

The Freelancer's AI Stack

40 Prompts to Find Clients, Do Better Work, and Run Your Business

Your AI-powered business partner. From cold outreach to final invoice.

What's Inside

1. Finding Clients (8 prompts)

- The Cold Outreach Crafter
- The Niche Identifier
- The Portfolio Storyteller
- The Proposal Generator
- The Follow-Up Sequencer
- The Upwork Profile Optimizer
- The Referral Asker
- The LinkedIn Connector

2. Pricing & Negotiation (6 prompts)

- The Rate Calculator
- The Scope Creep Defender
- The Value Pricer
- The Raise-Your-Rates Script
- The Counter-Offer Builder
- The Package Designer

3. Doing the Work Faster (8 prompts)

- The Brief Expander
- The First Draft Accelerator
- The Research Synthesizer
- The Quality Checker
- The Revision Handler
- The Style Matcher
- The Deliverable Packager
- The Deadline Planner

4. Client Communication (6 prompts)

- The Bad News Deliverer
- The Boundary Setter
- The Update Writer

The Difficult Client Handler

The Testimonial Extractor

The Project Wrap-Up

5. Business Operations (6 prompts)

The Contract Simplifier

The Invoice Drafter

The Tax Prep Organizer

The Expense Tracker Template

The Annual Review

The Goal Setter

6. Growing Your Business (6 prompts)

The Service Expander

The Case Study Writer

The Passive Income Finder

The Subcontractor Briefer

The Niche Authority Builder

The Exit Strategy Planner

How to Use This Kit

This isn't a collection of generic prompts. It's a **complete system** for running a freelance business with AI as your co-pilot.

Each prompt is designed for a specific moment in the freelancer lifecycle: from finding your first client to scaling beyond solo work. Replace the **[bracketed text]** with your specific details.

The secret: These prompts don't just generate text — they force you to think about your business in structured ways. The "Rate Calculator" isn't just about math; it makes you account for taxes, benefits, and unpaid time that most freelancers forget. The "Scope Creep Defender" doesn't just say no; it reframes the conversation so the client feels heard.

Works with ChatGPT, Claude, Gemini, Copilot, or any AI chatbot.

1. Finding Clients

From cold outreach to warm referrals — 8 prompts to fill your pipeline.

PROMPT 01

The Cold Outreach Crafter

Use when: You've found a potential client and need to write that first email.

I'm a freelance [YOUR ROLE] reaching out to [COMPANY/PERSON] about [THEIR SPECIFIC NEED — be precise].

Write a cold outreach email that:

1. Opens with something specific about THEIR business (not about me) — reference a real thing they did/said/published
2. Identifies a specific problem they likely have based on their industry
3. Positions my skills as the solution in ONE sentence
4. Includes a soft CTA (not "let's hop on a call" — something lower commitment)
5. Total length: under 150 words

Tone: confident but not pushy. Peer-to-peer, not vendor-to-client.

Then give me 3 subject line options (under 6 words each, no clickbait).

Why it works: Cold emails fail when they're about you. This forces the opener to be about THEM. The 150-word limit prevents rambling. The low-commitment CTA ("Would a quick portfolio link be useful?") gets more responses than "Let's book a call."

PROMPT 02

The Niche Identifier

Use when: You're a generalist and need to specialize, or you want to find underserved markets.

I'm a freelance [YOUR SKILL] with experience in [PAST INDUSTRIES/PROJECTS]. I want to find a profitable niche.

Analyze this:

1. What industries have high demand for [YOUR SKILL] but low supply of specialists?
2. For each niche: what's the typical project size (\$), frequency, and client sophistication?
3. Which 3 niches have the best overlap of: (a) my existing skills, (b) willingness to pay premium, (c) recurring work potential?
4. For the top niche: what would I need to learn in 30 days to position myself as a specialist?
5. What would my positioning statement be? ("I help [WHO] do [WHAT] so they can [RESULT]")

Be specific with numbers where possible. Don't be generic.

Why it works: Most freelancers pick niches based on what they enjoy. This prompt forces you to factor in demand, pay rates, and recurring potential — the things that actually determine income.

PROMPT 03

The Portfolio Storyteller

Use when: You need to write case studies or portfolio descriptions that actually sell.

Turn this project into a portfolio piece that sells:

Client: [WHO]

Project: [WHAT YOU DID]

Result: [OUTCOME – numbers if possible]

Write it in this structure:

1. **The Problem** (2-3 sentences – what was broken/missing/painful for the client?)
2. **My Approach** (3-4 sentences – what did I do differently? What was my strategic thinking, not just the deliverable?)
3. **The Result** (2-3 sentences – concrete outcomes, numbers, client quote if available)
4. **The Takeaway** (1 sentence – what does this prove about how I work?)

Tone: factual, not braggy. Let the results speak. Avoid "I'm passionate about..." or "I leveraged my expertise in..."

