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FREE PROMPT PACK · CHATGPT AND CLAUDE

50 AI Prompts for Local Business Owners

Copy, paste, get your time back.

Fifty tested prompts for ChatGPT or Claude, sorted by the job you need done: leads, reviews, proposals, marketing, hiring and planning.

- → The context block that makes every prompt better
- → Prompts for leads, reviews, quotes and invoices
- → Marketing prompts that sound like you, not a robot
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READ THIS FIRST

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How to use this

These work in ChatGPT, Claude, Gemini or Copilot. Start with the context block on the next page. Save it once, and paste it before every prompt. Anything in [brackets] is yours to fill in.

PASTE THIS FIRST, EVERY TIME

The context block

Most bad AI answers happen because the AI doesn't know anything about you. Fill this in once, save it in your notes app, and paste it at the start of every chat.

```
I run [business name], a [type of business] in [town], New Jersey.
Our customers are mostly [who they are].
What we're known for: [2-3 things].
How I talk: [plain / friendly / direct], short sentences, no corporate jargon.
Things I never say: [words or phrases you hate].
When you write for me, keep it short and end with a clear next step.
If you're not sure about a fact, ask me instead of guessing.
```

- [ ] Many AI tools let you save this permanently (custom instructions, project instructions or memory). Do that and you'll never paste it again.
- [ ] Update it when something changes: new service, new town, new price range.
- [ ] The last line matters most. It stops the AI from making things up about your business.

PROMPTS 1-8

Leads & sales

1. Write 5 friendly first replies to a new [service] inquiry. Under 30 words each. Each ends with one easy question.
2. A customer asked "how much does [service] cost?" Write a reply that gives a range, explains what changes the price, and asks 2 questions.
3. Turn these call notes into a short follow-up text I can send today: [notes]
4. Write a 4-message follow-up for a lead who went quiet. Day 1, 3, 7, 14. Friendly, never pushy.
5. Here's a customer's message: [message]. What are they really worried about, and how should I answer?
6. Write 3 versions of a text asking a past customer if they need [seasonal service] this year.
7. Write a short script for answering the phone that sounds warm and gets their name, need and town in 30 seconds.
8. List the 10 questions new customers ask us most, based on these messages: [paste messages]

PROMPTS 9-14

Reviews

9. Write a reply to this 5-star review. Use their name and mention the job. Under 40 words: [review]
10. Write a calm, kind reply to this negative review that takes it offline. Don't argue or admit to things I didn't say: [review]
11. Here are my last 20 reviews. What are the 3 things people love and the 1 thing that keeps coming up as a problem? [reviews]
12. Write 3 short review request texts for a [type] business. Don't tell the customer what to write.
13. Turn this review into a social post that thanks the customer. Keep it humble: [review]
14. Write a reply to a review that has stars but no text.

Google doesn't allow asking only happy customers or telling people what to write. Prompt 12 is written to stay inside that.

PROMPTS 15-22

Quotes & invoices

15. Turn these job notes into a clear, professional quote with line items and what's not included: [notes]
16. Write a short email sending a quote. Explain what happens next and when it expires.
17. Rewrite this quote description so a homeowner understands it without jargon: [text]
18. Write a polite reminder for an invoice that's 7 days late. Then a firmer one for 30 days.
19. Write a friendly message explaining why our price is higher than a cheaper competitor, without trashing them.
20. Create a simple checklist I can send customers before we start a job so they know how to prepare.
21. Write a thank-you message to send with the final invoice that also asks for a review.
22. Turn this messy price list into a clean table with 3 tiers: [list]

PROMPTS 23–32

Marketing that sounds like you

23. Here's how I talk: [paste 3 of my texts or emails]. Describe my voice in 5 bullets so you can write like me.
24. Give me 30 social post ideas that answer the questions my customers always ask: [questions]
25. Write a Google Business Profile post about [offer/news] in my voice. Under 120 words.
26. Write the "About" section for my website. Real, plain, no buzzwords. Here's my story: [notes]
27. Write 5 email subject lines for [topic] that sound like a person, not a brand.
28. Turn this job into a before-and-after post: [what we did, the problem, the result]
29. Write a short FAQ for my website from these customer questions: [questions]
30. Rewrite this so it sounds less like AI and more like me: [text]
31. Give me a 4-week content plan: week 1 a myth, week 2 how we work, week 3 a customer result, week 4 pricing.
32. Write a referral text I can send happy customers asking if they know anyone who needs [service].

PROMPTS 33–40

Operations & admin

33. Turn this voice memo transcript into a clean to-do list sorted by urgency: [transcript]
34. Write a step-by-step checklist for [task] so a new hire could do it without asking me.
35. Summarize this long email thread in 5 bullets and tell me what I need to reply to: [thread]
36. Write a job post for a [role] that attracts people who care about doing it right.
37. Draft a simple weekly schedule template for a team of [number] with these shifts: [shifts]
38. Turn this policy into a friendly one-paragraph version for customers: [policy]
39. List every repeat task in this description of my week and estimate how long each takes: [description]
40. Draft an agenda for a 15-minute Monday team huddle.

PROMPTS 41-50

Your thinking partner

41. Act as a skeptical small business advisor. Poke holes in this idea: [idea]
42. I have to decide between [A] and [B]. Ask me 5 questions that would help me decide.
43. Explain [confusing thing: a contract term, a tax notice, a software feature] like I'm smart but busy.
44. Here are last month's numbers: [numbers]. What stands out and what should I look at closer?
45. Help me write a hard message to [employee/customer/vendor] that's honest and kind: [situation]
46. What are the 3 most common ways businesses like mine waste time each week, and how do they fix it?
47. Plan my week. Here's everything on my plate: [list]. I have [hours] of real work time.
48. Before I buy [tool], give me 10 questions to ask the salesperson.
49. Write a 1-page plan for [goal] with steps, owners and dates.
50. Give me 5 ways to get my next 10 customers that cost under $100.

KEEP YOUR CUSTOMERS SAFE

What to never paste

- [ ] **Card numbers, bank details or passwords.** Ever. For any reason.
- [ ] **Social Security numbers, driver's license or passport numbers.**
- [ ] **Private health information** about customers or staff.
- [ ] **Full customer lists** with names, phones and addresses together.
- [ ] **Anything under an NDA** or a client contract that says it stays private.

Safer habits

- [ ] Use first names or "the customer" instead of full details.
- [ ] If you use AI with customer info every day, use a business plan that lets you turn off training on your data.
- [ ] Always read before you send. AI is a fast first draft, not the final word.
- [ ] Check facts, prices and dates yourself. AI can sound sure and still be wrong.

NEXT STEP

Want this running for you?

WANT IT DONE FOR YOU?

Book a free 30-minute AI Audit.

We'll show you which of these prompts can run on their own, inside the tools you already use. You leave with a one-page plan showing the 3 places AI saves you the most time. Use it yourself or have us set it up.

make-simple.ai/book-a-call

SOURCES

1. Prompts written and tested by MakeSimple.ai. No outside statistics are used in this playbook.