



Stop using ChatGPT.
Start using Claude.

60 Claude Prompts



Opus 4.6 Extended ▾



* Writing *Like a Human* Prompts

1/10 Writing

Prompt 1

Analyze these 5 pieces of my writing. Extract my voice -- sentence structures, word choices, rhythms, personality. Format as a reusable Voice Card: [SAMPLES]. Include a dos/don'ts list, a "sounds like me" vs "doesn't sound like me" comparison, and 3 example sentences in my voice.

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Prompt 2

Rewrite this AI-generated text to sound natural. Remove filler phrases, vary sentence length, add contractions, use specific details: [TEXT]. Highlight every change you made and explain why. Flag any sentences that still sound robotic after the rewrite.

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Prompt 3

Write a Twitter thread about [TOPIC] in my voice. Rules: no "delve", no "it's worth noting", no "game-changer". Start sentences with And, But, So. Include a hook tweet that gets 50%+ read-more clicks, a retweet-worthy standalone tweet, and a CTA at the end.

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Prompt 4

Turn this product feature list into benefit-focused copy that makes readers feel something. No buzzwords: [FEATURES]. Use concrete before/after scenarios for each benefit. Show the user's life without vs with the product.

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Prompt 5

Write a personal story about [EXPERIENCE] for LinkedIn. Structure: hook, tension, lesson, actionable takeaway. Under 200 words. Make the first line impossible to scroll past. Include a vulnerable moment that builds trust and end with a question.

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Prompt 6

Create a brand voice guide for [BRAND]. Define: tone, personality traits, words we use, words we never use, example sentences for each context. Include voice examples for 5 scenarios: social post, error message, onboarding email, pricing page, and support reply.

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*Content *Strategy* Prompts

2/10 Content Strategy

Prompt 1

Act as a content strategist. Create a 30-day content calendar for [NICHE] targeting [AUDIENCE]. Include hooks, formats, posting times, optimal platforms per post, 3-4 content pillars to rotate, and weekly engagement goals to track growth.

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Prompt 2

Turn this blog post into 5 Twitter threads, 3 LinkedIn posts, and 10 Instagram captions. Match each platform's tone, include a hook for every piece, respect character limits, and add a hashtag strategy per platform: [CONTENT]

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Prompt 3

Generate 20 scroll-stopping hooks for [TOPIC] using these techniques: curiosity gap, bold claim, statistic, story opener, controversial take. Rate each hook 1-10 on controversy and engagement potential with a one-line justification.

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Prompt 4

Analyze my top 10 performing posts. Identify patterns in hooks, length, format, and topic. Give me a replicable formula and flag what to avoid based on my worst-performing posts: [POSTS]

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Prompt 5

Write a YouTube script outline for "[TOPIC]" that keeps retention above 60%. Include pattern interrupts every 90 seconds, b-roll suggestions per section, 3 thumbnail concepts, and 5 title A/B test options.

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Prompt 6

Create 10 myth-busting content ideas for [NICHE] that challenge common beliefs and spark debate in the comments. For each, include the common belief side by side with your contrarian take.

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* SEO & Growth Prompts

3/10 SEO & Growth

Prompt 1

Generate a comprehensive content brief for the keyword "[KEYWORD]". Include: search intent, word count, H2/H3 structure, competitor gaps, meta description, internal linking targets, featured snippet strategy, and schema markup recommendations.

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Prompt 2

Analyze these 5 competitor pages ranking for [KEYWORD]. Identify content gaps I can exploit to outrank them. Compare word count, backlink potential, content freshness, and unique angles they missed: [URLS]

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Prompt 3

Create a programmatic SEO strategy that generates 100+ pages from [DATA SOURCE]. Include URL structure, template, internal linking plan, crawl budget optimization, canonical strategy, and content uniqueness thresholds to avoid thin content penalties.

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Prompt 4

Write a landing page that ranks for "[KEYWORD]" AND converts at 5%+. Include above-fold copy, social proof sections, FAQ schema, CTA placement strategy, trust signals, and mobile-first layout recommendations.

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Prompt 5

Audit my site structure for SEO issues. Check: crawlability, internal links, orphan pages, keyword cannibalization, Core Web Vitals. Provide a prioritized fix list with estimated traffic impact for each issue: [URL]

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Prompt 6

Build a topical authority map for [NICHE]. Group 50 keywords into clusters with pillar pages and supporting articles. Include search volume, difficulty scores, and a 6-month publishing roadmap with priorities.

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* SaaS *Building* Prompts

4/10 SaaS Building

Prompt 1

Validate this SaaS idea with a first-principles analysis. Market size, competition, defensibility, and a build/no-build verdict. Include distribution strategy, MVP scope with timeline, and the 3 riskiest assumptions to test first: [IDEA]

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Prompt 2

Design a pricing page with 3 tiers for [PRODUCT]. Include feature gating strategy, anchor pricing psychology, and a recommended "most popular" tier. Add annual vs monthly toggle savings, social proof placement, and an objection-handling FAQ below pricing.

