

100 CLAUDE PROMPTS MOST PEOPLE DON'T KNOW TO ASK

Copy, paste, fill in the red brackets. 10 packs, from finding your money skills to planning a week of content.

HOW TO USE THIS

Copy, paste, fill in the **[brackets]**. Each one works in any Claude chat. They work best inside a Claude Project that knows who you are.

Organized in 10 packs of 10, so each pack can be its own post or its own free lead magnet.

Tip: run these inside a Claude Project that knows who you are. Pack 10, prompt 92, sets that up in about 10 minutes.

PACK 1: FIND THE MONEY SKILLS YOU ALREADY HAVE

1

Based on my work history **[paste your jobs and years]**, list the 5 skills I have that people pay for online. For each one, tell me who pays for it and what they pay.

2

I earn **[amount]** a year as a **[job title]**. Show me 10 ways someone with my background earns money online without quitting their job. Include startup cost, hours per week, and difficulty.

3

Interview me one question at a time to find the thing I'm good at that I take for granted. Ask up to 10 questions, then tell me what you found and why it's valuable.

4

Here's what friends and coworkers always ask me for help with: **[list]**. Turn each one into a digital product idea a stranger would pay for.

5

Act as a business strategist. If you had to help me earn my first \$100 online in 14 days using only the skills I already have, what would you have me do first and why?

6

List every problem I've solved in my own life in the last 5 years **[paste a few]**. Which of these could I teach someone who is 2 steps behind me?

7

Compare these 3 income paths for me: **[path A]**, **[path B]**, **[path C]**. Score each on startup cost, time to first dollar, and how well it fits my skills. Be honest.

8

I have **[hours]** a week and **[budget]** to start. Build me a realistic 90 day plan to launch one small online income stream. Week by week.

9

What skills from my background **[describe]** would a small business owner pay me to do for them with AI? Give me 5 service ideas and a starter price for each.

10

Challenge me. What am I probably wrong about when I say "I don't have anything to sell"? Use what you know about me so far.

PACK 2: FIND A PRODUCT PEOPLE ALREADY WANT

11

Where do people who struggle with **[problem]** talk about it online? Give me specific places and the exact phrases to search. Tell me which ones to double-check exist.

12

Here are real comments from my target buyers, copied exactly: **[paste]**. Group them into themes, score how painful each one is from 1 to 5, and quote the exact words as proof.

13

Here are 2 and 3 star reviews of a popular product in my space: **[paste]**. What did these buyers want and not get? Turn each gap into a product idea.

14

Give me 10 digital product ideas that solve **[pain point]**. Each one must be buildable by a beginner in 2 days with Claude and Canva.

15

Score these ideas from 1 to 5 on Pain, Paying, Reach, Build, and Fit with my skills: **[paste ideas]**. Explain each score in one line and pick one.

16

Argue against my idea: **[idea]**. Give me the 5 strongest reasons it won't sell and one fix for each. Then say build it, change it, or drop it.

17

What are people in **[niche]** already paying for on Etsy, Gumroad, and Stan Store? List product types and typical prices. Tell me what to verify myself.

18

Write 5 questions I can post as a poll or story to find out if my audience would pay for **[idea]** before I build it.

19

Here are the DMs and comments I get most: **[paste]**. What product is my audience asking me to make without saying it directly?

20

My idea is **[idea]**. Shrink it. What is the smallest version someone would still pay \$17 to \$27 for?

PACK 3: OFFERS, PRICING AND NAMES

21

Write my offer in one sentence using this formula: I help **[who]** go from **[before]** to **[after]** with **[product]**, without **[thing they hate]**. Give me 5 versions and flag any that promise results I can't control.

22

My buyer is **[describe]**. Write their life before my product in their own words, and their life after. Keep it believable.

23

Recommend one price between \$17 and \$47 for **[product]** with 3 reasons. Competitors charge: **[list]**. Then give me one honest sentence about why it's worth it.

24

Give me 20 product names in 4 groups: clear, number-based, result-based, and bold. Then your top 3 with subtitles. No brand names.

25

What should version 1 of **[product]** include? Five bullets or fewer. Tell me what to save for version 2.

26

Build me a product ladder: a free lead magnet, a starter product, a next step, and a premium offer, all for **[buyer]**. Each rung solves the next problem.

27

What bonuses would make **[product]** feel like a no-brainer without adding more than 2 hours of work?

28

Write 3 guarantee options for **[product]**. One strict, one moderate, one generous. Tell me the risk of each.

