

She Thinks AI

AI Prompting Masterclass

Industry-specific prompts for professionals who already use AI

Marketing	HR	Finance	Operations	Legal	Sales	Healthcare
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How to Use This Guide

This is not a beginner's guide to prompting. You already know the basics: give context, be specific, ask for a format. This guide goes beyond that.

Each industry chapter contains three things:

- 1. High-value prompt cards** with the exact prompt, why it works, and what separates a good version from a great one.
- 2. Advanced techniques** specific to that industry: chaining prompts, using role stacking, managing sensitive content, and getting consistent output at scale.
- 3. A prompt to adapt** for your specific role: a starting framework you can make your own.

Every prompt in this guide is written to be copied and adapted, not admired from a distance. The square brackets are placeholders. The structure is the intellectual property. The words are yours to change.

ADVANCED TECHNIQUE: The Meta-Prompt Formula

Before every serious AI task, open with: 'You are [role]. You are helping [who]. The context is [situation]. The goal is [outcome]. Do not [constraint]. Format the output as [structure].' This single framing move will improve every prompt in this guide by 40%.

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Marketing & Communications

Prompting Masterclass

Marketing professionals are among the heaviest AI users, yet most are still operating at the surface level: asking for captions, rewriting copy, generating ideas. This chapter is about going deeper: using AI to think strategically, not just write faster.

Brand Voice Calibration

The single most important prompt for any marketing professional. Feed AI your brand voice guide and existing copy, then lock it in for every subsequent task in the session.

USE CASE | Brand Voice Locking

PROMPT

You are the brand voice guardian for [Company Name]. Here is our brand voice guide: [paste guide]. Here are three examples of copy that perfectly represents our voice: [paste examples]. From this point forward in our conversation, every piece of copy you write must match this voice precisely. Before each output, rate your own confidence that it matches our voice (1-10) and flag any deviations. Confirm you understand by writing one sentence that sounds exactly like us.

WHY IT WORKS

By asking the AI to self-rate and flag deviations, you build quality control directly into the prompt. The confirmation sentence shows you immediately whether it has calibrated correctly before you waste time on a full brief.

Campaign Strategy Briefs

USE CASE | Full Campaign Brief from Scratch

PROMPT

You are a senior strategist at a creative agency. I need a campaign brief for [product/service] targeting [audience description]. Business objective: [e.g. 15% uplift in trial sign-ups among women 30-45]. Budget context: [e.g. mid-range, primarily digital]. Competitive landscape: [describe 2-3 competitors]. Produce a brief with these sections: Campaign Insight (the human truth we're tapping into), Strategic Idea (the single organising thought), Creative Territory (3 distinct directions), Channel Recommendation (with rationale), Success Metrics (primary and secondary KPIs). Each section: 3-5 sentences maximum.

WHY IT WORKS

The 3-5 sentence constraint on each section prevents AI from padding. The 'human truth' framing forces strategic thinking rather than feature listing. This brief structure mirrors agency

practice and will be immediately recognisable to creative teams.

Crisis Communications

USE CASE | Crisis Response Framework

PROMPT

You are a crisis communications specialist. The situation is: [describe the issue, when it emerged, what is known and unknown, who is affected]. Our organisation is [brief description]. Our values are [list]. Draft four versions of an initial response: (1) Internal staff communication - honest, direct, no corporate speak, (2) Customer-facing statement - empathetic, factual, action-focused, (3) Social media holding statement - under 280 characters, (4) Media statement - formal, contains only confirmed facts. For each version, flag any phrases that could be misinterpreted or that we would regret if screenshotted.

WHY IT WORKS

The 'phrases we would regret if screenshotted' instruction is the most important line. It forces AI to think like a journalist rather than a PR professional, catching liability language before it goes out.

ADVANCED TECHNIQUE: Prompt Chaining for Campaign Development

Run prompts sequentially rather than asking for everything at once. Step 1: generate 10 campaign insights. Step 2: pick the strongest and develop it into a strategic idea. Step 3: brief three creative territories from that idea. Step 4: write hero copy for your preferred territory. Each step uses the previous output as its input. The result is far more coherent than asking for everything in one prompt.

