LUNARY AGENCY

The Lunary AI Prompts Playbook

Claude vs. ChatGPT, when to use which, and 90+ detailed prompts to get real business work out of either one.

For Lunary clients & students · 2026 edition

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SECTION 01

Claude vs. ChatGPT

An honest look at where each one actually pulls ahead — as of late 2026.

COMPARISON

Side by Side

FACTOR	CLAUDE	CHATGPT
Writing & tone	Tends to write in a more natural, less "AI-sounding" voice out of the box. Better at holding a consistent brand voice across a long piece.	Very capable, but often needs more explicit style instructions to avoid a generic tone.
Long documents	Strong at working with long documents, contracts, and big pastes of research without losing track of earlier details.	GPT-5.6 handles long context well too, especially Sol; Terra and Luna are more limited.
Coding & technical work	Sonnet 5 and Opus 5 lead most independent coding benchmarks (SWE-bench, Terminal-Bench) as of mid-2026, especially for multi-step, agentic coding tasks.	GPT-5.6 Sol is close behind and has the larger Codex ecosystem if you're already living in VS Code.
Research & browsing	Web search is built in and citations are handled carefully — good for anything you'll fact-check or publish.	Deep research and browsing tools are mature and fast, with strong integration into Microsoft tools.
Agents & "do this for me" tasks	Claude Code, Claude in Chrome, and Cowork let Claude actually click through tools and finish multi-step tasks.	Codex and Operator-style tools cover similar ground, especially for software-heavy workflows.
Cost	Sonnet 5 is priced to undercut GPT-5.6's mid-tier (Terra) while landing close to Opus-level performance on many tasks.	Luna is the cheapest of the two ecosystems; Sol is priced near Opus 5.
Ecosystem	Claude in Chrome, Excel, and PowerPoint; Claude Code for developers; Claude Tag for Slack teams.	Deepest integration if your business already runs on Microsoft 365 or uses Codex for engineering.

COMPARISON

The Honest Takeaway

Neither one wins everything

By late 2026 both Claude (Sonnet 5 / Opus 5) and ChatGPT (the GPT-5.6 family: Sol, Terra, Luna) are genuine frontier tools. Independent benchmarks put Claude slightly ahead on coding and agentic, multi-step work, and GPT-5.6 slightly ahead on some knowledge-heavy and tool-integration tasks. For day-to-day content, marketing, and business use, the gap matters far less than how you prompt either one.

Our take for a content/marketing business

Use Claude as your default for anything you'll publish under your own name — writing, editing, brand voice, client deliverables, and any task where you're pasting in a long document or brand guide. Use ChatGPT as your second opinion, for quick research, brainstorming volume, or when you're already inside Microsoft tools. Running both in parallel for anything important (a sales page, an ad script, a client proposal) costs a few dollars a month and consistently produces a better final draft than either one alone.

Don't chase the newest model number

Both companies ship new versions every few weeks. The prompts in this guide are written to work regardless of which specific version you're on — the skill is in how you prompt, not which model badge is showing in the corner of the screen.

SECTION 02

When to Use Which

A quick-reference guide for the moment you open a new chat.

DECISION GUIDE

Pick the Right Tool

Writing a sales page or ad script → Claude

Better at holding one consistent voice across a long page and avoiding the "obviously AI-written" tone.

Quick brainstorm of 20 headline options → ChatGPT

Fast, high-volume idea generation is one of its strongest everyday use cases.

Reviewing a contract or long client agreement → Claude

Handles long documents carefully and is less likely to lose details buried in the middle.

Building a spreadsheet model or formula → ChatGPT

Deep Microsoft/Excel integration and Codex tooling make this its home turf — though Claude for Excel is a strong option if you're already in the Claude ecosystem.

Researching a competitor or market trend → Either

Both have solid web search now. Try the same prompt in both and compare — the difference is usually in how each one summarizes, not what it finds.

Drafting client-facing deliverables (reports, proposals) → Claude

Consistently more natural prose, which matters when a client is going to read the final output.

Automating a repetitive multi-step task → Claude

Claude Code and Cowork are built specifically for stringing tool actions together end to end.

A second opinion on strategy or a big decision → Both

Running the same question through both tools and comparing answers catches blind spots either one might have alone.

SECTION 03

90+ Detailed Prompts

Six categories, each with prompts built to be copied, filled in, and used as-is.

PROMPT LIBRARY

Content & Copywriting

PROMPT 1

I run [business/niche]. Write 5 Instagram captions in my brand voice, which is [describe: e.g. warm, direct, a little funny]. Each caption should open with a hook under 10 words, include one specific detail or number, and end with a question to drive comments — not a generic CTA.

