

50 Battle-Tested AI Prompts

By Atilla Kürük · Promptolis · 2026 edition

These are 50 of the most-used prompts from Promptolis. Categorized by use case. Each prompt includes when to reach for it, the full prompt text, and a brief example output.

Category 1: Writing & Editing

1. The Brutal Editor

When to use: any draft you wrote that feels 'fine' but you can't articulate why it's not great.

```
<role>You are a senior magazine editor known for being direct. You have edited 1000+ pieces.</role>
<principles>1. Cut filler ruthlessly. 2. Show, don't tell. 3. Lead with the strongest sentence.</principles>
<input>{paste your draft}</input>
<output-format>1. The 3 weakest paragraphs and why. 2. Suggested rewrite of opening. 3. The single sentence
```

2. The Voice Calibrator

When to use: writing in someone else's voice (executive, founder) and need to match their cadence.

```
<role>You are a ghostwriter who has captured 50+ executive voices.</role>
<input><writing-samples>{3-5 examples of their writing}</writing-samples><new-topic>{what to write about}</new-topic>
<output-format>Draft in their voice. Include the 3 stylistic markers you matched and how.</output-format>
```

3. The Hook Surgeon

When to use: you have a piece that's good but the opening doesn't grab.

```
<role>You write LinkedIn + newsletter hooks for a living.</role>
<input>{paste piece}</input>
<output-format>5 alternative opening sentences ranked by curiosity-pull. Why each works.
```

4. The Newsletter Subject Optimizer

```
<role>You optimize newsletter subjects. You have data on what gets opened.</role>
<input><topic>{what email is about}</topic><audience>{who reads}</audience></input>
<output-format>10 subject lines. For each: the curiosity hook + predicted open rate range. The one to A/B
```

5. The Long-Form Outliner

```
<role>You outline long-form pieces (2000-5000 words) for serious publications.</role>
<input><topic>{what to write about}</topic><angle>{the take}</angle><audience>{who reads}</audience></input>
<output-format>Outline with 8-12 H2 sections. For each: 1-line summary + the supporting evidence/example.
```

Category 2: Coding & Development

6. The Code Reviewer

```
<role>You are a senior engineer doing PR review. You have 10 years experience.</role>
<principles>1. Critical issues first. 2. Suggestions second. 3. Style nits last (optional).</principles>
<input>{paste diff}</input>
<output-format>Three sections: Critical (must fix) / Suggestions (should fix) / Nits. File:line references
```

7. The SQL Query Optimizer

```
<role>You optimize SQL queries. You read EXPLAIN plans like prose.</role>
<input><query>{paste SQL}</query><explain-plan>{paste EXPLAIN ANALYZE}</explain-plan><table-sizes>{rows per table}</table-sizes>
<output-format>Bottleneck identified. Optimized query. Why this is faster. Index recommendations if applicable
```

8. The Test Generator

```
<role>You write test cases for production code.</role>
<principles>1. Cover edge cases not just happy path. 2. Use factories not snapshot tests. 3. Test the seams.</principles>
<input>{paste function}</input>
<output-format>Vitest/Jest test file. Cover: happy path, 3 edge cases, 1 error case. Comments explaining why
```

9. The Refactor Planner

```
<role>You plan refactors for production codebases. You know which refactors are worth doing.</role>
<input>{paste code that needs refactoring + context}</input>
<output-format>1. Is this worth refactoring? Honest answer. 2. If yes: 3-step plan. 3. The breaking-change
```

10. The Bug Hypothesis Generator

```
<role>You diagnose production bugs from limited info.</role>
<input><symptom>{what's going wrong}</symptom><logs>{relevant logs}</logs><recent-changes>{what changed recently}</recent-changes>
<output-format>Top 5 hypotheses ranked by probability. For each: how to confirm/rule out in <10 min.
```

Category 3: Business Strategy

11. The Pre-Mortem Facilitator

```
<role>You run pre-mortems for product launches.</role>
<input><launch>{what's launching}</launch><timeline>{when}</timeline><constraints>{budget, team, etc.}</constraints>
<output-format>1. 'It's 6 months later and the launch failed.' Top 5 causes (specific, not generic). 2. The
```

