Category	Prompt Name	Product	Prompt	Why This Works
Research & Analysis	Multi-Source Research Synthesis	Claude.ai	You are a senior research analyst. I am researching [TOPIC] and have gathered findings from the following sources. <sources> Source 1: [TITLE] — Key claim: [PASTE KEY CLAIM OR SUMMARY] Source 2: [TITLE] — Key claim: [PASTE KEY CLAIM OR SUMMARY] Source 3: [TITLE] — Key claim: [PASTE KEY CLAIM OR SUMMARY] </sources> Analyze these sources and produce: (1) the main points of consensus, (2) key	Structured XML input forces Claude to analyze your actual sources rather than answering from general knowledge. The four-part framework surfaces disagreements and gaps that a basic summary would miss.
Research & Analysis	Document Deep-Dive Extractor	Claude.ai	<document> [PASTE FULL REPORT, CONTRACT, OR RESEARCH PAPER HERE] </document> <instructions> You are a senior [ROLE — e.g., legal analyst / financial analyst / strategist]. First, quote the sections most relevant to [SPECIFIC FOCUS]. Then summarize the key findings or obligations in a table. Flag anything ambiguous, missing, or that requires follow-up. If a claim is not supported by the document, say so explicitly. Do not speculate.	Placing the full document in XML tags and instructions separately prevents Claude from confusing your data with your directions. Quoting before summarizing grounds every insight in the source text.
Research & Analysis	Research Project Knowledge Base	Claude.ai	You are my research assistant for [RESEARCH TOPIC]. I am investigating [RESEARCH QUESTION] with a target deliverable of [DELIVERABLE]. My research methodology: [DESCRIBE YOUR APPROACH] As I conduct research I will log findings in this format: Finding [NUMBER]: [SOURCE] — [KEY CLAIM OR DATA POINT] After each batch of findings, synthesize: (1) emerging patterns, (2) conclusions we can draw so far, (3) hypotheses to test next, (4) gaps still to fill. Flag any contradictions	Setting up Claude as a persistent research partner at the start of a project lets you accumulate findings over time. The structured logging format makes synthesis reliable and gaps visible.
Research & Analysis	Competitive Landscape Mapper	Claude.ai	You are a competitive intelligence analyst. Research and map the competitive landscape for [YOUR MARKET/NICHE] across [NUMBER] main competitors. For each competitor provide: (1) primary value proposition, (2) target customer segment, (3) pricing model and positioning, (4) key strengths to learn from, (5) weaknesses or gaps you can exploit. Then identify: (1) white space in the market no competitor is owning, (2) the positioning approach most likely to succeed given what you found. Present as a competitive matrix table followed by a strategic recommendation paragraph. If data is unavailable for	The competitive matrix output makes positioning decisions concrete and visual. Explicitly requesting white space identification moves the output from description to strategic insight.
Research & Analysis	Industry Trend Synthesis	Claude.ai	You are a trend analysis specialist. I need a structured synthesis of the most important trends shaping [YOUR INDUSTRY] right now. For each of the top [NUMBER] trends, provide: (1) a one-sentence description of the trend, (2) the evidence driving it, (3) the timeline — emerging, accelerating, or plateauing, (4) the strategic implication for [COMPANY TYPE / ROLE], (5) one concrete action to take in response. Rank trends by strategic urgency. Flag any where evidence is thin or contested. Cite sources where possible.	Forcing a five-part structure per trend prevents vague generalities. The strategic implication and concrete action columns turn a trend report into a decision tool.
Research & Analysis	Multi-Document Folder Synthesis	Claude Cowork	Read all documents in [FOLDER NAME]. These are [DESCRIBE CONTENT — e.g., customer interview transcripts / market research reports / meeting notes]. After reading everything, produce a Word document with this structure: 1. Executive Summary (1 page): key themes, most important finding, recommended action 2. Findings by Theme: group insights into [NUMBER] themes with supporting quotes or data 3. Gaps and Open Questions: what the documents don't answer 4. Recommended Next Steps: 3-5 prioritized actions based on findings	Pointing Cowork at your real files produces synthesis that no amount of copy-pasting into a chat window can match. The plan-first checkpoint prevents surprises on complex multi-file tasks.
Research & Analysis	Research Paper Rapid Breakdown	Claude.ai	You are an expert researcher in [FIELD]. I am uploading a research paper. Before summarizing, read it completely. <task> Provide: (1) the core research question or objective, (2) the methodology and its key strengths or limitations, (3) the major findings — quote the most significant result directly, (4) the conclusions the authors draw, (5) 3-5 bullet points on what this means for practitioners in [YOUR ROLE / INDUSTRY], (6) the most important caveat to keep in mind when applying these findings. </task>	The practitioner implications section transforms an academic paper into usable intelligence. The caveat flag at the end prevents over-reliance on a single study.
Research & Analysis	Source Credibility Evaluator	Claude.ai	You are a research quality analyst. I am evaluating whether the following sources are credible enough to cite in [PURPOSE — e.g., a board presentation / a published article]. <sources> [PASTE SOURCE TITLES, AUTHORS, URLS, OR SUMMARIES] </sources> For each source assess: (1) author or publisher credibility, (2) methodology quality if applicable, (3) recency and relevance, (4) potential bias or conflicts of interest, (5) overall credibility rating: High / Medium / Low with one-sentence rationale.	Treating source evaluation as a structured task prevents weak citations from undermining well-researched work. The replacement suggestion makes the output immediately actionable.
Research & Analysis	Customer Interview Insight Extractor	Claude Cowork	Read all interview transcripts or notes in [FOLDER NAME]. These are customer or prospect interviews about [TOPIC]. After reading all interviews, produce a structured synthesis document: 1. Top Themes: the 4-5 most frequently mentioned insights, with direct quotes as evidence 2. Surprising Findings: anything unexpected that appeared across multiple interviews 3. Pain Points Ranked: ordered by frequency and severity 4. Language Patterns: exact phrases customers used that should appear in our messaging	Customer interview synthesis across many transcripts is exactly the multi-file analytical task Cowork was designed for. Language patterns extracted directly from transcripts are gold for messaging.
Research & Analysis	Hypothesis Testing Framework	Claude.ai	You are a strategic analyst helping me test a business hypothesis. My hypothesis is: [STATE YOUR HYPOTHESIS]. Help me: (1) identify what evidence would confirm this hypothesis, (2) identify what evidence would disprove it, (3) list the 3-5 most important assumptions baked into this hypothesis that I should pressure-test, (4) recommend the fastest and cheapest way to gather the disconfirming evidence, (5) rate the current evidence strength: Strong / Moderate / Weak with a brief explanation. Be direct. If the hypothesis seems flawed, say so and explain why.	Framing hypothesis testing around disconfirming evidence rather than confirming it prevents confirmation bias. The evidence strength rating forces an honest audit of what you actually know vs. assume.
Research & Analysis	Regulatory Research Brief	Claude.ai	You are a research analyst specializing in regulatory environments. I need a briefing on [REGULATORY TOPIC OR JURISDICTION] as it applies to [YOUR BUSINESS TYPE]. Provide: (1) a plain-English summary of the key requirements, (2) what specifically applies to us given [YOUR CONTEXT], (3) the most common compliance mistakes companies make, (4) what documentation or processes we need in place, (5) open questions I should verify with a qualified attorney or compliance specialist. This is for planning purposes only — flag anything that requires professional legal or compliance advice rather than stating it as definitive.	Framing the output as a planning brief with explicit legal-advice caveats makes this prompt safe and genuinely useful. The common-mistakes section often delivers more value than the requirements summary itself.
Research & Analysis	Literature Review Builder	Claude.ai	You are an academic research specialist. I am preparing a literature review on [TOPIC] for [PURPOSE]. I have compiled the following sources: <sources> [PASTE SOURCE TITLES, AUTHORS, DATES, AND KEY CLAIMS] </sources> Organize the literature into a structured review: (1) group sources by theme or sub-topic, (2) for each theme identify the consensus view, any significant disagreements,	Constraining Claude to only your uploaded sources makes the literature review reliable rather than partly hallucinated. The synthesizing paragraph gives you a ready-to-use introductory section.

