

# ChatGPT Prompts for Small Business Owners

A practical, plain-English prompt collection from WhatIsChatGPT. Replace the bracketed details with your own, then ask follow-up questions to refine the result. Check facts and adapt every draft to your business before using it.

## Marketing

Use these prompts to clarify your audience, sharpen your message and plan practical promotion.

### 01 Describe my ideal customer

I run a [type of business] selling [product or service]. Create three realistic ideal-customer profiles for my [location or market]. For each, include their needs, buying concerns, goals and the message most likely to earn their interest. Do not invent market statistics.

### 02 Find my point of difference

Here is what my business offers: [details]. Here is what customers value: [feedback or observations]. Suggest five specific, credible points of difference. Explain what evidence would support each one and avoid unsupported claims or generic phrases.

### 03 Write a concise value proposition

Write five value propositions for [business], which helps [audience] achieve [outcome] through [offer]. Keep each under 25 words, use plain British English, and make each specific, believable and easy to understand.

### 04 Build a simple campaign idea

Plan a [duration] campaign for [offer] aimed at [audience]. Give it one central message, three supporting content ideas, suggested channels, a realistic call to action and a simple way to judge results. Work within this budget or constraint: [details].

### 05 Improve my product description

Rewrite this description for [product or service]: [paste draft]. Make it clear, useful and persuasive for [audience]. Keep all supplied facts, explain the main benefit, use British spelling and flag any missing details rather than filling gaps.

### 06 Create a customer-friendly offer

Suggest three straightforward promotional offers for [business] and [audience]. Use these products, margins and limits: [details]. For each, explain the customer benefit, likely cost or risk, and clear terms. Do not invent prices or claim guaranteed results.

### 07 Map the customer journey

Map the journey for someone considering [offer], from first discovery to repeat purchase. For each stage, note their likely question, a helpful message or touchpoint, and one practical improvement my small team could make. Label assumptions clearly.

### 08 Draft a local marketing plan

Create a four-week local marketing plan for [business] in [area]. Focus on [audience] and our [offer]. Suggest weekly actions using [available channels], with time needed, a small-budget option and one measure of progress for each week.

### 09 Turn customer feedback into copy

Use these anonymised customer comments to identify recurring needs and benefits: [paste comments]. Summarise themes without overstating them, then draft three short marketing messages that reflect the customers' own language. Do not expose personal details or invent testimonials.

### 10 Make a useful lead magnet

Suggest five genuinely useful downloadable guide or checklist ideas for [audience] interested in [topic]. For each, give a clear title, the problem it solves, a short outline and a relevant next step towards [offer]. Keep the ideas feasible for a small business.

Free resource from WhatIsChatGPT | [whatischatgpt.co.uk](https://whatischatgpt.co.uk)

## Email

Draft useful, human emails and improve the messages you already send.

### 11 Welcome a new customer

Write a warm welcome email for a new customer of [business]. Thank them for [action], explain what happens next, include [useful resource or contact detail] and invite one simple reply. Keep it under [word count] words and avoid a hard sell.

### 12 Follow up after an enquiry

Draft a polite follow-up to someone who enquired about [offer] on [date or occasion]. Refer to their question [details], answer with the facts provided, offer a clear next step and make it easy to decline further contact.

### 13 Announce a new product or service

Write a customer email announcing [new product or service]. Use only these confirmed details: [features, availability, price and link]. Explain who it is for, why it may help and how to find out more. Suggest three subject lines and avoid false urgency.

### 14 Share a helpful newsletter

Create a short newsletter for [audience] about [topic]. Include a useful opening, three practical tips based on these notes [paste notes], a relevant link or resource [details] and one gentle call to action. Keep the tone [tone] and facts accurate to my notes.

### 15 Request a review considerably

Write a brief, friendly email asking a customer who recently [experience] to leave an honest review at [link]. Make clear that all feedback is welcome, do not offer an incentive, and give them an easy way to contact us directly instead.

### 16 Explain a delay or change

Draft a clear email explaining [delay or change] to [customer group]. State what has changed, the confirmed reason, the revised timing [details] and available options. Be accountable and reassuring without making promises we cannot keep.

