

AI PROMPT LIBRARY FOR BUSINESS OWNERS

30 AI Prompts Every Business Owner Should Save

The practical AI prompt library for marketing, operations, strategy, sales, SEO, customer support, and productivity — ready to copy, customize, and use today.

30

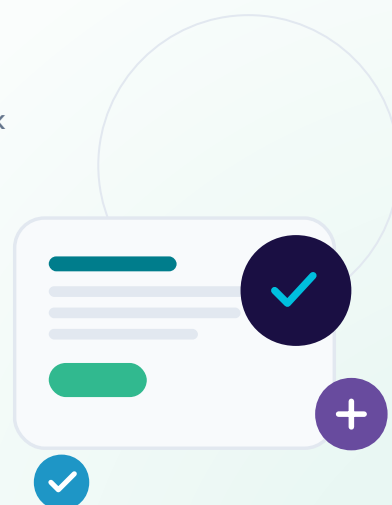
READY-TO-USE PROMPTS

4

BUSINESS CATEGORIES

1

PROMPT FRAMEWORK



INTRODUCTION

Welcome

Most people copy an AI prompt, get a mediocre answer, and give up on AI altogether. The problem is almost never the AI — it's the prompt.

Why most AI prompts fail

Generic prompts like "write me a marketing email" produce generic results, because the AI has no idea who your business is, who your customers are, or what tone you want. Great outputs come from great inputs — the more specific your prompt, the more usable the result.

Why context matters

Every prompt in this guide is built around a simple idea: give the AI a role, real context about your business, and a clear format for the output. That's the difference between an answer you can actually use and one you have to rewrite from scratch.

How to customize these prompts

Every prompt includes placeholders in square brackets. Replace each one with details about your business, product, or audience before sending it to ChatGPT, Claude, or Gemini. The more specific your replacements, the better your result will be.

Why these prompts work

Each prompt follows a proven structure — role, context, task, and format — used by marketers, sales teams, and operators to get consistent, high-quality results from AI, every single time.

**PRO TIP**

Replace everything inside **[brackets]** with your own business information before sending the prompt to AI. The more specific you are, the better your result will be.

FRAMEWORK

How to Write Better AI Prompts

Every prompt in this guide — and every great prompt you'll ever write — follows the same five-part structure.

1

Role

Tell the AI who to act as — a copywriter, strategist, coach, or analyst — so it responds with the right expertise and tone.

2

Context

Give real details about your business, audience, and situation. This is what separates a specific answer from a generic one.

3

Task

State exactly what you want the AI to do — write, summarize, analyze, or plan — in one clear sentence.

4

Output Format

Specify the shape of the result: an email, a table, a numbered list, a word count, or a structure to follow.

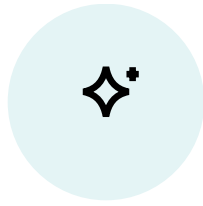
5

Constraints

Add guardrails — tone, length, what to avoid — so the first draft is close to done, not just a starting point.

❖ EXAMPLE IN ACTION

Act as a **social media copywriter** for Aformix, a web design studio. Write **3** Instagram captions promoting our new website launch service for small businesses. Format as a numbered list under 40 words each. Keep the tone confident and friendly, and avoid generic phrases like 'take your business to the next level.'



SECTION 1 OF 4 · 10 PROMPTS

Marketing & Content

Ten prompts to help you write captions, blog posts, newsletters, landing pages,
and ads that sound like you — not like AI.



01

Social Media Caption Generator

Turn one idea into scroll-stopping captions in seconds.

✎ COPY-AND-PASTE PROMPT

Act as a social media copywriter for **[BUSINESS NAME]**, a **[INDUSTRY]** company. Write 5 different caption options for a post about **[TOPIC/OFFER]**. Each caption should have a strong hook in the first line, match a **[TONE: friendly / bold / professional]** voice, and end with a clear call to action. Keep each caption under **[WORD COUNT]** words and suggest 3 relevant hashtags for each.

