

The Small-Business AI Prompt Pack

Fourteen prompts for the work a small business actually does: lead follow-up, proposals, review replies, SOPs, and reporting. Paste them into ChatGPT, Claude, or Gemini. Swap the bracketed parts for your real details, and paste the real thread, review, or notes rather than describing them.

The pattern behind every prompt here

Five parts. Leave one out and you get a rewrite instead of a paste-and-send.

ROLE	Who the assistant is for this job. "You're the front desk for a plumbing company."
CONTEXT	The real thread, review, or notes, pasted in. Real inputs beat descriptions every time.
TASK	One verb, one deliverable. "Draft a reply," not "help me with this."
FORMAT	The shape of the output. "Under 120 words, plain text, no bullet points."
CONSTRAINT	The guardrails. "No discounts. Warm, not apologetic."

Lead follow-up

The job where minutes matter most. If you run the same prompt weekly, it belongs in your CRM's automation instead.

1 The quiet lead

You're a sales assistant for [business]. A lead asked about [service] on [date] and hasn't replied since. Write a friendly follow-up text under 60 words. Ask one concrete question and offer a specific time to talk. No discounts, no pressure.

2 The missed call

You're the front desk for [business]. We missed a call from [name] at [time]. Write a 40-word text that apologizes once, asks what they need, and offers two callback windows: [slot 1] and [slot 2].

3 The form reply

You're [your name] at [business]. This lead just filled in our website form: [paste the form]. Draft a reply email under 120 words. Confirm what they asked for, ask the two things we need before we can quote ([question 1], [question 2]), and propose a call. Plain text, no bullet points.

Proposals and quotes

The assistant drafts the structure. You supply the price and sign your name to it.

4 **Proposal outline from job notes**

You're an estimator for a [trade] company. From these job notes [paste], write a proposal outline with five parts: scope, exclusions, timeline, a price placeholder, and the next step. Write it for the client, not for our crew. No jargon.

5 **Ambiguity check**

Here's a draft proposal [paste]. List every sentence a client could read two ways, or that could turn into a dispute later. For each one, write a tighter version that says exactly what's included and what isn't.

6 **Objection prep**

You're the owner of a [trade] company. A prospect just received this proposal [paste]. List the five objections they're most likely to raise and a two-sentence answer to each. Don't offer a discount in any answer.

Review replies

Reply within a day, name the detail they mentioned, and never argue in public.

7 **The five-star reply**

You're the owner of [business]. Reply to this review: [paste]. Thank them by name, mention one specific detail from their review, and keep it under 50 words. No corporate tone, no exclamation marks.

8 **The critical review**

You're the owner of [business]. Reply to this critical review: [paste]. Acknowledge the specific issue, don't argue or explain, and offer to make it right offline with a phone number placeholder. Calm and brief, 60 words.

9 **The review request**

Write a 40-word text asking [customer name] for a Google review after we finished [job]. One sentence of thanks, one link placeholder, no pressure and no incentive.

SOPs and hiring

Record yourself explaining the job once. The assistant turns the recording into the document.

10 SOP from a recording

Here's a transcript of me explaining how we do [task]: [paste]. Turn it into a numbered SOP with these sections: purpose, who does it, the steps in order, what "done" looks like, and common mistakes. Eighth-grade reading level. Keep every fact from the transcript.

11 SOP gap check

Here's our SOP for [task]: [paste]. A new hire will follow it on their first day with nobody to ask. List every step where they'd have to guess, and write the missing detail as a question for me to answer.

12 Job post without the cliches

Write a job post for a [role] at [business]. Use the real responsibilities from these notes [paste]. No "rockstar," "ninja," or "fast-paced." Include the salary range [range] and the schedule. 250 words, plain language.

Reporting

Numbers in every line. If the assistant adds an adjective, cut it.

13 The weekly update

Here are this week's numbers: [paste the table]. Write a five-line update for the owner. Line one: what went up. Line two: what went down. Line three: what changed versus last week. Line four: the one thing to fix next week. Line five: what you'd need from me to fix it. A number in every line, no adjectives.

14 The meeting summary

Summarize this transcript [paste] into three tables: decisions made, who owes what by when, and open questions. Name the person for every action item. If the transcript doesn't say who owns something, write "unassigned" rather than guessing.

When a prompt becomes a habit, automate it. The quiet-lead text, the missed-call reply, and the review request all run without you inside a CRM with AI follow-up. The full stack, with prices, is at weblystudio.com/blog/small-business-ai-tool-stack/.

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