SORTED SMALL BIZ

50 AI Prompts Pack *for small business*

Write a month of small business marketing in an afternoon. Copy, paste, fill in the [brackets] and let ChatGPT or Grok do the heavy lifting.

Social posts | Emails & replies | Admin | Quotes & pricing | Planning & growth

Free guide · No tech skills needed

Pinterest: @sortedsmallbiz

START HERE

Your new 10-minute marketing assistant

Every prompt in this pack is ready to copy and paste into a free AI chat tool such as ChatGPT (chatgpt.com) or Grok (grok.com). You don't need a paid plan or any tech skills. Just swap the highlighted [brackets] for your own details.

1

Open a free AI tool

Go to ChatGPT or Grok and start a new chat. A free account is all you need.

2

Copy a prompt

Pick the job you need done today and copy the whole prompt.

3

Fill the [brackets]

Replace every [bracket] with your real details. The more specific, the better the result.

4

Tweak and use

Ask for changes (shorter, friendlier, more Aussie), then add your own touch before you post or send.

Tips for better answers

- Say "make it shorter", "more casual" or "give me 3 more options" to refine any answer.
- Paste in an example of your own writing and ask the AI to match your tone.
- Always read before you publish: check facts, prices and anything legal or financial.
- Never paste private customer details such as full names, addresses or card numbers.

Bonus: paste this first, once per chat

I run a [type of business] in [suburb/city or online]. I help [ideal customer] with [main problem you solve]. My tone is [friendly/professional/fun]. I use Australian English. Remember this for everything I ask in this chat.

SORTED SMALL BIZ

01

Social posts & marketing

Show up online without staring at a blank screen.

01 A week of social posts
02 Turn one idea into five
03 Pinterest pin text
04 Customer story post
05 Answer the FAQ in a post
06 Special offer announcement
07 Google Business update
08 Captions for my photos
09 30 days of content ideas
10 Bio and profile rewrite

01 A week of social posts

> Write 7 social media posts for my **[type of business]** in **[your suburb/city]**. My ideal customer is **[describe them]** and they struggle with **[their main problem]**. Mix it up: 2 helpful tips, 2 behind-the-scenes posts, 1 customer story, 1 myth-buster and 1 gentle promotion for **[your service]**. Keep each under 120 words, friendly and Australian, with a simple call to action.

✓ **Use it for:** Filling a whole week of posts in one sitting.

02 Turn one idea into five

> Here is something I know well: **[paste a tip, process or opinion]**. Turn it into 5 different social posts for **[Facebook/Instagram/LinkedIn]**: a quick tip, a short story, a checklist, a question to my audience and a 'common mistake' post. My business is **[type of business]**.

✓ **Use it for:** Squeezing more content out of one good idea.

03 Pinterest pin text

> Write 5 Pinterest pin ideas for my **[type of business]**. For each, give overlay text (8 words max), a pin title under 100 characters, and a 2-sentence description using the keywords **[keyword 1]**, **[keyword 2]** and **[keyword 3]**. No hashtags.

✓ **Use it for:** Getting found on Pinterest and Google.

04 Customer story post

> Turn this customer result into a short, warm social post (under 150 words): **[describe the customer, their problem, what you did and the result]**. Don't use their full name. End with an invitation to **[book/message/call]** if they want the same result.

✓ **Use it for:** Sharing proof that your service works.

05 Answer the FAQ in a post

My customers often ask: **[paste the question]**. Write a clear, friendly social post that answers it in plain English, in under 150 words, and ends by inviting people to ask me more questions.

✓ **Use it for:** Turning repeat questions into content.

06 Special offer announcement

Write a social post and a 2-line story caption announcing **[your offer, e.g. 15% off first booking]** for **[who it's for]**, valid until **[date]**. Sound helpful, not pushy, and make the next step very clear: **[how to claim it]**.

✓ **Use it for:** Promoting an offer without sounding salesy.

07 Google Business update

Write 4 short Google Business Profile updates (under 80 words each) for my **[type of business]** in **[suburb]**. Include one seasonal tip for **[month/season]**, one service highlight, one FAQ and one 'book now' post.

✓ **Use it for:** Keeping your Google listing active for local searches.

08 Captions for my photos

I have a photo of **[describe the photo]**. Write 3 caption options for my **[type of business]**: one fun, one helpful and one that invites people to **[action]**. Keep each under 60 words.

✓ **Use it for:** Posting photos you already have.

