



Prime Workflo

CLAUDE PROMPT SYSTEM

FREE STARTER KIT

The Agency AI Starter Kit

3 setup moves and 1 plug-and-play prompt that make Claude write like your sharpest strategist — not a generic chatbot.

3 SETUP MOVES

1 FULL PROMPT

RUNS IN MINUTES

A free sample from The Claude Agency Bible — 50 prompts for marketing agencies.

WHY YOUR AI OUTPUT LOOKS GENERIC

Three moves that change everything

Most people type a vague request, get a generic answer, and blame the AI. It's a setup problem. Give Claude three things — a role, context, and an output format — and the quality jumps.

1 Assign an expert role

Tell Claude who to be before what to do. It primes a sharper mode of reasoning.

```
Weak: "Write a Facebook ad for my client's gym."
Strong: "You are a direct-response copywriter with 12
        years writing Facebook ads for local gyms,
        using hooks that trigger loss aversion."
```

2 Paste a client context block

One short block makes every output client-specific instead of generic. Reuse it per client.

```
CLIENT CONTEXT:
- Industry / location / target customer
- Brand voice (three adjectives)
- Primary pain point we solve | Current offer
- Biggest competitor + what they do differently
```

3 Demand an output format

If you don't specify a format, you get prose. Ask for the exact shape you need.

```
"Format as: [Headline], [Body - 3 short paras], [CTA].
No preamble or commentary."
```

PLUG-AND-PLAY · RUNS IN ~4 MINUTES

The Competitor Autopsy

Walk into any pitch knowing the client's competitive landscape cold. Paste your context block first, then run this. Replace the [brackets].

`competitor_autopsy.prompt`

You are a market intelligence analyst specializing in digital marketing competitive research.

Analyze competitors for a client in the [INDUSTRY] space.
Competitors: [COMPETITOR_1], [COMPETITOR_2], [COMPETITOR_3]

For each competitor, give:

1. Core positioning (in your words, from public messaging)
2. Primary target audience
3. Content & advertising themes
4. Apparent weaknesses or messaging blind spots
5. One thing they do exceptionally well

Then synthesize:

- 2-3 positioning angles NO competitor is owning
- **The best angle for us, given [CLIENT_DIFFERENTIATOR]**

Do: be specific; cite observable evidence for each claim.

Avoid: vague descriptors like "they focus on quality".

Format: headers + bullets. Synthesis section in bold.

Tip: After the first output, add: "Adjust tone to be more [X], less [Y]" and paste 2-3 lines of the client's real copy. Claude re-aligns in one pass.



THAT WAS 1 OF 50

The Claude Agency Bible

50 battle-tested prompts across client acquisition, market research, content, advertising, retention, and operations. Each replaces 30-60 minutes of skilled work.

- Client Acquisition 10 prompts
- Content Creation 12 prompts
- Client Retention 5 prompts
- Market Research 8 prompts
- Advertising 10 prompts
- Agency Operations 5 prompts

\$49 one-time
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INSTANT DOWNLOAD

Get all 50 prompts

primeworkflo.netlify.app

If a single prompt saves your team one hour, it has paid for itself.