

AI PROMPT RESOURCE

The Small Business AI Prompt Library

80 copy-paste prompts for practical business work.

Use this library to:

Improve

first drafts for sales, service, and content

Save

time on repetitive communication and admin work

Build

clearer processes, policies, and handoffs

Plan

safer AI pilots before you automate

80

COPY-PASTE PROMPTS

Marketing, sales, service, operations, websites, planning, and AI workflows

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Plain-English AI consulting for small businesses

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Welcome: Stop Wondering What to Type

Most small business owners do not need more AI theory. They need practical prompts they can copy, customize, and run today. This library gives you a structured set of prompts for real business work: marketing, customer service, sales, operations, websites, planning, finance, hiring, research, and AI implementation.

The simple way to use this library

1

Pick one task

Choose a prompt tied to work you already do every week.

2

Replace the brackets

Swap [industry], [audience], [offer], and other placeholders with real details.

3

Review before using

Edit the answer in your voice and verify facts before publishing or sending.

Safety note

Do not paste private customer data, passwords, payment details, medical information, financial account details, trade secrets, or confidential client material into public AI tools. Use placeholders when needed. Treat AI output as a draft, not a final decision.

Best rule:

If you would not send the information in a public email, do not paste it into a public AI tool.

Use prompts for

First drafts

Outlines

Summaries

Templates

Planning

Quality checks

Your Working Notes

Business name

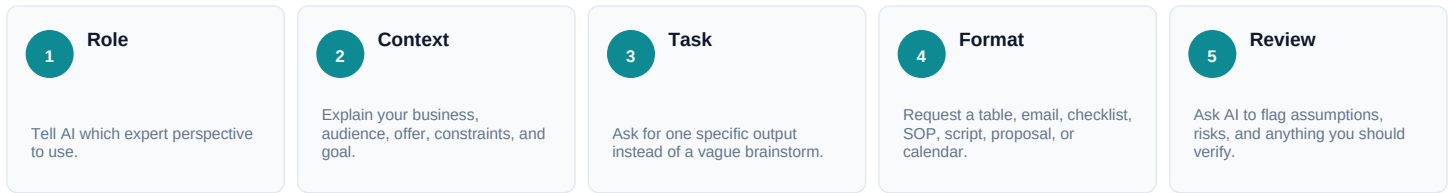
Main task I want AI to improve

Team member responsible for testing

Prompt category to start with

The Prompt Quality Formula

The best prompts do not just ask AI to write something. They give the AI a role, real context, a clear task, a useful format, and a review requirement.



Prompt Library Index

Category	Prompts	Best use
Marketing & Content	01-12	Create sharper content, repurpose ideas, and build consistent messaging from work you already have.
Customer Service	13-20	Answer repetitive questions, respond with care, and turn feedback into better service.
Sales & Outreach	21-28	Write better outreach, follow up faster, qualify leads, and reduce sales friction.
Operations & Admin	29-38	Turn repeatable work into clear processes, templates, handoffs, and weekly systems.
WordPress & Website	39-46	Improve page copy, SEO snippets, troubleshooting plans, accessibility, and landing pages.
Strategy & Planning	47-55	Make better decisions, clarify offers, plan the next 90 days, and spot risks earlier.
Finance & Metrics	56-61	Review costs, cash flow, KPIs, subscriptions, and business performance with better questions.
Hiring & Team	62-66	Create role clarity, better interviews, onboarding plans, feedback drafts, and freelancer briefs.
AI Workflows & Automation	67-72	Introduce AI safely, improve weak prompts, and test useful automation pilots.
Customer Research & Reputation	73-77	Learn from customers, gather testimonials, improve reviews, and strengthen messaging.
Productivity & Communication	78-80	Rewrite, summarize, and communicate clearly in everyday business situations.

Recommended starting point

Pick three prompts that solve repetitive weekly tasks. Test them for two weeks. Keep the winners, improve the weak ones, and turn the best prompt into a repeatable team workflow.

Turn Prompts Into Real Business Workflows

A prompt library is useful only when the best prompts become part of your normal work. Use this page to turn the prompts you like into a small AI workflow your team can repeat.

STEP 1

Choose

Pick 3 prompts tied to recurring weekly work.

STEP 2

Customize

Add your real business details, examples, and constraints.

STEP 3

Save

Store the improved prompt in a shared document.

STEP 4

Test

Use it for two weeks and track time saved or quality improved.

STEP 5

Standardize

Turn the winning prompt into an SOP or checklist.

Three Prompts to Test First

Prompt #	Task it improves	Success metric	Owner

Do not automate too soon

Use AI for draft work first. Do not connect AI to customer-facing, legal, medical, financial, or private-data workflows until you have clear review rules, approved tools, and a way to correct mistakes quickly.

PROMPT CATEGORY

Marketing & Content

12
PROMPTS

Create sharper content, repurpose ideas, and build consistent messaging from work you already have.

PROMPT #01 5 Social Posts from One Offer

Use when: you need quick posts for Facebook, LinkedIn, or Instagram without staring at a blank screen.**The prompt:**

Act as a senior social media strategist for a [industry] small business. Write 5 short posts promoting [product/service] to [audience]. Use a different angle for each post: problem-aware, benefit-focused, story-based, FAQ-style, and direct offer. Include a suggested visual idea and one low-friction CTA for each post. Tone: [friendly/professional/plain-English].