09 30 days of content ideas

> Give me a 30-day list of social media post ideas for a **[type of business]** serving **[ideal customer]**. Group them by week, include a mix of tips, stories, behind-the-scenes and offers, and note the best format for each (photo, carousel, short video or text).

✓ **Use it for:** Never wondering what to post again.

10 Bio and profile rewrite

> Rewrite my social media bio so it is clear in 3 seconds who I help and how. Business: **[type of business]**. I help **[ideal customer]** to **[result]**. Location: **[suburb/online]**. Give me 3 options under 150 characters, each with a call to action.

✓ **Use it for:** Fixing a vague profile that doesn't convert.

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02

Emails & customer replies

Reply faster, sound professional and keep customers coming back.

11 Welcome new customers
12 Polite late-payment reminder
13 Reply to an unhappy customer
14 Ask for a Google review
15 Monthly newsletter
16 Win back old customers
17 Enquiry reply template
18 Saying no nicely
19 Follow up a quiet lead
20 Thank-you after the job

11 Welcome new customers

> Write a warm welcome email for a new customer of my **[type of business]** who just booked **[service]**. Include what happens next, how to prepare (**[preparation notes]**), how to reach me, and a friendly sign-off from **[your name]**.

✓ **Use it for:** Making a great first impression automatically.

12 Polite late-payment reminder

> Write a polite but firm payment reminder for invoice **[invoice number]** for **[amount]** that was due on **[due date]**. Customer name: **[name]**. Keep it friendly, include the payment details **[bank or link]**, and suggest they contact me if there's a problem.

✓ **Use it for:** Chasing money without the awkwardness.

13 Reply to an unhappy customer

> A customer sent this complaint: **[paste the message]**. Write a calm, kind reply that acknowledges how they feel, explains **[what happened, if relevant]**, and offers **[your solution]**. No excuses, no over-apologising, under 150 words.

✓ **Use it for:** Handling complaints without stress.

14 Ask for a Google review

> Write a short, friendly message (SMS and email versions) asking **[customer name]** to leave a Google review after **[service]**. Make it easy: include **[review link]**, and keep the SMS under 300 characters.

✓ **Use it for:** Collecting more 5-star reviews.

15 Monthly newsletter

> Write a short monthly email newsletter for my **[type of business]**. Include: one useful tip about **[topic]**, one update (**[news]**), one offer or reminder (**[offer]**), and a friendly sign-off. Under 250 words, with 3 subject line options.

✓ **Use it for:** Staying in touch with past customers.

16 Win back old customers

> Write a friendly 'we miss you' email to customers who haven't booked in **[time period]**. Remind them of **[benefit of your service]**, offer **[incentive]**, and make rebooking easy via **[booking link]**. Give 3 subject lines.

✓ **Use it for:** Bringing back customers who drifted away.

17 Enquiry reply template

> Someone enquired: **[paste the enquiry]**. Write a helpful reply that answers their question, mentions my price range of **[price range]**, explains the next step (**[book a call/visit/quote]**) and sounds like a real person, not a robot.

✓ **Use it for:** Converting more enquiries into bookings.

18 Saying no nicely

> Write a polite email declining **[the request, e.g. a discount or job outside my services]** from **[customer name]**. Keep the relationship warm and, if suitable, suggest **[an alternative or referral]**.

✓ **Use it for:** Protecting your time and boundaries.

19 Follow up a quiet lead

> I sent a quote to **[name]** for **[service]** on **[date]** and haven't heard back. Write a short, low-pressure follow-up email and a 1-line SMS version. Offer to answer questions and mention **[one helpful detail]**.

✓ **Use it for:** Following up without feeling pushy.

20 Thank-you after the job

> Write a short thank-you message to **[customer name]** after **[service]**. Include one care or next-step tip (**[tip]**), a mention that I'd love a referral, and how to book again: **[booking link]**.

✓ **Use it for:** Turning happy customers into repeat business.

03

Admin & time-saving

Hand the boring bits to AI and get hours back each week.

21 Plan my week
22 Write my FAQ page
23 Simple policy wording
24 Standard operating checklist
25 Summarise a long email or document
26 Meeting or call notes
27 Booking confirmation and reminder
28 Tidy up my writing
29 Spreadsheet helper
30 Batch my content time

21 Plan my week

> Here are my tasks this week: **[paste your list]**. I work **[hours/days available]**. Sort them by urgency and importance, suggest which to drop or delegate, and give me a simple day-by-day plan.

