

AI prompts for small business owners

Running a small business means doing every job yourself. These prompts help with the ones that eat your evenings: testing an idea, winning your first customers, setting prices, forecasting cash, writing proposals, chasing payments, answering customers and getting a second opinion on a big decision.

They work in ChatGPT, Gemini and Claude. Give the AI your real numbers and situation, and treat its answer as a sharp first draft. For tax, legal and major financial decisions, check with a qualified accountant or lawyer.

How to use: copy a prompt into ChatGPT, Gemini or Claude and replace every [BRACKETED] part with your own details. Each prompt also has its own page with a copy button, linked under its title. 25 prompts in this pack.

1 Validate a business idea

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-validate-business-idea/

Act as an experienced startup advisor and pressure-test my business idea.

Idea: [IDEA]

Target customers: [CUSTOMERS]

City / market: [MARKET]

Starting budget: [BUDGET]

1. Who has this problem most, and how are they solving it today?
2. The main competitors and how I'm different.
3. Simple unit economics: price, cost, and margin per sale.
4. The 3 biggest risks, and how to test each one cheaply in 2 weeks.
5. An honest verdict: go, tweak, or drop.

Tip: Ask it to "argue against my idea as hard as possible" for a tougher critique.

2 Get your first 10 customers

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-first-ten-customers/

Act as a founder who has started several small businesses.

What I sell: [PRODUCT OR SERVICE]

Who I think it is for: [CUSTOMER]

Price: [PRICE]

What I have: [e.g. 300 LinkedIn contacts, a WhatsApp group, no website yet]

Give me a 30-day plan to win my first 10 paying customers without ads. Include who to contact first, a short message I can send them, how to handle "not now", and what to ask each customer after they buy so I learn quickly. Be honest about which parts of my idea look weak.

Tip: Talk to people one by one first. Early customers come from conversations, not posts.

3 Draft a one-page business plan

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-one-page-business-plan/

Act as a startup advisor. Create a one-page business plan for this idea.

Idea: [DESCRIBE IT]

Location / market: [WHERE]

Starting budget: [AMOUNT]

Sections: problem, solution, target customer, how we make money, cost to start, first 10 customers plan, main competitors, key risks and a 90-day action list. Use short bullets and realistic numbers for [COUNTRY / CITY].

Tip: Follow up with "Now challenge the assumptions in this plan like a sceptical investor."

4 Run a SWOT analysis for a business or idea

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-swot-analysis/

Act as a business strategist. Do a SWOT analysis for [BUSINESS OR IDEA] in [INDUSTRY / CITY].

Context: [WHAT IT DOES, WHO IT SERVES, STAGE]

Give 5 points for each of Strengths, Weaknesses, Opportunities and Threats, each with a one-line reason. Then cross-link them: 3 strategies that use a strength to grab an opportunity, and 3 that fix a weakness to reduce a threat. Be specific, not generic.

Tip: Add real numbers (customers, revenue, price) for sharper answers.

5 Compare yourself with three competitors

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-competitor-comparison/

Act as a market analyst. Compare [MY PRODUCT] against [COMPETITOR 1], [COMPETITOR 2] and [COMPETITOR 3].

Compare on: target customer, pricing, key features, strengths, weaknesses and positioning. Show it as a table, then write a 5-line summary of where I can win and where I should not compete. If you are unsure about a fact, say so instead of guessing.

Tip: Verify prices and features on the competitors' own websites before you rely on the table.

6 Work out how to price your product or service

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-pricing-strategy/

Act as a pricing strategist. Help me price [PRODUCT OR SERVICE].

My costs per unit or hour: [COSTS]

What competitors charge: [PRICES]

My customer: [WHO THEY ARE AND WHAT THEY CAN PAY]

What makes me different: [DIFFERENCE]

Suggest 3 pricing options (cost-plus, value-based, competitor-based) with a number for each, the pros and cons, and which you recommend. Include a simple good / better / best package idea.

Tip: Never price on cost alone. Ask "what is the result worth to the customer?"

7 Simple 3-month cash flow forecast

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-cash-flow-forecast/

Help me build a simple 3-month cash flow forecast for my small business.

Cash in the bank today: [AMOUNT]

Money expected in (with dates):

[e.g. client payments, sales per month]

Money going out (with dates):

[e.g. rent, salaries, suppliers, loan EMI, tax]

Lay it out week by week as a table I can copy into a spreadsheet: opening balance, money in, money out, closing balance. Highlight any week where cash runs low. Suggest practical ways to fix a gap, such as chasing invoices earlier or moving a payment, and list the assumptions I should double-check.

Tip: Update it every Monday with real numbers. A forecast is only useful if it stays current.

8 Act as a CFO and review my numbers

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-act-as-cfo-review/

Act as an experienced CFO reviewing a plan before it goes to the board.

