

13 CHATGPT PROMPTS FOR SMALL BUSINESS OWNERS

ChatGPT is like life – you get out of it what you put in. Vague prompts produce vague results that aren't helpful and may be misleading or incorrect. AI can be the best friend of a small business owner by taking over admin tasks to save time and improve efficiencies.

Here's 13 ChatGPT prompts to help business owners with everything from budget optimisation to competitive analysis. Simply C&P into ChatGPT for instant insightful responses that will help across your business. You're welcome!

PROMPT

- 1 Market analysis and strategy development: Analyse the current trends in [your industry] and generate a report on potential market opportunities for a small business.**
- 2 Budget optimisation: Create a monthly budget plan for a small business with a focus on minimising costs in [specific category, eg marketing, supplies, etc].**
- 3 Marketing and advertising campaigns: Draft a 3-month content calendar for social media marketing tailored for a [business type] targeting [specific audience].**
- 4 Customer segmentation: Suggest strategies for segmenting a customer base for a [product/service] and how to target each segment effectively.**
- 5 Customer segmentation: Suggest strategies for segmenting a customer base for a [product/service] and how to target each segment effectively.**
- 6 Staffing and human resources: Write 5 interview questions for hiring a [position] that will help identify candidates who are a good fit for a small business culture.**



PROMPT

- 7 Inventory management: Develop an inventory tracking system for a small retail business to optimise stock levels and reduce holding costs.
- 8 **Customer service improvement: Provide scripts for handling common customer service scenarios in [your industry] to ensure a positive customer experience**
- 9 Sales strategies: Craft a sales pitch for a small business's flagship product focusing on the unique selling propositions [eg cost, environmentally friendly attributes etc] and value to customers
- 10 **Competitive analysis: Outline a plan for conducting a competitive analysis for a [specific business type] including key metrics to compare to the competition.**
- 11 Financial forecasting: Model a simple financial forecast for the next year for a small business based on [X revenue streams and Y costs].
- 12 **Crisis management planning: Prepare a crisis management plan for potential issues a small business in [specific industry] might face.**
- 13 Email marketing strategies: Design an email marketing sequence for re-engaging past customers of a small [service-based business].

