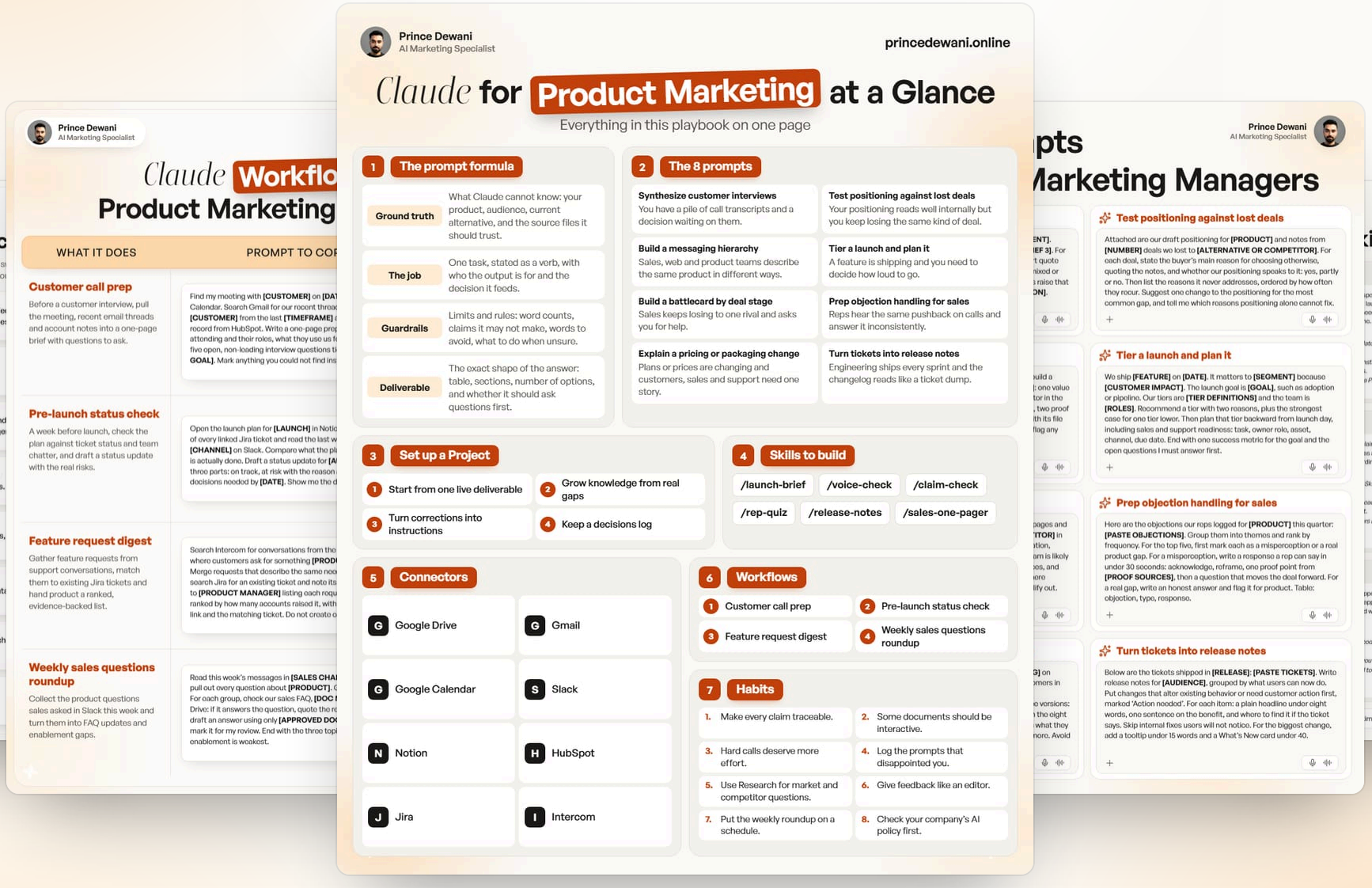
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The AI Product Marketing Playbook

Prompts, Projects, Skills and connected workflows
for running product marketing with Claude



FREE PLAYBOOK BY PRINCE DEWANI

8 *Claude* Prompts for Product Marketing Managers

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Synthesize customer interviews

Attached are **[NUMBER]** interview transcripts with **[SEGMENT]**. Going in, our team believes **[BELIEF 1]**, **[BELIEF 2]** and **[BELIEF 3]**. For each belief, list the evidence for it and against it, with a short quote and the file name for each. Rate each belief as supported, mixed or contradicted. Then name anything important the interviews raise that none of our beliefs covered, and what it means for **[DECISION]**.

