

25 AI Prompts

Every Business Owner Needs

Copy. Fill in the brackets. Paste.

Customers, marketing, email, pricing, cash — the prompts that turn ChatGPT, Claude and Gemini into a useful colleague instead of a guessing machine.

25

tested, copy-and-paste prompts

5

areas of running a business

300+

more prompts in the full AI Prompt Handbook

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Two minutes that make every prompt work better.

Talking to an AI feels like conversation, and that is exactly why most people get mediocre results from it. A person you talk to knows who you are, what you do and what a good answer looks like. An AI knows only the words you type. Every piece of context you leave out is a gap it fills with an average guess.

The prompts in this guide are built to close those gaps. Each one tells the AI who to be, what to do, what you will judge the answer on — and, just as important, what it must not invent.

SECTION	WHAT IT COVERS	
1. Customers & Sales	The conversations where someone is deciding whether to trust you. Short, specific, and free of pressure.	6 prompts
2. Marketing & Content	Finding the words that make someone act — with every claim tied to what you actually supply.	8 prompts
3. Email & Communication	Most workplace writing fails in one of two ways: too long to be read, or too vague to be acted on. These fix both.	4 prompts
4. Strategy & Money	AI cannot know your market or your numbers. It can structure your thinking and argue against you — if you feed it your actual figures.	6 prompts
5. Your Day	One prompt for the mornings when the to-do list is longer than the day.	1 prompt

HOW TO READ THE PROMPTS

Anything inside **[square brackets]** is a blank for you to fill in. **[your industry]** becomes **organic tea retail** — brackets and all. Never leave the brackets in.

The one habit that matters most: treat the first answer as the beginning of the conversation, not the verdict. Say what is wrong with it — “Too formal. Half the length. Drop the last part.” Two rounds of correction beat any clever opening prompt.

Every prompt works in ChatGPT, Claude, Gemini, Copilot and Perplexity. AI is strong at structure, phrasing and options; it is unreliable with specific facts, prices, laws and recent events. Use it to draft and think — use your own eyes to verify anything that carries consequences.

Customers & Sales

01 Finding your first customers

Use it for: The hardest stage of any business.

I sell [offering] to [customer type] in [location]. I have [budget] and no existing audience.

Give me five specific ways to reach the first twenty customers, ranked by cost and speed. For each: exactly what to do this week, what it costs, and what a realistic result looks like. Nothing that requires an existing following.

02 The cold email that reads as human

Use it for: Outreach that does not get deleted in two seconds.

I sell [offering] to [type of business or person].
The prospect: [what you know about them specifically].
Why I think they need this: [genuine reason].

Write a cold email under 90 words. Open with something specific to them, not a compliment. State the problem I solve in their terms. One clear, low-commitment ask. No 'I hope this finds you well'. No fake familiarity.

03 Handling the price objection

Use it for: The objection that comes up most and is handled worst.

A prospect says my price is too high. My offering: [describe].
Price: [amount]. What they compared it to: [what].

Give me four responses taking different approaches: reframing the comparison, narrowing the scope to fit the budget, holding firm with justification, and walking away well. Say when each is the right move.

04 The angry customer

Use it for: Complaints, where the reply decides whether they stay.

A customer wrote this: [paste their message].
The facts as I understand them: [what actually happened].
What I can offer: [your actual options].

Write a reply that acknowledges the specific problem rather than their feelings in general, states plainly what went wrong and whether it was our fault, offers the resolution, and does not use the phrase 'we apologise for any inconvenience'.

05 Asking for a review

Use it for: Reviews, which almost never arrive unless asked for.

A customer just had a good experience with [what].
Relationship: [describe].

Write a request for a review that is short, specific about where to leave it, and makes it easy by suggesting what they might mention. Under 70 words. No pressure, no incentive, no guilt.

06 Renewal and repeat business

Use it for: The cheapest sale you will ever make.

A past customer bought [what] on [date]. They were [satisfied / mixed]. What I could offer them now: [describe].

Write an approach that reconnects genuinely before selling. Reference the specific work. Ask a real question about how it went. Make the new offer secondary. Under 120 words.

Marketing & Content

Finding the words that make someone act — with every claim tied to what you actually supply.

07 The one-sentence message

Use it for: The sentence everything else is built on.

My product: [describe plainly]. Customer: [who]. What it actually does for them: [outcome].

Write fifteen one-sentence versions of what we offer. Vary the angle: outcome, problem, contrast with alternatives, speed, cost, ease, identity. No adjectives that cannot be proved. Then pick the three strongest and say why.

08 Features into benefits

Use it for: Turning a spec sheet into something persuasive.

Here are my product's features: [list].
My customer's situation: [describe].

For each feature, write the benefit in the customer's own terms: what changes in their day. Then write the deeper benefit underneath that. Use only what the feature actually delivers — no stretching.

09 The objection list

Use it for: Copy that answers doubts instead of ignoring them.

My offering: [describe]. Price: [amount]. Customer: [who].

List every reason someone would not buy, ranked by how often it probably comes up. For each: whether it is a real problem or a communication problem, and the single honest sentence that addresses it. Do not invent guarantees I have not offered.

10 Product description

Use it for: Online listings, catalogues, marketplaces.

Write a product description for [product].
Specifications: [list]. Who it is for: [describe]. Price: [amount].

Under 150 words. Open with the moment it makes better, not the specifications. Include the specifications afterwards as a short list. No 'premium quality', no 'perfect for everyone'.

11 Ad copy variations

Use it for: Paid ads where testing is cheap and opinions are worthless.

Write six versions of ad copy for [offering] targeting [audience] on [platform].
Character limit: [number].

