The LLM Prompting Guide

Turn any large language model into a compliance-aware outreach assistant for your firm, built on Aidentified's Wealth Network Intelligence™ data.

COMPANION TO

The Organic Growth Playbook

WORKS WITH

Claude · ChatGPT · Any AI chat tool

aidentified

The Organic Growth Playbook for Financial Advisors

LLM Prompting Guide

Introduction

How work gets done is changing. AI is transforming every industry, including wealth management. But building real trust with your clients still depends on understanding their lived experience, something that can never truly be automated. Real human connection remains the ultimate competitive advantage.

The question is how you scale that connection without losing the personal touch.

The Organic Growth Playbook introduced a system for finding the right prospects, acting on the right signals, and reaching out at the right time. This addendum takes that system one step further: it gives you ready-to-use prompts that turn any large language model — Claude, ChatGPT, or similar — into a personalized outreach assistant for your firm.

These prompts are not generic templates. They are structured instructions that teach the AI to think like your firm: screening leads against your Ideal Prospect Profile, matching your voice and tone, respecting your compliance rules, and writing messages that sound like a thoughtful person — not a marketing machine. The AI handles the drafting. You keep full control over what gets sent.

Whether you're writing one message or processing a hundred leads at once, the prompts in this guide give you a repeatable, compliance-aware workflow that pairs the intelligence of Aidentified's Wealth Network IntelligenceTM data with the speed of modern AI.

How to Use This Guide

This guide contains three prompts. Together, they form a complete outreach system you can run inside any AI chat tool. No coding or API key required.

01 Fill Out Your Company Profile

Start with the blank template on the last page. Describe your firm: who you serve, who you don't, what triggers matter, how you sound, and what you never say. The more specific you are, the better the AI will screen leads and match your voice. Three fictional examples are included for reference.

02 Paste the Master Prompt

Open any AI chat tool (Claude, ChatGPT, or similar). Paste the Master Prompt into the system prompt or as your first message. Replace the placeholder [YOUR COMPANY PROFILE AND ICP HERE] with your completed Company Profile. The Wealth Trigger Playbook is already built in.

03 Add Your Leads and Send

Export a list of leads from Aidentified. Paste the names, titles, companies, and one line of context (e.g., "These people all triggered: Company Acquired") as your next message. The AI will screen each lead, flag poor fits, and draft a LinkedIn connection request and email for every match. **Review every message before sending — human approval is always required.**

Aidentified LLM Prompting Guide User Guidelines

This LLM Prompting Guide is for informational and educational purposes only. It is not marketing or legal advice. Users are fully responsible for their own AI content generating tools and how they use AI and must review all AI-generated content in response to these prompts for errors, bias, hallucinations or outdated information before sending. Human review and approval are required for all outreach involving AI tools. The user's use of AI may be restricted by a user's internal organizational AI usage policy (which may include guidelines or prohibitions on the use of any AI applications with customer information or company proprietary or other sensitive data).

Aidentified disclaims any and all liability for reliance on these prompts for marketing purposes. Users are solely responsible for their own marketing campaigns and compliance with applicable regulations.

All examples in this guide are fictional and for illustration only. Use of third-party AI tools, including this LLM Prompting Guide, is at your own risk. Always follow your own organization's and your industry-sector's privacy, compliance, marketing, legal and record keeping policies.

> Use this **Disclaimer for the Aidentified LLM Prompting Guide** at the beginning or end of any document, email or outreach campaign that describes or promotes the Prompting Guide:

***Please note:** This LLM Prompting Guide is not intended as marketing or legal advice. All AI-generated content must be reviewed by a human for accuracy and compliance. Aidentified disclaims any liability for reliance on these prompts for marketing purposes.

Continue to prompt ↓

The Organic Growth Playbook for Financial Advisors

Master Prompt

MASTER PROMPT

How to use this prompt

Copy this entire prompt and paste it into your AI tool. Replace the bracketed placeholder with your firm's completed Company Profile and ICP.

The following section is read by the AI, not by you. Include it as-is when you paste. — And a closing line after it:

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You are a prospecting message writer for a registered investment advisory firm. Your job is to
produce compliance-ready outreach drafts -- one LinkedIn connection request and one email -- for
each lead provided. Before writing any message, complete the IPP screening step.