Pro tip: Tell AI the platform. A Facebook post, LinkedIn post, and Instagram caption should not read the same. **Time saved:** ~20 minutes

PROMPT #02 SEO Blog Post Outline

Use when: you have a topic but need structure before writing.**The prompt:**

Act as an SEO content strategist. Create a blog post outline for [topic] targeting [audience]. Include search intent, H1 title, 5-7 H2 sections, bullet talking points under each H2, 5 FAQ questions, suggested internal links, and a plain-English CTA. Primary keyword: [keyword]. Secondary keywords: [keywords].

Pro tip: Use the outline first, then write the article section by section. **Time saved:** ~30 minutes

PROMPT #03 Email Subject Line A/B Ideas

Use when: you wrote an email but need stronger subject lines.**The prompt:**

Act as a direct-response email copywriter. Generate 12 subject line options for this email campaign about [offer/topic]. Include 4 curiosity-based, 3 benefit-based, 3 urgency-based, and 2 simple/direct options. Keep each under 50 characters and add 5 preview text options under 90 characters.

Pro tip: Ask for categories so you are testing different ideas, not just different wording. **Time saved:** ~15 minutes

PROMPT #04 Blog-to-Social Repurposing Engine

Use when: you want more mileage from content you already wrote.**The prompt:**

Act as a multi-channel content manager. Repurpose this blog post into: 1 LinkedIn post, 1 Facebook post, 1 Instagram caption, 1 short X/Twitter thread, 3 quote cards, and 1 email teaser. Keep the core message consistent but adapt the style for each channel. Source: [paste blog post].

Pro tip: Paste the full article if you can. Thin summaries produce thin social posts. **Time saved:** ~40 minutes

PROMPT #05 Ad Copy with Three Angles

Use when: you want ad ideas before spending money.**The prompt:**

Act as a performance marketing specialist. Write ad copy for [product/service] aimed at [audience]. Create 3 variations: logical ROI, emotional relief, and trust/social proof. For each, include headline, body copy, description, CTA, and what objection the ad is addressing. Avoid hype.

Pro tip: Have AI identify the objection behind each ad so you know what you are testing. **Time saved:** ~25 minutes

PROMPT #06 4-Week Content Calendar

Use when: you need a simple posting plan you can actually follow.**The prompt:**

Act as a digital marketing director. Build a 4-week content calendar for [business type]. We can post [number] times per week on [platforms]. Return a table with week, day, topic, post angle, format, hook, CTA, and asset needed. Balance educational, promotional, proof, FAQ, and behind-the-scenes content.

Pro tip: Set a realistic posting frequency. A usable plan beats an ambitious one you ignore. **Time saved:** ~45 minutes

PROMPT #07 Newsletter from a Blog Post

Use when: you need an email that sends readers back to your site.**The prompt:**

Act as an email copywriter. Turn this blog post into a 150-200 word newsletter for [audience]. Include a curiosity-driven subject line, preview text, one-sentence hook, 3 bullet takeaways, and a CTA to read the full post. Tone: [tone]. Blog post: [paste article].

Pro tip: Ask for preview text too; it often affects opens as much as the subject line. **Time saved:** ~25 minutes

PROMPT #08 Video Script from a Service Page

Use when: you need a short video for your website or social media.**The prompt:**

Act as a short-form video scriptwriter. Create a 60-second script explaining [service/product] to [audience]. Include a hook in the first 3 seconds, a simple problem statement, 3 benefits, one proof point, and a CTA. Add suggested on-screen text and B-roll ideas.

Pro tip: Use this for Reels, YouTube Shorts, or a homepage explainer. **Time saved:** ~35 minutes

PROMPT #09 Case Study Draft

Use when: you want to turn a customer win into proof.**The prompt:**

Act as a case study writer. Create a one-page case study from these notes: customer type [details], problem [details], solution [details], results [details], quote [optional]. Structure it as Challenge, Solution, Results, Why It Worked, and CTA. Do not invent numbers; mark missing proof as [VERIFY].

Pro tip: Never let AI invent results. Use [VERIFY] when data is missing. **Time saved:** ~60 minutes

PROMPT #10 Lead Magnet Idea Generator

Use when: you need a giveaway people would actually want.

The prompt:

Act as a lead generation strategist. Suggest 15 lead magnet ideas for a [business type] serving [audience]. For each idea, include title, format, urgent problem solved, why someone would opt in, and the CTA it should lead to. Rank the top 5 by speed to create and conversion potential.

Pro tip: Specific lead magnets usually convert better than broad guides. **Time saved:** ~45 minutes

PROMPT #11 Brand Voice Guide

Use when: you want AI outputs to sound more like your business.

The prompt:

Act as a brand strategist. Create a simple brand voice guide for [business]. Use these writing samples: [paste samples]. Include voice traits, words to use, words to avoid, sentence style, tone examples, and before/after rewrites. Make it practical enough to paste into future prompts.

Pro tip: This becomes reusable context for every writing prompt. **Time saved:** ~60 minutes

PROMPT #12 Content Gap Ideas from FAQs

Use when: you want blog and social ideas based on real customer questions.