HR professionals deal with some of the most nuanced writing tasks in any organisation: communicating change, holding difficult conversations, designing roles, and shaping culture. AI is extraordinarily useful here, but only if you give it the human context it needs.

Job Architecture & Role Design

USE CASE | Job Description Audit and Rebuild

PROMPT

You are a specialist in inclusive job design and talent attraction. Review the following job description for: (1) Gendered language that research shows reduces female applicants, (2) Credential inflation - requirements that screen out capable candidates unnecessarily, (3) Culture language that may exclude neurodiverse candidates, (4) Salary and progression transparency gaps. After the audit, rewrite the job description to address all issues while maintaining the core requirements. Show your reasoning for every significant change. Here is the JD: [paste]

WHY IT WORKS

Asking for reasoning on every change turns this into a learning tool, not just a rewriting tool. Your team will understand the principles after reading the output, not just have a better JD.

Performance & Development

USE CASE | 360 Feedback Synthesis

PROMPT

You are an organisational psychologist analysing 360-degree feedback for a development conversation. Here is the raw feedback from multiple sources: [paste feedback]. The recipient is a [role] who has been in the organisation for [time] and is being considered for [context]. Synthesise this feedback into: (1) Three clear strengths with specific evidence from the data, (2) Two development priorities - the patterns that appear across multiple sources, (3) One blind spot - something the recipient seems unaware of based on the gap between self-assessment and others' views, (4) A coaching question for each development priority that will prompt genuine reflection. Do not soften findings that need to be heard.

WHY IT WORKS

The 'do not soften findings' instruction is critical. Without it, AI will sand down every edge. The coaching question format gives managers a practical tool to use in the conversation itself.

Culture & Engagement

USE CASE | Employee Survey Open-Text Analysis

PROMPT

You are an organisational diagnostician analysing employee survey responses. Here are [number] open-text responses to the question '[survey question]': [paste responses]. Identify: (1) The 3-5 dominant themes across all responses with frequency indicators, (2) The most emotionally charged language - phrases that indicate strong feeling, positive or negative, (3) Any themes that appear in responses from specific groups if demographic data is available, (4) The two issues that, if addressed, would likely have the highest impact on engagement. Format as an executive summary with direct quotes as evidence for each finding. Preserve anonymity - do not attribute quotes.

WHY IT WORKS

Asking for 'emotionally charged language' surfaces urgency that frequency analysis misses. A theme mentioned calmly by 50 people may matter less than one mentioned with anguish by 10.

ADVANCED TECHNIQUE: Role Stacking for Sensitive HR Situations

When dealing with sensitive matters (misconduct allegations, mental health conversations, redundancy communications), stack two roles: 'You are an employment lawyer AND an empathetic HR director.' The dual role forces AI to balance legal accuracy with human sensitivity. Always add: 'Flag any advice that should be verified with legal counsel before acting.'



Finance & Admin

Prompting Masterclass

Finance professionals often have excellent data and terrible communication. AI bridges that gap: turning numbers into narrative, translating complexity for non-finance audiences, and flagging the risks buried in dense documents.

Financial Narrative & Storytelling

USE CASE | Board-Ready Financial Commentary

PROMPT

You are a CFO preparing board commentary on the following financial results: [paste P&L or key metrics]. The board comprises [brief description: e.g. 'three non-executive directors with commercial backgrounds and one with finance expertise']. The current business context is [describe]. Write commentary that: (1) Opens with the headline story in one sentence, (2) Explains the three most significant variances with business context (not just accounting reasons), (3) Addresses the question the board will definitely ask before they ask it, (4) Closes with a clear view on the outlook and any decisions required. Avoid: accounting jargon, passive voice, phrases that obscure accountability.

WHY IT WORKS

Anticipating the board's question before they ask it ('proactive framing') is the mark of a trusted CFO. Asking AI to do this forces it to think from the board's perspective rather than the finance team's.