### 17 Reconnect with an inactive customer

Write a considerate email to a customer who has not purchased from [business] recently. Offer [relevant update or useful content], avoid implying we have tracked them personally, and give a simple way to update preferences or unsubscribe.

### 18 Turn notes into a clear email

Turn these rough notes into a well-structured email to [recipient] about [purpose]: [paste notes]. Keep the meaning and all confirmed details, put the main point first, use a courteous tone and list any ambiguity I should resolve before sending.

### 19 Make a complicated email clearer

Edit this email for clarity and warmth: [paste draft]. Keep every important fact, remove repetition, explain jargon in plain English and make the next action obvious. Return the revised email, then briefly note any unclear claim I need to verify.

### 20 Write a professional introduction

Draft a concise introduction email from me, [role] at [business], to [person or organisation]. The purpose is [reason]. Include one relevant reason for contacting them, a specific but low-pressure next step, and a subject line. Do not imply a relationship that does not exist.

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## Social media

Create consistent content that sounds like your business and gives people a reason to engage.

### 21 Plan a week of posts

Create a one-week posting plan for [platform] for [business], aimed at [audience]. Use these themes and offers: [details]. Suggest a practical mix of formats, draft each post idea and include a clear purpose. Keep the workload realistic for [available time].

### 22 Write a platform-ready caption

Write three caption options for [platform] about [photo, product or update]. Audience: [audience]. Tone: [tone]. Keep them within [length], start with a natural hook and end with one relevant action. Use only these facts: [details].

### 23 Turn a product into a short video script

Draft a [duration]-second vertical video script introducing [product] to [audience]. Use only these product facts: [details]. Break it into simple shots, spoken words or on-screen text, and a closing call to action. Keep filming doable with [available equipment].

### 24 Explain a process in a carousel

Turn this process into a [number]-slide carousel for [audience]: [steps or notes]. Give each slide a short heading and concise copy, open with the value to the reader, and finish with a useful next step. Keep technical terms simple and flag unclear steps.

### 25 Share a behind-the-scenes story

Create a short behind-the-scenes post about [real process or moment] at [business]. Make it engaging without exaggerating, protect anyone's privacy, and connect the detail to [customer benefit]. Offer three opening lines and one gentle invitation to respond.

### 26 Adapt one idea for three channels

Adapt this core idea for [channel 1], [channel 2] and [channel 3]: [idea]. Write a distinct version for each platform's audience and format, preserving the central message. Note any length or visual differences I should account for.

### 27 Invite useful audience questions

Suggest ten genuine questions my [audience] might have about [topic or offer]. Turn each into a natural social post starter that encourages useful discussion rather than engagement bait. Do not imply that we can answer questions outside our expertise.

### 28 Create a seasonal content angle

Suggest five timely content ideas for [business] around [season, event or date] that matter to [audience]. Use these relevant products and constraints: [details]. Avoid clichés, invented event details and insensitive assumptions. Include a practical format for each idea.

### 29 Make a clear call to action

For this post about [subject], write six call-to-action options for [audience] on [platform]. The goal is [desired action]. Make each specific, friendly and low-pressure, and ensure the action is possible using [link or contact method].

### 30 Review my content for accessibility

Review this social post and its image description: [paste copy and describe image]. Suggest clearer wording, useful alt text and any readability improvements. Do not infer details that are not visible or supplied. Keep the original meaning and British spelling.

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## Customer service

Respond with empathy and consistency while keeping decisions and promises in your hands.

### 31 Respond to a complaint

Draft an empathetic reply to this customer complaint: [remove personal details and paste issue]. Acknowledge their concern, apologise where appropriate, ask only essential questions and offer next steps based on this policy: [policy]. Do not promise a refund or outcome unless authorised.

### 32 Explain a return or refund policy

Rewrite this return or refund policy in clear, helpful language for customers: [paste approved policy]. Keep every condition and timeframe accurate, use short paragraphs and list what the customer needs to do. Flag wording that seems ambiguous instead of interpreting it.

### 33 Answer a product question

Reply to this customer asking about [question]: [question]. Use only these verified product details: [facts]. Answer directly, mention any limitation honestly and suggest where to find more information if the answer is not covered.