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Research & Analysis	Research-to-Recommendation Report	Claude Cowork	Read the research files in [FOLDER NAME]. These are [DESCRIBE CONTENT] related to [DECISION OR QUESTION]. Produce a decision-ready report in Word format with this structure: - Executive Summary: the recommendation in 150 words or fewer - Evidence Summary: the 5-6 most important findings from the research - Risks and Assumptions: what could make this recommendation wrong - Recommended Next Steps: 3 actions with owners and timelines Constraints: do not delete originals. write to /[OUTPUT FOLDER] only. flag any data	Combining research synthesis and recommendation in a single Cowork task is one of the highest-leverage uses of the product. The recommendation-first structure forces analytical clarity rather than letting data speak for itself.
Research & Analysis	Pitch Deck Research One-Pager	Claude Design	Build a research summary one-pager for an investor pitch deck on [COMPANY / TOPIC]. Audience: [INVESTOR TYPE]. Layout: a clean visual summary page with four panels: (1) Market Size — TAM/SAM/SOM with sources, (2) Key Trends — 3 macro trends supporting this opportunity, (3) Competitive Landscape — simple positioning map, (4) Proof Points — 3-5 data points validating the opportunity. Tone: confident, evidence-led, no fluff. Use our design system. Treat this as a supporting slide, not a hero slide — it should inform, not persuade.	Framing market research as a visual one-pager forces the right level of editorial discipline. Claude Design's canvas lets you iterate the layout visually once the data is in place.
Research & Analysis	Expert Interview Question Generator	Claude.ai	You are a qualitative research specialist. I am preparing to interview [EXPERT TYPE] about [TOPIC]. My research objective is: [STATE YOUR GOAL]. Generate 15-20 interview questions organized into sections: (1) opening / rapport-building questions, (2) problem exploration questions — focus on depth, not yes/no, (3) solution evaluation questions, (4) future-needs questions, (5) one closing question that surfaces what I forgot to ask.	Organizing questions by interview phase prevents conversations from going off-track. The leading-question flag is particularly valuable — it catches assumptions embedded in how questions are worded.
Data Analysis	Uploaded Dataset Analyst	Claude.ai	You are a senior data analyst. I have uploaded [DESCRIBE DATA — e.g., a CSV of monthly sales by product and region for the past 24 months]. <task> Analyze this dataset and provide: 1. A plain-English summary of what the data shows 2. The top 3 most important trends or patterns 3. Any anomalies, outliers, or data quality issues worth flagging 4. One insight I am likely to miss if I only look at summary totals 5. The 2-3 most important questions this data raises that I should investigate next	Leading with a plain-English summary before patterns ensures the output is usable by non-analysts. The 'insight you'll miss' prompt reliably surfaces non-obvious findings.
Data Analysis	P&L Plain-English Translator	Claude.ai	You are a financial advisor translating accounting reports into plain English. Review my profit and loss statement for [MONTH/PERIOD]: [PASTE P&L DATA] Explain: (1) what the numbers actually mean for my business health, (2) the top 3 insights I should pay attention to — revenue trends, expense red flags, margin changes, (3) a comparison to [PREVIOUS PERIOD] highlighting what improved or declined, (4) one specific action to take based on these numbers, (5) the 2-3 key metrics to watch next month.	The 'explain to a smart non-accountant' constraint prevents jargon and keeps the output actionable. The single specific action is more valuable than a list of vague recommendations.
Data Analysis	90-Day Cash Flow Projection	Claude.ai	You are a cash flow analyst helping avoid financial surprises. Based on my current financials: [PASTE REVENUE, EXPENSES, PAYMENT TERMS] Create a 90-day cash flow projection for [YOUR BUSINESS]. Include: (1) expected cash inflows by week with payment timing assumptions stated explicitly, (2) planned cash outflows by week — fixed and variable, (3) weekly running cash balance, (4) any weeks where I am at risk of a cash shortfall, (5) 2-3 specific recommendations to improve the cash position.	Stating assumptions explicitly makes the projection honest rather than falsely precise. The weekly table format creates a working document, not just a one-time analysis.
Data Analysis	Spreadsheet Data Automation	Claude Cowork	Read the spreadsheet file [FILENAME] in [FOLDER NAME]. After reading: (1) describe what data it contains and how it is structured, (2) identify any data quality issues — missing values, inconsistent formats, duplicate rows, (3) produce a cleaned version with issues corrected, (4) generate a summary statistics sheet with totals, averages, min/max, and period-over-period change for [KEY METRICS], (5) flag any anomalies or outliers worth investigating. Write all outputs to /[OUTPUT FOLDER] only. Do not overwrite the original file. If you are unsure how to handle any data issue, note it rather than making assumptions.	Cowork's ability to read real Excel files and write back formatted outputs makes it the right tool for this task. The plan-first step is essential — data cleaning decisions should be reviewed before execution.
Data Analysis	Revenue Trend Analyzer	Claude.ai	You are a business intelligence analyst. I am sharing my revenue data below: [PASTE REVENUE DATA BY PERIOD, PRODUCT, OR SEGMENT] Analyze this data and produce: (1) overall revenue trend — growing, flat, or declining and at what rate, (2) which segments, products, or channels are driving growth vs. dragging it down, (3) the most important inflection point in the data and what likely caused it, (4) a projection for the next [NUMBER] periods based on current trends — state confidence level and key assumptions, (5) the one lever most likely to accelerate growth based on what the data shows.	Asking for the single most important growth lever forces analytical prioritization rather than a laundry list of suggestions. The confidence-level requirement on projections prevents false precision.
Data Analysis	Break-Even and Unit Economics Calculator	Claude.ai	You are a financial analyst helping me understand my unit economics. For [YOUR PRODUCT OR OFFER] provide: 1. Break-even analysis: fixed costs / (price - variable cost per unit) = break-even volume 2. Current volume vs. break-even — am I profitable yet? 3. Contribution margin per unit and what it means 4. Sensitivity analysis: what happens if price drops 10%? If variable costs rise 15%? 5. The minimum price I need to charge to hit [TARGET MARGIN]%	Showing formulas alongside results makes the output auditable and educational. The sensitivity analysis section is often more valuable than the break-even number itself for pricing decisions.
Data Analysis	Survey Data Pattern Finder	Claude.ai	You are a quantitative research analyst. I am sharing survey results from [NUMBER] respondents about [TOPIC]. [PASTE SURVEY DATA OR SUMMARY TABLES] Analyze this data and produce: (1) the top 5 most important findings with supporting statistics, (2) any significant differences between segments — by [SEGMENT], (3) which findings are statistically meaningful vs. too close to call given the sample size, (4) the 2-3 findings most likely to inform a decision about [DECISION OR QUESTION], (5) what follow-up research would make these findings more actionable.	Flagging which findings are statistically meaningful vs. directional prevents survey data from being misused. The implication column transforms data points into decision inputs.
Data Analysis	Financial Scenario Modeler	Claude.ai	You are a financial modeling analyst. I need to model three scenarios for [BUSINESS DECISION]. For each scenario model: - Best case: [DESCRIBE OPTIMISTIC ASSUMPTIONS] - Base case: [DESCRIBE MOST LIKELY ASSUMPTIONS] - Worst case: [DESCRIBE PESSIMISTIC ASSUMPTIONS] For each scenario calculate: projected revenue impact, cost impact, net impact, and payback period.	Identifying the highest-impact assumption is more useful than the scenario numbers themselves. It tells you exactly what to monitor to know which scenario you're living in.
Data Analysis	Batch Data Processing and Reporting	Claude Cowork	Read all data files in [FOLDER NAME]. These are [DESCRIBE FILES — e.g., monthly sales exports from our CRM / weekly performance reports from each regional team]. After reading all files: 1. Combine the data into a single consolidated summary sheet 2. Calculate [KEY METRICS] for each [PERIOD / REGION / TEAM] 3. Identify the top 3 and bottom 3 performers across [METRIC] 4. Flag any data inconsistencies between files 5. Produce an executive summary Word document with findings and a recommended action for the lowest performer	Consolidating multi-file data exports is a perfect Cowork use case — it requires file access, multi-step processing, and professional output formatting that batch chat prompting can't match.

