ChatGPT Business Prompt Starter Pack

These 20 prompts follow a simple structure — role, context, task, constraints and format — so AI assistants give you more specific, usable drafts.

Replace the text in [brackets] with your own details. They work in ChatGPT, Claude, Gemini and other assistants. Always review the output before using it.

Marketing

- [ ] Act as a marketing strategist. My business: [description]. Audience: [audience]. List 10 content ideas that answer questions this audience asks before buying. Format: table with idea, question answered, and best channel.
- [ ] Rewrite this product description so it is clearer and more specific for [audience]. Keep every claim factual and remove hype: [paste description].
- [ ] Suggest 5 headline options for a page selling [product] to [audience]. Each under 12 words. Explain the angle of each.
- [ ] Create a 4-week social media plan for [business] with 3 posts per week on [platform]. Include post topic, format and call to action.
- [ ] List the 10 most likely objections [audience] has to buying [product], with an honest way to address each on the sales page.

Customer communication

- [ ] Write a friendly reply to this customer question: [question]. Our policy is: [policy]. Keep it under 120 words and offer one next step.
- [ ] Draft a welcome email for new customers of [product]. Include how to access the files, where to get help and one tip for getting started.
- [ ] Turn these notes into a clear FAQ with 6 questions and short answers: [notes].
- [ ] Write a polite email asking a satisfied customer whether they would be willing to share feedback we can publish, and explain how we would use it.
- [ ] Rewrite this message so it sounds warmer and more professional without changing the meaning: [message].

Planning and operations

- [ ] I have [hours] hours per week. Turn this goal into a 4-week plan with tasks under 90 minutes: [goal].
- [ ] Create a step-by-step standard operating procedure for [task] that a new assistant could follow. Include a checklist at the end.
- [ ] Summarise these meeting notes into decisions, action items (with owners) and open questions: [notes].
- [ ] Help me prioritise these tasks using an urgent/important matrix and explain your reasoning: [tasks].
- [ ] List the risks in this plan and one way to reduce each: [plan].

Research and strategy

- [ ] List questions I should ask 5 potential customers to understand how they currently solve [problem]. Avoid leading questions.
- [ ] Compare these three pricing options for [product] and list pros and cons of each for [audience]: [options].
- [ ] Group these customer comments into themes and quote representative phrases: [comments].
- [ ] Suggest 10 specific long-tail search phrases someone might use when looking for [product type]. I will verify demand separately.
- [ ] Act as a critical reviewer. What is unclear, unconvincing or missing in this offer? [paste offer].

Always check yourself

- [ ] Verify facts, figures and dates against original sources
- [ ] Remove claims about results you can't prove
- [ ] Never paste passwords or customers' personal data into AI tools
- [ ] Edit drafts so they sound like you

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