

# Claude 101 Prompt Pack

For Clothing Brands

25 copy-paste prompts for product descriptions, ad copy, email campaigns, Instagram captions, and customer service. Built for clothing brands. Used with 300+ brands.

WHAT'S INSIDE:

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Desc.

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04

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Service

HOW TO USE:

Replace everything in [BRACKETS] with your brand details. Works best inside a Claude Project.

## HOW TO USE THIS PACK

# Get Better Results, Faster

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## 1. Set up a Claude Project first

Go to [claude.ai](https://claude.ai), create a Project, and upload your brand guide, product catalog, and a short description of your customer. Every prompt in this pack produces better results when Claude already knows your brand. It takes 20 minutes once.

## 2. Replace everything in [BRACKETS]

Every prompt uses [BRACKETS] as placeholders. Fill them in before pasting into Claude. The more specific your details, the less editing you do afterward.

## 3. The two-prompt rule

Vague prompt = vague output. Specific prompt = publish-ready output. If Claude gives you something generic, add more context -- brand voice, customer age, comparable brands, what to avoid. Specificity compounds fast.

## 4. Iterate in the same conversation

After Claude gives you a first draft, stay in the conversation and refine: 'Make it shorter.' 'More casual.' 'Lead with the material detail.' Claude remembers the full context of your conversation.

## 5. Save what works

When you find a prompt combination that works for your brand, save it in your Project instructions. You'll never start from scratch again.

**PRO  
TIP**

Give Claude a role. Show it what good looks like. Specify the output format. Those three rules will improve every single prompt in this pack.

## SECTION 01

# Product Descriptions

Use these prompts to write product copy that actually converts. Give Claude your brand voice, customer profile, and specific product details. The more context you provide, the less editing you do after. Replace everything in [BRACKETS] with your own information.

## PROMPT 01.1 | PRODUCT DESCRIPTIONS

## Master Product Description

**COPY & PASTE PROMPT**

You are a copywriter for [BRAND NAME], a [ADJECTIVE] clothing brand.  
Our customer is [AGE RANGE], [VALUES/LIFESTYLE], and shops at [COMPARABLE BRANDS].

Write a product description for: [PRODUCT NAME]

- Material: [FABRIC]
- Key features: [FEATURES]
- Price: [PRICE]
- Tone: [e.g., premium / casual / streetwear]
- Length: 80-120 words
- End with one sensory detail that makes the product feel real.

Do NOT use phrases like 'perfect for' or 'elevate your style.'

## PROMPT 01.2 | PRODUCT DESCRIPTIONS

## Short Grid Listing (25-35 words)

**COPY & PASTE PROMPT**

You are a copywriter for a [ADJECTIVE] clothing brand.  
Write a short product grid description (25-35 words) for: [PRODUCT NAME]

Rules:

- Start with the feeling, not the feature
- Include one specific material detail
- No filler phrases
- [TONE] tone

Write 3 variations. Label them A, B, C.

## PROMPT 01.3 | PRODUCT DESCRIPTIONS

## New Collection Overview

**COPY & PASTE PROMPT**

Write a collection overview for [COLLECTION NAME] by [BRAND NAME].

Context:

- Theme/inspiration: [THEME]
- Key pieces: [LIST 3-4 PIECES]
- Drop date: [DATE]
- Customer: [DESCRIPTION]

Format: 2 short paragraphs.

Paragraph 1 = the story behind the collection.

Paragraph 2 = the product details.

Under 150 words total.

## PROMPT 01.4 | PRODUCT DESCRIPTIONS

## Size & Fit Description

**COPY & PASTE PROMPT**

Write a size and fit section for [PRODUCT NAME].

Details:

- Fit style: [e.g., relaxed / slim / oversized]
- Model: [HEIGHT, SIZE WORN]
- Fabric behavior: [e.g., stretches / structured / drapes]
- Care instructions: [INSTRUCTIONS]

Format: 4-5 bullet points. Direct and honest. No marketing language.

## PROMPT 01.5 | PRODUCT DESCRIPTIONS

## Back-In-Stock Description

**COPY & PASTE PROMPT**

Write a product description for [PRODUCT NAME] that is back in stock after selling out.

Include:

- One sentence acknowledging the sellout
- Core product description (40-50 words)
- One honest urgency line (not pushy)
- Tone: [BRAND TONE]

## SECTION 02

# Facebook & Instagram Ads

These prompts are built around proven direct-response frameworks. Cold traffic and retargeting prompts work best inside a Claude Project where your brand voice is already loaded. Run the Ad Angle Generator first -- it finds the right hook before you write the full ad.