Business: [BUSINESS]

The plan or decision: [e.g. hire two salespeople, open a second shop]

The numbers:

[PASTE REVENUE, COSTS, CASH IN THE BANK, FORECAST]

Ask me up to three questions first if something important is missing. Then tell me: what looks solid, which assumptions are the riskiest, how many months of cash I would have in a bad case, and what you would want to see before approving it. Be direct, as a CFO would be, and show your working for any number you calculate.

Tip: This is a sounding board, not financial advice. Check important numbers with your accountant.

9 Get feedback from a panel of three experts

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-expert-panel-feedback/

Act as a panel of three experts reviewing my work:

1. [ROLE, e.g. a marketing director]
2. [ROLE, e.g. a lawyer who reads contracts]
3. [ROLE, e.g. a first-time customer]

What I want reviewed:

[PASTE THE PLAN, DOCUMENT OR IDEA]

Each expert gives their honest view from their own angle: the biggest strength, the biggest problem and one change they would insist on. Let them disagree where they would. End with a short summary of where they agree and the decision I still need to make myself.

Tip: Choose roles that would genuinely disagree. Three similar experts give you the same feedback three times.

10 Split a small marketing budget

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-marketing-budget-split/

Act as a practical marketing adviser for a small business.

Business: [WHAT WE SELL AND WHERE]

Monthly marketing budget: [AMOUNT]

Where customers come from today: [e.g. word of mouth, Google Maps, Instagram]

What has worked or failed before: [NOTES]

Goal for the next 3 months: [GOAL]

Suggest how to split the budget across channels, with a reason for each. Keep a small share for testing something new. Tell me what result would count as "working" for each channel after 30 days, and what to cut or move money to if it does not. Say clearly where your advice depends on assumptions about my business.

Tip: Re-run this every month with your real results pasted in. The advice gets much sharper.

11 Write a 30-second pitch for your business

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-elevator-pitch-business/

Write a 30-second spoken pitch for my business.

What we do: [ONE LINE]

Who for: [CUSTOMER]

Problem we solve: [PROBLEM]

Proof: [RESULT, CLIENT OR NUMBER]

Give 3 versions: casual networking event, investor, and a one-line intro for social media. Each should open with the problem, not the company name. Simple words a 12-year-old would understand.

Tip: Say it out loud. If you run out of breath, cut a sentence.

12 Brainstorm business or brand names

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-business-name-ideas/

Brainstorm 30 name ideas for [BUSINESS DESCRIPTION].

Audience: [WHO]

Feel: [e.g. trustworthy, playful, premium]

Avoid: [WORDS OR STYLES TO AVOID]

Group them: real words, invented words, two-word combos, and names with a local flavour for [REGION]. Keep names short (under 12 characters), easy to spell aloud and easy to say. Mark the best 5 and explain why.

Tip: Check the domain, social handles and trademark before you fall in love with a name.

13 Write a client proposal

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-client-proposal/

Write a proposal for [CLIENT NAME].

Their problem: [WHAT THEY TOLD ME]

My solution: [WHAT I WILL DO]

Timeline: [DATES]

Price: [FEE AND PAYMENT TERMS]

Why me: [PROOF]

Structure: summary of their need in their own words, proposed approach, deliverables, timeline, investment, next steps. Confident, clear, one page.

Tip: Start with their problem, not your credentials.

14 Write a payment reminder that gets you paid

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-payment-reminder/

Write 3 payment reminder emails for an overdue invoice.

Client: [NAME]

Invoice: [NUMBER], [AMOUNT], due on [DATE], now [DAYS] days late

Our relationship: [e.g. long-term client]

Payment method: [DETAILS]

Reminder 1: friendly nudge. Reminder 2: firm, mentions late-fee terms if any. Reminder 3: final notice with a clear deadline and next step. Always professional, always include the invoice details.

Tip: Send the first reminder the day after the due date, not two weeks later.

15 Tell a client you are raising your rates

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-raise-rates-client-message/

Write a message telling [CLIENT NAME] I am increasing my rates.

Current rate: [RATE]

New rate: [RATE]

Effective from: [DATE]

Reasons: [WHY, e.g. more experience, higher costs]

What stays the same: [WHAT]

Be confident and appreciative, not apologetic. Offer one option for existing work already in progress, and write a firm but friendly response for if they push back.

Tip: Give at least 30 to 60 days of notice and honour the old rate for work already agreed.

16 Respond to an invoice dispute

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-invoice-dispute-reply/

A client is disputing my invoice.

Their objection: [WHAT THEY SAID]

The invoice: [AMOUNT, DATE, WORK COVERED]

What we agreed: [AGREEMENT]

Evidence I have: [EVIDENCE]

Write a calm, factual reply that restates the agreement, addresses each objection in order, proposes a resolution such as a call or a partial adjustment if reasonable, and gives a clear payment date. Avoid threats.

Tip: Attach the signed scope, delivery proof and invoice in one email to close the loop quickly.

