

AI Prompt Pack for Small Business

8 copy-paste prompts for customer emails, FAQs, product copy, social posts, SOPs and reviews.

Before you start. Do not paste customer personal data, payment details, employee records, contracts or tax documents into a general AI tool. AI can be wrong, so check every price, policy and claim before it goes out. For legal, tax and contract questions, talk to a qualified professional.

This free pack gives you 8 copy-paste prompts for the everyday writing jobs in a small business: customer emails, FAQ pages, product descriptions, social posts, simple standard operating procedures, review replies and preparing questions for your accountant or attorney.

Fill in the [BRACKETS] with your own facts, paste the prompt into the AI tool you use, and treat the answer as a first draft. AI chatbots can make mistakes or invent details, so check everything before it reaches a customer.

How to use these prompts

1. Replace every [BRACKET] with your own details. Use facts you have checked yourself, not facts you hope the AI knows.
2. Keep private details out. Describe people and situations in general terms and use made-up examples when you practice.
3. Ask follow-ups: "shorter", "friendlier", "make it a text message", "give me two more options".
4. Read, fact-check and edit the result, then make it sound like you. You are responsible for whatever you send or publish.

What's inside

- 1. Customer email: delay or problem apology
- 2. Customer email: reply to a new inquiry
- 3. FAQ page draft
- 4. Product or service description
- 5. One week of social media posts
- 6. Simple standard operating procedure (SOP)
- 7. Review replies (positive and negative)
- 8. Questions to bring to your accountant or attorney
- Safety checklist

The 8 prompts

01 Customer email: delay or problem apology

When to use it: An order, job or appointment is running late or went wrong.

Write a short, sincere email to a customer about **[PROBLEM, e.g., a delayed order]**. Facts to use (only these): what happened: **[WHAT HAPPENED]**; what we are doing about it: **[FIX]**; new timing: **[NEW DATE OR "I will update you by [DATE]"]**. Tone: calm, honest and respectful. No excuses, no promises I did not list. Under 150 words, with a clear subject line. Sign off as **[YOUR NAME]** from **[BUSINESS NAME]**.

TIP Never promise a refund, credit or date unless you have decided it. Add those yourself.

02 Customer email: reply to a new inquiry

When to use it: Answering a question from a potential customer quickly and clearly.

Write a friendly reply to a new inquiry. What they asked: **[SUMMARY OF QUESTION, WITHOUT PERSONAL DETAILS]**. What I offer that fits: **[YOUR SERVICE OR PRODUCT]**. Next step: **[BOOK A CALL / REPLY WITH DETAILS / VISIT THE SHOP AT [HOURS]]**. Keep it under 120 words, warm and clear, with no pressure and no claims I did not provide.

TIP Add prices, availability and policies yourself so they are always accurate.

03 FAQ page draft

When to use it: Answering the same questions once instead of every day.

Write a customer FAQ for my [TYPE OF BUSINESS] with these questions: [LIST 6-8 REAL QUESTIONS CUSTOMERS ASK]. Use these facts for the answers (only these): [HOURS, LOCATION, SHIPPING OR SERVICE AREA, RETURN OR CANCELLATION POLICY, HOW TO CONTACT US]. Keep each answer under 60 words, friendly and plain. If an answer needs a fact I did not provide, put [FILL IN] instead of guessing.

TIP Policies about returns, warranties and refunds can have legal effects. Make sure each answer matches what you really do.

04 Product or service description

When to use it: Writing clear copy for a website, menu of services or online listing.

Write a product description for [PRODUCT OR SERVICE NAME]. Facts (use only these): [MATERIALS/INGREDIENTS, SIZE, WHAT IT DOES, WHO MADE IT, CARE OR USE NOTES]. Give me a 2-sentence version and a 60-word version. Plain, specific language, no hype words like "best" or "revolutionary", and no claims about health, safety or results.

TIP Do not let AI add features, certifications or claims. If it is not on your list, it should not be in the copy.

05 One week of social media posts

When to use it: Planning a week of simple, honest posts.

Create 5 short social media posts for [PLATFORM] for my [TYPE OF BUSINESS] in [TOWN]. Topics to cover: [THIS WEEK'S NEWS: new item, event, hours change, behind-the-scenes, customer tip]. Tone: [FRIENDLY/CASUAL/PROFESSIONAL]. For each post give the text and a note for what photo I should take. Do not invent testimonials, discounts or statistics.

TIP If you mention a sale or offer, add the exact terms yourself and check any advertising rules that apply to your business.

06 Simple standard operating procedure (SOP)

When to use it: Writing down how a routine job is done so anyone can follow it.

Turn my notes into a simple standard operating procedure for [TASK, e.g., opening the shop]. Format: purpose, who does it, supplies needed, numbered steps (short and in order), common mistakes, and a final checklist. Notes: [YOUR ROUGH STEPS]. Do not add steps I did not mention. If a step looks unclear or missing, list your questions at the end.

TIP Have the person who does the job read it and mark anything wrong. Safety and legal steps need your own verification.

07 Review replies (positive and negative)

When to use it: Responding publicly to customer reviews.

Write two replies to online reviews for my business [BUSINESS NAME]. 1) A positive review that says: [WHAT THEY PRAISED]. 2) A critical review that says: [WHAT THEY COMPLAINED ABOUT]. For the critical one, acknowledge the issue without arguing, apologize for the experience, and invite them to contact me at [EMAIL OR PHONE]. Keep each under 80 words. Do not reveal any private customer details or admit legal fault.

TIP Follow the review platform's rules, and never offer anything in exchange for changing a review.

08 Questions to bring to your accountant or attorney

When to use it: Preparing for a professional meeting so you use the time well.

I run a [TYPE OF BUSINESS] and want to prepare for a meeting with my [ACCOUNTANT / ATTORNEY] about [TOPIC, e.g., hiring my first part-time employee]. Write a list of 10 clear questions I should ask and a list of documents I should bring. Do not give me tax or legal advice or tell me what the law says; I only want good questions.

TIP Do not paste your contracts, tax returns or financial records into the AI. The professional gets those, not the chatbot.

Safety checklist

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Run through this before every prompt and before you send or publish anything.

- ☐ Do not paste customer personal data, payment details, employee records, contracts or tax documents into a general AI tool.
- ☐ Check every price, date, policy, product fact and claim against your own records before publishing.
- ☐ Do not publish fake reviews, invented testimonials or made-up statistics, and never use AI to write reviews of your own business.
- ☐ Have a professional review contracts, employment documents, tax items and legal notices. AI drafts are not legal or tax advice.
- ☐ Follow the rules of the platform where you post, and any advertising rules for your industry and state.
- ☐ Save your best prompts, and re-read each AI draft once out loud before sending.

For more on customer data, contracts and taxes, see the guide on customer data, contracts and taxes with AI in the AI for Small Business Owners hub. This pack is general information, not legal or tax advice. <https://plainaiguide.pages.dev/ai-for-small-business-customer-data-contracts-and-taxes/>

More from the AI for Small Business Owners hub

These prompts complement our step-by-step guides.

Find them all at <https://plainaiguide.pages.dev/ai-for-small-business-owners/>

New prompts may be added over time.

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