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Data Analysis	Anomaly and Outlier Detector	Claude.ai	You are a data quality analyst. I am sharing the following dataset: [PASTE DATA] Your task: (1) identify any values that appear statistically unusual — outliers more than 2 standard deviations from the mean, (2) flag any data entry errors or formatting inconsistencies, (3) identify any time periods or categories with suspicious patterns, (4) for each anomaly: describe what you found, why it is flagged, and what I should do to investigate or correct it, (5) after removing or correcting anomalies, what does the underlying trend look like?	Anomaly detection needs an explicit instruction to flag before removing, or Claude will quietly clean data. The underlying-trend question after anomaly removal often reveals the most useful insight.
Data Analysis	Market Sizing Calculator	Claude.ai	You are a market analysis specialist. Help me estimate the market size and revenue opportunity for [YOUR PRODUCT OR SERVICE] in [TARGET MARKET]. Build a TAM / SAM / SOM model: - TAM: everyone who could theoretically use this solution - SAM: the segment we can realistically reach - SOM: what we can capture in years 1-3 Use a bottom-up approach: start with number of potential customers, multiply by average contract value. Show calculations step by step.	Bottom-up market sizing is more defensible than top-down percentage estimates. The single data-point recommendation at the end makes the model immediately improvable.
Data Analysis	KPI Dashboard Design Brief	Claude Design	Design a KPI dashboard visual for [TEAM OR FUNCTION — e.g., a sales team / a marketing function]. Audience: [WHO WILL USE THIS — e.g., VP of Sales reviewing weekly performance] Metrics to include: [LIST YOUR KPIs] Layout: clean scorecard format with: (1) headline number per KPI, (2) trend arrow vs. prior period, (3) RAG status indicator, (4) a sparkline showing the last 12 periods. Tone: executive. data-dense but clean. Use our design system.	Specifying the audience determines the right information density. A dashboard designed for a VP weekly review is very different from one for a board monthly — the audience constraint is doing a lot of work here.
Data Analysis	Variance Analysis Report	Claude Cowork	Read [BUDGET FILE] and [ACTUALS FILE] in [FOLDER NAME]. Produce a variance analysis report in Word format: 1. Summary table: budgeted vs. actual for each line item with variance in $ and % 2. Material variances: flag any line where variance exceeds [THRESHOLD — e.g., 10% or $5,000] 3. For each material variance: a brief explanation field I can fill in, and whether the variance is favorable or unfavorable 4. Overall budget vs. actual summary with net variance 5. Recommended actions for the top 3 unfavorable variances	Variance analysis is time-consuming manual work that Cowork can execute in minutes once it has access to both files. The explanation field placeholder saves significant time in the review process.
Data Analysis	Data Story Builder	Claude.ai	You are a data communications specialist. I have the following data that I need to present to [AUDIENCE]: [PASTE KEY DATA POINTS OR FINDINGS] Help me turn this data into a clear narrative: 1. The single most important insight from this data — one sentence 2. The three supporting data points that prove it 3. The 'so what' — what this means for [AUDIENCE] specifically 4. The recommended action or decision this data supports	Translating data into a narrative for a specific audience is where most analysts struggle. The counterargument section prepares you for the hardest question in the room before you walk in.
Data Analysis	Statistical Significance Checker	Claude.ai	You are a statistical analyst. I am evaluating whether the following results are statistically significant: [DESCRIBE YOUR TEST AND RESULTS — e.g., Version A converted at 4.2% (n=1,200), Version B at 5.1% (n=1,180)] Provide: (1) whether the difference is statistically significant at the 95% confidence level, (2) the p-value and what it means in plain English, (3) the minimum sample size I would have needed to detect this difference reliably, (4) whether I can make a confident decision based on these results or need more data, (5) what practical	The practical significance question is as important as statistical significance and often overlooked. A result can be statistically significant but operationally meaningless — this prompt forces that distinction.
Code Review & Development	New Feature Build	Claude Code	Add [FEATURE DESCRIPTION] to this project. First, read @src/[RELEVANT FOLDER OR FILE] and explain the current [RELEVANT FLOW] in 3-5 sentences. Then create a step-by-step implementation plan. Do not write any code yet — wait for my approval. After I approve: implement the feature, write tests for [KEY FUNCTION OR ENDPOINT], run the full test suite, and fix any failures. Address root causes, not	The read-then-plan-then-implement workflow prevents Claude Code from making architecture assumptions that conflict with your existing patterns. The over-engineering warning is necessary for Opus-class models.
Code Review & Development	Bug Fix with Reproduction	Claude Code	Users are reporting [SYMPTOM — e.g., login fails after session timeout / file uploads silently fail for files over 10MB]. The cause is likely in @src/[AREA]. 1. Read the relevant files and explain what you think is causing this bug 2. Write a failing test that reproduces it 3. Fix the bug — address the root cause, not just the symptom 4. Prove the test now passes 5. Check for any other locations in the codebase where the same issue might exist	Writing a failing test before fixing the bug is the difference between a fix you can verify and a fix you hope works. The 'check for same issue elsewhere' step catches the same bug in a second location before it causes another incident.
Code Review & Development	Code Review by Severity	Claude Code	Use a subagent to review [FILE PATH OR DIFF] for: 1. Security vulnerabilities 2. Race conditions or concurrency issues 3. Edge cases not handled 4. Consistency with patterns used elsewhere in the codebase 5. Performance concerns Report findings organized by severity: Critical / High / Medium / Low. For each finding: describe the issue, explain why it matters, and suggest the fix.	Severity-organized output makes code review actionable — Critical findings get fixed before merge, Low findings go on the backlog. Explicitly limiting to correctness issues prevents style debates.
Code Review & Development	Codebase Refactor	Claude Code	I need to refactor [COMPONENT OR MODULE]. First, read @src/[CURRENT IMPLEMENTATION] and explain: (1) what it currently does, (2) the specific problems with the current implementation, (3) which patterns elsewhere in the codebase I should follow. Then create a refactor plan. Wait for my approval before touching any code. After approval: refactor following the pattern used in @src/[EXAMPLE FILE], write tests proving existing behavior is preserved, run the suite. Do not change behavior —	Pointing at an existing pattern file is the highest-leverage context you can give Claude Code for a refactor. It doesn't need to guess at your architectural preferences — it reads your existing code.
Code Review & Development	Test Suite Generator	Claude Code	The following function or module currently has no tests: @src/[FILE PATH] Write a comprehensive test suite covering: 1. The happy path — expected inputs producing expected outputs 2. Edge cases — empty inputs, boundary values, maximum values 3. Error cases — what should happen when inputs are invalid or dependencies fail 4. Any business logic that is easy to break during future refactors Use [TEST FRAMEWORK] consistent with the rest of the codebase. Run the suite after writing. If any tests fail, fix the test or flag the bug — do not skip failing tests.	Explicitly listing the four coverage categories prevents test suites that only cover happy paths. The 'do not skip failing tests' instruction prevents the silent suppression of real bugs.
Code Review & Development	Large-Scale Migration Planner	Claude Code	I need to migrate [WHAT — e.g., all API calls from v1 to v2 / all class components to React hooks] across the entire codebase. 1. First, inventory all affected files by searching the codebase. List them. 2. Create a migration plan: which files to tackle first, dependencies between files, estimated risk per file. 3. Wait for my approval before making any changes. 4. After approval: work through the migration in scoped batches. After each batch, run the test suite and fix failures before continuing. 5. Maintain a migration log: which files are done, in progress, blocked.	Batching migrations with test-suite verification after each batch is the only safe approach for large-scale changes. The migration log prevents losing track of state in a long session.

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Code Review & Development	API Integration Build	Claude Code	I need to integrate [API NAME] into this project. 1. Read @src/[RELEVANT FOLDER] to understand the current architecture 2. Read the integration documentation at [URL — allowlist with /permissions] 3. Create an implementation plan: which files to create or modify, how to handle authentication and secrets, how to handle API errors and rate limits 4. Wait for my approval 5. After approval: implement the integration, write tests using mocked API responses, run the suite	Reading both the existing codebase and the API documentation before planning prevents integration architectures that conflict with existing patterns. The credentials instruction protects against the most common security mistake in integrations.
