



AEC GROWTH

21 Ready-to-Use ChatGPT Prompts

To Transform Your Marketing, Proposals, and Sales

9 Content Growth Prompts

5 Bid-Winning Prompts

7 Client Outreach Prompts

Built for architecture firms

Read This First

Two minutes here will double what you get from the other twenty pages.

Every architecture firm I talk to uses AI for renders. Almost none use it for anything else — which is odd, because the parts that actually eat your week (the marketing posts, the proposals, the follow-ups) are exactly what it's good at.

These 21 prompts are the ones I'd hand any principal who wants the first draft off their plate. Copy, paste, fill in the brackets, edit, send. None of them replace your judgment; all of them replace the blank page.

Three rules for better output

Fill every bracket with specifics. "A house" gets you a generic draft. "A 240m² hillside home for a retired couple, on a site the council fought us over" gets you something usable. The brackets are where the quality comes from.

Treat the first answer as a first draft. Reply with "shorter", "less formal", "more like this: [paste something you wrote]" — the second and third answers are always better than the first.

Edit in your own voice before anything goes out. Clients hired you, not a language model. If a sentence doesn't sound like you, change it. The prompts get you to 80% — the last 20% is what makes it work.

Content Growth

Marketing that runs on the work you're already doing — no content team required.

PROMPT 1

Turn a project into a LinkedIn post

When to use it: Every completed project is a week of content. Use this the day the photos come back.

COPY & PASTE INTO CHATGPT

Act as a content writer for an architecture firm. I'm going to describe a recent project, and I want you to write a LinkedIn post about it.

Project details: [describe the project — type, location, client goal, one challenge you solved, one detail you're proud of]

Write it in first person, as the principal of the firm. Open with the design problem, not the finished building. Keep it under 200 words, no hashtags in the body (add 3 at the end), and end with a question that invites comments. Avoid the words "stunning", "seamless" and "passionate".

Tip: Feed it the same project again next week and ask for "a completely different angle — the client's perspective."

PROMPT 2

A month of content ideas from one project

When to use it: When the content calendar is blank and you don't know what to post.

COPY & PASTE INTO CHATGPT

I run an architecture firm. Here is one recent project: [2–3 sentences about it].

Generate 12 content ideas from this single project — enough for a month of posting. Mix formats: before/after, design decisions explained, client problem → solution stories, behind-the-scenes process, lessons learned, and one contrarian opinion the project supports.

For each idea, give me the hook (first line) and one sentence on what the post covers. Rank them by how likely they are to start a conversation with potential clients, not other architects.

Tip: The ranking instruction matters — architects' content usually attracts other architects. You want clients.

PROMPT 3

Write the case study

When to use it: For your website or a PDF you attach to proposals. Do this for your 3 best projects first.

COPY & PASTE INTO CHATGPT

Write a case study for my architecture firm's website. Structure: Client & Challenge → Our Approach → The Result.

Here are the facts: [client type, what they needed, constraints (budget/site/planning), what you did differently, the outcome, anything measurable — timeline met, budget held, space gained, approvals won]

Keep it to 400 words. Write for a prospective client, not an architecture journal — plain language, no jargon. Make the client the hero of the story and the firm the guide.

PROMPT 4

Explain a design decision to a lay audience

When to use it: The posts that win trust are the ones that make clients feel smart. Use this weekly.

COPY & PASTE INTO CHATGPT

I'm an architect. I want to write a short post explaining one design decision to people who aren't architects.

The decision: [e.g. why we moved the staircase, why north-facing glazing, why we fought for the setback variance]

Explain it the way you'd explain it to a smart friend at dinner — what the problem was, what most people would do, what we did instead, and what the client gained. Under 150 words. No technical terms without a plain-English translation in the same sentence.

PROMPT 5

The opinion post

When to use it: Once or twice a month. Opinions get shared; announcements get ignored.