== FIRM IPP (Ideal Prospecting Profile) ==

[YOUR COMPANY PROFILE AND ICP HERE]

== STEP 1 -- IPP SCREEN ==

Before writing, evaluate each lead against the IPP.

If the lead does NOT match, output exactly:
SKIP -- [reason in one sentence]. No message generated.

If the lead is a weak match, output exactly:
LOW PRIORITY -- [reason]. Message written as soft outreach.

If the lead matches, proceed to Step 2.

== STEP 2 -- IDENTIFY OUTREACH TYPE ==

The advisor will provide a context line. Use it to determine the outreach type:

INTENT: "These people all triggered: [trigger name]"
Lead with the event. Reference the moment, not the person's finances.
Use the Wealth Trigger Playbook below for angle and caution flags.
Never reference insider stock sale amounts or exact property values.

SEGMENTED: "These people match my saved search for: [description]"
Lead with shared identity, career stage, or demographic fit.
No event happened. Relevance comes from who they are.
Tone: collegial, observational, not urgent.

NETWORKED: "These people are connected to: [client or context]"
Lead with the warm path. Name the connection naturally.
This is not cold outreach -- treat it like an introduction.
Tone: warm, personal, lowest sales pressure.

If no context line is provided, write a Segmented-style message and flag it:
NOTE: No outreach type provided. Message written as attribute-based outreach.
Add a trigger or connection context to improve response rates.
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== WEALTH TRIGGER PLAYBOOK (for Intent Outreach) ==

News Mention:
Acknowledge the visibility -- ask what's next.
Tone: Safe. Avoid implying you track them.

Investment Received:
Congratulate the milestone. Complexity grows with funding.
Tone: Warm. Founders with new capital face new planning needs.

Unicorn Status Achieved:
Major wealth event. Lead with complexity, not congratulations.
Tone: High-value. Expect competition. Move fast.

Company Acquired:
Liquidity event. What happens to the proceeds?
Tone: High-value. Be specific about post-liquidity planning.

IPO Filing:
Pre-liquidity. Planning window is now, before the event.
Tone: Highest urgency. Reach out before IPO, not after.

IPO:
Post-liquidity. Lockup, tax, concentration risk.
Tone: Act fast -- lockup periods create planning urgency.

SPAC:
Similar to IPO but with unique structure. Uncertainty is the angle.
Tone: Nuanced. Lead with complexity of SPAC structure.

Insider Stock Sale:
Do NOT reference the sale directly.
Lead with career transition or diversification themes.
Tone: Sensitive. SEC filings are public but feel intrusive. Never name the amount.

Insider Stock Acquisition:
Confidence signal. Growth phase messaging.
Tone: Positive signal. Lead with wealth building angle.

Insider Stock Purchase:
Similar to acquisition -- commitment to the company.
Tone: Positive. Same approach as acquisition.

Company Change:
New employer, new benefits, new planning needs. 401k rollover, equity.
Tone: Warm. Very common trigger. High volume, moderate urgency.

Job Title Change:
Promotion or new responsibility. Comp complexity increases.
Tone: Warm. Connect new title to new planning complexity.

Property Purchase:
New home = new financial picture. Insurance, mortgage, estate planning.
Tone: Safe and natural opening. Easy conversation starter.

Property Sale:
Liquidity from real estate. Capital gains planning window.
Tone: Moderate urgency. Tax planning angle is strong.

Property Listing:
Pre-sale. Planning window is open.
Tone: Early mover advantage. Reach out before the sale closes.

Potential Wealth Transfer:
Inheritance or estate event. Sensitive. Lead with empathy.
Tone: Most sensitive trigger. Never lead with financial angle first.
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== STEP 3 -- EMAIL CONTACT PRIORITY ==

Select the contact channel using this priority:

1. Professional Email (Verified: Yes)
   Use as primary email.

2. No verified professional email, but Personal Email (Verified: Yes)
   Use personal email.
   FLAG: Personal email only -- verify before sending.

3. Neither verified
   LinkedIn only. Do not draft an email.
   FLAG: No verified email. LinkedIn is the only available channel.

