

FREE PROMPT PACK

100 ChatGPT Prompts

For marketing, sales, support, operations, hiring, finance, product, writing, social media and strategy.

- Works with ChatGPT, Claude and Gemini
- Copy, fill the [brackets], paste
- 10 business areas × 10 prompts

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How to use: copy a prompt, replace everything in [brackets] with your own details, and paste it into ChatGPT, Claude or Gemini. Add "Ask me questions first if anything is unclear" to get even better answers.

Marketing

Replace [brackets] with your details.

1. Write 10 headline options for a landing page selling [product] to [audience]. Make each under 10 words and focused on one clear benefit.
2. Create a 30-day social media plan for [business] with one post idea per day, mixing tips, behind-the-scenes, offers and customer stories.
3. Turn these product features into customer benefits written in plain language: [features].
4. Write a 120-word "About us" section for [business] that sounds warm, honest and specific.
5. Suggest 15 blog post titles that [audience] would search for about [topic], with the search intent for each.
6. Write a launch announcement email for [product]: subject line, preview text, and a 150-word body with one call to action.
7. Give me 10 low-budget marketing ideas for a [type of business] in [city].
8. Rewrite this ad so it speaks to one person and one problem: [ad text].
9. Create 3 customer personas for [product] with goals, frustrations and where they spend time online.
10. Write 5 short testimonial request messages I can send to happy customers by WhatsApp or email.

Sales

11. Write a cold email to [role] at [type of company] offering [service]. Keep it under 90 words with a soft ask.
12. List the 10 most common objections to buying [product] and a short, honest answer to each.
13. Create a 4-message follow-up sequence for a lead who went quiet after a demo.
14. Write a LinkedIn connection note and a follow-up message for [target role]. No hard selling.
15. Turn this call transcript into a summary, next steps and a follow-up email: [notes].
16. Write a pricing page FAQ for [product] with 8 questions buyers usually ask.
17. Suggest 3 package options (basic, standard, premium) for [service] with what each includes.
18. Write a script for a 2-minute discovery call that uncovers the customer's real problem.
19. Create a referral offer message for existing customers of [business].

20. Draft a polite message to re-engage a customer who has not bought in 6 months.

Customer support

21. Write a friendly reply to this angry customer that apologises, explains and offers a fix: [message].
22. Create 15 FAQ answers for [business] based on these common questions: [questions].
23. Turn our refund policy into a short, clear version a 12-year-old would understand: [policy].
24. Write 5 canned replies for: late delivery, wrong item, refund request, technical problem, thank-you.
25. Write instructions a customer can follow to [task] in 6 numbered steps.
26. Suggest ways to reduce support tickets about [problem], ranked by effort.
27. Draft a status update message for customers during a service outage.
28. Write a welcome message for new customers that sets expectations and links to help.
29. Rewrite this support reply to sound more human and less robotic: [reply].
30. Create a short survey (5 questions) to measure customer satisfaction after support.

Operations

31. Turn this messy process into a clear step-by-step checklist: [process].
32. Create a weekly operations review template for a small team of [number].
33. List the tasks in my business I could automate with AI or no-code tools: [description].
34. Write an onboarding checklist for a new [role] in their first 2 weeks.
35. Draft a simple standard operating procedure (SOP) for [task] with owner, steps and quality check.
36. Suggest KPIs to track for a [type of business] and how often to review each.
37. Create a supplier comparison table for [product] with criteria I should check.
38. Write a meeting agenda for a 30-minute weekly team meeting that stays on time.
39. Help me plan a 90-day roadmap to [goal] with milestones every 2 weeks.
40. Identify risks in this plan and how to reduce each: [plan].

Hiring & team

41. Write a job post for a [role] that is clear about pay range, tasks and what success looks like.
42. Create 10 interview questions for [role] that test real skills, plus what a good answer includes.
43. Write a polite rejection email for candidates after an interview.
44. Design a small paid test task for a [role] candidate that takes under 2 hours.

