

ChatGPT



The Complete Guide for Law Firms Looking to Master

ChatGPT Prompts

Become a ChatGPT Prompt expert **with the latest AI**



If you're looking to **become a ChatGPT Prompt expert with the latest AI**, you're in the right place. In this cheat sheet, you will find a list of 20 carefully curated prompts, detailed examples, and explanations specifically designed for law firms.

While ChatGPT is a powerful tool, it has 2 major limitations:

- + ChatGPT may sometimes produce erroneous results. As such, you should be cautious about the potential for plagiarism.
- + OpenAI acknowledges that ChatGPT has its limitations, including the possibility of generating incorrect or biased content.

It is important all users leveraging this tool are aware of these limitations and use the tool accordingly. With that in mind, let's look at some of the top prompts.

| Prompt 1

Create a list of _____ blog post ideas on the topics: *[Insert topic ideas, and separate them by commas]*. **Include SEO-optimized titles for each post, and use a** *[insert tone of voice]* **tone of voice.**

- + **Example:** Create a list of 5 blog post ideas on the topics: car accidents, personal injury, and dog bites. Include SEO-optimized titles for each post, and use a semi-professional yet friendly tone of voice.
 - + **When/Why this prompt matters:** Law firms can use it when they are looking for inspiration to create a content plan optimized for search engines and appeals to their target audience's emotions. This will help law firms like yours attract more traffic to the website, boost SEO rankings, and establish their authority in their practice areas.
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| Prompt 2

Pretend you are *[add role you want ChatGPT to play]*. **Write a blog/article outline for the following topic,** *[Enter topic or blog post title here]*. **Ensure the tone of voice is** *[insert tone of voice]*.

- + **Example:** Pretend you are a dog bite lawyer. Write a blog/article outline for the following topic 'How to Educate the Public on Dog Bites.' Ensure the tone of voice is clear, factual, and, most of all, caring.
 - + **When/Why this prompt matters:** If you're looking to ensure the tone and structure of your law firm's content aligns with your overall branding, tone of voice, and message, then this prompt is for you! In addition, this will help you establish authority, ideate new ideas for content, educate the audience on important legal topics, and overall improve the content efforts.
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| Prompt 3

I want you to act as [add role you want ChatGPT to play]. I need you to proofread and analyze the following text and optimize it with the following keywords: [insert keywords]. In addition, you need to correct any grammatical mistakes you find in this article: [Insert copy or link]

- + **Example:** I want you to act as a legal SEO editor, copywriter, and optimizer. I need you to proofread and analyze the following text and optimize it with the following keywords: brain injury lawyer, wrongful death, accident lawyer, and personal injury law firm. In addition, you need to correct any grammatical mistakes you find in this article: [Insert copy or link]
 - + **When/Why this prompt matters:** This is great if you're looking to optimize the content with specific words you'd like to start ranking for.
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| Prompt 4