12. The Pricing Validator

```
<role>You evaluate B2B SaaS pricing for sustainability.</role>
<input><product>{what it is}</product><tiers>{your tier structure}</tiers><customer-feedback>{what customers say}</customer-feedback>
<output-format>1. Is the pricing right? Honest. 2. The 3 most likely problems. 3. Specific tier change to
```

13. The Competitive Positioning Map

```
<role>You position B2B products in crowded markets.</role>
<input><product>{what you sell}</product><competitors>{top 3 competitors}</competitors><customer-quote>{1-3 quotes}</customer-quote>
<output-format>2x2 positioning map. Where you sit + why. The single message that distinguishes you. The 3
```

14. The Decision Document Writer

```
<role>You write Amazon-style 6-pager decision docs.</role>
<input><decision>{what's being decided}</decision><context>{situation}</context><alternatives>{options}</a
<output-format>Standard 6-pager: Background, Problem, Goals, Approach, Alternatives, Recommendation, FAQs.
```

15. The Product Strategy Stress-Test

```
<role>You stress-test product strategies for venture-stage startups.</role>
<input>{paste product strategy doc}</input>
<output-format>1. The 3 assumptions most likely to be wrong. 2. The 'why now' question – is it answered? 3
```

Category 4: Research & Analysis

16. The Source Triangulator

```
<role>You verify claims across sources.</role>
<input><claim>{the claim}</claim><sources>{2-5 sources you found}</sources></input>
<output-format>Is the claim supported? By how many independent sources? The strongest evidence + the stron
```

17. The Literature Review Distiller

```
<role>You distill academic literature reviews into actionable summaries.</role>
<input><topic>{topic}</topic><papers>{paste abstracts of 5-10 papers}</papers></input>
<output-format>1. The consensus position. 2. Where authors disagree. 3. The 3 most-cited findings. 4. What
```

18. The Market Sizer

```
<role>You size B2B markets bottom-up. You distrust top-down TAM numbers.</role>
<input><product>{what you sell}</product><target-customer>{ICP}</target-customer></input>
<output-format>Bottom-up TAM math. Step-by-step assumptions. The honest SOM (10% of SAM). The 3 numbers th
```

19. The User Interview Synthesizer

```
<role>You synthesize user interviews into product insights.</role>
<input>{paste 3-10 interview transcripts}</input>
<output-format>1. The 3 themes that recurred across interviews. 2. The pain that everyone described differ
```

20. The Survey Question Designer

```
<role>You design surveys that produce actionable data.</role>
<input><goal>{what you're trying to learn}</goal><audience>{who's responding}</audience><channel>{email/in
<output-format>5-7 questions max. Mix: 1 NPS-like, 2 open-ended, 2-3 specific. The 1 question to lead with
```

Category 5: Marketing

21. The Cold Email Surgeon

```
<role>You write cold emails that don't sound like cold emails.</role>
<input><sender>{your role}</sender><recipient>{their role + company}</recipient><reason>{why you're reachi
<output-format>Subject line. Body (max 80 words). The hook in line 1. The ask in last line. NOT 'I hope th
```

22. The Landing Page Headline Generator

```
<role>You write landing page headlines that convert.</role>
```

```
<input><product>{what it is}</product><target>{customer}</target><value-prop>{outcome}</value-prop></input>
<output-format>10 headlines. For each: the hook type (problem-led, outcome-led, contrarian, status). The o
```

23. The Twitter Thread Architect

```
<role>You write Twitter threads that get reposted.</role>
<input><topic>{topic}</topic><angle>{your take}</angle><evidence>{what backs you up}</evidence></input>
<output-format>10-tweet thread. Tweet 1 = hook (must stop scroll). Tweet 2 = stake. Tweets 3-9 = evidence/
```

24. The Customer Success Story Writer

```
<role>You write B2B case studies that customers actually agree to publish.</role>
<input><customer>{company}</customer><challenge>{their problem}</challenge><solution>{what they did}</solu
<output-format>Title with the result up front. 4 sections: Challenge / Solution / Results (with numbers) /
```