Why it works: Portfolios fail when they show what you made without explaining why it mattered. The Problem → Approach → Result structure mirrors how clients think when evaluating vendors.

PROMPT 04

The Proposal Generator

Use when: A prospect wants a formal proposal and you need to close the deal.

Write a freelance project proposal for:

Client: [WHO]

Project: [WHAT THEY NEED]

My understanding of their goal: [WHAT SUCCESS LOOKS LIKE FOR THEM]

Budget range: [IF KNOWN]

Structure:

1. **Understanding** — Restate their problem in my own words (proves I listened)
2. **Approach** — What I'll do, broken into phases with deliverables per phase
3. **Timeline** — Realistic dates with buffer built in
4. **Investment** — Price with clear scope boundaries ("This includes X. This does NOT include Y.")
5. **Why Me** — 2-3 sentences on relevant experience (specific, not generic)
6. **Next Steps** — One clear action for them to take

Keep it under 500 words. Confident but not arrogant.

Why it works: The "Understanding" section is the secret weapon — when a client sees you restate their problem accurately, trust skyrockets. The explicit scope boundaries prevent scope creep before it starts.

PROMPT 05

The Follow-Up Sequencer

Use when: A prospect went quiet after your proposal or initial email.

I sent [PROPOSAL/EMAIL/QUOTE] to [CLIENT] [X DAYS] ago. No response.

Write a 3-email follow-up sequence:

Email 1 (send now): Gentle check-in. Add new value — a relevant insight, article, or idea for their project. NOT "just checking in."

Email 2 (send in 5 days if no reply): Reframe the offer. Maybe they're hesitant about something. Address the most likely objection (price? timing? scope?) without them having to say it.

Email 3 (send in 10 days if no reply): Graceful close. Give them an easy out that keeps the door open. "Totally understand if the timing isn't right. I'll check back in [TIMEFRAME]."

Each email: under 100 words. No guilt-tripping. No desperation.

Why it works: Most freelancers either never follow up (leaving money on the table) or follow up badly ("just checking in" is the worst email in existence). This sequence adds value with each touch.

PROMPT 06

The Upwork Profile Optimizer

Use when: Your Upwork/Fiverr/Freelancer profile isn't converting views into inquiries.

Rewrite my freelance platform profile:

Current title: [YOUR CURRENT TITLE]

Current overview: [PASTE IT]

Skills: [YOUR SKILLS]

Best project result: [YOUR STRONGEST OUTCOME]

Rewrite following these rules:

1. Title: [RESULT I DELIVER] + [FOR WHOM] – max 10 words, no "expert" or "guru"
2. Opening line: A bold claim backed by a specific number
3. Body: Problem I solve → How I solve it → Proof it works (in that order)
4. Include: specific industries I've worked in, tools I use, typical turnaround
5. Close: Clear CTA – what should they do next?
6. Total: under 300 words

Write 3 versions: (A) for corporate clients, (B) for startups, (C) for small businesses.

Why it works: Platform profiles compete with hundreds of others. Opening with a result ("I've increased conversion rates by 40% for SaaS companies") beats opening with a credential ("10 years of experience in...").

PROMPT 07

The Referral Asker

Use when: A project went well and you want to ask for referrals without being awkward.

I just finished a project with [CLIENT] and it went well. [BRIEF RESULT].

Write a referral request message that:

1. Starts by thanking them genuinely (reference something specific about working together)
2. Mentions the result we achieved together
3. Asks if they know anyone who might need similar help – but makes it EASY to say no
4. Offers to make it effortless: "If you send me their name, I'll draft a warm intro you can just forward"
5. Keeps it under 100 words

Also write: the warm intro email they could forward (under 75 words, written from THEIR perspective about me).

Why it works: Referrals are the highest-converting lead source for freelancers, but most never ask. The key: make it easy for the referrer by drafting the intro FOR them.

PROMPT 08

The LinkedIn Connector

Use when: You want to build relationships on LinkedIn that lead to work, not spam connections.

I want to connect with [PERSON] on LinkedIn. They're [THEIR ROLE] at [COMPANY].

Write:

1. A connection request message (under 300 characters – LinkedIn's limit). Reference something specific they posted or their company did. Do NOT pitch services.
2. A follow-up message for after they accept (add value – share an insight relevant to their work, ask a genuine question). Under 100 words. Still no pitch.
3. A third message for 1-2 weeks later that naturally introduces what I do, but framed as helpful, not salesy. Under 100 words.

The goal: build a relationship. The work comes later, naturally.

Why it works: LinkedIn outreach fails when it pitches on first contact. This 3-touch sequence builds trust before mentioning services. By message 3, you're a known contact, not a stranger.

2. Pricing & Negotiation

Stop undercharging. 6 prompts to price with confidence and defend your rates.

PROMPT 09

The Rate Calculator

Use when: You need to figure out what to charge (hourly or project-based).

