

WORKS WITH ANY AI CHATBOT

AI Prompt Playbook for Running Your Business

A fill-once business profile, 58 ready-to-use prompts with fillable fields, multi-step workflows, and a human review checklist.

US Letter · Free sample

Business	
Chatbot I use	
Date started	

SET UP ONCE

My Business Profile

Fill this in once. Keep it factual and short. You will paste a summary of it at the start of chats so the assistant stops giving generic answers. **Do not include private customer data, passwords, or anything confidential.**

Business name and what I do

My voice in 3 to 5 words

Example: plain, warm, direct. Not: salesy, jargon.

Who I serve (specific customers)

Words and claims I never use

Hype words, guarantees, medical or legal claims, competitor names.

What I sell and typical prices

Only what you are happy to share with a chatbot.

My goals this quarter

Where I operate

City, region, or online.

Facts the assistant must never guess

Prices, policies, hours, results, credentials.

What makes me different (true things only)

Policies it should follow

Refunds, cancellations, response times.

A sample of how I write (paste 3 to 5 sentences of my own writing)

This helps drafts sound like you.

Marketing and Content Prompts

Give the assistant your real details: audience, offer, voice. Edit everything before it goes public, and never publish invented facts, results, or reviews.

9. Define my customer in plain words

Positioning

My business offers **[OFFER]** to **[CUSTOMER]**. Write a one-paragraph description of my ideal customer: their situation, what they want, what frustrates them, and what would make them trust me. Then list 10 phrases they might use to describe their problem. Mark anything that is a guess so I can check it with real customers.

MY VERSION AND NOTES

10. Write my one-sentence pitch

Messaging

Write 10 versions of a one-sentence description of my business using this formula: I help **[WHO]** **[DO WHAT]** so they **[RESULT]**. My details: **[WHO]**, **[WHAT]**, **[RESULT I CAN HONESTLY DELIVER]**. Vary the tone from plain to playful. Do not use hype words like "revolutionary" or promise specific outcomes.

MY VERSION AND NOTES

11. Plan a month of content

Content planning

Create a 4-week content plan for **[BUSINESS]** on **[PLATFORMS]**. Audience: **[CUSTOMER]**. Offer: **[OFFER]**. Use 4 content pillars: teach, show, connect, invite. Give 3 posts per week with a hook, a one-line summary, and a call to action. Keep each idea practical for one person to produce in under 30 minutes. No invented statistics or testimonials.

MY VERSION AND NOTES

12. Draft a post in my voice

Social posts

Write 5 post options about **[TOPIC]** for **[PLATFORM]** in my voice: **[3 VOICE WORDS]**. Example of how I write: **[PASTE 3 SENTENCES OF YOUR OWN WRITING]**. Audience: **[CUSTOMER]**. Include one clear idea per post and a natural invitation to reply or visit **[LINK OR ACTION]**. Avoid clichés and anything I could not back up.

MY VERSION AND NOTES