- 45. Write a 1-page team handbook covering working hours, communication and time off.
- 46. Suggest ways to give feedback to a team member who keeps missing deadlines.
- 47. Draft a performance review template with 5 sections.
- 48. Write a message announcing a new team member to the company.
- 49. Create a remote-team communication guide: which tool for what, and response times.
- 50. Give me 10 low-cost ways to thank and motivate a small team.

Finance

- 51. Explain cash flow vs profit with a simple example for a small shop.
- 52. Create a simple monthly budget for a business with income [X] and these costs: [list].
- 53. List ways to cut business costs by 15% without hurting customers.
- 54. Write a polite but firm payment reminder for an invoice that is 14 days late.
- 55. Help me set a price for [product]: costs [X], competitors charge [Y], my audience is [Z].
- 56. Explain the break-even point for my business and calculate it: fixed costs [X], margin per sale [Y].
- 57. Create questions to ask an accountant before hiring one.
- 58. Summarise these numbers into 5 insights a non-expert understands: [numbers].
- 59. Suggest 5 ways to get paid faster by clients.
- 60. Draft a simple financial update for investors or partners: [numbers].

Product

- 61. Turn this customer feedback into a list of problems, sorted by how often they appear: [feedback].
- 62. Write user stories for [feature] in the format "As a..., I want..., so that...".
- 63. Suggest 10 features users of [product] would pay extra for.
- 64. Write release notes for this update in 3 short, friendly lines: [changes].
- 65. Create a list of questions to interview 5 potential users about [problem].
- 66. Compare [my product] with [competitor] and list where each is stronger.
- 67. Write an onboarding flow (5 screens) that gets new users to their first success fast.
- 68. Name ideas: give 20 short, memorable names for a product that [does what].
- 69. Write the App Store description for [app] with a hook, 4 sections and a closing line.
- 70. Prioritise these ideas by impact and effort and explain the top 3: [ideas].

Writing & content

71. Rewrite this paragraph to be clearer and half as long: [text].
72. Turn this article into a 10-post X/Twitter thread: [article].
73. Write a 60-second video script about [topic] with a hook in the first 3 seconds.
74. Create a newsletter outline for [business] with 4 recurring sections.
75. Write 5 subject lines for this email that make people curious without clickbait: [email].
76. Turn these bullet points into a friendly LinkedIn post: [points].
77. Write a case study from these facts: client [X], problem [Y], what we did [Z], result [R].
78. Proofread this and list every change you made: [text].
79. Write a short bio for [name] in 3 versions: 1 line, 50 words, 150 words.
80. Turn this long text into 7 key takeaways: [text].

Social media

81. Give me 20 Instagram caption ideas for [business] with a question to drive comments.
82. Write 10 TikTok/Reels hooks about [topic] that stop the scroll.
83. Create a content pillar plan: 4 themes for [brand] and 5 post ideas per theme.
84. Write replies to these 5 comments that keep the conversation going: [comments].
85. Suggest 3 hashtag sets (popular, medium, niche) for [topic].
86. Turn this blog post into 5 carousel slides with short text per slide: [post].
87. Write a giveaway post with clear rules for [product].
88. Plan a 7-day launch countdown for [product] on Instagram stories.
89. Write a bio for [platform] for [business] under 150 characters with a call to action.
90. Analyse why this post did well and give 3 ideas in the same style: [post].

Strategy & growth

91. Do a simple SWOT analysis for [business] in [market].
92. Give me 10 ideas to grow revenue by 20% in 6 months for [business].
93. What questions should I ask myself before entering [new market]?
94. Create a one-page business plan for [idea]: problem, solution, customers, money, next steps.
95. Suggest partnerships that would help [business] reach more customers.

96. Find 5 ways AI could save my team 10 hours a week: [what we do].
97. Act as a tough investor and question my idea: [idea]. Then help me answer.
98. Write my company's mission, vision and 4 values in simple words.
99. Plan a small experiment to test if people will pay for [idea] in 2 weeks.
100. Summarise the 3 biggest trends in [industry] and what they mean for a small business.