17 Reply to a customer complaint or bad review

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-customer-reply/

Act as a customer experience manager for [BUSINESS, e.g. my home bakery]. Write a reply to this customer complaint or review:

[PASTE COMPLAINT OR REVIEW]

Apologise sincerely without making excuses, address their specific issue, explain what we'll do – [FIX, e.g. a free replacement / refund] – and invite them to contact us directly. Warm, human, and under 100 words. Give me a public reply and a private message version.

Tip: Reply to public reviews within a day — future customers read your responses.

18 WhatsApp message templates for business

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-whatsapp-business-templates/

Write WhatsApp Business message templates for [BUSINESS TYPE].

Cases: order confirmation, delivery update, payment reminder, appointment reminder, feedback request and offer announcement.

Business name: [NAME]

Tone: [FRIENDLY / FORMAL]

Keep each under 60 words, personalised with [CUSTOMER NAME]-style placeholders, one clear action per message, and compliant with opt-in rules. Add an emoji only where it helps.

Tip: Only message customers who have opted in. It keeps your account safe.

19 Ask customers for a review or testimonial

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-testimonial-request/

Write a message asking a happy customer for a review.

Business: [NAME AND TYPE]

Customer: [NAME AND WHAT THEY BOUGHT]

Where to review: [GOOGLE / SITE LINK]

Make it short, friendly and easy: give 3 simple prompts they can answer in one line each ("What problem did we solve?"). Give an email version and a WhatsApp version. Never offer money for a positive review.

Tip: Ask right after a good moment, such as delivery or a compliment.

20 Google Business Profile posts

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-google-business-post/

Write four Google Business Profile posts for [BUSINESS] in [CITY].

Offers and news: [OFFERS AND EVENTS]

Services: [SERVICES]

Each post should be 80 to 120 words, mention the location naturally, include one clear call to action and suit a different purpose: an offer, an update, an event and a service highlight.

Tip: Add a real photo and a clear button such as "Call now" to every post.

21 Write an Etsy or marketplace listing

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-marketplace-listing-writer/

Write a listing for an online marketplace.

Product: [PRODUCT]

Materials and size: [DETAILS]

Who it is for: [BUYER]

Made or shipped from: [LOCATION]

Care and shipping notes: [NOTES]

Give me 5 title options under 140 characters, a description with the benefits first, a bulleted details section, and 13 search tags of one to three words.

Tip: Put your strongest search keyword in the first five words of the title.

22 Turn a process into a step-by-step SOP

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-sop-writer/

Turn my description of a process into a standard operating procedure (SOP).

Process name: [NAME]

Who does it: [ROLE]

How it works now (rough): [DESCRIBE]

Tools used: [TOOLS]

Write: purpose, when to use it, prerequisites, numbered steps with one action each, common mistakes, and a checklist to confirm it was done right. A new team member should be able to follow it alone.

Tip: Have someone new follow the SOP. Fix every place they get stuck.

23 Act as any expert: role prompt template

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-act-as-any-expert/

Act as a [ROLE, e.g. senior HR manager / nutritionist / UX researcher / tax accountant] with [NUMBER] years of experience working with [WHO, e.g. small startups in India].

My situation: [CONTEXT IN 2-4 SENTENCES]

What I need from you: [TASK, e.g. review my plan, answer a question, draft a document]

What good looks like: [e.g. a checklist I can act on today, one page, simple language]

Before you answer, ask me up to three questions that an expert in this role would ask first. Then answer the way that expert would: give your honest opinion, say what you would do differently, and flag anything where I should check with a qualified professional.

Tip: The more specific the role and experience, the more specific the answer. "Senior B2B sales manager" beats "expert".

24 Plan a small project with tasks and dates

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-small-project-plan/

Act as an experienced project manager. Help me plan this project.

Project: [WHAT, e.g. move my online shop to a new website]

Finish date: [DATE]

Who is working on it and how many hours a week: [PEOPLE + HOURS]

What is already done: [ANYTHING]

Biggest worry: [e.g. getting content from the client on time]

Break it into phases and tasks. For each task give an owner, a start and end date, and what it depends on. Mark the tasks that would delay everything if they slip. Show it as a table I can paste into a spreadsheet, then list the top three risks with one way to reduce each.

Tip: Ask for the table as CSV if you want to paste it straight into Google Sheets or Excel.

25 Plan a simple monthly budget

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-monthly-budget-planner/

Help me plan a simple monthly budget.

Monthly take-home income: [AMOUNT AND CURRENCY]

Fixed costs: [e.g. rent, loan EMI, phone, insurance, with amounts]

Rough spending on: [groceries, eating out, transport, shopping, subscriptions]

Savings goal: [e.g. emergency fund of 3 months' costs, a trip in December]

Sort my spending into needs, wants and savings, show the percentage for each, and suggest a realistic monthly plan as a table. Point out the two easiest places to save without making life miserable. Use only my numbers, keep it simple, and do not recommend specific investment products.

Tip: Look at last month's bank statement first. Guesses about spending are usually too low.

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