

100 AI Prompts for Small Business

Copy. Paste. Get your week back.

Works with ChatGPT, Claude, Gemini and Copilot.

10 categories: marketing, sales, service, email, operations,
money, hiring, website, growth and paperwork.

Every prompt is ready to use — just fill in the [brackets].

How to use this pack

Every prompt below is written to be pasted straight into your AI assistant of choice. Anything in [square brackets] is a blank for you to fill in — your business, your city, your prices. The more specific you are, the better the answer.

1. Pick your prompt and paste it in.
2. Replace every [bracket] with your real details.
3. Ask for a second pass: "make it shorter", "more casual", "give me 3 versions".
4. Save the winners. Reuse them weekly.

One rule that doubles your results

Before any prompt, tell the AI who you are: "You are helping the owner of [business], a [size] business in [city] serving [customer]. Our voice is [voice]." Paste that once at the start of a chat and every prompt afterwards comes back sharper.

What's inside

1. Marketing & Social Media	Fill your content calendar without staring at a blank page.
2. Sales & Follow-Up	Turn interest into paid invoices.
3. Customer Service	Handle every message calmly and fast.
4. Email Marketing	Keep your list warm and buying.
5. Operations & Admin	Get hours back every week.
6. Money & Pricing	Charge what you're worth and know your numbers.
7. Hiring & Team	Find good people and keep them.
8. Website & SEO	Get found and get clicked.
9. Product & Growth	Decide what to build and sell next.
10. Legal, Admin & Documents	Get the boring paperwork done fast.

1. Marketing & Social Media

Fill your content calendar without staring at a blank page.

#1 • 30-day content calendar

Act as a social media strategist for a [type of business] in [city]. Build a 30-day content calendar with one post per day. For each day give: the date, the platform, the hook line, the caption (under 80 words), 5 hashtags, and a simple visual idea I can shoot on my phone. Mix these buckets: 40% helpful tips, 30% behind the scenes, 20% customer proof, 10% offers.

#2 • Hook generator

Write 20 scroll-stopping first lines for a post about [topic] aimed at [customer]. Make 5 curiosity-based, 5 problem-based, 5 result-based, 5 contrarian. Keep each under 12 words.

#3 • Repurpose one idea 10 ways

Take this idea: [paste idea]. Turn it into 10 pieces of content: an Instagram carousel outline, a short-video script, a LinkedIn post, an email, 3 tweets, a customer FAQ answer, a blog intro, and a Google Business post.

#4 • Reels/TikTok script

Write a 30-second video script about [topic] for [customer]. Format as: HOOK (0-3s), PROBLEM (3-8s), 3 QUICK POINTS (8-25s), CALL TO ACTION (25-30s). Include on-screen text for each beat and plain-spoken narration.

#5 • Local awareness campaign

I run [business] in [city]. Create a 2-week local awareness campaign: 6 posts, 2 partner ideas with nearby businesses, 1 giveaway mechanic, and a simple flyer headline. Keep everything doable by one person with a phone.

#6 • Seasonal promo plan

Plan a promotion for [holiday/season] for my [business]. Give me the offer, the deadline, 4 promo posts, 2 emails, an SMS, and the exact discount math so I still keep at least [X]% margin.

#7 · Carousel outline

Write a 8-slide Instagram carousel teaching [topic]. Slide 1 is the hook, slides 2-7 each teach one point in under 20 words, slide 8 is the call to action. Also give me the caption.

#8 · Testimonial into ad

Turn this customer review into 3 ad variations: [paste review]. Keep the customer's own words where possible. Each version under 60 words with a clear call to action.

#9 · Comment replies

Write friendly, on-brand replies to these common comments: price question, 'do you ship?', a complaint, a compliment, and a spam-looking comment. My brand voice is [voice].

#10 · Content audit

Here are my last 10 posts and their engagement numbers: [paste]. Tell me what's working, what to stop doing, and give me 5 new post ideas based on the patterns you see.

2. Sales & Follow-Up

Turn interest into paid invoices.

#11 • Cold outreach email

Write a 90-word cold email from me ([role] at [business]) to [ideal customer]. Lead with a specific problem they have, give one concrete proof point, and end with a low-pressure question. No buzzwords, no 'I hope this email finds you well'.

#12 • 5-touch follow-up sequence

Write a 5-message follow-up sequence for a lead who asked for a quote and went quiet. Space them over 3 weeks. Each message under 70 words, a different angle each time, and the last one is a polite break-up email.

#13 • Objection handling

List the 8 most common objections for [product/service] at [price]. For each: what the customer really means, a one-sentence response, and a question that moves the conversation forward.

