

AI for Small Business Owners: 50 Practical Prompts (UK edition, v1)

Works with any mainstream AI assistant. Do not paste customers' personal data, bank details or passwords into AI tools. Check every output: AI can be confidently wrong about numbers, laws and dates. Not legal, tax or HR advice.

Enquiries and sales

1. "Write a warm, short reply to this enquiry that answers the question, gives my price range [range] and suggests two times to book: [enquiry]"
2. "Turn my price list into a clear one-page menu of services with what is included in each."
3. "Draft a quote follow-up for day 3 and day 10 that is polite and not pushy."
4. "List 10 questions customers ask before buying [service] and draft short answers for my website FAQ."
5. "Rewrite this quote so it is easy to say yes to: scope, price, timing, what is excluded, how to accept."
6. "Write three versions of a booking confirmation message: text, email, WhatsApp."
7. "Suggest three ways to package my services into good/better/best options with prices: [services]"

Customers and reviews

8. "Draft a reply to this complaint that apologises, explains what we will do and by when: [complaint]"
9. "Write a calm public reply to this negative review without arguing or sharing personal details: [review]"
10. "Write an honest review request message I can send to every customer after a job."
11. "Turn these five customer comments into a short testimonial page (I have their permission): [comments]"
12. "Draft a friendly message to win back customers who have not booked in 6 months."

Money

13. "Write three invoice reminders (friendly, firm, final) for an invoice of £[x] due on [date]."
14. "Explain in plain English the difference between cash flow and profit using my numbers: [numbers]"
15. "Build me a simple 13-week cash flow table layout for a spreadsheet with these regular bills: [bills]"
16. "Help me work out my true hourly rate from these costs and hours: [numbers]. Show the formula."
17. "List the questions I should ask my accountant this year as a [sole trader/limited company]."
18. "Draft a polite message asking a supplier for better payment terms."

Marketing

19. "Write a month of social posts (3 a week) for a [business type] in [town], mixed: tips, behind the scenes, offers."

- 20. "Rewrite my Google Business Profile description to be clear and local, under 750 characters."
- 21. "Write five short local Facebook group posts that are helpful, not salesy."
- 22. "Draft a simple email newsletter for my customer list about [topic] with one clear call to action."
- 23. "Suggest 10 blog post titles people in [town] would actually search for about [service]."
- 24. "Turn this long post into a 30-second video script with a hook in the first line."
- 25. "Write alt text and captions for these 5 photos of my work: [descriptions]"

Operations

- 26. "Turn these notes into a step-by-step process a new starter can follow: [notes]"
- 27. "Make a daily opening and closing checklist for a [business type]."
- 28. "Draft a simple stock reorder list layout with minimum levels for these items: [items]"
- 29. "Plan a week's staff rota for these shifts and people, with no one over [x] hours: [details]. Use initials."
- 30. "List the risks in my [workplace] and draft an HSE five-step risk assessment table I can check and adapt."
- 31. "Write a polite message to reschedule a booking because of illness."
- 32. "Turn this messy email thread into a summary with decisions and actions."

People

- 33. "Write a clear job advert for a part-time [role] in [town], including pay and hours."
- 34. "Draft 8 interview questions for a [role] with what a good answer looks like."
- 35. "Create a first-week induction plan for a new [role]."
- 36. "Draft supportive feedback for a team member who is often late, with specific next steps. (No names; follow your HR policy and ACAS guidance.)"
- 37. "Write a thank-you message to my team after a busy month."

Policies and admin (check against GOV.UK, ICO, ACAS)

- 38. "Draft a plain-English privacy notice outline for a small [business type]; list what I must check on the ICO website."
- 39. "Draft cancellation and refund terms for bookings, fair to both sides; list what consumer law may require me to check."
- 40. "Write a short social media policy for staff."
- 41. "Draft an acceptable-use rule for AI tools in my business: what data never goes in."

42. "Summarise this supplier contract into key dates, costs and risks: [paste text without personal data]"

Growth and planning

43. "Ask me 10 questions to build a one-page business plan, then write it from my answers."

44. "Do a SWOT for my business from this description: [description]"

45. "Suggest five small experiments to get more bookings this month, each costing under £50."

46. "Compare these two software options for my business in a table: cost, features, lock-in: [options]"

47. "Draft a price-rise message to customers explaining why, with 30 days' notice."

48. "Help me decide whether to hire or outsource [task]; list the costs and risks."

49. "Write my weekly review questions: what worked, what did not, what to change."

50. "Turn my goals into a 90-day plan with weekly actions: [goals]"