

AI Prompt Cheat Sheet

FOR SMALL BUSINESS OWNERS

Better prompts. Better results.

1

PLAN A MONTH OF LINKEDIN CONTENT

"Ask me 4 questions that will help you create 8 LinkedIn posts for my business, enough for one month of content at 2 posts per week. Once I answer, give me 8 post ideas with a hook, key message and call to action for each."

2

UNDERSTAND YOUR IDEAL CUSTOMER

"Here is my website: [PASTE WEBSITE LINK]. Based on the information on my website, describe my ideal customer. Tell me what problems they are likely trying to solve, what matters most to them, and what might stop them from buying. Then give me 5 easy improvements I could make to attract more of the right customers."

3

GIVE YOUR WEBSITE A HEALTH CHECK

"Here is my website: [PASTE WEBSITE LINK]. Review it from the perspective of a potential customer. Tell me what is clear, what is confusing, and what is missing. Check whether it appears to be indexed on Google and flag any obvious SEO issues. Then give me the 5 highest-priority improvements I should make."

4

IMPROVE YOUR WEBSITE COPY

"Review the homepage of my website: [PASTE WEBSITE LINK]. Can a new visitor quickly understand what I do, who I help and why they should choose me? Suggest clearer wording where needed and give me a stronger headline and call to action."

5

FIND NEW SALES OPPORTUNITIES

"I run a [TYPE OF BUSINESS] and my main customers are [TYPE OF CUSTOMER]. Ask me 4 questions about my business, then suggest 10 realistic ways I could generate more leads or sales over the next 30 days."

6

TURN ONE IDEA INTO LOTS OF CONTENT

"Here is an idea, article, email or piece of content: [PASTE IT HERE]. Turn it into 5 different pieces of content I could use across LinkedIn, email and my website. Keep the message consistent but adapt it for each format."

7

MAKE YOUR EMAILS BETTER

"Rewrite this email so it is clear, friendly and professional. Keep my personality, remove unnecessary waffle and make the action I need the reader to take really obvious."

8

USE AI AS A BUSINESS ADVISER

"Act as a small business adviser. I run a [TYPE OF BUSINESS]. My current challenge is [CHALLENGE]. Ask me 5 questions before giving me advice. Then give me 3 practical options, including the easiest thing I could do first."

The Best Follow-Up Prompts

Don't accept the first answer if it isn't quite right.

“Make it simpler.”

“Give me 5 more options.”

“Make it sound more like me.”

“What have I missed?”

“Challenge my thinking.”

“Ask me questions before answering.”

“Make this more specific to my customer.”

“Give me the easiest version first.”

“Now turn that into an action plan.”

“What should I do first?”

ONE IMPORTANT RULE

Don't put confidential, sensitive or personal information into an AI tool unless you understand how that tool handles your data.

AI will help you never have to start from scratch again, but it will only get you 80–90% of the way there. You have to make sure it's still **you** at the heart of your business.

Remember: the best results usually come from a conversation with AI, not one perfect prompt.

Want hands-on help putting
this into practice?

[THEAITRAININGCO.COM/AI-ACCELERATOR](https://theaitrainingco.com/ai-accelerator)