



FREE PLAYBOOK / MARCH 2026

The MCP Prompt Playbook for Non-Sales Teams

40+ ready-to-use prompts for running Amplemarket inside Claude and ChatGPT. Built for founders, consultants, recruiters, and VCs.

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40+

Ready-to-Use Prompts

6

Use Cases

0

Code Required

Find your first 20 customers -- without an SDR

Best for: **Founders (Seed-Series A)** | Tool: **search_person + enrich_person**

PROMPT -- COPY & PASTE INTO CLAUDE

I'm the founder of a cybersecurity startup. We just raised our Seed round. Find CISOs and VPs of Security at companies with 200-500 employees in the US, in financial services and healthcare. Enrich the top 5 with emails. Create a list called "Seed Outreach - Week 1" and add all of them.

~2 min

With MCP

2-3 hrs

Without MCP

2.5

Credits Used

PRO TIP

Ask Claude: "Find 5 more people similar to [best result] -- same seniority, same industry." This creates a lookalike audience from your best prospects. No SDR needed.

Research a prospect before a call -- in 60 seconds

Best for: [Fractional CMOs & Consultants](#) | Tool: [enrich_company](#) + [enrich_person](#) + [get_contacts](#)

PROMPT -- COPY & PASTE INTO CLAUDE

I have a discovery call in 30 minutes with acmecorp.com. Contact: sarah@acmecorp.com.

1. Tell me everything about acmecorp.com -- industry, size, tech stack, funding.
2. Enrich sarah@acmecorp.com -- role, seniority, tenure.
3. Check previous touchpoints with anyone at this company.

Summarize the 3 most important things + suggest 2 discovery questions.

60 sec

Full company + contact brief

20-30 min

Manual across 4 tools

100%

Prep quality increase

PRO TIP

The magic is in step 3 -- checking previous touchpoints. You'll never accidentally cold-email someone your colleague already contacted.

Founder Outbound

No SDR, no sales team, no budget for 5 separate tools.

01

01

"Find [TITLE] at [INDUSTRY] companies with [SIZE] employees in [LOCATION] that raised [STAGE] in the last 12 months"

Use when: Building your first prospect list

02

"Enrich [EMAIL]. I want their role, company size, and tech stack before our intro call"

Use when: Preparing for a warm intro

03

"Find 10 companies similar to [DOMAIN] -- same industry, size, region. Find the CEO or CTO at each"

Use when: Cloning your best customer

04

"Find VP Engineering at SaaS companies with 50-200 employees that use [COMPETITOR TOOL]"

Use when: Competitor displacement

05

"Tell me about [DOMAIN]. Tech stack, size, funding, and who leads [DEPARTMENT]?"

Use when: Quick research before any outreach

06

"Check if we've ever contacted anyone at [DOMAIN]. Show me who, when, and what happened"

Use when: Avoiding duplicate outreach

Fractional CMOs & Consultants

Pre-meeting research, competitive analysis, and pipeline building.

02

07

"Meeting with [DOMAIN] tomorrow. Full briefing: size, industry, funding, tech stack, key people, previous interactions"

Use when: Discovery call prep in 2 min

08

"Find VP Marketing at B2B SaaS, 100-500 employees in [REGION] that recently hired a new CMO"

Use when: New CMO = new budget

09

"Find 5 competitors to [CLIENT DOMAIN]. For each, find marketing lead + their tools"

Use when: Competitive analysis for clients

10

"Founders at [INDUSTRY] startups, 10-50 employees, raised Seed in last 6 months. List: 'Fractional Pipeline Q1'"

Use when: Building your fractional pipeline

11

"Enrich [EMAIL]. Based on their role and company, suggest 3 pain points for our call"

Use when: Turning raw data into conversation strategy

Recruiters & Talent Acquisition

Source candidates, verify details, build talent pools.

03

12

"Find [TITLE] at [INDUSTRY] companies with 100+ employees in [LOCATION]. Recruiting for [ROLE]"

Use when: Building a sourcing list

13

"Enrich [EMAIL]. Verify current title, company, and how long in role"

Use when: Verifying before reaching out

14

"Find Senior Engineers at companies that recently had layoffs in [INDUSTRY]"

Use when: Proactive sourcing after layoffs

15

"People with [SKILL] who changed jobs in last 3 months. List: 'Recent Movers - [ROLE]'"

Use when: Finding candidates in transition

16

"Find HR Directors at tech companies, 200-1000 employees in [REGION]. I'm selling recruitment services"

Use when: BD pipeline for your agency

BD & Partnerships

Integration partners, co-marketing, strategic alliances.