Each must take a genuinely different angle, not a reworded version of the same one. Label each with its angle so I can see which angle wins when I test them.

12 Thirty posts from one idea

Use it for: A month of content in one sitting.

My core topic: [subject]. My audience: [who]. What I know that most people in my field do not: [your actual edge].

Generate thirty post ideas across six angles: a mistake people make, a thing I changed my mind about, a step-by-step, a myth corrected, a story from experience, and a strong opinion. One line each.

13 The short post that lands

Use it for: The everyday post.

Write a post for [platform] about [topic].
Audience: [who]. My view on this: [what you actually think].

Under [word count]. One idea only. Hook in the first line. Short paragraphs. End on a line worth screenshotting, not a summary. No hashtag list unless I ask.

14 The caption for an image or video

Use it for: Captions that carry their own weight.

Write three caption options for a [image/video] showing [describe the content]. Platform: [name]. Goal: [what].

One short and punchy, one that tells a small story, one that gives a useful tip. Each should work even if the viewer never watches the video.

SECTION 3 OF 5

Email & Communication

Most workplace writing fails in one of two ways: too long to be read, or too vague to be acted on. These fix both.

15 The clear, short email

Use it for: The default email prompt. Use it constantly.

Write an email to [recipient and their role] about [subject].
Context they already know: [what].
What I need from them: [specific action] by [date].

Under 120 words. The request must be unmissable in the first three lines. Professional but not stiff. Give me three subject line options.

16 The follow-up that is not annoying

Use it for: Chasing a reply without damaging the relationship.

Write a follow-up to [recipient]. I sent [what] on [date] and have had no reply. This is follow-up number [n].

Make it easy to respond to and easy to ignore without awkwardness. No guilt, no passive aggression, no 'just checking in'. Under 70 words. Give the reader an easy way to say the answer is no.

17 Saying no professionally

Use it for: Requests you cannot or should not take on.

I need to decline [request] from [who]. Reason: [real reason].
I want to keep the relationship good.

Write a short refusal that is clear, does not over-explain, does not apologise three times, and offers an alternative if there is a genuine one. Under 90 words.

18 The service email templates

Use it for: Getting service quality out of your own head.

Write reusable templates for my business [describe] covering: order confirmed, delayed delivery, refund approved, refund declined, and how to use the product.

Each under 100 words, warm but efficient, with clear blanks marked in brackets. No corporate phrasing.

SECTION 4 OF 5

Strategy & Money

AI cannot know your market or your numbers. It can structure your thinking and argue against you — if you feed it your actual figures.

19 Pressure-testing a business idea

Use it for: Before spending money on anything.

My business idea: [describe in three sentences].
Target customer: [who]. My budget: [amount]. My relevant experience: [honest].

Assess it in four parts: who already solves this problem and how; why a customer would switch to me; the three assumptions this idea depends on that I have not proved; and the cheapest test I could run in two weeks to find out if I am wrong. Be critical, not encouraging.

20 Pricing a product or service

Use it for: Pricing decisions, especially first ones.

I am pricing [offering]. My costs per unit or per job: [amount]. Competitors charge roughly: [range]. My customer is: [describe].

Give me three pricing approaches with the logic behind each, what each signals to the customer, and which customers each one attracts and repels. Then tell me the most common pricing mistake in this kind of business.

21 Deciding what to delegate

Use it for: Owners doing everything themselves.

Here is everything I personally do in a week: [list with rough hours].

Sort into: only I can do this, someone could be trained to do this, this could be automated or simplified, and this should not be done at all. Then tell me the first thing to hand over and what could go wrong when I do.

22 The break-even calculation

Use it for: Knowing the number that actually matters.

Work out my break-even point. Fixed monthly costs: [list]. Variable cost per unit or job: [amount]. Price: [amount].

Show the calculation step by step. Then tell me: how many sales a month I need, what happens if my price drops 10%, and which of my assumptions is most likely to be wrong.

23 Understanding your business numbers

Use it for: Owners who know revenue but not profit.

Here are my business figures for [period]: [revenue, costs, units sold, whatever you have].

Calculate the numbers that matter: margin, cost per sale, and what I actually keep per unit. Show the working. Then tell me which single number I should track weekly and why.

24 The invoice and payment chase

Use it for: Late payment, which is uncomfortable and routine.

A client owes me [amount] for [work], due on [date], now [number] days overdue. Relationship: [describe]. Previous contact: [what you have sent].

Write the next message. Firm, unemotional, factual. State the amount, the original due date, and a specific new deadline. Then tell me what the message after this one should say if there is still no response.

SECTION 5 OF 5

Your Day

One prompt for the mornings when the to-do list is longer than the day.

25 The realistic day plan

Use it for: Mornings when the to-do list is longer than the day.

Here is everything I need to do today: [list tasks].
I have [number] hours of usable working time and I am sharpest in the [morning/afternoon].

Build me a realistic schedule. Put demanding work in my sharp hours. Include breaks. If everything will not fit, tell me plainly what to drop and why, rather than compressing it all.

WHAT NEXT

These 25 are the start. The Handbook has 300+.

Every prompt here is lifted from the AI Prompt Handbook. The book adds the other 275, the seven frameworks behind them, sixteen prompt libraries for every area of life and work, and the troubleshooting guide for when an answer still disappoints. It is coming soon on ssdhillon.online — you are on the list, so you will hear first.

THE BOOK THESE CAME FROM

AI Prompt Handbook

300+ ready-to-use prompts · 7 frameworks ·
16 prompt libraries · 128-page PDF. Works
with ChatGPT, Claude, Gemini, Copilot and
Perplexity.

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