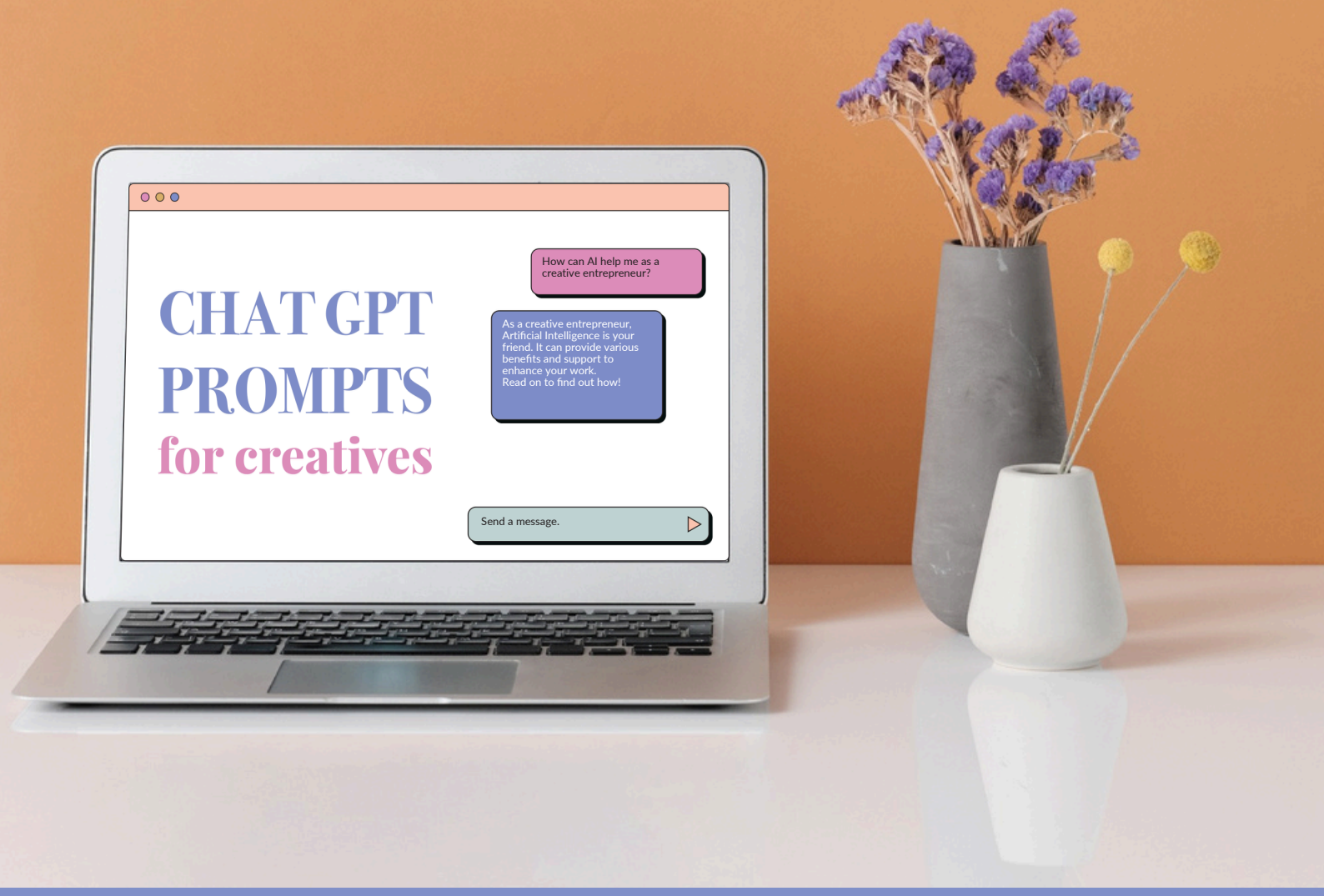
SOFTLY STUDIO

50 AI PROMPTS

includes:
50 AI prompts that you need in your creative entrepreneurs tool kit today!

THE CREATIVE ENTREPRENEURS GUIDE TO ARTIFICIAL INTELLIGENCE



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welcome

Creative friend!

You've no doubt seen it everywhere, AI is changing the way we work, create, and connect, and for creatives like us, that shift is happening right now.

As artists, we have two options, we can either adapt and thrive, or risk falling behind.