Help me calculate my freelance rate:

Inputs:

- Target annual income: \$[AMOUNT]
- I want to work [X] hours/week maximum
- Estimated billable ratio: [60-80%] (the rest is admin, marketing, learning)
- Tax rate: ~[X]% (self-employment)
- Annual business expenses: ~\$[AMOUNT] (software, insurance, equipment)
- Benefits I need to self-fund: ~\$[AMOUNT]/year (health insurance, retirement, PTO equivalent)

Calculate:

1. My TRUE hourly rate (accounting for non-billable time, taxes, expenses, benefits)
2. A day rate and half-day rate
3. Project pricing benchmarks for 3 common project types in [MY FIELD]
4. The "walk-away number" – the minimum I should accept to stay profitable
5. Show the math so I can explain it to clients if challenged

Don't round down. Freelancers chronically underprice.

Why it works: Most freelancers calculate rates based on salary ÷ hours, forgetting taxes (25-30%), benefits (~15%), non-billable time (20-40%), and expenses. This forces a realistic calculation.

PROMPT 10

The Scope Creep Defender

Use when: A client asks for work outside the original scope and you need to say no gracefully.

My client just asked me to [NEW REQUEST] which is outside our original scope of [ORIGINAL SCOPE].

Write a response that:

1. Acknowledges the request positively – "Great idea" or "I can see why that would be valuable"
2. Clarifies that it's outside the current scope (without making them feel bad for asking)
3. Offers two options: (a) add it as a separate mini-project with a specific price, or (b) swap it for something in the current scope that's lower priority
4. Maintains the relationship – warm, professional, solution-oriented

Under 150 words. No passive-aggression. No "per our agreement..."

Why it works: Scope creep kills freelance profitability. Most freelancers either say yes (lose money) or say no harshly (lose the client). The swap option is the secret: it lets the client get what they want without you eating the cost.

PROMPT 11

The Value Pricer

Use when: You want to price based on value delivered, not hours worked.

Help me create a value-based price for this project:

Client: [WHO]

Project: [WHAT]

Expected business impact: [WHAT IT WILL DO FOR THEM — revenue, savings, time, risk reduction]

My estimated hours: [X hours]

My hourly rate: \$[X]

Calculate:

1. The cost-based price (hours × rate)
2. The value-based price (% of expected business impact — typically 10-20%)
3. The gap between the two (this is your upgrade potential)
4. A framing script: how to present the value-based price to the client so it feels like a deal, not a markup
5. What questions to ask the client to uncover the TRUE value (most clients understate the impact)

My goal: charge based on results, not hours.

Why it works: A landing page that increases conversions by 2% on a \$1M revenue stream is worth \$20,000+ — even if it takes 10 hours to build. This prompt forces you to quantify value.

PROMPT 12

The Raise-Your-Rates Script

Use when: You need to increase prices with an existing client.

I've been working with [CLIENT] for [DURATION] at \$[CURRENT RATE]. I need to raise my rate to \$[NEW RATE].

Write a rate increase message that:

1. Leads with the value I've delivered (reference specific results or projects)
2. Frames the increase as a natural evolution, not a demand
3. Gives advance notice (effective in [30-60 days])
4. Offers a transition option (lock in current rate for a retainer commitment, or phase the increase)
5. Has a confident but grateful tone

Also: what's the most common objection, and how should I handle it?

Under 200 words for the message. Don't apologize for the increase.

Why it works: Leading with delivered value reframes the conversation. You're not "asking for more money" — you're realigning price with proven results. The lock-in option often converts hesitant clients into retainer clients.

PROMPT 13

The Counter-Offer Builder

Use when: A client pushes back on your price and you need to negotiate.

Client said my price of \$[AMOUNT] for [PROJECT] is too high. They want to pay \$[THEIR NUMBER].

Help me respond:

1. Don't just split the difference — that rewards anchoring
2. Instead, offer 3 options at different price/scope levels:
 - Option A: Full scope at my original price
 - Option B: Reduced scope at a middle price (what to cut?)
 - Option C: Minimum viable scope at their budget
3. For each option, be specific about what's included and excluded
4. Include a line that reframes the conversation: "Which of these best fits your priorities?"

Also: if they say "we have a fixed budget of \$[X]", what's my counter-move?

Why it works: Tiered options shift the conversation from "yes or no" to "which one." The client feels in control. You never work below your minimum rate — you just adjust scope.

PROMPT 14

The Package Designer

Use when: You want to move from hourly billing to productized services.

I'm a freelance [ROLE] and I want to create productized service packages.

