

SHUT UP AND BUILD

The Complete Playbook for Building, Deploying & Scaling AI Agents

For use with OpenClaw agents, Claude, ChatGPT, or any AI agent framework.
Research · Outreach · Content · Analysis · Coding · Operations

EMVY — AI Audit Agency
Free. No account required.

How to use this playbook

These 50 prompts are the ones we actually use — the exact templates our agents run on a daily basis. Each one is built for a specific outcome and designed to produce useful output the first time, every time.

How to use them:

1. Pick the prompt that matches your goal
2. Replace the [BRACKETED PLACEHOLDERS] with your context
3. Paste into your AI agent (Claude, OpenClaw, ChatGPT — any model)
4. Review the output. If it's not quite right, tell the model what's missing.

The brackets indicate where you add your own information. Do not include the brackets in the final prompt. For example: [COMPANY] becomes Acme PTY LTD.

Prompts by category:

Research Agent Prompts — 5 prompts

Outreach Agent Prompts — 5 prompts

Content Agent Prompts — 5 prompts

Analysis Agent Prompts — 5 prompts

Coding/Build Agent Prompts — 5 prompts

Operations Agent Prompts — 5 prompts

Bonus: Power Prompts — 5 prompts

Unlisted Reserve — 15 prompts

Use these to intelligence-gather before building, selling, or deciding anything.

■ RESEARCH AGENT PROMPTS

1. Market Research

You are a senior market research analyst. Research [TOPIC] and return: 1. Market size and growth rate 2. Top 5 players and their positioning 3. Key trends driving the market 4. Underserved customer segments 5. 3 opportunities for a new entrant Format as a structured report. Cite sources. Be specific, not vague.

2. Competitor Deep Dive

Do a detailed breakdown of [COMPETITOR]. I need: - Their core product/service and who it's for - Their pricing model and any data on conversion - Their marketing channels and what's working - Their weaknesses and where they lose customers - 5 things I could do better or differently Use only real data from their website, reviews, and public sources.

3. Tech Stack Audit

Analyse the technology stack of [COMPANY/WEBSITE]. Identify: - What tools and platforms they're using - Any AI or automation in their stack - Their likely monthly tool spend - Gaps where they're probably wasting time or money - Specific opportunities to automate or improve Be specific with tool names. No guessing.

4. Forum Sentiment Analysis

Search Reddit and forums for real opinions about [PRODUCT/SERVICE/TOPIC]. Return: - 10 most upvoted complaints - 10 most upvoted praise points - Common misconceptions people have - The #1 thing people wish was different - Verbatim quotes I can use for copy (with source) Be honest about sentiment. Don't cherry-pick.

5. Daily News Brief

Act as my analyst. For [INDUSTRY/NICHE] today: 1. 3 most important news items (with source links) 2. What each means for my business 3. One action I should take based on this Keep it under 200 words. Prioritise signal over noise.

Personalised outreach at scale — without losing the human voice.

■ OUTREACH AGENT PROMPTS

6. Cold Email (From Target List)

Write a cold email for [COMPANY]. Context: [1-2 SENTENCES ABOUT THEIR BUSINESS OR RECENT ACTIVITY]. Goal: Get a 15-minute discovery call. Tone: Direct, no fluff, pattern-interrupting. Length: Under 100 words. Include: Subject line, preview text, body, sign-off. Don't use: "I hope this email finds you", "I wanted to reach out", generic AI references.

7. LinkedIn Outreach

Write a LinkedIn connection request for [PERSON]. Context: [THEIR ROLE, COMPANY, OR RECENT POST]. Goal: Start a conversation that leads to a call. Length: Under 150 characters (LinkedIn limit). Be specific. Not: "I'd love to connect." Yes: "Saw your post on [TOPIC] — your take on [SPECIFIC THING] is different from most. Would love to chat."

8. Follow-Up Sequence

Write a 3-email follow-up sequence for someone who opened my first email but didn't reply. Email 1 (Day 4): Acknowledge without pressure Email 2 (Day 8): Add new value or angle Email 3 (Day 14): Final close or transfer to nurture Each under 80 words. Conversational tone. No attachments.

9. Warm Intro Email

Write an intro email for me to send to [RECIPIENT] on behalf of [SENDER]. Context: [SENDER'S SITUATION AND WHY THEY'RE INTERESTED IN TALKING TO ME]. Goal: Make the introduction feel natural, not transactional. Length: Under 80 words.

10. Email Personalisation at Scale

Given this data about [COMPANY]: - [BULLET: 1-2 SENTENCES OF RESEARCH] - [BULLET: RECENT ACTIVITY OR POST] - [BULLET: THEIR PAIN POINT] Write 5 personalised opening lines for cold emails. Each must reference something specific — not generic praise.

Keep your audience engaged across every platform — without spending hours writing.

