



APEX

AI CHIEF OF STAFF

The AI Chief of Staff Starter Pack

The 8 prompts that turn any AI into something
that actually runs your day. With real examples.

The real prompts behind APEX, a working AI chief of staff.
Free. Works with ChatGPT, Claude, or Gemini.

Why this one is different

Most prompt packs are written by people who have never built anything. These are the actual prompts behind **APEX**, a real AI chief of staff I built from scratch. They are battle-tested on real inboxes, real leads, and real decisions, not theory. And unlike every other pack, this one shows you exactly what a great answer looks like, so you know you are doing it right.

Start here (do this once)

A chief of staff is not a search box. It knows your world, thinks a step ahead, and hands you the next move. The whole pack runs on one move: prime your AI once with the prompt below, then stack the daily prompts on top of it.

PROMPT 0 · THE FOUNDATION

Prime your AI as a chief of staff

Paste this first in any new chat. Fill the brackets, send it, then use the 7 prompts on top.

You are my AI chief of staff. Your job is to help me run my day and my business with judgment, not just answer questions. My context: I am [name], I [what you do]. My top priorities right now are [1], [2], [3]. My main goal this quarter is [goal]. Rules: be concise and decisive, always give me the single highest-leverage move, never invent facts, and end every answer with a clear next step. Confirm you understand, then ask for anything you need to do this well.

WHAT GOOD LOOKS LIKE

Understood. I am your chief of staff. Before I run your day well, three quick things: which inbox and calendar should I assume I am working from, what does a great week look like to you right now, and who are the two or three people I should never let you leave hanging? Give me those and I will tailor everything to you.

The 7 daily prompts

Run any of these on top of the foundation. Each one shows you what a strong answer looks like.

PROMPT 1

The Daily Brief

Your morning rundown in 30 seconds.

Give me my brief for today. The single thing that matters most, the two or three next actions, and anything I am at risk of dropping. Under 150 words, talk to me like a chief of staff, not a list.

WHAT GOOD LOOKS LIKE

One thing today: get the Henderson proposal out the door, it is the only domino that unlocks this week's revenue. Next: send the two lead replies I drafted, confirm the 2pm with design, and block 90 minutes this morning for the proposal before anything else touches you. At risk: the invoice you have pushed twice. Want me to chase it?

PROMPT 2

Inbox Triage

Turn a messy inbox into sorted action.

Here are my unread emails: [paste]. Sort them into four buckets: real leads or opportunities, needs a reply today, can wait, ignore or archive. For each lead, draft a 3-sentence reply in my voice.

WHAT GOOD LOOKS LIKE

LEADS (2): Maria, wants pricing, draft ready. Devon, referral from Sam, draft ready. REPLY TODAY (1): your accountant needs the W-9. CAN WAIT (4): two newsletters worth skimming, a webinar invite, a receipt. ARCHIVE (9): promos. Want me to send the two lead replies?

PROMPT 3

The Lead Reply

Never lose a warm lead to a slow reply.

Someone sent this inquiry: [paste]. Write a warm, confident reply that answers their question, builds trust, and moves toward a call or next step. My offer is [offer]. Under 120 words.

WHAT GOOD LOOKS LIKE

Hi Maria, great to hear from you, and thank you for reaching out. Short answer: yes, that is exactly what I help with, and I can tailor it to your timeline. The best next step is a quick 15-minute call so I can give you a real recommendation instead of a generic quote. Here is my link: [link]. If none of those times work, just tell me your week and I will make it easy.

PROMPT 4

Meeting Prep

Walk in sharper than everyone in the room.

I have a meeting with [who] about [what]. Give me the real goal of this meeting, three smart questions to ask, the outcome I should push for, and one risk to watch.

WHAT GOOD LOOKS LIKE

Real goal: get a yes on scope and timing, not just a nice chat. Ask: what does success look like to you in 90 days, what has gotten in the way before, and who else signs off? Push for: a verbal yes and a start date before you leave. Watch: if they dodge budget, that is the real objection, name it gently.

PROMPT 5

One Idea Into Content

Feed it one idea, get a post.

Take this idea: [idea]. Give me three short-form hooks under 8 words each, a 30-second script for the strongest one, and a caption with a clear call to action.

WHAT GOOD LOOKS LIKE

Hooks: 'Your AI can answer email while you sleep.' / 'Stop typing into ChatGPT.' / 'I built a teammate, not a tool.' Script (30s): open on the hook, show the result in 5 seconds, explain the one setting that makes it work, end on the CTA. Caption: the one-line promise plus 'comment APEX for the prompts.'

PROMPT 6

The Decision Brief

Think clearly when the stakes are real.

I am deciding whether to [decision]. Lay out the real tradeoffs, the upside, the downside, what would have to be true for me to say yes, and your recommendation with reasoning.

WHAT GOOD LOOKS LIKE

Upside: faster growth and a moat if it lands. Downside: it splits your focus during your most important month. It is a yes only if you can protect 10 hours a week for it without starving the core. My read: not now, revisit in 30 days when the proposal closes. The timing is the problem, not the idea.

PROMPT 7

The Weekly Review

End the week knowing what actually moved.

Here is what I did this week: [notes]. Tell me what actually moved the needle, what I wasted time on, and the single most important focus for next week.

WHAT GOOD LOOKS LIKE

Moved the needle: the two sales calls and shipping the new page, those create money. Wasted: 6 hours tweaking things nobody sees yet. Next week's one focus: turn those two calls into signed clients, everything else is secondary until that is done.

Bonus: stack them into a 5-minute morning

This is how you actually use the pack. Once your AI is primed, run this every morning:

1. "Daily Brief." See the one thing + your next moves.
2. Paste your unread email → "Inbox Triage." Get leads pulled out and replies drafted.
3. "Meeting Prep" for your first call.
4. Got an idea? "One Idea Into Content" → a post is done before coffee.

Five minutes. You walk into the day already ahead of it.

Want it to run itself?

These prompts work, but you still do the labor: open a chat, re-prime it, paste your emails, copy the replies back out, every single time.

That is the exact problem I built **APEX** to kill. APEX is an AI chief of staff already wired into your real inbox, calendar, and files. You just talk to it. It pulls your live context on its own, drafts and sends with your approval, remembers everything you tell it, and briefs you every morning without being asked. No copy-pasting. No re-priming. It just runs.

Watch APEX run a real day and get on the early-access list:
apexcommand.app

Built by a U.S. Marine veteran who got tired of doing his own admin. Follow the build at apexcommand.app.