



PACK

FREE

AI PROMPT PATTERNS FOR MARKETING WORK

Ten reusable structures with fill-in slots. Less staring at a blank box.

01

HOW TO USE THESE

Each pattern is a structure with slots, not a magic spell. Fill the slots with your specifics, run it, then edit the result like you would edit a junior's draft. Two standing rules across all ten: verify every fact, figure and claim before anything leaves your hands, and treat the output as a draft a named person owns.

- 1** **Rewrite for clarity.** Use when: an email, update or paragraph is too long or too tangled.
-

COPY THIS

YOURS TO KEEP

Rewrite the following so it is shorter and clearer, and keep every commitment, number and date intact. Plain Australian English. Point out anything ambiguous I should fix myself. **[paste text]**

- 2** **Brief to first draft.** Use when: starting any piece of work from a proper brief.
-

COPY THIS

YOURS TO KEEP

Here is a brief. Goal: **[outcome]**. Audience: **[who, described concretely]**. Constraints: **[budget, deadline, rules]**. What done looks like: **[deliverable and how it will be judged]**. References: **[examples and one anti-reference]**. Write a first draft. Ask up to three questions before you start if anything is unclear.

- 3** **Meeting notes to actions.** Use when: turning a transcript or rough notes into a record.
-

COPY THIS

YOURS TO KEEP

Turn these notes into three lists: decisions made, action items each with an owner and due date, and open questions. Do not invent anything that is not in the notes, and flag any action that has no owner. **[paste notes]**

- 4** **Data to plain English.** Use when: a table or report needs to become a message a human will read.
-

COPY THIS

YOURS TO KEEP

Here is data: **[paste]**. Explain what it says in plain English for **[audience]**. Lead with the three things that matter most. State clearly what this data cannot tell us.

- 5** **Argue against my plan.** Use when: you are about to commit and want the holes found first.
-

COPY THIS

YOURS TO KEEP

Here is my plan: [paste]. Argue against it. Give me the three strongest risks, the assumptions I have made without evidence, and what I would most regret in six months. Do not soften it.

6

Three approaches with trade-offs. Use when: choosing a path, not polishing one.

COPY THIS

YOURS TO KEEP

I need to [goal] within [constraints]. Give me three genuinely different approaches. For each: what it costs, what it risks, and when it is the right choice. Then say which you would pick and why.

7

Explain it for this audience. Use when: translating something technical for a board, a client, or a team.

COPY THIS

YOURS TO KEEP

Explain [topic] to [audience] who currently knows [their level]. Two hundred words, one concrete example, and no jargon without a one-line definition.

8

Process to checklist. Use when: something lives in one person's head and needs to survive their holidays.

COPY THIS

YOURS TO KEEP

Here is how we do [task], described roughly: [paste]. Turn it into a step-by-step checklist someone new could follow. Flag every step where information seems to be missing.

9

Questions before answers. Use when: the task is fuzzy and a wrong first draft would waste a cycle.

COPY THIS

YOURS TO KEEP

I want help with [task]. Before answering, ask me up to five questions that would most change your answer. Then wait for my replies.

10

Score it against criteria. Use when: reviewing anything, a page, a proposal, a plan, consistently.

Assess [the thing] against these criteria: [list them]. Score each 1 to 5 with one line of reasoning. Finish with the single change that would most improve the overall result.

The patterns compound. Pattern 9 in front of pattern 2 turns a thin brief into a good one. Pattern 5 after pattern 6 stress-tests the option you chose. Pattern 10 with your own criteria becomes a house review standard.

Ran well, these are also the training material: the 60-minute team session plan on the resources page uses two of them as its exercises.



If you would rather have this done **with** you
than **to** you, this is the work I do.



START A CONVERSATION

PAUL PARSONS

CONSULTANT | DIGITAL MARKETING, AI & MARTECH

0403 127 478

www.paulparsons.com.au

pp@paulparsons.com.au

Perth, Western Australia 6111