#14 • Discovery call script

Write a 15-minute discovery call script for selling [service]. Include 10 questions that uncover budget, timeline, and decision-maker without sounding like an interrogation.

#15 • Quote/proposal

Draft a one-page proposal for [client] for [scope]. Sections: what you want, what I'll do, timeline, investment ([price]), what's not included, and next step. Confident, plain English, no legal jargon.

#16 • Price increase notice

Write an email telling existing customers my prices go up [X]% on [date]. Explain the reason honestly, thank them, and give them one chance to lock in the old price.

#17 • Upsell offer

My customers buy [product]. Suggest 5 add-ons or upgrades I could offer at checkout, with a one-line pitch and suggested price for each.

#18 • Win-back campaign

Write 3 emails to customers who haven't bought in 6+ months. One checks in, one shares what's new, one makes a time-limited offer. Warm, not desperate.

#19 • Referral ask

Write a short message asking a happy customer for a referral, plus a version for text and one for in person. Make it easy to say yes and specific about who I want to meet.

#20 • Sales page copy

Write a sales page for [offer] at [price] for [customer]. Sections: headline, subhead, problem, solution, what's included, 3 benefits with proof, objections, guarantee, FAQ, and a final call to action.

3. Customer Service

Handle every message calmly and fast.

#21 · Angry customer reply

A customer is upset because [situation]. Write a reply that acknowledges the problem, takes responsibility without over-promising, offers [remedy], and keeps the relationship. Under 120 words.

#22 · Refund policy

Write a clear, fair refund policy for [business] in plain English. Cover eligibility, timeframe, how to request, and exceptions. Friendly tone, no legalese.

#23 · FAQ builder

Based on this description of my business [paste], write 15 FAQs customers are likely to ask, with short honest answers.

#24 · Review response pack

Write templates for responding to 5-star, 3-star, and 1-star reviews for a [business type]. Each under 60 words, never defensive, always inviting the next step.

#25 · Onboarding email

Write a welcome email for new customers of [product/service]. Confirm what they bought, set expectations for what happens next, give one quick win, and tell them how to reach me.

#26 · Appointment reminders

Write a booking confirmation, a 24-hour reminder, a 1-hour reminder, and a no-show follow-up for my [business]. Short enough for SMS.

#27 · Saying no gracefully

Write a polite message declining a request for [discount / rush job / out-of-scope work] while keeping the door open.

#28 · Service recovery

We made a mistake: [describe]. Write an apology message and give me 3 options for making it right, with the cost and impact of each.

#29 · Support macros

Create 10 canned replies for my most common support questions: [list]. Keep my voice [voice] and leave [brackets] where I need to personalize.

#30 · Escalation script

Write a phone script for handling a customer who wants to speak to the owner. Include what to say, what to never say, and how to close the call.

4. Email Marketing

Keep your list warm and buying.

#31 • Welcome sequence

Write a 5-email welcome sequence for new subscribers to [business]. Email 1 delivers [lead magnet], 2 tells my story, 3 teaches a quick win, 4 handles the biggest objection, 5 makes the offer. Each under 250 words with subject lines.

#32 • Newsletter from notes

Turn these rough notes into a friendly 400-word newsletter with a subject line and one call to action: [paste notes].

#33 • Subject line lab

Write 15 subject lines for an email about [topic]. Mix curiosity, benefit, urgency, and plain-and-boring. Keep under 45 characters and tell me which 3 you'd test first.

#34 • Abandoned cart

Write 3 abandoned-cart emails for [product] at [price]: a reminder, a benefit + social proof, and a last-call with a small incentive.

#35 • Launch sequence

Write a 7-email launch sequence for [offer] opening [date] and closing [date]. Give me the angle, subject line, and body for each.

#36 • Re-engagement

Write an email to subscribers who haven't opened in 90 days. Be honest, funny, and give them a one-click way to stay or go.

#37 • Monthly customer update

Write a monthly update email for my customers: what's new, one useful tip, one customer highlight, and what's coming. Under 300 words.

#38 • Lead magnet ideas

Suggest 10 free downloads my [ideal customer] would trade an email address for, ranked by how fast I can make each one.

#39 • Email to SMS

Shorten this email into a 160-character text message that still gets the click: [paste email].

#40 • Segmentation plan

My list has [describe customers]. Suggest 5 segments, what each cares about, and one email idea per segment.

5. Operations & Admin

Get hours back every week.

#41 • SOP writer

Write a step-by-step standard operating procedure for [task] so a new hire can do it without asking questions. Include tools needed, each step, common mistakes, and how to know it's done right.

#42 • Meeting notes to actions

Turn these messy meeting notes into a summary with decisions made, action items with owners and due dates, and open questions: [paste].

