

# We Made 24 Prompts, So You Didn't Have To

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## Clay Cohort Lesson 4: Prompt Engineering Crash Course





# General Types of Prompts

1. Summarization (ex. LinkedIn profile)
2. Information Extraction (ex. ICP)
3. Content Generation (ex. write message)



# Prompts for Summarization

1. Summarize a Call's Transcript
2. Summarize a LinkedIn Profile and Surface Key Points
3. Summarize a News Article
4. Summarize an Open Job Title and Turn It into an Inferred Problem
5. Summarize Someone's LinkedIn Post



# Prompts for Extracting Information - Part 1

6. Determine the Job Title Company Sells To
7. Gather the Coordinates of an Address
8. Find Company Customers Based on Scrapped Data
9. Discover Company Missions
10. Discover Who the Company Sells To
11. Find the Pricing Terms of the Company
12. Find the Focus of a Job from Someone's Title



# Prompts for Extracting Information - Part 2

13. Infer if a Company Is B2B or B2C
14. Categorize Whether a Company Works on SaaS
15. Infer a Company's Glassdoor Reviews
16. Understand the Problems a Company Solves
17. Normalize a City from Location on LinkedIn
18. Return a Timezone Based on the Location
19. Understand the Seniority of a Title
20. Clean Titles of Contacts



## Generate creative copy

21. Write a Bio for an Animal Shelter Cat
22. Find a Meme based on the Customer's Problem Statement
23. Generate Plant Recommendation Messages
24. Creative Outreach Message as Advertiser



# Summarization Prompts



# 1. Summarize a Call's Transcript

*Take this and summarize it into a call transcript:*

*\{{transcript}\}.*



# 1. Summarize a Call's Transcript

Call Transcript	▶	→ T Response
**Call Transcript Summary:** **Participants:**		**Call Transcript Summar...
**Call Transcript Summary** **Participants:**		**Call Transcript Summar...
**Call Transcript Summary:** **Participants:**		**Call Transcript Summar...

## 2. Summarize LinkedIn Profile and Surface Key Points



*Imagine you are an expert business development representative focused on prospect research.*

*Based on the LinkedIn profile data provided, please identify three unique and noteworthy aspects about the individual. Consider the professional background, achievements, skills, endorsements, projects, education, and any personal interests or volunteer work mentioned. Highlight points that distinguish them from others in their field.*

*Keep each bullet point to 15 words max.*

*Profile Data: {{Enrich LI Profile}}*

*Output format:*

*Unique Aspects:*

- 1.
- 2.
- 3.

## 2. Summarize LinkedIn Profile and Surface Key Points



### A Highlights (Anthropic)



A Unique Aspects: 1. Rapid career growth at Indigo Golf Partners, from HR Coordinat

A Unique Aspects: 1. Extensive golf industry experience spanning over 40 years 2.

A Unique Aspects: 1. Extensive HR experience across diverse industries (healthcar

A Unique Aspects: 1. Extensive legal background as an attorney and corporate cou

A Unique Aspects: 1. Steady career progression at Troon, from Associate Golf Prof



### 3. Summarize a News Article

*Using the input, complete my prompt using keywords specific to the news article. Compliment them on the findings of the article. Keep it very short and casual. Make sure to leave out corporate jargon. Shorten company names when applicable. Don't make any reference to the time of the article being published. The input is: {{Headline}} Complete this prompt: I saw the recent news article about*



### 3. Summarize a News Article

Title (1)	Complete Prompt (1)	Completion (4)
Canva launches AI feature	Generated Response	Canva's new AI feature – great work!
Calendly LLC hired Jessica Gilmartin as Chief Marketing Officer	Generated Response	Calendly hiring Jessica Gilmartin as Chief Marketing Officer - congrats!
Loom, Inc. launched two new features	Generated Response	your launch - congrats on the success of the new Loom features!
Bitwarden Inc. launches Bitwarden's Passwordless.dev beta program	Generated Response	Bitwarden's Passwordless.dev beta program. Congrats on the launch!
Clay hires Hank Carter as a realty broker associate	Generated Response	Hank Carter joining Clay as a realty broker associate. Congrats on the great addition to the team!
Notion launched AI tool on Notion	Generated Response	Notion's AI tool. Congrats on the launch!
	Generated Response	_____. Congrats on the findings!
	Generated Response	your _____. Congrats on the findings!
Rippling People Center Inc. launches Rippling Spend Management	Generated Response	your launch of Rippling Spend Management - congratulations!
Pave, Inc. receives financing	Generated Response	Pave! Congrats on that awesome Series C round.