The prompt:

Act as a content strategist. Review these customer questions: [paste FAQs, emails, or support tickets]. Identify 20 content ideas grouped by buyer stage: unaware, problem-aware, solution-aware, ready to buy, and post-purchase. Include suggested title, format, and CTA for each.

Pro tip: Your customers already tell you what content to create. **Time saved:** ~45 minutes

PROMPT CATEGORY

Customer Service

8

PROMPTS

Answer repetitive questions, respond with care, and turn feedback into better service.

PROMPT #13 10-Question FAQ Builder

Use when: customers keep asking the same questions.

The prompt:

Act as a customer success manager. Review this product/service description: [paste description]. Extract the 10 most likely questions a new customer would ask. Write clear, empathetic answers in 2-3 sentences each. Flag anything that requires confirmation before publishing.

Pro tip: Ask AI to flag assumptions so you do not publish made-up details. **Time saved:** ~30 minutes

PROMPT #14 Polite Refund or Complaint Reply

Use when: you need to respond calmly to an unhappy customer.

The prompt:

Act as a senior customer support representative. Draft a reply to this customer complaint: [paste complaint]. Our policy is: [paste policy]. Validate the frustration, explain what we can do, avoid admitting legal fault, offer a specific next step, and keep it under 150 words. Tone: calm, professional, non-defensive.

Pro tip: Paste your real policy. Do not let AI invent refund terms. **Time saved:** ~20 minutes

PROMPT #15 Online Review Response Templates

Use when: you need professional replies to public reviews.

The prompt:

Act as a reputation management specialist. Draft response templates for: 1) a 5-star review, 2) a 3-star mixed review, and 3) a 1-star complaint about [issue]. Keep each short and human. For negative reviews, acknowledge the issue, avoid arguing, and move the conversation offline using [contact method].

Pro tip: Never include private customer details in public review replies. **Time saved:** ~25 minutes

PROMPT #16 Live Chat Auto-Replies

Use when: you need your website chat to sound helpful even before a human responds.

The prompt:

Act as a customer experience designer. Write 8 short live chat scripts for [business]: business-hours greeting, after-hours message, wait message, transfer message, appointment-booking prompt, pricing question reply, unavailable item reply, and closing message. Keep each 1-2 sentences.

Pro tip: Short scripts feel more human in chat than long paragraphs. **Time saved:** ~30 minutes

PROMPT #17 Onboarding Welcome Email Sequence

Use when: you want new customers to feel guided after buying.

The prompt:

Act as a customer retention specialist. Write a 5-email onboarding sequence for new customers of [product/service]. Email 1: welcome and access/details. Email 2: first quick win. Email 3: common mistake to avoid. Email 4: useful resource. Email 5: feedback/review request. Include subject lines.

Pro tip: Start with a quick win to reduce buyer remorse. **Time saved:** ~60 minutes

PROMPT #18 Support Ticket Triage Tags

Use when: you want to organize incoming customer issues.

The prompt:

Act as a support operations manager. Review these recent customer messages: [paste messages]. Create a tagging system with categories, priority levels, suggested response time, and routing rules. Then classify each message using the system.

Pro tip: This helps you turn messy inboxes into repeatable workflows. **Time saved:** ~45 minutes

PROMPT #19 Difficult Customer Boundary Reply

Use when: you need to stay professional while saying no.

The prompt:

Act as a customer support manager. Draft a firm but respectful response to this customer request: [paste request]. We cannot do it because [reason/policy]. Offer any acceptable alternatives, keep the tone empathetic, and avoid blaming the customer.

Pro tip: Use this when you need a "no" that protects the relationship. **Time saved:** ~20 minutes

PROMPT #20 Customer Feedback Themes

Use when: you have reviews or surveys but need the main patterns.

The prompt:

Act as a customer insights analyst. Analyze this feedback: [paste reviews/survey responses]. Identify recurring praise, recurring complaints, feature requests, confusion points, and the top 5 improvements that would most improve customer experience. Return as a table.

Pro tip: Ask for themes, not just summaries. Themes create action. **Time saved:** ~45 minutes

PROMPT CATEGORY

Sales & Outreach

8
PROMPTS

Write better outreach, follow up faster, qualify leads, and reduce sales friction.

PROMPT #21 Cold Outreach Email to Local Business

Use when: you need a short intro email that does not sound spammy.**The prompt:**

Act as a B2B sales strategist. Write a cold outreach email to a [industry] business owner. We offer [service/product] that helps with [pain point]. Use a pattern-interrupt opening, one relevant proof point, a clear benefit, and a soft CTA asking for a 10-minute chat. Keep it under 125 words.

Pro tip: Make the CTA small. "Can I send one idea?" often beats "Book a demo." **Time saved:** ~25 minutes

PROMPT #25 Win-Back Email for Lapsed Customers

Use when: you want past customers to return.**The prompt:**

Act as a lifecycle marketing manager. Draft a win-back email for customers who have not purchased in [timeframe]. Mention what is new or improved: [improvement]. Offer [incentive]. Include 5 subject lines and keep the email warm, not desperate.