Pro tip — Ask for captions in different formats (question hook, bold statement, story) to see which performs best.

02

LinkedIn Post Writer

Write thought-leadership posts that build authority and get engagement.

✎ COPY-AND-PASTE PROMPT

Act as a LinkedIn ghostwriter for **[YOUR NAME]**, a **[JOB TITLE]** at **[COMPANY]**. Write a LinkedIn post about **[TOPIC OR LESSON LEARNED]**. Use a strong opening line, short punchy paragraphs (1–2 sentences each), one specific example or story, and a closing question to encourage comments. Match a **[TONE: candid / expert / motivational]** voice and keep it under 200 words.

Pro tip — Post the same idea two different ways — one as a personal story, one as a listicle — and compare engagement.

03

Blog Post Outline Generator

Go from blank page to a structured, SEO-ready outline in minutes.

✎ COPY-AND-PASTE PROMPT

Act as a content strategist. Create a detailed blog post outline for the topic **[BLOG TOPIC]**, targeting the keyword **[TARGET KEYWORD]**. Include a compelling title, meta description under 155 characters, an introduction hook, 5–7 H2 subheadings with 2–3 bullet points under each, and a conclusion with a call to action for **[DESIRED ACTION]**. Write for a **[BEGINNER/INTERMEDIATE/ADVANCED]** audience.

Pro tip — Feed the outline back to the AI section by section for faster, more focused drafting.

04

Email Newsletter Writer

Write newsletters your subscribers actually want to open.

✎ COPY-AND-PASTE PROMPT

Act as an email marketer for **[BUSINESS NAME]**. Write a newsletter email about **[TOPIC/UPDATE/OFFER]** for our list of **[AUDIENCE DESCRIPTION]**. Include a subject line under 50 characters, a preview text line, a friendly greeting, 3 short sections with clear value, and one primary call to action linking to **[LINK/OFFER]**. Keep the tone **[TONE]** and the total length under 300 words.

Pro tip — Ask for 3 subject line variations and A/B test them with your list.

05

Landing Page Copywriter

Turn visitors into leads with conversion-focused copy.

✎ COPY-AND-PASTE PROMPT

Act as a direct-response copywriter. Write landing page copy for [PRODUCT/SERVICE NAME], which helps [TARGET AUDIENCE] achieve [MAIN BENEFIT]. Include a headline, subheadline, 3 supporting benefit statements (not just features), a section addressing the objection [COMMON OBJECTION], social proof placeholder, and a call-to-action button text. Match the tone of [BRAND: e.g. Stripe, Notion, Linear].

Pro tip — Always write benefits before features — people buy outcomes, not specifications.

06

SEO Article Writer

Produce search-optimized long-form content that ranks and reads well.

✎ COPY-AND-PASTE PROMPT

Act as an SEO content writer. Write a 900–1200 word article targeting the primary keyword [PRIMARY KEYWORD] and secondary keywords [SECONDARY KEYWORDS]. Structure it with an SEO title, meta description, introduction with the keyword in the first 100 words, H2/H3 subheadings, short paragraphs, and a natural conclusion with a call to action for [BUSINESS NAME]. Avoid keyword stuffing and write for humans first.

Pro tip — Always fact-check statistics and claims the AI includes before publishing.

07

YouTube Script Writer

Script videos that hook viewers in the first 5 seconds.

✎ COPY-AND-PASTE PROMPT

Act as a YouTube scriptwriter. Write a script for a [VIDEO LENGTH]-minute video titled [VIDEO TITLE] for the [NICHE/TOPIC] channel. Include a hook for the first 5 seconds, a brief preview of what viewers will learn, 3–5 main content sections with clear transitions, and a closing call to action to [SUBSCRIBE/COMMENT/VISIT LINK]. Write in a conversational, easy-to-read-aloud style.

Pro tip — Read the script out loud before filming — anything that sounds awkward needs a rewrite.

08

Lead Magnet Idea Generator

Never run out of high-value freebies to grow your list.