#### 4. Summarize a Open Job Title and Turn it into an Inferred Problem

*Tell me what problem this company is trying to solve based on the open job that is listed in the input. Keep it short and be specific based on what that job title is known to be tasked with in a company. The input is this: {{job title}} Complete this prompt: "I saw your company was hiring for a {{job title}}. In my experience this means you're trying to improve the company's"*



## 4. Summarize an Open Job Title and Turn it into an Inferred Problem

→ T Title (2)	Job title inference	→ T Completion (5)
Account Executive (German and English)	Generated Response	"I saw your company was hiring for a Account Executive (German and English). In my experience t..."
Full Stack Engineer III, Python	Generated Response	"technology infrastructure and develop more efficient web applications using Python."
CX Advocate	Generated Response	customer experience.
Mid-Market Account Executive	Generated Response	"sales and marketing presence in the EMEA region, with a particular emphasis on German-speakin..."
Accountant	Generated Response	financial accuracy and record keeping.
Head of GTM Operations	Generated Response	"operational efficiency and streamline the systems used to reach customers."
Technical Support Customer Engagement Manager	Generated Response	"I saw your company was hiring for a Technical Support Customer Engagement Manager. In my ex..."
Sales Manager - Solutions	Generated Response	"ability to develop partnerships with external providers to increase sales."
Partner Success Manager	Generated Response	"relationship and performance with external partners."
Senior Data Scientist	Generated Response	technology and data analysis capabilities.

Job title inference

SETUP INPUTS

Prompt Edit as Formula

Tell me what problem this company is trying to solve based on the open job title listed in the input. Keep it short and be specific based on what that job title is known to be tasked with in a company. The input is this: "T Title (2)" Complete this prompt: "I saw your company was hiring for a T Title (2) . In my experience this means you're trying to improve the company's"

= Tell me what problem this company is trying to solve bas...

The prompt to send GPT-3. For example, "Write a tagline for an ice cream shop"



## 5. Summarize Someone's LinkedIn Post

*Use the input to complete my prompt in under 8 words. Keep the output short and use specific keywords from the post. These are social media posts by other people and I would just like to know the main idea of each post. The input is this: "LinkedIn Post"*

*Complete this prompt: "I just wanted to reach out because I saw your post about"*



# Information Extraction Prompts



# 6. Determine the Job Title Company Sells To

*Determine the job title this company usually sells to, using the following inputs:*

*Description of company: {{Description}}*

*Website of company: {{Website}}*

*Who gets the most value out of the product and what is their usual job title? What industry or market does that individual work within?*

*The output should be 1 simple sentence that looks like this:*

*Example 1:*

*Data science leaders in the manufacturing who focus on helping their company adopt AI.*

*Example 2:*

*Application security leaders in the software development industry who focus on improving developer security.*



# 6. Determine the Job Title Company Sells To

Example: Few Shot Method	Company	Persona
Payments leaders in the education industry.	Flywire	Payments leaders in the education, healthcare, and travel industries.
Product management leaders in the technology industry.	Productboard	Product management leaders in the technology industry.
Digital experience leaders in the marketing and web development industry.	Acquia	Digital experience leaders in the marketing and web development industry.
Maintenance managers in the industrial sector.	MaintainX	Maintenance managers in the industrial sector.
AI research leaders who focus on developing reliable and interpretable AI systems.	Anthropic	AI research leaders who focus on developing reliable and interpretable AI systems.
Training leaders in the enterprise learning industry.	Thought Industries	Training leaders in the enterprise learning industry.
AI ethics leaders focused on responsible AI deployment.	OpenAI	AI ethics leaders focused on responsible AI deployment.
Marketing leaders in the e-commerce industry who focus on customer retention.	Klaviyo	Marketing leaders in the e-commerce industry who focus on customer retention.
Cloud security leaders who focus on mitigating risks in cloud environments across various industries.	Wiz	Cloud security leaders who focus on mitigating risks in cloud environments across various industries.
Operations leaders in various industries who focus on optimizing workflows through automation.	Zapier	Operations leaders in various industries who focus on optimizing workflows through automation.