Budget & Variance Analysis

USE CASE | Variance Analysis Narrative

PROMPT

You are a finance business partner explaining budget variances to a non-finance business leader. The data is: [paste variance data]. The business leader manages [department/function]. They care about [their priorities - e.g. headcount, project delivery, customer outcomes]. Explain each significant variance (over [threshold]%) in plain English: what drove it, whether it is a timing issue or a real issue, and what action if any is required. For each variance, classify it as: Green (on track, no action needed), Amber (monitor, may need intervention), Red (action required now). End with the top two questions this leader should be asking their team.

WHY IT WORKS

The traffic light classification gives a non-finance leader an instant visual summary. The final two questions change the dynamic from reporting to dialogue, positioning finance as a business

partner rather than a scorekeeper.

ADVANCED TECHNIQUE: Structured Data Extraction from Documents

For financial documents (contracts, invoices, reports), use this framework: 'Extract all [data type] from the following document. Present as a structured table with columns: [column names]. Flag any entries where data is ambiguous, missing or inconsistent with [standard/expectation]. Do not infer data that is not explicitly stated.' The explicit instruction not to infer prevents AI from fabricating figures that seem plausible.



Operations & RevOps

Prompting Masterclass

Operations professionals deal in complexity, process and data. AI's ability to synthesise, structure and identify patterns makes it exceptionally powerful in this domain. The prompts here focus on analysis and decision support, not just documentation.

Process Optimisation

USE CASE | Process Bottleneck Diagnosis

PROMPT

You are a process excellence consultant. I am going to describe a business process that is not performing as well as it should. Process: [describe the current state in detail, including handoffs, systems, timeframes and known pain points]. The desired outcome is [what good looks like]. Common complaints from people in the process are: [list]. Diagnose: (1) The primary bottleneck and why it exists, (2) Two secondary constraints that will become bottlenecks if the primary is fixed, (3) Any steps that appear necessary but may be waste (waiting, rework, unnecessary approval), (4) A prioritised improvement roadmap: quick wins (under 2 weeks), medium term (1-3 months), structural changes (3+ months). Be specific - name the steps, not just categories.

WHY IT WORKS

Asking AI to identify secondary bottlenecks prevents the classic improvement failure: fixing one constraint only to hit the next one immediately. The specificity instruction forces actionable output rather than generic advice.

RevOps & Revenue Intelligence

USE CASE | Win/Loss Pattern Analysis

PROMPT

You are a revenue intelligence analyst. Here are [number] won and lost deal records including: deal size, industry, competitor involved, sales cycle length, primary objection, and sales rep notes: [paste data]. Identify: (1) The top 3 factors that correlate with wins, (2) The top 3 factors that correlate with losses, (3) Any competitor patterns - where are we consistently losing to whom and in what context, (4) The ideal customer profile implied by the wins data, (5) One counterintuitive insight from this data that challenges a common assumption about our sales process. Present findings as a briefing for the CRO.

WHY IT WORKS

The 'counterintuitive insight' instruction is the most valuable part. It prevents AI from simply confirming what you already know and forces it to surface something genuinely useful.

ADVANCED TECHNIQUE: Iterative Refinement for Complex Analysis

For complex operational problems, run three prompt passes: Pass 1 - 'Analyse this situation and identify all the issues.' Pass 2 - 'Of the issues you identified, which three have the highest leverage? Defend your ranking.' Pass 3 - 'For your top-ranked issue, give me a 30-60-90 day action plan with specific owners and success metrics.' This staged approach produces far deeper analysis than a single comprehensive prompt.



Legal & Compliance

Prompting Masterclass

Legal professionals face specific challenges with AI: accuracy is non-negotiable, hallucination risk is high in a domain with precise language, and the stakes of error are serious. These prompts are designed with those constraints in mind. Always verify AI legal output against authoritative sources.