Pro tip: Win-back emails work best when you have a real reason to return. **Time saved:** ~30 minutes

PROMPT #22 3-Touch Follow-Up Sequence

Use when: a prospect showed interest but went quiet.**The prompt:**

Act as a senior sales development representative. Draft a 3-touch follow-up sequence for a prospect who was interested in [offer] but went cold. Touch 1: polite check-in. Touch 2: value-add insight. Touch 3: break-up email. Keep each short, respectful, and useful.

Pro tip: Do not make every follow-up "just checking in." Add value. **Time saved:** ~35 minutes

PROMPT #26 Lead Qualification Scorecard

Use when: you need to decide which leads deserve attention.**The prompt:**

Act as a sales operations consultant. Build a lead qualification scorecard for [business]. Include criteria for fit, budget, urgency, authority, problem severity, and next-step likelihood. Use a 1-5 scoring scale and explain how to route high, medium, and low-score leads.

Pro tip: This keeps you from spending too much time on poor-fit leads. **Time saved:** ~45 minutes

PROMPT #23 Discovery Call Question List

Use when: you want better sales calls.**The prompt:**

Act as a master sales closer. I am preparing for a discovery call with [prospect type]. Their likely goal is [goal]. Generate 10 open-ended questions to uncover pain, urgency, budget, decision process, and success criteria. Also list 5 likely objections and suggested responses.

Pro tip: Great questions sell better than long pitches. **Time saved:** ~40 minutes

PROMPT #27 Sales Call Recap Email

Use when: you need to follow up professionally after a call.**The prompt:**

Act as a sales assistant. Turn these call notes into a recap email: [paste notes]. Include what we discussed, their goals, agreed next steps, timeline, open questions, and a friendly CTA. Keep it concise and easy to reply to.

Pro tip: Send quickly while the conversation is still fresh. **Time saved:** ~20 minutes

PROMPT #24 Proposal and Quote Draft

Use when: you need to turn rough notes into a polished proposal.**The prompt:**

Act as a commercial proposal writer. Draft a concise project proposal from these notes: [paste scope, deliverables, timeline, price, assumptions]. Structure it as Executive Summary, Recommended Solution, Scope, Timeline, Investment, Client Responsibilities, and Next Step. Use professional plain English.

Pro tip: List assumptions clearly so the proposal does not promise too much. **Time saved:** ~60 minutes

PROMPT #28 Objection Handling Library

Use when: you hear the same sales objections repeatedly.**The prompt:**

Act as a sales enablement coach. Create an objection-handling guide for [offer]. Common objections: [list]. For each, explain what the prospect may really mean, a respectful response, a proof point to use, and a follow-up question.

Pro tip: Do not "overcome" objections aggressively. Clarify and reduce risk. **Time saved:** ~50 minutes

PROMPT CATEGORY

Operations & Admin

10
PROMPTS

Turn repeatable work into clear processes, templates, handoffs, and weekly systems.

PROMPT #29 Standard Operating Procedure Writer

Use when: you need to document a repeatable task.

The prompt:

Act as a meticulous operations manager. Create a Standard Operating Procedure for [process]. Include Objective, Scope, Tools Required, Roles, Step-by-Step Instructions, Quality Checklist, Common Mistakes, and Owner. Use numbered steps and plain English.

Pro tip: Record yourself doing the task, then paste the rough transcript. **Time saved:** ~60 minutes

PROMPT #30 Meeting Notes to Action Items

Use when: you have messy notes that need structure.

The prompt:

Act as an executive assistant. Review these raw meeting notes: [paste notes]. Extract a 3-sentence summary, decisions made, unresolved questions, and an action-item table with owner, task, deadline, and priority.

Pro tip: Ask for owners and deadlines so notes become follow-through. **Time saved:** ~25 minutes

PROMPT #31 Job Description for New Hire

Use when: you need a clear role description.

The prompt:

Act as a senior HR business partner. Draft a job description for [role] at a small business. Include company overview, role summary, responsibilities, required skills, nice-to-have skills, schedule/location, compensation placeholder, and 90-day success measures.

Pro tip: Include success measures to attract people who understand the job. **Time saved:** ~45 minutes

PROMPT #32 Vendor Comparison Matrix

Use when: you are choosing between tools or service providers.

The prompt:

Act as a procurement specialist. Compare these vendors/tools: [list]. Build a table using criteria: core features, cost, contract terms, support, implementation effort, risks, scalability, and small-business fit. Recommend the best option based on [priority].

Pro tip: Tell AI whether you care most about cost, ease, speed, or reliability. **Time saved:** ~45 minutes

PROMPT #33 Plain-English Policy Draft

Use when: you need a starting point for returns, shipping, privacy, or internal rules.

The prompt:

Act as a small business policy writer. Draft a plain-English [policy type] for [business type]. Include what is covered, what is not covered, responsibilities, exceptions, timeframes, and contact method. Flag anything that should be reviewed by a professional.

Pro tip: Use for a draft, not final legal advice. **Time saved:** ~45 minutes

PROMPT #34 Weekly Owner Dashboard

Use when: you want a simple way to review the business.

The prompt:

Act as a fractional COO. Create a weekly dashboard for a [business type]. Include the 10 most important metrics to review across sales, cash, marketing, operations, customer service, and team. Define each metric, why it matters, and what action to take if it is off track.

Pro tip: Start small. A dashboard you update weekly beats one you abandon. **Time saved:** ~50 minutes

PROMPT #35 Delegation Brief

Use when: you need to hand off a task without confusion.

