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The Small Business AI Toolkit

50 AI Prompts That Do the Heavy Lifting
for Your Small Business

Lead Follow Up · Proposals · Invoice Recovery

Difficult Clients · Hiring · Onboarding

Reviews · Social Media · Newsletters · Cash Flow

Stop wasting hours on things AI can do in 60 seconds.

How to Use This Toolkit

This toolkit contains 50 carefully crafted AI prompts across 10 of the most painful business tasks small businesses face every day. Each prompt is designed to give you a professional result you can use in under 60 seconds. No AI experience required.

- 1 Choose your prompt**
Find the category and situation that matches what you need. Each prompt tells you exactly when to use it.
- 2 Copy the prompt**
Select the entire prompt text and copy it to your clipboard.
- 3 Fill in the brackets**
Replace every [bracketed section] with your specific details. The more specific you are, the better the result.
- 4 Paste into Claude or ChatGPT**
Open Claude (claude.ai) or ChatGPT and paste your completed prompt. Hit send.
- 5 Review and send**
Read the output, make any small adjustments to match your voice, and use it. Most prompts need less than 2 minutes of editing.

Pro tip: Save your completed prompts with your business details already filled in. Next time you need them, they take 10 seconds to use instead of 60.

What's Inside

01	Lead Follow Up & Enquiry Responses	5 prompts
02	Proposal & Quote Writing	5 prompts
03	Chasing Overdue Invoices	5 prompts
04	Handling Difficult Clients	5 prompts
05	Writing Job Ads	5 prompts
06	Onboarding New Staff	5 prompts
07	Responding to Reviews	5 prompts
08	Social Media Captions	5 prompts
09	Email Newsletter Starters	5 prompts
10	Cash Flow Scripts	5 prompts

01

Lead Follow Up & Enquiry Responses

Most businesses lose leads in the first 24 hours. These prompts write responses so good people feel like you read their mind.

The Instant Enquiry Response

◆ *USE WHEN: Someone fills in your contact form or sends a first enquiry*

You are a professional business owner responding to a new enquiry. Write a warm, confident email response using these details:

Business type: [e.g. accounting firm / landscaping company / marketing agency]

Enquiry they sent: [paste their message here]

Your key services: [list 2-3 main services]

Your availability: [e.g. next available slot is Thursday]

Your name and business name: [your details]

Write a response that:

- Opens by acknowledging exactly what they asked about (not generic)
- Confirms you can help and briefly explains why you are the right fit
- Proposes a specific next step with a date and time
- Closes warmly but professionally
- Is under 150 words
- Sounds human, not corporate

Do not use filler phrases like "I hope this email finds you well" or "Please don't hesitate to reach out".

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Price Enquiry Handler

◆ *USE WHEN: Someone asks how much you charge before they know your value*

Write a response to a price enquiry that avoids giving a number too early while keeping the lead warm and moving forward.

My business: [type of business]

What they asked: [paste their price question]

My typical price range: [your range e.g. \$500-\$2000]

What is included at that price: [3-4 key inclusions]

What makes my service worth it: [1-2 genuine differentiators]

Write a response that:

- Acknowledges their question without deflecting
- Briefly explains that price depends on their specific needs
- Lists 2-3 questions you need answered to give an accurate quote
- Makes them feel excited to answer, not interrogated
- Ends with a soft CTA to book a quick call or fill in a form
- Sounds like a confident professional, not someone avoiding the question

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Gone Cold Lead Revival

◆ *USE WHEN: A lead went quiet after showing interest and it has been 1-3 weeks*

Write a follow up message to a lead who showed interest but has gone quiet. This must not sound desperate, pushy or passive aggressive.

Their original enquiry was about: [what they asked about]

How long ago: [e.g. 12 days ago]

Last interaction: [what happened, e.g. I sent a quote, we had a call]

My business name: [name]

One genuinely useful piece of information I can offer them: [a tip, stat, or insight relevant to their situation]

Write a follow up that:

- Opens with something of value, not "just checking in"
- References their specific situation so it feels personal
- Gives them an easy out if timing is wrong (this removes pressure and paradoxically increases response rate)
- Has ONE clear call to action
- Is under 100 words
- Could believably have been written by a human who cares, not a CRM automation

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Referral Thank You That Gets More Referrals

◆ *USE WHEN: Someone refers a new client to you*

Write a thank you message to someone who referred a client to my business. This message should be warm enough to make them feel genuinely appreciated AND subtly reinforce that referring people to me is a great thing to do.

Referrer's name: [name]

What they referred: [type of client or job]

My relationship with them: [e.g. past client, colleague, friend]

Something specific and genuine I can say about them: [e.g. "your attention to detail is why your clients trust you"]

My business name: [name]

Write a message that:

- Feels genuinely personal not templated
- Mentions what they referred specifically
- Makes them feel proud of the referral
- Subtly plants the seed that their network would benefit from knowing about me
- Does NOT offer a referral fee or discount (unless I add that myself)
- Works as an email or a voice message script

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Objection Crusher

◆ *USE WHEN: A lead says they need to think about it, it is too expensive, or they are comparing quotes*

Write a professional, non-pushy response to a common sales objection.

The objection they raised: [paste exactly what they said e.g. "It's a bit more than we budgeted" or "We're getting a few quotes" or "I need to run it past my partner"]

My service: [what I sell]

My price: [what I quoted]

The real cost of them NOT solving this problem: [what happens if they do nothing or go cheap]

One specific result a past client got: [real outcome e.g. "saved 8 hours a week" or "increased bookings by 30%"]

Write a response that:

- Validates their concern without agreeing with it
- Reframes the price as an investment with a measurable return
- Uses the real client result as proof without it sounding like a brag
- Ends with a low-pressure next step
- Does not beg, discount, or panic
- Sounds like a confident expert who knows their worth

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

02

Proposal & Quote Writing

A great proposal does not just list prices. It makes the client feel understood and makes yes the obvious answer.

