

RETAIL

Across 10 Retail Workflows · clearpath.ai

Product Descriptions & Copy — 10

- E-commerce product pages
- In-store signage copy
- Catalog descriptions

Email & SMS Marketing — 10

- Welcome series writing
- Abandon cart recovery
- Seasonal sale campaigns

Social Media & Content — 10

- Instagram content planning
- Product launch campaigns
- UGC & community content

Customer Experience — 10

- Greeting & floor scripts
- Complaint resolution scripts
- VIP program design

Inventory & Buying — 10

- Buy planning strategies
- Vendor negotiation scripts
- Clearance markdown plans

Promotions & Events — 10

- Sale campaign planning
- In-store event marketing
- Holiday gift guide copy

E-Commerce & Online Sales — 10

- Website conversion copy
- Shipping & returns policy
- Product SEO optimization

Retail Operations — 10

- Opening & closing checklists
- Staff scheduling systems
- Loss prevention policies

Hiring & Team Building — 10

- Retail job postings
- Sales training guides
- Performance reviews

Analytics & Growth — 10

- Sales reporting templates
- Margin analysis frameworks
- Store expansion planning

PRODUCT DESCRIPTIONS & COPY

10 prompts

- 1 Write a product description for {product_name}. Key features: {features}. Buyer: {target_customer}. Tone: {tone}.
- 2 Rewrite this bland product description to be more compelling and benefits-driven: {current_description}
- 3 Create in-store shelf talker copy for {product_name}. 3 sentences max. Lead with the customer's benefit.
- 4 Write 5 variations of a product headline for A/B testing on our website for {product_name}.
- 5 Draft a catalog page description for a seasonal collection: {collection_name}. Evoke lifestyle and emotion.
- 6 Create a product comparison copy block: {product_a} vs. {product_b} — help customers choose the right one.
- 7 Write a 'why we love this' staff pick description for {product_name}. First-person, authentic, 50 words.
- 8 Draft a new arrival announcement for {product_name}: what it is, why we carry it, how to use/wear it.
- 9 Create a bundle offer description: {product_1} + {product_2} + {product_3} at \${bundle_price}. Show the savings.
- 10 Write a limited edition product description with urgency language: {product_name}, only {quantity} available.

EMAIL & SMS MARKETING

10 prompts

- 1 Write a 3-email welcome series for new subscribers: email 1 (brand story), email 2 (best sellers), email 3 (social proof).
- 2 Draft an abandoned cart recovery email for someone who left {product_name} in their cart. Bring them back.
- 3 Create a Black Friday / Cyber Monday email campaign: teaser (day -3), launch (day 0), last chance (day +2).
- 4 Write a VIP early access email for our best customers before a sale launches to the general list.
- 5 Draft a re-engagement email for subscribers who haven't opened in {months} months: win them back or clean the list.
- 6 Create a 'back in stock' notification email for {product_name}. Urgency, social proof, direct CTA.
- 7 Write a post-purchase follow-up email: thank you, care instructions for {product_type}, related products.
- 8 Draft a 'we've been quiet' newsletter relaunch email after a {months}-month gap. What's new, what's coming.
- 9 Create a flash sale SMS sequence: 24-hour sale announcement, 6-hour reminder, last-call text.
- 10 Write a birthday email for loyalty members: personalized offer, expiration, CTA to redeem in-store or online.

SOCIAL MEDIA & CONTENT

10 prompts

- 1 Write a 30-day Instagram content calendar for a {retail_type} boutique: mix product, lifestyle, behind-the-scenes, tips.
- 2 Create a product launch Instagram carousel: {product_name} — 5 slides covering features, story, and buy CTA.
- 3 Draft a TikTok shop video script for {product_name}: hook, demo, social proof, CTA — 30-45 seconds.
- 4 Write a 'new arrivals this week' Instagram story script with swipe-up links and engaging copy.
- 5 Create a UGC campaign launch post: 'Tag us in your {product_name} photo for a chance to be featured + win {prize}.'
- 6 Draft Pinterest description copy for a {product_type} pin. Keyword-rich, inspiring, links to shop.
- 7 Write a brand values Instagram post: why we started, what we stand for, who we serve.
- 8 Create a 'day in the life' retail store Reel script: opening, merchandising, customer moments, close.
- 9 Draft an influencer gifting follow-up email: check in, ask for post, provide content guidelines.
- 10 Write a seasonal lookbook caption series for {season} featuring {num_looks} styled looks.