### 34 Set a boundary politely

Help me write a respectful response explaining that [request] is outside our service or policy. State what we can do instead: [options]. Keep it kind and firm, avoid blame, and do not disclose internal or confidential information.

### 35 Write an out-of-office message

Write a friendly out-of-office reply for [dates]. Explain when I will respond, who to contact for urgent [issue] and what information to include. Use these confirmed contact details: [details]. Do not reveal personal travel plans or promise a response time I cannot meet.

### 36 Apologise for a service issue

Draft a sincere customer message about [confirmed service issue]. Take responsibility for our part, explain what we are doing now [actions], say what the customer can expect next and provide a contact route. Avoid excuses, speculation or unapproved compensation.

### 37 Create a useful FAQ answer

Write a concise FAQ answer to: [customer question]. Use these approved facts and policies: [details]. Start with the direct answer, add any important condition, then suggest a next step. Keep it accessible to a first-time customer and flag gaps in the source information.

### 38 De-escalate a tense exchange

Help me respond calmly to this message: [remove identifying details and paste message]. Acknowledge the customer's concern without matching hostile language, clarify the issue, offer one reasonable next step and keep the reply concise and professional.

### 39 Explain a delay and offer options

Write to a customer about a delay to [order or service]. The confirmed update is [details], and the available options are [options]. Explain the next update point, show empathy and avoid guaranteeing a delivery date that has not been confirmed.

### 40 Turn repeated questions into guidance

Group these anonymised customer questions into themes: [paste questions]. Identify the three most common information gaps and draft a short, clear help-centre answer for each. Do not infer customer identities or treat this sample as a complete measure of demand.

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## Planning and operations

Use the first five prompts to plan priorities, then the final five to make day-to-day work clearer.

### Planning

#### 41 Set realistic weekly priorities

Help me plan next week's work. My goals are [goals], current tasks are [tasks], and I have [hours] available. Rank the priorities by impact and effort, suggest a realistic schedule, identify what to do first, and ask about any dependency you cannot resolve.

#### 42 Compare options before deciding

Compare these options for [business decision]: [option A], [option B] and [option C]. Use my goals and constraints [details]. Show benefits, drawbacks, costs to verify, risks and unanswered questions in a balanced table. Do not choose for me or invent financial figures.

#### 43 Break a goal into milestones

Turn this goal into a practical milestone plan: [goal and target date]. My starting point and resources are [details]. List milestones, key tasks, likely dependencies and progress checks. Mark assumptions and leave dates flexible where information is missing.

#### 44 Prepare for a busy season

Create a preparation checklist for [busy period] at my [business type]. Our team, opening hours and known constraints are [details]. Organise actions by when they need doing, include a responsible role and flag anything that needs a confirmed supplier, budget or decision.

#### 45 Review progress and adjust

Review progress towards [goal] using these updates: [results and obstacles]. Summarise what is on track, what is not, likely causes supported by the evidence and three practical adjustments. Separate known facts from possible explanations.

### Operations

#### 46 Document a repeatable process

Turn these notes into a step-by-step procedure for [task]: [paste notes]. Write for a new team member, include a purpose, materials or access needed, quality checks and what to do if something goes wrong. Flag missing safety or approval steps.

#### 47 Create a handover checklist

Make a handover checklist for [role or recurring task]. Include essential status, deadlines, contacts, files, open questions and next actions. Use this context: [details]. Keep it brief, practical and safe to share with the intended team.

#### 48 Improve a task that takes too long

Help me examine this recurring task: [task and steps]. It takes [time] and causes [known issues]. Identify potential bottlenecks, suggest low-cost improvements and explain the trade-offs. Ask for missing context before recommending changes that affect quality or compliance.

#### 49 Prepare a meeting agenda

Create a [length]-minute agenda for a meeting about [topic]. Attendees are [roles] and the desired outcome is [decision or plan]. Allocate time to each item, include preparation needed and end with named actions and owners to fill in.

#### 50 Build a simple stock check routine

Design a straightforward stock-check routine for [products or materials]. Our storage, ordering lead times and team capacity are [details]. Suggest a frequency, checklist, low-stock trigger and record format. Do not guess demand figures, reorder quantities or supplier terms.

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