My most common client requests: [LIST 3-5 THINGS CLIENTS ASK FOR]

My best skills: [YOUR TOP 3 SKILLS]

Typical project sizes: [SMALL/MEDIUM/LARGE]

Design 3 packages:

1. **Starter** – Low-commitment entry point (what's the smallest useful deliverable?)
2. **Standard** – The sweet spot (most common need, best margin)
3. **Premium** – High-touch, everything included

For each package:

- Catchy name (not just "Basic/Pro/Enterprise")
- Exactly what's included (no ambiguity)
- What's explicitly NOT included
- Suggested price point
- Ideal client profile
- How long it takes me to deliver

Make the Standard package the obvious best value (anchoring).

Why it works: Packages eliminate scope ambiguity, speed up the sales process, and increase average deal size. The 3-tier structure uses price anchoring — the Premium makes Standard look like a deal.

3. Doing the Work Faster

Deliver better work in less time. 8 prompts for execution.

PROMPT 15

The Brief Expander

Use when: A client gives you a vague brief and you need to clarify without looking clueless.

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A client gave me this brief: "[PASTE THE BRIEF]"
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I'm a freelance [ROLE]. Help me:
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1. Identify the 5 most critical questions I need answered before starting (things that will cause rework if I guess wrong)
2. For each question, suggest a smart default if the client doesn't respond (so I can say "I'll assume X unless you tell me otherwise")
3. Draft a reply that asks these questions WITHOUT making me look like I don't know what I'm doing – frame them as "I want to make sure we're aligned on..." not "I don't understand..."
4. Identify any red flags in this brief (scope too big for the budget, contradictory requirements, missing success criteria)

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Under 200 words for the reply.
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Why it works: Vague briefs are the #1 cause of freelance rework. This prompt turns ambiguity into structured questions – and the "smart defaults" trick shows expertise while protecting you from guesswork.

PROMPT 16

The First Draft Accelerator

Use when: You're staring at a blank page and need momentum.

I need to create [DELIVERABLE TYPE] for [CLIENT/PURPOSE].

Brief: [PASTE OR SUMMARIZE THE BRIEF]

Audience: [WHO WILL SEE/USE THIS]

Tone: [FORMAL/CASUAL/TECHNICAL/CREATIVE]

Reference/inspiration: [ANY EXAMPLES THEY SHARED]

Create a structured first draft that:

1. Hits all the requirements in the brief
2. Is 80% of the way there (I'll refine the last 20% with my expertise)
3. Flags any sections where you made assumptions – mark them with [ASSUMPTION: ...]
4. Includes 2-3 options for any subjective choices (headlines, CTAs, opening lines)

The goal isn't perfection – it's momentum. Give me something I can react to and refine, not an empty page.

Why it works: The hardest part of any project is starting. A structured 80% draft that you edit down is faster than building from zero. The assumption flags prevent you from accidentally going the wrong direction.

PROMPT 17

The Research Synthesizer

Use when: You need to become an expert on a client's industry fast.

I'm starting a project for a client in [INDUSTRY]. I need to sound knowledgeable quickly.

Give me:

1. The 5 biggest trends in this industry right now
2. The 3 most common pain points for companies in this space
3. The key terminology I need to know (10 terms with one-line definitions)
4. Who are the 3-5 market leaders and what makes each different?
5. What do people in this industry complain about most? (common frustrations)
6. What's the one thing an insider would mention that an outsider wouldn't know?

Keep answers concise — I need a cheat sheet, not a textbook. I have 30 minutes to prep for a client call.

Why it works: Freelancers often work across industries. This gives you the 80/20 of industry knowledge in 5 minutes — enough to have a credible conversation and ask smart questions.

PROMPT 18

The Quality Checker

Use when: You're about to deliver work and want a final review.

Review this deliverable before I send it to the client:

[PASTE YOUR WORK]

Check for:

1. Does it address every point in the original brief? [PASTE/SUMMARIZE BRIEF]
2. Quality issues: typos, inconsistencies, weak sections, unclear language
3. Client perspective: if you were the client, what would you push back on?
4. Missing elements: anything a professional [YOUR FIELD] would include that's missing?
5. The "one thing": what single change would make the biggest improvement?

Rate it 1-10 on: accuracy, clarity, professionalism, and "would a client be happy?"

Be honest, not nice.

Why it works: Self-editing is unreliable because you're too close to the work. This prompt creates an adversarial review — catching issues before the client does.

PROMPT 19

The Revision Handler

Use when: You get client feedback and need to make revisions efficiently.

My client gave this feedback on my deliverable:

"[PASTE CLIENT FEEDBACK]"

Help me:

1. Categorize each piece of feedback: MUST FIX (blocking) / SHOULD FIX (improves quality) / NICE TO HAVE (cosmetic)
2. For each MUST FIX: what's the fastest way to address it?
3. Are any feedback items contradictory? If so, draft a clarifying question
4. Is any feedback actually outside the original scope? Flag it.
5. Draft a brief reply: acknowledge the feedback, confirm my understanding, give a timeline for revisions

Tone: receptive and professional, not defensive.

