

10 Email Writing Prompts — MunBuild Free Resource

❖ Here are your 10 prompts, ready to paste into your AI Chatbot –

PROMPT 1 — Follow-Up Email

= Write a professional follow-up email to a client who hasn't responded in 7 days.

Context: [describe your situation]

Tone: Friendly but firm

Length: Under 100 words

Do not use: "I hope this email finds you well."

End with: One clear call to action

PROMPT 2 — Proposal Email

= Write a short email introducing my business proposal to a potential client.

My business: [what you do]

Their problem: [what they struggle with]

My solution: [what I offer]

Tone: Confident and professional

Length: 150 words maximum

Include: One specific result or benefit

PROMPT 3 — Difficult Conversation Email

= Write a professional email addressing a Complaint from an unhappy client with [describe the issue].

Tone: Empathetic, calm, solution-focused

Do not: Be defensive or make excuses

Include: Acknowledgment + solution + next step

Length: Under 120 words

PROMPT 4 — Price Increase Email

= Write an email informing my existing clients about a price increase effective [date].

Current price: [amount]

New price: [amount]

Reason: [brief honest reason]

Tone: Confident, grateful, not apologetic

Include: What they're still getting for the price

Length: Under 150 words

PROMPT 5 — Cold Outreach Email

= Write a cold outreach email to a potential client I've never spoken to before.

My service: [what you offer]

Their business type: [their industry]

One specific observation about their business:
[something you noticed]

Goal: Book a 15-minute call

Tone: Direct, human, no buzzwords

Length: Under 100 words

PROMPT 6 — Thank You Email

= Write a thank-you email to a client after completing a project together.

Project: [brief description]

Result achieved: [outcome]

Tone: Warm and genuine, not overly formal

Include: Subtle invite to work together again

Do not: Sound like a template

Length: Under 80 words

PROMPT 7 — Late Payment Reminder

= Write a polite but clear email reminding
A client has stated that their invoice is overdue.

Invoice number: [number]

Amount: [amount]

Days overdue: [number]

Tone: Professional, not aggressive

Include: Payment link or instructions

Escalation: Make clear that action is needed

Length: Under 80 words

PROMPT 8 — Scope Creep Email

= Write an email to a client who is requesting
work outside our original agreement.

Original scope: [what was agreed]

New request: [what they're asking for]

Tone: Firm but collaborative

Include: Option to add this as paid extra work

Do not: Sound annoyed or passive-aggressive

Length: Under 120 words

PROMPT 9 — Newsletter/Announcement Email

= Write a short email announcement to my
subscriber list about [topic/news].

What I'm announcing: [describe it]

Why it matters to them: [the benefit]

Tone: Conversational, like writing to a friend

Include: One clear action for readers to take

Do not: Use corporate language or fluff

Length: Under 150 words

PROMPT 10 — Re-engagement Email

= Write an email to past clients I haven't worked with for 6+ months.

My business: [what you do]

What's new or improved: [recent update]

Tone: Warm, personal, not salesy

Include: Low-pressure invitation to reconnect

Do not: Make it feel like a mass email

Length: Under 100 words

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