## 7. Gather the Coordinates of an Address

*What are the exact coordinates {{result}}?*

*Output only latitude and longitude number, comma separated.*



## 7. Gather the Coordinates of an Address

➡️ T Farm Address (1)	Farm Coordinates	▶
5-12 Chipping Norton Roa...	📍 51.940667, -1.480923	
Camí de Can Guineu, s/n, ...	📍 41.6685163, 2.2610595	
Young Street, Fetcham, L...	📍 51.292899, -0.350960	
Foel Farm Park, Brynsienc...	📍 53.1667,-4.2732	
Farley Hill, Wokingham, R...	📍 51.3811,-0.9152	
Unit 2A, Rudgate Court, W...	📍 53.9207,-1.3316	

## 8. Find Company Customers Based on Scrapped Data



*I want you to help me output two customers of {{name}} you have found from the input I will give you.*

*If there are no customers from the page, please return No Customers Found. Please do not output names of people. Do not add any other words besides the two customer names and "and".*

*Return the names of customers in a pair separated by an and. Do not add anything else. There should only be three words in the answer.*

*Input: {{links}}*

## 8. Find Company Customers Based on Scrapped Data



Customer Output	Output Final
Ramp and Plaid	Ramp and Plaid
Chili Piper and Pigment	Chili Piper and Pigment
Webflow and Shippo	Webflow and Shippo
Loom and OpenPhone	Loom and OpenPhone
Wix and WHOOP	Wix and WHOOP



## 9. Discover Company Missions

*What is the mission of the company using the input? The input: "{{LinkedIn Company Description}}" Be specific and use keywords in the description not normally found in other companies. Keep the output under 6 words and make the output conversational/casual. Complete this prompt: "I was on your LinkedIn company page and it looks you're focused on"*



# 9. Discover Company Missions

Add any company web...	T Completion (1)
canva.com	I was on your LinkedIn company page and it looks you're focused on revolutionizing design.
calendly.com	I was on your LinkedIn company page and it looks you're focused on streamlining meeting scheduling.
loom.com	"Empowering work communication with video."
bitwarden.com	"Empowering secure collaboration with open source password management!"
clay.com	"Improving business analytics automation."
notion.so	"Creating an inclusive workspace".
salesforce.com	"Connecting companies and customers for good."
hubspot.com	I was on your LinkedIn company page and it looks you're focused on helping businesses grow better.
rippling.com	"Making onboarding/offboarding simpler."
pave.com	"I was on your LinkedIn company page and it looks you're focused on revolutionizing compensation"



## 10. Discover who the Company Sells to

*What is the job title that this company usually sells to using the input as a guide for what they do. The input is this: {{LinkedIn Company Description}} Who gets most value out of the product and what is their usual job title? Give me up to three job titles. Do not include any numbers or extra information. Just a comma separated list of titles.*



# 10. Discover who the Company Sells to

Columns Export Help

Complete Prompt	Add any company web...	Completion (2)
Generated Response	canva.com	Graphic Designer, Visual Designer, Creative Designer
Generated Response	calendly.com	Scheduling Coordinator, Meeting Coordinator, Event Planner.
Generated Response	loom.com	Product Manager, Communication Manager, Team Leader
Generated Response	bitwarden.com	System Administrator, Security Specialist, IT Manager
Generated Response	clay.com	Data Analyst, Business Analyst, Product Manager
Generated Response	notion.so	Project Manager, Team Leader, Collaboration Manager
Generated Response	salesforce.com	Sales Executive, Customer Relationship Manager, CRM Specialist
Generated Response	hubspot.com	Customer Success Manager, Sales Representative, Marketing Manager
Generated Response	rippling.com	HR manager, IT specialist, Employee Relations Manager
Generated Response	pave.com	Compensation Manager, Compensation Analyst, HR Manager
Generated Response	growthhenginx.com	Growth Marketer, Outbound Marketer, Inbound Marketer

+ Import Data ⚡ Enrich Data ⌂ Send Data

Complete Prompt

SETUP INPUTS

Prompt Edit as Formula

What is the job title that this company usually sells to using the input as a guide for what they do. The input is this:

in > T description " Who gets most value out of the product and what is their usual job title. Give me up to three job titles. Do not include any numbers or extra information. Just a comma separated list of titles.

= What is the job title that this company usually sells to using the input as a guide for what they do. The input is this:

Since launching in August 2013, Canva has been changing the way people design. With an integrated marketplace that has both free and paid templates, Canva makes it easy for anyone to create professional designs. Calendly, a powerful yet simple scheduling tool, helps busy professionals manage their time more effectively. We're connecting millions of people who are benefiting from:

- An enjoyable, simplified scheduling experience that invite...
- Customizable schedules. Spend more time on top prioritie...