Test positioning against lost deals

Attached are our draft positioning for **[PRODUCT]** and notes from **[NUMBER]** deals we lost to **[ALTERNATIVE OR COMPETITOR]**. For each deal, state the buyer's main reason for choosing otherwise, quoting the notes, and whether our positioning speaks to it: yes, partly or no. Then list the reasons it never addresses, ordered by how often they recur. Suggest one change to the positioning for the most common gap, and tell me which reasons positioning alone cannot fix.

Build a messaging hierarchy

Using the positioning doc and customer quotes attached, build a messaging hierarchy for **[PRODUCT]** aimed at **[PERSONA]**: one value proposition line, then three pillars, each tied to a differentiator in the positioning. Under each pillar give the buyer pain it answers, two proof points taken only from the files, and one customer quote with its file name. Rank pillars by how strongly the files back them and flag any with no evidence. Return a table.

Tier a launch and plan it

We ship **[FEATURE]** on **[DATE]**. It matters to **[SEGMENT]** because **[CUSTOMER IMPACT]**. The launch goal is **[GOAL]**, such as adoption or pipeline. Our tiers are **[TIER DEFINITIONS]** and the team is **[ROLES]**. Recommend a tier with two reasons, plus the strongest case for one tier lower. Then plan that tier backward from launch day, including sales and support readiness: task, owner role, asset, channel, due date. End with one success metric for the goal and the open questions I must answer first.

Build a battlecard by deal stage

Using only the attached sources (their product and pricing pages and our deal notes), build a battlecard for reps facing **[COMPETITOR]** in **[SEGMENT]** deals, organized by deal stage: first call, evaluation, pricing and procurement. For each stage, give what their team is likely to say, with the source and its date, our reply in two sentences, and one question our rep can ask. Close with the deal profile where **[COMPETITOR]** is the better fit, so reps know when to qualify out.

Prep objection handling for sales

Here are the objections our reps logged for **[PRODUCT]** this quarter: **[PASTE OBJECTIONS]**. Group them into themes and rank by frequency. For the top five, first mark each as a misperception or a real product gap. For a misperception, write a response a rep can say in under 30 seconds: acknowledge, reframe, one proof point from **[PROOF SOURCES]**, then a question that moves the deal forward. For a real gap, write an honest answer and flag it for product. Table: objection, type, response.

Explain a pricing or packaging change

We are changing **[OLD PACKAGING]** to **[NEW PACKAGING]** on **[DATE]**. The internal reason is **[REASON]**; explain it to customers in their terms. Customers on **[PLAN]** will see **[IMPACT]**, with **[GRANDFATHERING OR MIGRATION TERMS]**. Write three versions: a customer email, a sales talk track, and a support FAQ with the eight hardest questions. Lead with what the customer gets, then what they must do and by when. Be direct about anything that costs more. Avoid 'simplified' and 'better value' unless you show how.

Turn tickets into release notes

Below are the tickets shipped in **[RELEASE]**: **[PASTE TICKETS]**. Write release notes for **[AUDIENCE]**, grouped by what users can now do. Put changes that alter existing behavior or need customer action first, marked 'Action needed'. For each item: a plain headline under eight words, one sentence on the benefit, and where to find it if the ticket says. Skip internal fixes users will not notice. For the biggest change, add a tooltip under 15 words and a What's New card under 40.

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8 Habits That Keep *Claude's* Output Honest

The prompts get you a first draft. These habits decide whether that draft is safe to ship.

1. Make every claim traceable

- Attach sources and ask Claude to mark anything it cannot trace to them. Check every number and quote before it ships.

2. Some documents should be interactive

- When a static doc would hide the trade-offs, ask for an artifact, such as a plan comparison you can click through.

3. Hard calls deserve more effort

- When inputs disagree, raise the effort in the model menu and turn on Thinking if it is off.

4. Log the prompts that disappointed you

- Note what was missing each time; over a few weeks the log shows which input you keep forgetting to give.

5. Use Research for market and competitor questions

- On a paid plan, it runs multiple searches and returns citations; open each one before you quote it.

6. Give feedback like an editor

- Name the line and the problem, such as 'headline two overclaims', instead of asking Claude to make it better.

7. Put the weekly roundup on a schedule

- Cowork scheduled tasks (paid plans) rerun it with your connectors while your computer sleeps, unless it needs local files.

8. Check your company's AI policy first

- Before you connect work accounts or upload customer data, make sure you share only what the task needs.

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Claude Connectors for Product Marketing

Connect them under Customize › Connectors, then switch each on per chat from the + menu. Some depend on your plan.

Claude + **Google Drive** = Search your Drive, read briefs, decks and research, and create new files.

Claude + **Gmail** = Search and read threads before a call or review. Read-only: it cannot send.

Claude + **Google Calendar** = Find a meeting and its attendees so prep starts from the real agenda.

Claude + **Slack** = Read channel history for launch chatter and sales questions, and send messages.

