The Small Business AI PROMPT Swipe File

(10 ready-to-use prompts that save hours every week)



SAFWAN UMAIR

HOW TO USE THIS SWIPE FILE

Each prompt in this guide is ready to use in ChatGPT, Claude, or any AI tool you already have access to.

Copy the prompt, replace the text in [brackets] with your own details, and paste it into your AI tool.

No technical knowledge needed. No paid subscriptions required. Just copy, customise and use.

These are the same prompts I use to build AI tools for small businesses every day. They work because they are specific, structured, and tell the AI exactly what you need rather than leaving it to guess.

The difference between a vague prompt and a well-structured one is the difference between output you delete and output you actually use.

Let's get started.

PROMPT 1: CUSTOMER COMPLAINT RESPONSE

Use when: A customer sends a difficult, angry, or unreasonable message and you need to respond professionally without losing your composure or the customer's.

Copy this prompt: "I run a [type of business] called [business name]. A customer sent me this complaint: [paste the complaint]. First, tell me what type of complaint this is and whether it seems genuine or bad faith. Then write three response options:

Option 1 — Empathetic and apologetic
Option 2 — Solution-focused
Option 3 — Firm but professional

Keep each response under 100 words. Write like a real human business owner, not a corporate robot. Reference the specific details of the complaint, not generic acknowledgments."

WHY IT WORKS: It forces the AI to analyse the situation before responding rather than generating generic apologies for every complaint, including abusive ones.

PROMPT 2: WEEKLY CONTENT IDEAS

Use when: You need LinkedIn post ideas for the week but have no idea where to start.

Copy this prompt: "I help [describe your specific customer] achieve [describe the outcome they want] without [describe the main obstacle or fear].

Generate 10 LinkedIn post ideas that speak directly to their daily frustrations and challenges. Make each idea specific enough to stop someone scrolling. For each idea, give me a one-line hook that opens the post and one line explaining what the post would cover. Write like a trusted peer sharing real experience, not a marketer promoting services."

WHY IT WORKS: The more specific your customer description, the more targeted and compelling the ideas. Vague input produces generic ideas. Specific input produces ideas that feel written for one person.

PROMPT 3: DIFFICULT EMAIL RESPONSE

Use when: You receive an email that requires a careful, considered response - a partnership request, a pricing negotiation, a complaint from a key client, or a sensitive internal communication.

Copy this prompt: "I need to respond to this email: [paste the email]. My goal is to [describe what you want to achieve - maintain the relationship, decline politely, negotiate on price, set a boundary].

Write three versions of my response:

Version 1 — Direct and confident
Version 2 — Diplomatic and warm
Version 3 — Firm and professional.

Keep each version under 150 words. Write in a human conversational tone. No corporate phrases like 'please do not hesitate to contact us.'"

WHY IT WORKS: Giving AI three versions to compare means you are never stuck with one option. You pick the version that matches your relationship with that specific person.

PROMPT 4: WEEKLY BUSINESS REVIEW

Use when: You want to make sense of your week, identify patterns, and get clear on what actually matters next week.

Copy this prompt: "You are a trusted business advisor for small business owners. Analyse my weekly reflection and give me honest, direct insights.

What went well this week: [your answer] What did not go well: [your answer] My biggest challenge right now: [your answer]

Look for the pattern connecting all three answers rather than treating them separately. Identify the real underlying issue, not just the surface problem. Give me three specific actions for next week with a concrete step and timeframe for each. End with one honest reflection I need to hear. Be direct. No corporate hedging. Write like a blunt trusted friend."

WHY IT WORKS: Most AI tools give generic motivational advice. This prompt forces pattern recognition and honest assessment, which is what actually helps you improve week on week.

PROMPT 5: LINKEDIN POST FROM ONE IDEA

Use when: You have a rough idea, an experience, or an observation and want to turn it into a compelling LinkedIn post.

Copy this prompt: "Turn this rough idea into a compelling LinkedIn post: [describe your idea, experience, or observation in a few sentences]. My audience is [describe who follows you]. My tone is [professional / conversational / direct / warm — pick one].

The post must:
- Open with a specific relatable situation or mini story, not a generic statement
- Use short punchy sentences throughout
- End with a one-line question that invites comments
- Be between 150 and 250 words
- Sound like a real person, not a marketer. No buzzwords like game changer, revolutionize, or level the playing field.

WHY IT WORKS: The specific format instructions eliminate the most common AI writing failures — generic openings, corporate tone, and posts that end with no clear invitation to engage.

PROMPT 6: FAQ ANSWER GENERATOR

Use when: You need to write clear, professional answers to common customer questions for your website, WhatsApp auto-reply, or customer service team.