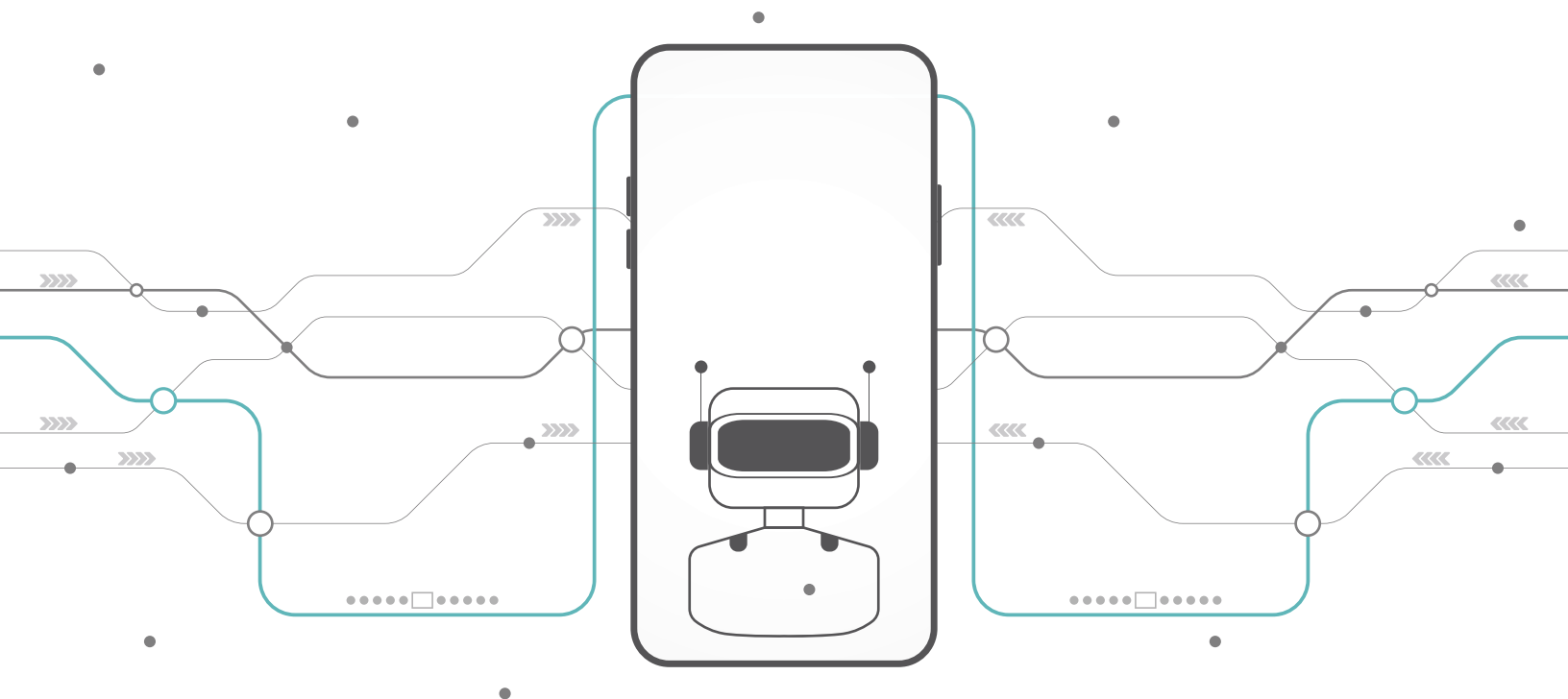
I want you to act as [add role you want ChatGPT to play]. Help me formulate effective questions related to [add topic/ skill!] that will promote deeper thinking behind [add topic].

- + **Example:** I want you to act as a family law firm marketer. Help me formulate effective questions related to blog topics for child support and custody that will promote deeper thinking behind this practice area in family law.
 - + **When/Why this prompt matters:** If you're low on ideas, this is a great prompt to ideate and formulate questions and thought-provoking ideas related to, e.g., blog posts for a specific practice area of your law firm.
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| Prompt 5

You are [add role you want ChatGPT to play] writing [add the type of content: deck, presentation, blog, article, social posts, etc.] Break down [topic] into smaller, digestible, more manageable chunks of information for [add audience]. Provide the top _____ bullet points summaries. Make sure the tone of voice is [add the tone of voice of your choice]

- + **Example:** You are a family law firm writing social post carousels to educate people on their divorce rights. Break down the topic, 'Factors Affecting Asset Division,' into smaller, digestible, more manageable chunks of information. Provide the top 5 bullet points summaries. Make sure the tone of voice is professional yet friendly.
- + **When/Why this prompt matters:** This is a great prompt to ideate ideas around social posts, specifically carousels that'll help translate complex legal topics into easy-to-read, digestible posts.



| Prompt 6

Analyze the writing style from the text below and write a 250-word piece on [insert topic]. Make sure you explain [insert topic] in simple and easy terms that any [beginner/non-lawyer] can understand. Remove any and all legal jargon from the text: [Insert copy/link]