The Winning Project Proposal

◆ *USE WHEN: You need to send a formal proposal that wins the job*

Write a professional project proposal for a potential client.

Client name and business: [details]

Project they need: [describe what they want]

My proposed solution: [what I will do]

Key deliverables: [list 3-5 specific things they will receive]

Timeline: [how long it will take]

Investment: [price or price range]

Why I am the right choice: [2-3 genuine reasons]

Potential risk if they do not proceed: [what problem stays unsolved]

Write a proposal that:

- Opens with a paragraph showing I understand their problem (not about me)
- Presents the solution clearly with deliverables in plain English
- Makes the timeline feel manageable
- Presents the investment with confidence, not apology
- Closes with a clear next step and a deadline for acceptance
- Uses professional but plain language with no jargon
- Feels like it was written specifically for them, not copied from a template

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Scope of Work That Prevents Scope Creep

◆ *USE WHEN: You need to define exactly what is included so clients do not keep adding extras*

Write a clear, professional scope of work document that protects me from scope creep while keeping the client relationship positive.

Project type: [what the project is]

What IS included: [list every deliverable and task]

What is NOT included: [list common add-ons or assumptions I want to exclude]

Number of revisions included: [your policy]

How additional requests will be handled: [e.g. quoted separately at \$X/hour]

My business name: [name]

Write a scope of work that:

- States inclusions specifically enough that there is no grey area
- States exclusions clearly but without sounding defensive or suspicious
- Explains the revision and change request process professionally
- Uses plain English not legal language
- Could be included in a contract or sent as a standalone document
- Makes the client feel secure, not fenced in

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Quote Follow Up

◆ *USE WHEN: You sent a quote 3-7 days ago and have not heard back*

Write a follow up email after sending a quote that has not been responded to.

What I quoted for: [project description]

Quote amount: [\$amount]

When I sent it: [e.g. 5 days ago]

Client name: [name]

One thing I can add that makes saying yes easier: [e.g. flexible payment, fast start date, extra inclusion]

Write a follow up that:

- Does NOT open with "just following up on my quote"
- Adds one new piece of value or information they did not have before
- Creates gentle urgency without fake deadlines
- Reconfirms my availability and enthusiasm without desperation
- Is under 100 words
- Ends with one clear yes or no question to get a response either way

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Premium Price Justifier

◆ *USE WHEN: Your quote is higher than the client expected and you need to justify it*

Write a confident explanation of why my price is what it is, without apologising or discounting.

My service: [what I provide]

My price: [\$amount]

What they were expecting to pay: [if known, e.g. "around half that"]

What is included that they may not have considered: [list hidden value items]

The cost of getting this done cheaply or badly: [real consequences]

A result I have delivered for a similar client: [specific outcome]

Write a price justification that:

- Acknowledges the gap between expectation and reality without apologising
- Breaks down what they are actually getting at each dollar
- Reframes the risk of going cheaper
- Uses the client result as proof of ROI
- Does not offer a discount but may offer a payment plan as an alternative
- Closes with confidence, not a question

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Package Comparison Presenter

◆ *USE WHEN: You offer tiered options and need to present them without overwhelming the client*

Write a clear, persuasive presentation of my service packages that guides the client toward the middle or premium option.

Package 1 name and price: [name: \$price]

Package 1 includes: [list inclusions]

Package 2 name and price: [name: \$price]

Package 2 includes: [list inclusions]

Package 3 name and price: [name: \$price]

Package 3 includes: [list inclusions]

My ideal client usually needs: [which package and why]

Write a package presentation that:

- Introduces the options without overwhelming detail
- Uses anchoring so the premium option makes the middle one feel reasonable
- Gently steers toward the recommended option using language like "most clients in your situation choose..."
- Makes the lowest tier feel complete but limited, not cheap
- Ends with a recommendation and a next step
- Sounds like a trusted advisor guiding a decision, not a salesperson pushing upsells

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

03

Chasing Overdue Invoices

Getting paid should not require awkward conversations. These prompts recover money professionally without damaging relationships.

The Friendly First Reminder

◆ *USE WHEN: Invoice is 1-7 days overdue. Assume it was forgotten not ignored*

Write a friendly first payment reminder for an overdue invoice. Assume good faith. They probably just forgot.

Client name: [name]

Invoice number: [number]

Invoice amount: [\$amount]

Original due date: [date]

Days overdue: [number]

My payment details or link: [bank details or payment link]

My name: [name]

Write a reminder that:

- Assumes it slipped through the cracks, not that they are avoiding payment
- Clearly states the invoice number, amount and original due date
- Makes it easy to pay with details right in the email
- Offers to resend the invoice if they cannot find it
- Is warm and brief, under 80 words
- Does not use guilt language or urgency at this stage

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Firm Second Notice

◆ *USE WHEN: Invoice is 14-21 days overdue and first reminder was ignored*

Write a firmer second payment reminder. The friendly approach did not work. This email is still professional but makes clear that payment is now overdue and expected.

Client name: [name]

Invoice number: [number]

Invoice amount: [\$amount]

Original due date: [date]

First reminder sent: [date]

My payment terms: [e.g. payment within 14 days]

Late fee policy if applicable: [e.g. 2% per month or none]

My name and business: [details]

Write a second notice that:

- Opens by referencing the first reminder was sent
- States clearly that payment is now [X] days overdue
- Requests payment within 48-72 hours specifically
- Mentions any late fee that applies (or that you are considering applying one)
- Provides payment details again
- Closes professionally but firmly with no apology and no aggression
- Is under 120 words

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Payment Plan Offer

◆ *USE WHEN: Client cannot pay in full but you want to recover the money without losing the relationship*

Write an email offering a payment plan for an overdue invoice while making clear the full amount is still owed.

