

# BUSINESS PROMPT STARTER KIT

A Non-Technical Guide for Teams

20 Copy-Paste Templates | RCTCO Framework | Prompt Library Template

67%

Productivity boost with structured prompts

76%

Reduction in AI errors

340%

ROI difference: strong vs. weak prompts

## 01 WHAT IS PROMPT ENGINEERING?

Prompt engineering is writing clear, structured instructions for an AI tool so it gives you useful, specific output — not generic responses. It is not a technical skill. It is closer to writing a clear brief for a contractor. The better your instructions, the better your result.

**The core principle:** The same AI model producing generic output for one team delivers 340% ROI for another. The difference is the prompt, not the tool.

## 02 THE RCTCO FORMULA

Use this 5-part structure for 90% of your business prompting tasks. You do not need every element every time — but the more context you give, the better the output.

	ELEMENT	WHAT TO INCLUDE
R	ROLE	Who should the AI be?
C	CONTEXT	What is the situation, audience, or goal?
T	TASK	What exactly do you want it to do?
C	CONSTRAINTS	What are the limits? (length, tone, format)
O	OUTPUT	What should the result look like?

### Example: Weak vs. RCTCO Prompt

## ✗ WEAK PROMPT

Write an email to follow up with a client.

## ☑ STRONG PROMPT

Role: Senior account manager at a B2B SaaS company. Context: Client attended our product demo 3 days ago but hasn't responded. Task: Write a follow-up email that re-engages them without being pushy. Constraints: Under 100 words. Friendly but professional. No competitor mentions. Output: Subject line + body only. No explanation needed.

## 03 PROMPT TEMPLATES — MARKETING

### MARKETING

#### Blog Draft Brief [Marketing]

You are a content writer for [Company Name], a [describe company] targeting [describe audience].

Write a 600-word blog introduction on [topic].

Tone: [conversational / authoritative / educational].

Include a hook in the first sentence, one relevant stat, and end with a transition to the body.

Do not use phrases like "In today's world" or "It's no secret that."

💡 Tip: Replace all [brackets] with your specific details before sending.

#### LinkedIn Caption (3 options) [Marketing]

Write 3 LinkedIn caption options for a post about [topic].

Audience: B2B decision-makers in [industry].

Each caption: under 150 words, starts with a hook (no questions), ends without a generic CTA.

Include one relevant stat in at least one version.

#### Email Subject Line Generator [Marketing]

Write 5 email subject lines for a campaign about [topic].

Audience: [describe recipient].

Goal: [open rate / click-through / re-engagement].

Tone: [professional / casual / urgent].

Max 50 characters each. No emojis. No all-caps.

💡 Tip: A/B test 2 of these in your next send and track open rates.

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## 04 PROMPT TEMPLATES — SALES

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### SALES

#### Pre-Call Research Summary [Sales]

I am preparing for a sales call with [Company Name].

Based on what you know about [their industry], summarize:

1. Their likely top 3 operational challenges right now
2. How a company like ours ([brief description]) typically helps
3. Two smart discovery questions I can open with

Keep it to one page.

#### Proposal Executive Summary [Sales]

You are a sales consultant.

Rewrite the following proposal summary for a [industry] executive who has 3 minutes to read it.

Prioritise ROI, timeline, and risk reduction.

Max 200 words. No jargon.

[Paste your current proposal text here]

💡 Tip: Always include a concrete ROI figure or time-saving estimate.

#### Client Follow-Up Email [Sales]

You are a senior account manager at a B2B company.

Context: [Client name] attended our [event/demo] [X] days ago and has not responded to our last message.

Write a follow-up email that re-engages them without being pushy.

Under 100 words. Friendly but professional tone.

Output: Subject line + body only.

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## 05 PROMPT TEMPLATES — HR & PEOPLE OPS

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### HR & PEOPLE OPS

#### Job Description Writer [HR]

Write a job description for a [Job Title] at our company.

We are a [describe company]. The role reports to [manager title].

Key responsibilities: [list 3-5].

Tone: Direct and welcoming. Avoid gendered language.

Format: Intro paragraph > 5 responsibilities > 4 must-haves

> 2 nice-to-haves > 1 closing sentence.