PROMPT 2

Here is a blog post I wrote: [paste]. Rewrite the introduction only, so it opens with a specific scenario or story instead of a general statement, and cut it to under 80 words. Keep every fact the same.

PROMPT 3

Take this list of features: [paste feature list]. Turn each one into a single benefit-driven sentence that answers 'so what does that actually mean for me?' for a customer who is [describe your customer].

PROMPT 4

Write a 60-second video script introducing [product/service] to someone who has never heard of it. Structure it as: a relatable problem (10 seconds), how we solve it differently (30 seconds), and one clear next step (20 seconds). Keep sentences short enough to say out loud in one breath.

PROMPT LIBRARY

Content & Copywriting

PROMPT 5

I need a week of social captions for [platform]. Here's what's happening this week: [list events/launches/topics]. Write one caption per day, each in a different format (question, story, list, behind-the-scenes, testimonial-style), all under 150 words, in my brand voice: [describe].

PROMPT 6

Rewrite this paragraph so a 12-year-old could understand it, without losing any of the actual information: [paste paragraph].

PROMPT 7

Here is my 'About' page: [paste]. Identify every sentence that sounds like it could describe any business, not specifically mine, and suggest a more specific replacement for each one.

PROMPT 8

Write 3 different versions of the same product description for [product]: one for a customer who cares mainly about price, one for a customer who cares mainly about quality/craftsmanship, and one for a customer who cares mainly about speed/convenience.

PROMPT LIBRARY

Content & Copywriting

PROMPT 9

I'm turning this long guide into a short summary for social media: [paste guide]. Extract the 5 most useful, specific, non-obvious points — skip anything that's common knowledge — and write each as a standalone caption-length insight.

PROMPT 10

Take this testimonial: [paste testimonial]. Turn it into a short, punchy quote graphic caption (under 20 words) and a longer Instagram caption (80-120 words) that adds context about who the customer is and what specifically changed for them.

PROMPT 11

Write a LinkedIn post sharing a lesson I learned running [business]. The lesson is: [describe lesson]. Open with a specific moment or mistake, not a general statement, and keep the whole post under 200 words.

PROMPT 12

Give me 10 alternate ways to say '[phrase you're tired of using]' that still fit a [tone: e.g. professional but warm] brand voice.

PROMPT LIBRARY

Ads & Marketing Strategy

PROMPT 1

I'm running a Meta ad for [product/service] targeting [audience]. Write 5 different hook lines for the first line of the ad, each using a different angle: a surprising stat, a direct question, a bold claim, a relatable pain point, and a curiosity gap.

PROMPT 2

Here's my current ad copy: [paste ad copy]. Identify anything that sounds vague or generic, and rewrite those specific lines to be more concrete — use real numbers, timeframes, or specifics instead of words like 'amazing' or 'the best.'

PROMPT 3

I want to test 3 different angles for the same offer: [describe offer]. Write one full ad (hook, body, CTA) for each angle: pain-point-led, aspiration-led, and social-proof-led. Keep each under 125 words.

PROMPT 4

Write ad copy addressing this specific objection: '[objection, e.g. I don't have a big budget]'. Don't just dismiss the objection — acknowledge it's valid, then explain specifically why it doesn't apply here.

PROMPT LIBRARY

Ads & Marketing Strategy

PROMPT 5

I'm building a retargeting ad for people who viewed my product page but didn't buy. Write copy that references what they likely saw, adds one new piece of information they probably don't have yet, and gives a clear reason to come back now.

PROMPT 6

Draft a 3-email launch sequence for [product], priced at [price], launching on [date]. Email 1: announcement. Email 2: address the top objection. Email 3: last-chance urgency. Each email under 150 words, with one clear CTA.

PROMPT 7

Here is my target customer: [describe]. List 8 specific fears, frustrations, or objections they might have before buying [product], ranked from most common to least common, based on what you know about this type of buyer.

PROMPT 8

Write a comparison-style ad: '[my product]' vs. doing it yourself / vs. the cheaper alternative / vs. doing nothing. Be fair to the alternative, then show specifically where my option wins for the right customer.

PROMPT LIBRARY

Ads & Marketing Strategy

PROMPT 9

I have $[budget] to spend on Meta ads this month for [goal]. Outline a simple test plan: how many ad sets, what to vary between them, and what result would tell me to scale vs. kill each one.

PROMPT 10

Write 5 CTA button and closing-line pairs for an ad promoting [offer], ranging from low-commitment ('learn more') to high-commitment ('buy now'), so I can test urgency levels.

