

50 High-Impact Prompts *for* Small Business Owners

*Use with your favorite generative AI tool:
ChatGPT, Claude, Gemini, Grok, etc.*



Social Media Content That Converts (1-12)

1. Create 5 [Facebook/Instagram/LinkedIn/X] carousel posts for [your business type] that address the top pain points of [target audience]. Each slide should build urgency and end with a clear call-to-action for [specific offer].
2. Write 10 [social media platform] post variations testing different psychological triggers (scarcity, social proof, fear of missing out) for promoting [product/service]. Include engagement hooks in the first line. End with a compelling call-to-action.
3. Generate a 30-day content calendar for LinkedIn that positions your client as a thought leader in [industry]. Include mix of educational posts, behind-the-scenes content, and soft promotional content with optimal posting times.
4. Create 15 short-form video scripts (30-60 seconds) for TikTok/Instagram Reels that educate my audience about [topic] while subtly promoting my product, [product]. Include trending audio suggestions and hashtag strategies.
5. Write compelling social media ads copy for [social media platform] targeting [audience demographics]. Test 3 different angles: problem-focused, benefit-focused, and curiosity-driven. Include A/B testing recommendations.
6. Develop a user-generated content campaign strategy with 10 specific prompts that encourage customers to share [product] experiences while driving sales through social proof.
7. Create authentic 'day-in-the-life' social content that subtly showcases how [product/service] integrates into customers' routines. Include 5 different scenarios for various customer personas: [provide description of personas or let the tool fill that in].
8. Generate 20 Instagram Story templates with interactive elements (polls, questions, sliders) that drive engagement while collecting customer insights for [business type].
9. Write social media responses to common objections about [product/service]. Create templates that address price concerns, quality questions, and comparison requests while maintaining brand voice.
10. Design a viral content framework for [industry] that educates while entertaining. Include 10 specific post ideas with shareability factors and engagement predictions.
11. Create platform-specific content adaptations of our best-performing blog post for Facebook, Instagram, LinkedIn, and X. Optimize each for platform algorithms and user behavior. Here is the blog post: [Paste the blog post]
12. Develop seasonal social media campaigns for [business] with specific content pillars, promotional strategies, and engagement tactics for each quarter.



Email Sequences That Engage (13-24)

13. Write a 7-email welcome sequence for new subscribers to [business] that builds trust, provides value, and naturally leads to [main offer]. Include subject lines with 40%+ open rates.
14. Create a cart abandonment email sequence (3 emails) that addresses common purchase hesitations, includes social proof, and uses urgency without being pushy for [e-commerce business].
15. Develop a re-engagement campaign for inactive subscribers with 5 emails that provide massive value, gather feedback, and offer an irresistible comeback incentive.
16. Generate 12 monthly newsletter templates that mix educational content, behind-the-scenes insights, customer spotlights, and soft promotions for [industry type].
17. Write a product launch email sequence (5 emails) that builds anticipation, educates on benefits, handles objections, and drives conversions through strategic timing and psychology.
18. Create customer onboarding emails that reduce churn and increase satisfaction. Include welcome, tutorial, milestone celebration, and upsell touchpoints for [service business].
19. Develop a referral program email campaign that motivates existing customers to recommend [business] using reciprocity, social proof, and clear incentive structures.
20. Write follow-up email sequences for different customer journey stages: post-purchase satisfaction, upgrade opportunities, renewal reminders, and loyalty rewards.
21. Generate segmented email campaigns based on customer behavior: new customers, repeat buyers, high-value clients, and at-risk accounts. Customize messaging for each segment.
22. Create educational email series that positions [business] as industry expert while subtly promoting services. Include 'how-to' guides, industry insights, and case studies.
23. Develop win-back campaigns for former customers with 4 emails that acknowledge the relationship, offer solutions to past issues, and provide compelling return incentives.
24. Write seasonal/holiday email campaigns that feel genuine and valuable rather than purely promotional. Include gift guides, planning tips, and exclusive offers..