## PROMPT 02.1 | FACEBOOK &amp; INSTAGRAM ADS

## Cold Traffic Ad (Hook + Body + CTA)

**COPY & PASTE PROMPT**

You are a direct-response copywriter for [BRAND NAME], a [ADJECTIVE] brand targeting [AUDIENCE DESCRIPTION].

Write a Facebook/Instagram ad for: [PRODUCT/COLLECTION NAME]

- Format: Hook (1 sentence) + Body (2-3 sentences) + CTA (1 sentence)
- Objective: Drive traffic to product page
- Audience: Cold -- they don't know the brand yet
- Tone: [TONE]

Hook stops the scroll. Body sells the feeling. CTA is specific.

No hashtags. No emojis. No generic 'Shop Now' as the only CTA.

## PROMPT 02.2 | FACEBOOK &amp; INSTAGRAM ADS

## Retargeting Ad (Warm Audience)

**COPY & PASTE PROMPT**

Write a retargeting Facebook ad for [BRAND NAME] targeting people who visited [PRODUCT/PAGE] but didn't purchase.

Details:

- Product: [PRODUCT NAME AND PRICE]
- Main objection: [e.g., price / fit concern / trust]
- Tone: [TONE]

Format:

- Hook (1 sentence -- acknowledges they've seen this, not creepy)
- Overcome the objection (2 sentences)
- CTA (1 sentence)

Under 75 words total.

## PROMPT 02.3 | FACEBOOK &amp; INSTAGRAM ADS

## UGC-Style Video Ad Script

**COPY & PASTE PROMPT**

Write a UGC-style video ad script for [PRODUCT NAME] by [BRAND NAME].

Format:

- Hook (0-3 sec): One sentence to camera
- Body (3-20 sec): Natural product walkthrough, 4-6 sentences
- CTA (last 3 sec): Soft and direct

Voice: Real customer, not polished. First-person.

Like texting a friend who asked what you're wearing.

Customer profile: [AGE, LIFESTYLE, VALUES]

## PROMPT 02.4 | FACEBOOK &amp; INSTAGRAM ADS

## Ad Angle Generator

**COPY & PASTE PROMPT**

I'm running Facebook ads for [PRODUCT NAME] by [BRAND NAME].  
Our customer is [DESCRIPTION]. The product costs [PRICE].

Generate 5 different ad angles -- each one leads with  
a different emotional hook.

Label each angle with its core emotion:

(e.g., identity / belonging / quality / FOMO / aspiration)

For each angle, write:

1. The core insight driving the angle
2. A one-sentence hook using that angle

Angles and hooks only -- no full ads.

## PROMPT 02.5 | FACEBOOK &amp; INSTAGRAM ADS

## Single-Frame Story Ad (3 Versions)

**COPY & PASTE PROMPT**

Write copy for a single-frame Instagram Story ad for [PRODUCT NAME].

Constraints:

- Headline: 5 words or fewer
- Body: 1 line, 10 words max
- CTA button text: 3 words or fewer
- Tone: [TONE]
- The visual shows: [DESCRIBE THE VISUAL]

Write 3 versions. Label them A, B, C.

## SECTION 03

# Email Campaigns

Email is still the highest-ROI channel for clothing brands. These prompts produce first drafts you'll spend under 10 minutes editing. Set up a Claude Project with your brand voice guide before using these -- it eliminates re-explaining your tone every time.

## PROMPT 03.1 | EMAIL CAMPAIGNS

## New Drop Announcement

**COPY & PASTE PROMPT**

Write a new collection announcement email for [BRAND NAME].

## Details:

- Collection: [NAME]
- Key pieces: [LIST]
- Drop date/time: [DATE]
- Early subscriber access: [YES/NO + DETAILS]
- Brand tone: [TONE]

## Format:

- Subject line (2 options)
- Preview text (under 90 characters)
- Body: 2-sentence intro + 3 product bullets + CTA button text
- Under 180 words total

## PROMPT 03.2 | EMAIL CAMPAIGNS

## Abandoned Cart Recovery

**COPY & PASTE PROMPT**

Write an abandoned cart email for [BRAND NAME].

