



AI Marketing Prompt Pack

Every prompt from tonight, plus the 30-day calendar, review and referral scripts, a one-page website, and an FAQ. Fill the [BRACKETS], paste, review, approve.

THE RULES, EVERY TIME: If you do not know a fact, write Need input; never let AI invent a number, review, award, or credential. Never paste client names, children's photos, or anything confidential. Never publish a testimonial no customer gave you. You read it, you approve it, then it goes out under your name. Contracts, guarantees, health claims, and credential claims get a qualified professional's review first.

1 Brand Message Kit (Demo 1 • ChatGPT or Claude)

I run a [TYPE] business in [CITY, STATE]. I serve [WHO]. The problem I solve is [PROBLEM]. What I do differently is [DIFFERENCE]. What customers tell me they appreciate most is [FEEDBACK].

If you do not know a fact, write Need input. Do not invent reviews, awards, credentials, or years in business.

Produce four things:

1. A customer avatar: who they are, what they need, what they fear, where they look, and how they describe the win. Write it in their words, not marketing words.
2. One positioning sentence in this format: I help [WHO] get [RESULT] without [WHAT THEY DREAD], because [WHY ME].
3. Five taglines, each under 8 words.
4. A short About paragraph, under 100 words, for a website and a Google Business Profile. Sound like the owner talking, not a brochure.

If any business in America could say the sentence, rewrite it until only I could. Ban these words: nurturing environment, empowering, trusted partner, passionate about, one-stop shop, cutting edge, world-class, boutique.

FOLLOW-UP TO RUN NEXT

Rewrite the positioning sentence three more ways. Make one plainer, one warmer, and one shorter.

I run a [TYPE] business in [CITY, STATE] serving [WHO]. My positioning sentence is: [PASTE FROM PROMPT 1]. My two channels are [CHANNEL 1] and [CHANNEL 2]. I can realistically post [NUMBER] times per week.

If you do not know a fact, write Need input. Do not invent customers, results, statistics, or testimonials.

Build a 7-day content plan for week 1 as a table with these columns: Day, Channel, Content pillar, What to post, The exact caption, The call to action.

Rotate these five content pillars:

1. Teach: answer a real question customers ask me
2. Prove: show finished work, before and after, or a real result
3. Human: who I am and why I do this
4. Serve: something useful they can use even if they never buy
5. Ask: a clear, kind invitation to take the next step

Rules: no hashtag walls, maximum 3 hashtags. Plain language. Every post ends with one specific next step. Only one "Ask" post in the week. Write captions I could read out loud without embarrassment.

FOLLOW-UP TO RUN NEXT

Take the 3 strongest posts and rewrite the captions shorter and warmer. Then tell me which single post to publish first and why.

3 30-Day Content Calendar (When Week 1 Is Working)

I run a [TYPE] business in [CITY, STATE] serving [WHO]. My positioning sentence is: [PASTE]. My two channels are [CHANNEL 1] and [CHANNEL 2]. I post [NUMBER] times per week. In week 1, this is what got responses: [WHAT WORKED].

If you do not know a fact, write Need input. Do not invent customers, results, statistics, or testimonials.

Build a 30-day content calendar as a table with these columns: Day, Channel, Content pillar, What to post, The exact caption, The call to action.

Rotate the five pillars (Teach, Prove, Human, Serve, Ask) with no more than one Ask per week. Repeat what worked in week 1 in fresh forms. Mark any post that needs a photo I must take with [PHOTO NEEDED].

Rules: maximum 3 hashtags. Plain language. Every post ends with one specific next step. Captions I could read out loud without embarrassment.

4 Marketing Image (Demo 3 · ChatGPT, not Claude)

Run this in ChatGPT; Claude does not generate images. Never generate a fake photo of a real person, a real customer, or a real building and present it as yours. AI still gets text-in-images, hands, and logos wrong; check closely.

Create a social media image for a [TYPE] business in [CITY, STATE] serving [WHO]. Mood: [warm / calm / professional / energetic]. Colors: [YOUR ONE OR TWO BRAND COLORS]. Format: square, for Instagram and Facebook. No text in the image. I will add the words myself. No logos. No recognizable real people. No children's faces. Photorealistic, natural light, uncluttered background with room at the top for a headline.

Then finish it in free Canva: start a square post, drop in the image, add your headline in eight words or fewer, add your logo. The caption goes under the post, not on the picture.

5 One-Page Website Copy

I run a [TYPE] business in [CITY, STATE] serving [WHO]. My positioning sentence is: [PASTE]. My services are [LIST]. What I do differently is [DIFFERENCE]. The next step for customers is [CALL / TEXT / BOOK AT LINK].

If you do not know a fact, write Need input. Do not invent reviews, credentials, or numbers.

Write the complete text for a simple one-page website with these sections:

1. A headline using my positioning sentence, or a shorter version of it
2. Three bullets on what I do
3. An About paragraph under 100 words that sounds like me talking
4. What to expect: three plain steps from first contact to done
5. One call-to-action block I can also reuse on flyers

Plain language a neighbor would use. No corporate words.

6 FAQ Builder

Here are the questions customers actually ask me, in their words:
[LIST 5 TO 10 REAL QUESTIONS]

My positioning sentence is: [PASTE].

If you do not know a fact, write Need input. Do not invent prices, policies, or guarantees; write Need input wherever I must decide.

Write a plain-language FAQ answering each question in 2 to 4 sentences, in my voice, honest about what I do not offer. End an answer with the next step only where it fits naturally.

7 Review Request Scripts (Free Move 02)

Ask at the moment of relief, right after you solved the problem. Same way every time, two taps for them. Give a starting point. Never write or pay for reviews.

SAY IT IN PERSON

"I am so glad that worked out. Would you take 60 seconds and leave that in a Google review? It genuinely helps other families find us."

TEXT IT

"Hi [NAME], so glad we could get that handled. Would you take 60 seconds and share how it went in a Google review? Here is the link: [YOUR REVIEW LINK]. It genuinely helps other families find us."

GIVE THEM A STARTING POINT

"Would you mind mentioning what you came in for and how it turned out?"

8 Referral Text (Free Move 03 · Send to Three People This Week)

"Hey, I wanted you to know what I am building. I help [WHO] get [RESULT]. If someone comes to mind, would you send them my number? No pressure either way."

Most referrals never happen because your friend cannot describe what you do. Give them the sentence; that is the whole strategy. Ask specifically ("if you know a family with a new baby, think of me"), and thank them every time, whether or not it turns into money.

BEFORE YOU KEEP ANY OUTPUT: Can you say it out loud without cringing? Could the competitor down the street say the exact same thing? Did AI invent anything? What still says Need input? Does it sound like you, or a brochure?