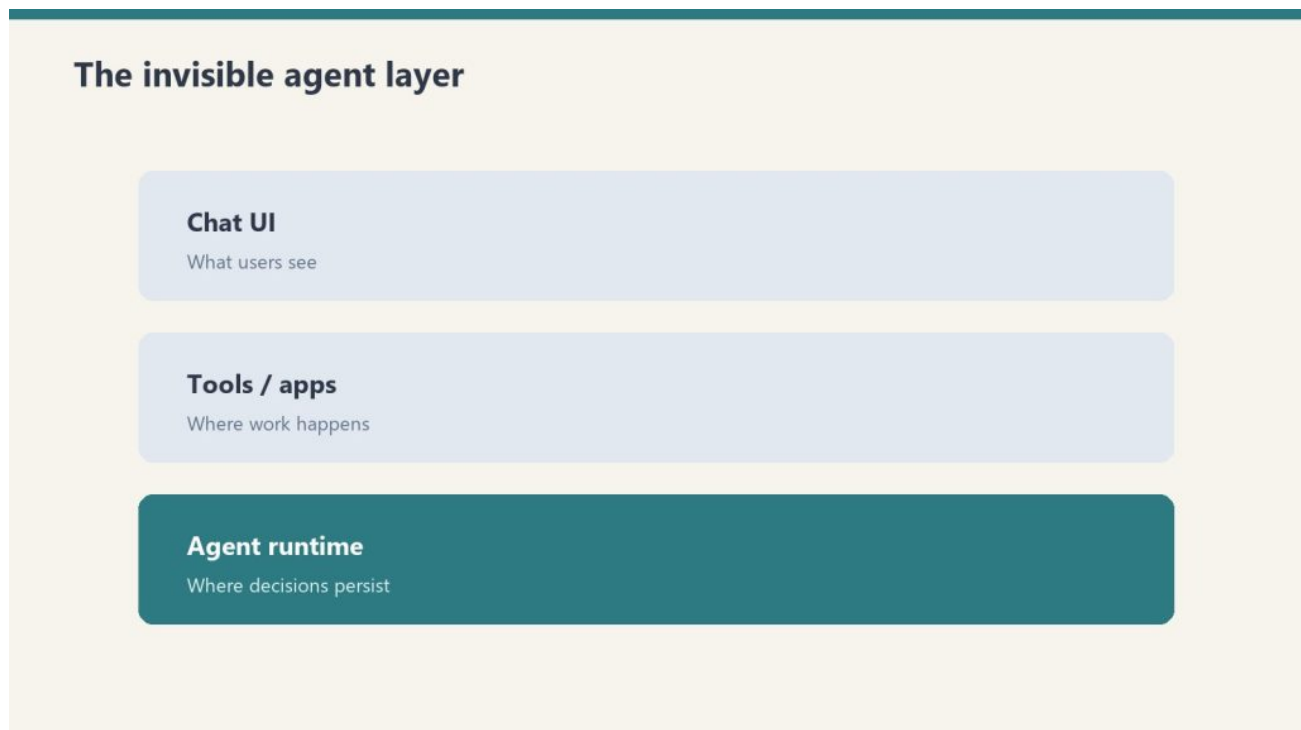


Restoration Company Claude Prompts: CRM Email Library

Who this is for: Anyone at your company who writes emails — the owner, the office manager, or whoever handles the CRM touch campaigns. This brief requires no technical background. It's a ready-to-use prompt library for Claude (claude.ai), Anthropic's AI assistant, that you can use to write every email in your annual CRM touch calendar without starting from a blank page.

The strategy behind these prompts is in [Your CRM Is Not a Lead Database](#). The calendar that tells you when to send each one is in [The 12-Month Outreach Calendar](#). This brief gives you the words.

How to Use This Prompt Library



How to use this restoration Claude prompt library.

Go to claude.ai. Create a free account if you don't have one. Open a new conversation. Paste a prompt from this guide, fill in the bracketed fields with your real information, and press enter. Claude will

generate a draft email. Review it, edit anything that doesn't sound like you, and copy it into your email platform.

That's the entire workflow. No API key. No technical setup. No code. A free Claude account at claude.ai is sufficient for this use case.

One important principle before you start: **the more specific your prompt, the better the output**. Telling Claude “write a hiring email for a restoration company” will generate something generic. Telling Claude “write a hiring email for a 12-person water and fire restoration company in Tacoma, WA that’s been in business for eight years and is known for fast response times and honest communication with insurance adjusters” will generate something that sounds like it came from your company specifically. Put in the specifics; get out something publishable.