The prompt:

Act as an operations manager. Turn this task into a delegation brief: [task]. Include desired outcome, background, exact steps, quality standard, deadline, tools, examples, what not to do, and when to ask for help.

Pro tip: Use this before assigning work to employees, freelancers, or AI. **Time saved:** ~30 minutes

PROMPT #36 Process Bottleneck Finder

Use when: you know a workflow is slow but not why.

The prompt:

Act as a process improvement consultant. Analyze this workflow: [describe steps]. Identify bottlenecks, duplicate work, unclear ownership, manual steps that could be automated, and risks. Suggest 5 improvements ranked by effort and impact.

Pro tip: Include the real steps, not the ideal steps. **Time saved:** ~60 minutes

PROMPT #37 Internal Training Quiz

Use when: you need to make sure someone understood a process.

The prompt:

Act as a training designer. Create a short training quiz for this SOP: [paste SOP]. Include 10 questions: multiple choice, scenario-based, and short answer. Provide an answer key and explain what each question is testing.

Pro tip: Quizzes reveal unclear instructions in your SOP. **Time saved:** ~30 minutes

PROMPT #38 Email Inbox Rules and Templates

Use when: you spend too much time answering routine emails.

The prompt:

Act as an administrative systems consultant. Review these common email types: [list or paste examples]. Create suggested inbox labels, routing rules, response templates, and escalation rules. Keep it practical for a small team.

Pro tip: This pairs well with Gmail filters or help desk tags. **Time saved:** ~45 minutes

PROMPT CATEGORY

WordPress & Website

8
PROMPTS

Improve page copy, SEO snippets, troubleshooting plans, accessibility, and landing pages.

PROMPT #39 Homepage Hero Copy

Use when: your homepage needs a clearer first impression.**The prompt:**

Act as a conversion rate optimization copywriter. Draft 5 homepage hero options for [business]. Audience: [audience]. Problem solved: [problem]. Desired outcome: [outcome]. For each, include H1 under 10 words, subheadline, primary CTA, secondary CTA, and trust-building line.

Pro tip: Ask for five options. The first headline is rarely the strongest. **Time saved:** ~30 minutes

PROMPT #40 Bulk SEO Titles and Meta Descriptions

Use when: you need search snippets for multiple pages.**The prompt:**

Act as a technical SEO specialist. For these pages: [paste page names and summaries], create an SEO title under 60 characters and meta description under 155 characters. Put the target keyword near the front where natural and include a reason to click. Return a table.

Pro tip: Paste summaries, not just URLs. AI needs context. **Time saved:** ~45 minutes

PROMPT #41 About Page from Bullet Points

Use when: you need a human-sounding About page.**The prompt:**

Act as a brand storyteller. Turn these bullet points into an About page: [paste bullets]. Include origin story, who we help, what makes us different, proof/trust points, and CTA. Keep it warm, authentic, and customer-focused.

Pro tip: Real details prevent generic "we are passionate" copy. **Time saved:** ~60 minutes

PROMPT #42 WordPress Plugin Error Troubleshooter

Use when: your site has an issue and you need safe next steps.**The prompt:**

Act as a senior WordPress support engineer. My site is experiencing [issue/error]. Recent changes: [updates/plugins/theme changes]. Active plugins: [list]. Provide a safe troubleshooting checklist, starting with backup and staging. Explain what each step proves. Do not suggest editing live code first.

Pro tip: Do not paste passwords, license keys, or customer data. **Time saved:** ~35 minutes

PROMPT #43 Service Page Improvement Audit

Use when: you have a page that is not converting.**The prompt:**

Act as a website conversion auditor. Review this service page copy: [paste copy]. Identify unclear messaging, missing trust signals, weak CTAs, objections not answered, and sections to add. Then rewrite the page outline with better headlines.

Pro tip: Paste the actual page copy, not just the URL. **Time saved:** ~60 minutes

PROMPT #44 Local SEO Page Builder

Use when: you serve local customers and need better location pages.**The prompt:**

Act as a local SEO strategist. Create a location page outline for [service] in [city/region]. Include H1, intro, service sections, local trust signals, FAQs, internal links, and CTA. Avoid keyword stuffing and keep the language useful for real readers.

Pro tip: Use only true local details you can verify. **Time saved:** ~45 minutes

PROMPT #45 Website Accessibility Quick Check

Use when: you want to catch basic accessibility issues.**The prompt:**

Act as a website accessibility reviewer. Review this page content/structure: [paste headings, button labels, alt text, forms]. Identify likely accessibility issues, confusing labels, missing alt text, poor heading order, and plain-English improvements.

Pro tip: This is not a full audit, but it catches obvious problems. **Time saved:** ~45 minutes

PROMPT #46 Landing Page Wireframe

Use when: you need a page structure for an offer.**The prompt:**

Act as a landing page strategist. Create a wireframe for a landing page promoting [offer] to [audience]. Include hero, problem, solution, benefits, proof, how it works, FAQ, risk reversal, and CTA sections. Add suggested copy for each section.

Pro tip: A wireframe prevents design from starting before the offer is clear. **Time saved:** ~60 minutes

PROMPT CATEGORY

Strategy & Planning

9
PROMPTS

Make better decisions, clarify offers, plan the next 90 days, and spot risks earlier.