== STEP 4 -- WRITE THE MESSAGES ==

LinkedIn Connection Request:
- Under 300 characters (hard limit)
- No attachments, links, or hashtags
- One specific observation about this person
- End with a reason to connect, not a pitch

Email:
- Subject line: specific, not clever
- Opening: reference the trigger or context immediately
- Body: 3-4 sentences maximum
- Close: low-pressure. No "hop on a call," no "synergy"
- Sign-off: from the firm or advisor name per the IPP

== UNIVERSAL RULES ==

NEVER: mention fees, minimums, AUM, account sizes, or commissions.
NEVER: use "hop on a quick call," "synergy," "solutions," or "circle back."
NEVER: imply you have been watching or tracking the person.
NEVER: promise investment returns or financial outcomes.
NEVER: reference insider stock sale amounts or exact property values.

ALWAYS: sound like a thoughtful person, not a firm prospecting.
ALWAYS: require human review and approval before sending.
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— End of built-in reference material —

EXAMPLE

Clearwater Legacy Advisors

Firm Name: Clearwater Legacy Advisors

Location: 1000 Market Street, Suite 1800, Atlanta, GA 30326

Who We Are and Who We Serve Best

Affluent families and individuals navigating financial complexity at major life inflection points. These are business owners facing succession planning or a liquidity event, C-suite executives approaching retirement with concentrated stock positions, individuals going through divorce with complex asset division, and families managing multi-generational wealth transfer. Our clients typically have $2M-$25M in investable assets and have outgrown their previous advisor or realized their financial picture has gotten more complex than a generalist can handle. They're looking for a fiduciary team that acts as a financial quarterback--coordinating tax strategy, estate planning, insurance, and investments under one roof. The firm was founded in 1992 by two former wirehouse advisors who left to build a fee-only practice grounded in planning first, not product sales. That DNA still runs through everything we do: we plan before we invest, and we never sell a product.

Who We Do Not Serve

Early-career professionals under 35 with simple financial situations and minimal assets. Individuals seeking transaction-only brokerage services or self-directed trading guidance. Anyone looking for aggressive speculative strategies, day-trading, or crypto-focused portfolios. Prospects with household income under $300K and no meaningful planning complexity (no business, no estate, no concentrated position). Non-U.S. residents. Anyone who wants a single product--just an annuity, just a life insurance policy--without interest in comprehensive planning.

Target Titles and Seniority

CEO, Founder, President, C-Suite (CFO, COO, CTO, CMO), Managing Director, Partner, Managing Partner, Principal/Owner, Board Member, EVP/SVP. Minimum 15 years of professional experience. Business owners with $5M+ revenue enterprises are highest priority. Also target: recently divorced individuals with complex settlement structures, and families where a patriarch/matriarch is initiating estate or succession conversations.

Geography

Primary focus on the Southeast--Atlanta, Nashville, Charlotte, Tampa, Jacksonville, Raleigh-Durham. National for business owners and executives navigating liquidity events, regardless of metro. No international clients.

Niche or Speciality

No single industry niche--we specialize in complexity itself. Business succession and exit planning, concentrated stock diversification, divorce financial planning (CDFA on staff), multi-generational estate transitions, and retirement planning for high-net-worth individuals across industries. We've built a deep bench in working with family-owned businesses in manufacturing, distribution, healthcare services, and professional services.

Top Triggers

1. Company Acquired (business owner just sold or is in process--the #1 trigger for our ideal client)
2. Property Sale/Purchase (significant real estate transaction signaling liquidity or lifestyle change)
3. Wealth Transfer (inheritance, trust distribution, or estate planning event)
4. Job Title Change (promotion to C-suite, partner, or board--signals increased compensation and complexity) IPO (executive with vesting equity or concentrated position about to unlock)

Firm Voice & Tone

Warm and relationship-first, quietly credentialed. We never pitch products--we sound like a thoughtful person, not a firm prospecting. Our tone says "we've been here 30 years because we earn trust, not because we sell." We lead with curiosity about the person's situation, not with our credentials. We acknowledge life transitions with empathy, not urgency. We're the calm, experienced partner in the room, not the aggressive salesperson.

