



ChatGPT Prompt Guide for Small Businesses

A plain-language guide for people who were never taught marketing

This Guide Is For You If...

- You run a small business or organization
- You don't consider yourself "techy"
- You know marketing matters, but no one ever showed you how
- You're tired of staring at a blank screen
- You're doing your best with limited time and money

If that's you, you're in the right place.

First: You Are Not Behind

Let's clear something up right away.

Most small businesses don't fail because the owner didn't work hard enough. The U.S. Small Business Administration notes that many businesses struggle because of limited resources, visibility, and marketing—not because the product or service was bad.

In simple terms: People can't choose you if they don't know you exist. This guide is here to help with that.

What Is ChatGPT (In Normal Human Language)?

ChatGPT is a writing and idea tool. That's it.

It helps you:

- Find words when you're stuck
- Organize your thoughts
- Rewrite things more clearly
- Get ideas faster

It does not:

- Know your customers better than you
- Replace your experience
- Run your business for you

Think of it like a helpful assistant, not a boss.

Why ChatGPT Can Help Small Businesses (With Real Data)

A study by McKinsey found that tools like ChatGPT can save people about 20–30% of their time on routine writing and planning tasks.

In real life, that can mean:

- Less time staring at a screen
- Less stress around “what do I post?”
- More time serving customers (or resting)

For small business owners, time is money—and energy.

The Most Important Rule: How You Ask Matters

ChatGPT works best when you talk to it like a person.

Not helpful:

“Write a Facebook post.”

Much better:

“Write a friendly Facebook post for a small local business. Keep it simple and warm. This is for customers in my town.”

The more context you give, the better the results.

Bad Prompt vs Better Prompt (Real Example)

Bad prompt:

“Write about my business.”

Better prompt:

“Write a short paragraph explaining what my business does in simple language. I run a local cleaning business. My customers are families and small offices.”

See the difference? You’re guiding it—not testing it.

Prompts You Can Actually Use

1) Social Media Help

Use this when you don’t know what to post.

Prompt:

“Write 3 friendly Facebook posts for a small local business. Keep the tone warm and natural. No sales pressure.”

Then you can follow up with:

- “Make it shorter.”
- “Make it sound more casual.”
- “Add my town name.”

2) Website Wording (Plain Language)

Great if your website feels stiff or confusing.

Prompt:

“Rewrite this website text in simple, everyday language for local customers.”

Paste your website text underneath.

3) Email or Newsletter Help

Perfect for staying in touch without sounding salesy.

Prompt:

“Write a short monthly email update for my customers. Keep it friendly and helpful, not pushy.”

4) Explaining What You Do (Clearly)

This one is powerful.

Prompt:

“Help me explain what my business does in one clear paragraph. Pretend I’m talking to a neighbor.”

What ChatGPT Is NOT Good At (Important)

ChatGPT can sound confident even when it’s wrong.

Always:

- Double-check facts
- Fix names, prices, and details
- Make sure it sounds like you

Never trust it with:

- Legal advice
- Financial decisions
- Exact policies or rules

Your judgment matters.

Keep the Human Touch (This Is the Secret)

People choose small businesses because they feel personal.

Before you use anything ChatGPT writes, ask:

- Does this sound like me?
- Would I say this out loud?
- Does this feel local and human?

If not—tweak it.

Final Thought

You don’t need perfect marketing. You need clear, consistent communication.

ChatGPT can help you find the words—but you bring the heart. And that’s something no tool can replace.