

**THE CASE FOR GROWTH**

# **Client Communication AI Prompts**

Templates for emails, status updates, and difficult conversations

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## Welcome Email Prompt

**Prompt:** "Write a warm welcome email to a new client who just signed an engagement letter for [practice area]. Include what they can expect in the first 30 days, how to reach me, and reassurance that they made the right choice. Tone: Professional but friendly."

**Use this for:** First email after client signs

## Status Update Prompt

**Prompt:** "Draft a status update email for a client whose case is progressing normally but slowly. Include what we've done, what's next, timeline expectations, and reassurance. Acknowledge their patience. Tone: Empathetic and transparent."

**Use this for:** Regular updates when nothing dramatic is happening

## Difficult News Prompt

**Prompt:** "Write an email delivering difficult news about [specific setback]. Lead with the news, explain why it happened, outline our plan to address it, and end with confidence in the outcome. Tone: Honest but reassuring."

**Use this for:** When things don't go as planned

## Payment Reminder Prompt

**Prompt:** "Write a gentle but firm payment reminder for an invoice that is [days] overdue. Reference the invoice number, amount, and original due date. Maintain the relationship while being clear about expectations. Tone: Professional and direct."

**Use this for:** Overdue invoices

## Case Closing Prompt

**Prompt:** "Write a case closing email celebrating the successful resolution of [outcome]. Thank the client for their trust, recap the journey, explain final steps, and request a review/referral. Tone: Celebratory and appreciative."

**Use this for:** Final email after case resolves