A FREE PROMPT GUIDE FOR FIRM OWNERS

Advisory with Claude: 8 prompts from the books

Build the 13-week cash flow, track the KPIs that matter and write the commentary clients actually read.

PROMPT GUIDE · 2026 · UPDATED OCT 2026

8

prompts for advisory work

Forecast cash, track KPIs, explain variances and write the client note. Copy, fill in the brackets, review the output.

Before you paste client data: use a firm-approved account that doesn't train on your data, or remove names first.

1

13-week cash flow forecast

Weekly or biweekly for clients with cash sensitivity. Operational, not strategic.

YOU'LL NEED

QBO journal (cash accounts, AR, AP), AR and AP aging, contract list, payroll schedule.

EXPECTED OUTPUT

13-week cash forecast table, ending cash trend chart, low-cash flags.

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The prompt

Build a 13-week cash flow forecast starting **[date]**. (1) Pull the trailing 13 weeks of cash inflows and outflows from QBO. (2) Forecast inflows: AR aging shows expected collection timing per invoice; recurring revenue contracts (attached) project subscription receipts; ad-hoc sales project at the trailing 13-week average unless I specify a different assumption. (3) Forecast outflows: AP aging shows expected payment timing; payroll runs project from the payroll schedule; recurring vendors project from history. (4) Apply known one-off items I list separately. (5) Output a 13-week table by week: opening cash, inflows by category, outflows by category, ending cash. Flag any week where ending cash drops below **[threshold]**. If I've provided a daily payroll/payables schedule, also show projected weekly low-points; otherwise just project to weekly granularity.

2

AP cash forecast

Weekly. Pairs with the cash flow forecast; this one is the AP-side input.

YOU'LL NEED

Open AP detail, payment history per vendor, recurring bill list, payment policy.

EXPECTED OUTPUT

6-week AP forecast by week and category, sanity check vs. recent actuals.

The prompt

Build a 6-week AP payment forecast starting **[date]**. (1) Pull every open bill and its due date. (2) Project the actual payment date based on: (a) due date, (b) typical days I pay each vendor relative to due date (from history), (c) discount window if applicable, (d) any standing client preference (pay early / pay on time / pay late). (3) Bucket projected payments into the 6 weeks. (4) Add expected new bills based on recurring vendor history. (5) Output a weekly AP outflow projection, broken down by week and by vendor category (rent, payroll, utilities, software, contractors, other). Include a comparison to the trailing 6-week actual AP outflow as a sanity check.

- Feed its weekly totals into the outflow rows of prompt 1.

3

KPI dashboard

Monthly for advisory clients. Pulls the metrics that matter for their business, not just accounting.

YOU'LL NEED

QBO journal (12 months), client KPI definitions, any operational data sources.

EXPECTED OUTPUT

One-page KPI dashboard with current values, trends, and anomaly flags.

The prompt

Build a one-page KPI dashboard for **[client]** for **[month / year]**. Include: (1) revenue and revenue growth (MoM and YoY); (2) gross margin %; (3) net income and net margin %; (4) operating cash flow; (5) cash position (closing balance, change vs. prior month, days of operating expenses covered); (6) AR days outstanding (DSO); (7) AP days outstanding (DPO); (8) **[client-specific: customer count, ARR, project count, occupancy %, etc., per their industry]**. For each KPI: current value, prior month, prior year, and a small trend indicator (up/down/flat). Output as a single-page report formatted for executive audiences. Flag any KPI that has shifted by more than its 6-month standard deviation as needing attention.

- Showing three to five of these to the owner beats showing all eight. Keep the full set for your own review.

4

Cash position update for client

Monthly or biweekly for cash-sensitive clients. Replaces "let me pull a quick number" with a 3-minute task.

YOU'LL NEED

Current cash balance, AR aging, AP aging, recent journal activity, prior month numbers.

EXPECTED OUTPUT

200 to 300 word email ready to review and send.

The prompt

Write a monthly cash position update email for **[client]**. Include: (1) opening line with the current cash position and direction (up / down / flat vs. last month); (2) what changed (top inflow drivers, top outflow drivers); (3) AR position (total open, % current, % > 60 days, biggest customers outstanding); (4) AP position (total open, anything overdue, upcoming large payments); (5) cash runway in months at the current burn / build rate; (6) anything to flag for the client (concentration risk, late payments creeping up, cash dipping below comfort threshold); (7) a clear ask if there is one (call to discuss, decision needed on X, document needed by Y). Length: 200 to 300 words. Tone: confident, plain language, no jargon.

- Use the cash floor from your 13-week forecast as the "comfort threshold" in point 6.

5

P&L variance with drivers

Every month, as part of the close package. Replaces the partner asking "why is this number different?"

YOU'LL NEED

Current and prior period P&Ls, current journal, budget if available.

EXPECTED OUTPUT

P&L with variance columns, written commentary on each material variance, executive summary.