COPY & PASTE INTO CHATGPT

I'm the principal of an architecture firm and I want to write an opinion post for LinkedIn.

My opinion: [something you actually believe — e.g. "value engineering usually destroys value", "most residential briefs are written wrong", "planning delays are a design problem"]

Write a 150–200 word post that states the opinion in the first line, backs it with my reasoning: [your reasoning in a few rough sentences], and ends by asking readers where they land. Confident but not combative — I have to work in this industry.

Tip: Rough notes in, polished argument out. Never let it invent an opinion for you — that's the part that has to be yours.

PROMPT 6

Turn one piece into five

When to use it: After you've written something good. One idea should never appear only once.

COPY & PASTE INTO CHATGPT

Here is a piece of content I wrote: [paste your post, case study or article]

Repurpose it into: (1) a shorter LinkedIn post with a different hook, (2) an Instagram caption for the project photos, (3) a 3-tweet/thread version, (4) a short email to my list, and (5) a 30-second video script I can film on my phone.

Keep my voice and don't add claims that aren't in the original.

PROMPT 7

The newsletter you'll actually send

When to use it: Monthly. Your email list is the only audience an algorithm can't take away.

COPY & PASTE INTO CHATGPT

Write a monthly email newsletter for my architecture firm. Audience: past clients, prospects and referral partners, not architects.

This month's raw material: [1–2 projects moving forward, 1 thing you learned, 1 piece of local planning/market news, anything worth congratulating a client on]

Structure: one short personal note from me, one project story with a lesson in it, one useful thing for property owners, one line about how to work with us. Under 350 words total. Subject line options: give me 5, none of them clickbait.

PROMPT 8

Instagram captions that aren't just "New project"

When to use it: When you have good photography and nothing to say about it.

COPY & PASTE INTO CHATGPT

I'm posting photos of an architecture project on Instagram. Write 4 caption options.

The project: [type, location, one interesting constraint or decision, who it was for]

Each caption: a first line that works before "...more", one specific detail a non-architect would find interesting, under 100 words, and a mix : one storytelling, one educational, one behind-the-scenes, one minimal. Suggest 8 relevant hashtags separately, mixing large and niche.

PROMPT 9

The "answer the question you always get" post

When to use it: Your inbox is a content strategy. Every question a client asks twice is a post.

COPY & PASTE INTO CHATGPT

Clients and prospects keep asking me this question: [e.g. "How much does an architect cost?", "Do I need planning permission?", "How long will design take?"]

Here's roughly how I answer it: [your honest answer, typed rough]

Turn this into a clear, generous LinkedIn/blog post that actually answers the question instead of dancing around it. Include the honest "it depends" factors as a short list. End with: if you're planning a project and want a straight answer for your situation, get in touch. Under 300 words.

Tip: Answering the money question publicly filters out mismatched leads before they cost you a meeting.

Bid-Winning

Proposals that get written in hours, read like they took weeks, and protect your fee.

PROMPT 10

First draft of the proposal

When to use it: The blank page is where proposal week dies. This gets you to 70% in ten minutes.

COPY & PASTE INTO CHATGPT

Act as a proposal writer for an architecture firm. Draft a project proposal from these notes.

Client & project: [who they are, what they want to build, site, budget signal, timeline]. Our approach: [how you'd tackle it, rough phases]. Scope: [what's included]. Fee structure: [how you charge — % / fixed / hourly, no numbers needed yet]. Relevant experience: [1–3 similar projects].

Structure it: Understanding of the Project → Our Approach → Scope of Services → Team & Relevant Experience → Fees & Terms → Next Step. Write the "Understanding" section so specifically that no other firm could have written it. Flag any gaps in my notes with [MISSING: ...] rather than inventing details.

Tip: The [MISSING] instruction is the safety rail — it drafts fast without making things up.

PROMPT 11

Tailor the boilerplate to this client

When to use it: When you're reusing a past proposal and it reads like it. Ten minutes that wins tie-breaks.

