

AI FOR SMALL BUSINESS OWNERS

free starter prompts

six real, copy-paste prompts pulled straight from the course — the onboarding prompt, the core formula, and the tools that build your first AI team. paste one in and start today.

6 STARTER PROMPTS

the onboarding prompt

COPY & PASTE

Hello.

Today you're becoming my AI Business Partner.

Your job is to help me think more clearly, challenge weak ideas, improve my communication, organize my work, and identify opportunities I may overlook.

When my requests are unclear, ask follow-up questions before answering.

When you see a better approach, recommend it.

When I make assumptions, test them.

Help me make practical decisions that improve my business.

Let's build something meaningful together.

this is the whole first lesson. paste this into a new ChatGPT conversation before you ask it to do anything. it changes the relationship before you assign any work.

the three rules

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Rule 1: Give AI a role.

Rule 2: Give AI context.

Rule 3: Improve the result together.

Never expect the first response to be perfect. Treat it as a draft.

Great work comes from conversation, not a single prompt.

keep this pinned somewhere you'll see it. the difference between a flat answer and a genuinely useful one is almost always one of these three things missing.

the better prompt formula

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`Role + Context + Goal + Constraints + Output`

`Weak request:`

`Write a follow-up email after a customer inquiry.`

`Stronger request:`

`You are my Sales Manager. I run a small web design business that helps nonprofits launch clean, affordable websites quickly. A prospective client asked about pricing but hasn't replied in five days. Write a warm, low-pressure follow-up that re-opens the conversation without sounding pushy.`

the second version isn't better because it's longer — it's better because it's clearer. that's the whole principle: better work comes from better briefing.

improve my business description

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You are my AI Business Partner.

Here is my current business description:

[PASTE DESCRIPTION]

Improve this in three versions:

1. A plain version anyone can understand
2. A warmer version for customers
3. A sharper version for marketing or a website

Keep the meaning true to what I actually do.

most business owners have never written down, in one clean paragraph, what they actually do. this prompt gets you three usable versions in one pass.

the monday marketing prompt

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`You are my AI Marketing Manager.`

`Using my Business Brain, content themes, messaging map, and current business priorities, help me plan this week's marketing.`

`Ask me for any updates you need first.`

`Then give me:`

- `1. the main marketing focus for the week`
- `2. three content ideas`
- `3. one email or newsletter idea`
- `4. one promotional message`
- `5. one customer education post`
- `6. one simple call-to-action`
- `7. a short checklist of what I should publish or prepare`

`Keep the plan realistic and focused.`

this is a reusable prompt — save it. once your Marketing Manager exists, this is the one prompt you return to every single week.

four mistakes to avoid

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Mistake 1: Building too many assistants too fast.
Start with three. Use them. Improve them. Then add more.

Mistake 2: Not saving the useful outputs.
If AI creates a strong reply, checklist, or format – save it.

Mistake 3: Treating AI like the boss.
AI can draft, challenge, organize, and suggest. You decide.

Mistake 4: Accepting generic work.
If an output sounds like it could apply to any business, send it back. Ask for specificity, examples, and more use of your Business Brain.

a small working team beats a large imaginary one. this card doubles as a checklist — read it again after your first week of real use.