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Prompt 3

Write onboarding emails (Day 0, 1, 3, 7, 14) for [PRODUCT] that reduce churn and drive activation. Include subject lines, optimal send times, and a behavioral trigger for users who haven't completed setup by Day 3. Target metric: [GOAL].

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Prompt 4

Generate a complete Stripe integration plan for [PRODUCT]: checkout flow, webhook handling, subscription lifecycle, and dunning strategy. Include failed payment retry schedule, grace periods, and upgrade/downgrade proration logic.

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Prompt 5

Create a product launch checklist with 40 items across: pre-launch (buzz), launch day (distribution), and post-launch (retention). Include specific channels to post on, email sequences to send, and success metrics to track for each phase.

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Prompt 6

Analyze my churn data and suggest 5 interventions to reduce monthly churn from [X]% to [Y]%. Include win-back email sequences, cancellation flow optimizations, and early warning signals to monitor before users churn: [CONTEXT]

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* Marketing & Sales Prompts

5/10 Marketing & Sales

Prompt 1

Generate 10 lead magnet ideas for [NICHE] that naturally funnel into purchasing [PRODUCT]. Each should take <2 hours to create. Rank by conversion potential, include format type (PDF, quiz, template), and write a one-line hook for each.

Prompt 2

Write a cold email sequence (3 emails) for [PRODUCT] targeting [AUDIENCE]. Use the PAS framework. Include subject lines with 40%+ open rate potential. Add send timing between emails, personalization variables, and a follow-up voicemail script.

Prompt 3

List 15 objections people have before buying [PRODUCT]. For each, write a one-liner counter-argument I can use in sales copy. Categorize by type (price, trust, timing, competition) and suggest where to place each counter on the landing page.

Prompt 4

Create a viral loop strategy for [PRODUCT]. How can each user bring in 1.5 new users through the product itself? Include the referral trigger point, incentive structure, tracking implementation, and a realistic K-factor projection.

Prompt 5

Write 5 landing page headlines for [PRODUCT] using these frameworks: AIDA, PAS, Before/After, Social Proof, Urgency. Include matching subheadlines and CTA button text for each. A/B test priority ranking from highest to lowest potential.

Prompt 6

Design a referral program for [PRODUCT] with incentive structure, tracking plan, and email templates for referrers. Include tiered rewards, milestone badges, viral share copy for social media, and projected ROI per referral.

* Claude Code & CLI Prompts

6/10 Claude Code

Prompt 1

Act as a senior architect. Review my entire codebase and generate a CLAUDE.md file with coding standards, project structure, naming conventions, and tech stack context so future Claude sessions are 10x more effective.

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Prompt 2

Do a git diff and pretend you're a senior dev doing a code review and you HATE this implementation. Tear it apart -- what would you criticize, refactor, or reject in a PR review?

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Prompt 3

Analyze this error stack trace. Identify the root cause, explain exactly why it happens in plain English, suggest a fix with proper error handling, and write a regression test to prevent it: [ERROR]

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Prompt 4

Refactor this function to be more readable, performant, and testable. Use clean architecture principles, explain every decision you make, and show me the before/after diff: [CODE]

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Prompt 5

Generate a complete test suite for [FUNCTION] covering happy paths, edge cases, error handling, boundary values, and integration with dependencies. Use describe/it blocks with clear test names.

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Prompt 6

Review my API route for security vulnerabilities -- check for SQL injection, XSS, CSRF, auth bypass, rate limiting gaps, input validation, and data exposure. Prioritize fixes by severity: [CODE]

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* Productivity & Systems Prompts

7/10 Productivity

Prompt 1

Design a weekly workflow system for someone balancing [ROLE 1] and [ROLE 2]. Include time blocks, batch days, and energy management. Add a "no-meeting" deep work block, context-switching buffers, and a Friday review ritual to plan the next week.

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Prompt 2

Turn this overwhelming task list into a clear 7-day execution plan with priorities and dependencies: [TASKS]. Flag which tasks I can delegate or automate, identify the one task that unblocks everything else, and add buffer time.

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Prompt 3

Suggest 10 AI automations I can set up this week to save 5+ hours. My stack: [TOOLS]. My bottlenecks: [PAIN POINTS]. Include exact tool names, setup time for each automation, and estimated hours saved per week with a total ROI.

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Prompt 4

Create a decision matrix for choosing between [OPTIONS]. Score each on: upside potential, risk, time cost, reversibility, and goal alignment. Include a weighted scoring system, a clear winner recommendation, and the one question that would change the answer.

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Prompt 5

Design a content batching system that lets me produce 30 days of content in one 8-hour session. Niche: [NICHE]. Formats: [FORMATS]. Include a minute-by-minute schedule for the batch day, template files to prepare in advance, and a post-batch review.