🏠 CONTENT AGENT PROMPTS

11. X/Twitter Thread

Write a [NUMBER]-tweet thread on [TOPIC] in the "Shut Up and Build" voice. - Hook in tweet 1 (pattern interrupt, not a question) - Tweet 2: The core insight (the "so what") - Tweets 3-6: Supporting points with examples or data - Final tweet: CTA or question to drive engagement Tone: Direct, no corporate language, dry wit allowed. No hashtags in the body. Keep each tweet under 200 characters.

12. LinkedIn Post

Write a LinkedIn post on [TOPIC]. - First line: Must stop the scroll (controversial take, bold claim, or specific number) - Body: 3-4 paragraphs, conversational, no jargon - End: A question that drives comments OR a soft CTA Length: 150-300 words. No bullet points in the body. Tone: Thoughtful founder, not corporate.

13. Blog Outline

Create a detailed outline for a blog post: "[EXACT TITLE]". Format: - Hook (why this matters right now) - 5-7 H2 sections with 2-3 sub-points each - Each section: what to cover, what NOT to cover - Conclusion: what the reader does next Include a meta-description (under 155 chars) and 3 suggested title variants.

14. YouTube Description

Write a YouTube video description for: [VIDEO TITLE AND TOPIC]. Include: - First 150 chars: Hook that sells the video (no "in this video") - 5 bullet timestamps with cliffhangers - Key links and resources mentioned - CTA to subscribe (non-generic) - 5 relevant hashtags (not the obvious ones) Tone: Helpful, direct, not salesy.

15. Newsletter Issue

Write a weekly newsletter issue for [AUDIENCE]. Theme: [WHETHER IT'S CURATED NEWS, A DEEP DIVE, OR PERSONAL UPDATE] Sections: 1. Opening hook (1 paragraph, personal voice) 2. Main content (curated or original) 3. One tool, tip, or resource worth knowing 4. What's next / closing thought Length: 400-600 words. Include subject line and preview text.

Make better decisions faster with structured analysis from your AI.

■ ANALYSIS AGENT PROMPTS

16. Business Metrics Audit

Review this data for [COMPANY/PROJECT]: [PASTE DATA: revenue, costs, traffic, conversion rates, etc.] Identify: 1. The most alarming metric (why it's a problem) 2. The most promising metric (how to exploit it) 3. The single most impactful thing to fix first 4. Quick wins (things that cost little but move the needle) Be brutally specific. No "worth looking into" – say exactly what to do.

17. Decision Analysis

Help me decide: [YES/NO DECISION – e.g. "Should I hire a VA?"] Arguments for: - [LIST] Arguments against: - [LIST] What I'm assuming (that might be wrong): - [LIST] What someone who made this decision and regretted it would say: - [LIST] What someone who made this and was glad would say: - [LIST] Your recommendation and why (be direct, don't hedge):

18. Pricing Strategy

Analyse my current pricing for [PRODUCT/SERVICE]: Current price: \${AMOUNT} Competitors charge: \${RANGE} My costs: \${APPROXIMATE} Questions: 1. Am I underpriced or overpriced relative to value delivered? 2. What price point would maximise revenue without losing too many customers? 3. What's the strongest objection to a price increase? 4. How should I frame the price to justify it? Be direct. Tell me if I'm leaving money on the table.

19. Traffic Drop Diagnosis

My [WEBSITE/CHANNEL] traffic dropped by [X%] over the past [TIMEFRAME]. Possible causes: - [LIST ANY CHANGES YOU MADE OR SUSPECT] What actually happened and what to do about it.

20. Risk Assessment

I'm considering [ACTION/DECISION]. Run a risk assessment covering: 1. What's the worst case? (Be specific, not "it could fail") 2. How likely is the worst case? (1-10) 3. What's the upside if it works? 4. How do I reduce the downside? 5. Should I do this? Yes/no with reasoning. Be blunt. I don't want reassurance, I want accuracy.

■ CODING/BUILD AGENT PROMPTS

21. Script Spec

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I need to build [WHAT IT DOES]. Requirements: - [SPECIFIC FUNCTIONALITY] - [INPUTS AND OUTPUTS] - [TECH STACK IF RELEVANT] Write a full specification for this before writing any code. Include: - User stories - Data flow - Edge cases - Success criteria Format as a README.md.
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22. Code Review

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Review this code and identify: 1. Bugs or security issues (with severity) 2. Performance problems 3. Code quality issues 4. One thing done really well [PASTE CODE] Return a prioritised list of issues. Be specific about what's wrong and where.
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23. API Integration Plan

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I want to connect [SERVICE A] to [SERVICE B]. Use case: [WHAT THIS ACHIEVES] My technical level: [NON-TECHNICAL / CAN READ CODE / CAN BUILD / CAN DEBUG] Explain: 1. How the integration works (simple terms) 2. What I need to set it up 3. Estimated time to implement 4. Any tools or services that make this easier Format as a step-by-step even non-technical people can follow.
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24. No-Code Tool Recommendation

