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The @themojinator *Prompt Pack*

18 copy-paste AI prompts for small business owners and creators

A quick note *from Mo*

Hey, it's Mo. Most people open an AI tool, type one vague line, and get a vague answer back. These prompts give the AI the context it needs, so you get a draft worth editing.

They work in ChatGPT, Claude, Gemini, Grok, or whatever you use. Copy one, fill in the [BRACKETS], and adjust from there.

How to use this pack

01 Replace every [BRACKET] with your real details. The more specific you are, the better the answer.

02 Treat the answer as a first draft. Read it, fix it, and make it sound like you.

03 If the answer misses, reply with what to change. You don't have to start over.

01 Customer emails and replies

01 Reply to a tricky customer message

USE IT FOR: calm, clear replies to complaints or confused customers.

```
You are a friendly customer service lead for [BUSINESS NAME], a [TYPE OF BUSINESS]. Write a reply to this customer message: "[PASTE MESSAGE]". Acknowledge their concern, explain [WHAT HAPPENED / OUR POLICY], and offer [SOLUTION OR NEXT STEP]. Keep it under [NUMBER] words, warm and professional, with no blame. Give me 2 versions: one shorter, one more detailed.
```

02 Follow up after a quote or proposal

USE IT FOR: nudging a lead who went quiet, without sounding pushy.

```
Write a short follow-up email to [CLIENT NAME], who received a quote for [SERVICE/PRODUCT] on [DATE] and hasn't replied. Remind them of the main benefit: [BENEFIT]. Offer to answer questions or adjust [SCOPE/TIMING]. Friendly, low-pressure, under 120 words. Include 3 subject line options.
```

03 Turn your FAQs into ready-to-send replies

USE IT FOR: a reusable library of answers to common questions.

```
Here are the questions customers ask us most: [LIST QUESTIONS]. Here are the facts for each answer: [PASTE FACTS/POLICIES]. For each question, write a clear 2-4 sentence reply I can paste into email or DMs. Use only the facts I gave you. If something is missing, write [NEEDS INFO] instead of guessing.
```

02 Social content

04 A week of post ideas

USE IT FOR: never staring at a blank content calendar.

```
I run [BUSINESS/ACCOUNT] for [TARGET AUDIENCE]. My goals this month are [GOAL, e.g. more inquiries / more followers]. Give me 7 social post ideas for [PLATFORM], mixing tips, behind-the-scenes, customer questions, and one soft promotion of [OFFER]. For each, give a hook line, the main point, and a call to action.
```

05 Turn one idea into posts for every platform

USE IT FOR: repurposing a single topic across platforms.

```
Take this idea: "[IDEA OR PASTE YOUR POST]". Rewrite it as: (1) an Instagram caption with a strong first line, (2) a LinkedIn post for [AUDIENCE] in a professional tone, (3) a short X post under 280 characters, and (4) a 5-slide carousel outline with one headline per slide. Keep my voice: [DESCRIBE YOUR VOICE, e.g. friendly, direct, a little playful].
```

06 Hooks that stop the scroll

USE IT FOR: better first lines for posts and videos.

```
Write 10 opening hooks for a post about [TOPIC] for [AUDIENCE]. Mix styles: a question, a bold statement, a common mistake, a quick tip, and a "here's what I'd do" angle. Each under 12 words. No clickbait, and no claims I can't back up.
```

03 Marketing and offers

07 Explain your offer in plain English

USE IT FOR: clearer website, flyer, or bio copy.

```
Here's what I sell: [DESCRIBE PRODUCT/SERVICE]. It's for [WHO] who struggle with [PROBLEM]. Write: a one-sentence description, a 3-bullet list of benefits (not features), and a short call to action. Plain language, no hype words, nothing I haven't told you is true.
```

08 Plan a simple promotion

USE IT FOR: a seasonal sale, launch, or event announcement.

```
Help me plan a [LENGTH, e.g. 1-week] promotion for [OFFER] at [BUSINESS NAME], running [DATES]. Audience: [WHO]. Channels I use: [EMAIL / INSTAGRAM / IN-STORE / ETC.]. Give me a day-by-day plan, the key message, 3 subject lines, and 3 social captions. Leave [PRICE/DISCOUNT] as a placeholder.
```

