

30-Day Small Business Starter Plan with ChatGPT

A practical workbook to help you clarify what you offer, understand your customers, plan useful marketing, and build a manageable routine. Work through one small task each day. Adapt every suggestion to your business and your judgement.

Use ChatGPT carefully

ChatGPT should use only facts you supply. Tell it not to add facts, figures, policies, or promises. Check every answer before you use it, especially details about your products, services, customers, and commitments.

Never paste customer personal data into ChatGPT. Remove names, contact details, account information, private messages, and any detail that could identify a person. Use made-up placeholders instead.

How to use this workbook

Start with the worksheets, then follow the four weekly check-ins in order. Use the prompts as drafts, not as instructions to follow blindly. Replace every bracketed field, review the result, and keep only wording that is accurate for your business.

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Know your customer

Describe the people you hope to help. Base your answers on what you know or have heard directly. Mark assumptions so you can check them later.

Customer worksheet

Who do I most want to help? Describe their situation, not just their age or job.

What are they trying to do, solve, or make easier?

What questions or concerns do they raise before choosing a service or product?

Where do they look for useful information or recommendations?

What have I heard directly from a customer that supports this picture?

What is still an assumption, and how could I check it respectfully?

Define your offer

Make it easy for someone to understand what you provide, who it is for, and what happens next. Use only details you can stand behind.

Offer worksheet

Offer name or simple description

Who is this for, and what need does it address?

What is included, and what is not included?

What steps does a customer take to enquire or buy?

What facts should always be confirmed before I reply, such as availability, timing, or terms?

Write one clear sentence describing the offer without promising a result.

Weekly marketing rhythm

Choose a repeatable rhythm that fits the time and channels you actually have. The goal is to communicate clearly and learn from responses, not to post everywhere.

Plan each week

Week 1. What helpful post will explain who you help or what you offer?

Post or channel: _____ Date: _____ Key point:

Week 2. What useful tip, answer, or behind the scenes detail can I share?

Post or channel: _____ Date: _____ Key point:

Week 3. What common question can I answer in a clear, practical way?

Post or channel: _____ Date: _____ Key point:

Week 4. What reminder or next step would be genuinely useful to my audience?

Post or channel: _____ Date: _____ Key point:

Send and check

Each week, choose one appropriate person or audience to contact with a relevant update. Respect consent and any rules that apply to your channel. Check messages and enquiries on a schedule you can maintain. Note questions, useful feedback, and what you want to test next.

My weekly send: _____ My check in day: _____

What I will note:

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Six enquiry reply templates

Adapt these drafts to your own facts and tone. Replace every bracketed blank, check the details, and remove anything that does not apply. Do not send a reply until you have confirmed the relevant information.

Price question

Hello [name], thanks for asking about [offer]. The price is [confirmed price] and includes [confirmed inclusions]. You can find out more or ask a question by [next step].

Availability

Hello [name], thanks for getting in touch. I have checked and [confirmed availability or timing]. If that suits you, [clear next step]. If not, tell me what timing you had in mind and I can check.

Complaint

Hello [name], I am sorry to hear about [brief issue]. I would like to understand what happened. Please contact me through [private contact route] with [relevant order or service reference, without sensitive details here], and I will review it.

Quote follow up

Hello [name], I am following up on the quote for [work or offer] sent on [date]. Please let me know if you have questions or would like to discuss any details. There is no need to decide before you are ready.

Thank you

Hello [name], thank you for choosing [business or offer]. I appreciate your support. [Add one accurate detail about what happens next, if needed.] Please get in touch through [contact route] if you have a question.

Review request

Hello [name], if you would like to share feedback about [offer], you can leave a review at [review link]. Please be honest and share only what you are comfortable sharing. Thank you for taking the time.

Week 1 check in: foundations

Focus: understand your current business and the people you want to help. Keep each task small and use evidence you already have.

- ☐ Day 1. Write down what your business provides and the people it is meant to help.
 - ☐ Day 2. Complete the Know your customer worksheet using what you know directly.
 - ☐ Day 3. List three questions customers have asked or may need answered. Mark guesses clearly.
 - ☐ Day 4. Note where people currently find or contact your business.
 - ☐ Day 5. Ask ChatGPT to group your non private customer questions into themes. Check that it does not add facts.
 - ☐ Day 6. Choose one customer need to focus on first and write why it matters to your business.
 - ☐ Day 7. Review your notes. Circle one assumption to check and choose a respectful way to ask.
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Weekly reflection

What did I complete? _____

What did I learn or still need to check?

My next small action:

Week 2 check in: shape your offer

Focus: make your offer understandable and prepare clear, accurate information for customers.

- ☐ Day 8. Complete the Define your offer worksheet, including what is and is not included.
 - ☐ Day 9. Write a one sentence description of your offer using plain, specific language.
 - ☐ Day 10. List the details you must confirm before answering an enquiry, such as timing or terms.
 - ☐ Day 11. Ask ChatGPT to make your description easier to read without changing its facts. Compare both versions.
 - ☐ Day 12. Prepare a short list of common customer questions and verified answers.
 - ☐ Day 13. Choose one suitable channel for sharing information about your offer.
 - ☐ Day 14. Check your offer wording for unclear terms, missing details, or promises you cannot confirm.
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Weekly reflection

What is now clearer about my offer?

What detail needs a source or confirmation?