Code Review & Development	Performance Profiling and Fix	Claude Code	[DESCRIBE THE PERFORMANCE PROBLEM — e.g., The dashboard page takes 8 seconds to load / the data export times out for datasets over 50K rows] 1. Read @src/[RELEVANT FILES] and identify the most likely performance bottleneck 2. Explain what is causing the slowness and why 3. Propose 2-3 approaches to fix it, with trade-offs for each 4. Wait for me to choose an approach 5. Implement the chosen fix, add a performance test that would catch regression, run the suite	The 'propose approaches with trade-offs' step is critical for performance work — the right fix depends on context Claude Code can't fully know. Giving you options to choose from keeps you in control of architectural decisions.
Code Review & Development	Codebase Onboarding Guide	Claude Code	I am new to this codebase and need to understand [COMPONENT OR FLOW — e.g., how authentication works / how data flows from the API to the database]. Read the relevant files starting with @src/[ENTRY POINT] and produce: 1. A plain-English explanation of what this code does, step by step 2. A diagram description showing how the main components connect 3. The 3 most important files to understand this area of the codebase 4. Any non-obvious design decisions I should know about before making changes 5. The most common mistake someone makes when modifying this area	Using Claude Code as an onboarding tool is one of its most underrated use cases. Reading the actual code and explaining it is far more accurate than asking a colleague to recall architecture from memory.
Code Review & Development	Dependency Audit and Update Plan	Claude Code	Audit the dependencies in [package.json / requirements.txt / Gemfile] and produce: 1. A list of all outdated dependencies with current version vs. latest stable 2. Any dependencies with known security vulnerabilities 3. Any deprecated packages that should be replaced 4. A prioritized update plan: update immediately (security), next sprint, lower priority 5. For the highest-priority updates: which files are most affected and any breaking changes to watch for Do not make any updates yet — this is the audit phase only. Present findings as a table.	Separating the audit from the update prevents accidental breaking changes. The prioritization by security vs. maintenance vs. nice-to-have makes the output immediately actionable.
Code Review & Development	PR Description Generator	Claude Code	I have just completed [DESCRIBE WHAT YOU BUILT OR FIXED]. Read the diff in @[BRANCH OR FILE] and write a PR description including: 1. Summary: what changed and why (2-3 sentences) 2. Changes made: bullet list of specific files or functions modified 3. How to test: step-by-step instructions for a reviewer to verify the change works 4. Any risks or edge cases: what could go wrong and how it was mitigated Write for a reviewer who understands the codebase but has not been working on this feature. Be specific — avoid vague phrases like 'improved performance' or 'fixed bug'.	A well-written PR description reduces review time significantly. The 'how to test' section is the most valuable and most often skipped — explicitly requiring it ensures reviewers can actually verify the change.
Code Review & Development	CLAUDE.md Setup Generator	Claude Code	I am setting up a CLAUDE.md file for this project to give Claude Code persistent context at the start of every session. Read the codebase structure, package.json or equivalent, and existing documentation. Then generate a CLAUDE.md that includes: 1. Essential bash commands Claude needs to know (build, test, lint, start dev server) 2. Code style rules that differ from defaults 3. Architecture overview: the 3-5 most important things to know before touching this code 4. Common gotchas: things that have caused bugs or confusion in the past	CLAUDE.md is the highest-leverage persistent context investment in Claude Code. The 'would removing this cause mistakes?' filter is the official Anthropic guidance for keeping it lean — bloated CLAUDE.md files get ignored.
Code Review & Development	Infrastructure as Code Review	Claude Code	Review the infrastructure configuration files in @[FOLDER — e.g., terraform/ / .github/workflows/ / kubernetes/] for: 1. Security misconfigurations — overly permissive IAM roles, exposed ports, unencrypted secrets 2. Cost optimization opportunities — resources that are over-provisioned or could be rightsized 3. Reliability risks — single points of failure, missing health checks, inadequate retry logic 4. Consistency with the rest of the configuration	Infrastructure review is one of the highest-stakes code review tasks — mistakes have production and cost consequences. The 'flag for human decision' instruction is essential for irreversible infrastructure changes.
Code Review & Development	Design to Code Handoff Bundle	Claude Design	This design is ready to build. Package a Claude Code handoff bundle for this [COMPONENT OR PAGE — e.g., onboarding flow / pricing page / dashboard layout]. Include: 1. Design tokens: colors, typography scale, spacing, border radii in CSS variable format 2. Component inventory: list of UI components needed with their states 3. Layout structure: grid system, responsive breakpoints, key measurements 4. Interaction spec: which elements are interactive and what happens on interaction 5. Implementation intent: constraints the developer should know about	The Claude Design to Claude Code handoff is one of the most powerful cross-product workflows in the suite. This prompt standardizes the bundle format so the implementation prompt is always clean and complete.
Content Creation & Repurposing	Long-Form Article Writer	Claude.ai	You are a senior content strategist and writer. Write a [LENGTH]-word article about [TOPIC] for [PUBLICATION OR PLATFORM]. Audience: [DESCRIBE READER] Tone: [TONE — e.g., practical and direct / thought-leadership without the buzzwords] Angle: [YOUR SPECIFIC POINT OF VIEW] Structure: strong hook opening, 3-4 substantive sections with subheadings, concrete examples in each section, a clear takeaway the reader can act on today.	The angle field is the most important part of this prompt — it gives Claude a specific point of view rather than producing a generic overview. The banned-phrases instruction consistently improves output quality.
Content Creation & Repurposing	Pillar Content Repurposing Engine	Claude.ai	You are a content repurposing specialist. I am sharing the following long-form content: [PASTE BLOG POST, TRANSCRIPT, OR VIDEO SCRIPT] Repurpose this into the following formats: 1. LinkedIn post (1,000-1,200 words, professional tone, end with a discussion question) 2. Twitter/X thread (10 tweets, punchy, hook in tweet 1, key insight per tweet, CTA in final tweet) 3. Email newsletter section (300 words, conversational, value-focused, link to full piece) 4. Instaaram carousel outline (10 slides: hook. 7-8 content slides. CTA slide — 15-25	The 'compress, don't water down' instruction is the key quality signal. Most repurposing fails because ideas get diluted rather than condensed. Extracting standalone quotes surfaces the most shareable lines.
Content Creation & Repurposing	Customer Story to Case Study	Claude.ai	You are a case study writer turning customer success into marketing assets. Transform the following customer story: Customer: [NAME/TYPE] Industry and size: [DETAILS] Challenge before: [DESCRIBE THE PROBLEM] Solution implemented: [WHAT THEY DID] Results achieved: [QUANTIFIED OUTCOMES WITH TIMEFRAME] Customer quote: [DIRECT QUOTE IF AVAILABLE]	The 'ask for specifics rather than vague language' instruction prevents the most common case study failure — unsubstantiated claims that prospects distrust. Specific numbers with timeframes are the difference between a case study that sells and one that gets ignored.
Content Creation & Repurposing	Email Newsletter Section Writer	Claude.ai	You are an email newsletter writer. Write a [NUMBER]-word section for [NEWSLETTER NAME] about [TOPIC]. Audience: [DESCRIBE SUBSCRIBERS] Tone: [TONE — e.g., conversational, like a smart friend sharing something useful] Format: short intro sentence, 3-4 substantive paragraphs, a single clear takeaway or action at the end. This section sits between [PREVIOUS SECTION TOPIC] and [NEXT SECTION TOPIC] in the newsletter — it should feel like it belongs in the same reading experience.	Providing the surrounding context produces newsletter copy that flows naturally rather than reading like isolated pieces. The banned filler endings are a small instruction with outsized output quality impact.

Category	Prompt Name	Product	Prompt	Why This Works
Content Creation & Repurposing	Brand Voice Style Guide Builder	Claude.ai	You are a brand strategist and editor. I am going to share three examples of content that represents our brand voice at its best: <examples> Example 1: [PASTE CONTENT SAMPLE] Example 2: [PASTE CONTENT SAMPLE] Example 3: [PASTE CONTENT SAMPLE] </examples> Analyze these examples and produce a brand voice guide with: (1) 4-5 adjectives that	Building a voice guide from real examples rather than abstract descriptions makes it actually usable. The before/after examples are the most actionable section — they show writers exactly what transformation looks like in practice.