Claude + **Notion** = Open launch plans and messaging docs, and create or update pages.

Claude + **HubSpot** = Search and read the companies, contacts and deals behind a story.

Claude + **Jira** = Search and read issues to check real launch status, through the Atlassian connector.

Claude + **Intercom** = Search support conversations for the words customers actually use.

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Claude Skills for Product Marketing

1 /launch-brief

What it does: Turns a PRD or feature spec into a one-page launch brief: audience, problem, value, launch goal and success metric, tier recommendation, assets needed and open questions, in the same layout every time.

Set it up:

1. *Ask Claude to turn your brief template into a Skill; it asks questions and drafts SKILL.md.*
2. *Write your tier definitions into the instructions so every recommendation follows your rules.*
3. *Description line: 'Use when I share a PRD or spec and ask for a launch brief.'*

2 /voice-check

What it does: Reviews any draft against your brand voice rules and banned-word list, then returns line-level edits with the rule each one breaks, so reviews stop depending on who reads them.

Set it up:

1. *Add your style guide and banned-word list to the Skill folder as reference files.*
2. *Include one before-and-after edit so Claude sees how heavy a hand you expect.*
3. *Tell it to quote the exact line and the broken rule for every edit.*

3 /claim-check

What it does: Checks every product claim in a draft against your approved claims list, marks each as approved, needs proof or not allowed, and suggests safer wording where needed.

Set it up:

1. *Keep an approved claims file in the Skill folder, each claim with its proof and approval date.*
2. *Write your three verdicts and what each means into SKILL.md, so labels stay consistent.*
3. *Tell it to treat comparisons, numbers and words like 'only' or 'first' as claims.*

4 /rep-quiz

What it does: Turns a launch brief or messaging update into a short quiz for reps, with an answer key tied to the source doc, so you can check the story landed before calls start.

Set it up:

1. *In SKILL.md, ask for scenarios a rep would face on a call, not recall of facts.*
2. *Have the answer key quote the line in the source doc that makes each answer right.*
3. *Include one quiz you have used before so the length and difficulty match.*

5 /release-notes

What it does: Converts a batch of shipped tickets into customer-facing release notes and in-app copy, grouped by user outcome, in your changelog format and with your naming for features.

Set it up:

1. *Add a naming glossary so internal code names never reach customers.*
2. *Paste two past changelog entries you liked as examples.*
3. *List what to skip: refactors, internal tooling and minor fixes.*

6 /sales-one-pager

What it does: Builds a customer-facing one-pager for a given segment from your messaging hierarchy and approved proof points, plus a separate internal talk track with three discovery questions for reps.

Set it up:

1. *Store the messaging hierarchy and approved proof points as reference files.*
2. *Ask for a Word or PDF file; Claude's built-in document skills create it.*
3. *Have it return the one-pager and the internal talk track as two separate documents.*

Installing a Skill is the same every time: zip the folder and upload it under Customize › Skills, with code execution on.

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Claude Projects for Product Marketing

A Project keeps its own chats, the files you upload as project knowledge, and instructions that apply to every chat in it. Build it up as you work.

Setup

1	**Start from one live deliverable**	Create the Project around a real piece of work due this week, such as a launch brief, rather than as a setup exercise. That first deliverable shows which files and rules the Project actually needs.
2	**Grow knowledge from real gaps**	Upload only the positioning doc at first. When Claude guesses at something a file would settle, like current pricing or the approved product name, add that file then. Project knowledge built this way stays small and easy to audit.
3	**Turn corrections into instructions**	Write the first version with the ‘Draft the project instructions’ prompt below. Then each time you correct Claude on the same point twice, such as a claim legal will not approve, add it as one plain rule.
4	**Keep a decisions log**	Do not rely on Claude recalling an old chat. When you settle a tagline, a launch tier or a naming call, add it to a decisions file in project knowledge so every new chat starts from the latest answer.

The prompt formula

~~Write a description for our upcoming webinar.~~

Ground truth + **The job** + **Guardrails** + **Deliverable**

We’re hosting a webinar on **[TOPIC]** for **[ICP]**, who today struggle with **[PROBLEM]**; the talk outline and speaker bios are attached. Write the registration page copy so the right people sign up and the wrong ones skip it. Under 120 words, no promises the outline does not cover, and no ‘join us to learn’. Give two titles and one description, and flag anything you assumed.

Ready-to-use prompts

Draft the project instructions

I’m setting up a Project for **[PRODUCT]** product marketing. Interview me one question at a time about our buyer, positioning, voice, banned claims and approval rules. Stop after ten questions. Then write project instructions under 300 words, in plain rules I can paste straight into the instructions field.

Audit the project knowledge

Review the files in this Project’s knowledge. List where documents contradict each other, such as different ICP definitions, prices or product names. Flag anything that looks out of date, and name the gaps you would need filled to do **[JOB]** well. Return a table: issue, files involved, suggested fix.

