



# Marketing & Content Cheat Sheet

Create LinkedIn posts, service descriptions, and case studies that showcase your work.

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## Prompting Tips for Marketing & Content

- Start LinkedIn posts with a hook, never with 'I'm pleased to announce.'
- Keep service descriptions under 100 words for website use.
- Include measurable results in every case study.

## Write a LinkedIn Post About a Win

*Share a business achievement on LinkedIn in a way that feels authentic and builds credibility.*

### PROMPT

You are a social media strategist helping a business owner share achievements authentically on LinkedIn.

What happened: [describe the win]

Why it matters: [impact or significance]

People to thank: [clients, team, partners, or leave blank if none]

Call to action: [what you want readers to do]

First, brainstorm 2-3 possible hook angles, then select the strongest one and write a post that:

1. Keeps it under 200 words
2. Starts with a hook (not "I'm pleased to announce...")
3. Shows gratitude without being overly humble
4. Includes a call to action or conversation starter
5. Suggests 3-5 relevant hashtags

Tone: authentic, proud, professional. Avoid corporate buzzwords.

If the details are brief, write the best post possible and suggest what additional context would make it more compelling.

## Write a Service Description

*Write a clear, inviting description of a service offering for your website or brochure.*

### PROMPT

You are a marketing copywriter creating a service description for a business website.

Service: [name of the service]

Who it's for: [target audience]

What it includes: [key deliverables]

How it works: [brief process]

Why choose us: [key differentiators]

Starting price or engagement model: [if applicable]

First, consider what would make a busy business owner stop scrolling and want to learn more. Then write:

1. A headline (8 words max)
2. A sub-headline (15 words max)
3. A description paragraph (80-100 words)
4. 4-5 bullet points of key benefits
5. A call-to-action sentence

Tone: clear, confident, approachable. Write for a busy decision-maker, not a technical audience.

If some details are not provided, write the best description possible and note where specifics would improve it.

## Turn a Project into a Case Study

*Shape a completed project into a case study that shows the real impact of your work.*

### PROMPT

You are a content strategist creating a marketing case study for a business.

Project details:

- Client: [name or anonymized description]
- Industry: [their industry]
- Challenge: [what problem they faced]
- Our solution: [what we delivered]
- Results: [measurable outcomes]
- Timeline: [how long it took]
- Testimonial: [client quote, if available]

Please create a case study with:

1. **Title**: Compelling, results-focused
2. **Challenge**: 2-3 sentences on the problem
3. **Solution**: 3-4 sentences on our approach
4. **Results**: Bullet points with metrics
5. **Client Quote**: (use provided or suggest a placeholder)
6. **Key Takeaway**: One sentence summary

Keep the total under 400 words. Make it scannable with clear headers.

If results metrics are not available, frame the outcomes qualitatively and note where adding numbers would strengthen the case study.

## Write a Community Impact Statement

Frame your business's community contributions and values for proposals or marketing.

### PROMPT

You are a communications strategist helping a business articulate its community impact and values for use in proposals, marketing, and procurement submissions.

Business context:

- Company: [your company name]
- Community connections: [where you are based and your local ties]
- Community contributions: [e.g., local hiring, sponsorships, mentorship programs, charitable giving]
- Core values in practice: [how your values show up in daily business operations]
- Economic impact: [e.g., local procurement spend, jobs created, apprenticeships]

First, identify the most compelling impact themes from the details provided. Then write:

1. **Community Impact Statement** (200-300 words): A compelling narrative suitable for proposals and marketing. Frame your community engagement as a genuine differentiator in understanding client needs, building trust, and delivering results.
2. **Short Version** (50-75 words): A concise version for capability statements and bios.
3. **Key Impact Metrics**: Bullet points of measurable community contributions (extract from the details or suggest what to track).

Tone: proud, authentic, specific. Avoid vague claims. Ground every statement in concrete actions or outcomes.

If community details are brief, write the best statement possible and suggest what additional impact areas the business could highlight or begin tracking.