✓ **Use it for:** Ending the week feeling on top of things.

22 Write my FAQ page

> Write 10 frequently asked questions and clear answers for my **[type of business]**. Include questions about price, booking, cancellations (**[your policy]**), what to expect and service area (**[area]**). Plain English, short answers.

✓ **Use it for:** Answering the same questions once, forever.

23 Simple policy wording

> Write a short, friendly **[cancellation/refund/late arrival]** policy for my **[type of business]**. My rules are: **[your rules]**. Make it clear and fair. Add a note that I should check it against Australian Consumer Law.

✓ **Use it for:** Setting clear rules customers understand.

24 Standard operating checklist

> Turn this rough description of how I do **[task/process]** into a clear step-by-step checklist someone else could follow: **[describe how you do it]**.

✓ **Use it for:** Getting processes out of your head.

25 Summarise a long email or document

> Summarise the text below in 5 bullet points, then list any actions I need to take and any deadlines. Text: **[paste it]**.

✓ **Use it for:** Getting through long emails fast.

26 Meeting or call notes

> Turn these messy notes from my call with **[client name]** into a tidy summary with: what they need, what I agreed to, next steps and dates. Notes: **[paste notes]**.

✓ **Use it for:** Never forgetting what you promised.

27 Booking confirmation and reminder

> Write a booking confirmation message and a reminder message (sent **[24 hours]** before) for **[service]** at my **[type of business]**. Include date **[date]**, time **[time]**, location **[address/online link]** and how to reschedule.

✓ **Use it for:** Fewer no-shows and late arrivals.

28 Tidy up my writing

> Rewrite this so it sounds clear, friendly and professional, in Australian English, without changing the meaning: **[paste your text]**.

✓ **Use it for:** Sounding polished in a hurry.

29 Spreadsheet helper

> I use **[Google Sheets/Excel]**. I want to **[what you want to calculate or track, e.g. total income by month]**. My columns are **[list your columns]**. Tell me the exact formula and where to put it, step by step, for a complete beginner.

✓ **Use it for:** Tracking numbers without spreadsheet stress.

30 Batch my content time

> I have **[number]** hours a week for marketing my **[type of business]**. Create a simple weekly routine that batches writing, designing and scheduling posts so I only sit down **[number]** times a week.

✓ **Use it for:** Making marketing fit a busy week.

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04

Quotes, pricing & proposals

Price with confidence and write proposals that win the job.

31 Check my pricing
32 Create service packages
33 Write a winning proposal
34 Explain my price
35 Quote email
36 Raise my prices
37 Scope of work
38 Upsell suggestions
39 Compare me with competitors
40 Payment terms wording

31 Check my pricing

> I charge **[your price]** for **[service]**, which takes about **[time]** and costs me **[costs]**. My area is **[suburb/city]** and my customers are **[describe them]**. Help me work out my true hourly rate and suggest whether I'm underpricing, with 3 pricing options to consider.

✓ **Use it for:** Making sure you're actually profitable.

32 Create service packages

> I offer **[list your services]**. Turn them into 3 packages (good, better, best) for **[ideal customer]**, with a name, what's included, who it suits and a suggested price based on my current rate of **[current rate]**.

✓ **Use it for:** Earning more per customer.

33 Write a winning proposal

> Write a one-page proposal for **[client name]** who needs **[their problem]**. Include: their goal, my recommended solution (**[your service]**), what's included, timeline (**[timeline]**), investment (**[price]**) and next steps. Confident, warm and clear.

✓ **Use it for:** Turning enquiries into signed jobs.

34 Explain my price

> A customer said my price of **[price]** for **[service]** is too high. Write a friendly reply that explains the value (**[what's included, experience, results]**) without being defensive, and offers **[an option, e.g. smaller package]** if suitable.

✓ **Use it for:** Handling price objections calmly.

35 Quote email

> Write a short email to send with my quote for **[service]** to **[customer name]**. Total: **[amount incl. GST if applicable]**. Valid until **[date]**. Mention what's included, how to accept, and that I'm happy to answer questions.

✓ **Use it for:** Sending quotes that look professional.

36 Raise my prices

> I'm raising my price for **[service]** from **[old price]** to **[new price]** from **[date]**. Write a short, positive email to existing customers explaining why (**[reasons]**) and thanking them for their support.

✓ **Use it for:** Lifting prices without losing customers.