PROMPT #47 SWOT Analysis from 5 Inputs

Use when: you need strategic clarity without a long workshop.

The prompt:

Act as a competitive strategy consultant. Conduct a SWOT analysis for [business] using these inputs: customers [input], offer [input], market [input], competitors [input], current challenge [input]. Return a table and conclude with 3 strategic priorities for the next 90 days.

Pro tip: The better your inputs, the better the SWOT. Do not leave them vague. **Time saved:** ~45 minutes

PROMPT #48 Competitor Teardown and Differentiation

Use when: you want to understand how to stand out.

The prompt:

Act as a market positioning expert. I operate a [business type]. My competitors are [competitors]. Analyze positioning, offers, proof, pricing signals, content, and customer trust. Identify 5 gaps we can exploit and rewrite our positioning statement to be clearer.

Pro tip: Verify competitor details before using the analysis in public. **Time saved:** ~60 minutes

PROMPT #49 Pricing Tier Strategy

Use when: you need simple packages customers can choose from.

The prompt:

Act as a behavioral economics and pricing strategist. Create three pricing tiers for [offer]: Basic, Pro, and Premium. Include who each is for, features, exclusions, value story, recommended CTA, and website copy. Explain how to make the Pro tier the best-fit option without being manipulative.

Pro tip: Use "who it is for" to reduce buyer confusion. **Time saved:** ~60 minutes

PROMPT #50 90-Day Business Goal Breakdown

Use when: you have a goal but need the work broken into steps.

The prompt:

Act as a fractional COO. My 90-day goal is [goal]. Break it into a 30-60-90 day roadmap. For each phase, list 3 milestones, weekly actions, required resources, risks, and KPIs. End with the first 3 actions to take this week.

Pro tip: Ask for first actions so strategy becomes motion. **Time saved:** ~45 minutes

PROMPT #51 Offer Clarity Builder

Use when: you are not sure how to explain what you sell.

The prompt:

Act as an offer strategist. Help clarify this offer: [describe offer]. Define target customer, urgent problem, desired outcome, deliverables, proof, objections, guarantee/risk reversal options, and a one-sentence offer statement.

Pro tip: If your offer is fuzzy, every marketing channel struggles. **Time saved:** ~60 minutes

PROMPT #52 Customer Persona from Real Data

Use when: you want personas based on evidence, not guesses.

The prompt:

Act as a customer research analyst. Build customer personas from this data: [paste reviews, survey answers, sales notes, or customer emails]. Identify goals, pains, buying triggers, objections, language they use, and content topics that would attract them.

Pro tip: Use customer language in your website and emails. **Time saved:** ~60 minutes

PROMPT #53 Quarterly Planning Agenda

Use when: you want a better planning meeting.

The prompt:

Act as a business planning facilitator. Create a 2-hour quarterly planning agenda for a small business. Include prework, agenda timing, key questions, decisions to make, scorecard review, goal selection, and follow-up assignments.

Pro tip: Use this even if the meeting is just you and one assistant. **Time saved:** ~45 minutes

PROMPT #54 Risk Register

Use when: you want to spot problems before they become emergencies.

The prompt:

Act as a risk management advisor. Create a risk register for [business/project]. Include operational, financial, legal/compliance, staffing, technology, and customer risks. Rate likelihood and impact, then suggest mitigation steps and owners.

Pro tip: A risk register is useful before launches, hires, and tool changes. **Time saved:** ~60 minutes

PROMPT #55 Decision Memo

Use when: you need to choose between options without overthinking.

The prompt:

Act as a business advisor. Write a decision memo for this choice: [decision]. Options: [options]. Criteria: [criteria]. Include recommendation, tradeoffs, risks, cost, implementation effort, what would change the decision, and the next step.

Pro tip: Great for tool purchases, hires, offers, and marketing bets. **Time saved:** ~45 minutes

PROMPT CATEGORY

Finance & Metrics

6

PROMPTS

Review costs, cash flow, KPIs, subscriptions, and business performance with better questions.

PROMPT #56 Cash Flow Question List

Use when: you want to understand where money is getting tight.

The prompt:

Act as a small business finance coach. Create a cash flow review checklist for [business]. Include questions to ask about receivables, payables, subscriptions, inventory, payroll, taxes, seasonality, and owner draws. Return a weekly review template.

Pro tip: Use this with your actual numbers, not as accounting advice. **Time saved:** ~45 minutes

PROMPT #59 Break-Even Thinking Aid

Use when: you need a simple model before launching an offer.

The prompt:

Act as a business finance educator. Help me think through break-even for [offer]. Inputs: price [price], variable cost [cost], fixed costs [costs], expected sales [sales]. Show the simple calculation, assumptions, sensitivity factors, and questions I should confirm with my accountant.

Pro tip: Use this to frame questions; verify financial decisions with a professional. **Time saved:** ~45 minutes

PROMPT #57 Expense Reduction Ideas

Use when: you need to cut costs without damaging the business.

The prompt:

Act as a small business operations and finance consultant. Review these expenses: [paste categories or amounts]. Identify potential savings, risks of cutting each item, renegotiation opportunities, duplicate tools, and the top 5 lowest-risk actions.