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Prompt 6

Build a personal OS: morning routine, daily review template, weekly planning ritual, and monthly reflection framework for [GOAL]. Include Notion/Obsidian template structure, habit tracking metrics, and quarterly goal-setting framework with OKRs.

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* Debugging & Refactoring Prompts

8/10 Debugging

Prompt 1

This code works but is impossible to maintain. Refactor it using clean architecture principles. Extract reusable utilities, add TypeScript types where missing, and show a dependency diagram before and after the refactor. Explain every decision: [CODE]

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Prompt 2

I'm getting [ERROR] in production but can't reproduce locally. Walk me through a systematic debugging process with 10 diagnostic steps. Include an environment diff checklist, a logging strategy to add, and how to set up monitoring to catch it next time.

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Prompt 3

Compare these two implementation approaches for [FEATURE]. Pros, cons, performance implications, and which you'd pick for a team of [SIZE]. Include a decision matrix, estimated development time for each, and the maintenance burden over 12 months: [APPROACH A] vs [APPROACH B]

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Prompt 4

Generate a migration plan to upgrade from [OLD TECH] to [NEW TECH] with zero downtime. Include rollback strategy, risk assessment, a phased timeline, feature flag strategy for gradual rollout, and a runbook for the team to follow on migration day.

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Prompt 5

Review this database schema for a [TYPE] app. Identify: missing indexes, N+1 query risks, normalization issues, and scaling bottlenecks. Suggest specific index creation SQL, recommend caching layers, and estimate query performance at 10x and 100x current scale: [SCHEMA]

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Prompt 6

Write a comprehensive error handling strategy for [APP TYPE]. Cover: user-facing errors, logging, retry logic, graceful degradation, and alerting. Include error code taxonomy, Sentry/logging integration code snippets, and PagerDuty alert thresholds for each severity level.

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* Landing Pages & Copy Prompts

9/10 Landing Pages

Prompt 1

Write above-the-fold copy for [PRODUCT] that communicates the value in 3 seconds. Include: headline, subheadline, CTA button text, and social proof line. Provide 3 variations (benefit-led, curiosity-led, social-proof-led) so I can A/B test, and include a hero image direction.

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Prompt 2

Generate 10 testimonial request emails I can send to customers. Each should make it easy for them to write specific, believable praise. Include a pre-written testimonial template they can edit, specific questions to guide their response, and a follow-up cadence.

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Prompt 3

Create a pricing page with FAQ section for [PRODUCT]. Address the top 5 buying objections in the FAQ answers. Include a comparison table vs competitors, a money-back guarantee badge placement, and trust signals near the CTA button.

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Prompt 4

Write a case study template for [PRODUCT]. Structure: challenge, solution, results (with specific numbers), and a pull quote. Include interview questions to ask the customer, a visual layout wireframe, and SEO-optimized title format for the page.

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Prompt 5

Design a homepage wireframe in text: every section, its purpose, word count target, and the emotion it should trigger. Include scroll depth targets per section, mobile vs desktop layout differences, and conversion-optimized CTA placement logic. Product: [PRODUCT].

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Prompt 6

Write microcopy for [PRODUCT]: empty states, error messages, success confirmations, tooltips, and onboarding hints. Include 3 variations per message (friendly, professional, playful) and specify which context each variation fits best. Tone: [VOICE].

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* Monetisation & Scale Prompts

10/10 Monetisation

Prompt 1

Generate 10 digital product ideas I can build from my expertise in [SKILL]. Include pricing, format, and estimated build time for each. Rank by revenue potential vs effort, suggest a launch order, and identify which products cross-sell with each other.

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Prompt 2

Create a launch strategy for a \$[PRICE] digital product. Cover: pre-launch waitlist, launch week sequence, and evergreen funnel. Include a 14-day email warm-up sequence, scarcity tactics that feel authentic, and a post-launch debrief template.

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Prompt 3

Design a membership/community offering around [TOPIC]. Include: tiers, benefits, pricing, content cadence, and retention hooks. Add onboarding flow for new members, community engagement rituals (weekly calls, challenges), and churn prevention triggers.

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Prompt 4

Analyze my revenue streams and suggest 3 ways to increase average order value without adding new products. Include specific upsell/cross-sell placement, bundle pricing psychology, and a loyalty program structure with lifetime value projections: [CURRENT OFFERINGS]

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Prompt 5

Write a webinar outline that sells [PRODUCT] with a 10%+ conversion rate. Include: hook, teaching segment, transition to pitch, and objection handling. Add slide-by-slide structure, exact timing per segment, replay email sequence, and a live Q&A strategy to close undecided buyers.

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Prompt 6

Create a partnership outreach template for collaborating with [TYPE OF PARTNER]. Include: value proposition, proposed structure, and follow-up sequence. Add a mutual benefit breakdown, revenue share models, co-marketing content ideas, and a 90-day partnership success scorecard.

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