## Context:

- Product in cart: [PRODUCT NAME AND PRICE]
- Brand tone: [TONE]
- Send timing: 2 hours after abandonment

## Format:

- Subject line (2 options -- one curiosity, one direct)
- Preview text
- Body:
  - \* 1-sentence opener (acknowledges cart, not pushy)
  - \* 1 sentence about the product
  - \* 1 sentence of soft, honest urgency
  - \* CTA
- Under 100 words in the body

## PROMPT 03.3 | EMAIL CAMPAIGNS

## Post-Purchase Welcome Email

**COPY & PASTE PROMPT**

Write a post-purchase welcome email for a first-time customer of [BRAND NAME].

Brand context:

- Story in one sentence: [BRAND STORY]
- Values: [2-3 VALUES]
- What makes this brand different: [DIFFERENTIATOR]
- Tone: [TONE]

Format:

- Subject line
- Preview text
- Body: Thank you (1 sentence) + brand story (2 sentences)  
+ what to expect (1 sentence) + soft social CTA
- Under 120 words

## PROMPT 03.4 | EMAIL CAMPAIGNS

## Re-Engagement Email (90-Day Inactive)

**COPY & PASTE PROMPT**

Write a re-engagement email for [BRAND NAME] targeting subscribers who haven't opened in 90 days.

Tone: [TONE -- honest that you noticed, not desperate]

Offer (if any): [e.g., 10% off / early access / no offer]

Format:

- Subject line (2 options -- one direct, one curiosity)
- Preview text
- Body: Honest opener (1 sentence) + what's new (1-2 sentences) + CTA
- Under 80 words

## PROMPT 03.5 | EMAIL CAMPAIGNS

## Flash Sale / Limited Drop

### COPY & PASTE PROMPT

Write a flash sale email for [BRAND NAME].

Details:

- What's on sale: [PRODUCTS OR % OFF SITEWIDE]
- Duration: [TIME PERIOD]
- Code (if any): [CODE]
- Tone: [TONE]

Format:

- Subject line (3 options -- urgency-focused, different angles)
- Preview text
- Body:
  - \* 1-sentence opener (no 'HUGE SALE!!!' energy)
  - \* Sale details (2 sentences)
  - \* Urgency line
  - \* CTA
- Under 100 words in body

## SECTION 04

# Instagram Captions

These caption prompts are built to stop the scroll. The best results come when you describe the specific visual you're pairing the caption with -- tell Claude exactly what's in the photo or video. The more specific your visual description, the more specific (and better) the caption.

## PROMPT 04.1 | INSTAGRAM CAPTIONS

## Product Launch Caption

**COPY & PASTE PROMPT**

Write an Instagram caption for the launch of [PRODUCT NAME] by [BRAND NAME].

Context:

- Visual: [DESCRIBE THE PHOTO/VIDEO]
- Key detail to highlight: [DETAIL]
- Customer: [DESCRIPTION]
- Tone: [TONE]

Format:

- Hook (line 1 -- stops the scroll)
- Body (2-3 sentences -- sell the feeling, not just the product)
- CTA (specific, not just 'link in bio')
- Hashtags: 5 niche-specific tags (separate from caption body)

No emojis unless they fit the brand voice.

## PROMPT 04.2 | INSTAGRAM CAPTIONS

## Brand Story Caption

**COPY & PASTE PROMPT**

Write a brand story Instagram caption for [BRAND NAME].

Story element: [e.g., how the brand started / a milestone / a value]

Tone: [TONE]

Audience: [DESCRIPTION]

Format:

- Hook (1 sentence -- personal or surprising)
- Story (3-4 sentences -- specific, not generic)
- Connection to customer (1 sentence)
- Soft CTA or question to drive comments
- Under 180 words

## PROMPT 04.3 | INSTAGRAM CAPTIONS

## UGC Repost Caption

**COPY & PASTE PROMPT**

Write a caption to repost a customer photo for [BRAND NAME].

Context:

- What the customer is wearing: [PRODUCT]
- Their original caption/vibe: [DESCRIBE]
- Our brand tone: [TONE]

Format:

- 2-3 sentences celebrating the customer authentically
- Tag placeholder: @[USERNAME]
- 1 line inviting others to share
- 3-5 hashtags

Don't make it feel like a brand screaming 'WE LOVE OUR CUSTOMERS.'

## PROMPT 04.4 | INSTAGRAM CAPTIONS

## Behind-the-Scenes Caption

**COPY & PASTE PROMPT**

Write a behind-the-scenes Instagram caption for [BRAND NAME].

