

## A MARKETING CLEVER FRAMEWORK

# Where *AI Earns Its Keep* in Marketing and Growth

*Introducing the PROMPT Framework: six commercial disciplines that decide whether AI earns its keep in a professional services firm, or quietly costs you.*

A partner asked me last week which AI tool the firm should be using for marketing and BD. It's the most common question I get. The honest answer is that the tool isn't the starting point. What you're trying to achieve is, and how your firm will use it. When partners ask me where to begin, I tell them to PROMPT. Literally.

## **P** Purpose, not tool.

Start with the commercial outcome. Where is partner time being spent on work AI could sharpen? Where could the firm do something it currently can't, like pressure-testing a pitch through three different buyer personas before the meeting? Most firms are already paying for more AI than they use. The question isn't which tool to add. It's which ones are earning their keep, where you're doubling up, and what you actually need.

## **O** Own your process.

Ad hoc AI use produces ad hoc results. Embed it where work is repeatable. Proposal drafting, client listening synthesis, pitch preparation, market briefings, content review. The firm gets comfort because the thinking sits in the system, not in whoever happens to open the tool that day.

## **P** Partner, not author.

The real value of AI is as a sounding board. Stress-testing an argument before a client or prospect meeting. Pressure-testing a proposal from the buyer's chair. Sharpening a persona until it tells you something you didn't already know. The firms getting value have worked out what to hand it, what to keep, and how to use it as a thinking partner rather than an output factory.

## **R** Right voice, right personas.

The set-up matters more than the prompt. Train the tool on your firm's tone of voice, your buyer personas, the language of your markets. A general-purpose AI gives you general-purpose content. A properly briefed one gives you something a senior buyer might actually read.

## **M** Master prompting.

Prompting is a real skill and most people overestimate theirs. The gap between an average prompt and a good one is the gap between filler and something useful. Two things make the difference. The content has to sound human, not like AI wrote it. The best prompts are also spoken, not typed. Turn the microphone on and talk it out.

## **T** Test before you trust.

Every output needs a review loop before it leaves the firm. Factual check, tone check, confidentiality check. The discipline that keeps AI out of trouble with clients, regulators, and your own reputation. Firms that skip it pay for it eventually.

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*Most of the AI conversation in professional services is still about which tool to buy. **The firms getting value have moved on.***