

50 AI prompts for running a business

Copy, paste, and fill in the brackets with your real numbers. Every prompt uses the same pattern that actually works: give the AI a **role**, your **real context**, and a **specific decision** — vague in, vague out.

How to use: Replace anything in [brackets] with your real situation. Paste your actual numbers, not rounded guesses. Ask it to argue the other side before you accept an answer — and verify anything that touches money or the law.

PRICING & MONEY

1. Act as a pricing strategist for a [type] business making [\$X]/mo. Here are my costs and current price [...]. What are three price tests, and what would each do to margin?
2. I charge [\$X] for [offer]. List the reasons a buyer would say it's too expensive, and a one-line reframe for each.
3. Turn my hourly rate of [\$X] into three packaged offers (good/better/best) with clear outcomes, not hours.
4. Here's my last 6 months of revenue [...]. What's my rough runway and the two numbers I should watch weekly?
5. I want to raise prices [X%]. Draft the message to existing customers that keeps churn low and sounds confident, not apologetic.
6. Given costs [...], what's my break-even number of customers per month, and what changes if I add a [\$Y] tool?
7. Compare charging monthly vs annual for [offer]. What are the cash-flow and retention trade-offs for a solo business?
8. Act as a skeptical CFO. Poke holes in my plan to spend [\$X] on [thing] this quarter.

MARKETING & POSITIONING

9. Write my one-sentence positioning: "[I help] [who] [do what] [without what]." Give five versions, sharpest first.
10. Here's my homepage copy [...]. Does it speak to [ICP] and their problem, or to me? Rewrite the hero to lead with their outcome.
11. List 10 specific places my ICP [describe] already hangs out — communities, creators, search terms — ranked by how reachable they are for a team of one.
12. Give me three marketing channels that fit a solo founder with [X hours/week] and [\$Y budget], and one I should ignore for now.
13. Draft a simple referral ask I can send to happy customers without sounding needy.
14. Here's a competitor's page [...]. What are they promising, and where's the gap I can own?
15. Turn this testimonial [...] into three ad-ready one-liners.
16. Write five subject lines for [email], each a different angle (curiosity, benefit, urgency, story, question).
17. Act as my ICP reading my landing page cold [paste]. Narrate your doubts out loud, top to bottom.

CUSTOMER RESEARCH & ICP

18. Interview me to build my ideal customer profile — ask one question at a time, then summarize it in one sentence.
19. Here are five recent customers [...]. What do the best ones have in common that the others don't?
20. Write eight open questions for a 20-minute customer interview that uncover the real job they're hiring me for.
21. Turn these support messages [...] into the top three recurring problems, ranked by frequency.
22. Given my ICP [describe], list the objections they'll have before buying and the proof that answers each.
23. Draft a 3-question post-purchase survey that tells me why they bought and what almost stopped them.
24. From this review [...], extract the exact words the customer used — I want to write in their language, not mine.
25. Who is my anti-ICP — the customer I should politely say no to — based on [describe my business]?

CONTENT & COPY

26. Give me 10 content ideas for [ICP] that teach the job my product does, without mentioning my product.
27. Outline a how-to article on [topic] for [ICP] — problem, steps, one honest caveat, a takeaway.
28. Rewrite this paragraph [...] in my voice: [plain / direct / warm]. Cut 30% and kill the jargon.
29. Turn this long post [...] into a 5-tweet thread and a short LinkedIn version.
30. Draft a welcome email for new subscribers that delivers value first and sells nothing.
31. Give me three hooks for [piece], then tell me which is strongest for a cold reader and why.
32. Repurpose this [video/podcast transcript ...] into an article, a newsletter, and five captions.
33. Write an FAQ section for [offer] from the real questions a hesitant buyer would ask.
34. Read this draft as a busy skeptic. Where do I lose you, and what would make you keep reading?

PLANNING, STRATEGY & OPERATIONS

35. Here's my situation [...]. What are the three highest-leverage things to do this month, and what to ignore?
36. Turn this vague goal [...] into a measurable one with a metric, a number, and a date.
37. Break [project] into the smallest first step I could finish today.
38. Act as a strategist: argue for and against me focusing on [option A] vs [option B] this quarter.
39. Here's how I spend a typical week [...]. What's eating my best hours, and what could a contractor take?
40. Draft a simple SOP for [recurring task] so I could hand it to someone else tomorrow.
41. Explain [contract clause / tax term / metric] like I run a small business, not like I'm a lawyer.
42. Write three cold outreach messages to [target], each under 80 words, that don't sound like a template.
43. Given my numbers [...], what question should I be asking that I'm probably avoiding?
44. Plan my next 4 weeks of content around [theme] — one distinct topic per post, no repeats.
45. Draft a polite email to decline [request] while keeping the relationship warm.
46. Summarize this doc [...] into five bullets and the one decision it's asking me to make.
47. Act as a devil's advocate on my whole business model [describe]. Where is it most fragile?
48. Turn my messy notes [...] into a clear one-page plan with owner, next step, and deadline.
49. Here's a decision I'm stuck on [...]. Give me a simple framework to decide, then apply it to my case.
50. What would you do first if you took over my business tomorrow, knowing only [these numbers]?

The catch with every prompt here: an AI only answers as well as the context you give it. The more of your *real* numbers it can see — revenue, traffic, customers — the less generic it gets. That's the difference between advice for "a business" and advice for *yours* → vexlynk.app/features