29

List every objection someone might have before buying **[product]** and write an honest answer to the top 6.

30

Rewrite my offer so a 12 year old would understand what they get and why it matters: **[paste offer]**.

PACK 4: BUILD THE PRODUCT WITH CLAUDE

31 Before you outline anything, ask me 5 questions about what I know, what I've done, and what my buyer struggles with most. Then build the outline for **[product]**.

32 Write section 1 only: **[title]**. Before you write, ask me for one real example from my life. Mark any fact you can't confirm with **[CHECK THIS]**.

33 Rewrite this section so it sounds like me talking to one friend. Keep every step. Then list what you changed: **[paste section]**.

34 Interview me one question at a time to find a real story for each section of my product: **[list sections]**. Only use what I tell you.

35 List every claim, number, and "most people" statement in this draft, rate the risk, and tell me what kind of source would confirm it: **[paste draft]**.

36 Read this as a tired beginner with 20 minutes. Point out every spot where you'd get confused or stuck: **[paste draft]**.

37 Write a one page Start Here that tells my buyer exactly what to do in their first 15 minutes with **[product]**.

38 Build me an interactive tool as an Artifact for **[product]**: a **[calculator, checklist, or picker]** where the buyer enters **[input]** and gets **[output]**.

39 Turn this guide into a 1 page printable checklist my buyer can stick on the fridge: **[paste guide]**.

40 I own this PLR content: **[paste license and a chapter]**. Tell me what the license lets me do, what's outdated, and where my own stories would make it truly mine.

PACK 5: HOOKS THAT STOP THE SCROLL

41

Write 30 hooks for **[topic]**: 10 to reach new people, 10 to build trust, 10 to sell. Use my buyer's real words: **[paste quotes]**.

42

Rewrite this hook 3 ways: more specific, more emotional, and with a number: **[paste hook]**.

43

Write 10 hooks using the "Is this you?" callout formula for **[buyer]**. Name their exact private thoughts, then end with a line that makes them feel found.

44

Write 10 "Things that sound fake but are true about **[topic]**" hooks. Every one must actually be true.

45

Turn my real result **[describe honestly]** into 10 hooks. Do not exaggerate the numbers.

46

Write 10 hooks that open a curiosity gap about **[topic]** and tell me where in the video to close the loop.

47

Give me 10 "If I had to start over in **[niche]** with zero followers, I'd do this" hooks.

48

Write 10 unpopular opinion hooks about **[topic]** that I could actually defend in the comments.

49

Here are my 5 best performing posts: **[paste hooks and views]**. What pattern do they share? Write 10 new hooks that follow it.

50

Write a hook that loops: the last line of the video should lead straight back into the first line. Topic: **[topic]**.

PACK 6: REELS, CAPTIONS AND SCRIPTS

51

Write a 20 second reel script for **[topic]**: 5 second clips of me working, with on-screen text for each clip and a comment keyword at the end.

52

Write a talking-head script under 30 seconds that opens with **[hook]** and ends with one call to action. No filler words.

53

Write my caption in this order: comment CTA, the free DIY path, the done-for-you option, why it isn't cutting corners, the CTA again, and a results disclaimer. Topic: **[topic]**.

54

Turn this blog post, note, or voice memo into 5 reel scripts, 3 captions, and 1 email: **[paste]**.

55

Give me a shot list for filming 7 reels in one session with one outfit and two camera angles. Topic: **[topic]**.

56

Write 10 on-screen text overlays that make someone rewatch a video about **[topic]**.

57

Turn my best performing post into 5 new versions with different hooks but the same core idea: **[paste post]**.

58

Write a 7 day story sequence that warms people up to **[product]** without being salesy.

59

Rewrite this caption to cut it in half without losing the point: **[paste caption]**.

60

Write 10 comment replies that start conversations instead of ending them.

PACK 7: SALES PAGES THAT DON'T SOUND LIKE HYPE

61

Write a sales page for **[product]** with 9 parts: headline, problem, transformation, what's inside, who it's for and not for, about me, FAQ, guarantee, and the button. Use my buyer's words: **[paste]**.

62

Run an honesty check on my sales page. Flag income claims, fake urgency, fake scarcity, and invented numbers, and rewrite each flagged line: **[paste page]**.

63

Turn my sales page into store listing pieces: title, subtitle, button text, and a short description. Three options each: **[paste page]**.

64

Write 10 headlines for **[product]** that promise a clear outcome without promising money.