Client name: [name]

Total amount owed: [\$amount]

How overdue: [days/weeks]

Payment plan I am willing to offer: [e.g. 3 payments of \$X over 6 weeks]

First payment due: [date]

My name and business: [details]

Write an email that:

- Acknowledges that situations arise without being condescending
- Presents the payment plan as a goodwill gesture, not a standard option
- Clearly states the total amount is not being reduced
- Outlines exactly when each payment is due
- Requires them to confirm agreement in writing by reply
- Makes clear that the plan requires follow through or standard recovery steps will follow
- Maintains the business relationship while protecting my position

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Final Demand Before Action

◆ *USE WHEN: Invoice is 45+ days overdue and all attempts have been ignored*

Write a final payment demand before escalating to a debt collector or legal action.

Client name and business: [details]

Invoice number and amount: [details]

Date invoice was issued: [date]

All previous contact attempts: [list dates of emails/calls]

Deadline for payment: [specific date, give 7 days]

Next steps if unpaid: [e.g. debt collector, small claims, credit listing]

My name and business: [details]

Write a final demand that:

- States this is the final notice before formal action
- Lists all previous contact attempts with dates
- States the exact deadline and the exact consequences
- Is factual and professional with zero emotion
- Does not threaten anything you are not actually prepared to do
- Reads like it was written by someone who means business
- Could be used as evidence of reasonable attempts to recover the debt

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Awkward Client Recovery

◆ *USE WHEN: The client is someone you want to keep but they still owe you money*

Write a payment request for a valued long term client who is overdue, where I want to preserve the relationship but still get paid.

Client name: [name]

How long we have worked together: [e.g. 3 years]

Invoice amount and due date: [details]

How overdue: [days]

What I value about the relationship: [genuine thing]

My name: [name]

Write a message that:

- Opens by acknowledging the relationship genuinely, not as manipulation
- Raises the overdue payment as a practical matter, not an accusation
- Assumes there may be a reason and opens the door for them to share it
- Is direct about needing payment without being cold
- Offers to have a quick call if they want to discuss
- Closes in a way that keeps the door open for continued work
- Could be sent as an email or said in a call. Provide both versions

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

04

Handling Difficult Clients

Difficult situations handled badly cost you money and reputation. These prompts help you respond professionally under pressure.

The Complaint De-escalator

◆ *USE WHEN: A client is upset, complaining or threatening to escalate*

Write a professional response to a client complaint that de-escalates the situation without admitting liability or fault.

What they complained about: [describe the complaint]

What actually happened from my perspective: [your account]

Whether the complaint has merit: [yes / partly / no]

What I am willing to do to resolve it: [your offer]

What I am NOT willing to do: [your limits]

My name and business: [details]

Write a response that:

- Opens by acknowledging their frustration (not agreeing with their version of events)
- Uses language like "I understand this has been frustrating" not "I'm so sorry we failed you"
- Presents my understanding of what happened factually and calmly
- Proposes a specific resolution without over-promising
- Is firm about what falls outside my responsibility
- Closes by focusing on moving forward, not relitigating
- Does not get defensive, emotional or sarcastic
- Could be read by a third party and make me look reasonable

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Scope Creep Stopper

◆ *USE WHEN: A client keeps adding work that was not in the original scope without offering to pay for it*

Write a professional response to a client who is requesting work outside the original scope without offering to pay for it.

Original scope agreed: [what was agreed]

What they are now requesting: [the new request]

How much extra work this represents: [hours or value estimate]

My additional rate for out of scope work: [\$amount]

My name and business: [details]

Write a response that:

- Acknowledges their request positively without agreeing to do it for free
- Clearly references the original scope and what was agreed
- Explains the additional request falls outside that scope
- Provides a quote for the additional work without apology
- Makes it easy for them to say yes to the extra work
- Does not make them feel bad for asking. It happens. But be clear on the process
- Protects the business relationship while protecting my time

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Bad Review Response

◆ *USE WHEN: Someone leaves a negative review on Google or social media*

Write a professional public response to a negative review that makes my business look reasonable to everyone reading it, not just the reviewer.

The review they left: [paste the review]

What actually happened: [my account of events]

Whether I could have done something differently: [honest reflection]

What I offered to resolve it: [if anything]

My business name: [name]

Write a response that:

- Thanks them for the feedback without being sycophantic
- Addresses the specific complaint factually without getting defensive
- Corrects any factual inaccuracies calmly and specifically
- Shows prospective customers reading this that I take quality seriously
- Invites them to contact me directly to resolve if not already done
- Is under 100 words
- Would make a neutral reader think I handled this well, even if the reviewer was unreasonable

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Client Termination Letter

◆ *USE WHEN: You need to end a client relationship professionally*

Write a professional letter ending a client relationship without burning bridges or creating legal risk.

Client name and business: [details]

Reason for ending the relationship: [honest internal reason e.g. constant scope creep, late payments, toxic communication, not a good fit]

What I will tell them: [professional version of the reason e.g. "we are refocusing our services"]

Outstanding work to be completed: [what I owe them if anything]

Transition period I am offering: [e.g. 2 weeks, 30 days]

Referral to another provider: [if applicable]

My name and business: [details]

Write a termination letter that:

- Is professional and final, not an invitation to negotiate
- Gives a professional reason without being dishonest
- Clearly states the end date and what happens between now and then
- Thanks them for the work together genuinely if possible
- Does not over-explain or justify
- Could not be used against me in a dispute
- Closes all doors without slamming them

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Boundary Reset

◆ *USE WHEN: A client is contacting you at all hours, bypassing processes or treating you like staff*

Write a firm but professional communication resetting boundaries with a client who is overstepping.