37 Scope of work

> Write a clear scope of work for **[service]** for **[client]**. List what is included, what is not included (**[exclusions]**), how many revisions or visits (**[number]**), and what happens if extra work is needed.

✓ **Use it for:** Preventing scope creep and disputes.

38 Upsell suggestions

> My customers usually buy **[main service]**. Suggest 5 add-ons or upgrades I could offer, with a short, non-pushy line I could use to mention each one.

✓ **Use it for:** Increasing the value of each booking.

39 Compare me with competitors

> Here are 2-3 competitors' services and prices: **[paste details]**. Compare them with mine (**[your services and prices]**) and tell me how I could stand out without simply being cheaper.

✓ **Use it for:** Finding your edge in a crowded market.

40 Payment terms wording

> Write short, clear payment terms for my invoices and quotes. I want **[deposit amount or %]**, the balance due **[when]**, accepted methods **[methods]**, and a polite note about late fees of **[fee, if any]**.

✓ **Use it for:** Getting paid on time, every time.

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05

Planning & growth

Think bigger, plan simply and grow on purpose.

41 90-day growth plan
42 Find my ideal customer
43 Lead magnet ideas
44 Simple website words
45 Brainstorm a new income stream
46 Review my month
47 Collaboration ideas
48 Mini workshop outline
49 SWOT in plain English
50 My 'why choose me' message

41 90-day growth plan

> My business: **[type of business]**. Current monthly income: **[amount]**. Goal in 90 days: **[goal]**. Time available: **[hours per week]**. Budget: **[budget]**. Create a simple 90-day plan with weekly actions, focusing on the 3 things most likely to move the needle.

✓ **Use it for:** Turning a vague goal into weekly steps.

42 Find my ideal customer

> Help me describe my ideal customer for **[type of business]**. Ask me 8 questions one at a time, then write a one-paragraph customer profile covering their situation, problems, goals and where they spend time online.

✓ **Use it for:** Knowing exactly who you're talking to.

43 Lead magnet ideas

> Suggest 10 free resources (checklists, guides, templates) my **[type of business]** could give away to collect email addresses from **[ideal customer]**. For each, give a catchy title and the problem it solves.

✓ **Use it for:** Starting your own email list.

44 Simple website words

> Write the words for a simple one-page website for my **[type of business]** in **[location]**. Include a headline, a short 'who I help' section, 3 services with one-line descriptions, a trust section (**[experience, reviews]**), and a clear call to action to **[book/call/enquire]**.

✓ **Use it for:** Getting online without paying a copywriter.

45 Brainstorm a new income stream

> I run a **[type of business]** and I'm good at **[skills]**. Suggest 7 extra ways I could earn money from my existing skills and customers (digital products, packages, workshops, referrals). Rank them by how easy they are to start.

✓ **Use it for:** Adding income without adding hours.

46 Review my month

> Here are my numbers and notes for **[month]**: **[income, enquiries, bookings, wins, problems]**. Tell me what's working, what isn't, and the 3 changes I should make next month.

✓ **Use it for:** Learning from each month instead of repeating it.

47 Collaboration ideas

> Suggest 8 local businesses or online creators that a **[type of business]** in **[location]** could partner with, and write a short, friendly first message I could send to one of them.

✓ **Use it for:** Growing through partnerships.

48 Mini workshop outline

> Create an outline for a **[30/60]**-minute free or paid workshop on **[topic]** for **[ideal customer]**. Include a hook title, 3 main lessons, one activity and a natural way to mention my **[service]**.

✓ **Use it for:** Teaching your way to new customers.

49 SWOT in plain English

> Do a simple SWOT analysis (strengths, weaknesses, opportunities, threats) for my **[type of business]** in **[location]**. Here is what I know: **[notes]**. Finish with the 3 most important actions.

✓ **Use it for:** Seeing your business clearly from the outside.

50 My 'why choose me' message

> Help me write 3 versions of a one-sentence 'why choose me' message for my **[type of business]**. What makes me different: **[your experience, approach, guarantees]**. Customers usually choose me because **[reasons]**.

✓ **Use it for:** Explaining your value in one line.

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Prompts sorted.
What's next?

Great prompts write the words. The next step is having somewhere to send people: a simple website and an email list that brings customers back, without paying an agency or learning to code.

Get the free tools guide

I share step-by-step guides on setting up a free website and email list in one afternoon (with screenshots), plus new prompts, templates and time-saving tools. Follow along on Pinterest so you don't miss them.

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