04

17

"Find Head of Partnerships at companies that integrate with [PLATFORM]. Looking for co-marketing"

Use when: Building partner ecosystem

18

"Companies in [INDUSTRY] using [TOOL 1] and [TOOL 2]. Find Head of Marketing"

Use when: Complementary tech stack

19

"Tell me about [PARTNER DOMAIN]. What do they do, size, and who runs partnerships?"

Use when: Partner due diligence

20

"Marketing agencies, 5-50 employees in [REGION] serving [INDUSTRY]. List: 'Referral Partners'"

Use when: Building referral network

21

"Companies that recently integrated with [COMPETITOR]. Their BD team might want us too"

Use when: Partnership displacement

22

"Enrich [CONTACT]. Confirm role before sending partnership proposal"

Use when: Verifying before formal outreach

VCS & Investors

Deal flow, founder mapping, portfolio intelligence.

05

27

"Founders and CEOs of [INDUSTRY] companies, 10-50 employees in [REGION], raised Seed in last 6 months"

Use when: Building deal flow pipeline

28

"Tell me about [STARTUP DOMAIN]. Size, funding, tech stack, industry. Good fit for our thesis?"

Use when: Quick due diligence

29

"Enrich [FOUNDER EMAIL]. Background, previous companies, current role details"

Use when: Founder research before intro

30

"CTOs at B2B SaaS in [REGION], 20-100 employees. List: 'Portfolio CTO Network'"

Use when: Building network for intros

31

"Companies that compete with [PORTFOLIO COMPANY]. Find founders and VP Product"

Use when: Competitive landscape for portfolio

Event Organizers & Community

Speakers, sponsors, panelists, attendees.

06

32

"VPs and Directors at [INDUSTRY], 500+ employees in [REGION]. Looking for keynote speakers"

Use when: Sourcing speakers

33

"CMO at companies, [INDUSTRY], 200+ employees, raised \$50M+. List: '[EVENT] Sponsor Targets'"

Use when: Sponsor prospect list

34

"Community managers and dev advocates at tech companies in [CITY]. Building panel on [TOPIC]"

Use when: Finding panelists

35

"Enrich [SPEAKER EMAIL]. Confirm role and company before sending invitation"

Use when: Verifying speaker details

Power Combos: Multi-Step Workflows

Chain multiple tools in a single conversation.



36

"Research [DOMAIN], find marketing team, enrich VP Marketing, check previous contacts, create briefing"

Combo: 4 tools chained | 30 min to 2 min

37

"Find 20 [TITLE], enrich top 10, create list '[CAMPAIGN]', add all. Write personalized first line for each"

Combo: Full pipeline in one prompt

38

"Show 'High Priority' accounts not contacted in 30+ days. Find current decision maker, enrich them"

Combo: Re-engagement campaign builder

39

"Just closed [COMPANY]. Find 15 similar companies. Enrich top 5. List: 'Clone [COMPANY]'"

Combo: Win cloning

40

"On my phone heading to [CITY]. Find 5 [TITLE] at [INDUSTRY] startups nearby. Give me LinkedIn profiles"

Combo: On-the-go prospecting from your phone

Setup: Connect in Under 60 Seconds

No API keys. No code. Just sign in and start prompting.



Claude

Customize > Connectors

Add "Amplemarket"

URL: mcp.amplemarket.com/mcp

Click Connect. Done.



ChatGPT

Settings > Apps

Enable Developer mode

Add MCP Server URL

Authenticate via browser.



Terminal

One command:

```
claude mcp add amplemarket  
--transport http  
mcp.amplemarket.com/mcp
```

COMING SOON TO MCP

Sequence enrollment -- add leads directly to outreach sequences from Claude.

Analytics queries -- check reply rates and conversion metrics without leaving the conversation.



Shani Wolf

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15 years in marketing & tech

Stop switching tabs. Start **closing deals.**

Connect Amplemarket to Claude or ChatGPT and run your entire outbound from one window.

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Want a customized version for your team? Let's talk.