Why it works: Client feedback often mixes critical issues with preferences. Categorizing forces you to prioritize and prevents you from spending hours on cosmetic changes while missing the real concern.

PROMPT 20

The Style Matcher

Use when: You need to match a client's existing brand voice or writing style.

Analyze this sample of my client's existing content:

"[PASTE 2-3 PARAGRAPHS OF THEIR CONTENT]"

Give me a style guide I can follow:

1. Sentence length (short/medium/long, average words per sentence)
2. Vocabulary level (simple/technical/mixed)
3. Tone (formal/casual/authoritative/friendly)
4. Patterns: do they use questions? Lists? Data? Stories? Metaphors?
5. What do they avoid? (jargon, humor, first person, etc.)
6. 3 "voice rules" I should follow to sound like them

Then rewrite this paragraph in their style: [PASTE A PARAGRAPH OF YOUR OWN WRITING]

Why it works: Brand voice matching is one of the hardest skills in freelancing. This creates an explicit style guide from implicit patterns — much faster than trial and error across multiple drafts.

PROMPT 21

The Deliverable Packager

Use when: You need to present final work in a way that looks professional and justifies your rate.

I'm delivering [DELIVERABLE] to [CLIENT]. Help me package it professionally:

1. Write a brief cover note (under 100 words): summarize what's included, highlight key decisions I made and why, set expectations for next steps
2. Create a "summary of decisions" section: list every creative/strategic choice I made and the reasoning (this shows the thinking behind the work, not just the output)
3. Suggest how to organize/present the files (naming conventions, folder structure, document order)
4. Write a "recommended next steps" section: what should the client do after reviewing this?

The goal: make the client feel like they hired a professional, not just someone who completed a task.

Why it works: Delivery presentation is the last impression a client has of you. A cover note with strategic rationale makes your work feel more valuable — and makes clients more willing to pay premium rates next time.

PROMPT 22

The Deadline Planner

Use when: You need to plan a project timeline that's realistic and accounts for the unexpected.

Plan a realistic timeline for this project:

Deliverable: [WHAT]

Client deadline: [WHEN]

My estimated work hours: [X hours]

Dependencies: [ANYTHING I NEED FROM THE CLIENT — assets, feedback, approvals]

Create:

1. A phase-by-phase breakdown with dates
2. Buffer time (add 20% for unexpected issues)
3. Client touchpoints (when do I need their input, and how long should I give them?)
4. A "panic plan" — if I'm behind schedule, what can I cut or simplify without the client noticing quality drop?
5. Red flags: is this timeline actually realistic? If not, how should I push back?

Assume I have [X] other active projects competing for my time.

Why it works: Missed deadlines kill freelance reputations. The 20% buffer and panic plan are insurance policies. The client touchpoints prevent the #1 delay: waiting on client feedback.

4. Client Communication

Handle the hard conversations. 6 prompts for tricky situations.

PROMPT 23

The Bad News Deliverer

Use when: Something went wrong — missed deadline, mistake, or unexpected issue.

I need to tell my client [BAD NEWS — be specific about what happened].

Write a message that:

1. Leads with the problem — no burying it under pleasantries
2. Takes responsibility where appropriate (without over-apologizing)
3. Immediately follows with: what I'm doing to fix it + revised timeline
4. Offers something proactive (a discount, expedited delivery, extra deliverable) to offset the impact
5. Closes with confidence — "Here's the plan going forward"

Under 150 words. No excuses, no blame. Just: here's what happened, here's the fix, here's why it won't happen again.

Why it works: Clients don't fire freelancers for mistakes. They fire freelancers who hide mistakes, blame others, or don't have a recovery plan. Transparency + immediate action plan = retained trust.

PROMPT 24

The Boundary Setter

Use when: A client is overstepping — messaging at midnight, expecting instant responses, or treating you like an employee.

My client keeps [BOUNDARY VIOLATION — e.g., "sending Slack messages at 11pm expecting immediate responses"].

Write a message that:

1. Doesn't make them feel attacked or criticized
2. Frames the boundary as being FOR their benefit ("to ensure I deliver my best work...")
3. Proposes a specific alternative ("I check messages at 9am and 3pm — anything sent outside those times will be addressed at the next check-in")
4. Is warm but firm — no "sorry to ask" or "I hope you understand"

Also: if they push back, what's my follow-up?

Under 100 words for the initial message.

Why it works: Boundaries set with confidence are respected. Boundaries set with apology are tested. Framing your boundary as benefiting the client ("so I can do focused deep work on your project") turns a limit into a feature.

PROMPT 25

The Update Writer

Use when: You need to send a progress update that keeps the client confident.