## 11. Find the Pricing Terms of the Company

How much is this company's highest pricing per month using the input. Be as specific and short as possible. Also tell me if it's monthly or annual pricing. The input: **[Input from Web Scraping Enrichment (ex. Clay Scrape Website Enrichment)]**



# 11. Find the Pricing Terms of the Company

G <a href="https://www.mediafly.cc">https://www.mediafly.cc</a>	Pricing for Media...	Generated Response	Mediafly's highest pricing per month is \$999/mo
G <a href="https://www.checklyhq.com">https://www.checklyhq.com</a>	All features on th...	Generated Response	\$1000/monthly
G <a href="https://byjus.com/communicate">https://byjus.com/communicate</a>	Pricing is a proce...	Generated Response	The highest pricing would depend on the service.
G <a href="https://www.canva.com/">https://www.canva.com/</a>	How much does i...	Generated Response	\$12.99/month. Monthly pricing.
G <a href="https://calendly.com/pricing">https://calendly.com/pricing</a>	Always Free. Wh...	Generated Response	Always Free; Monthly pricing.
G <a href="https://www.loom.com/pricing">https://www.loom.com/pricing</a>	Starter. Quick vid...	Generated Response	\$12.50/monthly.
G <a href="https://bitwarden.com/pricing">https://bitwarden.com/pricing</a>	Pricing shown in ...	Generated Response	\$360/year per user. Annual pricing.
G <a href="https://www.clay.com/pricing">https://www.clay.com/pricing</a>	Clay enrichment ...	Generated Response	\$799/monthly.
G <a href="https://www.notion.so/pricing">https://www.notion.so/pricing</a>	Learn more abou...	Generated Response	Enterprise: \$999/month; Monthly



## 12. Find the Focus of a Job from Someone's Title

*Tell me what is the focus of this person's role based on the title name and the input. Be specific and casual. The title name is this: {{LinkedIn Job Title}}" The input is this: "{{LinkedIn Summary}} Complete this prompt with the tasks they are responsible for in under 6 words. "As the {{title}}, I'd imagine you focus on"*

# 12. Find the Focus of a Job from Someone's Title



<input checked="" type="checkbox"/> Generated Response	Founder and CTO	Developing software.	Career startup guy. Autho...
<input checked="" type="checkbox"/> Generated Response	Customer Support	helping customers with their issues.	
<input checked="" type="checkbox"/> Generated Response	Founder	recruiting team members.	I lead product & marketing...
<input checked="" type="checkbox"/> Generated Response	Accountant	managing finances and analyzing data.	My role is important to ma...
<input checked="" type="checkbox"/> Generated Response	Chief Financial Officer	"managing financial operations"	My role is to ensure that a...
<input checked="" type="checkbox"/> Generated Response	Chief Product Officer	developing and improving products.	I am leading the product t...
<input checked="" type="checkbox"/> Generated Response	Director of Sales	"Managing and increasing sales."	I ensure that the SDR tea...
<input checked="" type="checkbox"/> Generated Response	Chief Revenue Officer	"maximizing revenue growth."	I ensure that the Account ...

## SETUP INPUTS

### Prompt

Edit as Formula

Tell me what is the focus of this person's role based on the title name and the input. Be specific and casual. The title name is this: "  " The input is this: "

>  " Complete this prompt with the tasks they are responsible for in under 6 words. "As the  , I'd imagine you focus on"

= Tell me what is the focus of this person's role based on th...



## 13. Infer if a Company is Likely B2B or B2C

*A B2B company is a company that sells to other companies. A B2C company is a company that sells to consumers. Using the input, tell me if the company is likely a B2B company or a B2C company. The input is this: {{company description}} The only acceptable output is either "B2B" or "B2C" do not answer in any other way.*

## 14. Categorize Whether a Company Works on SaaS



*Is the company in the input a software as a service company? A software as a service company is a company that offers a software usually for a monthly or annual description to multiple users providing them with a service. The input is this:*

*"{{Company description}}"* Only return a result as "true" if it is a software as a service company or "false" if it is not a software as a service company.