What boundary is being crossed: [e.g. texting at 11pm, calling instead of emailing, making demands outside our agreement]

How long this has been happening: [timeframe]

What my actual agreed terms are: [e.g. response within 24 hours business days, contact via email only]

How I want things to work going forward: [your preference]

My name: [name]

Write a communication that:

- Is warm but unmistakably clear
- States the boundary being reset without blaming or lecturing
- References the agreed terms where relevant
- Explains what I will and will not respond to going forward
- Does not apologise for having professional standards
- Gives them a face-saving reason to comply rather than making them feel attacked
- Is brief. Long explanations undermine the firmness of the boundary

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

05

Writing Job Ads

Most job ads attract the wrong people or no one at all. These prompts write ads that attract exactly who you need.

The Magnetic Job Ad

◆ *USE WHEN: You need to hire someone and want to attract the right candidates fast*

Write a compelling job advertisement that attracts qualified candidates who are a genuine cultural fit.

Role title: [exact title]

Business type and size: [e.g. boutique accounting firm, 8 people]

Key responsibilities: [list 5-7 main tasks]

Must-have skills or experience: [non-negotiables]

Nice-to-have but not essential: [bonus qualities]

Salary or rate range: [be specific. Vague ranges lose good candidates]

Why someone great would want this job: [genuine selling points such as culture, flexibility, growth, work type]

What kind of person thrives here: [personality and work style fit]

Location and work arrangement: [in person, hybrid, remote]

Write a job ad that:

- Opens with a hook that speaks to the right candidate, not a generic company introduction
- Makes the role sound interesting and real, not a dry list of duties
- Is honest about what the role involves including hard parts
- Makes the salary range front and centre, not buried
- Closes with a specific application instruction that filters out low-effort candidates
- Is under 400 words
- Sounds like a real human wrote it for a real job

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Culture Fit Interview Questions

◆ *USE WHEN: You have interviews coming up and want to go beyond standard questions*

Generate a set of interview questions designed to reveal whether a candidate is a genuine fit for my business culture and values, not just technically capable.

My business type: [what we do]

Team size and structure: [e.g. 4 person team, flat structure, everyone pitches in]

Our core values or ways of working: [e.g. we move fast, we over-communicate, we take ownership]

The biggest challenge in this role: [what makes it hard]

The type of person who has struggled here before: [if known]

The type of person who has thrived here: [if known]

Generate 8-10 interview questions that:

- Reveal how they actually behave, not how they think they should answer
- Use situational and behavioural formats where possible ("tell me about a time...")
- Uncover their relationship with feedback, accountability and ambiguity
- Surface how they handle pressure, conflict and unclear instructions
- Are not cliches like "what's your biggest weakness"
- Include one unexpected question that reveals character
- Come with a note on what a strong versus weak answer looks like

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Job Offer Letter

◆ *USE WHEN: You want to make a formal offer that excites the candidate and protects you*

Write a professional job offer letter that confirms all the key details, excites the candidate and sets clear expectations.

Candidate name: [name]

Role title: [title]

Start date: [date]

Salary or hourly rate: [amount and frequency]

Employment type: [full time / part time / casual / contract]

Hours per week: [number]

Location: [where they will work]

Probation period: [duration and what happens at the end]

Key conditions: [e.g. police check required, own transport needed]

Response deadline: [when you need their answer]

My name and business: [details]

Write an offer letter that:

- Opens warmly and confirms you are excited to have them
- States all terms clearly so there is no ambiguity
- Sets expectations for the start and onboarding process
- States the probation conditions without making them feel like they are already on trial
- Requests a written acceptance by a specific date
- Is professional enough to be legally referenced
- Sounds human, not like it was copied from an HR textbook

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Rejection That Keeps Your Reputation Intact

◆ *USE WHEN: You need to reject a job applicant kindly but efficiently*

Write a rejection email for a job applicant that is kind, specific enough to feel genuine, and keeps the door open for future opportunities if appropriate.

Candidate name: [name]

Role they applied for: [role]

Why they were not selected: [real reason e.g. stronger candidate found, missing key experience, not the right cultural fit]

What to tell them: [professional version e.g. "we found a candidate whose experience more closely matches the role"]

Whether I would consider them for future roles: [yes / no / maybe]

My name and business: [details]

Write a rejection that:

- Thanks them for their time and application genuinely
- Gives a real but professional reason for the decision
- Does not give false hope if there is none
- Opens the door to future opportunities if that is genuine
- Is under 100 words. Long rejections are not kinder
- Would not leave the candidate feeling humiliated or confused
- Could be posted publicly and not embarrass my business

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Contractor Brief

◆ *USE WHEN: You are bringing on a freelancer or subcontractor and need to brief them properly*

Write a clear, professional project brief for a contractor or freelancer that sets expectations from day one and prevents misunderstandings.

Contractor name: [name]

What they have been engaged to do: [specific scope]

Deliverables I expect: [list each one]

Deadlines for each deliverable: [dates]

How I want to communicate with them: [e.g. weekly update email, Slack, phone]

Quality standards I expect: [be specific]

How and when they will be paid: [rate and schedule]

Who owns the work when complete: [intellectual property ownership]

Revision process: [how many rounds, how to request]

My name and business: [details]

Write a brief that:

- Is specific enough that there is no grey area
- Sets up the communication rhythm from the start
- States payment terms in plain language
- Addresses IP ownership clearly but not aggressively
- Makes the contractor feel clear on expectations without feeling micromanaged
- Could serve as the basis for a simple contract

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

06

Onboarding New Staff

The first 30 days decide whether a new hire stays or goes. These prompts create onboarding experiences that set people up to win.