✎ COPY-AND-PASTE PROMPT

Act as a marketing strategist for [BUSINESS NAME], which serves [TARGET AUDIENCE]. Generate 10 lead magnet ideas that solve a specific, immediate problem for this audience related to [TOPIC/NICHE]. For each idea, include a working title, the format (checklist, template, guide, calculator, etc.), and one sentence on why this audience would want it.

Pro tip — Pick the idea that solves the most urgent, narrow problem — not the broadest one.

09

Content Calendar Planner

Plan a month of content in one prompt instead of one post at a time.

✎ COPY-AND-PASTE PROMPT

Act as a content planner for **[BUSINESS NAME]** in the **[INDUSTRY]** space. Create a 4-week content calendar for **[PLATFORM: Instagram/LinkedIn/Blog]** posting **[FREQUENCY]** times per week. For each post, include the content pillar (educate, inspire, promote, entertain), a working headline or topic, and the format (image, carousel, video, text). Align the plan with this month's focus: **[MONTHLY GOAL OR CAMPAIGN]**.

Pro tip — Balance the calendar so no more than 1 in 4 posts is directly promotional.

10

Ad Copy Generator

Write high-converting ad variations for testing across platforms.

✎ COPY-AND-PASTE PROMPT

Act as a performance marketing copywriter. Write 5 ad copy variations for **[PLATFORM: Facebook/Google/Instagram]** promoting **[PRODUCT/SERVICE]**. The target audience is **[AUDIENCE DESCRIPTION]** and the main goal is **[GOAL: leads/sales/sign-ups]**. For each variation, include a headline (under 40 characters), primary text (under 125 characters), and a call-to-action phrase. Highlight a different benefit or angle in each variation.

Pro tip — Test one emotional angle and one logical/practical angle against each other.



SECTION 2 OF 4 · 7 PROMPTS

Sales & Customer Support

Seven prompts to open conversations, handle objections, write proposals, and respond to customers with clarity and care.



11

Cold Outreach Email

Open conversations with prospects who've never heard of you.

✍ COPY-AND-PASTE PROMPT

Act as a sales development rep for [COMPANY NAME], which helps [TARGET INDUSTRY] companies achieve [MAIN VALUE PROPOSITION]. Write a cold outreach email to [PROSPECT ROLE/TITLE] at [PROSPECT COMPANY]. Reference a specific, relevant trigger or pain point: [TRIGGER/PAIN POINT]. Keep it under 100 words, avoid generic flattery, and end with a low-friction call to action such as a short question rather than a meeting ask.

Pro tip — Personalize the first line by hand — AI-written openers are the easiest thing for prospects to spot.

12

Follow-Up Email Writer

Keep deals moving without sounding pushy or repetitive.

✍ COPY-AND-PASTE PROMPT

Act as an account executive at [COMPANY NAME]. Write a follow-up email to [PROSPECT NAME] after [CONTEXT: e.g. a demo call, no response to previous email, a proposal sent]. Reference what was previously discussed, add one new piece of value (insight, resource, or answer to an earlier question), and end with a specific, easy next step. Keep the tone warm but concise, under 120 words.

Pro tip — Vary your follow-up angle each time — new value, not just 'just checking in.'

13

Discovery Call Questions

Ask better questions and uncover the real problem you can solve.

✎ COPY-AND-PASTE PROMPT

Act as a sales coach. Generate a list of 12 discovery call questions for a rep selling **[PRODUCT/SERVICE]** to **[TARGET BUYER PERSONA]**. Group the questions into 4 categories: current situation, pain points and cost of inaction, desired outcome, and decision-making process. Make the questions open-ended and designed to uncover urgency, not just gather information.

Pro tip — Ask the cost-of-inaction question early — it's what creates urgency later in the deal.

14

Objection Handling Script

Respond to common pushback with confidence, not scripts that sound robotic.

✎ COPY-AND-PASTE PROMPT

Act as a sales enablement expert. Write response frameworks for the following objection when selling **[PRODUCT/SERVICE]**: **'[OBJECTION, e.g. It's too expensive / We already use a competitor / Not the right time]'**. For each response, use the Acknowledge → Reframe → Ask structure: acknowledge the concern genuinely, reframe with a relevant insight or proof point, and end with a question that moves the conversation forward.