CUSTOMER EXPERIENCE

10 prompts

- 1 Write a floor sales greeting script that opens a conversation without 'Can I help you?' or 'Just browsing?'
- 2 Create a customer complaint resolution script for a return denied situation. Professional, empathetic, firm.
- 3 Draft a VIP loyalty program description: tiers, points, benefits, how to earn status, why it matters.
- 4 Write a personal shopping intake form for a client who wants a curated selection pulled for them.
- 5 Create a gift-wrapping and gift message service script: how to present it, what to charge, how to upsell.
- 6 Draft a difficult customer email response: customer claims product arrived damaged and wants a full refund.
- 7 Write a customer follow-up email 1 week after a major purchase: how do you love it? Care tips, related items.
- 8 Create an in-store event invitation for a trunk show, sip-and-shop, or launch party on {date}.
- 9 Draft a 'special order' communication sequence: intake, confirmation, arrival notification, pickup reminder.
- 10 Write a customer win-back script for someone who left a negative review: reach out, make it right personally.

INVENTORY & BUYING

10 prompts

- 1 Create a buy plan template for the {season} season: categories, open-to-buy budget, vendor allocation.
- 2 Write a vendor negotiation script for better payment terms and markdown money on slow-moving inventory.
- 3 Draft a purchase order cover letter to a new vendor: our store concept, customer profile, initial order intent.
- 4 Create a markdown cadence policy: at what age does inventory get {first_markdown}%, then {second}%, then clearance?
- 5 Write a slow-moving inventory action plan for {product_category}: promotion ideas, bundle options, return to vendor.
- 6 Draft a new vendor vetting questionnaire: minimums, lead times, terms, exclusivity, return policy.
- 7 Create a seasonal inventory closeout plan: how to clear {season} goods before {deadline} without destroying margin.
- 8 Write an open-to-buy analysis: starting inventory \${inv}, sales plan \${sales}, receipts planned \${receipts}.
- 9 Draft a vendor performance review: on-time delivery, defect rate, sales performance, relationship quality.
- 10 Create a product assortment review: which skus to reorder, cut, or find alternatives for next season.

PROMOTIONS & EVENTS

10 prompts

- 1 Write a sale campaign plan for our {sale_name}: email, SMS, social, in-store signage — 5-day sequence.
- 2 Create a holiday gift guide for our store: 3 tiers (stocking stuffer, gift, luxury), {num_items} items each.
- 3 Draft an in-store event invitation for a {event_type} on {date}: details, RSVP, what to expect, why to come.
- 4 Write a 'gifts under \$50' campaign for the holidays: email, social posts, and in-store table signage.
- 5 Create a loyalty double-points day announcement: {date}, how to earn, in-store vs. online eligibility.
- 6 Draft a popup shop marketing plan for a {location} event on {date}: pre-event, day-of, post-event content.
- 7 Write a 'last {num} days to shop' countdown email for a time-limited promotion.
- 8 Create a local collab promotion announcement: {partner_brand} x {our_brand} — what it is, what customers get.
- 9 Draft a charity tie-in promotion: {pct}% of sales during {date_range} go to {charity}. Announce, track, recap.
- 10 Write a 'shop local' campaign for Small Business Saturday: email, Instagram, and window signage copy.