- + **Example:** Analyze the writing style from the text below and write a 250-word piece on wills and powers of attorney for estate planning law firms. Make sure you explain wills and powers of attorney in simple and easy terms that any non-lawyer can understand. Remove any and all legal jargon from the text: [Insert copy/ link]
 - + **When/Why this prompt matters:** If you want to simplify a copy and make it easier to read, use this prompt! Remember, your clients simply don't know legal jargon, so it's better to be clear than clever.
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| Prompt 7

Write out a marketing strategy for [enter law firm practice area] that is looking to upgrade to [add marketing service]. I have about a [add available budget] marketing budget and need to reach [target audience] in [add specific county, city, state]. Provide a comprehensive strategy and the rough costs for this. Make sure to keep in mind the following:

- + **Product:** [add marketing product here]
- + **Available budget:** [add budget here]
- + **Marketing goal:** [add goal here]
- + **Target audience:** [add your target audience here]

+ **Example:** Write out a marketing strategy for a family law firm that is looking to upgrade to pay-per-click services. I have about a \$50,000 marketing budget and need to reach people looking for family law firms in Springfield, Illinois. Provide a comprehensive strategy and the rough costs for this. Make sure to keep in mind the following:

- Product: **pay-per-click for law firms**
- Available budget: \$50,000 per month
- Marketing goal: Increase leads, aka sales
- Target audience: People looking for family law firms in Springfield, Illinois.

+ **When/Why this prompt matters:** While it may not be entirely accurate, **remember ChatGPT has limitations.** This is a tool to ideate ideas, there is no proof that this is factual. However, this should give your firm a better idea of the type of items and strategies that occur behind a specific investment, such as a pay-per-click investment.



| Prompt 8

I want you to act as [add role you want ChatGPT to play]. I will provide you with a list of [questions/topics], and your task is to research both sides of the debate, provide valid arguments for each side, and refute opposite points of view. The goal is to increase knowledge and insights into the topic related to [insert topic]. [Insert list of questions]

+ Example: I want you to act as an estate planning law firm. I will provide you with a list of questions, and your task is to research both sides of the debate and provide valid arguments for each side as well as refute opposite points of view. The goal is to increase knowledge and insights into the topic related to the question, 'Why should I prepare an estate plan?':

- Why should I prepare an estate plan?
- What if I don't want my family to inherit my properties?
- When should I start planning my proportions, and under what conditions?
- Overall, why does estate planning matter? And how can they help me with these issues at hand?

+ When/Why this prompt matters: This can help you dive deeper into a specific topic, specifically the pain points and desires your different audiences might have. For example, you can create posts answering those questions and providing more clarity by understanding the counterarguments.

| Prompt 9

I want you to act as [add role you want ChatGPT to play]. You are currently preparing a motivational speech for [add topic]. Using a [add the tone of voice] tone of voice, put together a [add word count] speech that will inspire action and make [add audience] feel more inspired to [add basic objective behind speech].

- + **Example:** I want you to act as a boutique law firm. You are currently preparing a motivational speech for your new staff members. Using a professional and confident tone of voice, put together a 600-word speech that will inspire action and make the new legal professionals feel more inspired never to give up and strive for excellence.
 - + **When/Why this prompt matters:** While this isn't 100% related to marketing, there are times when you'll want to address your company staff, for example, via [email marketing](#). So, to save you some time, you can ideate the basic skeleton behind the copy using ChatGPT.
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| Prompt 10

I want you to act as a law firm cybersecurity specialist. I will provide specific information about how the data is stored and shared. Your job is to come up with strategic solutions to protect this data from malicious attacks. Include suggestions for encryption methods, staff policies, firewall strategies, and what to do to mark certain activities as suspicious.