PROMPT 11

Take this customer review: [paste review]. Turn it into a UGC-style ad script — a real person talking to camera, using their actual words as much as possible, structured as problem → discovery → result.

PROMPT 12

I want to understand why an ad might be underperforming. Here's the ad copy, the audience, and the results so far: [paste details]. Ask me clarifying questions first, then give me your best diagnosis of what's likely going wrong.

PROMPT LIBRARY

Customer Research & Avatars

PROMPT 1

Build a detailed customer avatar for [business/product]. Include: their specific daily frustrations related to this problem, what they've already tried that didn't work, the exact words they might use to search for a solution, and what would make them trust a new brand.

PROMPT 2

Here are 5 real reviews or comments from my customers: [paste]. Identify the 3 most common themes — both positive and negative — and quote the specific language customers use, so I can reuse it in my own marketing.

PROMPT 3

I think my customer's biggest objection is [assumption]. Play devil's advocate: what are 3 other reasons they might actually be hesitating that I haven't considered?

PROMPT 4

Write 10 survey questions I could send to past customers to understand why they chose us over a competitor, what almost stopped them from buying, and what they'd tell a friend who was on the fence.

PROMPT LIBRARY

Customer Research & Avatars

PROMPT 5

Based on this product description: [paste], describe the type of customer who is the worst fit for this — who would be disappointed even if the product works exactly as described. This helps me write copy that filters people out, not just in.

PROMPT 6

I have two customer segments: [segment A] and [segment B]. Explain how my messaging, tone, and proof points should differ between the two, specifically.

PROMPT 7

Here's a transcript of a sales call or customer conversation: [paste]. Pull out every specific phrase the customer used to describe their problem, in their own words — not summarized.

PROMPT 8

Write 5 'a day in the life' scenarios for my ideal customer, each showing a different moment where they'd realize they need [product/service].

PROMPT LIBRARY

Customer Research & Avatars

PROMPT 9

I'm not sure if my messaging is speaking to beginners or experienced people in [niche]. Analyze this copy: [paste] and tell me who it's actually written for, based on the assumptions and vocabulary it uses.

PROMPT 10

List the top 5 questions a skeptical first-time customer would want answered before buying [product], in the order they'd likely ask them.

PROMPT LIBRARY

Email & Sales Funnels

PROMPT 1

Write a 5-email welcome sequence for new subscribers who just downloaded [lead magnet]. Email 1: deliver + set expectations. Email 2: one quick win. Email 3: a story/case study. Email 4: address the top objection to my paid offer. Email 5: soft pitch with clear next step.

PROMPT 2

Here's my current welcome email: [paste]. Rewrite the subject line 5 different ways, ranging from curiosity-driven to benefit-driven to plain and direct, so I can A/B test.

PROMPT 3

Write a cart-abandonment email for someone who added [product] to their cart but didn't check out. Don't just discount — remind them specifically what they'll miss out on and answer one likely hesitation.

PROMPT 4

Draft a re-engagement email for subscribers who haven't opened anything from me in 90 days. The goal is to get a reply, not a click — ask a genuine question instead of pitching anything.

PROMPT LIBRARY

Email & Sales Funnels

PROMPT 5

I'm launching [product] on [date] at [price]. Write a 4-part email sequence: teaser (no offer yet), doors-open announcement, FAQ/objection-handling, and last-call urgency. Keep each one under 200 words.

PROMPT 6

Here is a long blog post: [paste]. Turn it into a 3-part email mini-course, with each email covering one section and ending with a specific action step.

PROMPT 7

Write an email announcing a price increase happening on [date]. Be direct about the change, briefly justify it once, and give clear instructions for anyone who wants to lock in the old price before then.

PROMPT 8

Draft a post-purchase email sequence: order confirmation, a 'how to get the most out of this' email a few days later, and a review/testimonial request a week after that.

PROMPT LIBRARY

Email & Sales Funnels

PROMPT 9

I want to turn this single testimonial into an email: [paste testimonial]. Write the email so the story leads, and the pitch for my offer comes only in the last two sentences.

PROMPT 10

Write 5 subject lines for an email about [topic], each using a different proven pattern: curiosity gap, number/ list, direct benefit, question, and urgency — without sounding like clickbait.

PROMPT LIBRARY

Data, Reports & Analysis

PROMPT 1

Here is a table of last month's numbers: [paste data]. Summarize the 3 most important takeaways in plain language, as if explaining to someone who doesn't look at this data regularly.

PROMPT 2

I'm comparing two options: [option A] and [option B], with these trade-offs: [list pros/cons/numbers]. Lay out a simple side-by-side comparison and tell me what additional information would change your recommendation.