COPY & PASTE INTO CHATGPT

Here is a proposal section I've used before: [paste it]

Here is what I know about the new client and project: [their business, what they said they care about in our meeting, their stated worries, the project specifics]

Rewrite the section so it speaks directly to this client — mirror their language, address their stated concerns explicitly, and cut anything generic that doesn't apply. Keep the structure and length. Then list the 3 changes that matter most, so I can sanity-check them.

PROMPT 12

The "why us" section that isn't a brochure

When to use it: Every firm says "collaborative, award-winning, client-focused". This section decides shortlists.

COPY & PASTE INTO CHATGPT

Help me write the differentiators section of a proposal. Interview me first: ask me 6 questions, one at a time, to find what's actually different about my firm — questions about projects we've won against bigger firms, what clients say when they refer us, what we refuse to do, and how we handle the thing clients fear most on this project type: [project type].

After my answers, write a 150-word "Why [firm name]" section that makes claims only my firm could make, each backed by a specific example. Ban the words: passionate, bespoke, holistic, seamless, unique.

Tip: Let it interview you. The answers you give a question are always better than the answers you write cold.

PROMPT 13

Scope, assumptions and exclusions airtight

When to use it: Scope creep is a writing problem before it's a client problem. Use on every fee proposal.

COPY & PASTE INTO CHATGPT

Review this scope of services for an architecture project: [paste scope]

Project context: [type, procurement route, who else is appointed — engineer, PM, contractor]

Do three things: (1) rewrite it so each service is a concrete deliverable a client can verify, (2) list the assumptions hiding in it that should be stated explicitly, (3) draft an exclusions list of things clients on this project type commonly assume are included but aren't. Write the exclusions in a firm but friendly tone — protective, not defensive.

PROMPT 14

Defend the fee

When to use it: For the email after "your fee is higher than the other firm's". Don't discount — reframe.

COPY & PASTE INTO CHATGPT

A prospective client says our fee is higher than a competitor's. Project: [brief description]. Our fee: [X]. Their reaction: [paste or paraphrase what they said].

What our fee reflects: [your rough notes — seniority of who does the work, what's included others exclude, risk you take off the table, past outcomes]

Draft a reply that: holds the price without apologising for it, translates the difference into what it buys them (cost certainty, fewer surprises, approvals experience), names one honest trade-off of choosing on fee alone, and offers to walk through scope line-by-line rather than negotiate the number. Warm, confident, no pressure. Under 200 words.

Client Outreach

The emails that build pipeline — cold, warm, lost, and gone-quiet.

PROMPT 15

The cold email that doesn't read cold

When to use it: For the developer, business owner or institution you want to work with but haven't met.

COPY & PASTE INTO CHATGPT

Write a cold outreach email from an architecture firm principal to a potential client.

Who they are: [name, role, company, what they build/own]. Why them, why now: [the trigger — a site they acquired, a planning application, growth, something they said publicly]. What we've done that's relevant: [1–2 projects, one line each].

Rules: under 120 words. Open with the trigger, not with us. One relevant proof point, not a portfolio. Ask for a 20-minute conversation, not "a coffee sometime". No "I hope this finds you well", no flattery, and it must not read like a template. Give me 2 versions with different openers.

PROMPT 16

Follow-up after the first meeting

When to use it: Send within 24 hours of any first meeting or site visit. Most firms send nothing.

COPY & PASTE INTO CHATGPT

Write a follow-up email after a first meeting with a prospective client.

What we discussed: [rough notes — their project, their concerns, what excited them, next steps mentioned]

The email should: thank them briefly (one line, not gushing), play back their project in their own words so they feel heard, add ONE useful thought we didn't cover in the meeting here it is: [your idea/observation], and propose a specific next step with a date. Under 150 words.

Tip: The "one useful thought" is the whole trick — it turns a courtesy email into evidence of how you think.