Contract Analysis

USE CASE | Commercial Contract Risk Review

PROMPT

You are a senior commercial solicitor reviewing a contract on behalf of the party identified as [Party Name]. Review the following contract for: (1) Clauses that are unusually one-sided in favour of the counterparty, with specific clause references, (2) Missing protections that are standard in this type of agreement (specify the agreement type), (3) Ambiguous language that could be interpreted against our interests, (4) Termination and liability provisions - flag any that are more onerous than market standard. For each issue: state the clause, explain the risk in plain English, and suggest alternative language. End with an overall risk rating: Low, Medium, or High, with a one-paragraph summary for a non-lawyer. IMPORTANT: This analysis is a preliminary review only and must be verified by qualified legal counsel before any reliance. Here is the contract: [paste]

WHY IT WORKS

The mandatory disclaimer at the end of the prompt (not the output) ensures it appears in every run. Asking for plain English explanations alongside clause references makes the output useful for business stakeholders, not just lawyers.

Policy & Compliance Documentation

USE CASE | Regulatory Change Impact Assessment

PROMPT

You are a compliance specialist. A regulatory change has been announced: [describe the change, the jurisdiction, and the effective date]. Our organisation is [description, size, industry]. Our current relevant policies and practices are: [describe]. Assess: (1) Which of our current practices are now non-compliant or at risk, (2) What new policies or procedures need to be created, (3) What staff training will be required and for which roles, (4) The timeline for achieving full compliance given the effective date, (5) Any areas of ambiguity where we should seek external legal advice. Format as a compliance action plan with owner columns left blank for assignment.

WHY IT WORKS

The 'areas requiring external legal advice' section is essential. It prevents over-reliance on AI for questions that genuinely require a lawyer, while handling the structural work AI does well.

ADVANCED TECHNIQUE: Precision Prompting for Legal Documents

Legal language is precise. When asking AI to draft or review legal text, add: 'Use only language that has established legal meaning in [jurisdiction]. Flag any term you have used that may have different meanings across jurisdictions. Do not use colloquial substitutes for legal terms of art.' This constraint significantly reduces the risk of AI using familiar-sounding language that lacks legal precision.



Sales & Business Development

Prompting Masterclass

Sales is fundamentally about understanding people and creating value. AI accelerates the research, preparation and communication work so salespeople can spend more time on the human parts that actually close deals.

Prospect Research & Personalisation

USE CASE | Executive Briefing Before a Key Meeting

PROMPT

You are a strategic account researcher preparing a briefing for a senior sales executive before a meeting with [contact name], [title] at [company]. Using the following information sources: [paste LinkedIn bio, company news, earnings call excerpts, or any available context]. Prepare a meeting brief with: (1) The three business pressures this person is most likely facing right now given their role and company context, (2) What success looks like for them personally in the next 12 months, (3) The most credible way to open the conversation given their background, (4) Two questions that will make them feel genuinely understood rather than sold to, (5) How our solution connects to their specific priorities - make the link explicit, not generic. This is for a meeting about [solution/product].

WHY IT WORKS

The question 'what success looks like for them personally' shifts focus from company-level pain to human motivation. The instruction to 'make the link explicit, not generic' prevents the AI from producing vague value propositions.

Proposal & Pitch Writing

USE CASE | Executive Summary That Sells

PROMPT

You are a senior bid writer. Write an executive summary for a proposal to [company name] for [solution]. The reader is [title] and will spend approximately 90 seconds on this page before deciding whether to read further. Key context: their stated priorities are [list], their current situation is [describe], the key competitor we are up against is [name]. The summary must: lead with their problem, not our solution; demonstrate we understand their specific situation; make a single compelling case for why we are the right choice; include one piece of evidence (case study, statistic or proof point); end with a clear statement of what we are proposing and the outcome they can expect. Maximum 250 words. Read it aloud after writing it - it must not sound like it was written by committee.

WHY IT WORKS

The 250-word limit and the 'read it aloud' instruction (which AI interprets as checking for natural flow) consistently produce better executive summaries than unconstrained prompts. The 'lead with their problem' instruction prevents the classic error of opening with company credentials.