The Welcome Email That Sets the Tone

◆ *USE WHEN: A new team member is starting and you want to make a great first impression*

Write a welcome email to a new team member that makes them feel genuinely excited about their first day while giving them everything they need to show up prepared.

New team member name: [name]

Role they are starting: [title]

Start date and time: [details]

Location or remote login details: [where/how to start]

Who they will meet on day one: [names and roles]

What day one looks like: [rough schedule or plan]

What to bring or prepare: [practical details]

Dress code or culture norms: [e.g. casual, smart casual]

One genuine thing I want them to know about the team or culture: [something real]

My name: [name]

Write an email that:

- Is warm and specific, not a generic HR welcome template
- Gives all the practical information they need in one place
- Includes one human detail that makes the business feel like a real place with real people
- Sets expectations for their first week without overwhelming them
- Makes them feel like they made the right decision accepting the offer
- Is under 200 words

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The 30-60-90 Day Plan

◆ *USE WHEN: You want to set clear milestones for a new hire's first 3 months*

Write a 30-60-90 day onboarding plan for a new team member that gives them clear milestones, builds confidence and sets them up to succeed.

Role: [title]

Key responsibilities of the role: [list main duties]

Systems and tools they need to learn: [list]

Key relationships they need to build internally: [names and roles]

Key relationships externally if any: [clients, suppliers]

What success looks like at 30 days: [specific observable outcomes]

What success looks like at 60 days: [specific observable outcomes]

What success looks like at 90 days: [specific observable outcomes]

End of probation expectation: [what they need to demonstrate]

Write a 30-60-90 plan that:

- Is structured by month with clear focus areas
- Sets specific observable outcomes not vague goals
- Distinguishes between learning phase and doing phase
- Is achievable but stretching
- Makes the new hire feel set up to win, not set up to fail
- Can be handed to them on day one as a roadmap

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Training Checklist

◆ *USE WHEN: You need to make sure a new hire learns everything without things falling through the cracks*

Create a comprehensive training checklist for a new team member in my business.

Role: [title]

Business type: [what we do]

Systems they must be trained on: [list all software and tools]

Processes they must understand: [e.g. how we handle enquiries, how we invoice, how we communicate with clients]

Compliance or legal requirements: [e.g. food handling, privacy, WHS]

Who is responsible for each training area: [assign a name or "self directed"]

Timeline for completing each item: [e.g. week 1, week 2, within 30 days]

Create a checklist that:

- Covers every area a new hire needs to know to do their job properly
- Is organised by category and timeline
- Has a checkbox format they can actually use
- Assigns responsibility so nothing is left ambiguous
- Includes a sign off section so you know training was completed
- Can be printed or sent digitally

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Performance Check-In Script

◆ *USE WHEN: It is end of week one, two or four and you want to check in meaningfully with a new hire*

Write a check-in conversation guide for a manager to use with a new hire at the end of their first week, fortnight or month.

New hire name: [name]

How long they have been in the role: [e.g. 1 week / 2 weeks / 1 month]

What has gone well so far: [your observations]

Any early concerns: [your honest observations]

What you want to understand from their perspective: [what you are trying to learn]

Tone of your workplace: [e.g. direct and honest / warm and collaborative]

Write a check-in guide that:

- Includes specific questions to ask, not just topics to cover
- Creates space for them to share concerns without feeling like a complaint session
- Addresses any performance concerns directly but kindly
- Reinforces what they are doing well with specifics
- Ends with clear actions for the next period
- Feels like a genuine conversation, not a performance review
- Includes a note on what to listen for in their answers

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Workplace Policy Explainer

◆ *USE WHEN: You need to explain a business policy in plain English without it sounding like a legal document*

Rewrite a workplace policy in plain, human language that employees will actually read and understand.

Policy topic: [e.g. leave entitlements, social media use, expense claims, dress code, flexible work]

The key points of the policy: [list the main rules or requirements]

The reason behind the policy: [why it exists]

What happens if someone does not follow it: [consequences]

Any exceptions or grey areas: [acknowledge them]

Business name and tone: [formal / casual / somewhere in between]

Rewrite this policy so it:

- Opens by explaining why the policy exists, not just what it says
- Uses plain language a 16-year-old could understand
- Addresses the most common questions about it upfront
- States the consequences clearly without making it sound threatening
- Acknowledges any grey areas honestly
- Is formatted with short paragraphs and dot points where it helps clarity
- Sounds like it was written by a human, not a lawyer

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

07

Responding to Reviews

Every review is a marketing opportunity. These prompts help you respond in a way that turns readers into clients.

The 5-Star Response That Does Marketing Work

◆ *USE WHEN: You receive a great review and want to respond in a way that attracts more clients*

Write a response to a positive review that thanks the reviewer genuinely AND subtly markets my business to everyone else reading it.

The review they left: [paste the review]

The specific service or product they mentioned: [detail]

A result or outcome they referenced: [what they got from working with me]

My business name and location: [details]

One keyword a potential client might search for: [e.g. "bookkeeper Newcastle" or "wedding florist Sydney"]

Write a response that:

- Thanks them by name and references something specific they said
- Reflects the result or outcome back using natural language
- Naturally includes a keyword or two without sounding like SEO spam
- Mentions the service they used so other readers know what to ask about
- Invites them back or thanks them for their continued support if a returning client
- Is under 80 words
- Sounds warm and human, not a corporate template

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Fake or Malicious Review Response

◆ *USE WHEN: You receive a review that appears to be fake, from a competitor or completely fabricated*

Write a professional public response to a review I believe is fake, from someone who was never a client, or is clearly malicious.