💡 Tip: Run the draft through a bias checker before publishing.

#### Performance Review Draft [HR]

You are an experienced HR manager.

Write a performance review for a team member who [description

of their role and performance over the review period].

Strengths section: 3 paragraphs.

Development areas: 2 paragraphs.

Professional but human. Specific, not vague. No hollow praise.

#### Interview Question Generator [HR]

Generate 8 structured interview questions for a [Job Title] role.

Focus areas: [e.g. problem-solving, communication, technical skills].

Mix of behavioural (STAR format) and situational questions.

Include one question to assess culture fit.

Do not include illegal or discriminatory questions.

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## 06 PROMPT TEMPLATES — OPERATIONS & ANALYSIS

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### OPS & ANALYSIS

#### Meeting Summary & Action Items [Ops]

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Summarise the following meeting notes into:

1. A 3-sentence TL;DR
2. Key decisions made (bullet list)
3. Action items with owner names and deadlines
4. Unresolved questions that need follow-up

[Paste meeting notes here]

💡 Tip: Works best when notes include who said what and any decisions flagged.

### Data Trend Interpretation [Ops]

You are a business analyst.

Here is our [weekly/monthly] performance data: [paste data].

Identify the top 3 trends, flag any anomalies, and suggest 2

actions we should consider.

Format: table followed by a short narrative under 150 words.

### Process Documentation [Ops]

Document the following business process as a step-by-step guide

for a new team member with no prior knowledge of our systems.

Process: [describe it briefly].

Format: numbered steps, plain English, include any warnings or common mistakes at the relevant step.

Target length: under 400 words.

## 07 QUICK-REFERENCE: WEAK VS. STRONG PROMPTS

<b>✘ WEAK PROMPT</b>	<b>☑ STRONG PROMPT</b>
Summarise this report.	Summarise for a board deck in 3 bullets: top finding, key risk, recommended action. Under 80 words.
Write a proposal.	Executive summary for a logistics client. Focus: cost savings and implementation speed. Max 200 words. Professional tone.
Respond to this complaint.	You are a CS manager. Acknowledge the issue, give one concrete resolution step, offer a follow-up call. Under 120 words.

Write a LinkedIn post.

Announce [feature] to HR directors at mid-size companies. Hook in line 1. Benefit-first. Under 150 words. No emojis.

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## 08 YOUR PROMPT LIBRARY — STARTER TEMPLATE

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Copy this table into a Google Sheet, Notion, or any shared workspace. Add prompts that work. Delete what does not. Review monthly.

Use Case	Department	The Prompt	Model	Quality (1-5)	Last Updated

**Fields:** Use Case | Department | The Prompt (full text) | Model Tested On | Quality 1-5 | Last Updated

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## 09 5 MISTAKES TO AVOID

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### 01 Asking for too many things at once

Split into separate prompts. Each output will be stronger.

### 02 Treating the first output as final

Prompt again. 'Make this shorter.' 'Change the tone.' 'Add a concrete example.' It is a conversation.

### 03 Not saying what to avoid

Explicitly state: 'No bullet points.' 'Avoid jargon.' 'Do not mention competitors.' AI will not assume.

### 04 Skipping the role instruction

'You are a senior financial analyst' produces fundamentally different output than 'You are a helpful assistant.'

### 05 Using the same prompt across all tools

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Claude, ChatGPT, Gemini, and Copilot respond differently. Test your best prompts across the tools you use.

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## 10 QUICK TIPS CHEAT SHEET

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- Always give the AI a Role — it changes everything.
  - Be specific about length, format, and tone in every prompt.
  - Include what NOT to do, not just what to do.
  - Your first output is a draft. Prompt again to refine.
  - Build a prompt library so your team does not start from scratch.
  - Test your best prompts across ChatGPT, Claude, and Copilot.
  - Measure time-to-usable-output before and after structured prompting.
  - Start with one high-volume, repetitive task — get it right, then expand.
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### **Ready to build a prompt system for your whole team?**

We run prompt engineering workshops and build custom prompt libraries for marketing, sales, HR, and ops teams.

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