- + **How the data is stored:** [add information]
- + **How the data is shared:** [add information]

- + **Example:** I want you to act as a law firm cybersecurity specialist. I will provide specific information about how the data is stored and shared. Your job is to come up with strategic solutions to protect this data from malicious attacks. Include suggestions for encryption methods, staff policies, firewall strategies, and what to do to mark certain activities as suspicious.
 - How the data is stored: In the cloud
 - How the data is shared: Via Gmail and google drives
 - + **When/Why this prompt matters:** Cyberattacks are increasing, and as you keep [investing in digital assets](#), you'll want to keep them safe. If you'd like to dive deeper, [click here and learn about 'Cybersecurity for Law Firms.](#)
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| Prompt 11

I want you to act as a law firm web design consultant. I will provide further details on a law firm needing assistance [designing/re-developing] the website. Your role is to suggest the most suitable features to boost the on-site user experience. Leverage your knowledge of UX/UI design principles, coding, and overall website development. The first request is related to the fact the law firm website is seeing: [add pain points related to your website]

- + **Example:** I want you to act as a law firm web design consultant. I will provide further details on a law firm needing assistance re-developing the website. Your role is to suggest the most suitable features to boost the on-site user experience. Leverage your knowledge of UX/UI design principles, coding, and overall website development. The first request is related to the fact the law firm website is seeing: a high bounce rate, slow page load speed, broken calls to action, and a non-mobile-friendly website.
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- + **When/Why this prompt matters:** While you should rely on legal website developers to avoid high bounce rates, broken calls to action, etc. if you are looking for ways to improve your website by yourself, you can begin analyzing some actionable steps with the help of ChatGPT.
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| Prompt 12

Develop a chatbot script for a [insert practice area] law firm customer service representative to handle the following frequently asked questions: [add the link to your FAQs page]

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- + **Example:** Develop a chatbot script for a [insert practice area] law firm customer service representative to handle the following frequently asked questions: [add link to your FAQs page]
 - + **When/Why this prompt matters:** If you want to incorporate more AI tools like legal chatbots into your law firm's website, you can create scripts to ensure the client interaction is handled with utmost care and attention to detail.
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| Prompt 13

Pretend you are [add role you want ChatGPT to play]. I want to [insert goal]. Generate _____ ideas to [insert goal/task].

- + **Example:** Pretend you are a digital marketing expert for bankruptcy law firms. I want to generate blog topic ideas for Chapter 11 and Chapter 13 bankruptcies. Generate 5 ideas for future blog posts.
 - + **When/Why this prompt matters:** If you are running low on ideas but want to boost your blog post section on-site, this prompt will help you envision topics that weren't on your radar.
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| Prompt 14

Assess [add competitor's link to, e.g., website] content and overall marketing approach and provide insights on some of their best strategies. Ensure you list them in bullet points.

- + **Example:** Assess <https://www.consultwebs.com/> content and overall marketing approach and provide insights on some of their best strategies. Ensure you list them in bullet points.
 - + **When/Why this prompt matters:** Overall, conducting competitive analysis/research is crucial for law firms to stay ahead of their competitors and identify new opportunities to improve their marketing strategies and client outreach efforts.
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| Prompt 15

Suggest _____ SEO-friendly *meta-titles and *meta descriptions for the following blog post [add a link to the blog post]. Use a [your choice of tone] tone of voice. In addition include the following keyword(s): [add keywords]

**Meta-titles: This refers to the title of the content, in other words, the text that appears on both search engine result pages and browser tabs*

**Meta-descriptions: This refers to the brief summary of the content of a web page that is presented to users in the search engine results, with the goal of providing them with a clear idea of what the page is about and encouraging them to click through to the website.*



+ **Example:** Suggest 2-4 SEO-friendly meta-titles and meta descriptions for the following blog post <https://www.consultwebs.com/blog/the-fascinating-journey-of-legal-advertising>. Use a simple yet entertaining tone of voice. In addition, include the following keyword(s): legal advertising.