My next small action:

Week 3 check in: communicate clearly

Focus: share helpful information, respond thoughtfully, and keep a simple record of questions and feedback.

- ☐ Day 15. Choose one customer question to answer in a short post or message.
- ☐ Day 16. Draft the answer with ChatGPT using only your confirmed information, then check every statement.
- ☐ Day 17. Edit the draft to sound like you and make the next step clear, if there is one.
- ☐ Day 18. Share your checked answer through the channel you chose, if it is appropriate to do so.
- ☐ Day 19. Review new enquiries and use a reply template only after confirming the facts.
- ☐ Day 20. Note the questions people ask. Do not copy private customer messages into ChatGPT.
- ☐ Day 21. Look at what was useful to create and what information was missing. Choose one improvement.

Weekly reflection

What did I share or respond to? _____

What response or question should inform my next step?

My next small action:

Week 4 check in: review and continue

Focus: keep the useful parts of your routine, adjust what is not working, and choose a realistic next month of activity.

- ☐ Day 22. Review your weekly marketing rhythm and remove tasks that do not fit your available time.
- ☐ Day 23. Use ChatGPT to suggest a few helpful topics based on your offer and customer questions. Check each idea.
- ☐ Day 24. Choose one topic and write a short outline in your own words.
- ☐ Day 25. Check your customer facing information for accuracy, clarity, and a clear way to get in touch.
- ☐ Day 26. Ask ChatGPT to turn a non private task list into a simple order of work. Decide what is realistic.
- ☐ Day 27. Make one small improvement to an enquiry reply, offer description, or marketing message.
- ☐ Day 28. Write down what you learned, including questions you could not answer yet.
- ☐ Day 29. Choose a simple weekly routine for the next month and note when you will review it.
- ☐ Day 30. Complete the end of plan review below and choose your next practical step.

End of plan review

What do I understand better about my customers or offer?

What routine will I keep, change, or stop?

My next action and review date: _____

Prompt library: customers, offers, marketing

Use these prompts during the matching part of your 30 day plan. Replace the bracketed fields with non private facts. Add: Use only the information I supplied, do not invent facts, and list anything that needs checking.

Customers: days 2 to 6

1. From these non private notes about [customer group], describe the needs stated directly. Separate facts from guesses: [notes].
2. Group these customer questions into themes without adding answers: [questions].
3. What follow up questions could help me understand [customer need]? Keep them respectful and easy to answer.
4. Turn this description of who I help into plain English, keeping every supplied detail: [description].
5. Based only on these notes, list what I know, what I am assuming, and what I should check: [notes].
6. Suggest a short, non intrusive question I could ask to check whether [assumption] is accurate.

Offers: days 8 to 12

7. Rewrite this offer description for clarity without changing its meaning: [description].
8. From these supplied details, draft a short description of what is included and not included: [details].
9. Make this sentence easier to understand for [audience]. Keep all facts and avoid claims about results: [sentence].
10. Identify unclear words in this offer description and ask me questions rather than filling gaps: [description].
11. Draft three concise ways to explain this offer to [customer group], using only these facts: [facts].
12. Check this offer text for guarantees, unsupported claims, or missing qualifications: [text]. Do not rewrite until you list them.

Marketing ideas: days 13 to 18

13. Suggest five useful post topics about [offer] for [audience]. Use these customer questions: [questions].
14. Make a short outline for a helpful post answering [question], using only these verified points: [points].
15. Adapt this approved message into a short email and a short social post. Keep the facts unchanged: [message].
16. Suggest a simple behind the scenes topic about [work process] that does not reveal private or confidential details.
17. Draft three clear openings for a post about [topic]. Avoid hype and unsupported claims.
18. Turn these notes into a short helpful post with one clear next step: [notes]. Flag missing facts instead of guessing.

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Prompt library: replies and planning

Continue using these prompts during weeks 3 and 4. Remove customer identifiers before you begin. Confirm every detail and edit the result before sending or acting on it.

Enquiry replies: days 19 to 21

19. Draft a courteous reply to a question about [topic]. Use only this confirmed answer: [answer]. Leave out anything unknown.
20. Make this availability reply clear and warm, without implying a booking is confirmed: [confirmed dates and process].
21. Help me acknowledge a complaint and ask for the next useful detail. Do not admit or deny facts I have not checked: [general issue].
22. Draft a polite follow up about [quote or enquiry] that gives the reader room to decide. Use only these details: [details].
23. Shorten this thank you note while keeping it sincere and accurate: [note].
24. Draft a respectful review request that makes clear feedback is optional: [review route and context].

Planning: days 22 to 30

25. Turn these non private business tasks into a short order of work. Keep all tasks and mark dependencies: [tasks].
26. Create a simple weekly checklist from these activities and my available time: [activities and time]. Do not add more work.
27. From these notes, separate completed tasks, open tasks, and questions to resolve: [notes].
28. Suggest a few ways to make this marketing routine easier to maintain, without assuming extra time or money: [routine].
29. Help me compare these two next steps using my stated priorities. Ask questions where information is missing: [options and priorities].
30. Help me make a practical plan for next week from these priorities and tasks. Keep it realistic and list what I need to decide: [priorities and tasks].

Before you use an answer

Check facts against your own records. Do not paste customer personal data. Remove claims you cannot support, and make the final decision yourself.

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