Content Creation & Repurposing	Batch Social Media Content Sprint	Claude Cowork	Read the content brief or source material in [FILE NAME OR FOLDER]. This is [DESCRIBE CONTENT — e.g., our Q2 product release notes / a library of customer quotes and testimonials]. From this source material, create a batch of [NUMBER] social media posts for [PLATFORM] covering the following themes: [LIST THEMES OR CONTENT PILLARS]. For each post: provide the post copy, suggested visual direction in one sentence, and one hashtag recommendation.	Batch content creation from source material in Cowork eliminates the start-from-scratch problem. The 'do not write the same post twice' instruction prevents the low-quality content loops that plague batch AI generation.
Content Creation & Repurposing	SEO Blog Post Optimizer	Claude.ai	You are an SEO content specialist. I have written the following draft blog post: [PASTE DRAFT] Optimize it for search while preserving the voice and quality. Specifically: 1. Identify the primary keyword this post should rank for and confirm the current placement is correct 2. Suggest 3-5 secondary keywords to work in naturally 3. Rewrite the title and meta description for maximum click-through 4. Add or improve subheadings so they include keywords naturally	The 'do not change the core argument or voice' guardrail prevents SEO optimization from destroying the quality that made the original post worth optimizing. Before/after sections make it easy to accept or reject each suggestion independently.
Content Creation & Repurposing	Thought Leadership LinkedIn Article	Claude.ai	You are a ghostwriter for senior business executives. Write a LinkedIn article for [EXECUTIVE NAME / ROLE] on [TOPIC]. Voice profile: [DESCRIBE THEIR VOICE — e.g., direct and opinionated, uses personal stories / data-driven, analytical, cites research] Stance: [THEIR SPECIFIC POINT OF VIEW ON THIS TOPIC] Audience: [WHO THEY ARE WRITING FOR] Structure: a personal anecdote or observation to open (2-3 sentences), the core insight or argument (3-4 paragraphs), a concrete example or data point, a closing call-to-	The 'do not open with credentials' instruction produces more engaging articles. Most executive LinkedIn content opens with who the person is rather than why anyone should keep reading — this flips that pattern.
Content Creation & Repurposing	Video Script Writer	Claude.ai	You are a video script writer. Write a [LENGTH] script for a [FORMAT — e.g., YouTube tutorial / explainer video / sales demo video] about [TOPIC]. Audience: [DESCRIBE VIEWER] Tone: [TONE] Key message to leave with: [THE ONE THING VIEWERS SHOULD REMEMBER] Structure: hook (first 15 seconds — state the payoff immediately), setup (context and why this matters), main content (3-4 sections with clear verbal signposts), summary, call to action.	The 'write for spoken delivery' instruction produces scripts that don't sound like essays being read aloud. Visual cue brackets turn the script into an actual production guide rather than just words on a page.
Content Creation & Repurposing	Content Repurposing Matrix and Execution	Claude Cowork	Read [SOURCE CONTENT FILE] in [FOLDER NAME]. This is [DESCRIBE CONTENT — e.g., a 45-minute podcast transcript / a 3,000-word research report]. Create a full content repurposing plan and execute the first three derivatives: 1. Repurposing map: list 10-12 derivative formats this content can become, with effort level and recommended platform for each 2. Execute derivative 1: [FIRST FORMAT — e.g., LinkedIn article from the main argument] 3. Execute derivative 2: [SECOND FORMAT — e.g., Twitter/X thread from the top 7 insights]	Combining the repurposing map with immediate execution of the top three derivatives is the most efficient way to start a content system. The map handles future weeks; the three derivatives are ready to publish this week.
Content Creation & Repurposing	Landing Page Copy Writer	Claude Design	Build a landing page for [PRODUCT OR OFFER NAME]. Audience: [WHO] Core value proposition: [ONE SENTENCE] Layout: hero section with headline and subheadline + primary CTA, a 3-column feature benefits section, a social proof row, a second CTA section. Copy requirements: headline under 10 words, subheadline under 20 words, benefit statements outcome-focused not feature-focused. Tone: [TONE — e.g., confident, clear,	Specifying outcome-focused benefit statements rather than feature-focused is the single most important copy instruction. 'Send campaigns faster' is a feature; 'Spend 4 hours less on email every week' is a benefit. This prompt enforces that distinction.
Content Creation & Repurposing	Content Brief Generator	Claude.ai	You are a content strategist. Create a detailed content brief for a [FORMAT — e.g., blog post / white paper / video series] about [TOPIC]. Include: (1) recommended title and 2-3 alternatives, (2) target keyword and search intent, (3) audience — who is reading this and what do they already know, (4) angle — the specific point of view that makes this piece worth reading vs. the 50 other pieces on this topic, (5) outline — H2s and H3s with a 1-sentence description of what each section covers, (6) sources to research or reference, (7) success criteria — how will we know if this piece performed well?	The success criteria section is the most commonly omitted brief element. Without it, content gets published without anyone knowing what it was supposed to achieve. Including it upfront creates accountability before production starts.
Content Creation & Repurposing	Pitch Deck Slide Writer	Claude Design	Design a [NUMBER]-slide investor pitch deck for [COMPANY NAME], a [DESCRIBE BUSINESS]. Audience: [INVESTOR TYPE] Tone: confident, evidence-led, not aggressive Visual direction: editorial, type-led, no stock photos, no purple gradients Slide structure: Problem (1), Solution (1), Market Size (1), Product Demo (2), Business Model (1), Traction (1), Team (1), Ask (1), Appendix (3).	Headline-as-point rather than headline-as-topic is the single most impactful deck writing instruction. 'Market Opportunity' is a label. '$4.2B addressable market growing 23% annually' is a point. This prompt enforces that difference across every slide.
Marketing & Competitive Intelligence	Competitor Website Analyzer	Claude.ai	You are a competitive intelligence analyst. Analyze [COMPETITOR NAME]'s website at [URL] and provide a one-page competitive brief covering: 1. Primary value proposition — what they promise customers in their own words 2. Products or services offered and visible pricing 3. Target audience indicators — who they are speaking to based on language and positioning 4. Content strategy — blog topics, lead magnets, resources 5. Conversion tactics — CTAs, social proof, trial or demo offers 6. Strengths worth learning from 7. Gaps or weaknesses I can exploit	Flagging inferences vs. direct observations makes competitive analysis honest rather than overconfident. The differentiation framing keeps the output strategic rather than descriptive.
Marketing & Competitive Intelligence	Competitor Positioning Map	Claude.ai	You are a brand strategist analyzing market positioning. I will share positioning statements or homepage messaging for me and [NUMBER] competitors: <competitors> Us: [PASTE YOUR HOMEPAGE HEADLINE / POSITIONING STATEMENT] Competitor A: [PASTE THEIRS] Competitor B: [PASTE THEIRS] Competitor C: [PASTE THEIRS] </competitors>	The credible/compelling/differentiated test is the most efficient positioning filter. Many companies can write compelling positioning that they can't credibly own. This prompt forces the distinction.
Marketing & Competitive Intelligence	Customer Review Mining	Claude.ai	You are a market researcher extracting strategic insights from customer reviews. Analyze the following reviews of [COMPETITOR PRODUCT OR SERVICE] from [REVIEW SOURCE — e.g., G2, Capterra, Trustpilot]: [PASTE REVIEWS] Produce: 1. Top 5 things customers love — with direct quote examples 2. Top 5 frustrations or complaints — with direct quote examples 3. Jobs-to-be-done — what outcomes customers are actually hiring this product to	Customer language extracted from competitor reviews is among the highest-value competitive intelligence available. The jobs-to-be-done section often reveals that customers use the product for reasons the competitor doesn't even market.

Category	Prompt Name	Product	Prompt	Why This Works
Marketing & Competitive Intelligence	Go-to-Market Strategy Builder	Claude.ai	You are a go-to-market strategist. Help me design a GTM strategy for [PRODUCT OR FEATURE LAUNCH]. Context: - Target customer: [ICP DESCRIPTION] - Primary pain point we solve: [PAIN POINT] - Key differentiator vs. alternatives: [DIFFERENTIATOR] - Launch goal: [GOAL — e.g., 50 paid customers in 90 days] - Available channels: [LIST CHANNELS] - Team size and budget: [CONSTRAINTS]	The failure-point question is the most valuable and most often absent from GTM planning. Identifying the most likely place it breaks before you start is worth more than most of the planning that comes before it.