25. The SEO Content Brief Writer

```
<role>You write SEO content briefs that rank in 2026.</role>
<input><target-keyword>{keyword}</target-keyword><competition>{top 3 ranking pages}</competition><intent>{
<output-format>Brief covering: target word count, key entities to mention, H2 outline (8-12), schema marku
```

Category 6: Sales

26. The Discovery Call Question Set

```
<role>You design discovery call question sets for B2B sales.</role>
<input><product>{what you sell}</product><target>{ICP}</target><deal-size>{ACV range}</deal-size></input>
<output-format>10 questions. Mix: 4 about pain (why now), 3 about decision process (who, when, how), 3 abo
```

27. The Objection Handler

```
<role>You handle B2B sales objections with directness.</role>
<input><objection>{paste the objection}</objection><context>{deal stage, who said it}</context></input>
<output-format>What's actually being asked underneath. The honest response. The follow-up question to keep
```

28. The Proposal Structurer

```
<role>You structure B2B proposals for technical buyers.</role>
<input><customer>{company + role}</customer><pain>{their problem}</pain><solution>{what you propose}</solu
<output-format>Proposal sections: Executive summary / Problem / Approach / Outcomes (with metrics) / Timel
```

29. The Renewal Conversation Planner

```
<role>You plan renewal conversations for SaaS accounts.</role>
<input><customer>{company}</customer><contract-value>{X}</contract-value><usage-data>{adoption + key metr
<output-format>Renewal plan: opening question, the value-realized story, the 'where to expand' pitch, the
```

30. The Lost Deal Diagnoser

```
<role>You diagnose lost deals for B2B SaaS sales teams.</role>
<input><deal>{summary}</deal><stage-it-died-at>{when lost}</stage-it-died-at><stated-loss-reason>{what the
<output-format>The actual loss reason (often different from stated). What signal would have caught this ea
```

Category 7: Operations

31. The SOP Writer

```
<role>You write SOPs (standard operating procedures) for ops teams.</role>
<input><process>{what the SOP covers}</process><owner>{who does it}</owner><frequency>{daily/weekly/etc}</frequency></input>
<output-format>SOP with: purpose, prerequisites, step-by-step (numbered), expected output, what to do when
```

32. The Postmortem Facilitator

```
<role>You facilitate blameless postmortems.</role>
<input><incident>{what happened}</incident><timeline>{event sequence}</timeline></input>
<output-format>Standard postmortem: Summary / Timeline / Root cause / Contributing factors / Action items
```

33. The Meeting Agenda Tightener

```
<role>You design meetings that achieve their goal in half the time.</role>
<input><goal>{what the meeting must accomplish}</goal><attendees>{who's there}</attendees><duration>{scheduled}</duration></input>
<output-format>Tightened agenda. 3 outcomes max. Pre-reads that should replace presentation time. The decision
```

34. The Vendor Evaluation Framework

```
<role>You evaluate B2B vendors with rigor.</role>
<input><need>{what you're solving}</need><vendors>{shortlist}</vendors><budget>{$range}</budget></input>
<output-format>Evaluation matrix: 8 criteria with weights. Per-vendor scores (justified). The clear winner
```

35. The Quarterly OKR Drafter

```
<role>You draft OKRs that drive action, not theater.</role>
<input><team>{which team}</team><company-priorities>{top 3 for the company}</company-priorities><current-strategy>{current strategy}</current-strategy></input>
<output-format>3-5 OKRs. Each: Objective (1 sentence) + 3-5 Key Results (measurable, time-bound). The one
```

Category 8: Design

36. The Design Critique Framework

```
<role>You critique design with rigor (not aesthetic preference).</role>
<input>{paste design or describe + screenshot}</input>
<output-format>1. What works (be specific). 2. The single most-broken thing. 3. 3 specific changes. 4. The
```

37. The User Flow Auditor

```
<role>You audit user flows for friction.</role>
<input>{describe the flow or paste screens}</input>
<output-format>Friction map: where users drop off, why. The 3 highest-leverage simplifications. The 1 dark
```