The review: [paste it]

Why I believe it is fake or unfair: [your reasoning]

Whether I have any record of this person as a client: [yes / no / unclear]

My business name: [name]

Write a response that:

- Politely states I have no record of this person as a client
- Invites them to contact me directly if there has been a genuine experience
- Does not accuse them of lying directly (even if true). This escalates publicly
- Makes future readers question the review's legitimacy without me saying it outright
- Demonstrates that I take all feedback seriously
- Is calm, factual and professional. Nothing that could be screenshotted and used against me
- Is under 80 words

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Review Request That Actually Gets Reviews

◆ *USE WHEN: You want to ask a happy client to leave a review without it being awkward*

Write a review request message to a happy client that makes it easy and natural to say yes.

Client name: [name]

What we did together: [project or service]

A result they mentioned or experienced: [specific outcome]

Where I want the review: [e.g. Google, Facebook, LinkedIn]

My review link: [URL]

My name: [name]

Write a review request that:

- References their specific experience so it feels personal not mass-sent
- Explains briefly why reviews matter to a small business (creates empathy without guilt)
- Makes the ask feel easy. One click, 2 minutes
- Provides the exact link so there is zero friction
- Works as an email or SMS
- Does not ask them to say anything specific (that is review gating and against Google's terms)
- Is under 80 words

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Review Response Template System

◆ *USE WHEN: You want a bank of responses you can personalise quickly for any review*

Create a set of review response templates for my business across different review scenarios.

My business type: [what I do]

My business name: [name]

My tone: [e.g. warm and personal / professional / friendly and casual]

Location if relevant: [city/area]

Main services: [list 3-4]

Create 5 response templates for:

1. A detailed 5-star review mentioning a specific staff member
2. A general 5-star review with no detail
3. A 4-star review with a minor complaint
4. A 3-star review with a genuine concern
5. A 1-2 star review with a serious complaint

Each template should:

- Have a [NAME] placeholder to personalise
- Include a [SPECIFIC DETAIL] placeholder to reference their experience
- Be complete enough to use with minimal editing
- Sound different from each other so they do not appear templated
- Stay under 100 words each

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Testimonial Extraction Interview

◆ *USE WHEN: You want to turn a happy client conversation into a powerful written testimonial*

Write a set of questions I can ask a happy client in a brief conversation or email to extract a powerful, specific testimonial.

My business type: [what I do]

What this client experienced: [their project or service]

Result they achieved: [what changed for them]

What objection they had before working with me: [if known]

Format I want the testimonial in: [written quote / video script / case study]

Generate 6-8 questions that:

- Start with easy, comfortable questions before asking for the good stuff
- Draw out specific numbers, timeframes and results rather than vague praise
- Ask about their situation BEFORE working with me (for contrast)
- Surface the moment they knew it was worth it
- Get at what they would say to someone considering working with me
- Are conversational enough to ask in a 10 minute call
- Come with a note on what follow up questions to ask if they give a vague answer

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

08

Social Media Captions

Content that sounds like a real person, not a content calendar. These prompts write posts that actually get engagement.

The Authority Post

◆ *USE WHEN: You want to demonstrate expertise without being boring or braggy*

Write a social media post that positions me as an expert in my field by sharing genuinely useful insight.

My industry: [what I do]

Topic or insight I want to share: [the thing I know that others often get wrong]

Why most people get this wrong: [common mistake or misconception]

What the right approach is: [my actual advice]

Who this is most useful for: [specific audience]

Platform: [LinkedIn / Instagram / Facebook]

My name and business: [details]

Write a post that:

- Opens with a statement that immediately challenges a common belief
- Backs it up with my actual reasoning or experience
- Gives one specific, actionable takeaway
- Ends with a question or CTA that invites engagement
- Sounds like a practitioner sharing real knowledge, not a content marketer
- Is formatted appropriately for the platform (LinkedIn = longer / Instagram = punchy)
- Does not use generic phrases like "in today's digital landscape" or "as a business owner"
- Has a hook in the first line that stops the scroll

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Story Post

◆ *USE WHEN: You want to share a client result or business story in a way that builds trust*

Write a social media story post about a client result or business experience that builds credibility and trust without sounding like a case study.

The situation: [what the client's problem was before]

What I did: [what we worked on together]

The result: [specific outcome with numbers if possible]

What this taught me: [the lesson or insight]

What someone reading should take from it: [the message for them]

Platform: [LinkedIn / Instagram / Facebook]

Write a story post that:

- Follows a before/after/lesson structure but does not feel formulaic
- Uses specific details that make the story feel real
- Focuses on the client's experience, not my cleverness
- Draws out a clear lesson that someone NOT in that situation can still use
- Ends with a relevant question or soft CTA
- Is written in first person, conversational and honest
- Is appropriate length for the platform

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Myth-Busting Post

◆ *USE WHEN: You want to challenge a common misconception in your industry*

Write a myth-busting social media post that challenges a widespread belief in my industry.