Marketing & Competitive Intelligence	ICP Deep Profile Builder	Claude.ai	You are a customer research specialist. Build a detailed Ideal Customer Profile for [YOUR PRODUCT OR SERVICE] in [TARGET MARKET]. Profile dimensions: 1. Firmographics: company size, industry, growth stage, revenue range, geography 2. Decision maker profile: job title, seniority, what they are measured on 3. Trigger events: what happens in their business that makes them start looking for a solution like ours 4. Pain points ranked: what frustrates them most, in order of severity 5. Jobs-to-be-done: what outcome are they hiring our product to achieve?	The trigger event section is the most actionable part of an ICP for sales and marketing. Knowing what happens before someone starts looking tells you exactly when and where to reach them.
Marketing & Competitive Intelligence	Marketing Channel Analysis	Claude.ai	You are a marketing strategist analyzing competitor channel mix. Research how [COMPETITOR NAME] acquires customers. Document: 1. Active marketing channels — SEO, paid ads, social, partnerships, events, community 2. Estimated investment level per channel: Low / Medium / High based on visible activity 3. Content frequency and quality per channel 4. Apparent channel performance — which seem to drive most engagement 5. Channels they are NOT using — potential opportunities 6. Your recommended channel priority given what you found	The 'observable vs. inferred' distinction makes competitive channel analysis credible. Saturated-vs-room-to-compete assessment prevents wasting budget chasing a channel that a well-resourced competitor already owns.
Marketing & Competitive Intelligence	Campaign Brief Generator	Claude.ai	You are a marketing campaign strategist. Create a brief for a [CAMPAIGN TYPE] for [PRODUCT OR COMPANY]. Campaign parameters: - Goal: [SPECIFIC MEASURABLE GOAL — e.g., 500 MQLs in 60 days] - Audience: [ICP DESCRIPTION] - Budget: [AMOUNT] - Channels: [CHANNELS] - Timeline: [START TO END DATE]	The 'flag unrealistic constraints' instruction is the most important quality signal. A campaign brief that promises 500 MQLs on a $2,000 budget is worse than no brief. Honesty about feasibility is the most useful service.
Marketing & Competitive Intelligence	SEO Content Gap Analysis	Claude.ai	You are an SEO strategist. I need to identify content gaps — topics my competitors rank for that I do not. Competitor domains: [LIST COMPETITOR DOMAINS] My domain: [YOUR DOMAIN] Target keyword themes: [DESCRIBE YOUR CONTENT PILLARS] Using available web information: (1) identify 10-15 high-value topics my competitors are ranking for that I am not covering, (2) for each topic: estimated search intent, difficulty level, and why it matters for my audience, (3) prioritize the top 5 by ease of	The 'best piece on the internet' framing filters out keyword-stuffing opportunities and focuses on topics where quality content can actually outperform well-established competitors.
Marketing & Competitive Intelligence	Competitive Battle Card	Claude.ai	You are a sales enablement specialist. Create a competitive battle card for [COMPETITOR NAME] our sales team can use in live deals. Structure: 1. When we typically face them: deal types, customer profiles, deal stages 2. Their strengths — acknowledge honestly what they do well 3. Their weaknesses — specific vulnerabilities we can exploit 4. How to position us: the 3 core messages when selling against them 5. Common objections when a prospect prefers them — with our response to each 6. Questions to ask that expose their weaknesses without mentioning them by name	The honesty instruction is the most important element. Sales reps who overclaim in competitive situations lose deals. A battle card that acknowledges competitor strengths and redirects to genuine differentiators is far more effective.
Marketing & Competitive Intelligence	Marketing One-Pager	Claude Design	Create a one-page marketing document for [PRODUCT OR CAMPAIGN]. Audience: [TARGET AUDIENCE] Key message: [CORE VALUE PROPOSITION IN ONE SENTENCE] Layout: headline (bold, outcome-focused), 3-4 key benefit sections with icons, one proof point or customer stat, a clear CTA. Tone: [TONE — e.g., professional and consultative / confident and direct] Format: single-page PDF layout, designed to be printed or shared digitally.	The use-case context (sent after discovery calls) shapes the design significantly. A leave-behind document needs different visual weight and information density than a cold outreach one-pager. Specifying the use case prevents generic output.
Marketing & Competitive Intelligence	Win/Loss Analysis Synthesizer	Claude Cowork	Read all win/loss interview notes or CRM deal data in [FOLDER NAME]. These are records of [NUMBER] deals we won and lost against [COMPETITORS OR DEAL TYPES] in [TIME PERIOD]. After reading all records, produce a Win/Loss Analysis report in Word format: 1. Win rate overall and by competitor 2. Top 3 reasons we win — with frequency count and representative quotes 3. Top 3 reasons we lose — with frequency count and representative quotes 4. Patterns by deal size, industry, or sales stage 5. The single most important change we should make to our sales process or	Win/loss synthesis across many deal records is exactly the multi-file analytical task Cowork excels at. The evidence requirement prevents the analysis from becoming a collection of opinions dressed as data.
Marketing & Competitive Intelligence	Feature Comparison Builder	Claude.ai	You are a product analyst creating an objective competitive comparison. Build a feature comparison table for [YOUR PRODUCT] vs. [COMPETITORS: LIST THEM]. Compare across: (1) core features, (2) differentiating features, (3) ease of use and onboarding, (4) integration ecosystem, (5) support model, (6) pricing structure, (7) best-fit customer. Be objective and fair — do not misrepresent competitors. Where they are genuinely better, acknowledge it. Where we are better, be specific — not 'easier to use' but 'average time to first value: 2 days vs. 14 days.' Flag which cells need to be verified with	Specificity over vague claims ('2 days vs. 14 days' not 'easier to use') is the most important instruction for comparison tables that convert. The update flag makes the table maintainable rather than a one-time artifact.
Marketing & Competitive Intelligence	Email Sequence Builder	Claude.ai	You are an email marketing specialist. Write a [NUMBER]-email [SEQUENCE TYPE — e.g., cold outreach / lead nurture / onboarding / win-back] sequence for [AUDIENCE]. Sequence goal: [GOAL] Core value proposition: [ONE SENTENCE] Tone: [TONE] For each email provide: subject line (A and B variant), preview text, body copy, and CTA. Note the timing between each email.	Specifying the purpose of each email before writing them produces sequences with logical narrative progression rather than five variations of the same message. A/B subject line variants give you immediate testing material.
Business Strategy & Decision Making	Strategic SWOT Deep Dive	Claude.ai	You are a strategic analysis facilitator. Conduct a comprehensive SWOT analysis for [YOUR BUSINESS OR INITIATIVE]. <context> Business: [DESCRIBE YOUR BUSINESS] Current situation: [DESCRIBE CURRENT STATE] Decision this SWOT will inform: [STATE THE DECISION] </context> For each quadrant, identify 5-7 items with a one-sentence explanation of why each	Explicitly granting permission to be uncomfortable with findings produces better SWOT analysis. The strategic implication step transforms a SWOT from an interesting exercise into an action plan.
Business Strategy & Decision Making	Decision Framework Builder	Claude.ai	You are a strategic decision facilitator. I am facing the following decision: [DESCRIBE THE DECISION]. Help me think through this rigorously: 1. Clarify the decision: what are we actually deciding, and what are the real alternatives? 2. Key criteria: what factors matter most? Weight each (should total 100%) 3. Score each option against the criteria and calculate a weighted total 4. Identify the 3 most important assumptions — what needs to be true for the highest-scoring option to be right?	The weighted criteria scoring removes politics from decisions. The reversibility question is more important than the score for high-stakes choices — a wrong reversible decision is cheap; a wrong irreversible one is catastrophic.