Personally, I'm super excited about the way AI can support my art practice and creative business, and I want you to be just as excited too.

AI is a powerful new tool that you need in your creative entrepreneur's toolkit.

Of course, like any tool, it takes a little learning. So I've put together this guide: 50 practical AI Prompts you can start using today to support your design process & creative business.



So, let's get into it!

Warmly,

lahni

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50 AI PROMPTS

THE CREATIVE ENTREPRENEURS
GUIDE TO ARTIFICIAL INTELLIGENCE

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why you need this guide

As a creative entrepreneur, you likely wear many hats. You're not only the artist and creative powerhouse behind your brand.

You're also the marketer, salesperson, accountant, customer service rep, IT guru and likely many other roles!



This guide gives you 50 practical AI Prompts you can start using today in your business as a creative entrepreneur.

Knowing the right AI prompts gives you the power to automate tedious tasks and streamline your workflow, and by supporting you on the administrative and operational side of your business, you can focus on what you do best - creating art.

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what is Chat GPT?

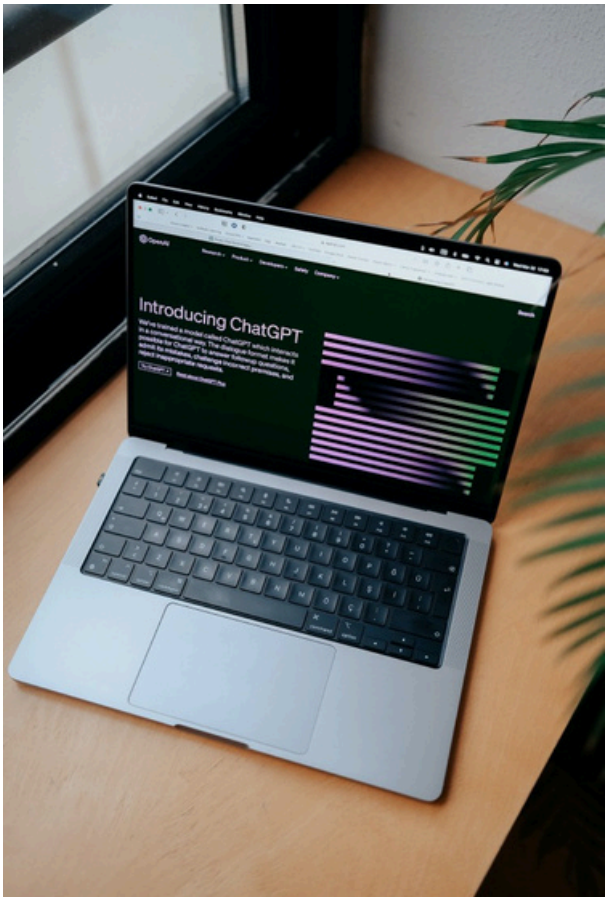
ChatGPT is one of today's most powerful and accessible AI tools. The name stands for Generative Pre-trained Transformer.

Basically it's a smart computer program that can understand and generate text in a way that feels natural and human-like.

You can ask it questions, brainstorm ideas, get suggestions, or even have it help you write emails, captions or product descriptions.

So, how does it "know" things?
It's been trained on a huge amount of information from books, websites, and other content across the internet. It spots patterns in language and uses that to generate helpful, relevant responses.

While newer versions are updated more frequently, ChatGPT doesn't know everything and sometimes makes mistakes—it doesn't think or feel like a human, so your creativity and judgement still matter most.



While Chat GPT may be getting all the attention right now, it's not the only one.

You might also like to explore tools like Google Gemini (formerly Bard), Microsoft Copilot (in Bing & Office apps), or creative-focused platforms like Jasper.ai.

Each has its strengths, so don't be afraid to experiment and find what works best for you.