The myth: [common belief or misconception in my industry]

Why people believe it: [where this idea comes from]

Why it is wrong or incomplete: [the truth with reasoning]

What the better approach or belief is: [your take]

My industry and business type: [details]

Platform: [LinkedIn / Instagram / Facebook]

Write a post that:

- Opens with the myth stated boldly (people stop scrolling when they see something they believe challenged)
- Unpacks why the myth exists before debunking it (this builds credibility)
- Presents the alternative clearly and specifically
- Backs it up with experience, data or a client example
- Ends with a question that invites people to share their experience
- Is provocative enough to generate comments without being inflammatory
- Does not attack other businesses or people who promote the myth

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Promotional Post That Does Not Feel Salesy

◆ *USE WHEN: You need to promote a service or product without sounding desperate*

Write a promotional social media post for a service or product that leads with value, not with the sale.

What I am promoting: [service or product name]

What problem it solves: [the specific pain point]

Who it is for: [specific person or situation]

Price or key detail: [what they need to know]

One result or outcome: [what they get]

Link or CTA: [what I want them to do]

Platform: [LinkedIn / Instagram / Facebook]

Write a post that:

- Opens with the problem or situation the reader is in (not the product)
- Builds to the solution naturally rather than announcing it
- Mentions the product or service in context, not as the star of the show
- Makes the CTA feel like a helpful next step, not a hard sell
- Is honest about who it is and is not right for
- Does not use countdown timers, false urgency or ALL CAPS
- Could be read by a stranger and not feel like an ad

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Engagement Prompt Post

◆ *USE WHEN: You want to spark conversation and increase reach*

Write a social media post designed specifically to generate comments and engagement from my target audience.

My industry: [what I do]

My target audience: [who I want to reach]

A genuinely interesting or debated question in my space: [something people have opinions on]

My opinion on it: [what I actually think]

Platform: [LinkedIn / Instagram / Facebook]

Write a post that:

- Stakes out a clear position rather than sitting on the fence
- Invites disagreement as much as agreement (controversy drives reach)
- Is short enough that people read to the end before commenting
- Ends with a specific question that is easy to answer in one line
- Does not bait engagement with tricks like "comment YES if you agree"
- Feels like a real person sharing a real opinion
- Would make someone in my audience tag another person in their field

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

09

Email Newsletter Starters

Most business newsletters are deleted unread. These prompts write emails people actually open, read and act on.

The Story Newsletter

◆ *USE WHEN: You want to share a business story or lesson that keeps readers engaged*

Write a business newsletter that leads with a story and ends with a relevant insight or offer.

Story I want to share: [describe a real situation such as a client story, business moment, or personal experience relevant to my business]

The lesson or insight from the story: [what it taught me or what readers should take from it]

How this connects to my business or service: [the relevance]

Soft call to action: [what I want them to do e.g. reply, book a call, download something]

My name and business: [details]

Newsletter name if any: [e.g. The Weekly Update]

Write a newsletter that:

- Opens with the story immediately. No preamble or "welcome to this week's issue"
- Tells the story with specific detail that makes it feel real
- Draws out the insight naturally from the story
- Connects to my business without making the insight feel like a pitch setup
- Ends with a CTA that feels like a natural next step, not a hard sell
- Is 300-400 words
- Has a subject line that makes someone curious enough to open

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Practical Tips Newsletter

◆ *USE WHEN: You want to give genuine value and position yourself as the expert*

Write a practical, value-packed newsletter giving my audience actionable tips on a topic relevant to my business.

Topic: [specific topic relevant to my industry]

My audience: [who subscribes to my list]

3-5 specific tips I want to include: [list them]

Why these tips matter right now: [the context or urgency]

My business and how I can help further: [what I do]

CTA: [what I want them to do next]

My name: [name]

Write a newsletter that:

- Opens with why this topic matters RIGHT NOW (not "in today's fast-paced world")
- Delivers each tip with enough explanation to be genuinely useful, not a heading and one sentence
- Uses real examples or scenarios where possible
- Connects the tips to a problem the reader is likely experiencing
- Ends with a CTA that feels earned after the value delivered
- Is 300-500 words
- Has a subject line with a specific number or outcome that drives opens

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Re-Engagement Email

◆ *USE WHEN: Subscribers have not opened your emails in a while and you want to bring them back*

Write a re-engagement email for subscribers who have not opened or interacted with my emails in 60-90 days.

What my newsletter is about: [topic/purpose]

What value I provide: [what subscribers get from being on my list]

Something new or changed since they last engaged: [new service, content, offer, direction]

What I want them to do: [stay subscribed / update preferences / take an action]

My name and business: [details]

Write a re-engagement email that:

- Has a subject line that acknowledges the silence honestly (e.g. "We've missed you" or "Is this still useful?")
- Opens with honesty about why you are sending it
- Reminds them why they subscribed in the first place
- Gives them a reason to stay that feels relevant and new
- Gives them an easy and dignified way to unsubscribe if they want to
- Is under 150 words. Re-engagement emails that are too long get ignored
- Has warmth without being cloying

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Offer Announcement Email

◆ *USE WHEN: You are launching a new product, service or special offer to your list*

Write a launch email announcing a new product, service or offer to my existing email list.

What I am launching: [name and description]

Who it is for: [specific person or situation]

The main problem it solves: [pain point]

Key details: [price, what is included, timeline]

Why now: [genuine reason for the launch or offer]

Deadline or availability: [if limited]

Link to buy or learn more: [URL]

My name and business: [details]

Write a launch email that:

- Opens by addressing the problem before revealing the solution
- Builds anticipation before naming the product
- States the price and key details clearly. Do not bury them
- Creates genuine urgency if there is a real deadline (do not fake it)
- Makes the CTA obvious and repeats it twice
- Sounds like an announcement from a real person, not a launch funnel
- Is under 250 words. People decide quickly whether to click or delete

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Welcome Email Sequence Starter

◆ *USE WHEN: Someone new joins your list and you want to make a brilliant first impression*

Write a 3-email welcome sequence for new subscribers that builds trust, delivers value and moves them toward becoming a client.