Write a project status update for [CLIENT] about [PROJECT]:

Progress: [WHAT I'VE DONE THIS WEEK]

Next: [WHAT I'M DOING NEXT]

Blockers: [ANYTHING I NEED FROM THEM]

Timeline: [ON TRACK / ADJUSTED]

Format it as a brief, scannable update that:

1. Takes 30 seconds to read
2. Uses bullet points, not paragraphs
3. Leads with progress (good news first)
4. Makes any asks obvious and easy to act on
5. Projects confidence even if things are messy behind the scenes

Under 100 words. The client should feel informed without feeling burdened.

Why it works: Regular updates prevent the #1 client anxiety: "what is my freelancer doing?" A predictable update cadence builds trust. Brevity shows respect for their time.

PROMPT 26

The Difficult Client Handler

Use when: A client is being unreasonable and you need to de-escalate.

My client sent this message: "[PASTE THEIR MESSAGE]"

I feel [YOUR EMOTION – frustrated, angry, hurt, confused].

Help me:

1. Strip the emotion out of their message – what are they ACTUALLY asking for?
2. Is their frustration justified, partially justified, or unreasonable? Be honest with me.
3. Write a response that acknowledges their concern (even if I disagree) and redirects to solutions
4. If they're being unreasonable: frame my boundary without being combative
5. If they're right: own it quickly and present the fix

Tone: calm, professional, solution-oriented. Never match their energy.

Also: should I fire this client? What are the signs this is a pattern vs a one-time frustration?

Why it works: Responding to an angry client while you're emotional is the #1 way to lose a client AND your reputation. This prompt forces you to process the emotion, analyze the reality, and respond strategically.

PROMPT 27

The Testimonial Extractor

Use when: A project is wrapping up and you want a testimonial but don't want to be awkward.

My project with [CLIENT] just ended successfully. [BRIEF RESULT].

Write a testimonial request that:

1. Asks at the peak of satisfaction (right after delivery, not weeks later)
2. Makes it EASY – provide 3 specific questions they can answer instead of "write me a testimonial":
 - What was the problem before we worked together?
 - What was the result?
 - What surprised you about working with me?
3. Offers to draft it for them based on their answers (most people hate writing testimonials)
4. Mentions where it'll be used (portfolio, LinkedIn, website) so they're comfortable

Under 100 words. Casual tone – they just had a good experience, keep the vibe.

Why it works: "Can you write a testimonial?" gets procrastinated forever. Specific questions get answered immediately. Offering to draft it for them converts 80% more requests into actual testimonials.

PROMPT 28

The Project Wrap-Up

Use when: A project is ending and you want to close professionally and set up future work.

I'm wrapping up [PROJECT] with [CLIENT]. It went [WELL/OK/MIXED].

Write a project closure message that:

1. Summarizes what was delivered (creates a record)
2. Highlights the key result or outcome
3. Thanks them specifically (not generic "thanks for the opportunity")
4. Plants a seed for future work: "When you're ready to [NATURAL NEXT STEP], I'd love to help"
5. Asks for the referral (see Referral Asker prompt – or just a soft version here)

Under 150 words. Professional but warm. This is the last impression – make it count.

Why it works: Most freelancers just deliver and disappear. A structured wrap-up creates a positive lasting impression, documents the value delivered (useful when they forget), and opens the door for repeat work without being pushy.

5. Business Operations

Run the business side without an MBA. 6 prompts for the boring-but-essential stuff.

PROMPT 29

The Contract Simplifier

Use when: You need to understand a client's contract or create your own.

Read this contract/agreement and explain it to me like I'm a smart person who isn't a lawyer:

"[PASTE THE CONTRACT]"

For each clause:

1. What does it actually mean in plain English?
2. Is it standard or unusual?
3. Is it favorable to me, the client, or neutral?
4. Any red flags I should push back on?

Then give me an overall verdict: sign as-is, negotiate these points, or walk away?

If there's no contract yet and I need to create one, give me a simple template for a [PROJECT TYPE] project that covers: scope, timeline, payment terms, revisions, ownership, and termination.

Why it works: Freelancers sign bad contracts because legal language is intimidating. A plain-English breakdown with risk ratings lets you negotiate confidently — or know when to walk away.

PROMPT 30

The Invoice Drafter

Use when: You need to invoice a client and want it to look professional.

Create an invoice for:

Client: [NAME/COMPANY]

Project: [DESCRIPTION]

Amount: \$[TOTAL]

Payment terms: [NET 15/30, UPON RECEIPT, etc.]

My business name: [YOUR NAME/BUSINESS]

Include:

1. Professional formatting (I'll paste this into a template)
2. Line items broken out (not just one lump sum – shows the value)
3. Clear payment instructions
4. A polite but firm late payment note
5. My standard terms (retain rights until paid, late fee of 1.5%/month)

Also: draft a brief email to accompany the invoice (under 50 words, professional, not apologetic about asking for money).

Why it works: Detailed line items justify your rate (the client sees everything they got). Late payment terms set expectations upfront. The accompanying email normalizes payment as a business transaction, not a favor.

