

50 ChatGPT Prompts for Small Business Owners

Fifty prompts, organized by the job you're trying to get done. Every one of them is a prompt run for real client work, real emails, real reports, not a generated list.

Copy the one that matches a task on your desk this week. Swap the bracketed part for your details and go.

**A good prompt names the audience, the constraint, and the format you want back.
That's the whole trick.**

CUSTOMER SERVICE (10)

1. Draft a reply to this customer complaint: [paste it]. Acknowledge the issue in the first sentence, no corporate apology language.
2. Turn this into a clear, friendly FAQ answer: [paste the raw explanation].
3. Write a template for late-payment reminders, firm but not aggressive, three escalating versions.
4. Summarize this customer support thread into 3 bullet points for my team.
5. Draft a response to a 1-star review that doesn't sound defensive.
6. Write a welcome message for a new customer's first order, under 80 words.
7. Turn these repeated customer questions into a short FAQ page: [paste 5-10 questions].
8. Draft a refund-policy explanation that's clear without sounding like a legal disclaimer.
9. Write a follow-up message for a customer who hasn't responded in a week, low-pressure.
10. Turn this list of complaints into 3 process changes I should actually make.

MARKETING AND CONTENT (10)

11. Write 5 headline options for this blog post: [paste the draft].
12. Turn this paragraph into 3 short social posts, one per platform tone (LinkedIn, Instagram, X).
13. Write a 150-word email announcing [product/service], one clear call to action.
14. Give me 10 content topic ideas for [your industry] that aren't generic advice.

- 15. Rewrite this ad copy to lead with the outcome, not the feature.
- 16. Turn this customer testimonial into a short case-study paragraph.
- 17. Write 3 subject lines for this email that aren't clickbait: [paste email body].
- 18. Summarize this long blog post into a 100-word version for the newsletter.
- 19. Write an About page draft from these bullet points: [paste your notes].
- 20. Turn this press mention into a LinkedIn post announcing it.

OPERATIONS AND ADMIN (10)

- 21. Turn these meeting notes into an action-item list with owners.
- 22. Draft a standard operating procedure for [task], step by step, for someone doing it the first time.
- 23. Summarize this contract into key terms, price, and renewal conditions.
- 24. Write an out-of-office reply that still routes urgent requests correctly.
- 25. Turn this messy schedule into a clean weekly calendar view.
- 26. Draft an internal announcement about [policy change], plain language, no jargon.
- 27. Write a checklist for onboarding a new client, based on what I did for the last one: [paste notes].
- 28. Summarize this vendor comparison into a table: price, terms, pros, cons.
- 29. Draft a polite way to say no to this request: [paste the ask].
- 30. Turn this expense list into categories for my bookkeeper.

SALES AND OUTREACH (10)

- 31. Write a cold outreach email to [type of prospect], 4 sentences max, one specific pain point.
- 32. Draft a follow-up email for a prospect who went quiet after a good first call.
- 33. Turn this sales call transcript into a summary with next steps.
- 34. Write 3 versions of a pricing objection response, none of them defensive.
- 35. Draft a proposal cover email that isn't generic, reference the actual conversation: [paste notes].
- 36. Write a LinkedIn connection request that isn't a pitch.
- 37. Turn this client win into a short story I can use in outreach.
- 38. Draft a re-engagement email for a past client I haven't talked to in 6 months.
- 39. Write a referral-ask email that doesn't feel awkward.
- 40. Summarize this lead's info into a 3-line prep note before my call.

STRATEGY AND PLANNING (10)

- 41. List the 5 biggest time-costs in [describe your week], based on what I just described.
- 42. Turn this rough business idea into a one-page plan: problem, audience, offer, price.
- 43. Give me 3 ways to test [idea] before building the whole thing.
- 44. Draft a simple pricing structure for [service], with reasoning for each tier.
- 45. Summarize this competitor's website into what they're doing well and where the gap is.
- 46. Turn this year's numbers into 3 sentences I could say out loud on a call.
- 47. Write a decision memo: should I [decision]? List the case for, the case against, and your read.
- 48. Draft a 90-day plan from this one-sentence goal: [state your goal].
- 49. Turn this customer feedback into 3 product or service changes worth considering.
- 50. Write a plain-English summary of this policy or regulation change and what it means for my business: [paste it].

WHY THESE WORK

Every prompt above does three things: names who it's for, states a constraint (length, tone, format), and asks for something specific instead of "help me with marketing." That's the whole trick. The model isn't the variable, the instruction is.

Your Turn

Pick 3 prompts that map to something on your desk right now. Run them today, not next week. The gap between reading a prompt list and actually using one is where most of the value gets lost.

Want the Next Step?

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