FREE GUIDE

The AI Content Kit

30 copy-paste AI prompts for a month of social media posts

For small business owners who don't have time to post every day

EASY AI MARKETING
pinterest.com/easyaimarketingtips

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How to use this kit

Posting every day feels impossible when you're running a business. This kit fixes that. You get one prompt for every day of the month. Copy it into ChatGPT or Claude, fill in the parts in [brackets], and you'll have a ready-to-post caption in under a minute.

3 simple steps

1. Open ChatGPT or Claude (the free versions work fine) and start a new chat.
2. Paste the **Setup Prompt** below first, so the AI knows your business.
3. Paste one daily prompt, fill in the [brackets], and post the result. Tweak a word or two so it sounds like you.

Tip: do a whole week in one sitting. Seven posts take about 20 minutes.

The Setup Prompt (paste this first)

> **SETUP PROMPT**
>
> I run [type of business] that helps [who you help] with [what you help them with]. My customers usually struggle with [their biggest problem]. My tone of voice is [friendly / professional / funny]. I post on [Instagram / Facebook / LinkedIn]. Keep this in mind for every post I ask you to write in this chat. Write short posts (max 120 words) with a strong first line, one clear call-to-action and 3-5 relevant hashtags.

All examples in this kit are for an imaginary nail salon called Bloom Nail Studio.

WEEK 1

Let people get to know you

Day 1 · Introduce yourself

COPY THIS PROMPT

Write a friendly introduction post that tells new followers who I am, what my business does and who I help. End with a question that invites people to say hello.

Example: "Hi, I'm Maria! I help busy moms get salon-perfect nails in 45 minutes."

Day 2 · Your why

COPY THIS PROMPT

Write a short, personal story post about why I started my business. My reason: [your reason]. End with what this means for my customers.

Example: "I opened Bloom because I never had time for myself either."

Day 3 · Behind the scenes

COPY THIS PROMPT

Write a casual behind-the-scenes post about a normal day in my business. Mention these moments: [2-3 moments from your day].

Example: "7:30am: coffee, playlist on, and 42 new polish colors to unpack."

Day 4 · Fun fact

COPY THIS PROMPT

Give me 5 surprising facts about [your industry] that my customers probably don't know. Then turn the best one into a short post.

Example: "Did you know your nails grow faster in summer?"

Day 5 · Meet your product or service

COPY THIS PROMPT

Write a post that explains my [product or service] in simple words: what it is, who it's for and the #1 result it gives. No hard selling.

Example: "Our gel manicure: chip-free nails for three weeks, done in one lunch break."

Day 6 · This or that

COPY THIS PROMPT

Write a fun 'This or That' post with 4 choices related to [your industry] that my followers can answer in the comments.

Example: "Nude or bold? Short or long? Glitter or matte? Tell me below!"

Day 7 · Lesson of the week

COPY THIS PROMPT

Write a short, relatable post sharing one lesson I learned this week running my business. The lesson: [your lesson].

Example: "This week taught me that saying no to some clients makes room for the right ones."

WEEK 2

Teach something useful

Day 8 · Quick tip

COPY THIS PROMPT

Write a post with one quick tip my customers can use today to [result they want]. Explain it in 3 short steps.

Example: "Make your manicure last a week longer with this 10-second habit."

Day 9 · Common mistakes

COPY THIS PROMPT

List 3 common mistakes people make with [topic] and how to avoid them. Make it short and easy to scan.

Example: "3 mistakes that ruin your nails (and #2 surprises everyone)."

Day 10 · Myth vs. fact

COPY THIS PROMPT

Write a 'Myth vs. Fact' post about [topic] that busts a popular myth my customers believe.

Example: "Myth: nails need to 'breathe'. Fact: they get oxygen from your blood."

Day 11 · Simple how-to

COPY THIS PROMPT

Write a simple step-by-step post: How to [small task related to your business] in 5 minutes.

Example: "How to remove gel polish at home without damaging your nails."

Day 12 · Favorite tool

COPY THIS PROMPT

Write a post recommending one tool, app or product that helps my customers with [problem], and explain why I like it.

Example: "The $8 cuticle oil I recommend to every single client."

Day 13 · Question of the day

COPY THIS PROMPT

Write a post that asks my followers one thought-provoking question about [topic] and encourages them to reply in the comments.

Example: "What's the one beauty treatment you'd never give up?"

Day 14 · Checklist

COPY THIS PROMPT

Create a short checklist post: '[number] things to check before you [action related to your business]'.

Example: "5 things to check before booking a nail appointment."

WEEK 3

Build trust

Day 15 · Customer story

COPY THIS PROMPT

Turn this customer result into a short success story post (keep the customer anonymous if needed): [what was the situation before, and what changed after].

Example: "She hid her hands in every photo. Last week she sent us her wedding pictures."