# 14. Categorize Whether a Company Works on SaaS



Website	SaaS or Not	Completion (9)	+
canva.com	Generated Response True		
calendly.com	Generated Response True		
loom.com	Generated Response True		
bitwarden.com	Generated Response False		
clay.com	Generated Response True		
notion.so	Generated Response True		
salesforce.com	Generated Response True		
hubspot.com	Generated Response True		
liquiddeath.com	Generated Response False		
redbull.com	Generated Response False		
nobullproject.com	Generated Response False		
li.me	Generated Response False		
acme.com	Generated Response False		
target.com	Generated Response False		
walmart.com	Generated Response False		
shoprite.com	Generated Response False		
gong.io	Generated Response True		
www.100coaches.com	Generated Response False		
forbes.com	Generated Response False		
sweetgreen.com	Generated Response False		
rightbound.com	Generated Response False		
predictableresponse.com	Generated Response False		
winningbydesign.com	Generated Response False		
zapier.com	Generated Response True		

**SaaS or Not**

SETUP INPUTS

Prompt Edit as Formula

Is the company in the input a software as a service company?

A software as a service company is a company that offers a software usually for a monthly or annual subscription to multiple users providing them with a service. The input is this:

"[in > T description](#) X " Only return a result as "true" if it is a software as a service company or "false" if it is not a software as a service company.

= Is the company in the input a software as a service comp...

Since launching in August 2013, Canva has been changing t...

With an integrated marketplace that has both free and paid ...

Calendly, a powerful yet simple scheduling tool, helps busin...

We're connecting millions of people who are benefiting from:

- An enjoyable, simplified scheduling experience that invite...
- Customizable schedules. Spend more time on top prioritie...
- Flexibility for individual users and large teams alike. Calen...
- Integrations with Google, Office 365 and Outlook calendar...

Ready to get started? Sign up for a free trial today.

<https://calendly.com/> Only return a result as "true" if it is a ...

Privacy Statement: <http://www.salesforce.com/company/pri...>

HubSpot was named Glassdoor's #4 Best Place to Work in ...

HubSpot is a hybrid company with employees working full...



## 15. Infer a Company's Glassdoor Reviews

Using the input, tell me what is the company review of the company. Only return a numerical value, no words. the input is:  
"{{Google snippet}}"



# 15. Infer a Company's Glassdoor Reviews

Iter % Sort Columns Export Help

G Search Google (2)	Snippet (1)	Complete Prompt	Completion (10)	+
G https://www.glassdoor.c	Canva has an overall rating of 4.5 out of 5, based on over 452 r...	Generated Response	4.5	
G https://www.glassdoor.c	Is Calendly a good company to work for? Calendly has an over...	Generated Response	3.9	
G https://www.glassdoor.c	Is Loom a good company to work for? Loom has an overall ratin...	Generated Response	3.5	
G https://www.glassdoor.c	19 Bitwarden reviews. ... Bitwarden has an overall rating of 4.7 ...	Generated Response	4.7	
G https://www.glassdoor.c	Bruce Clay has an overall rating of 3.6 out of 5, based on over ...	Generated Response	3.6	
G https://www.glassdoor.c	Notion Labs has an overall rating of 4.9 out of 5, based on over...	Generated Response	4.9	
G https://www.glassdoor.c	Salesforce has an overall rating of 4.4 out of 5, based on over 1...	Generated Response	4.4	
G https://www.glassdoor.c	HubSpot has an overall rating of 4.5 out of 5, based on over 2,...	Generated Response	4.5	
G https://www.glassdoor.c	Who handles the Liquid Death account or do they do it all in-ho...	Generated Response	3.2	
G https://www.glassdoor.c	Red Bull has an overall rating of 4.3 out of 5, based on over 3,2...	Generated Response	4.3	
G https://www.glassdoor.c	Lime Technologies has an overall rating of 3.7 out of 5, based o...	Generated Response	3.7	
G https://www.glassdoor.c	Is Acme Markets a good company to work for? Acme Markets h...	Generated Response	3.5	
G https://www.glassdoor.c	Target has an overall rating of 3.6 out of 5, based on over 71,3...	Generated Response	3.6	
G https://www.glassdoor.c	Walmart has an overall rating of 3.3 out of 5, based on over 110...	Generated Response	3.3	
G https://www.glassdoor.c	Shoprite Supermarkets has an overall rating of 3.4 out of 5, bas...	Generated Response	3.4	
G https://www.glassdoor.c	Is Gong a good company to work for? Gong has an overall ratin...	Generated Response	4.4	
G https://www.glassdoor.c	Rescue   The Behavior Change Agency has an overall rating of ...	Generated Response	3.7	
G https://www.glassdoor.c	Forbes has an overall rating of 3.8 out of 5, based on over 352 ...	Generated Response	3.8	
G https://www.glassdoor.c	sweetgreen has an overall rating of 3.6 out of 5, based on over...	Generated Response	3.6	
G https://www.glassdoor.c	Predictable Revenue has an overall rating of 4.3 out of 5, base...	Generated Response	4.3	
G https://www.glassdoor.c	Former CEO TJ Kennedy, along with his all-in Winning By Design...	Generated Response	3.6	
G https://www.glassdoor.c	Zapier has an overall rating of 4.6 out of 5, based on over 156 r...	Generated Response	4.6	
G https://www.glassdoor.c	Is YouTube a good company to work for? YouTube has an over...	Generated Response	4.3	
G https://www.glassdoor.c	Meta has an overall rating of 4.1 out of 5, based on over 13,436...	Generated Response	4.1	