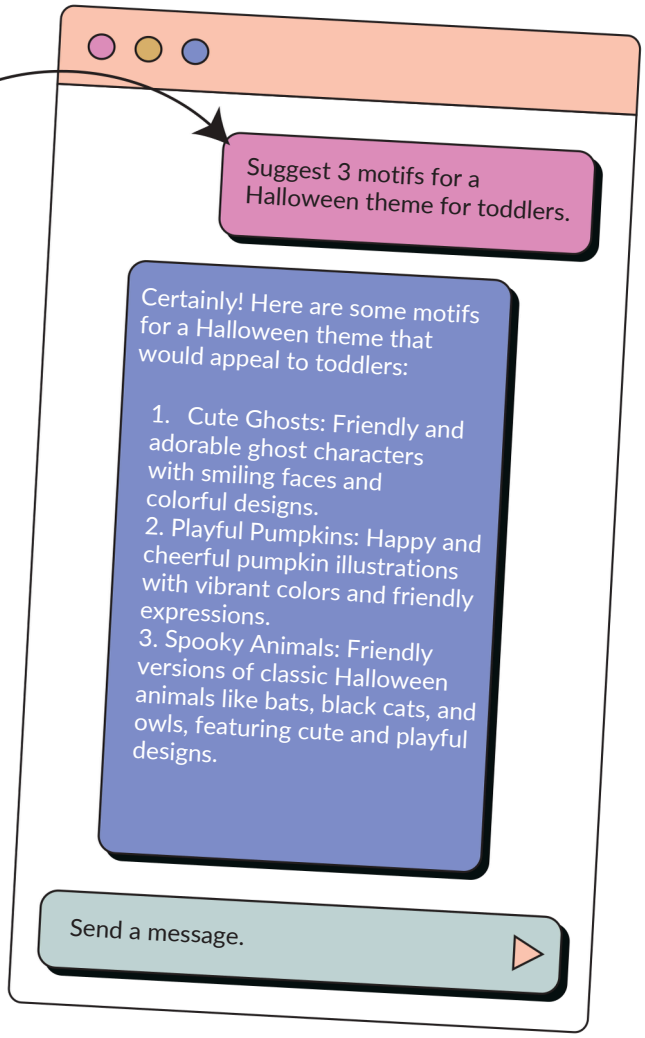
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how to use this guide

Cut and paste the prompts in this guide into the AI platform of your choice.

Prompt example: *Suggest a list of motifs for a [theme] theme for [audience].*

Change the words in [brackets] to suit your needs.



Pro Tip:

- **Garbage in, garbage out**
  - Be specific about what you want.
  - Give it information to work with.
- **Role play**
  - Ask it to play a character.
- **Make it conversational**
  - The more feedback you provide, the better the responses will get.
  - Chat to it just like you would to a friend in a message.

Remember, AI is not human, and it's not you! Always proofread, edit and add your unique style.

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prompts for the creative

From design concepts to colour palettes, you can use AI to suggest new ideas to get you started.

01 List [5] [timeless] design themes that consistently appeal to [girls] aged [5–10 years].

For each theme, include:

- A brief description of its appeal
- A list of 6–8 visual motifs commonly used in the theme
- A set of 10 one or two word drawing prompts (concrete items or creatures that can be illustrated)
- A colour palette suggestion with 5–6 colour names or tones
- A list of product categories where this theme is most commercially successful (e.g. apparel, bedding, stationery)

02 Help me develop a cohesive theme for a [12-month illustrated calendar].

Suggest a fresh, imaginative title, a short concept description, and one clear illustration idea for each month. Optionally, include a colour palette and the ideal audience or style (e.g. whimsical, moody, folk-art, kids).

03 Suggest [5] [back-to-school] product themes that resonate with [teens].

List [five] trend-aware product themes suitable for [stationery, backpacks, lunch accessories, or apparel] aimed at [teens]. Include a short theme name, core motifs, a potential tagline or slogan, and a suggested colour direction. The themes should reflect [teenage] interests and aesthetics (e.g. nostalgia, internet culture, personal identity).

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03 **List [5] high-performing, commercially successful [timeless] design.** For each, briefly describe why it continues to sell well and suggest product categories where it works best.

04 **Generate [3] distinct colour palettes for a [fruit-inspired] [illustration or surface pattern design]**: one [retro], one [bold/graphic], and one [soft/pastel]. Each should include 5–6 colours (with hex codes) and a short description of the intended mood or product context (e.g. babywear, kitchen textiles, stationery).

05 **Help me brainstorm [3] art challenge themes** I can set for myself for 30 days, with a short description of what to explore each day.

06 **Give me [5] ideas for [editorial illustration topics],** including short notes on symbolism and visual metaphors and typographic slogans or words to use.

07 **Recommend [5] motif ideas I could use in a [children's illustration] series,** with a note on how to keep them playful and age-appropriate.