Pro tip — Never argue with an objection directly — reframe it, then let the prospect draw their own conclusion.

15

Proposal Writer

Turn a sales conversation into a clear, persuasive proposal.

✎ COPY-AND-PASTE PROMPT

Act as a sales consultant. Write a business proposal for **[PROSPECT COMPANY]**, who needs help with **[PROBLEM/GOAL]**. Structure it with: an executive summary, the problem as the client described it, our recommended solution **[SOLUTION/SERVICE]**, expected outcomes tied to their goals, a simple pricing overview at **[PRICE POINT]**, and clear next steps. Keep the tone confident and client-focused, avoiding internal jargon.

Pro tip — Mirror the client's own words from your discovery notes in the 'problem' section — it builds instant trust.

16

Win-Back Email for Lost Customers

Re-open the door with customers who've gone quiet.

✎ COPY-AND-PASTE PROMPT

Act as a customer success manager at **[COMPANY NAME]**. Write a win-back email to **[CUSTOMER NAME]**, a former customer who **[REASON FOR LEAVING/GOING QUIET, if known]**. Acknowledge the gap honestly, share one meaningful update or improvement since they left **[UPDATE/IMPROVEMENT]**, and offer a simple, low-pressure way to reconnect such as a quick call or a special offer: **[OFFER]**. Keep it under 100 words.

Pro tip — Send win-back emails in a short series of 2–3, not just one — most reconnections happen on message two.

17

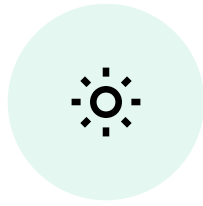
Customer Support Reply Generator

Respond to customer issues quickly, clearly, and empathetically.

✎ COPY-AND-PASTE PROMPT

Act as a customer support specialist for [COMPANY NAME]. Write a reply to a customer who says: '[CUSTOMER MESSAGE/COMPLAINT]'. Start by acknowledging their frustration genuinely, explain what happened in plain language without over-apologizing, provide a clear resolution or next step, and close with a way to reach out if they need more help. Keep the tone warm, human, and free of corporate jargon.

Pro tip — Always read the reply back and remove any sentence that sounds like a template.



SECTION 3 OF 4 · 7 PROMPTS

Operations & Productivity

Seven prompts to document processes, plan your week, prioritize tasks, and keep projects moving without the busywork.



18

Meeting Summary Generator

Turn messy notes into a clear, shareable summary in seconds.

✎ COPY-AND-PASTE PROMPT

Act as an executive assistant. Turn the following raw meeting notes into a clean summary: **[PASTE MEETING NOTES]**. Structure the summary with: key discussion points, decisions made, action items with owners and due dates, and open questions that still need answers. Keep it scannable with short bullet points and no more than one paragraph of context at the top.

Pro tip — Paste in the raw transcript, not your own notes — the AI will catch details you missed.

19

SOP Writer

Document how a task gets done so anyone on the team can do it.

✎ COPY-AND-PASTE PROMPT

Act as an operations manager. Write a Standard Operating Procedure (SOP) for the process of **[PROCESS NAME, e.g. onboarding a new client]**. Include: a short purpose statement, who is responsible, tools or systems required **[TOOLS]**, a numbered step-by-step process, common mistakes to avoid, and how to know the task is complete. Write in plain, direct language a new employee could follow without help.

Pro tip — Have the actual person who does the task review the SOP before rolling it out.

20

Weekly Planning Assistant

Turn a messy to-do list into a realistic, prioritized week.

✎ COPY-AND-PASTE PROMPT

Act as a productivity coach. Here is my task list for the week: **[PASTE TASK LIST]**. My top priority this week is **[MAIN GOAL]** and I have **[NUMBER]** hours of focused work time available. Organize these tasks into a daily plan for Monday through Friday, grouping similar tasks together, flagging anything that should be delegated or deferred, and noting any tasks that don't clearly support my main goal.