#43 • Weekly plan

Here's everything on my plate: [paste list]. Sort it into must-do, should-do, and drop. Then build me a realistic week with 3 focus blocks and tell me what to delegate first.

#44 • Vendor comparison

Compare [option A], [option B], and [option C] for my [business] with [budget]. Build a table of cost, setup effort, pros, cons, and a clear recommendation.

#45 • Checklist builder

Create a checklist for [recurring process, e.g. closing shop, onboarding a client]. Group by phase and keep each item to one action.

#46 • Inventory ordering

I sell [products] with these sales numbers: [paste]. Suggest reorder points and order quantities, and flag anything I'm about to run out of.

#47 • Automation audit

Here's how I spend my week: [paste]. Identify the 5 tasks best suited to automation or templates, and tell me exactly how to set each one up with low-cost tools.

#48 • Policy drafts

Draft simple internal policies for [late arrivals / phone use / time off] for a team of [size]. Fair, short, and human.

#49 • Emergency plan

Write a one-page plan for what happens if I'm sick for a week: who covers what, which passwords/logins need sharing, and what the customer-facing message says.

#50 • Tool stack cleanup

Here are the tools I pay for: [paste with prices]. Find overlaps, suggest cuts, and estimate my monthly savings.

6. Money & Pricing

Charge what you're worth and know your numbers.

#51 • Pricing model

I sell [product/service]. My costs are [costs] and I want [X]% margin. Propose 3 pricing options (basic, standard, premium), what's in each, and the psychology behind the middle option.

#52 • Break-even math

My fixed monthly costs are [amount], my price is [price], and my cost per sale is [amount]. Calculate my break-even units, show the math, and tell me what changes if I raise price 10%.

#53 • Cash flow forecast

Build a simple 6-month cash flow forecast from these numbers: [paste]. Show month by month, flag the tightest month, and suggest 3 fixes.

#54 • Invoice chaser

Write 3 escalating messages for an invoice that's [X] days overdue: friendly nudge, firm reminder, and final notice before late fees.

#55 • Expense review

Here are my monthly expenses: [paste]. Group them, flag anything unusual, and find \$[target] of savings without hurting sales.

#56 • Discount guardrails

Tell me the true cost of offering [X]% off on a [price] product with [cost] costs. Then suggest 3 alternatives to discounting that keep margin.

#57 • Payment terms

Write payment terms for my [business]: deposits, milestones, accepted methods, late fees. Clear enough that no client argues later.

#58 · Profit by product

Here's each product with price and cost: [paste]. Rank by profit per sale and per hour of my time, and tell me which two to push and which to kill.

#59 · Raise-capital one-pager

Write a one-page summary of my business for a lender: what we do, traction, revenue, use of funds ([amount]), and repayment plan.

#60 · Tax-time organizer

List the documents and categories I should have ready for my accountant as a [business type] in [country/state], and turn it into a checklist.

7. Hiring & Team

Find good people and keep them.

#61 • Job post

Write a job post for a [role] at my [business]. Real talk about the work, what a great week looks like, must-have skills, pay range [range], and how to apply. No corporate filler.

#62 • Interview questions

Give me 12 interview questions for a [role], grouped into skills, judgment, and attitude. For each, tell me what a strong answer sounds like.

#63 • Trial task

Design a paid 2-hour trial task for a [role] candidate that shows real ability, plus a scoring rubric out of 10.

#64 • Onboarding plan

Build a 30-day onboarding plan for a new [role]: week-by-week goals, who they meet, what they read, and their first solo win.

#65 • Feedback script

Help me give feedback to a team member about [issue]. Give me an opening line, the specific observation, the impact, the ask, and how to end on support.

#66 • Contractor brief

Write a clear brief for a freelance [role] covering scope, deliverables, deadline, budget [amount], revisions, and file handover.

#67 • Schedule builder

I need coverage [hours/days] with [number] staff and these availability constraints: [paste]. Build a fair weekly schedule and flag gaps.

#68 • Team handbook

Draft a short handbook for a [size]-person team: how we communicate, our hours, how we handle mistakes, and what we expect from each other.

#69 · Performance review

Write a simple quarterly review template for a small business, plus example wording for exceeds / meets / needs improvement.

#70 · Exit conversation

Help me plan a respectful conversation to let someone go for [reason]. Give me the script, what to prepare beforehand, and what to say to the rest of the team.

8. Website & SEO

Get found and get clicked.

#71 • Homepage copy

Write homepage copy for [business] serving [customer] in [city]. Give me the headline, subhead, 3 benefit blocks, social proof section, and two calls to action. Plain, specific, no fluff.

#72 • About page

Write an About page for [business] from these facts: [paste]. Make it about the customer's problem first and my story second. Around 300 words.