The prompt

Generate a P&L variance commentary for **[month / year]**. Compare to (1) prior month, (2) same month last year, (3) budget if available. For every line item with variance greater than 10% or $5,000 (whichever larger): identify the top 3 driving transactions or vendors; classify each driver as expected (recurring, in line with seasonality), explainable (one-off but documented), or anomalous (no obvious cause). Write a one-sentence narrative for each material variance using plain language a non-accountant could read. Output: a side-by-side P&L (current, prior period, % change, $ change), a variance commentary section, and a one-paragraph executive summary at the top.

Aqqrue does this natively. Generates variance commentary in your firm's voice every month without manual lookups.

6

Board / partner narrative memo

Monthly or quarterly for clients with formal governance. Replaces a standalone reporting pack with a story.

YOU'LL NEED

Final P&L, BS, KPIs, prior period and YoY comparisons, list of any pending board decisions.

EXPECTED OUTPUT

One-page board memo, ready to review and send.

The prompt

Write a one-page board memo for **[client]** for **[period]**. Structure: (1) Headline (one sentence: are we ahead, behind, or on track); (2) Numbers that matter (revenue, gross margin %, net income, cash, plus 1-2 client-specific KPIs, all with prior period and YoY comparison); (3) What worked (2 to 3 bullets, specific); (4) What didn't (2 to 3 bullets, honest); (5) What we're watching (2 to 3 forward-looking risks or opportunities); (6) Asks of the board (decisions needed, resources needed, or "none this period"). Tone: direct, plain language, written for an outside reader who knows the business but doesn't see the numbers daily. No jargon. No filler. End with a single recommended action for the board to take this month.



Aqqrue does this natively. Generates board memos in your firm's voice every cycle, pulling KPIs and commentary directly from QBO.

7

QBR (quarterly business review) prep

At the end of each quarter, ahead of the client meeting. The single highest-leverage prompt in this guide.

YOU'LL NEED

QBO journal (12 months), KPI definitions, client industry context, prior QBR if available.

EXPECTED OUTPUT

Slide-by-slide QBR outline with talking points; ready to design or paste into deck software.

The prompt

Build a QBR deck outline for **[client]** for **[quarter]**. Structure: (1) Quarter highlights (3 to 5 bullets, plain English); (2) Financial performance: revenue, gross margin, net income, cash, vs. prior quarter and same quarter prior year, with one-line variance commentary on each; (3) KPI dashboard with the metrics this client tracks; (4) Wins (deals closed, growth pockets, cost wins, operational improvements); (5) Watchouts (margin compression, customer concentration, AR risk, cash runway, any one-time items); (6) Three forward-looking questions to put to the client (informed by patterns in the data); (7) Recommendations from us (2 to 4 specific items, each with rationale and expected impact). Output as a slide-by-slide outline with talking points per slide.

Aqqrue does this natively. Builds QBR materials directly from QBO with your firm's analysis style baked in.

8

Pricing & profitability analysis

When a client is considering a price change, new product line, or losing money on a particular service.

YOU'LL NEED

QBO sales journal with item / project tagging, COGS detail, overhead allocation methodology.

EXPECTED OUTPUT

Profitability ranking, action list per loss-maker, growth list per top performer.

The prompt

Analyse profitability by **[product / service / customer / project]** for **[period]**. (1) Revenue per unit; (2) directly attributable COGS; (3) gross margin per unit and in total; (4) allocated overhead using **[method]**; (5) contribution margin per unit and in total. Rank from most to least profitable. Identify: top 20% of items generating 80% of profit; loss-makers (negative contribution margin); items with declining margin trend over the trailing 6 months. For each loss-maker, suggest 2 to 3 specific actions (price increase, cost reduction, discontinue). For each top performer, suggest how to grow it. Output: profitability ranking table, loss-maker action list, top-performer growth recommendations, and a one-paragraph summary the client could share internally.

DOING THIS FOR 30 CLIENTS?

Run the groundwork in Aqqrue. Keep the judgment.

Aqqrue runs the close from your checklist, flags anomalies as it works and remembers each client's context, so the forecast, KPIs and note start from reviewed books. Nothing posts to QBO until you've reviewed it.

Get early access →

aqqrue.com

Already done in Aqqrue

Advisory and reporting workflows accounting teams have completed using Aqqrue

- **Build a 13-week cash-flow forecast**
  Model expected receipts, payments and cash needs from a template or assumptions.
- **Build a monthly management package**
  Combine financials, KPIs, commentary and supporting schedules into one deliverable.
- **Explain financial-statement variances**
  Compare periods, quantify movements and add plain-language explanations.
- **Generate an executive summary**
  Use QBO and a template to draft management-ready financial commentary.
- **Analyze profitability, burn and runway**
  Explain performance and estimate how long current cash may last.
- **Model budgets and scenarios**
  Test assumptions and show the financial effect of different operating choices.