

AI Prompting Cheat Sheet

Quick Prompting Tips

- **Be specific.** Include who, what, when, where, and why.
Example: "Write a 100-word social post inviting in-house counsel in Canada to a webinar on AI tools."
- **Give context.** Mention audience, tone, and goal.
Example: "Use a professional but friendly tone for our members."
- **Set format.** Specify bullet points, email drafts, social captions, or taglines.
- **Request options.** Ask for variations to compare.
Example: "Provide 3 headline options" or "Give me 2 alternative intros."
- **Iterate.** Refine with follow-up instructions.
Example: "Make it shorter and more engaging" or "Add a stronger call to action."
- **Specify role.** Clarify the writer's perspective.
Example: "Write as a marketing manager creating an email for in-house counsel" or "Write as an event manager promoting a professional networking session."
- **Target readability.** Aim for Flesch Reading Ease score of 70–80.
Example: "Revise this text to score between 70 and 80 on the Flesch Reading Ease scale. Keep the tone professional and natural for legal professionals."

Sample Prompts by Task

Marketing

- Campaign ideas: "Suggest 5 email campaign ideas to promote a 30-day free trial for legal professionals."
- Social content: "Draft a LinkedIn post (under 280 characters) announcing our new AI Center of Excellence."
- SEO: "List 10 keywords and hashtags to reach in-house counsel interested in AI tools."

Membership

- Recruitment: "Create an email encouraging CCCA members to switch to ACC, highlighting community and global resources."
- Retention: "List 5 reasons members might not renew and how we can address each."
- Onboarding: "Draft a welcome message emphasizing networking and learning benefits."

Events

- Agenda: "Generate a 1-hour session agenda on mentoring for in-house counsel."
- Promotion: "Write a social post for our upcoming chapter event—make it dynamic and include a clear RSVP link."

- Follow-up: "Write a thank-you email with links to slides and a feedback survey."

Pro Tips

- Include brand tone (check acc.com/brand)
- Specify length (e.g., "under 150 words")
- Define audience (e.g., "mid-career in-house counsel")
- Provide examples of past content to match style
- Ask for edits, not rewrites, when refining existing drafts

Recommended Word Counts

Content Type	Ideal Length	Notes & Best Practices
Emails	100–175 words	Keep focused on one message or call to action. Use short paragraphs (2–3 sentences each). Subject lines under 8 words work best.
Website Blurbs / Landing Page Intros	50–120 words	Write concise, benefit-driven summaries. Lead with what matters most to the audience. Use subheadings or bullets if longer.
Social Media Posts	100–150 characters for X (Twitter) 50–100 words for LinkedIn / Facebook	Keep key info in the first line. Use plain language, strong verbs, and a link or tag for engagement.
Newsletter Blurbs	60–120 words	Highlight the key takeaway or member benefit. Include a clear link or button for “Read more” or “Register.”
Photo Captions	10–25 words	Focus on context or impact (who, what, where).

Readability Targets

Here are recommended Flesch Reading Ease score ranges for different types of communications, tailored for marketing, membership, and event executives working with professional audiences, such as in-house counsel.

These ranges balance professional tone, clarity, and engagement, ensuring the writing feels credible yet easy to read.

Content Type	Ideal Flesch Reading Ease Score	Notes
Emails	70–80	Clear, conversational tone suitable for busy professionals. Helps ensure quick comprehension and friendly engagement.
Website Blurbs / Landing Pages	65–75	Slightly more formal but still approachable. Balances professionalism with readability for online scanning.
Social Media Posts	75–90	Short, punchy, and engaging. Designed for fast reading and broad accessibility. Avoid jargon or complex sentence structures.
Newsletter Blurbs	70–80	Professional yet easy to read, encouraging members to click through for more detail. Aim for short sentences and active voice.
Talking Points / Remarks	65–75	Suitable for spoken delivery — simple sentence structures, natural phrasing, and clear transitions.
Speeches / Presentations	60–70	Slightly lower scores are acceptable for formal tone and nuance. Maintain rhythm and clarity for live delivery.
Event Scripts / Moderation Notes	65–80	Combine concise phrasing with natural spoken flow. Keep key messages short and conversational.
Reports / Internal Briefs	55–70	Professional and precise. Lower scores are acceptable due to industry or policy language but still aim for clarity.