Pro tip

If I only have time for one part, I write the ground truth. Without it, Claude fills the gaps with safe, generic guesses.

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Claude Workflows for Product Marketing Managers

WHAT IT DOES	PROMPT TO COPY	TOOLS
Customer call prep Before a customer interview, pull the meeting, recent email threads and account notes into a one-page brief with questions to ask.	Find my meeting with **[CUSTOMER]** on **[DATE]** in Google Calendar. Search Gmail for our recent threads with **[CUSTOMER]** from the last **[TIMEFRAME]** and pull the account record from HubSpot. Write a one-page prep brief: who is attending and their roles, what they use us for, open issues, and five open, non-leading interview questions tied to **[RESEARCH GOAL]**. Mark anything you could not find instead of guessing.	Google Calendar, Gmail, HubSpot
Pre-launch status check A week before launch, check the plan against ticket status and team chatter, and draft a status update with the real risks.	Open the launch plan for **[LAUNCH]** in Notion. Check the status of every linked Jira ticket and read the last week of messages in **[CHANNEL]** on Slack. Compare what the plan says against what is actually done. Draft a status update for **[AUDIENCE]** with three parts: on track, at risk with the reason and owner, and decisions needed by **[DATE]**. Show me the draft; do not post it.	Notion, Jira, Slack
Feature request digest Gather feature requests from support conversations, match them to existing Jira tickets and hand product a ranked, evidence-backed list.	Search Intercom for conversations from the last **[TIMEFRAME]** where customers ask for something **[PRODUCT]** cannot do yet. Merge requests that describe the same need. For each one, search Jira for an existing ticket and note its status. Draft a note to **[PRODUCT MANAGER]** listing each request in plain terms, ranked by how many accounts raised it, with one conversation link and the matching ticket. Do not create or edit tickets.	Intercom, Jira
Weekly sales questions roundup Collect the product questions sales asked in Slack this week and turn them into FAQ updates and enablement gaps.	Read this week's messages in **[SALES CHANNELS]** in Slack and pull out every question about **[PRODUCT]**. Group duplicates. For each group, check our sales FAQ, **[DOC NAME]**, in Google Drive: if it answers the question, quote the relevant line; if not, draft an answer using only **[APPROVED DOCS]**, cite the file, and mark it for my review. End with the three topics where enablement is weakest.	Slack, Google Drive

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Claude for Product Marketing at a Glance

Everything in this playbook on one page

1 The prompt formula

Ground truth	What Claude cannot know: your product, audience, current alternative, and the source files it should trust.
The job	One task, stated as a verb, with who the output is for and the decision it feeds.
Guardrails	Limits and rules: word counts, claims it may not make, words to avoid, what to do when unsure.
Deliverable	The exact shape of the answer: table, sections, number of options, and whether it should ask questions first.

2 The 8 prompts

Synthesize customer interviews
You have a pile of call transcripts and a decision waiting on them.

Test positioning against lost deals
Your positioning reads well internally but you keep losing the same kind of deal.

Build a messaging hierarchy
Sales, web and product teams describe the same product in different ways.

Tier a launch and plan it
A feature is shipping and you need to decide how loud to go.

Build a battlecard by deal stage
Sales keeps losing to one rival and asks you for help.

Prep objection handling for sales
Reps hear the same pushback on calls and answer it inconsistently.

Explain a pricing or packaging change
Plans or prices are changing and customers, sales and support need one story.

Turn tickets into release notes
Engineering ships every sprint and the changelog reads like a ticket dump.

3 Set up a Project

1. Start from one live deliverable
2. Grow knowledge from real gaps
3. Turn corrections into instructions
4. Keep a decisions log

4 Skills to build

`/launch-brief` `/voice-check` `/claim-check`
`/rep-quiz` `/release-notes` `/sales-one-pager`

5 Connectors

- G Google Drive
- G Gmail
- G Google Calendar
- S Slack
- N Notion
- H HubSpot
- J Jira
- I Intercom

6 Workflows

1. Customer call prep
2. Pre-launch status check
3. Feature request digest
4. Weekly sales questions roundup

7 Habits

1. Make every claim traceable.
2. Some documents should be interactive.
3. Hard calls deserve more effort.
4. Log the prompts that disappointed you.
5. Use Research for market and competitor questions.
6. Give feedback like an editor.
7. Put the weekly roundup on a schedule.
8. Check your company's AI policy first.

Learn more at princedewani.online

Want a hand with your product marketing?

These pages cover the jobs I return to most. For anything else, start from the four-part formula, then test the prompt on a job you finished last week, where you already know the right answer. I publish what I learn on princedewani.online, and if you want to work through your positioning or a launch plan with me, you can book a session there.

Book a session



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