09 Write a customer-friendly email newsletter

USE IT FOR: a quick monthly or weekly update to your list.

```
Write a short email newsletter for [BUSINESS NAME] customers. Include: a friendly opening, [NEWS OR UPDATE], one useful tip about [TOPIC], and a call to action to [ACTION]. Under 250 words, conversational, with 3 subject line options and a one-line preview text.
```

04 Operations and SOPs

10 Turn a messy process into a step-by-step SOP

USE IT FOR: documenting how things get done so anyone can do them.

```
Here's how we currently handle [TASK], written messily: "[PASTE NOTES OR DESCRIBE IT]". Turn this into a clear standard operating procedure with: purpose, who does it, tools needed, numbered steps, and common mistakes to avoid. Mark anything unclear as [CHECK THIS].
```

11 Build a checklist

USE IT FOR: opening/closing routines, onboarding, or project handoffs.

```
Create a practical checklist for [TASK OR ROUTINE] at a [TYPE OF BUSINESS]. Group items by [STAGE/TIME OF DAY]. Keep each item short and action-based. Add a note for anything that often gets forgotten.
```

12 Find time-wasters in your week

USE IT FOR: spotting repetitive tasks you could simplify or automate.

```
Here's what a typical week looks like for me: [LIST TASKS AND ROUGHLY HOW OFTEN]. Point out which tasks are repetitive, which could use a template, and which might be automated with common tools. For each, suggest a simple first step. Ask me questions if you need more detail.
```

05 Planning and research

13 Get to know your customer

USE IT FOR: sharper messaging and offers.

```
My business is [DESCRIBE]. My best customers are usually [WHAT YOU KNOW ABOUT THEM]. Help me write a simple customer profile: their goals, frustrations, the questions they ask before buying, and the words they'd likely use to describe their problem. Then suggest 5 content topics that would help them.
```

14 Size up competitors

USE IT FOR: a quick, organized comparison before you plan.

```
I'm comparing my business, [BUSINESS], with these competitors: [NAMES + WHAT YOU KNOW OR PASTE FROM THEIR SITES]. Organize this into a table: offer, who they target, how they describe themselves, and where I could stand out. Use only the information I gave you. Don't invent facts about them.
```

15 Plan your next 90 days

USE IT FOR: turning big goals into weekly actions.

```
My main goal for the next 90 days is [GOAL]. I have about [HOURS] hours a week and these resources: [TEAM / BUDGET RANGE / TOOLS]. Break this into monthly milestones and weekly actions. Flag the riskiest assumption and suggest how to test it early.
```

06 Creator scripts

16 A short video script

USE IT FOR: Reels, TikToks, and YouTube Shorts.

```
Write a [30/60]-second video script about [TOPIC] for [AUDIENCE]. Structure: a hook in the first 3 seconds, 3 quick points, and a call to action to [ACTION]. Write it the way people talk, with on-screen text suggestions in brackets. My style: [DESCRIBE].
```

17 A carousel from a single idea

USE IT FOR: swipeable posts that teach one thing well.

```
Turn this idea into an 8-slide carousel: "[IDEA]". Slide 1: a bold hook. Slides 2-7: one point each, a headline under 8 words plus one supporting line. Slide 8: a call to action to [ACTION]. Audience: [WHO]. Keep it skimmable.
```

18 A YouTube video outline

USE IT FOR: longer videos that stay on track.

```
Outline a [LENGTH]-minute YouTube video titled "[WORKING TITLE]" for [AUDIENCE]. Include: 3 title options, an opening hook, the main sections with key points, one example or story for each section, and an ending call to action. Suggest moments for B-roll or on-screen graphics.
```

How to get better answers

Give it a role.
"You are a friendly customer service lead..." sets the tone.

Add context.
Who it's for, what you sell, and what you want to happen next.

Set the format.
Word count, bullets, a table, or number of options.

Paste real examples.
Show a post or email you like and say "match this style."

Iterate.
Reply "shorter," "warmer," or "more specific," instead of starting over.

Keep private info private.
Don't paste passwords, card numbers, or sensitive customer data.

Before you use it

AI tools can be wrong, out of date, or confidently made up. Review and edit every answer before you send or post it. For anything legal, tax, financial, or medical, use AI for a rough draft only and check it with a qualified professional.

Want more?

Follow **@themojinator** for AI news, tools, and tips you can actually use. New prompts and roundups land in the newsletter.

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