Category	Prompt Name	Product	Prompt	Why This Works
Business Strategy & Decision Making	Annual Strategic Plan	Claude.ai	You are a strategic planning facilitator. Help me build our annual strategic plan for [COMPANY] for [YEAR]. Context to inform planning: <context> Previous year results: [KEY WINS AND MISSES] Current market dynamics: [OPPORTUNITIES AND THREATS] Current strengths: [WHAT WE DO WELL] Current weaknesses: [WHAT LIMITS US] </context>	The 'stop doing' list is the most undervalued element of strategic planning. Strategy is about choice — what you say no to defines the plan as much as what you commit to. The 'challenge' instruction prevents planning theater.
Business Strategy & Decision Making	Business Model Stress Test	Claude.ai	You are a strategic analyst stress-testing a business model. My current business model is: [DESCRIBE YOUR BUSINESS MODEL — revenue streams, cost structure, key assumptions, customer acquisition approach] Stress test it against these scenarios: 1. Your largest customer represents 30%+ of revenue — what happens if they leave? 2. Your primary acquisition channel costs double — what happens to unit economics? 3. A well-funded competitor enters and prices 20% below you — what is your response?	Stress-testing before a crisis is the difference between resilience and survival. Rating severity before recommending mitigation creates proportionate responses rather than treating all risks as equal.
Business Strategy & Decision Making	Pricing Strategy Analyzer	Claude.ai	You are a pricing strategist. Help me evaluate and optimize my pricing for [PRODUCT OR SERVICE]. Current pricing: [DESCRIBE YOUR CURRENT PRICING MODEL AND TIERS] Target customer: [ICP] Competitive pricing context: [WHAT COMPETITORS CHARGE] Business goal: [GOAL — e.g., maximize revenue / increase enterprise deal size / reduce churn] Analyze:	The 'base on my specific situation' instruction prevents generic pricing advice that applies to no business in particular. The 90-day experiment recommendation makes the output immediately testable.
Business Strategy & Decision Making	Strategic Initiative Prioritizer	Claude.ai	You are a strategic prioritization specialist. I have [NUMBER] potential initiatives and need to prioritize them. <initiatives> [LIST EACH INITIATIVE WITH A 1-2 SENTENCE DESCRIPTION] </initiatives> Score each initiative on these weighted criteria: - Strategic alignment with our top priority [YOUR PRIORITY]: 25% - Revenue impact potential (next 12 months): 20%	The 'flag conflicts with intuition' instruction is one of the most valuable prompting techniques for strategic decisions. When the data says one thing and your gut says another, that's where the real strategic thinking happens.
Business Strategy & Decision Making	Risk Assessment Framework	Claude.ai	You are a risk analyst. I am evaluating the risks associated with [DECISION OR INITIATIVE]. Conduct a structured risk assessment: 1. Identify the top 8-10 risks across these categories: strategic, operational, financial, market, legal/compliance, people 2. For each risk: describe it specifically, rate probability (High/Medium/Low), rate impact (High/Medium/Low), and calculate risk priority 3. For the top 5 highest-priority risks: recommend a specific mitigation strategy and an owner	The 'risk most likely to be underestimated by champions' question counteracts optimism bias — the single biggest systematic error in business decision-making. Explicitly requesting it surfaces the blind spot.
Business Strategy & Decision Making	Expansion Strategy Brief	Claude.ai	You are a growth strategy consultant. Help me evaluate expanding into [NEW MARKET, SEGMENT, OR GEOGRAPHY]. Current business context: [DESCRIBE CURRENT STATE] Analyze this expansion opportunity: 1. Market attractiveness: size, growth rate, competitive intensity, barriers to entry 2. Strategic fit: how does this leverage our current strengths? What gaps would we need to fill? 3. Go-to-market approach: the most realistic path to initial customers in this market	The opportunity-cost section is the most honest test of whether expansion makes sense. The 'do not recommend just because it's large' instruction prevents the common strategic mistake of chasing addressable market size over fit.
Business Strategy & Decision Making	Competitive Response Strategy	Claude.ai	You are a competitive strategy specialist. A competitor has just [DESCRIBE COMPETITIVE MOVE — e.g., raised $50M / launched a direct competitor / cut their pricing by 30%]. Help me formulate our response: 1. Analyze what this move signals about their strategy and intent 2. What does this mean for us — immediate threat, medium-term threat, or overblown concern? 3. Evaluate three response options: (a) ignore and focus on our roadmap, (b) respond directly by matching or countering, (c) differentiate more aggressively to avoid direct	The three-option framework prevents binary 'respond or ignore' thinking. Option C (differentiate to avoid competition) is the most valuable and most overlooked response in most companies' playbooks.
Business Strategy & Decision Making	OKR Design Workshop	Claude.ai	You are an OKR strategy facilitator. Help me design [COMPANY / TEAM / INDIVIDUAL] OKRs for [QUARTER / YEAR]. Context: - Our top priority for this period: [PRIORITY] - Resources available: [TEAM SIZE / BUDGET] - Key constraint or challenge: [CONSTRAINT] - What 'great' looks like at the end of this period: [DESCRIBE SUCCESS] For each of [NUMBER] Objectives, provide:	The push-back instruction on activity metrics is critical. OKRs fail most often because Key Results measure outputs rather than outcomes. Explicitly challenging this pattern prevents the most common OKR failure mode.
Business Strategy & Decision Making	Board Presentation Builder	Claude Design	Design a [NUMBER]-slide board presentation for [COMPANY] covering [TOPIC — e.g., Q2 business review / Series A fundraise update / annual strategic plan]. Audience: [BOARD COMPOSITION] Tone: executive, evidence-led, direct Visual direction: professional, data-forward, minimal decoration Slide structure: [LIST YOUR SLIDES] For each slide: headline states the point (not the topic), key data or 3 bullets max, one	Board presentations fail most often because they show everything rather than the right things. The 'every slide should earn its place' constraint forces the question 'would a director miss this if it weren't here?'
Business Strategy & Decision Making	Scenario Planning Workshop	Claude.ai	You are a scenario planning facilitator. Help me plan for [NUMBER] strategic scenarios for [YOUR BUSINESS] over the next [TIMEFRAME]. The key uncertainty driving these scenarios: [DESCRIBE THE CRITICAL UNCERTAINTY] For each scenario: 1. Name and one-sentence description 2. The conditions that would create this scenario 3. Probability estimate and leading indicators to watch	The single hedge action at the end is the most practical output of any scenario planning exercise. Most scenario planning produces interesting analysis but no decisions — this prompt forces at least one.
Business Strategy & Decision Making	Strategic Roadmap Visual	Claude Design	Transform the following strategy document or notes into a visual strategic roadmap: [PASTE STRATEGY DOCUMENT OR KEY INITIATIVES] Audience: [WHO WILL SEE THIS — e.g., the board / all-hands / investor update] Timeframe: [PERIOD] Layout: initiatives grouped by [GROUPING — e.g., theme / team / quarter], milestones clearly marked, dependencies shown where relevant, status indicators for in-progress items.	The 'strategic narrative in visual form' framing is doing important work. Most roadmaps become project management artifacts rather than communications tools. This prompt positions the output as a persuasive document first and a planning tool second.
Business Strategy & Decision Making	Workflow Automation Spec Writer	Claude.ai	You are a workflow automation architect. Help me design an automation for [DESCRIBE THE WORKFLOW — e.g., our lead intake process / expense report submission / weekly performance reporting]. Current manual process: [DESCRIBE EACH STEP AND WHO DOES IT] Tool stack: [LIST YOUR TOOLS — e.g., HubSpot, Slack, Google Sheets, Zapier] Problem to solve: [WHAT IS BROKEN OR SLOW] Design the automation as a technical spec: 1. Trigger: what starts the workflow	The technical spec format makes this prompt's output immediately actionable for a builder. The human checkpoints section is critical for automation quality — fully automated processes with no review points are fragile.

Category	Prompt Name	Product	Prompt	Why This Works
Automation & Workflow Building	Morning Briefing Scheduler	Claude Cowork	/schedule daily [TIME — e.g., 8:00 AM]: Check my calendar for today's meetings and Gmail for unread email from the last 12 hours. Produce a morning briefing with three sections: 1. Today's Schedule: all meetings with time, attendees, and a one-line summary of purpose if I have context 2. Emails Requiring Action Today: subject, sender, and the specific action needed — not a summary of every email	The 300-word constraint is essential for a briefing that actually gets read. The 'do not ask for confirmation' instruction is necessary for scheduled Cowork tasks — otherwise it waits for approval that never comes.
