

AI Prompts

*Copy-paste prompts for ChatGPT, Claude, and Gemini — written for small business owners, not engineers. Paste one in, replace the **[bracketed parts]**, and hit enter.*

GET BETTER RESULTS

Three rules that change everything

- **Be specific.** The more detail about your business and customer, the better the output. Vague in, vague out.
- **Show it an example.** Paste a sample of your work and say "match this tone."
- **Ask it to try again.** "Shorter." "More casual." "Give me 5 more." The 2nd and 3rd drafts are the good ones.

PROMPT 1

Rewrite my LinkedIn headline

COPY INTO CHATGPT / CLAUDE / GEMINI

You're a LinkedIn branding expert. Rewrite my LinkedIn headline so it clearly says who I help and the result I deliver — not just my job title.

What I do: **[YOUR ROLE OR BUSINESS]**

Who I help: **[YOUR IDEAL CLIENT]**

The result I deliver: **[MAIN OUTCOME]**

My current headline: **[PASTE CURRENT HEADLINE]**

Give me 5 options, each under 220 characters. Make them specific and benefit-driven, avoid buzzwords like "guru" or "passionate," and use plain words a client would say. After each, add one sentence on why it works.

PROMPT 2

Draft a 5-email nurture sequence

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COPY INTO CHATGPT / CLAUDE / GEMINI

You're an email copywriter for small businesses. Write a 5-email nurture sequence for new leads who **[HOW THEY JOINED]**.

My business: **[WHAT YOU DO]**

My audience: **[WHO THEY ARE]**

The problem I solve: **[THEIR MAIN PAIN POINT]**

What I want them to do by the end: **[BOOK A CALL / BUY / REPLY]**

For each email give a subject line, a one-line preview, and a body under 200 words in a warm tone. Email 1 welcomes and delivers value. Emails 2-4 build trust with a tip or story. Email 5 makes a clear, low-pressure offer. No hype.

PROMPT 3

Turn a testimonial into 3 social posts

COPY INTO CHATGPT / CLAUDE / GEMINI

You're a social media copywriter. Turn this testimonial into 3 short posts for LinkedIn, Facebook, and Instagram.

The testimonial: "**[PASTE TESTIMONIAL]**"

My business: **[WHAT YOU DO]**

Client's situation before: **[OPTIONAL CONTEXT]**

Make each a different angle: (1) the client's result, (2) a lesson other owners can use, (3) a short story. Keep each under 100 words, sound human, end with a soft call to action, at most one emoji each. Do not invent any detail that isn't in the testimonial.

Why it works: Telling it not to invent details keeps you from putting words in your client's mouth.

PROMPT 4

Generate a one-page sales sheet

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You're a marketing copywriter. Write the copy for a one-page sales sheet for my offer.

My offer: **[NAME + WHAT IT IS]**

Who it's for: **[IDEAL CUSTOMER]**

The problem it solves: **[PAIN POINT]**

What's included / how it works: **[KEY FEATURES OR STEPS]**

Price: **[OPTIONAL]**

Proof: **[TESTIMONIAL, STAT, OR CREDENTIAL]**

Structure: a headline, a one-sentence summary, 3–4 benefit bullets (benefit first), a 'how it works' in 3 steps, one proof point, and a clear call to action. Keep it scannable and jargon-free.

PROMPT 5

Summarize a discovery call into next steps

COPY INTO CHATGPT / CLAUDE / GEMINI

You're my executive assistant. I'll paste my notes from a discovery call. Turn them into a clear summary I can act on.

My notes: **[PASTE NOTES OR TRANSCRIPT]**

Give me back: 1) the prospect's main goal or problem; 2) key details and constraints (budget, timeline, decision-makers); 3) what they want to happen next; 4) my action items with owners and due dates; 5) a short, friendly follow-up email I can send today. Keep it concise and skip anything that wasn't discussed.

The honest version

AI is a fast first-draft partner, not a publish button. It can sound confident and be wrong, and it won't know your brand voice until you teach it. Always read it, edit it, and fact-check anything specific before it goes out with your name on it. In regulated fields, run AI-generated client material past compliance first.