08 **Suggest [5] end products** that a [surface pattern design] with [woodland forest] would suit.

09 **Recommend font pairings for a [modern beauty brand].** The vibe should be [clean, elevated], and suitable for both digital and packaging use.

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10 **List [10] [toddler-friendly Halloween] motifs that are [playful, not spooky].** Suggest concrete items or creatures that can be illustrated). Focus on sweet, non-scary visuals. Include a mix of animals, objects, and seasonal icons, and explain why each works well for this age group.

11 **Suggest a colour palette for a [small online kids' toy] brand.** The brand targets [eco-conscious, design-savvy parents] of [children aged 2–6]. Propose a [modern, gender-neutral] colour palette. Include [5–6] colour [hex codes], and explain how the palette supports the brand's values and visual tone. and brand identity.

12 **Recommend a colour palette and font style that will make my portfolio look polished, modern, and easy to read.**

13 **Suggest 5 ways to creatively research colour palettes used by target brands,** then remix them for my own original surface pattern designs.

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prompts for the marketer

From product descriptions to ideas of what to post on your social channels and even hashtags, AI's got you!

14 **Create a 30-day social media plan to grow my audience and build trust.** Include post types, topic ideas, and sample captions. Ask me for details if needed.

15 **Draft a short social media post** under [number] characters about [topic] for [my audience]. Make it [tone] and include a clear call to action like [buy now/ share/ comment below].

16 **Suggest 10 hashtags** to help my post reach [audience]. Here's my draft social media post: "[insert text]." Ask me for context if needed.

17 **Suggest 5 ideas to create video content** for [Instagram Reel/ TikTok] to promote [my product or service]. Include filming ideas, text for the screen, and music suggestions.

18 **Suggest 3 call-to-action phrases** for my social posts that will encourage people to [buy, follow, join, visit].

19 **Give me 3 creative ways to market and promote my [art style/creative business type]** that actually help me get seen and grow sales. I'd like ideas that suit a small business with limited time and budget. Let me know if you need more details about what I do or who I want to reach.

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20 **Build a simple weekly marketing checklist** I can follow in under 30 minutes a day, to stay consistent with promoting my work.

21 **Help me create a monthly marketing calendar** for my creative business. Include content themes, post ideas, suggested email topics, key seasonal dates, and a layout I can track in Notion or Trello.

22 **Help me write a product sales page** for [describe product]. Include a strong headline, clear benefits, social proof if available, and a persuasive call-to-action.

23 **Suggest 3 strong call-to-action phrases** that will encourage [my audience] to buy [my product]. Each one should tap into a different reason someone might buy—like saving time, solving a problem, or treating themselves. Let me know if you need more info on my product or who I'm selling to.

24 **Act as a marketing coach. Give me a simple launch plan** for promoting [my product or collection], with pre-launch, launch, and post-launch steps.

25 **Suggest 5 ideas for limited-time offers or promotions** that could help me sell more of my products while staying true to my brand values.

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prompts for the copywriter

Let AI fastrack your writing admin tasks, think drafting emails and newsletters to proof-reading and improving your writing.

26 **Write a short, professional email** I can send to an art director to pitch my work. Include a friendly intro about who I am and what I do, a reason I think I'd be a good fit, and a link or reference to my work. Ask me questions if you need to know my style, experience, or what kind of work I'm pitching.

27 **Write a polite follow-up email** I can send to an art director to check if they're interested in my work. Make it short and friendly, with a reminder of my name and what I do.

28 **Create a list of 5 helpful or interesting email newsletter topic ideas** about [subject], written for [audience]. The ideas should feel useful and aligned with what this audience cares about.

29 **Write a newsletter outline for a [type of business]** that includes updates or content about [topics/events]. Include a welcome intro, 2–3 content sections, and a call to action at the end.

30 **Give me five catchy subject lines for an email newsletter** about [subject or copy and paste newsletter content] aimed [target audience]. Make them short, interesting, and suited to [tone: playful, professional, bold, friendly]. They should stand out in an inbox.

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31 **Suggest 5 engaging blog title ideas** for [topic], tailored to [audience]. Ensure titles are SEO-friendly, attention-grabbing, and reflect current trends or questions your audience might be searching for.

