

10 Practical AI Prompt Starters for Small Businesses

Replace the [brackets], remove private details you do not need to share, and review every result.

01 THE FOUNDATION

Your voice and context note

Save this once. Paste it before another prompt when voice matters.

I am a [what you do, e.g., bookkeeper, agent, coach, shop owner]. My customers are [who they are and what they care about]. My voice is [3 words that describe how I sound]. I never sound [1 thing I avoid]. When you write for me, match this voice. When you analyze data, flag what looks wrong instead of correcting it silently.

02 MARKETING

Turn one insight into a social post

Build a short draft from one real observation.

Using my voice note above, write a [LinkedIn / X / Instagram] post about: [paste your insight]. Hook in the first line. Personal, not corporate. No hashtags unless I ask. Max 80 words.

03 MARKETING

Draft a specific product description

Start with the customer outcome and concrete details.

Write a product description for [product]. Features: [list]. Audience: [who buys it and why]. Avoid vague phrases such as elevate, seamless, effortlessly, unlock, delve, and look no further. Lead with the customer outcome. Max 80 words.

04 MARKETING

Turn bullet notes into a newsletter draft

Organize rough notes around one useful idea.

Write a short newsletter using these bullet notes: [paste]. Audience: [describe]. Tone: friendly, direct, no fluff. Use one main idea, three supporting points, and one clear next step. Give me three subject-line options.

05 CUSTOMER SERVICE

Draft a customer reply in your voice

Draft only. Review it before sending.

Using my voice note above, draft a reply to this customer message: [paste]. If anything is unclear, ask me before drafting. Do not promise anything I have not already promised. Flag it if a manager or specialist should review the response.

REVIEW BEFORE YOU SEND, POST, OR PAY. AI drafts; you remain responsible for every decision.

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Prompts 6-10: customer service, bookkeeping, sales, and operations.

06 CUSTOMER SERVICE

Build FAQs from real customer questions

Group recurring questions without inventing answers.

Here are recent customer questions I have answered: [paste]. Group them into themes. For each theme, draft one clear FAQ entry in my voice. Flag any question that may reveal a product or process problem rather than a documentation gap.

07 BOOKKEEPING

Extract receipt details for review

Create a review table; do not treat it as final bookkeeping.

I am uploading [N] redacted receipt files. Extract the date, vendor, and amount. Copy a category only if it appears in the source; otherwise mark it review. Flag missing or unusual data. Do not infer tax or accounting treatment. I will verify every row before using it.

08 BOOKKEEPING

Apply your own expense-category rules

Give the rules first, then require uncertainty flags.

My documented category rules are: [paste your rules]. Apply only those rules to these redacted transactions: [paste]. If a transaction does not clearly fit a rule, mark it ask instead of guessing. Do not infer tax treatment. I will verify the result before updating any records.

09 SALES

Research a lead before a call

Use public business sources and name what cannot be verified.

I have a call with [name] at [company]. Public business URL: [paste website or professional profile]. Find what the company does, what it publicly says it cares about, one recent item it published, and two relevant questions I could ask. Cite the public sources. Do not infer private details. If you cannot verify something, say so.

10 OPERATIONS

Turn meeting notes into action items

Separate decisions, tasks, and unresolved questions.

Here are my raw meeting notes: [paste]. Extract: (1) decisions made, (2) action items with owner and deadline, and (3) open questions. Do not invent anything not in the notes. If an owner or deadline is unclear, mark it TBD.

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