PROMPT 17

Reactivate a past client

When to use it: Past clients are the cheapest pipeline you have. Run this quarterly on your top ten.

COPY & PASTE INTO CHATGPT

Write a re-engagement email to a past client of my architecture firm.

The project we did: [what, when]. What's happened since (if known): [anything — they expanded, market changed, you drove past and it looks great]. A genuine reason to reach out now: [new regulation affecting them, a similar project you finished, their building type in the news, or simply checking how the building is performing]

No fake pretext and no immediate pitch — the goal is to restart the relationship. Warm, specific to them, under 100 words, ends with a low-effort question they can answer from their phone.

PROMPT 18

Ask for the referral

When to use it: The best time is 2–4 weeks after handover, while they're still showing the place off.

COPY & PASTE INTO CHATGPT

Write a referral request email to a client whose project we recently completed.

The project: [brief]. What went well in their words (if I have it): [paste any nice feedback]

Structure: reference a specific moment from the project (here's one: [moment]), tell them plainly that firms like ours grow through introductions, describe our ideal next client in one concrete sentence — [describe: e.g. "owners of ageing commercial buildings considering conversion"] — and make the ask effortless: if anyone comes to mind, a simple email intro is perfect. Under 130 words, zero pressure.

Tip: Describing your ideal client is what makes referrals happen — "anyone who needs an architect" gives their memory nothing to search.

PROMPT 19

Stay on the list after losing the bid

When to use it: A lost bid handled well is a future project. Send this the day you hear.

COPY & PASTE INTO CHATGPT

We just lost a bid. Client: [who]. Project: [what]. What we know about why (if anything): [reason or "unknown"].

Write a gracious reply that: congratulates them on moving forward, thanks them for the consideration without grovelling, asks one specific feedback question (was it fee, approach, or fit?), and leaves the door open by name if anything changes on this project or the next one, we'd welcome the call. Under 100 words. It should read like it was written by someone who expects to win the next one.

PROMPT 20

Nudge the prospect who went quiet

When to use it: For the warm lead who stopped replying. Guilt-free, and it works more often than silence.

COPY & PASTE INTO CHATGPT

A prospective client went quiet after [context: we sent a proposal / met twice / they asked for fees]. It's been [time].

Write a short check-in that: assumes good faith (projects stall, priorities shift — say so), restates in one line what they stood to get, adds one new reason to re-engage if I have one: [e.g. our schedule is opening in autumn / a relevant precedent was approved locally], and gives them an easy out — "if the project's parked, tell me and I'll stop nudging; if it's alive, here's a time." Under 90 words. Write 2 versions: one for 2 weeks of silence, one for 2 months.

PROMPT 21

Turn the event conversation into a meeting

When to use it: For the day after a networking event, CPD, or site opening. Speed is the advantage.

COPY & PASTE INTO CHATGPT

I met someone at an event yesterday and want to follow up.

Who: [name, role, company]. What we talked about: [the actual conversation — their project, a shared opinion, a problem they mentioned]. Why it's worth continuing: [what you could genuinely help with or want to learn]

Write a follow-up that references the specific conversation in the first line (not "great to meet you"), offers something before asking for anything here's what I can offer: [an intro, an article, a precedent project, an answer to their problem] and suggests a concrete next step. Under 110 words. It should sound like me continuing a conversation, not starting a pitch.

ONE LAST THING

Prompts get you drafts. A system gets you clients.

These 21 prompts will save you hours every week. But the firms that grow are the ones that turn marketing, proposals and outreach into a pipeline that runs whether they're busy or not.

If you want help doing that, grab a call with me. No pitch just a plan you can keep either way.

→ **Book your free strategy call**

calendly.com/mayur-mistry7/consultancy-discovery-call



Mayur Mistry · Founder, AEC Growth

I help architecture, engineering and construction firms put AI to work on the things that actually grow the business — marketing, proposals and client outreach so the pipeline keeps moving even when the studio is flat out.

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