

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