#73 • Local SEO keywords

List 25 search phrases people in [city] would type when looking for [service], grouped into ready-to-buy, comparing, and researching.

#74 • Service page template

Write a service page for [service]: what it is, who it's for, how it works in 3 steps, pricing guidance, FAQs, and a booking call to action.

#75 • Meta titles & descriptions

Write SEO titles (under 60 characters) and meta descriptions (under 155) for these pages: [list]. Include the main keyword naturally.

#76 • Blog post outline

Outline a 1,200-word blog post targeting the search '[keyword]'. Give me H2s, what to cover under each, and 3 internal link ideas.

#77 • Google Business profile

Write my Google Business Profile description (750 characters), 5 services with descriptions, and 4 update posts for this month.

#78 • Competitor teardown

Here's a competitor's site copy: [paste]. Tell me what they do well, where they're weak, and how I should position differently.

#79 • Website fix list

Here's my current homepage copy: [paste]. Give me a prioritized list of 10 changes to increase enquiries, most impactful first.

#80 • FAQ schema content

Write 8 FAQs for my [service] page written to match how people actually search, with concise 40-60 word answers.

9. Product & Growth

Decide what to build and sell next.

#81 • New offer ideas

My business is [describe] and my customers are [describe]. Suggest 8 new products or services I could launch in 30 days, ranked by effort vs. revenue.

#82 • Customer survey

Write a 7-question survey to find out what my customers really want next. Mix multiple choice and one open question, and keep it under 3 minutes.

#83 • Positioning statement

Write 3 versions of a positioning statement for [business]: for [customer] who [problem], we are the [category] that [unique benefit], unlike [alternative].

#84 • Name & tagline

Generate 20 name ideas plus taglines for [offer]. Mix descriptive, playful, and premium. Flag any that might be hard to spell or already common.

#85 • MVP scope

I want to launch [idea]. Cut it down to the smallest version I can sell in 2 weeks. Tell me what to include, what to cut, and how to test demand first.

#86 • Pricing test plan

Design a simple 30-day test to find out if I can charge [higher price] instead of [current price], including what to measure and what result means yes.

#87 • Partnership pitch

Write an outreach message proposing a partnership between my [business] and [other business], with 3 specific ways we'd both win.

#88 • Loyalty program

Design a loyalty or membership program for my [business]: the perk, the price or points math, and how it stays profitable.

#89 · Churn diagnosis

Customers are leaving after [timeframe]. Ask me 10 diagnostic questions, then based on typical patterns list the 5 most likely causes and a fix for each.

#90 · Next 90 days

Given my goal of [goal] by [date] and my constraints [time/money], build a 90-day plan with one main focus per month and 3 weekly actions.

10. Legal, Admin & Documents

Get the boring paperwork done fast.

#91 • Client contract outline

Draft a plain-English service agreement outline for [service] covering scope, payment, timeline, revisions, cancellation, and ownership. Note where I should have a lawyer review it.

#92 • Terms & privacy draft

Draft simple website terms of service and a privacy policy for [business] that collects [data types]. Plain English, flag anything that depends on my local law.

#93 • Letter writer

Write a professional letter to [recipient] about [subject]. Tone: [firm/friendly]. Include what I want to happen and by when.

#94 • Document summarizer

Summarize this document in plain English: [paste]. Give me the 5 things that matter, anything that could cost me money, and questions I should ask.

#95 • Insurance checklist

List the types of insurance a [business type] typically needs, what each covers, and questions to ask a broker.

#96 • Supplier agreement

Draft key terms for a supplier agreement covering lead times, quality standards, pricing changes, and what happens if they miss a deadline.

#97 • Complaint letter

Write a firm but professional complaint to [supplier/company] about [issue], stating the facts, the impact, and the resolution I want.

#98 • Record keeping plan

Tell me what business records to keep, how long, and how to organize them in simple folders I'll actually maintain.

#99 • Grant/tender answers

Here are the questions on this application: [paste]. Draft strong answers using these facts about my business: [paste].

#100 • Meeting agenda

Write an agenda for a [length] meeting about [topic] with [attendees], with time boxes and the decision each section must reach.

Your next 7 days

Day 1 Run prompt #1 and fill your content calendar for the month.

Day 2 Run #11 and #12 — send one cold email and set up your follow-ups.

Day 3 Run #31 and #34 — write your service recovery and review replies.

Day 4 Run #41 — build the welcome sequence for your email list.

Day 5 Run #53 — plan your week and pick one task to automate (#57).

Day 6 Run #61 and #62 — check your pricing and break-even numbers.

Day 7 Run #100 — set your 90-day plan and pick next month's focus.

License

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Thanks for buying. If one prompt saves you an hour this week, it paid for itself.