

Module 3

Role Playbooks by Discipline

Read 15 min · Practice 30 min · **The WEO value-add**

The Structure

25 before/after prompt pairs across 5 roles:

- 3.1 Customer Support
- 3.2 Web Design
- 3.3 SEO
- 3.4 Paid Ads
- 3.5 Content Marketing

Each prompt: **Scenario + Before (naive) + After (RCTF) + Why the after wins.**

This deck shows one representative example per role. The full 25 live in the wiki.

3.1 CUSTOMER SUPPORT

Example: Client Complaint Response

Scenario: Client frustrated — blog post 2 days late. Tool failure. Now resolved. Offering 10% credit.

Before:

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Write an email apologizing for a late blog post and offering a 10% credit.
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Output: generic corporate-speak, starts with "We apologize for any inconvenience..."

3.1 CUSTOMER SUPPORT – AFTER

Role: You are a customer success manager at a dental marketing agency with a calm, empathetic, solution-oriented communication style.

Context: A client is frustrated because their blog post was delivered two days late. The delay was caused by our scheduling tool failing. We've already fixed the tool, the blog is live, and we want to offer a 10% credit on next month's invoice.

Task: Draft an email acknowledging the issue, explaining briefly (without blaming the tool – own it), confirming resolution, offering the credit.

Format: 150 words max. Warm but professional. Subject line + body. No "we apologize for any inconvenience this may have caused."

Why it wins: Role sets empathy + ownership. Context gives Claude the real story. Format bans corporate-boilerplate.

3.2 WEB DESIGN

Example: Homepage Hero Copy

Before:

Write me a headline and subhead for a dental practice website.

Output: "Your smile is our passion. Book your consultation today." × 10 variations.

3.2 WEB DESIGN — AFTER

Role: Senior website copywriter specializing in dental practice marketing.

Context: Practice name: [NAME]. Location: [CITY, STATE].

Target: [age range, demographic]. Key differentiator: [e.g., pediatric specialty, family-friendly, implant specialist]. Brand voice: [warm+plainspoken / premium+understated / modern+playful].

Task: Write 3 hero variations. Each: headline (max 8 words), subheadline (max 15 words), CTA button label (2-4 words).

Format: Clearly numbered (1,2,3) with each element labeled.

Why it wins: Named *differentiator* + *voice* = "sounds like THIS practice." Word-count constraints = fits the actual design.

3.3 SEO

Example: Keyword Cluster

Before:

Give me some keywords for a dental implants page.

Output: flat list. Might include hallucinated search volumes.

3.3 SEO — AFTER

Role: SEO strategist specializing in local dental marketing.

Context: Client is a general dentist in [CITY, STATE]. Building out "Dental Implants" service page + supporting blog cluster.

Task: Propose a keyword cluster:

- 1 primary (service page)
- 5 secondary (blog topics)
- 3-5 long-tail "question" keywords per secondary

Do NOT invent search volumes — I'll validate in Ahrefs.

Mark each with intent (informational / commercial / transactional).

Format: Nested bullet list.

Why it wins: Explicitly bans hallucinated volumes. Nested structure = real keyword strategy shape.

3.4 PAID ADS

Example: Google RSA Headlines

Before:

Write me 15 Google Ads headlines for Invisalign.

Output: 15 near-identical headlines. Won't A/B test well.

3.4 PAID ADS — AFTER

Role: Paid search copywriter for dental practices.

Context: Client: [PRACTICE], [CITY]. Service: Invisalign.

USP: [differentiator]. Landing page: [URL]. 10-mile radius.

Task: 15 RSA headlines. 30 char max (I WILL count). Mix angles:

- Benefit-led (3)
- Location-led (3)
- Question/curiosity (3)
- Price/offer-led (3, no specific numbers)
- Trust-led (3)

Format: Numbered list, char count after each. Reject any that don't fit.

Why it wins: 5 distinct angle-types = what RSA machine-learning needs. "I will count" = Claude takes char limits seriously.

3.5 CONTENT MARKETING

Example: Blog Draft from Outline

Before:

Write a blog post based on this outline. [paste]

Output: generic voice, clinical tone, no patient stories, hallucinated stats.

3.5 CONTENT MARKETING — AFTER

Role: Dental marketing copywriter. Voice: warm, plainspoken, trustworthy. Not clinical.

Context: [CLIENT, practice, city]. Target: [AUDIENCE]. Topic: [TOPIC].
Outline below is approved – follow closely.

Task: Write full post. Match word counts per section. Tangible examples, not abstractions. Include one patient-story illustration (fictional but realistic). End with outline's CTA.

Format: Markdown (H2/H3, paragraphs, occasional bullets). Target: [NUMBER] words. Flag any clinical claim needing verification as [VERIFY: ...].

Why it wins: "Warm, not clinical" + "tangible examples" = biggest levers on dental content quality. [VERIFY: ...]
= safety rail.

The Pattern

Before → After → Why it wins.

The contrast is what teaches.

When you teach a junior team member how to prompt, use this same structure. Don't hand them examples. Hand them **transformations**.

Try It (30 min)

1. Pick your primary role.
2. Copy one After prompt. Fill in placeholders with real work (sandbox data).
3. Send it. Then send the **Before** version. **Compare**.
4. Iterate with the 3 moves from Module 2.
5. Save the winner to your prompt library as `{{TEMPLATE_VARIABLES}}`.
6. Skim one role section that's NOT yours. Find one adaptable prompt.

Next: Module 4

Projects, Artifacts, Files