



FREE EBOOK • 2024 EDITION

The Prompt Playbook

20 AI Prompts Every Small Business Owner Should Know

Copy. Paste. Customize. Grow.

How to use this guide

Each prompt is written so you can paste it directly into ChatGPT, Claude, Gemini, or any other AI assistant. Replace the text inside [brackets] with your own business details. Tweak the tone and length as needed — these are starting points, not scripts.

PROMPT 01 • MARKETING

Social Media Post

Write a friendly [platform] post promoting my [business type]. My audience is [describe audience]. Keep it under 150 words and end with a question.

PROMPT 02 • CUSTOMER SERVICE

Customer Email Reply

Act as a professional customer service writer. Write a polite, helpful reply to this customer email. Keep the tone friendly and under 150 words.

Customer email:
[paste email here]

PROMPT 03 • SALES

Product Description

Write a product description for [product name]. Focus on benefits, not just features. Keep it persuasive, easy to understand, and under 100 words.

PROMPT 04 • MARKETING

Content Ideas

Give me 25 [platform] content ideas for my [business type]. My audience is [describe audience]. Make them practical and engaging.

PROMPT 05 • COPYWRITING

Website Headline

Here is my current website headline:
[paste headline here]

Rewrite it to be clear, benefit-focused, and appealing to [target audience]. Give me 5 options.

PROMPT 06 • SALES

Cold Outreach Email

Write a short cold email to [type of prospect] introducing my [product/service]. Lead with a specific benefit, keep it under 120 words, and end with a low-pressure call to action.

PROMPT 07 • SALES

Sales Objection Handler

A potential customer said: "[paste objection]". Give me 3 thoughtful, non-pushy responses I can use to address the concern and move the conversation forward.

PROMPT 08 • MARKETING

Weekly Newsletter

Draft a 250-word weekly newsletter for my [business type] audience. Include: one quick tip, one short story or insight, and one clear call to action linking to [URL or offer].

PROMPT 09 • COPYWRITING

Landing Page Copy

Write landing page copy for [offer]. Include: a headline, a 2-sentence subheadline, 3 benefit bullets, social proof line, and a button label. Audience: [describe audience].

PROMPT 10 • CONTENT

Blog Post Outline

Create a detailed outline for a blog post titled "[title]". Include H2 sections, key points under each, and a suggested call to action at the end.

PROMPT 11 • OPERATIONS

FAQ Generator

Based on this product/service: [describe it], generate 10 frequently asked questions with clear, friendly answers a customer would actually find helpful.

PROMPT 12 • HIRING

Job Description

Write a job description for a [role] at my [business type]. Include: about us (2 sentences), what you'll do, what we're looking for, and what we offer. Keep it warm and human.

PROMPT 13 • OPERATIONS

Meeting Summary

Summarize the following meeting notes into: key decisions, action items (with owners), and open questions.

Notes:

[paste notes]

PROMPT 14 • MARKETING

Customer Testimonial Request

Write a short, friendly email asking a happy customer for a testimonial. Make it easy for them by suggesting 3 simple questions they can answer.

PROMPT 15 • SALES

Pricing Page Copy

Write copy for a pricing page with 3 tiers for my [product/service]. For each tier include: name, one-line positioning, price placeholder, 4-5 features, and who it's best for.

PROMPT 16 • MARKETING

Ad Copy (Facebook/Instagram)

Write 5 Facebook/Instagram ad variations for [offer]. Each should have a hook, 2-3 lines of body, and a call to action. Audience: [describe audience].

PROMPT 17 • OPERATIONS

Standard Operating Procedure

Turn this process into a clear step-by-step SOP a new team member could follow:
[describe the process]

PROMPT 18 • STRATEGY

Customer Persona

Build a detailed customer persona for my [business type]. Include: demographics, goals, pain points, objections, where they hang out online, and the language they use.

PROMPT 19 • STRATEGY

Competitor Analysis

I run a [business type]. My main competitors are [list 2-3]. Summarize their likely strengths, weaknesses, and 3 opportunities I could use to stand out.

PROMPT 20 • STRATEGY

Year-End Review

Act as my business coach. Based on these wins and challenges from this year: [paste notes], help me identify 3 themes, 3 lessons, and 3 priorities for next year.

Keep going.

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