Complete Prompt

SETUP INPUTS

Prompt  Edit as Formula

= Using the input, tell me what is the company review of th...  
The prompt to send GPT-3. For example, "Write a tagline for an ice cream shop"

Model — Optional  
Select an item from the dropdown...

The GPT-3 model to run this request with. Defaults to "text-davinci-003". Learn more about models here.

Creativity Level — Optional  
Select an item from the dropdown...

Choose the creativity level that GPT-3 can have with the given prompt. Defaults to "Very Creative". GPT-3 calls creativity "temperature", and you can read more about it here.

Suffix — Optional  
Enter a value

Optionally, include a suffix that will be added to the end of the text that GPT-3 generates. For example, "That's all, Folks!"

RUN MODE

Run as button?  OFF  
If switched on, this integration will no longer automatically run on new or



# 16. Understand Problems a Company Solves

*Answer the questions about the company whose name is {{Company Name}}, company description is this {{description}}. Use Breadth-first search to explore all potential scenarios before going deeper into specific ones. Only answer the questions if you have an answer you are 95% sure is correct.*

*If you don't think it's 95% certain, leave it blank.*

1. *What is the problem this company solves?*
2. *Without this company, how are people solving this problem today?*
3. *What is something new or novel that we can teach the person we are reaching out to? We want to provide them something for free.*
4. *What is the cost of inaction if they were to stay with their status quo solution?*
5. *How is the company different from its competitors?*



# 16. Understand Problems a Company Solves

T **Response** 1. The problem Growth Engine X solves is helping businesses drive attention and ultimately revenue through innovative, data-driven growth strategies that combine outbound and inbound approaches in the new buyer journey landscape. 2. Without Growth Engine X, people might be solving this problem through traditional marketing and sales tactics that may not be as effective in the current digital age where buyer preferences have shifted. 3. Something new or novel that Growth Engine X can teach the person they are reaching out to is a personalized, data-driven approach to lead generation that leverages AI and automation to create attention-grabbing strategies tailored to their specific needs. 4. The cost of inaction for potential clients staying with their current solution could mean missing out on the opportunity to adapt to the changing buyer preferences, potentially leading to stagnant growth or losing out to more innovative competitors. 5. Growth Engine X stands out from its competitors by focusing on building communities, developing useful no-code tools, and creating sales processes that customers would be willing to pay to be a part of. Their unique approach of combining outbound and inbound strategies sets them apart in the market.



## 17. Normalize a City from Location on LinkedIn

*Extract the city from {{Location}}.*

*If {{Location}} is just a country, return "No City".*

# 17. Normalize a City from Location on LinkedIn



 City	
 Mumbai	
 Los Angeles	
 Reno	
 Islamabad	
 No City	
 Perth	
 New Haven	
 San Francisco	
 Veldhoven	



## 18. Return a Timezone Based on the Location

*Return the letter timezone for {{City Response}}, {{Country Response}}.*

*If there are multiple possible timezones, just return your best guess timezone.*

*Return only three letter timezone and nothing else.*



# 18. Return a Timezone Based on the Location

Timezone	
	IST
	PST
	PST
	PKT
	GMT
	AWST
	EST
	PDT
	CET



# 19. Understand the Seniority of a Title

You will be provided with a job title below and your job is to categorize the job title into one of the following seniority buckets.

- *Owner/CXO*
- *Vice President*
- *Director*
- *Manager*
- *Head*
- *Senior*
- *AE (Account Executive)*
- *SDR/BDR*
- *RevOps/Sales Ops*
- *Advisor*
- *Consultant*
- *Recruiter*
- *Growth*
- *Other*

Return only the seniority bucket and nothing else. Only return one seniority. In cases where multiple could apply, default to the more senior one. There should be no  
• in the final output.