What's being shown: [e.g., production / photoshoot / design process]

Tone: [TONE -- real, not corporate]

Format:

- Hook (1 sentence -- what they're about to see)
- Body (2-3 sentences -- specific detail that makes it feel real)
- CTA or question (1 sentence)
- Under 120 words

## PROMPT 04.5 | INSTAGRAM CAPTIONS

## Drop Countdown / Teaser

**COPY & PASTE PROMPT**

Write a countdown/teaser caption for an upcoming drop by [BRAND NAME].

## Details:

- What's dropping: [NAME -- or keep vague if teasing]
- Drop date/time: [DATE]
- What to hint at without revealing: [DETAILS]
- Tone: [TONE]

## Format:

- Hook (creates curiosity -- no spoilers)
- 2-sentence tease (hint without fully revealing)
- CTA: Tell people how to get early access or be notified
- Under 100 words

## SECTION 05

# Customer Service Replies

Customer service is one of the highest-leverage areas for AI in a clothing brand. These prompts produce replies that sound human, match your brand voice, and handle the most common situations without escalating. Paste the customer's actual message into [PASTE CUSTOMER MESSAGE] for best results.

## PROMPT 05.1 | CUSTOMER SERVICE REPLIES

## Size & Fit Question

**COPY & PASTE PROMPT**

Write a customer service reply for [BRAND NAME] to a sizing/fit question.

Customer's message: "[PASTE CUSTOMER MESSAGE]"  
Product: [PRODUCT NAME]  
Fit details: [e.g., runs true to size / slim / oversized]  
Model reference: [e.g., Model is 5'10" wearing a M]  
Return/exchange policy: [BRIEF SUMMARY]  
Tone: [TONE -- warm, direct, helpful]

Under 100 words. End with an offer to help further.

## PROMPT 05.2 | CUSTOMER SERVICE REPLIES

## Return or Exchange Request

**COPY & PASTE PROMPT**

Write a customer service reply for [BRAND NAME] to a return/exchange request.

Customer's message: "[PASTE CUSTOMER MESSAGE]"  
Return policy: [POLICY DETAILS]  
Next steps: [e.g., email returns@ / use portal link]  
Tone: [TONE]

**Format:**

- Acknowledge the request (1 sentence -- empathetic, not robotic)
- Clear next steps (2-3 sentences)
- Offer to help further (1 sentence)
- Under 100 words

## PROMPT 05.3 | CUSTOMER SERVICE REPLIES

**Restock Question****COPY & PASTE PROMPT**

Write a customer service reply for [BRAND NAME] to a restock question.

Customer's message: "[PASTE CUSTOMER MESSAGE]"

Product: [PRODUCT NAME]

Restock status: [e.g., coming back in 6 weeks / no restock / limited]

Waitlist option: [YES/NO + link if yes]

Tone: [TONE]

Be honest. If it's not coming back, say so kindly.

Under 80 words.

## PROMPT 05.4 | CUSTOMER SERVICE REPLIES

**Negative Review Response****COPY & PASTE PROMPT**

Write a response to a negative customer review for [BRAND NAME].

Review: "[PASTE THE REVIEW]"

What went wrong internally: [WHAT ACTUALLY HAPPENED]

Resolution offered: [e.g., refund / replacement / store credit]

Tone: [TONE -- own it, don't be defensive]

Format:

- Acknowledge (specific to their complaint, not 'sorry you felt...')
- Take responsibility (1 sentence)
- Resolution (1 sentence)
- Invite to continue privately (1 sentence)
- Under 80 words

## PROMPT 05.5 | CUSTOMER SERVICE REPLIES

**Shipping Delay Update****COPY & PASTE PROMPT**

Write a proactive shipping update for [BRAND NAME] customers experiencing delays.

Delay reason: [e.g., high order volume / carrier delay / weather]

New estimated delivery: [DATE RANGE]

Offer (if any): [e.g., discount on next order / no offer]

Channel: [EMAIL / SMS / DM]

Tone: [TONE]

Be direct and human. Customers respond better to honesty than corporate language. Under 100 words.

## NEXT STEPS

# You Have the Prompts. Now Use Them.

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Start with Section 01. Pick one product. Run Prompt 1.1 (Master Product Description). Compare what Claude produces to what you currently have on your site. That comparison will tell you everything.

Then set up a Claude Project with your brand voice. It takes 20 minutes once. Every prompt in this pack will work significantly better after that.

WANT DONE-FOR-YOU RESULTS?

## Let us build the whole ad system for your brand.

Free strategy call. No pitch. Just a look at your brand and where you can move faster with AI.

[Book a no-cost strategy call](#)