Day 16 · Most asked question

COPY THIS PROMPT

Write a post answering the question my customers ask most often: [the question]. Keep the answer clear and friendly.

Example: "'Will gel damage my nails?' Here's the honest answer."

Day 17 · Before & after

COPY THIS PROMPT

Write a caption for a before-and-after photo of [what changed]. Focus on how the customer felt, not just how it looks.

Example: "Same hands, totally different confidence."

Day 18 · Your values

COPY THIS PROMPT

Write a post about 3 values that guide how I run my business: [value 1], [value 2], [value 3]. Show what each one means in practice.

Example: "Clean tools, honest prices, and no rushing. Ever."

Day 19 · Unpopular opinion

COPY THIS PROMPT

Write a respectful 'unpopular opinion' post about [topic] that makes people stop scrolling and think.

Example: "Unpopular opinion: the most expensive polish isn't the best one."

Day 20 · Thank you

COPY THIS PROMPT

Write a warm thank-you post to my customers and followers. Mention this recent milestone: [milestone].

Example: "500 happy clients this year. Thank you for trusting us with your hands!"

Day 21 · A day in your customer's life

COPY THIS PROMPT

Write a post describing a typical day of my ideal customer, showing their struggle with [problem] and how my business makes it easier.

Example: "School run, meetings, dinner, laundry... and when is there time for you?"

WEEK 4

Sell without being pushy

Day 22 · Problem to solution

COPY THIS PROMPT

Write a post that describes [problem] in my customers' own words, then introduces my [product or service] as the solution. End with a soft call-to-action.

Example: "Tired of chipped polish after two days? There's an easier way."

Day 23 · Announce an offer

COPY THIS PROMPT

Write a post announcing this offer: [what, price, deadline]. Make it exciting but not pushy, and include one clear next step.

Example: "This week only: gel manicure + hand massage for $45. Book via the link in bio."

Day 24 · Answer a doubt

COPY THIS PROMPT

My customers often hesitate because [their doubt, e.g. price or time]. Write a post that answers this doubt honestly and respectfully.

Example: "'It's too expensive.' Let's do the math per week."

Day 25 · Poll

COPY THIS PROMPT

Write a poll post with 2-4 options asking my followers what they want help with next regarding [topic].

Example: "What should I post next: nail care tips, color trends, or at-home tricks?"

Day 26 · DIY vs. done-for-you

COPY THIS PROMPT

Write an honest post comparing doing [task] yourself vs. using my [product or service]. Show the pros of both.

Example: "DIY manicure vs. salon manicure: an honest comparison."

Day 27 · Friendly reminder

COPY THIS PROMPT

Write a friendly reminder post that my [offer] ends on [date] or has [number] spots left. Add urgency without pressure.

Example: "Only 4 spots left before the holidays. Want one?"

Day 28 · Ask for reviews

COPY THIS PROMPT

Write a post asking happy customers to leave a review on [platform], and explain how much it helps a small business.

Example: "Your 30-second review helps a small business more than you think."

DAYS 29-30

Wrap up the month

Day 29 · Monthly recap

COPY THIS PROMPT

Write a post recapping the highlights of this month in my business: [3 highlights]. End by thanking my community.

Example: "What a month: new colors, our first workshop, and 60 new clients."

Day 30 · Plan next month

COPY THIS PROMPT

These posts did best this month: [list your best 3-5 posts]. Suggest 10 new post ideas for next month in the same style.

Example: you get next month's ideas in one go.

Bonus: turn 1 post into 4

BONUS PROMPT

Turn this post into: 1) a 5-slide carousel outline, 2) a Facebook post, 3) a short email to my customers, 4) a 30-second video script. Here is the post: [paste your post].

YOUR PLAN

Your 30-day calendar

Tick off each day once it's posted.

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 1	1 Introduce yourself	2 Your why	3 Behind the scenes	4 Fun fact	5 Your service	6 This or that	7 Lesson
Week 2	8 Quick tip	9 Mistakes	10 Myth vs. fact	11 How-to	12 Favorite tool	13 Question	14 Checklist
Week 3	15 Customer story	16 FAQ	17 Before & after	18 Values	19 Unpopular opinion	20 Thank you	21 Customer's day
Week 4	22 Problem to solution	23 Offer	24 Answer a doubt	25 Poll	26 DIY vs. done -for-you	27 Reminder	28 Reviews
Days 29-30	29 Monthly recap	30 Plan next month					

YOU DID IT

What's next?

You now have a full month of content. Nice work!

Keep an eye on your inbox. Over the next few days I'll send you the 3 prompts that save me the most time, plus the free tools I use to run my marketing in about an hour a week.

Got a question? Just reply to any of my emails. I read every one.

Easy AI Marketing

pinterest.com/easyaimarketingtips