The job title is {{job title}}.



# 19. Understand the Seniority of a Title

 Seniority	
 Owner/CXO	
 Owner/CXO	
 Owner/CXO	
 Head	
 Owner/CXO	
 Head	
 Growth	
 Manager	
 Other	



## 20. Clean Titles of Contacts

*Please help me clean out the job titles in finance. I just want the current position from this text: {{Title}}. If there are two positions, please choose the first position. If there are any abbreviations, please spell them out (ex. SVP is Senior Vice President, CFO is Chief Financial Officer), and make sure to keep the words finance in the role.*

*For the output, I only want the job title.*



## 20. Clean Titles of Contacts

Title	Job Position Cleaning	Job Position Cle...
CFO	Chief Financial Officer	Chief Financial Officer
Chief Financial Officer	Chief Financial Officer	Chief Financial Officer
Chief Financial Officer	Chief Financial Officer	Chief Financial Officer
Head of Finance	Head of Finance	Head of Finance
Head of Strat Fin	Head of Strategic Financ	Head of Strategic Finance
Head of GTM Strategic Fi...	Head of Go-to-Market S	Head of Go-to-Market Str...



# **Content Generation Prompts**



## 21. Write a Bio for an Animal Shelter Cat

*Start with introduction - It's {{Name}} (don't use "\*"). Then, taking into account how I look {{response}}, write fun facts about me. Don't describe how I look as it is on the photo that is attached. Focus on my interests and hobbies and my character that should be appropriate for how I look {{Response}}.*

*Add also some views that I can have on some fun historical events, favorite movies, books, politics, music, fashion, etc.*

*Make the message less desperate but more fun. Make it 60 words max. Finish each with the fun - something like "To adopt me, visit my manager or my assistant, or furless manager {{Pet Link}}." Always include {{Spanish Translations Response}} if contains that I need a companion, another dog, special home, or family with experience and put it in the message if it says that there is a need in another animal, or experienced owner or learning to trust. Use a few emojis.*



# 21. Write a Bio for an Animal Shelter Cat

 Cat Bio 

 Hey there, it's Palomilla!  I'm the queen of poun...

 Hey there, it's Yeka!  I'm a master of purring sy...

 Hey, it's Tommy!  Here are some fun facts abou...

## 22. Find a Meme Based on a Customer's Problem Statement



*Choose the best Meme for this case {{Combined Responses}} before  
comma - first statement.*

*After comma - second statement.*

*Output meme name only.*

*Don't use "####"*

## 22. Find a Meme Based on a Customer's Problem Statement



- Meme Selection ▶
- Roll Safe Think About It
  - Success Kid
  - Buff Doge vs. Cheems
  - Flex Tape
  - Left Exit 12 Off Ramp
  - Distracted Boyfriend
  - Buff Doge vs. Cheems
  - Roll Safe Think About It



## 23. Generate Plant Recommendation Messages

Generate an email that I'm sending to a farm. It should contain that "According to the weather forecast for the next 14 days in {{Farm Address}}, it might be a perfect time to plant any of {{response}} as it's a good weather condition for these specific plants. Choose two or three plants from the list and justify why it's a good time. Use Temperature {{Temperature Conversion}}, pressure {{Pressure}}, Humidity {{Humidity}}, cloud % {{Cloud %}} numbers to support your statement.

If you are interested, we can deliver {{response}} seeds within 2 days and we'll be keeping you posted on the weather conditions and how to take care of your new plants! Moreover- everything you purchased from us - we'll buy it back at market cost!

Take into account {{Rain Classification}}.



## 23. Generate Plant Recommendation Messages

⚡ Planting Recommen...	➡ T Planting Recom...
⚡ Subject: Ideal Planting C	Subject: Ideal Planting Co...
⚡ Subject: Ideal Planting T	Subject: Ideal Planting Ti...
⚡ Subject: Optimal Plantin	Subject: Optimal Planting ...
⚡ Subject: Optimal Plantin	Subject: Optimal Planting ...
⚡ Subject: Ideal Planting T	Subject: Ideal Planting Ti...
⚡ Subject: Ideal Planting T	Subject: Ideal Planting Ti...