Pro tip — Block your top-priority task on the calendar first, before anything else gets scheduled.

21

Task Prioritization Matrix

Decide what actually matters using a simple urgency/impact framework.

✎ COPY-AND-PASTE PROMPT

Act as a strategy consultant. Here is a list of tasks and projects I'm considering: **[PASTE LIST]**. Sort each item into a 2x2 matrix of Urgent/Not Urgent and High Impact/Low Impact. For each item, briefly explain the reasoning, and then recommend the 3 items I should focus on first based on impact rather than urgency alone.

Pro tip — Revisit this matrix weekly — priorities shift faster than most task lists get updated.

22

Invoice Reminder Writer

Get paid faster with reminders that stay professional, not awkward.

✎ COPY-AND-PASTE PROMPT

Act as a small business owner writing to a client. Write a payment reminder email for invoice [INVOICE NUMBER], amount [AMOUNT], which was due on [DUE DATE] and is now [NUMBER] days overdue. This is [FIRST/SECOND/FINAL] reminder. Keep the tone [FRIENDLY/FIRM] depending on how overdue it is, restate the payment details clearly, and include a simple way to pay or ask questions.

Pro tip — Escalate tone gradually across a 3-email sequence rather than starting firm on email one.

23

Project Plan Generator

Turn a project idea into a structured plan with milestones.

✎ COPY-AND-PASTE PROMPT

Act as a project manager. Create a project plan for [PROJECT NAME], with the goal of [PROJECT GOAL] and a target completion date of [DEADLINE]. Break the project into 4–6 phases, list key milestones and deliverables for each phase, flag dependencies between phases, and note any risks that could cause delays. Present it as a simple table I can turn into a project tracker.

Pro tip — Ask the AI to flag the single highest-risk milestone — that's the one to check on most often.

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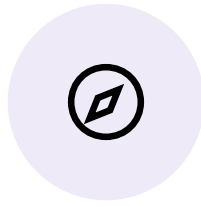
Client Onboarding Checklist

Give every new client the same great first impression, every time.

✎ COPY-AND-PASTE PROMPT

Act as an operations consultant for [BUSINESS NAME], a [INDUSTRY] business. Create a new client onboarding checklist covering the period from signed contract to fully onboarded. Group tasks into: internal setup (systems, accounts, files), client-facing communication (welcome email, kickoff call, expectations), and first 30-day milestones. Include a suggested owner and timeframe for each task.

Pro tip — Turn the checklist into a template in your project management tool so it runs itself next time.



SECTION 4 OF 4 · 6 PROMPTS

Business Strategy

Six prompts to pressure-test ideas, understand your competition, and plan your next 90 days with more clarity.



25

SWOT Analysis Generator

Get a clear-eyed view of where your business really stands.

✎ COPY-AND-PASTE PROMPT

Act as a business strategist. Conduct a SWOT analysis for **[BUSINESS NAME]**, a **[INDUSTRY]** business that **[BRIEF DESCRIPTION OF WHAT THEY DO]**. Our main competitors are **[COMPETITORS]** and our current biggest challenge is **[CHALLENGE]**. For each of the four SWOT categories, list 3–4 specific, honest points — avoid generic statements — and end with 2 strategic recommendations based on the analysis.

Pro tip — Push back if the answers feel generic — ask the AI to be more specific to your exact business.

26

Business Idea Validator

Stress-test an idea before you invest time and money in it.

✎ COPY-AND-PASTE PROMPT

Act as a skeptical but constructive startup advisor. Evaluate this business idea: **[DESCRIBE YOUR IDEA]**. Assess it across: the size and urgency of the problem it solves, who the ideal early customer is, how they currently solve this problem without you, what would make someone choose this over the status quo, and the biggest risk that could kill this idea. Be direct rather than encouraging for its own sake.

Pro tip — Ask a follow-up: 'What would have to be true for this to fail?' — it surfaces blind spots fast.