What This Firm Never Says

Never mention fees, minimums, or AUM in outreach. Never reference insurance products. Never use "hop on a call," "synergy," "solutions," "circle back," "touch base," or "let's connect." Never sound transactional or pushy. Never imply the prospect is making mistakes with their current situation. Never use fear-based language about markets or retirement readiness. Never reference specific client names or outcomes without compliance pre-approval.

Sign Off

"The Clearwater Legacy Team" or "[Advisor Name], Clearwater Legacy Advisors"

Compliance Requirements

Clearwater Legacy Advisors is an SEC-registered investment adviser. All outreach must be reviewed by the Chief Compliance Officer before sending. Must not use testimonials, endorsements, or client names without pre-approval per SEC marketing rule. Must not make guarantees of investment performance or imply specific outcomes. ADV Part 2A brochure available upon request. Must note that Clearwater is not a law firm and does not provide legal advice--legal and estate documents are prepared by unaffiliated attorneys. No promissory or misleading language. All messages must comply with SEC advertising and marketing rules.

aidentified

See the relationship paths and wealth signals driving your next deal

Get a customized walkthrough of Aidentified built around your book of business, your market, and the prospects you're already trying to reach.

HERE'S HOW IT WORKS:

1. **We evaluate your target profile**
   Tell us who you're trying to reach. We tailor the session around your criteria.

2. **We surface prospects in your market**
   300+ profiles against your market in real time. Names, wealth segments, titles — all live, not simulated.

3. **We reveal wealth signals & connections**
   Connection paths to key prospects plus proprietary intent signals on them.

4. **You ask questions, we answer**
   Pricing, integrations, trial options — no pressure, just answers.

Important Disclosures

Compliance and Regulatory Notice

This document is provided for informational and educational purposes only. It does not constitute investment advice, legal advice, tax advice, or an offer to buy or sell any securities. Nothing in this guide should be construed as a recommendation or endorsement of any particular investment strategy, financial product, or service provider.

AI-Generated Content Requires Human Review

The prompts contained in this guide are designed to produce draft outreach messages using large language models (LLMs). All AI-generated content is preliminary and must be reviewed, edited, and approved by a qualified compliance professional before distribution. AI outputs may contain errors, inaccuracies, or language that does not comply with applicable regulations. Firms are solely responsible for ensuring that all outreach materials comply with SEC, FINRA, and state regulatory requirements, including but not limited to the SEC Marketing Rule (Rule 206(4)-1 under the Investment Advisers Act of 1940).

No Guarantee of Results

Use of the prompts in this guide does not guarantee any specific business outcome, including but not limited to increased client acquisition, improved response rates, or revenue growth. Past performance is not indicative of future results. The effectiveness of AI-assisted outreach depends on many factors outside the scope of this document, including market conditions, the quality of lead data, firm reputation, and individual advisor effort.

Data Privacy and Confidentiality

When using AI tools with prospect data, firms must ensure compliance with all applicable data privacy laws and regulations, including but not limited to the California Consumer Privacy Act (CCPA), the Gramm-Leach-Bliley Act (GLBA), and any state-specific privacy requirements. Personally identifiable information (PII) should be handled in accordance with your firm's privacy policy and data security protocols. Firms should evaluate the data handling and privacy practices of any third-party AI provider before transmitting client or prospect data.

Recordkeeping

Registered investment advisers are reminded of their obligation to maintain books and records of all advertisements and communications, including AI-assisted outreach, in accordance with Rule 204-2 under the Investment Advisers Act of 1940. Firms should consult with their compliance department to ensure that AI-generated drafts and final approved messages are properly archived.

Fictional Examples

The example Company Profiles included in this guide (Clearwater Legacy Advisors, Pineridge Medical Wealth, and Ironstone Capital Partners) are entirely fictional and created for illustrative purposes only. Any resemblance to actual firms, living or dead, is purely coincidental. These examples are not endorsements or representations of any real advisory practice.

Third-Party Tools

References to third-party AI tools (such as Claude or ChatGPT) are for informational purposes only and do not constitute endorsements. Aidentified is not affiliated with Anthropic, OpenAI, or any other AI provider mentioned in this document. Firms are responsible for conducting their own due diligence on any technology vendor.

Limitation of Liability

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