## 23. Generate Plant Recommendation Messages

T **Response** Subject: Ideal Planting Time for Marigold, Petunia, and Basil Dear [Farmer's Name], I hope this email finds you well. Based on the weather forecast for the next 14 days in Camí de Can Guineu, s/n, 08480 L'Ametlla del Vallès, Barcelona, it appears to be an optimal time to plant marigold, petunia, and basil. The conditions are favorable due to the following: - Temperature: 29.6°C - Pressure: 1015 hPa - Humidity: 36% - Cloud Cover: 3% - No rain expected Given these conditions, we recommend planting: 1. **\*\*Marigold\*\***: Thrives in warm temperatures and low humidity. 2. **\*\*Basil\*\***: Prefers consistent warmth and minimal cloud cover. We can deliver seeds within 2 days and will keep you updated on weather and care. Additionally, we buy back your produce at market cost! Best regards, [Your Name] [Company Name] [Contact Information]



# 24. Creative outreach message as advertiser

## **Example 1:**

You are a creative advertiser who has turned into a prospecting expert that works at [Clay.com](#). Your goal is to write a compelling email that entices the CMO (Chief Marketing Officer) to take a meeting with [Clay.com](#).

The email should be no more than 5 sentences long that are short and no longer than 15 words each. The email should not be a single paragraph. It should contain an insight and a call to action (that is a question). The content should include how clay can help {{Company Name}} with a website at {{Company Domain}} reach its buyers who are {{Personas}} working in the industries {{industries}}. {{Company Name}} aims to provide the following value proposition {{Value Proposition}} to its ICP {{ICP}}.

Be creative how you phrase the call to action

## **Example 2:**

The CMO is {{Full Name}} with a LinkedIn profile {{url}} and provides a description about themselves. Please use this information to make the email feel more personalized to that CMO.

The subject line should be no longer than 5 words.

Compose the email in the style of John Haggert. His writing style is simple, impactful, creative, and focuses on brand differentiation. His tone is bold, clear, provocative, and confident. Search the web to find more about John Haggert's writing style before composing the email.

Write the email in a conversational way so that it sounds like a human is talking to another human. The email should not include any variations of the following:

- I hope you're doing well
- Impressive background
- Personalizing based on job change



# 24. Creative outreach message as advertiser

- AI John Haggerty
- AI Subject: Ethical Fashion Meets Data-Driven Marketing Leah, Your journey from Oxfam to Adelante is ...
- AI Subject: Cybersecurity meets personalization magic Hey Tarah, Your journey from Rapid7 to Silverfo...
- AI Subject: Amplify Your Brand's Brilliance Graham, Your journey from Stanford to CMO is impressive. ...
- AI Subject: Clay: Revolutionize Your HCP Outreach Steve, Your journey from Biogen to Karuna Therapeut...
- AI Subject: Ecommerce personalization game-changer Ken, Your journey from Constant Contact to Zoovu i...
- AI Subject: Zebrafish to Rare Disease Breakthroughs Lorianne, your zebrafish-based drug discovery plat...
- AI Subject: Ecommerce dominance: Your secret weapon Mike, Your journey from Sprinklr to Profitero's C...
- AI Subject: Sittercity: Revolutionize Parent Connections Sarah, Your mission to simplify childcare co...
- AI Subject: Revolutionize Sincere's Digital Celebration Game Hey Ariel, Your journey from Constant Co...
- AI Subject: Elevate ButcherBox's Digital Reach Hey Kiran, Your journey from Brookstone to ButcherBox ...
- AI Subject: Revolutionize Cross-Border Payments, Howard? Howard, Your journey from McKinsey to CMO at...
- AI Subject: Mariana, Shape Reality with Clay Mariana, your journey from Buenos Aires to Hexagon's CMO ...
- AI Subject: Clay: Supercharge Dazz's Buyer Reach Julie, Your journey from Nutanix to Dazz mirrors the...
- AI Subject: Golf, AI, and Urban Pros Hey Jed, Your journey from Seamless to Five Iron Golf is impress...



## 24. Creative outreach message as advertiser

T **Response** Subject: Ethical Fashion Meets Data-Driven Marketing Leah, Your journey from Oxfam to Adelante is inspiring. It's clear you're passionate about ethical fashion. Clay can supercharge your mission by identifying and engaging style-conscious, ethically-minded consumers at scale. Our AI-powered platform personalizes outreach, ensuring your handcrafted stories resonate with the right audience. We've helped similar brands increase conversions by 40% through hyper-targeted marketing. Curious how we could amplify Adelante's impact in just 30 days?