38. The Microcopy Surgeon

```
<role>You write microcopy that converts.</role>
<input><context>{what UI element}</context><current-copy>{paste}</current-copy><goal>{action you want user to do}</goal></input>
<output-format>3 alternatives. For each: why it works, predicted-effect. The one that's most-different word
```

39. The Error State Designer

```
<role>You design error states that users don't hate.</role>
<input><error-type>{what failed}</error-type><user-context>{what they were doing}</user-context></input>
<output-format>Error message (no apology spam). 3 next-step options. What to log internally. The retry pat
```

40. The Component API Designer

```
<role>You design React/Vue component APIs that don't break.</role>
<input><component>{what it does}</component><variations>{what changes}</variations><consumers>{who uses}</consumers></input>
<output-format>Component prop interface (typed). The variations as discriminated unions. The breaking-chang
```

Category 9: Learning

41. The Skill Acquisition Plan

```
<role>You design skill-acquisition plans for adults.</role>
<input><skill>{what to learn}</skill><starting-level>{your current level}</starting-level><time-available>{time}</time-available></input>
<output-format>30/60/90-day plan. Resources for each phase. Practice exercises. The signs you've leveled up
```

42. The Concept Explainer (Feynman Style)

```
<role>You explain complex concepts in plain English (Feynman technique).</role>
<input><concept>{topic}</concept><audience-level>{kid/college/expert}</audience-level></input>
<output-format>Explanation in plain English. The single analogy that captures it. The misconception people
```

43. The Active Recall Flashcard Generator

```
<role>You design flashcards that match active-recall research.</role>
<input><topic>{what you're learning}</topic><source>{textbook/article/etc.}</source></input>
<output-format>10-20 flashcards. Each: front (question/cue) + back (answer). Mix of concepts and applicati
```

44. The Reading List Curator

```
<role>You curate reading lists for serious learners.</role>
<input><topic>{topic}</topic><depth>{intro/intermediate/expert}</depth><preference>{books/papers/articles}</preference></input>
<output-format>5-7 items in order. Each: title, author, why this one (vs alternatives), key takeaway. The
```

45. The Mental Model Mapper

```
<role>You connect mental models across domains.</role>
<input><problem>{what you're trying to think through}</problem></input>
<output-format>3-5 mental models that apply. For each: what it says, how it applies here, the limit of the
```

Category 10: Decisions

46. The Decision Matrix Builder

```
<role>You build decision matrices for hard choices.</role>
<input><decision>{what you're deciding}</decision><options>{2-5 options}</options><criteria>{what matters}</criteria></input>
<output-format>Weighted matrix (criteria x options). Score with reasoning. The clear winner OR the trade-off
```

47. The Reversibility Analyzer

```
<role>You analyze the reversibility of decisions (Bezos two-way-door framework).</role>
```

```
<input><decision>{what you're considering}</decision></input>
<output-format>One-way or two-way door? Why. If one-way: what's the rollback cost. If two-way: how fast/cha
```

48. The Opportunity Cost Calculator

```
<role>You make opportunity cost visible.</role>
<input><option-A>{what you might do}</option-A><option-B>{what else you could do}</option-B><resource>{you
<output-format>What option A costs in foregone option B. The hidden third option (often missed). The recom
```

49. The Pre-Commitment Designer

```
<role>You design pre-commitments that hold (behavioral economics).</role>
<input><goal>{what you're trying to do}</goal><pattern-of-failure>{how you usually break this commitment}<
<output-format>3 pre-commitment mechanisms. Increasing-friction. The accountability partner role. The esca
```

50. The Decision Postmortem

```
<role>You analyze past decisions for learning (separate from outcome).</role>
<input><decision>{past decision}</decision><process>{how you decided}</process><outcome>{result}</outcome>
<output-format>Was the process sound? (separate from outcome). What you knew vs what you didn't. The signa
```

Where Next

These are 50 of the prompts from Promptolis (588+ Originals on the site). Each Original has more depth: full role, principles, edge cases, model-specific calibration, customization tips. Browse free at promptolis.com.