

Prompting *Claude*

The plain-English playbook for getting fast, on-brand marketing and admin work out of Anthropic's Claude. Built for notary publics, no tech background required.

Why this guide exists

Claude, made by Anthropic, is one of the three major AI assistants notaries are using in 2026 to save hours a week on marketing, client communication, and admin work. This guide is written specifically for solo and small-shop notaries — not developers — so every example below is something you can copy, paste, and adjust today.

Where Claude stands right now (mid-2026)

Claude's current lineup runs three tiers: Haiku (fastest/cheapest), Sonnet (the default balanced model most people use day-to-day — currently Claude Sonnet 5), and Opus (the most capable, currently Claude Opus 4.8, best reserved for your hardest or highest-stakes writing). For everyday notary tasks — emails, social posts, checklists, journal notes — Sonnet is plenty. You do not need to think about which model to pick unless you notice Claude struggling with something unusually complex; if so, switching to Opus for that one task is worth it.

The three rules that make Claude actually useful

- Give it your business context once, up front. Tell Claude your business name, service area, and niche ("I run a mobile notary business in the Charlotte, NC area, specializing in hospital, hospice, and estate signings") before you ask for anything. Everything it writes gets sharper immediately.
- Show it an example of your voice. Paste one email, review response, or social post you've written and say "match this tone." Claude is very good at mimicking a style once it has a sample — far better than guessing from a description like "warm but professional."
- Tell it what you don't want, not just what you do. "Don't use the word 'seamless,' don't add exclamation points, keep it under 100 words" saves you an editing pass.

Use Projects to stop repeating yourself

If your Claude plan includes Projects, create one called something like "Integrity Closings Marketing." Drop in your service list, your brand voice notes, and two or three pieces of content you're happy with. Every new chat you start inside that project already has that context loaded — you stop re-explaining your business every single time you open a new conversation.

Ten prompts you can copy today

01 1. No-show follow-up email

"Write a short, professional-but-warm follow-up email to a client who no-showed for their mobile notary appointment yesterday. I want to reschedule, not shame them — some of these clients are dealing with a family medical situation. Keep it under 120 words."

02 2. Google Business Profile service description

"Write a 150-word Google Business Profile service description for 'Hospice and Bedside Notarization' for my mobile notary business. Audience is adult children arranging care for an aging parent. Plain language, no legal jargon, end with a gentle call to action to call or book online."

03 3. Educational social caption

"Write a 'did you know' Facebook caption explaining that a Power of Attorney can still be notarized at a hospital bedside if the signer is mentally competent, even if they're physically weak. Keep it reassuring, not clinical. Add 3 relevant hashtags."

04 4. Cold outreach to an elder law attorney

"Draft a short introductory email to an elder law attorney's office offering my mobile notary services for their clients' estate signings. Mention I can travel to hospitals, hospices, and senior living facilities on short notice. Keep it under 150 words, no hard sell."

05 5. Plain-language document checklist

"A client's parent is in hospice and the family needs a Power of Attorney and Advance Directive notarized. Write a plain-English checklist of what the family should have ready before I arrive. Note clearly at the top that this is general guidance, not legal advice, and they should confirm requirements with their attorney."

01 6. Review response

"A client left this Google review. [paste review]. Write a short, genuine-sounding response thanking them, without sounding like a template."

02 7. Simple appointment tracker

"Build me a simple table I can use to track weekly signings: date, client name, signing type, location, fee, paid y/n. Just the table structure — I'll fill it in."

03 8. Hospital/hospice prep checklist

"Write me an internal SOP checklist for myself to follow before a hospital or hospice signing — what to bring, what to confirm with the facility beforehand, and what to double check about the signer's capacity to sign."

04 9. Blog FAQ from a dense topic

"Turn this into a short FAQ section for my website, written for a worried family member, not a lawyer. [paste a plain description of what a notary can and can't confirm about a signer's mental capacity]."

05 10. Warm up a stiff email

"Here's a follow-up email I wrote: [paste it]. It sounds too formal/robotic. Rewrite it so it sounds like a real person who cares, without losing the key information."

Mistakes that quietly waste your time

- Treating Claude like a search engine for local facts. It's a writing and reasoning partner, not a local directory — don't ask it for today's weather or a competitor's current hours.
- Skipping length and format instructions. If you don't say "under 100 words" or "3 bullet points," you'll often get more than you need.
- Accepting the first draft. Claude is fast — use that speed to ask for a second and third version rather than settling.
- Letting it draft anything that reads as legal advice to a client. Claude can help you write plain-language explanations, but you are the one responsible for staying inside the bounds of your notary commission.

Quick reference

TASK	PROMPT STARTER
Client follow-up	"Write a short, warm follow-up email about..."
Marketing copy	"Write a [length]-word [platform] post about..."
Outreach to referral sources	"Draft a short introductory email to a [role] offering..."
Plain-language client info	"Explain [topic] in plain language... note this isn't legal advice."
Tone fix	"Rewrite this so it sounds like a real person, not a template: [paste]"

Want a done-for-you prompt library built specifically for your notary business?
DM me