+ **When/Why this prompt matters:** While this may go unnoticed by the average user, crafting effective meta titles and meta descriptions is essential for law firms to improve their website's search engine ranking and increase click-through rates, ultimately driving more traffic and potential clients to their site.

| Prompt 16

Pretend you are [add role you want ChatGPT to play]. Come up with _____ effective call-to-action button ideas based on the contents of the following URL: [add link]

- + **Example:** Pretend you are a legal digital marketing agency. Come up with 3-5 effective call-to-action button ideas based on the contents of the following URL: <https://www.consultwebs.com/blog/best-of-the-best-attorney-ads-of-2023>
 - + **When/Why this prompt matters:** It's best to regularly evaluate and optimize the calls to action on different pages of your firm's website to ensure they effectively encourage website visitors to take the desired action.
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| Prompt 17

Pretend you are [add role you want ChatGPT to play] in [add specific location]. Write _____ social media posts for: [Insert social media platform] promoting [add product/services of your choice] using 1-2 succinct sentences per post. Start the post with a captivating sentence and end with a sentence including a call to action to check the link in the bio. Make sure you use emojis and add the related hashtags I will share at the bottom: [add hashtags of your choice]

- + **Example:** Pretend you are a family law firm in San Diego, California. Write 3 social media posts for Instagram promoting your services using 1-2 succinct sentences per post. Start the post with an engaging sentence and end with a sentence including a call to action to check the link in the bio. Make sure you use emojis and add the related hashtags I will share at the bottom: #familylaw, #familylawyer, #divorcelitigation, #divorcesupport, #lawyer
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+ **When/Why this prompt matters:** If you're looking for inspiration on what to post, then this prompt is for you. This can help you take a proactive approach when it comes to your social media posting and provide you with further ideas on what to post.

+ **Pro-tip:** mix-and-match the different responses you get from ChatGPT and make it your own!

| Prompt 18

I want you to act as a social media manager for law firms. Come up with at least _____ Tweets for a [add specific practice area] promoting [add service of choice] and include popular hashtags in each tweet. Some include: [add hashtags of your choice]

+ **Example:** I want you to act as a social media manager for law firms. Come up with at least 10 Tweets for a personal injury law firm promoting their wrongful death services, and include popular hashtags in each tweet. Some include: #lawyer, #wrongfuldeath, #personalinjury

+ **When/Why this prompt matters:** Law firms like yours can leverage these ChatGPT prompts to develop Tweet ideas and consistently boost the overall social media presence and engagement rate.

+ **Pro-tip:** mix-and-match the different responses you get from ChatGPT and make it your own!

| Prompt 19

I want you to act [add role you want ChatGPT to play]. Create a captivating YouTube video script that is [add the tone of voice]. I want you to create _____ persuasive headline(s), write a video description repeating keywords I will share below, and then create the YouTube video script with a word count of _____ on the following idea: [add idea or link]. Lastly, suggest ideas for a persuasive thumbnail to use for the video. The keywords to include are: [add keywords]

+ Example: I want you to act as a global law firm. Create a captivating YouTube video script that is professional yet friendly. I want you to create 2-3 persuasive headline(s), write a video description repeating keywords I will share below, and then create a 500 word YouTube video script about the following ideas: ESG, environmental social, and governance. Lastly, suggest ideas for a persuasive thumbnail to use for the video. The keywords to include are ESG, Europe, U.S. Securities and Exchange Commission (SEC), decision-making, Sustainable Finance Disclosure Regulation.

+ When/Why this prompt matters: If you are looking for a comprehensive, all-in-one prompt that will help you propel your **legal video marketing strategy**, then this is it! While it may not be 100% tailored to what you're looking for, it will help guide and provide you with a basic rough draft.

| Prompt 20

I want you to act as my law firm's social media manager for my firm's practice area related to [add practice area]. I need you to create a month-long content calendar with at least one post each day in the form of a tabular table with rows = day of the month and columns = post of the day. Make sure the post of the day includes relevant hashtags (I will share some below) and use emojis. Write posts specifically for LinkedIn. My target audience is [add specific service, practice area, etc., you're promoting]. Some hashtags to include are: [add relevant hashtags].

