LEARNING WITH SDP

AI Prompt Library for Authors

20 Copy-and-Paste Marketing Prompts, Plus the Tool Comparison Chart

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Everything in brackets is yours to replace. Nothing here works well straight out of the box, and none of it is meant to be published as written. These are starting points that save you the blank page.

The 4-Part Prompt Formula

Every prompt in this library follows the same shape. Once you see it, you can build your own for any task.

AUDIENCE + TASK + CONSTRAINT + PROHIBITION

AUDIENCE: who is reading this? "My readers are women over 40 who like humor."

TASK: what exactly do you want, and how many? "Write 10 subject lines."

CONSTRAINT: the real-world limit. "Under 45 characters." "Three sentences." "150 words."

PROHIBITION: the habit you do not want. "No exclamation points." "Do not start with a question."

Your turn: _____

_____

The prohibition is the part almost everyone skips, and it does the most work. AI defaults toward enthusiasm, rhetorical questions, and lists of three. Naming what you do not want is faster than editing it out later.

Newsletter & Email Prompts (1-5)

1	**Subject lines** "Write 10 email subject lines for a newsletter announcing that my [genre] book is [on sale / releasing / free this week]. My readers are [reader description]. Keep each under 45 characters. No exclamation points."
2	**Newsletter opener** "I need an opening paragraph for my monthly newsletter. This month I want to talk about [topic]. My tone is [warm and chatty / dry and funny / thoughtful]. Three sentences maximum. Do not start with a rhetorical question."
3	**Welcome email** "Draft a welcome email for new subscribers to my [genre] newsletter. They signed up to get [reader magnet]. Tell them what to expect and how often I send. Keep it under 150 words and do not oversell."
4	**Re-engagement email** "Write a short email to subscribers who have not opened anything in six months. Give them an easy way to leave without guilt. No urgency language, no false deadline."
5	**Newsletter topic ideas** "I write [genre]. Give me 12 newsletter topics that are not about selling my book. Mix behind-the-scenes, craft, and reader-interest angles. One line each."

Social Media Prompts (6-10)

6	**Repurpose a newsletter** "Here is my newsletter from this month. [paste] Turn it into three social posts: one for Facebook (conversational, 3 sentences), one for Instagram (visual focus, question at the end), one for BookBub. Do not add anything I did not say."
7	**Caption variations** "Give me 5 caption options for a photo of [describe photo], tied to my [genre] book. Vary the tone: one funny, one sincere, one curious, one short, one that asks a question."
8	**Milestone post** "I just finished [drafting / revising / releasing] [project]. Write a short post that celebrates without bragging. My voice is [description]. Under 60 words."
9	**Hashtag sets** "Suggest 3 hashtag sets for a [genre] author on Instagram: one broad, one niche, one community-based. 8 tags each. Skip anything with over 5 million posts."
10	**Comment starters** "Give me 10 questions I could ask my followers that relate to [genre] and would be easy for someone to answer in one line."

Book Description & Pitch Prompts (11-13)

Use these to get a shape, never to get a final draft. AI-written book descriptions are the most saturated output in publishing right now and readers browsing your genre have seen the pattern many times over.

11	**Book description draft**	"Here is my plot summary: [paste]. Here are three book descriptions I admire: [paste]. Draft three variations of a 150-word description for my book. I will rewrite them, so prioritize structure over polish."
12	**Comp title language**	"My book is [genre] and readers who like [comp title 1] and [comp title 2] would enjoy it. Suggest 5 ways to say that in a book description without naming the comp titles directly."
13	**One-line pitch**	"Write 8 one-sentence pitches for this book: [summary]. Each under 20 words. No colons, no 'in a world where.'"

Blog, Bio & Content Prompts (14-16)

14	**Blog outline**	"Outline a blog post on [topic] for an audience of [readers]. Give me 5 section headings and one line on what each should cover. Do not write the post."
15	**Bio in three lengths**	"Here is my author bio: [paste]. Rewrite it at 25 words, 50 words, and 100 words, third person, same facts. Do not add credentials I did not list."
16	**Event description**	"Write a 75-word description for a [book signing / festival booth / library talk] on [date] at [venue]. Include what attendees get. Plain and factual, not breathless."

Admin & Repurposing Prompts (17-20)

17	**Alt text**	"Write alt text for this image: [describe]. One sentence, descriptive not decorative, under 125 characters."
18	**Metadata keywords**	"Suggest 20 keyword phrases a reader might search to find a [genre] book about [premise]. Group them by how specific they are."
19	**Shorten to fit**	"Cut this to under [X] characters without losing the meaning: [paste]. Keep my wording wherever you can."
20	**Voice check**	"Here are three samples of my writing: [paste]. Now read this draft and tell me the three places it does not sound like me. Do not rewrite it."

AI Tool Comparison Chart

Verify this yourself before you rely on it. Free tiers for these tools changed at least three separate times during 2026, including the week before this session. The rightmost column is the page to check, not a page I am summarizing for you permanently. Prices and limits below reflect what was published as of August 2026.

Tool	Free tier (Aug 2026)	Best for authors	Verify here
ChatGPT	Unlimited text chats on its smallest current model as of Aug 2026. Web search and images capped. Ads shown to US free users.	Fast volume: subject lines, caption variations, keyword lists.	*openai.com/chatgpt/pricing*
Claude	Daily usage limits that reset. No account cost.	Longer drafting, voice matching from samples, reworking your own text.	*claude.com/pricing*
Google Gemini	Daily prompt caps on the free tier.	Convenient if you already draft in Google Docs or Gmail.	*gemini.google.com*
Canva Magic Write	Small monthly AI credit allowance bundled with Canva Free (roughly 50 credits, shared across AI features).	Short copy while you are already inside a design. Weak for anything longer.	*canva.com/pricing*

Disclosure: Claude is made by Anthropic, and I use it to produce these workshop materials. I receive no payment or affiliation from any tool listed here. Weigh the recommendation accordingly.

Before You Pay for Any AI Marketing Tool

The five-minute test

1. Write down the exact task you want the paid tool to do.
2. Open a free chatbot from the chart above.
3. Give it that task using the 4-part formula.
4. Compare the output to what the paid tool promises.
5. If the free result is close, the subscription is buying you an interface, not a capability.

Many AI marketing products for authors are a subscription wrapped around the same free models, with a nicer dashboard. Sometimes that convenience is worth paying for. Decide that on purpose.