E-COMMERCE & ONLINE SALES

10 prompts

- 1 Rewrite our homepage hero section to better convert visitors. Current copy: {current_copy}
- 2 Write a shipping and returns policy that protects our business but still feels customer-friendly.
- 3 Create SEO product titles and meta descriptions for {product_name}. Target keyword: {keyword}.
- 4 Draft a site-wide banner announcement for free shipping over \${threshold}: short, clear, compelling.
- 5 Write a 'why shop with us' trust section for our website: guarantees, policies, credentials, story.
- 6 Create an FAQ page for our e-commerce store: top 10 questions about shipping, returns, sizing, and payments.
- 7 Draft a 'track your order' and 'shipping delay' email template for when fulfillment is running late.
- 8 Write a product review request email sent 14 days after delivery: specific product mention, 1-click link.
- 9 Create a website popup offer for new visitors: {discount} off first order in exchange for email. 3 variations.
- 10 Draft a 'wishlist reminder' email for customers who saved items 30+ days ago without purchasing.

RETAIL OPERATIONS

10 prompts

- 1 Write an opening and closing checklist for a {retail_type} store: tasks, responsible party, time estimate.
- 2 Create a staff scheduling template for a store with {employee_count} employees, open {hours}/day, {days}/week.
- 3 Draft a loss prevention policy for our store: shoplifting procedure, employee theft, cash handling.
- 4 Write a visual merchandising guide for our {retail_type} store: front window, feature table, wall display.
- 5 Create a daily cash reconciliation procedure: opening count, closing count, over/short documentation.
- 6 Draft a store opening checklist for a brand new location: vendor setup, POS, staff training, marketing launch.
- 7 Write a health and safety checklist for our store: fire exits, first aid, slip hazards, occupancy limits.
- 8 Create a vendor delivery receiving checklist: count, inspect, label, enter into inventory, reject procedure.
- 9 Draft an employee handbook section on dress code, social media, and customer interaction standards.
- 10 Write a store performance dashboard: daily sales target, conversion rate, UPT, average transaction, by associate.

HIRING & TEAM BUILDING

10 prompts

- 1 Write a part-time sales associate job posting for a {retail_type} boutique. Fun, honest, specific about hours.
- 2 Create a new hire sales training outline: brand story, product knowledge, customer experience standards.
- 3 Draft a 30-60-90 day plan for a new store manager: first month (learn), second (contribute), third (lead).
- 4 Write a performance review framework for a retail sales associate: sales metrics, attendance, customer feedback.
- 5 Create a team incentive program: individual and store-wide goals, prizes, recognition, communication.
- 6 Draft a cross-training plan for retail associates: product knowledge, POS, visual merchandising, receiving.
- 7 Write a team communication plan: daily huddles, weekly updates, monthly all-hands — what to cover each.
- 8 Create a staff development roadmap: sales associate → senior associate → key holder → assistant manager.
- 9 Draft an employee referral program: refer a hire, get \${reward} after they complete {days} days.
- 10 Write an end-of-season review for a seasonal retail employee: would you rehire? What feedback to leave?

ANALYTICS & GROWTH

10 prompts

- 1 Create a weekly sales report template: total sales, transactions, average ticket, top sellers, vs. last week.
- 2 Write a category performance review: which {product_categories} hit plan, which missed, recommended actions.
- 3 Draft a margin analysis framework: track sell-through, markdown impact, and net realized margin by category.
- 4 Create a customer lifetime value analysis for our loyalty members vs. one-time buyers.
- 5 Write a new store location feasibility memo: market size, comp stores, demographics, foot traffic, cost estimate.
- 6 Draft an annual report summary for a retail store: revenue, gross margin, top categories, year-over-year.
- 7 Create a break-even analysis for opening a second location: fixed costs, variable costs, required sales volume.
- 8 Write a wholesale expansion pitch: bring our products to other boutiques — pricing, terms, minimum orders.
- 9 Draft a retail brand licensing inquiry to {brand_name} about carrying their line exclusively in our market.
- 10 Create a 3-year growth roadmap: from {current_stores} to {target_stores} stores, timeline and capital required.