PROMPT 3

Turn this raw list of customer feedback into a short report: group the comments into themes, count how many fall into each theme, and flag anything that shows up more than twice. Data: [paste].

PROMPT 4

Here's my ad spend and results by campaign: [paste]. Identify which campaign has the best return relative to spend, and which one is most likely wasting budget, with your reasoning.

PROMPT LIBRARY

Data, Reports & Analysis

PROMPT 5

I need to explain this data to a client who isn't technical: [paste data/report]. Rewrite it as 3 short paragraphs, avoiding jargon, focused on what it means for their business rather than the numbers themselves.

PROMPT 6

Build a simple weekly report template for tracking [metric, e.g. ad performance / content engagement / sales]. Include what to record, how to calculate week-over-week change, and one prompt question to answer each week ('what changed and why').

PROMPT 7

Here are two months of the same metric: [paste numbers]. Is this change large enough to act on, or within normal week-to-week variation? Explain your reasoning simply.

PROMPT 8

I have customer data broken down by [segment, e.g. age / location / product]. Which segment should I prioritize marketing to next, based on this data, and what's the strongest argument for that choice? Data: [paste].

PROMPT LIBRARY

Brainstorming & Problem-Solving

PROMPT 1

I'm stuck on [specific problem]. Before giving me solutions, ask me 5 clarifying questions to understand the situation better.

PROMPT 2

Give me 10 different angles for [content topic/offer idea], ranging from safe and proven to unconventional and risky, so I can see the full range before picking one.

PROMPT 3

I have this idea: [describe idea]. Argue against it as if you were a skeptical business partner — what's the strongest case that this won't work?

PROMPT 4

Here are 3 options I'm considering for [decision]: [list options]. Walk through the best-case and worst-case outcome for each one.

PROMPT LIBRARY

Brainstorming & Problem-Solving

PROMPT 5

I need to name [product/business/feature]. Here's what it does and who it's for: [describe]. Give me 15 name options across 3 styles: literal/descriptive, evocative/emotional, and short/brandable.

PROMPT 6

Help me think through a pricing decision. My costs are [X], competitors charge [Y], and my customer cares most about [Z]. What are 3 different pricing strategies I could use, and what does each one signal to the customer?

PROMPT 7

I want to repurpose this one piece of content into 5 different formats: [paste content]. List the 5 formats and, for each, the one specific change needed to make it work in that format.

PROMPT 8

Play out this scenario: if I [decision, e.g. doubled my prices / added a new service / dropped a product line], what are 3 second-order effects I might not be thinking of?

Brainstorming & Problem-Solving

PROMPT 9

I need to prioritize my to-do list for this week: [paste tasks]. Ask me what matters most right now, then help me sort these into what actually needs to happen this week vs. what can wait.

SECTION 04

Prompting Techniques

Small changes that make a noticeable difference in either tool.

TECHNIQUES

Prompting Better

Give it a role, not just a task

"Write ad copy" gets a generic answer. "You're a direct-response copywriter who specializes in [niche] and writes in a conversational, no-fluff style" gets a sharper, more specific one — in both Claude and ChatGPT.

Paste real examples, not just instructions

Instead of describing your brand voice, paste 2-3 examples of writing you actually like (yours or someone else's) and say "match this tone." Both tools follow a concrete example far better than an abstract description.

Ask for options, then refine — don't expect perfection on try one

Ask for 3-5 versions first, pick the closest one, then ask for specific changes to that one version. This consistently beats trying to get one perfect result from a single prompt.

Tell it what to avoid, specifically

"Don't sound salesy" is vague. "Avoid the words 'amazing,' 'game-changing,' and 'unlock' — and don't end with a rhetorical question" is something the model can actually follow.

Use follow-ups instead of restarting

If the output isn't right, don't start a new chat — say exactly what's wrong ("the opening is too long, cut it to one sentence") in the same conversation. Both tools use the earlier context to make a much more targeted fix.

For long documents, drop the whole thing in

Both Claude and ChatGPT handle long pastes well now. Paste the entire blog post, contract, or transcript rather than summarizing it yourself first — you'll get better, more specific feedback.

Ask it to ask you questions first

For anything with real ambiguity (naming, strategy, positioning), add "ask me clarifying questions before you answer." This alone noticeably improves output on fuzzy problems.

Run the same prompt in both tools for anything important

For a sales page, a big client email, or anything with real stakes, run the same prompt through Claude and ChatGPT and take the best lines from each. It costs a few minutes and catches blind spots either tool has alone.

Lunary Agency

Built for internal use and Lunary students.