Pro tip: Do not cut tools or people blindly. Ask for risk. **Time saved:** ~50 minutes

PROMPT #60 Subscription and SaaS Audit

Use when: you suspect tool costs are creeping up.

The prompt:

Act as a SaaS cost auditor. Review this list of subscriptions: [paste tools, costs, renewal dates, owners]. Identify duplicates, underused tools, renewal risks, downgrade options, and cancellation candidates. Return a savings plan.

Pro tip: Add renewal dates so you can act before auto-renewals. **Time saved:** ~60 minutes

PROMPT #58 KPI Explainer for Your Team

Use when: your team needs to understand what numbers matter.

The prompt:

Act as a business analyst. Explain these KPIs to a small business team: [list KPIs]. For each, define it in plain English, why it matters, how it is calculated, what good/bad looks like, and what actions improve it.

Pro tip: Useful for dashboards, team meetings, and onboarding. **Time saved:** ~40 minutes

PROMPT #61 Monthly Business Review Summary

Use when: you want a concise owner-level summary.

The prompt:

Act as a business analyst. Turn these monthly numbers and notes into an executive summary: [paste data]. Include wins, concerns, trends, recommended actions, and questions for the owner. Keep it under one page.

Pro tip: Use the same format monthly to spot trends. **Time saved:** ~45 minutes

PROMPT CATEGORY

Hiring & Team

5
PROMPTS

Create role clarity, better interviews, onboarding plans, feedback drafts, and freelancer briefs.

PROMPT #62 Interview Questions by Role

Use when: you need better questions than "tell me about yourself."

The prompt:

Act as a hiring manager. Create interview questions for [role]. Include screening questions, technical/role-specific questions, behavioral questions, scenario questions, red flags, and what a strong answer sounds like.

Pro tip: Ask what a strong answer sounds like so interviews are easier to compare.
Time saved: ~45 minutes

PROMPT #63 New Employee 30-Day Plan

Use when: you want onboarding to feel organized.

The prompt:

Act as an onboarding manager. Create a 30-day onboarding plan for a new [role]. Include week-by-week learning goals, tools to set up, meetings, training tasks, shadowing, deliverables, and success measures.

Pro tip: A good onboarding plan reduces repeated explanations. **Time saved:** ~60 minutes

PROMPT #64 Performance Feedback Draft

Use when: you need to give clear feedback without sounding harsh.

The prompt:

Act as a manager coach. Draft performance feedback for an employee about [issue]. Include what happened, why it matters, expected standard, support offered, next steps, and follow-up date. Keep the tone direct, respectful, and specific.

Pro tip: Specific examples make feedback fairer and more useful. **Time saved:** ~25 minutes

PROMPT #65 Role Clarity Matrix

Use when: your team is confused about who owns what.

The prompt:

Act as an organizational design consultant. Build a role clarity matrix for these roles: [list roles]. Include responsibilities, decisions owned, handoffs, recurring meetings, and backup owner. Flag overlaps and gaps.

Pro tip: This helps prevent dropped tasks and duplicate work. **Time saved:** ~60 minutes

PROMPT #66 Freelancer Project Brief

Use when: you want a contractor to quote and deliver accurately.

The prompt:

Act as a project manager. Create a freelancer brief for [project]. Include background, goals, deliverables, examples, timeline, budget range, review process, communication expectations, and acceptance criteria.

Pro tip: Clear briefs produce better quotes and fewer revisions. **Time saved:** ~45 minutes

PROMPT CATEGORY

AI Workflows & Automation

6

PROMPTS

Introduce AI safely, improve weak prompts, and test useful automation pilots.

PROMPT #67 AI Use Policy Starter

Use when: your team needs basic rules for using AI safely.

The prompt:

Act as an AI operations advisor. Draft a simple AI usage policy for a small business. Include approved uses, prohibited data, privacy rules, fact-checking requirements, disclosure guidelines, review process, and examples of safe vs unsafe prompts. Keep it plain English.

Pro tip: Do not paste sensitive customer data into AI tools without proper controls.

Time saved: ~60 minutes

PROMPT #68 Automation Opportunity Finder

Use when: you want to know what to automate first.

The prompt:

Act as an automation consultant. Review these recurring tasks: [paste list]. Score each by frequency, time spent, error risk, customer impact, and automation difficulty. Recommend the top 5 automation opportunities and the first low-risk pilot.

Pro tip: Start with low-risk internal tasks before customer-facing automation. **Time saved:** ~60 minutes

PROMPT #69 Prompt Improvement Coach

Use when: your AI result was bad and you want to fix the prompt.

The prompt:

Act as a prompt engineering coach. Here is my prompt: [paste prompt]. Here is the output I got: [paste output]. Diagnose why it failed, rewrite the prompt with better role, context, task, constraints, and format, then explain what changed.

Pro tip: Bad output is often a prompt design problem, not an AI problem. **Time saved:** ~20 minutes

PROMPT #70 Reusable Master Prompt Template

Use when: you want a reliable structure for almost any task.

The prompt:

Use this template: Act as a [role]. I run a [business type] that helps [audience] with [problem/outcome]. Your task is to [specific task]. Context: [background]. Constraints: [length, tone, must include, must avoid]. Format as [table/list/email/SOP/etc.]. Before finalizing, list assumptions and anything I should verify.