65

Rewrite every feature in this list as what it does for the buyer: **[paste features]**.

66

Write the "who this is not for" section for **[product]**. Be honest. It should make the right buyer trust me more.

67

Write the after-purchase email: thank them, tell them what to open first, give one quick win, and end with a question.

68

Write my about section in 5 sentences. Real, specific, no guru language. Here's my story: **[paste]**.

69

Read my sales page on a phone screen in your head. Which paragraphs are too long, and where would someone stop reading?

70

Write an FAQ that answers the 6 reasons someone won't buy **[product]**. If the honest answer is "this isn't for you," say so.

PACK 8: DMS, LEAD MAGNETS AND EMAIL

71

Give me 8 free lead magnet ideas that solve a small, urgent piece of **[problem]** and point to **[paid product]**. Add a comment keyword for the best one.

72

Build my lead magnet: **[idea]**. 1 to 3 pages, useful on its own, with a last page that bridges to **[paid product]**.

73

Write the DM that sends when someone comments **[keyword]**: warm, short, one button to the link, plus 3 public comment replies.

74

Write a 5 email welcome sequence for new subscribers: deliver, my story, one lesson, the offer, and honest answers. Under 200 words each.

75

Write 5 subject lines for each email: curious, direct, personal, a number, and one in the reader's own words.

76

Write a weekly email about **[real moment from my week]**: one lesson, one tip, one link.

77

Write a message I can send to someone who grabbed my freebie but didn't buy. One question, no pitch.

78

Draft personal messages I can send to 10 people who actually have **[problem]**, telling them I just launched **[product]**. Each one should sound written for that person.

79

Write 3 re-engagement emails for subscribers who haven't opened in 30 days.

80

Turn my lead magnet into 5 posts that each give away one tip and point to the full thing.

PACK 9: GROWTH AND NUMBERS

81

Here are my numbers this week: views **[x]**, keyword comments **[x]**, link clicks **[x]**, sales **[x]**. Where are people dropping off, and what is the one thing I should change first?

82

Plan my next 14 days of posts: days 1 to 7 build trust, days 8 to 14 are launch week. Mix reach, trust, and sell posts, one a day.

83

Compare my top 3 and bottom 3 posts: **[paste hooks and stats]**. What's different about the winners?

84

Build me a weekly review: this week vs last week, best and worst post, what to do more of, and one thing to change.

85

What's a realistic save rate, comment rate, and click rate for an account my size? Tell me how to calculate mine.

86

Write a 7 day launch plan for **[product]**: a different angle each day, stories for each day, and no fake urgency.

87

Give me 10 content ideas people would save instead of just like, for **[niche]**.

88

I'm getting views but no comments. Diagnose my last 3 posts and rewrite their calls to action: **[paste]**.

89

Turn my one viral post into a 30 day content plan that keeps the same audience interested: **[paste post]**.

90

Write a simple tracking sheet I can copy into Google Sheets for daily views, keyword comments, clicks, and sales, with formulas.

PACK 10: MAKE CLAUDE YOUR ASSISTANT

91

Here's my week: **[paste schedule]**. Find 5 hours I can use to build my side income without losing sleep or family time.

92

Write my "about me and my voice" instructions for a Claude Project. Interview me first, one question at a time, 10 questions max.

93

Study these 3 things I wrote and write 8 voice rules with do and don't examples: **[paste samples]**.

94

Turn this messy brain dump into a clean to-do list sorted by what makes money first: **[paste]**.

95

Draft this week's 7 posts. Leave a blank marked MY STORY anywhere you'd need a real experience from me. Don't invent it.

96

Take my best post of the week and repurpose it into a carousel, a reel script, an email, 3 story ideas, and a follow-up hook.

97

Act as my editor. Tell me the one thing that would make this better, then stop: **[paste anything]**.

98

Create a checklist I can run every time before I post, so I never forget the hook, the job of the post, or the call to action.

99

I keep procrastinating on **[task]**. Break it into steps that each take under 15 minutes, starting with the easiest.

100

Look at everything in this Project. What should I build next, based only on what my buyers keep asking for? Quote them.

YOU HAVE THE TOOLS. NOW BUILD THE **PRODUCT.**

Build With Claudia takes you from "I don't know what to sell" to a finished digital product, listed for sale, in 7 days. Step by step lessons, 67 prompts, worksheets, and a guide who walks you through every screen.

Comment **CLAUDIA**

on any post from @buildwith.justin and I'll send you the link.

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