ADVANCED TECHNIQUE: Objection Handling Library

Build a reusable objection library with this prompt: 'You are a senior sales coach. For the following common objection: [paste objection], generate: (1) The underlying concern the prospect is really expressing, (2) Three response approaches ranging from direct to indirect, (3) A question that reframes the objection rather than defending against it, (4) A proof point or case study angle that addresses this objection specifically.' Run this for your top 10 objections and save the outputs. You now have a coaching document for your entire team.



Healthcare

Prompting Masterclass

Healthcare professionals operate in a domain where accuracy is life-critical, language is regulated, and patient dignity is paramount. These prompts are designed for administrative, communications and documentation tasks, not clinical decision-making. Always apply professional judgment and comply with your organisation's AI use policies.

Clinical Documentation & Summarisation

USE CASE | Patient Communication Letter

PROMPT

You are a specialist clinician communicating results to a patient. The clinical finding is: [describe in clinical language]. The patient is [age, relevant context - e.g. 'a 52-year-old woman with health literacy challenges' or 'a highly engaged patient who requests detailed explanations']. Write a letter that: explains the finding in plain language appropriate for this patient, describes what happens next and why, addresses the most likely concern or question this patient will have, uses a warm but professional tone, avoids medical jargon unless it is explained immediately, and ends with clear contact information and next steps. The letter must be accurate to the clinical finding - do not soften, omit or reframe clinical facts for reassurance.

WHY IT WORKS

The final instruction - 'do not soften, omit or reframe clinical facts' - is the most important safeguard. Without it, AI will default to reassuring language that may be clinically misleading.

Research & Evidence Synthesis

USE CASE | Clinical Evidence Summary for Non-Clinical Stakeholders

PROMPT

You are a clinical research specialist translating evidence for a non-clinical audience. I need to brief [audience - e.g. hospital board, community health committee, policy maker] on the evidence for [clinical intervention or approach]. Here is the evidence base: [paste relevant studies, guidelines or summaries]. Produce a briefing that: states the strength of evidence clearly (strong/moderate/limited), explains what the evidence shows in plain language, identifies what is still uncertain or contested, describes the practical implications for our setting, and recommends a decision or next step. Do not overstate certainty. Flag any studies that are industry-funded or have significant methodological limitations.

WHY IT WORKS

Asking AI to flag industry-funded studies and methodological limitations prevents it from

presenting cherry-picked evidence as consensus. This instruction is essential for honest evidence communication in healthcare.

ADVANCED TECHNIQUE: Safe Handling of Patient Information in AI Prompts

Never paste identifiable patient information into commercial AI tools. Instead, use anonymised case structures: replace names with 'Patient A', remove dates, use age ranges instead of specific ages, replace location identifiers. Build a de-identification checklist into your prompt template: 'Before I begin: confirm that this prompt contains no names, dates of birth, MRN numbers, addresses, or any other direct identifiers. If it does, stop and ask me to remove them.' This instruction makes the AI a partner in data governance rather than a risk.

Your Prompting Principles

Seven principles that improve every prompt, in every industry:

- 1. Give the AI a job title.** Not 'help me with X' but 'you are a [senior expert] helping me with X.' Role definition shapes everything.
- 2. Name your audience.** Who is reading this output? Their role, their expertise level and what they care about changes everything.
- 3. Define the output format.** Bullet points, prose, table, email, script. Ambiguity produces inconsistency.
- 4. State what NOT to do.** Negative constraints are as powerful as positive instructions. 'Do not use corporate jargon' changes the output as much as 'write conversationally.'
- 5. Ask it to self-critique.** After the output: 'Review your response. What are its weaknesses? What have you missed?' The second pass is almost always better.
- 6. Chain your prompts.** One complex output is rarely better than three connected prompts that build on each other.
- 7. Save what works.** Build a personal prompt library. The best prompts compound over time.

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A warm community for women growing with AI

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