7 Killer Prompts for C-Stores and Fueling Pros

Practical, real-world uses for convenience store, fuel, and petroleum executives who want to save time, improve marketing, and communicate clearly.

Ernie Harker

1. CREATE A "BRAND BRAIN" CUSTOM GPT

Build a Custom GPT trained on **your brand, offers, locations, promotions, tone, and customer expectations**—so AI speaks your language, not generic marketing fluff.

Copy and paste the following prompt into the chat field on the bottom left side of the screen under the Create option: Then personalize the type in bold italics.

Prompt:

"I'd like your help producing marketing content for my business that is consistent with the tone and personality of my brand.

My business is called: *(Business Name)*.

It *(what does it do?)* for *(Customer Profile)*. In *(Geographical Area)*

I want my customers to feel *(strong emotion)* after interacting with our brand.

Our brand can be described as *(enter your 6 brand adjectives)*

I use words and phrases unique in our industry like *(enter the words and phrases you use in your brand for example: ignite, fire up, light, stoke, awesome, enthuse, inspire, etc)*"

Then click the send button.

Watch this `video` or check out this `pdf` with detailed step by step instructions.

2. TURN ONE PROMOTION INTO A FULL MARKETING ENGINE

Take one campaign (fuel discount, food launch, loyalty push) and turn it into signage copy, SMS messages, emails, social posts, and radio scripts.

Use your custom GPT to enter the following **Prompt:**

Here is our current promotion: *[paste]* turn it into:

· 5 in-store sign headlines
· 3 SMS messages
· 3 email subject lines
· 5 social media posts
· 1 short radio or pump-top script

3. TRANSLATE CORPORATE-TALK INTO FRONT-LINE LANGUAGE

Teams need clarity. Use ChatGPT to translate plans into **simple, actionable language** store teams can actually execute.

Prompt:

Here is a strategic initiative we're rolling out: *[paste]*
Rewrite this for store managers and front-line employees using clear, practical language and examples.

4. IMPROVE VENDOR & PARTNER NEGOTIATION LANGUAGE

Refine emails and conversations with **fuel suppliers, food partners, technology vendors, and agencies** so you sound calm, confident, and prepared.

Prompt:

Please rewrite this negotiation email so it is clear, confident, and professional—focused on this desired outcome *(write desired outcome)*. *(Paste email)*

5. PRESS RELEASES

Follow up after grand openings, promotions, or community events with messages that keep customers engaged.

Using your Custom GPT write the following **Prompt:**

"Write a press release in a typical press release format for our *(grand openings, promotions, or big announcement)*. Include a proposed quote from our owner."

6. CREATE CLEAR SIGNAGE & HEADLINE COPY (FOR RETAILERS)

Generate **short, punchy headlines** that work on pump toppers, menu boards, windows, and POS screens.

Using your Custom GPT write the following **Prompt:**

"Propose 2 headlines using 5 words or fewer that reinforce our brand and are clear and customer-friendly for each of the following promotions *(Attach a csv file of your large promotions that you will need to create a custom sign)*

7. TRANSCRIBE NOTES INSTANTLY

Turn **handwritten notes from store walks or meetings** into organized action items.

Prompt:

Transcribe these notes and turn them into a clear list of follow-ups and priorities. *(Paste photo of your notes.)*

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