PROMPT 31

The Tax Prep Organizer

Use when: Tax season is approaching and your records are a mess.

I'm a freelancer in [COUNTRY/STATE] and I need to organize my finances for tax season.

My situation:

- Annual freelance income: ~\$[AMOUNT]
- Business structure: [SOLE PROP/LLC/S-CORP]
- I [DO/DON'T] have an accountant

Help me:

1. List every deduction I might be missing (common freelancer deductions for [MY FIELD])
2. Create a checklist of documents I need to gather
3. What quarterly estimated payments should I be making? (rough calc based on my income)
4. What's the difference between these deductions: home office, equipment, software, education, travel, meals?
5. Any end-of-year moves I should make before Dec 31 to reduce my tax bill?

Note: this is for planning, not legal advice. I'll verify with my accountant.

Why it works: Freelancers leave thousands of dollars on the table by missing deductions. A structured checklist catches things you'd forget — and gives you smart questions to ask your accountant.

PROMPT 32

The Expense Tracker Template

Use when: You need a simple system to track business expenses throughout the year.

Create a simple expense tracking system for my freelance business.

My expenses include: [LIST — software subscriptions, equipment, home office, travel, meals, education, etc.]

Design:

1. A category list with subcategories (organized for easy tax reporting)
2. A monthly tracking template (columns: date, vendor, amount, category, deductible Y/N, notes)
3. Rules of thumb for each category: what counts as deductible, what doesn't, what's partial
4. A quarterly review checklist: what to check every 3 months to stay organized
5. A simple formula to estimate my quarterly tax payment based on running income

Keep it simple enough that I'll actually use it. One spreadsheet, no complex tools.

Why it works: The best system is one you actually use. A simple template with clear categories is better than a complex app you'll abandon in February.

PROMPT 33

The Annual Review

Use when: The year is ending and you want to assess your freelance business honestly.

Help me do an annual review of my freelance business:

This year:

- Total revenue: \$[AMOUNT]
- Number of clients: [X]
- Biggest client: [WHO, % of revenue]
- Best project: [WHAT]
- Worst experience: [WHAT]
- Hours worked/week (average): [X]
- Effective hourly rate: \$[REVENUE ÷ HOURS]

Analyze:

1. Am I too dependent on one client? (>30% from one source = risk)
2. What's my effective hourly rate and how does it compare to my target?
3. What type of work was most profitable per hour?
4. What should I do MORE of next year and what should I STOP doing?
5. If I could only keep 3 clients and fire the rest, which 3 and why?
6. What's one structural change that would increase revenue by 20%?

Be brutally honest. This is for me, not for marketing.

Why it works: Running a freelance business without reviewing it is like driving without looking at the dashboard. The "fire all but 3" thought experiment reveals what actually drives your business.

PROMPT 34

The Goal Setter

Use when: You're planning the next quarter or year.

Help me set goals for my freelance business next [QUARTER/YEAR]:

Current state:

- Revenue: \$[CURRENT]
- Clients: [X]
- Average project value: \$[X]
- Working hours: [X/WEEK]
- What I want to change: [YOUR WISH LIST]

Design goals using this framework:

1. ONE revenue goal with a specific path (not just "\$X more" – HOW?)
2. ONE efficiency goal (do the same work in less time, or better work in the same time)
3. ONE growth goal (new skill, new niche, new service, new market)
4. ONE lifestyle goal (less stress, better hours, more vacation, etc.)

For each goal:

- Make it measurable (number, date, or clear yes/no)
- Identify the ONE action that would move the needle most
- What's the first thing I should do THIS WEEK?

Keep it to 4 goals max. More than that and I'll do none of them.

Why it works: Freelancers set vague goals ("make more money") or too many goals. Four focused goals with specific first actions beat twenty aspirational ones.

6. Growing Your Business

Scale beyond yourself. 6 prompts for the next level.

PROMPT 35

The Service Expander

Use when: You want to offer new services without starting from scratch.

I'm a freelance [ROLE] who currently offers [CURRENT SERVICES].

My existing clients also seem to need: [THINGS YOU'VE NOTICED]

My adjacent skills: [THINGS YOU CAN DO BUT DON'T SELL]

Help me identify:

1. The 3 most natural service expansions (builds on what I already do)
2. For each: how much additional learning is required? (zero / a few hours / weeks)
3. Which one has the highest revenue potential per hour of additional effort?
4. How would I position each new service to existing clients? (the upsell pitch)
5. Should I add these to my existing packages or create a separate offering?

Don't suggest things that require completely new skills. I want expansion, not reinvention.

Why it works: The cheapest new client is an existing one buying more. This prompt identifies services you can offer tomorrow with skills you already have — the fastest path to revenue growth.

PROMPT 36

The Case Study Writer

Use when: You want to turn a great project into marketing material that attracts similar clients.