What they signed up for: [freebie / newsletter / offer]

My business and what I do: [details]

The main problem I solve: [pain point]

My signature approach or philosophy: [what makes me different]

What I want them to do eventually: [buy a product / book a call / join a community]

My name and business: [details]

Write three emails:

Email 1 (send immediately): Deliver what they signed up for, introduce yourself as a real human, set expectations for what is coming. Under 150 words.

Email 2 (send day 3): Share one genuinely useful insight or tip that demonstrates your expertise and builds trust. No pitch. Under 200 words.

Email 3 (send day 5-7): Share a client story or result, connect it to their situation, make a soft offer or CTA. Under 200 words.

Each email should:

- Have a subject line that gets it opened
- Sound like it was written to one person, not a list
- Build naturally on the previous email
- Move the relationship forward without rushing the sale

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

10

Cash Flow Scripts

Cash flow is the number one killer of profitable businesses. These prompts give you the words to protect yours.

The Cash Flow Crisis Message to Suppliers

◆ *USE WHEN: You need to negotiate extended terms or defer a payment to a supplier*

Write a professional message to a supplier requesting extended payment terms or a temporary deferral due to cash flow pressure.

Supplier name: [name]

What I owe and when it was due: [\$amount, date]

Reason for cash flow pressure: [brief, honest explanation e.g. large invoice outstanding, seasonal slowdown]

What I am requesting: [e.g. 30 day extension / pay half now and half in 30 days]

My payment history with them: [e.g. always paid on time for 3 years]

When I expect my cash position to improve: [be specific]

My name and business: [details]

Write a message that:

- Leads with my track record before asking for anything
- Is honest about the situation without oversharing or being dramatic
- Makes a specific request, not a vague "can we work something out"
- Proposes a concrete payment plan
- Commits to specific dates
- Does not make me sound like a business in crisis. Temporary pressure, not collapse
- Thanks them for the relationship and their flexibility

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Price Increase Announcement

◆ *USE WHEN: You need to raise your prices and want to communicate it professionally*

Write a price increase announcement to existing clients that keeps them and manages their reaction professionally.

Current price: [\$amount for what service]

New price: [\$amount]

Effective date: [when the new price starts]

Reason for increase: [genuine reason e.g. costs increased, rates not reviewed in X years, expanded service]

What they still get for the new price: [confirm value]

Whether existing clients get a grace period: [e.g. current rate locked until X date if they book before then]

My name and business: [details]

Write an announcement that:

- Is direct. Do not bury the price change in paragraph three
- Gives a genuine reason without over-explaining or apologising excessively
- Focuses on value rather than justification
- Creates urgency to act before the new rate if you are offering a grace period
- Thanks them for their loyalty
- Is confident. Apologetic price increases invite negotiation
- Works as an email to existing clients

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Cash Flow 90-Day Review Script

◆ *USE WHEN: You need to review your cash position and plan the next 90 days*

Help me conduct a 90-day cash flow review and planning session for my business.

My business type: [what I do]
Current monthly revenue (approximate): [\$amount]
Current monthly fixed costs: [\$amount, list main ones]
Current monthly variable costs: [\$amount]
Outstanding invoices owed to me: [\$amount, how old]
Outstanding bills I owe: [\$amount, when due]
Upcoming large expenses in next 90 days: [list]
Upcoming confirmed revenue in next 90 days: [list]
Current cash in the bank: [\$amount]

Using this information:

1. Calculate my current cash position and runway
2. Identify my biggest cash flow risks in the next 90 days
3. Identify the 3 fastest ways I can improve cash flow immediately
4. Suggest what to pay first if I need to prioritise
5. Recommend one thing I should stop spending money on
6. Give me a simple weekly cash flow habit to implement from tomorrow

Present this as an action plan, not a lecture. Be direct about what the numbers mean.

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Invoice Payment Terms Upgrade

◆ *USE WHEN: You want to update your payment terms to improve cash flow*

Write updated payment terms for my business that improve my cash flow while remaining acceptable to clients.

My current payment terms: [e.g. 30 days from invoice]

What I want to move to: [e.g. deposit upfront, 7 day terms, payment on completion]

My business type: [what I do]

Average project or job value: [\$amount]

My client type: [e.g. small businesses, individuals, corporates]

Write new payment terms that:

- Shift more money to upfront or on delivery
- Are standard enough not to scare off good clients
- Include a clear late payment clause with specific consequences
- State the terms in plain English a client can understand
- Work for both one-off projects and ongoing work
- Come with a brief script I can use to explain the new terms to existing clients who are used to my old terms
- Are firm enough to be enforceable

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

The Emergency Revenue Generator

◆ *USE WHEN: You need cash in the next 30 days and need ideas fast*

Help me generate immediate revenue for my business in the next 30 days without spending money on advertising.

My business type and main services: [details]

My current client base: [rough number and type]

My email list size if any: [number]

My social media following if any: [rough number and platform]

Skills or services I have but do not usually promote: [list anything]

Assets I have: [e.g. unused products, courses, content, equipment]

My target: [how much cash I need and by when]

What I am willing to do: [e.g. offer a special rate / bundle services / create a limited offer]

Generate a 30-day emergency revenue plan that:

- Prioritises existing clients and warm contacts before cold outreach
- Identifies the fastest cash-generating actions in order of speed
- Suggests at least one offer I probably have not thought of
- Is realistic given my capacity and situation
- Does not require me to discount so heavily I damage my positioning
- Gives me a day by day or week by week sequence of actions
- Is honest about what will and will not work in 30 days

Copy the prompt above » fill in the [brackets] » paste into Claude or ChatGPT » done.

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