The Prompt Library

Operations kit — what it is

Claude skills that turn field chaos into repeatable runs.

Field SOPs

Checklists that survive the van

Owner prompts

Decisions without reinventing

KPI rhythm

See the week before it slips

The prompt library.

Prompt 1: The Hiring Email — Homeowner Version

I run [company name], a [type] restoration company in [city, state]. We’ve been in business [X] years and are known for [one or two specific things your company does well — e.g.,

“fast response times and straight communication with adjusters,” or “doing right by homeowners even when the insurance company makes it hard”]. We currently have [number] employees and serve the [geographic area] area.

I need to write a short, plain-text email to past homeowner clients who we’ve done [water damage / fire damage / mold / storm] work for. We’re currently hiring for [job title]. The goal of the email is to ask if they know anyone — family, friends, people in the trades — who might be a great fit for a company like ours. We want to reach out to trusted contacts before posting the job publicly.

Tone: Personal and warm, like a note from a real person. Not corporate, not salesy. The recipient should feel like we remembered them and value their opinion specifically.

Requirements: Under 150 words. Plain text (no HTML). Sign it from [owner first name] at [company name]. Include a phone number as the only contact info. No subject line needed — just the body.

Prompt 2: The Hiring Email — Insurance Adjuster Version

I run [company name], a restoration company in [city, state]. I need to write a short email to insurance adjusters I’ve worked with on claims. We’re hiring a [job title].

The tone should be collegial — peer to peer, professional but not formal. We want to reach out to trusted colleagues before posting publicly, and we’d appreciate any recommendations they might have. Keep it under 120 words. Plain text. From [owner name]. Include phone number.

Do not use any of these phrases: “I hope this email finds you well,” “I wanted to reach out,” “touch base,” “circle back,” or “leverage.” Write it how a real contractor would talk to an adjuster they’ve worked with for years.

Prompt 3: The Vendor Ask — Specialty Sub Search

Write a short email from a restoration company owner to their contact database asking if anyone knows a reliable [trade type — e.g., drywall sub, flooring contractor, HVAC tech] in [city/region]. We have a larger project coming up and want to find a quality sub through our network before going the cold-search route.

Context about our company: [2–3 sentences about your company — size, how long you’ve been in business, your service area]. The recipients are a mix of past homeowner clients, insurance industry contacts, and trade partners.

Tone: Casual and direct. Like asking a trusted colleague. Under 100 words. Plain text. From [owner name]. Phone number only.

Optional addition: Add one sentence at the end that invites the recipient to reach out directly if the description matches their own business.

Prompt 4: The Seasonal Safety Email — Winter Freeze Version

I run a water damage restoration company in [city, state]. I want to send a helpful, non-promotional email to past homeowner clients before freeze season. The goal is to give them genuinely useful information about preventing the kind of water damage we see most commonly in [our region] in winter.

Specific things to cover: [list 3–4 real things relevant to your region — e.g., “disconnecting garden hoses,” “knowing where the main shutoff is,” “checking sump pumps before the ground freezes,” “insulating exposed pipes in crawlspaces”]. These should be specific to [region] winters, not generic national advice.

Tone: Knowledgeable and helpful, like a trusted expert checking in on a neighbor. No sales pitch, no CTA other than “if you have questions, we’re here.” Under 200 words. Include a link placeholder for [blog post URL] if they want to read more. From [owner name].

Prompt 5: The Post-Storm Check-In

Write a short check-in email from a restoration company owner to past homeowner clients after a significant weather event. Context: [describe the event — e.g., “We just had the biggest rainstorm in three years hit the [area]” or “The deep freeze last week affected a lot of homes in our area”]. We’re reaching out not to generate leads but to genuinely check in and let them know we’re available if they or anyone they know had issues.

Tone: Warm, community-focused, genuine. Not a pitch. One optional sentence can mention that we’re available for a free look if they’re not sure about anything. Under 120 words. From [owner name]. Include phone.

Prompt 6: The Company Anniversary or Milestone Email

Write a short personal email from the owner of a restoration company to their full contact database for our company's [X-year anniversary / new IICRC certification / expansion into a new service area]. The goal is to thank the people who've been part of our journey — past clients, industry partners, trade contacts — and share something genuine about where we're headed.

Specific context: [1–2 sentences about what milestone you're celebrating and what it means genuinely — not marketing language, just the real version]. [1 sentence about something you're proud of or looking forward to.] [1 sentence of genuine gratitude.]