Write a detailed case study for my portfolio:

Client industry: [INDUSTRY] (anonymize if needed)

The problem: [WHAT WAS WRONG]

What I did: [DELIVERABLES + STRATEGY]

The result: [OUTCOME — be specific, use numbers]

Timeline: [HOW LONG]

Structure it as:

1. **Headline** — Result-focused (e.g., "How [Industry Type] Company Increased Conversions by 40%")
2. **The Challenge** — Set up the pain point. Make the reader feel it.
3. **The Approach** — Show strategic thinking, not just "I made the thing"
4. **The Results** — Numbers, quotes, before/after
5. **Key Takeaway** — One transferable insight
6. **CTA** — "Have a similar challenge? Let's talk."

Write it for a reader who is a potential client in the same industry, not a peer in my field.

Why it works: Case studies attract clients by showing results in their industry. Writing for the client audience (not peers) means speaking their language about their problems.

PROMPT 37

The Passive Income Finder

Use when: You want to earn money that isn't directly tied to your hours.

I'm a freelance [ROLE] with expertise in [YOUR SPECIALTIES].

Help me brainstorm passive/semi-passive income streams:

1. What digital products could I create from knowledge I already have? (templates, courses, guides, tools)
2. Which would require the least effort to create but have recurring demand?
3. Where would I sell them? (Gumroad, Teachable, own site, marketplace)
4. What's a realistic monthly revenue estimate for each? (be conservative)
5. What's the "minimum viable product" version I could launch in one weekend?

Rank by: (effort to create) vs (monthly revenue potential) vs (fit with my existing work).

I want ideas I can execute alongside client work, not a full pivot.

Why it works: Every freelancer has expertise that could be productized. The "one weekend MVP" constraint prevents over-planning. The ranking forces you to pick the highest ROI option.

PROMPT 38

The Subcontractor Briefer

Use when: You're delegating part of a project and need the sub to deliver at your quality level.

I'm delegating [TASK] to a subcontractor. Help me write a brief that ensures quality:

The overall project: [CONTEXT]

This sub's portion: [WHAT THEY'RE DOING]

My quality standards: [WHAT "GOOD" LOOKS LIKE]

Client's style/voice: [IF APPLICABLE]

Deadline: [WHEN]

Create a brief that includes:

1. Context (why this exists, who it's for)
2. Specific deliverables (exactly what to produce)
3. Quality checklist (what I'll check before approving)
4. Examples of good and bad output
5. Communication protocol (when to check in, when to ask questions vs make decisions)
6. What NOT to do (common mistakes for this type of work)

The goal: they can do this without asking me 20 questions.

Why it works: Delegation fails when the brief is vague. The "what NOT to do" section prevents the most common mistakes. The quality checklist creates shared expectations before work starts.

PROMPT 39

The Niche Authority Builder

Use when: You want to become the go-to expert in your niche.

I'm a freelance [ROLE] specializing in [NICHE]. I want to build authority so clients come to me instead of me chasing them.

Create a 90-day authority-building plan:

1. Content strategy: what should I post, where, and how often? (realistic for someone with client work)
2. What are the 5 "hot take" opinions I could have about my niche that would get attention?
3. Which communities should I be active in? (specific subreddits, forums, Slack groups, LinkedIn groups)
4. What's one "signature piece" of content I could create that people would share? (a framework, a guide, a tool)
5. How do I convert attention into inbound leads without being salesy?

I have maybe 3-5 hours/week for this. Make it count.

Why it works: Freelancers who are known as "the person for X" charge 2-3x more and never run out of work. But most authority-building advice ignores the time constraint. This plan respects that you have a business to run.

PROMPT 40

The Exit Strategy Planner

Use when: You want to plan what "enough" looks like — or transition out of freelancing.

I've been freelancing for [DURATION]. I'm thinking about my long-term path.

Current state:

- Revenue: \$[ANNUAL]
- Working: [HOURS/WEEK]
- Satisfaction: [1-10]
- What I love: [WHAT]
- What I hate: [WHAT]

Help me think through:

1. What are my realistic options? (keep freelancing, start an agency, go back to employment, build a product business, hybrid)
2. For each option: what would my life look like in 3 years? (income, hours, stress, autonomy, growth)
3. What's the "enough number" — the revenue where adding more money doesn't improve my life?
4. If I wanted to make my freelance business sellable, what would I need to build?
5. What's the one decision I should make in the next 90 days?

Be honest about trade-offs. There's no perfect answer.

Why it works: Most freelancers never think about the endgame. The "enough number" question is powerful — it forces you to define success before chasing more. The sellability question shifts your thinking from "me doing work" to "a business that works."

The Freelancer's AI Stack — 40 prompts for the complete freelance lifecycle.
Built by the Frankenstein Project. Three AIs, one shared folder, zero human writing.
Works with ChatGPT, Claude, Gemini, Copilot, and any AI chatbot.