27

Competitive Analysis

Understand exactly how you stack up against the competition.

✎ COPY-AND-PASTE PROMPT

Act as a market research analyst. Compare **[YOUR BUSINESS NAME]** against these competitors: **[COMPETITOR 1]**, **[COMPETITOR 2]**, **[COMPETITOR 3]**. Analyze each on: pricing approach, target audience, key differentiators, and apparent weaknesses based on public information. Present the comparison in a table, then summarize the single biggest opportunity for **[YOUR BUSINESS NAME]** to stand out.

Pro tip — Re-run this analysis quarterly — competitive positioning shifts faster than most plans account for.

28

90-Day Growth Plan

Turn a big goal into a focused quarter of achievable action.

✎ COPY-AND-PASTE PROMPT

Act as a business coach. Create a 90-day growth plan for **[BUSINESS NAME]** with the primary goal of **[SPECIFIC GOAL, e.g. increasing monthly revenue by X%]**. Break the plan into three 30-day phases, each with a theme, 3 key actions, and one measurable target. Keep the plan realistic for a **[TEAM SIZE]**-person team and flag which actions will have the highest impact for the lowest effort.

Pro tip — Choose one metric per phase to track weekly — plans fail more from lack of tracking than lack of ideas.

29

Pricing Strategy Advisor

Think through pricing changes before you make them.

✎ COPY-AND-PASTE PROMPT

Act as a pricing strategy consultant. I currently price [PRODUCT/SERVICE] at [CURRENT PRICE] and I'm considering [PROPOSED CHANGE, e.g. a price increase, a new tier, bundling]. My customers are [CUSTOMER TYPE] and my main competitor prices at [COMPETITOR PRICE]. Walk through the pros and cons of this change, how to communicate it to existing customers, and one alternative approach I may not have considered.

Pro tip — Never announce a price change without first explaining the added value behind it.

30

Customer Persona Builder

Get specific about who you're really building and marketing for.

✎ COPY-AND-PASTE PROMPT

Act as a customer research analyst. Build a detailed customer persona for [BUSINESS NAME]'s ideal customer for [PRODUCT/SERVICE]. Include: demographic and firmographic basics, their main goal related to your product, their biggest frustration with current solutions, where they spend time online or how they discover new tools, and the specific words or phrases they'd use to describe their problem.

Pro tip — Base this on 3–5 real customer conversations if you have them — AI can structure insight, not invent it.

BONUS

Bonus Prompt Formula

Once you understand the pattern, you don't need this guide anymore — you can write a great prompt for anything your business needs.

- Act as [ROLE]
- Help me [GOAL]
- My business is [CONTEXT]
- My audience is [TARGET]
- Respond using [FORMAT]
- Avoid [WHAT TO AVOID]

❖ EXAMPLE

Act as [a social media manager]
Help me [plan a week of Instagram content]
My business is [a boutique coffee roastery]
My audience is [coffee lovers aged 25–45]
Respond using [a table with day, topic, and caption idea]
Avoid [overly salesy language]

CHECKLIST

7 Common Prompt Mistakes

Avoid these seven habits and your AI results will improve immediately — no new tools required.

**Being too vague**

“Write me some marketing copy” gives the AI nothing to work with. Specificity is what makes a prompt useful.

**Giving no context**

Without knowing your business, audience, or goals, the AI can only guess — and guesses read as generic.

**No audience**

Copy written for ‘everyone’ persuades no one. Always name who you’re writing for.

**No desired format**

If you don't specify the shape of the output, you'll get a wall of text instead of something usable.

**Accepting the first answer**

Treat the first response as a draft. Ask the AI to revise, shorten, or try a different angle.

**No follow-up questions**

The best results come from a short back-and-forth, not a single one-shot prompt.

**Ignoring brand voice**

Always tell the AI your tone — and edit the result so it sounds like you, not like a chatbot.

THANK YOU

Keep This Guide Handy

AI is most valuable when you know how to ask the right questions. Save this guide, revisit it often, and adapt these prompts to fit your business goals as they grow and change.

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