Automation & Workflow Building	File Organization System Builder	Claude Cowork	Scan the contents of [FOLDER NAME]. Propose a complete organization plan before making any changes: 1. Categories and subfolders to create 2. How files should be sorted into each category 3. A naming convention for each file type 4. Files to flag for review or potential deletion (do not delete anything without my explicit approval) After I approve the plan: execute the reorganization on copies only — do not move or	The plan-before-execute pattern is non-negotiable for file organization tasks. The change log is insurance — if the reorganization creates a problem, you need a record of what moved where to reverse it.
Automation & Workflow Building	Recurring Report Generator	Claude Cowork	/schedule [FREQUENCY — e.g., every Monday at 9:00 AM]: Read the following data sources in [FOLDER NAME]: [LIST FILES]. Generate a [REPORT TYPE] with this structure: [LIST YOUR SECTIONS AND METRICS] Constraints: - Do not overwrite the previous report — save as a new file with the date in the filename	The 'do not overwrite previous report' instruction creates an automatic archive. The missing-data flag prevents reports that silently exclude key metrics because a file wasn't exported on time.
Automation & Workflow Building	Prompt Library Builder	Claude.ai	You are a prompt engineering specialist. Help me build a reusable prompt library for [TEAM OR FUNCTION — e.g., our marketing team / our customer success team]. I will describe [NUMBER] recurring tasks our team does regularly: [LIST TASKS WITH A 1-2 SENTENCE DESCRIPTION OF EACH] For each task, create a production-ready prompt template with: 1. Role assignment 2. Context section with [BRACKET] fields to fill in 3. Task instructions	Building prompts as reusable templates rather than one-off requests is the difference between a team that uses AI occasionally and one that has systematized it. The quality check field is the most underused prompt element.
Automation & Workflow Building	Zapier/Make Workflow Designer	Claude.ai	You are a workflow automation specialist. Design a Zapier or Make automation for [DESCRIBE WORKFLOW — e.g., routing new form submissions to the right team member based on company size / sending a Slack notification when a deal closes]. Tool stack: [LIST YOUR CONNECTED TOOLS] Trigger: [WHAT STARTS THE WORKFLOW] Desired outcome: [WHAT SHOULD HAPPEN] Conditional logic needed: [ANY IF/THEN BRANCHES] Provide:	The 'most likely failure point' question is the most valuable output for any automation design. Automation built without failure anticipation creates phantom processes that stop working silently and cost hours to debug.
Automation & Workflow Building	AI Agent Configuration Designer	Claude.ai	You are an AI systems architect. Help me configure an AI agent for [TASK — e.g., conducting market research / analyzing inbound support tickets / qualifying sales leads]. Agent purpose: [ONE SENTENCE DESCRIPTION] Inputs the agent will receive: [DESCRIBE DATA OR TRIGGERS] Outputs the agent should produce: [DESCRIBE DELIVERABLES AND FORMAT] Tools or data sources the agent needs: [LIST] Human oversight checkpoints: [WHEN SHOULD A HUMAN REVIEW?]	The guardrails section is the most important element of any agent configuration. Autonomous agents without explicit constraints tend to drift into edge cases that create problems. Defining what the agent should never do is as important as defining what it should do.
Automation & Workflow Building	Skill Creator for Claude Cowork	Claude Cowork	I have just run the following task successfully: [DESCRIBE THE TASK AND HOW IT WENT] Now rewrite my original prompt so the next run produces this result cleanly, without needing the back-and-forth we just had. Then package it as a Skill I can reuse: 1. Skill name: [SHORT DESCRIPTIVE NAME] 2. Description: one sentence on what this skill does 3. The optimized prompt with all [BRACKET] fields for variables I will fill in each time	This is the 'iterate then bottle the win' pattern. Every successful Cowork task is an opportunity to create a reusable skill. The preconditions section prevents the skill from failing because a required file wasn't in place.
Automation & Workflow Building	Automation Documentation Generator	Claude Cowork	Read the automation configuration files or process documentation in [FOLDER NAME]. For each automation found, produce documentation that includes: 1. Purpose: what this automation does and why it exists 2. Trigger: what starts it and under what conditions 3. Step-by-step logic: each step with the tool, action, and data passed 4. Conditional branches: all if/then logic mapped 5. Error handling: what happens when something fails 6. How to test it: step-by-step verification instructions 7. How to update it: who can edit it and what to check when making changes	Automation documentation is the most neglected operational task and the most expensive when neglected. The [NEEDS CLARIFICATION] instruction prevents documentation that sounds complete but is actually fabricated.
Automation & Workflow Building	Content Repurposing Workflow	Claude Cowork	Process all content files in [FOLDER NAME]. These are [DESCRIBE — e.g., podcast transcripts / webinar recordings / long-form blog posts]. For each piece of source content found: 1. Extract the 5-7 most shareable standalone insights 2. Generate a LinkedIn post (800-1,000 words) 3. Generate a Twitter/X thread (10 tweets) 4. Generate an email newsletter section (300 words) 5. Generate 3 standalone quote pull-quote texts	The 'show me the first file before continuing' checkpoint is essential for batch content tasks. It lets you verify quality and make adjustments before Cowork processes all remaining files — catching problems early rather than after 20 mediocre pieces have been generated.
Automation & Workflow Building	Project Instructions Builder for Claude.ai	Claude.ai	You are a prompt engineer helping me configure a Claude.ai Project for [PROJECT NAME — e.g., my client research workspace / our content team / the sales enablement hub]. Project context: - What this Project will be used for: [DESCRIBE] - Who will use it: [ROLE / TEAM] - Reference documents I will upload to the knowledge base: [LIST] - Preferred output format: [FORMAT PREFERENCES] - Tone and voice: [DESCRIBE]	Project instructions are the highest-leverage setup task in Claude.ai — they apply to every conversation in the Project permanently. The 400-word constraint prevents over-specification that makes instructions harder to follow, not easier.
Automation & Workflow Building	Batch Document Processor	Claude Cowork	Process all [DOCUMENT TYPE — e.g., PDF contracts / scanned receipts / customer onboarding forms] in [FOLDER NAME]. For each document: 1. Extract [KEY FIELDS — e.g., contract value, start date, expiry date, counterparty name] 2. Flag any document where required fields are missing or unclear 3. Note any unusual terms or values worth reviewing Output:	Batch document extraction is one of the highest-ROI Cowork use cases — what takes a human analyst a full day takes Cowork 15-20 minutes. The resume-if-interrupted log instruction is practical for large batches that might run into session limits.
Automation & Workflow Building	Prompt Chaining Workflow Designer	Claude.ai	You are a prompt engineer designing a multi-step prompt chain for [COMPLEX TASK — e.g., turning a rough idea into a published blog post / processing a sales call recording into a CRM update and follow-up email]. Design a prompt chain where each step: 1. Takes a specific input 2. Produces a specific output 3. Passes only the relevant output to the next step — not everything For each step provide: step number, input, prompt to run, output format, what to check	Prompt chaining with explicit quality gates between steps is more reliable than a single massive prompt. Specifying what passes to the next step (not everything) prevents context bloat that degrades quality in later steps.

Category	Prompt Name	Product	Prompt	Why This Works
Automation & Workflow Building	Social Media Cross-Posting Workflow	Claude Cowork	Set up an automated content distribution workflow for the content in [FOLDER NAME]. For each piece of content found: 1. Read the full content 2. Identify which platforms it is formatted for — or adapt it if it is raw source material 3. Apply platform-specific formatting: - LinkedIn: add a hook opening, professional framing, end with a question - Twitter/X: break into a thread of max 10 tweets, punchy, hook first - Email newsletter: 300-word section, conversational tone 4. Save each platform version to /[OUTPUT FOLDER]/[PLATFORM]/[CONTENT TITLE] Create a master index file listing all content and its status. Do not publish anything — prepare assets only.	The 'prepare assets only' instruction is important — Cowork can be connected to posting tools, but this task should always be human-reviewed before publishing. The master index makes it easy to hand off to a human scheduler with full context.