Make no claim, number or result that is not stated above. Put anything I must verify under Sender notes, outside the copy.

SENDER REVIEW
Confirm the two questions with the customer, in writing, before it runs.

ALSO CHECK
Their words stay their words. Do not polish a quote.

REVIEW AND MEASURE

BEFORE YOU PUBLISH

Run this list on every piece. Then measure with one definition and one observation window.

CHECKLIST. PRINT THIS PAGE IF IT HELPS

- [ ] Every claim is true and you can show where it came from.
- [ ] No number, award or praise appears that you did not supply.
- [ ] Dates, prices and terms match what the counter will honor.
- [ ] Anyone named, quoted or shown has agreed.
- [ ] Links and buttons go where they say.
- [ ] It fits the limits of where it will run.
- [ ] There is one action, stated once.
- [ ] It reads naturally out loud, in your voice.

ILLUSTRATIVE RESULTS. FICTIONAL BATCH, NOT A BENCHMARK

Ledgerpoint Bookkeeping, a fictional two-person firm, sent one monthly update to its list and counted what happened over the following 7 days.

400	388	31	4	2	8.0%
Sent	Delivered	Clicks	Replies	Bookings	Click rate

Click rate = 31 unique clicks / 388 delivered = 8.0%. Use delivered as the base when you have it, and say so. Never mix bases in one comparison.

CLICK

One person, counted once, who followed a link.

REPLY

A human answer inside the window. Auto-replies do not count.

BOOKING

The outcome you wanted, on a calendar or in the till.

COMPARE FAIRLY

Same kind of work, same window, same way of counting. Change one thing per batch and write it in the Notes column of the Results Log. A small batch is a signal, not proof.

COMPANION RESOURCES

OPEN THE LIBRARY

The full library ships in three formats. Start with one piece of work you already have to do.

THREE COMPANION FILES, SAME 99 PROMPTS

PDF

Recon11_99_Marketing_and_Content_Prompt_Library.pdf
All 99 prompts as designed cards, three to a page, in the same format as this manual. Read, print, or copy from it.

XLSX

Recon11_99_Marketing_and_Content_Prompts.xlsx
Start Here, Prompt Library, and Results Log. Filter by category, copy a prompt from one cell, log results. No macros.

MD

Recon11_99_Marketing_and_Content_Prompts.md
The same 99 prompts as plain text. Opens in any text editor.

HOW TO OPEN THEM

All three come in the same kit folder as this PDF. They are also attached inside it: in Adobe Acrobat or Reader, open the Attachments panel (the paperclip icon) and double-click a file.

RUN YOUR FIRST DRAFT IN FOUR MOVES

01 **Choose.** Pick one live piece of work from your own list. Find its prompt on page 08 or with the Category filter in the workbook.

02 **Fill.** Paste your company brief from page 03, then replace each bracketed field with a fact you can point to.

03 **Review.** If the AI returns Needs input, supply the fact and run it again. If it drafts, work the sender review and the list on page 12. You publish it.

04 **Log.** Add one row to the Results Log: prompt ID, date, what happened, and what you had to change.

The prompts draft. You verify and publish. Nothing in this guide promises a result, and every business, person, price, and number shown is fictional. This guide is educational and is not legal, financial, or other professional advice.