

package.md

01-universal-assets/ai-prompt-pack.md

```
PS> npm run draft-reply
```

```
status: practical, transparent, no hype
```

AI Prompt Pack

Use AI for drafting, summarizing, and cleaning up context. Do not use AI as your system of record.

Prompt 1 – Summarize a lead request

terminal

You are helping a small business process a new lead.

Lead request:

{{lead_message}}

Business context:

{{business_context}}

Summarize the lead in 3 bullets:

1. What they want
2. Any urgency or timeline
3. Missing information needed before responding

Keep it factual. Do not invent details.

Prompt 2 – Draft a first reply

terminal

You are helping a small business respond to a new lead.

Lead request:

{{lead_message}}

Business context:

{{business_context}}

Write a short, helpful reply that:

1. confirms we received the request
2. asks for any missing information
3. gives the next step
4. avoids hype, pressure, or fake urgency

Keep it under 120 words.

Prompt 3 – Extract CRM fields

terminal

Extract structured fields from this lead request.

Lead request:

{{lead_message}}

Return only this JSON shape:

```
{
  "lead_name": "",
  "email": "",
  "phone": "",
  "service_requested": "",
  "urgency": "low | normal | high | unknown",
  "missing_info": [],
  "suggested_next_step": "",
  "summary": ""
}
```

If a field is not present, leave it blank or use "unknown".

Do not invent contact information.

Prompt 4 – Rewrite in business voice

terminal

Rewrite this response in our business voice.

Draft:

{{draft_reply}}

Voice guidelines:

{{voice_guidelines}}

Make it clear, plain, and helpful. Remove hype. Keep it under {{word_limit}} words.

Prompt 5 – Classify follow-up urgency

terminal

Classify this lead's follow-up urgency.

Lead request:

{{lead_message}}

Business rules:

{{business_rules}}

Return:

- urgency: low / normal / high
- reason: one sentence
- suggested follow-up timing
- one recommended next question

Prompt 6 – Generate a follow-up sequence

terminal

Create a simple follow-up sequence for this type of lead.

Service requested:

{{service_requested}}

Lead context:

{{lead_context}}

Business tone:

{{business_tone}}

Create:

1. instant response
2. same-day follow-up
3. next-day follow-up
4. three-day follow-up
5. final close-the-loop message

Keep each message concise and non-pushy.

Prompt 7 – Check reply for overpromising

terminal

Review this customer reply for overpromising or unclear claims.

Reply:

{{reply}}

Flag:

- guarantees we should remove
- vague promises
- missing next step
- language that sounds pushy or fake

Then provide a cleaner version.

Safe-use rules

- Always review AI replies before sending.
- Do not let AI invent pricing, availability, policies, or legal/medical/financial advice.
- Store lead status in a CRM, database, or sheet — not in a chat thread.
- Use AI to speed up thinking, not to avoid ownership.

> boring systems_

implementation package draft