

The ChatGPT Prompt Library for Insurance Agencies

Your quick-start guide to using AI for everyday agency tasks — no tech skills required. Brought to you by Archway Computer.

What is ChatGPT?

ChatGPT is a smart AI assistant that helps you write, summarize, explain, and brainstorm content. You simply type something in, and it gives you a response.

Free Access

Visit <https://chat.openai.com> to use GPT-3.5 at no cost.

Premium Option

Pay \$20/month for GPT-4, which offers faster responses and greater accuracy.

Key Benefits

Save time on writing tasks, improve client communications, and create professional content without specialized skills.

For best results, be specific about what you want, provide context about your audience and desired tone, and don't hesitate to paste in existing drafts for improvement.

Client Communication Prompts



Follow Up on a Quote

"Write a friendly follow-up email to a client who hasn't responded to a commercial auto quote I sent last week."



Rewrite a Clunky Email

"Make this email sound more professional and clear."



Renewal Reminder

"Write a short email reminding a client their homeowners policy renews next month. Ask if anything has changed."

These templates help you maintain consistent, professional communication with clients throughout their insurance journey, from initial quotes to policy renewals.

Marketing & Content Prompts

Newsletter Topics

Try: "Give me 3 newsletter topics for insurance agency clients this spring."

This prompt generates seasonal content ideas that keep your communications relevant and timely, helping you maintain regular contact with clients.

Social Media Content

Try: "Write a LinkedIn post about helping small businesses manage risk."

Use this to create professional social media content that positions your agency as a thought leader and resource for potential clients.

Coverage Explanations Made Simple

Explaining complex insurance concepts in client-friendly language is one of ChatGPT's most valuable applications for insurance professionals.

Try: "Explain business interruption coverage in plain English."

This type of prompt helps you translate insurance jargon into clear, understandable explanations that clients can easily grasp, improving their comprehension and satisfaction.



Paste Policy Text

Copy complex policy language



Ask for Translation

Request plain English version



Review & Share

Send simplified explanation to client

Pro Tips for Better Results



Improve Existing Content

Copy and paste any email draft into ChatGPT and say: "Make this sound friendlier and easier to read."



Adjust the Tone

Specify the emotional tone with: "Rewrite this to sound calm and reassuring."



Create Checklists

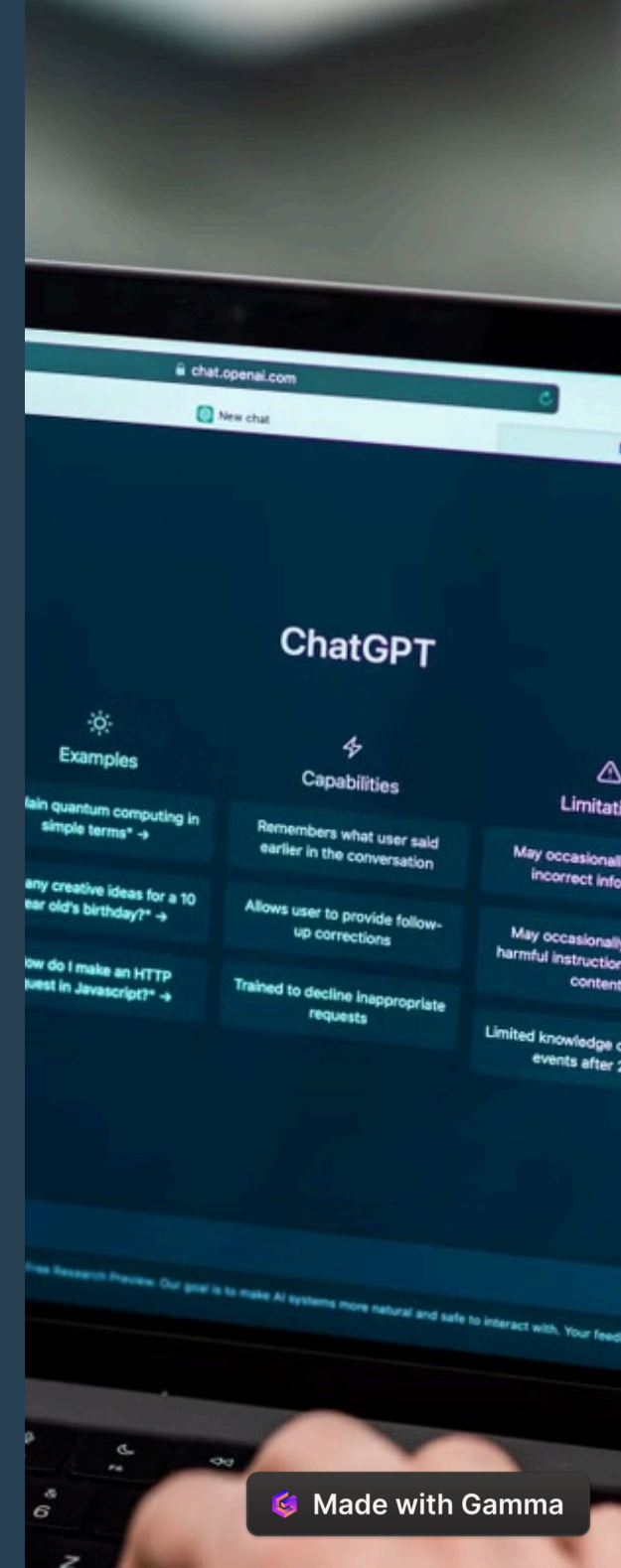
Ask for organized lists with: "Create a checklist of what a producer should confirm before renewing a general liability policy."



Summarize Information

Condense lengthy content: "Summarize these notes and write a short client-facing recap email."

These techniques help you get more precise, useful responses from ChatGPT, saving you time and improving your communication quality.



Situation-Specific Prompts

If This Happens...	Try This Prompt
No response to quote after 5 days	"Write a short, friendly follow-up email checking in on a quote I sent for commercial auto. Ask if they have any questions and offer to schedule a call."
Need to recap a client Zoom call	"Summarize the following meeting notes and write a short client-facing email with the key points."
CSR needs to explain umbrella coverage	"Explain umbrella coverage in plain English for a client with homeowners and auto insurance. Keep it friendly and concise."
Need LinkedIn content quickly	"Write a short LinkedIn post for an independent insurance agency. Talk about why business owners should review their commercial policies each year."

Additional Use Cases

Monthly Newsletter Creation

When you're staring at a blank screen, try: "Give me 3 newsletter topic ideas for our insurance agency to send this month, related to springtime risks, renewals, or small business tips."

This prompt helps overcome writer's block and generates relevant, seasonal content ideas that resonate with your clients.



Renewal Checklist Creation

"Create a checklist of things a producer should confirm before renewing a small business general liability policy."

Email Tone Refinement

For emails that sound too blunt, use: "Make this email sound more professional and warm, without being too wordy."

This helps maintain positive client relationships by ensuring your communications strike the right balance between professional and approachable.



Client Education Materials

"Write a one-page explanation of cyber liability insurance for small business owners."

Ready to See How AI Could Help Your Agency?

Archway Computer serves over 400 independent insurance agencies nationwide. We help you leverage your existing tools without adding complexity.

Free 1:1 Consultation

We'll review your current tech stack and identify easy automation opportunities.

Real-World Examples

See how other agencies are successfully implementing AI solutions today.

No-Pressure Approach

This isn't a sales pitch—just practical ideas you can use immediately.

👉 Book your 1:1 consult: [Schedule Now](#) | ✉ Email: info@myarchway.com | ☎ Call: 1-888-361-9995