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I need to automate: [DESCRIBE THE WORKFLOW] Current setup: [WHAT TOOLS YOU'RE USING] Budget: $[AMOUNT/MONTH] Technical ability: [LEVEL] Recommend the best no-code or low-code tool for this specific use case. Include: - Why this tool and not alternatives - What it costs - One limitation to know about - A rough implementation time estimate
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25. Debug Request

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I'm getting this error: [PASTE ERROR] The code is at [GITHUB LINK OR PASTE] I tried: [WHAT YOU'VE ALREADY ATTEMPTED] Environment: [TECH CONTEXT] What's wrong and how do I fix it? Be specific.
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Run your business more systematically — without the overhead.

■■ OPERATIONS AGENT PROMPTS

26. SOP Writer

Write a Standard Operating Procedure (SOP) for: [TASK NAME]. Format: 1. Objective — one sentence on what this process achieves 2. When to use it — trigger or context 3. Step-by-step instructions (numbered, action-verb first) 4. Decision points — what to do if [COMMON ISSUE] 5. What "done" looks like — quality check Make it readable in 3 minutes. An intern should be able to follow this without asking questions.

27. Meeting Notes → Action Items

Convert these meeting notes into: 1. 3-5 prioritised action items (who does what, by when) 2. Decisions made (with rationale) 3. Open questions still outstanding 4. One thing to escalate if unresolved by next meeting [PASTE MEETING NOTES] Be specific. "Follow up" is not an action item. "Email [person] by Friday re: [topic]" is.

28. Email Inbox Zero System

Design an inbox zero system for my workflow. My situation: - [NUMBER] emails/day average - [YOUR ROLE — founder/executive/ops] - Biggest inbox problem: [TOO MANY / NO PRIORITY / NEWSLETTERS / CLIENT EMAILS] Create: 1. A folder structure 2. A daily processing routine (under 30 minutes) 3. Rules/filters to set up 4. What to do with each category of email Keep it practical. I don't want a complicated system.

29. Weekly Review Template

Design a 30-minute weekly review for [YOUR ROLE/GOALS]. Include: 1. What to measure this week 2. 5 questions to answer 3. What to decide vs. what to delegate 4. What to carry forward vs. what to drop 5. The one thing that matters most next week Format as a checklist. Under 30 minutes to complete.

30. Project Kickoff Brief

Create a project kickoff brief for: [PROJECT NAME]. Include: 1. Why we're doing this (one sentence, be honest) 2. Success criteria (specific, measurable) 3. Who's involved and who's accountable 4. Timeline and milestones 5. What could go wrong and how we'll know early 6. How we'll communicate (channels and frequency) Format as a one-pager. Maximum 1 page.

The highest-leverage prompts in the pack — use these when nothing else will cut it.

■ POWER PROMPTS

31. First Draft Dissector

Take this first draft of [TYPE OF CONTENT] and tell me: 1. Does it have a clear point? (If not, what's missing?) 2. Is the first line strong enough to hook? 3. Is it longer than it needs to be? (Cut 20% is usually right) 4. Does the ending justify the opening? 5. One specific thing that would make it 10x better [PASTE DRAFT] Be brutal. Don't tell me it's "pretty good." Find what's wrong.

32. Idea Stress Test

I'm thinking of [IDEA/PLAN]. Stress test it hard. For each: - What could make this fail? - Who has tried this before and how did it go? - What's the 80/20 version that takes 20% of the effort? - What am I not seeing? Give me your real assessment, not validation.

33. ELI5 Explainer

Explain [COMPLEX TOPIC] to me like I'm a smart 10-year-old. Include: - One analogy that makes it click - Why I should care - One thing most people get wrong about it - What to Google to learn more

34. Morning Decision Filter

I have [NUMBER] things to do today. I can only do [NUMBER]. Things: [LIST] Apply this filter: 1. Which has the highest leverage on my real goal? 2. Which will I regret not doing? 3. Which can someone else do? 4. Which should I kill entirely? Give me a prioritised list and tell me what to cut.

35. Exit Interview Analyst

[EMPLOYEE NAME] just left. Exit interview notes: [PASTE NOTES] Tell me: 1. What actually went wrong (not what's on the surface) 2. Was this preventable? 3. What do I change so this doesn't happen again? 4. Should I backfill this role or restructure? Be honest about my part in this.

SHUT UP AND BUILD

Build your own prompts based on what's actually broken in your business.
The best prompt packs come from experience — not templates.

When you hit a problem repeatedly, write the prompt that solves it.
That's how this list was built.

Want help building AI agents for your business?

EMVY audits how your business works, identifies the highest-impact AI opportunities, builds the automations, and manages them ongoing. Free discovery call at emvy-booking.vercel.app

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