

5 AI Prompts Every Small Businesses Can Use Today

valerie.williams@amplifiimpact.uk | www.amplifiimpact.uk

1. Customer Persona Builder

AI Prompt: "Act as a marketing strategist. Based on the following product/service: [describe], create 3 ideal customer personas. Include demographics, pain points, motivations, and a key marketing message for each."

2. Social Media Calendar

AI Prompt: "You are a content marketing manager. Create a 2-week LinkedIn + Instagram content calendar for a [type of business] targeting [audience]. Each post should include a short caption, a hook, and a suggested call-to-action."

3. Sales Email Drafting

AI Prompt: "Write a concise, professional cold email introducing [your product/service] to [audience type]. Focus on their pain point of [insert challenge] and highlight how we solve it in under 100 words. Include a soft call-to-action."

4. Meeting Summarizer

AI Prompt: "Summarize the following meeting notes into 5 key action items, assigning responsibilities where possible: [paste transcript or notes]. Output should be clear, concise, and action-oriented."

5. Customer Attraction (Website Growth)

AI Prompt: "Act as a digital marketing strategist. For my business: [describe product/service + target audience], suggest 5 practical ways to attract more customers to my website in the next 60 days. Include SEO improvements, social media tactics, content ideas, and one quick campaign that can drive immediate traffic. Provide step-by-step actions and examples."

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