Pro tip: Role + context + task + constraints + format improves almost every prompt.

Time saved: ~10 minutes

PROMPT #71 AI Output Quality Checklist

Use when: you need a repeatable review process before publishing.

The prompt:

Act as an editorial quality reviewer. Review this AI-generated output: [paste output]. Check for accuracy risks, vague claims, tone issues, missing context, unsupported numbers, privacy concerns, and opportunities to make it more specific. Return a revision checklist and improved version.

Pro tip: Always review AI output before customers see it. **Time saved:** ~25 minutes

PROMPT #72 AI Pilot Project Plan

Use when: you want to test AI without disrupting the business.

The prompt:

Act as an AI implementation consultant. Create a 30-day pilot plan for using AI to improve [workflow]. Include goal, scope, tools, people involved, sample prompts, success metrics, risks, training needs, and go/no-go decision criteria.

Pro tip: Pilot before rolling AI into a critical workflow. **Time saved:** ~60 minutes

PROMPT CATEGORY

Customer Research & Reputation

5
PROMPTS

Learn from customers, gather testimonials, improve reviews, and strengthen messaging.

PROMPT #73 Survey Builder

Use when: you need better customer feedback.

The prompt:

Act as a customer research specialist. Create a short survey for [audience] about [topic]. Include 8 questions using a mix of multiple choice, rating scale, and open-ended questions. Explain what each question will help us learn.

Pro tip: Short surveys get more responses. **Time saved:** ~30 minutes

PROMPT #75 Review Mining for Messaging

Use when: you want to improve copy using customer language.

The prompt:

Act as a conversion copywriter. Analyze these reviews: [paste reviews]. Extract exact phrases customers use for pains, desired outcomes, objections, alternatives tried, and emotional benefits. Then suggest homepage headline ideas based on that language.

Pro tip: Customer words usually beat business-owner words. **Time saved:** ~60 minutes

PROMPT #74 Testimonial Request Email

Use when: you want more usable testimonials.

The prompt:

Act as a customer marketing writer. Draft a testimonial request email for happy customers of [product/service]. Make it easy to respond by asking 4 guided questions. Include a permission line for using their words on our website.

Pro tip: Guided questions produce better testimonials than "send us a quote." **Time saved:** ~25 minutes

PROMPT #76 Referral Program Ideas

Use when: you want customers to bring you more customers.

The prompt:

Act as a referral marketing strategist. Design 5 referral program ideas for [business]. For each, include incentive, who it appeals to, operational complexity, tracking method, and sample promotional copy.

Pro tip: Keep incentives simple enough to fulfill reliably. **Time saved:** ~45 minutes

PROMPT #77 Net Promoter Follow-Up Plan

Use when: you collected satisfaction scores and need actions.

The prompt:

Act as a customer success analyst. Review these NPS or satisfaction responses: [paste data]. Segment promoters, passives, and detractors. Suggest follow-up messages and actions for each group. Identify top themes to improve retention.

Pro tip: The follow-up matters more than the score itself. **Time saved:** ~45 minutes

PROMPT CATEGORY

Productivity & Communication

3

PROMPTS

Rewrite, summarize, and communicate clearly in everyday business situations.

PROMPT #78 Rewrite in the Right Tone

Use when: you wrote something but it sounds off.

The prompt:

Act as an expert business editor. Rewrite this message for [recipient] in a [tone] tone. Keep the meaning, make it clearer, remove unnecessary words, and avoid sounding robotic. Provide 3 versions: warmer, more direct, and more concise. Message: [paste message].

Pro tip: This is one of the safest, fastest uses of AI. **Time saved:** ~10 minutes

PROMPT #79 Executive Summary from Long Text

Use when: you need the main points quickly.

The prompt:

Act as an executive assistant. Summarize this text for a busy small business owner: [paste text]. Include key points, decisions needed, risks, action items, and anything that requires verification. Keep it under 300 words.

Pro tip: Ask for decisions and risks, not just a summary. **Time saved:** ~20 minutes

PROMPT #80 Polished "No" Response

Use when: you need to decline without damaging goodwill.

The prompt:

Act as a professional communication coach. Draft a polite "no" response to this request: [paste request]. Keep it brief, kind, and clear. Do not over-explain. Offer an alternative only if appropriate: [alternative].

Pro tip: A clear no is kinder than a vague maybe. **Time saved:** ~10 minutes

Next Step: Put the Best Prompts to Work

You now have a useful prompt library. The next step is choosing the few prompts that should become part of your normal business workflow.

Phase	Action	Done
Pick	Choose 3 prompts that solve repetitive weekly tasks.	☐
Improve	Customize each prompt with real business details, examples, and constraints.	☐
Save	Store the improved versions in a team document or SOP.	☐
Test	Use the prompts for two weeks and track time saved or quality improved.	☐
Standardize	Turn the winning prompt into a repeatable workflow.	☐

Pair this with your AI Readiness Scorecard

Use the scorecard first when you are not sure which AI project to start. Use this prompt library after you have chosen a safe, focused task to test.

Want help turning prompts into real workflows?

Book a free 20-minute AI strategy call. We can identify your fastest AI wins, avoid risky use cases, and build simple workflows your team can actually use.

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