Copy this prompt: "I run a [type of business] called [business name]. Write clear, friendly and professional answers to these common customer questions: [List your 5 to 10 most common customer questions here]

For each answer:
- Keep it under 80 words
- Be specific to my business type
- Use a warm conversational tone
- Avoid corporate language
- End with an invitation to ask if they need more information

My business serves [describe your typical customer] in [your location]."

WHY IT WORKS: Having all your FAQ answers written clearly and consistently saves hours of repetitive typing and ensures every customer gets the same quality response regardless of who on your team is replying.

PROMPT 7: SALES MESSAGE WITHOUT BEING PUSHY

Use when: You want to reach out to a potential client, follow up on a conversation, or offer your services without sounding desperate or salesy.

Copy this prompt: "Write a short outreach message for [platform - LinkedIn DM, WhatsApp, email]. Context: [Describe whom you are reaching out to and why - they commented on your post, they are a warm referral, you met at an event]. My goal: [What you want to happen — a 15-minute call, a response, a meeting]. My service: [One sentence describing what you do and whom you help].

Rules:
- Maximum 100 words
- No selling in the first message
- Lead with genuine interest in them
- One clear low-friction call to action
- Sound like a real human, not a template."

WHY IT WORKS: The no selling rule forces the AI to write something that opens a conversation rather than closing a sale. People respond to genuine interest. They ignore pitches.

PROMPT 8: BUSINESS PROBLEM SOLVER

Use when: You are stuck on a specific business challenge and need a fresh perspective before making a decision.

Copy this prompt: "I am a [describe your role and business] facing this challenge: [describe the problem clearly and specifically]. Current situation: [What is happening now]. What I have already tried: [What has not worked]. What success looks like: [Describe the ideal outcome]. Constraints: [Time, budget, team size or other limitations]

Analyse this situation and give me:
1. The real underlying cause of this problem (not just the symptoms)
2. Three possible solutions ranked by impact and ease of implementation
3. The one thing I should do first this week.

Be direct. Challenge my assumptions if needed. Do not just validate what I have already tried."

WHY IT WORKS: Most people ask AI for advice without giving it enough context. This prompt forces you to articulate the full picture, which both helps the AI and clarifies your own thinking in the process.

PROMPT 9: CAROUSEL OUTLINE GENERATOR

Use when: You want to create a LinkedIn carousel but do not know how to structure the content across multiple slides.

Copy this prompt: "Create a 7-slide LinkedIn carousel outline on this topic: [your topic]. My audience is [describe your followers]. My goal for this carousel is to [educate/inspire/demonstrate a process/share a result].

For each slide, give me:
- A short punchy headline under 10 words
- Two to three bullet points of content for that slide
- The visual idea for that slide

Rules:
- Slide 1 must be a hook that stops scrolling
- Slides 2 to 6 must each make one clear point
- Slide 7 must have a clear call to action
- No corporate language
- Each slide must work as a standalone piece of content."

WHY IT WORKS: Giving the AI a clear structure to follow for each slide eliminates the most common carousel problem — slides that are too dense, too vague or have no logical flow from one to the next.

PROMPT 10: OFFER DESCRIPTION WRITER

Use when: You need to describe what you do in a way that is clear, compelling, and speaks directly to what your potential client actually cares about.

Copy this prompt: "Write a clear, compelling description of my service for [platform — LinkedIn bio, website, DM introduction, pitch deck]. What I do: [Describe your service in plain language] Whom I help: [Describe your specific ideal client] The problem I solve: [The real pain they experience before working with me] The result I deliver: [What changes for them after] My unique approach: [What makes how I work different]

Write three versions:
Version 1 — One sentence under 20 words
Version 2 — Three sentences under 50 words
Version 3 — One paragraph under 100 words

Use plain language. No jargon. No buzzwords. Focus entirely on what the client gets, not what I do technically.."

WHY IT WORKS: Having your offer described at three different lengths means you always have the right version ready - whether you are filling in a bio field, sending a DM, or writing a proposal introduction.

WANT THESE PROMPTS WORKING AUTOMATICALLY?

These prompts work manually in any AI tool. But they work even better when automated into workflows that run without you lifting a finger.

I build affordable AI automation tools for small businesses that put these prompts to work automatically.

- Content pack generator.
- Customer complaint advisor.
- Weekly business review tool.
- FAQ assistant bot.

All built on free tools. All running permanently. All owned by you completely.

Connect with me on LinkedIn:
[https://www.linkedin.com/in/safwan-umair-b0113121/]

Safwan Umair
AI, Automation, & Traceability.