32 Here's a client email: [paste email]. Please **rewrite it into a clear, organised design brief** that includes goals, scope, key dates, and any decisions or details I should note. If anything seems unclear, ask me for clarification.

33 Here's some text: [paste text]. **Please proofread it for grammar and spelling, and make it more appealing.** Improving tone, flow, and clarity while keeping my voice. Let me know if you need to understand where or how I plan to use this.

34 **Write a concise compelling 3rd-person artist bio using:** [resume], [artist's journey], [signature style and medium], and recent [highlights]. Make it professional for a website, grant, or press release, and reflect the artist's creative voice clearly.

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prompts for the web techie

From improving your current website to building a brand new one, AI can give you step by step instructions.

35 **Explain how to set up a basic website to show my creative work.**
Include:

- The best website platforms for beginners (with prices)
- Simple steps to get started
- How to choose a template
- What pages to include
- Any tips to keep it affordable

Use easy, plain language with no jargon.

36 **What pages should an artist include on their website to showcase their work professionally?**
List the essential pages, explain what goes on each page, and give tips for what to write or show on them. Make the advice beginner-friendly and easy to follow.

37 **Act as a brand expert. Review this website text:** [insert homepage copy]. Rewrite it so people quickly understand who I am, what I do, and who I help. Suggest a strong headline and subheadline to attract my audience.

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38 **Act as an SEO expert.** For a website about [topic/business] offering [product/service] to [audience], suggest 5 strong keywords with good search intent. Briefly explain why each works and where to use them (page titles, meta descriptions, or page content).

39 **Give me a simple, step-by-step guide to setting up Google Analytics for my website.**
My site is built on [insert platform, e.g. Shopify, Squarespace, WordPress]. I'd like to know:

- What account to create
- How to install the tracking code
- How to verify it's working
- Where to find useful data (e.g. traffic, popular pages, conversions)
- Any beginner-friendly tips for making the most of the data

Keep the instructions beginner-friendly and specific to my platform.

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prompts for the mentor

Looking for a creative coach? AI is great at role-playing, ask it to act as a person you admire & critique & give feedback on your work!

40 **Suggest 5 unexpected and underrated places where artists and designers can find creative inspiration.**

41 **Act as a creative mindset coach. Recommend 3 effective strategies to break through creative blocks**, and for each one, give 2 practical, low-pressure exercises I can try today to reset my flow and motivation.

42 **Summarise the book [book title] by [author] in clear, accessible language.** Highlight the 5 key takeaways or principles that would be most valuable for a creative entrepreneur or artist.

43 **Suggest 5 hands-on activities or exercises to help improve my [watercolour painting]** skills, with a mix of technical practice and creative exploration. Include beginner-friendly tips or prompts.

44 **Suggest creative, non-obvious techniques for** [adding texture to digital illustrations], including both digital brushes and mixed-media or unexpected workflows. Bonus: include tool or app suggestions.

45 **Recommend 5 beginner-friendly resources** (books, podcasts, courses, or communities) to learn the business side of creative entrepreneurship, including pricing, marketing, licensing, and passive income.

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prompts for the planner

Planning & time management, you've got this! Take that to-do list and let AI prioritise it for you.

46 **Here's my to-do list for today: [insert tasks].**
Can you create a realistic daily schedule, allocating time blocks, suggesting breaks, and ordering tasks to balance focus and energy levels? Assume I'm working from [start time] to [end time].

47 **I have too many ideas and not enough time.** Help me create a system to keep track of my ideas & help me prioritise which order to work on them.

48 **I want to complete [insert project].** Can you break it into clear, manageable steps by phase, with estimated times and notes on tasks needing prep or outside help? Ask questions if you need more context.

49 **Here are 6 tasks: [insert tasks].**
Please prioritise them using the ABCDE Method (A = urgent & important, B = important but not urgent, etc.) and give a short reason for each rating so I understand where to focus first.

50 **Guide me through a yearly reflection and goal-setting session for my creative business.**
Break it into three parts: Reflection, Vision, and Goal Setting. Provide thoughtful questions in each section to help me review the past year and plan the next with clarity and intention.

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You're all set!

Congratulations on taking the first step to expand your creative entrepreneur's tool kit into the world of AI.

Experiment, play and try new prompts and use AI as your assistant.

Now it's over to you!

good luck!

I can't wait to see what you achieve on your creative journey!

Warmly,

Lahni



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