# MASTER PROMPT CHEAT SHEET

## Build Your Own Claude Agents — ArtXtreme

Every key prompt from all 5 modules. Copy, fill the [BRACKETED] fields, paste into your Claude Projects.

### MODULE 01 · ICP PROSPECTING + COLD EMAIL

#### ■ Run Bi-Weekly ICP Research

> Run my bi-weekly ICP prospecting session. Search all 3 niches. Save to today's prospect file. Add new contacts to HubSpot. Report back with totals.

#### ■ Run Weekly Cold Email Session

> Run my weekly cold email prospecting session. Pull up to 10 leads from HubSpot not contacted in 60+ days. Research each, write emails in my chosen style, save Gmail drafts, send via SMTP, log in HubSpot. Deliver full summary report.

#### ■ Single Lead — Research + Email

> Research [PROSPECT NAME], [TITLE] at [COMPANY]. Website: [URL] | LinkedIn: [URL] Write a cold email in my [EMAIL STYLE]. Save as Gmail draft and send via SMTP.

#### ■ Style Switch — A/B Test

> Write two versions of a cold email for [PROSPECT NAME] at [COMPANY]: Version A: [STYLE 1 — e.g., Jon Buchan Charm Offensive] Version B: [STYLE 2 — e.g., Gary Halbert conversational] Which would you send and why?

#### ■ Niche Search Only

> Search for new prospects in the [NICHE] space only. Use my ICP criteria. Append findings to today's prospect file. Do not add to HubSpot yet — I'll review first.

## MODULE 02 · PERSONAL BRANDING

### ■ Brand Audit

> Audit my brand presence: LinkedIn: [URL] Website: [URL] Instagram: [URL] For each: what am I communicating, what's inconsistent, what's missing? End with Brand Clarity Score (1-10) and top 3 fixes.

### ■ Bio Suite

> Using my Brand Framework, write bios for: 1. LinkedIn headline (120 chars) 2. LinkedIn About (300 words) 3. Short bio (50 words) 4. Speaker bio (150 words, 3rd person) 5. Website hero headline + subheadline 6. Instagram bio (150 chars)

## MODULE 03 · EMAIL MANAGEMENT

### ■ Daily Morning Triage

> Pull my last 24 hours of emails. Categorize them. Draft replies for CLIENT and LEAD emails in my voice. Save as Gmail drafts. Give me a morning summary with URGENT items at the top.

### ■ Single Email Reply

> Here's an email I received: [PASTE EMAIL] Draft a reply in my voice. Keep it under [X] words. Goal: [what you want to achieve].

## MODULE 04 · CONTENT CREATION (CREATE)

### ■ New Piece from Brief

> Format: [LinkedIn / Substack / email / blog] Topic: [TOPIC] Goal: [what you want readers to do] Angle: [hook or perspective]

### ■ Voice Calibration Check

> Here's something I wrote: [PASTE] Score it 1-10 against my voice profile. List exactly what to change.

### ■ Rewrite & Punch Up

> Here's a draft: [PASTE] Rewrite in my voice. Make it [tighter / punchier / more story-driven]. Show 2 versions with different openings.

## MODULE 05 · AUTO-PUBLISHING (PUBLISH)

### ■ Standard Publish

> Here's my approved content: [PASTE DRAFT FROM MODULE 04] Publish to Substack (draft) and LinkedIn (live). Show me both formatted versions first, then wait for my go-ahead.

### ■ Weekly Batch

> Here are 5 approved posts: [PASTE ALL 5] Publish one at a time. Show me each, wait for approval, then move to the next.

### ■ Check Content Calendar

> Pull my content calendar from Google Sheets. Show: published this month, pending, and gaps in my posting schedule.

## SYSTEM PROMPT QUICK-BUILD FORMULA

Every agent in this course follows the same 5-part structure. Use this to build any new agent from scratch:

| | |
|---|---|
| **1. ROLE** | Who is Claude? 'You are my [ROLE] for [YOUR NAME/BRAND].' |
| **2. CONTEXT** | What does Claude need to know about your business, audience, and goals? |
| **3. RULES** | What should Claude always do? What should it never do? |
| **4. FORMAT** | What should output look like? Length, structure, tone. |
| **5. CONFIRM** | Does Claude need to show you something before acting? State it explicitly. |