+ Example: I want you to act as my law firm's social media manager for my firm's personal injury practice. I need you to create a month-long content calendar with at least one post each day in the form of a tabular table with rows = day of the month and columns = post of the day. Make sure the post of the day includes relevant hashtags (I will share some below) and use emojis. Write posts specifically for LinkedIn. My target audience is looking for services related to car accidents, bicycle accidents, and snow and ice accidents. Some hashtags to include are:

#caraccident,
#personalinjurylawyer,
#insurance, #injury, #sportsinjury,
#surgery, #law, #lawyer

+ When/Why this prompt matters: This is powerful if you're looking to generate a tabular form for your social media strategy. While it's not 100% perfect, it can help you organize content and ensure consistent messaging behind your posts.

Take a look at this generated response.
Beautiful, isn't it? 😊

Day of Month	Post of the Day	Hashtags	Emojis
1	Car accidents can happen anytime, anywhere. Stay safe on the road by wearing your seatbelt and keeping your eyes on the road. #caraccident #personalinjurylawyer 🚗🚑		
2	Bicycle accidents can result in serious injuries. If you've been injured in a bike accident, our personal injury lawyers can help you get the compensation you deserve. #bicycleaccident #personalinjurylawyer 🚲🏠		
3	Slip and fall accidents on snow and ice can lead to broken bones and other serious injuries. Make sure to wear sturdy shoes with good traction during the winter months. #snowaccident #personalinjurylawyer ❄️👟		
4	Did you know that insurance companies often try to minimize payouts to accident victims? Our experienced personal injury lawyers can help you navigate the claims process and get the compensation you deserve. #insurance #personalinjurylawyer 🏠📄		
5	Injuries from sports accidents can be devastating. If you or a loved one has been injured while playing sports, our personal injury lawyers can help you explore your legal options. #sportsinjury #personalinjurylawyer 🏈🏥		
6	Surgery can be a stressful experience, especially if it's the result of an accident. Let us help you navigate the legal side of your recovery so you can focus on healing. #surgery #personalinjurylawyer 🏥👉		
7	It's important to remember that accidents can happen anywhere, not just on the road. If you've been injured in any type of accident, our personal injury lawyers are here to help. #injury #personalinjurylawyer 🚗🏠		
8	Our experienced personal injury lawyers know how to build a strong case and fight for your rights in court. Contact us today to schedule a free consultation. #law #personalinjurylawyer 🏠📄		
9	We understand how stressful and overwhelming it can be to deal with the aftermath of an accident. Let us handle the legal side of things so you can focus on your recovery. #personalinjurylawyer #injuryrecovery 🏠🏥		
10	Accidents can result in lost wages, medical bills, and other unexpected expenses. Our personal injury lawyers can help you recover damages to cover these costs. #damages #personalinjurylawyer 🏠🏠		
11	Our personal injury lawyers have a proven track record of success in winning cases for our clients. Let us put our experience to work for you. #successstory #personalinjurylawyer 🏠👉		
12	We understand that every personal injury case is unique. That's why we offer personalized legal services tailored to meet your individual needs. #personalizedservice #personalinjurylawyer 🏠👉		
13	If you've been injured in an accident, it's important to act fast. Contact our personal injury lawyers today to ensure your legal rights are protected. #actfast #personalinjurylawyer 🏠👉		
14	Injuries from car accidents can take a toll on your physical and emotional health. Let us help you get the care and compensation you deserve. #caraccidentin		

ChatGPT is a powerful tool for law firms to ideate, create content and boost their online presence. But it is important to acknowledge its limitations; thus, it's best to use it in conjunction **with the help of legal marketing experts** to ensure the best results.

If this is something you've been looking for,
you're in the right place!

**Unlock the Full Potential of
Your Law Firm's Marketing
Strategy Here**