Tone: Personal. From the owner's voice, not a company PR voice. Should feel like the kind of email you'd want to receive from a company you've worked with. Under 175 words. No CTA. No offer. Just the relationship. From [owner first name].

Prompt 7: Adapting Any Template to Your Brand Voice

Use this prompt whenever a generated draft doesn't quite sound like you:

Here are two examples of how I normally write emails to clients and contacts: [paste two real examples of emails you've sent — can be short, informal, anything genuine]. Using this voice and style, rewrite the following email: [paste the generated draft]. Keep all the same information but make it sound like I wrote it, not like AI wrote it. Pay attention to sentence length, word choice, and how formal or informal I am.

Prompt 8: Subject Line Generation

Write 8 subject line options for the following email: [paste the email body]. The subject line should feel personal and human — not like a marketing email. No click-bait. No exclamation points. No "Quick question for you!" style openers. It should make the recipient want to open it because it sounds like a note from someone they know, not a promotional blast. Vary the options — some direct, some conversational, some that lead with the topic, some that lead with the relationship.

Prompt 9: Batch Personalization for Homeowner Lists

Use this when you have a list of homeowner contacts and want to add one personalized sentence per email based on their job type and timing:

I'm going to give you a list of past restoration clients in CSV format. For each client, add one personalized opening sentence to the following email template that references their specific job type and, if the job was more than 18 months ago, acknowledges it's been a while. Keep the personalized sentence under 20 words. Do not change the rest of the template. Return the output as a numbered list matching the order of the input.

Email template: [paste template]

Client list (paste up to 20 rows at a time):

First Name, Job Type, Months Since Job

Sarah, water damage, 14

Tom, fire damage, 26

Jennifer, mold remediation, 8

[continue...]

Tips for Getting the Best Results from Claude



Tips for getting the best results from Claude.

Be specific about what you don't want. If you've noticed Claude tends to use certain filler phrases, name them explicitly in the prompt: "Do not use: 'I hope this finds you well,' 'reaching out,' 'touch base,' or 'leverage.'" This single instruction usually eliminates the most recognizable AI writing patterns.

Give it your real company context. Claude doesn't know your company. Everything you tell it about your history, your reputation, your service area, and your typical client becomes context it can draw on to make the output more specific and authentic. Two sentences of real company context transform generic output into something that sounds like it came from you.

Iterate in the same conversation. Don't start a new Claude conversation for each revision. Reply in the same conversation with: "Good, but make it shorter" or "The tone is right but the middle paragraph is too formal — simplify it." Claude maintains context within a conversation and can refine based on your feedback without losing the good parts.

Ask for multiple options. Ending a prompt with “Give me three versions — one shorter, one more formal, one more casual” lets you pick from options rather than iterating from a single draft. This works especially well for subject lines.

Review everything before sending. Claude’s output is a first draft, not a final draft. Read every email before it goes out. Check for: anything that doesn’t sound like your voice, any specific facts about your company that are wrong (Claude will sometimes assume details you didn’t provide), and any phrasing that might feel off to a specific recipient.

Frequently Asked Questions

Do I need to pay for Claude to use these prompts?

No. A free account at claude.ai is sufficient for this use case. The free tier allows you to run multiple prompts per day and generate all the email drafts you need for a full annual campaign calendar. Claude Pro (\$20/month) gives you higher usage limits and access to more powerful models, but is not required for basic email drafting.

Can I save these prompts somewhere so I don’t have to look them up each time?

Yes — store the full prompt library in a Notion page (your Second Brain, per the related technical brief). Create one page per prompt type, fill in the bracketed fields with your company’s standard information, and save them as templates. Before each campaign, open the relevant prompt, verify the details are current, and paste it into Claude.

What if Claude generates something that doesn’t sound like me?

Use Prompt 7 from this guide — the brand voice adaptation prompt. Paste two real emails you’ve written, paste the Claude draft, and ask it to rewrite in your voice. After two or three rounds of this, Claude will have internalized your style well enough that the initial drafts need much less editing.

Is it ethical to use AI-generated emails for relationship outreach?

Yes, with one condition: you review and approve every email before it sends. The same way you might ask an assistant to draft a letter you then sign and send in your voice, using AI to draft email is a production tool, not a substitute for genuine relationship intention. The goal of these campaigns is real — staying in touch with people who know your company, asking for genuine help with real business needs. AI helps you express that goal in words. The relationship authenticity comes from you.