Customer Service Responses (25-37)

25. Create empathetic response templates for the 10 most common customer complaints about [product/service]. Each response should acknowledge, apologize, solve, and follow up.
26. Write customer service scripts that turn angry customers into brand advocates. Include de-escalation techniques, solution-focused language, and surprise-and-delight elements.
27. Develop FAQ responses that don't just answer questions but build confidence and excitement about [product/service]. Turn informational queries into sales opportunities.
28. Create proactive customer service messages for common issues before they become complaints. Include shipping delays, technical difficulties, and service interruptions.
29. Write thank-you and follow-up messages that exceed customer expectations and encourage reviews, referrals, and repeat purchases naturally.
30. Generate personalized responses for different customer personality types: analytical, driver, expressive, and amiable. Adapt communication style while maintaining brand voice.
31. Create recovery scripts for service failures that rebuild trust and demonstrate company values. Include compensation guidelines and relationship repair strategies.
32. Develop customer success check-in messages that prevent churn by identifying satisfaction levels and addressing concerns before they escalate.
33. Write onboarding support messages that guide new customers through first-time use while building excitement and preventing early abandonment.
34. Create upsell and cross-sell scripts for customer service interactions that feel helpful rather than pushy. Focus on genuine value addition based on customer needs.
35. Generate closing scripts for resolved issues that leave customers feeling heard, valued, and excited to continue the relationship with [business].
36. Develop customer feedback request templates that increase response rates and gather actionable insights for business improvement.
37. Write crisis communication templates for various scenarios: product recalls, service outages, data breaches, or negative publicity. Maintain transparency while protecting brand reputation.



Competitive Analysis for Opportunities (38-50)

38. Analyze [competitor]'s content strategy across all platforms and identify 10 content gaps where [your business] can establish thought leadership and capture market share.
39. Break down [competitor]'s pricing strategy, value propositions, and positioning. Identify opportunities to differentiate [your business] while remaining competitive.
40. Study [competitor]'s customer reviews and feedback to identify service gaps, feature requests, and pain points that [your business] can address better.
41. Analyze [competitor]'s social media engagement patterns, top-performing content, and audience interactions to inform [your business]'s content strategy and posting optimization.
42. Research [competitor]'s partnership and collaboration strategies. Identify potential partners they've missed that could benefit [your business].
43. Examine [competitor]'s customer journey from awareness to purchase. Map out opportunities where [your business] can create superior touchpoints and experiences.
44. Analyze [competitor]'s email marketing approach, frequency, and messaging to identify opportunities for [your business] to provide more value and better engagement.
45. Study [competitor]'s employee advocacy and company culture content. Identify authenticity gaps where [your business] can build stronger emotional connections.
46. Research [competitor]'s seasonal campaigns and promotional strategies. Find timing opportunities and underserved market segments for [your business].
47. Analyze [competitor]'s target audience demographics, psychographics, and behavior patterns to identify underserved niches [your business] could capture.
48. Examine [competitor]'s product development and feature rollout patterns to anticipate market trends and identify innovation opportunities for [your business].
49. Study [competitor]'s crisis management and customer complaint handling to identify reputation management opportunities that position [your business] as more trustworthy.
50. Research [competitor]'s hiring patterns, job postings, and expansion plans to predict their strategic direction and find market opportunities they might miss



Prompt Playbook: Effective Use for Success

Customization Guidelines:

- Replace bracketed placeholders [like this] with your specific information
- Adjust tone based on your brand voice and target audience
- Modify length requirements based on your platform constraints
- Add industry, market specifics, etc. as needed

Best Practices:

- Be specific with information—better details = better results
- Include context where relevant
- Specify your target audience for each communication
- Request specific formats (email, social post, script, etc.)
- Ask for multiple variations when needed

Follow-up Prompts:

- *Revise to make this more conversational/professional*
- *Shorten this to X words while keeping key points*
- *Create 3 variations with different tones/focus areas*
- *Add additional specific examples for [local area]*
- *Adapt this for [different audience]*

Quality Enhancement:

- Always review AI-generated content for accuracy
- Personalize with your specific knowledge
- Ensure compliance with applicable regulations
- Test different versions to see what resonates with your audience
- Keep successful prompts and variations in a personal library

