

THE MONDAY MARKETING PROMPT PACK

Hire ChatGPT Before You Hire a Marketer

25 copy-and-paste prompts that write your posts, answer your reviews, follow up with your leads and check your website, in about an hour a week.

For owners of service businesses: law firms, therapy practices, real estate agents and anyone who sells their expertise.

WHY THIS MATTERS

Almost everyone has AI. Almost nobody has it working.

Most small business owners have tried ChatGPT. Very few have turned it into a weekly habit that does real marketing work. The gap isn't the tool. It's knowing what to ask.



76%

of small business owners say they use AI.

Goldman Sachs 10,000 Small Businesses Voices survey, 1,256 owners, Jan to Feb 2026

14%

have fully built AI into how they run the business.

Same survey

73%

say they would benefit from more training and help putting it to work.

Same survey

What it means for you: the owners who win with AI aren't the most technical. They have a short list of good prompts and they use them every week. This guide is that list.

BEFORE YOU START

Five minutes of setup that makes every prompt better

AI writes generic copy when it knows nothing about you. Fill in this business brief once, save it, and paste it at the top of every prompt in this guide (or save it in ChatGPT's custom instructions).

I own [business name] in [city]. We help [who] with [what].
Our best clients are [describe them]. They usually come to us when [the moment they need us].
What makes us different: [2 or 3 real reasons].
Our tone: [warm and plain / direct and confident]. Never use jargon, hype or exclamation points.
Never promise results we can't guarantee.

Three rules that keep you safe

- 1. Never paste private client details.** No names, case facts, health information or anything confidential. Describe situations in general terms. For law firms and therapists this isn't optional.
- 2. Check every fact.** AI can state wrong numbers and made-up sources with total confidence. If it gives you a statistic, find the original before you publish it.
- 3. Edit before you post.** Treat it as a first draft from a fast assistant. Add one real detail only you would know. That's what makes it sound like you.

Is AI recommending your business yet?

Take the free 2-minute visibility score. 10 questions, instant result.

[Get my free score](#)

Posts and articles in minutes

1 Turn a client question into a post

A client asked me: "[question]." Write a LinkedIn post that answers it in under 150 words, in plain language, and ends with a question that invites comments.

2 Ten scroll-stopping hooks

Give me 10 opening lines for a post about [topic] for [who]. Make each one under 12 words. Mix a surprising fact, a common mistake and a direct question.

3 One video, five pieces

Here is the transcript of a short video I recorded: [paste]. Turn it into a LinkedIn post, an Instagram caption, a 3-sentence email and 3 short quotes for graphics. Keep my wording where you can.

4 The 10 questions I should answer online

List the 10 questions people most often ask before hiring a [your service] in [city]. For each, give a title I could use for a short article or video.

5 An article outline from one question

Outline an 800-word article that answers "[question]" for [who]. Start with the direct answer in 2 sentences, then 4 short sections, then a plain next step.

6 Make it plain English

Rewrite this so a busy person with no background in [my field] understands it on the first read. Short sentences, no jargon, same meaning: [paste]

Get found, and get recommended

7 Fix your website's first sentence

Here's the first paragraph of my [service] page: [paste]. Rewrite it so the first sentence says exactly what we do, who it's for and where. Keep it under 40 words.

8 Google Business Profile services

Write a 2-sentence description for each of these services for my Google Business Profile: [list]. Mention [city] naturally. No hype.

9 This week's Google post

Write a Google Business Profile update (under 100 words) about [tip, news or offer]. End with one clear action, like calling or booking.

10 Reply to a review

Write a warm, short reply to this review: [paste]. Thank them, mention the type of service in general terms, and don't reveal anything private about them.

11 Ask for a review that helps

Write a friendly text message asking a happy client for a Google review. Keep it under 50 words and gently suggest they mention what we helped with and their area. [Link]

12 See your site like a stranger

Act as someone in [city] who needs [service] and is comparing 3 options. Read my homepage: [paste]. What's confusing, what's missing and what would make you call someone else?

Keep the leads you already get

13 The five-minute reply

Write 3 short replies I can send within minutes when someone fills out my contact form: one for [inquiry type A], one for [B], one for [C]. Each offers two times to talk.

14 The missed call text

Write a text I can send automatically when I miss a call: friendly, under 40 words, says who we are and asks how we can help.

15 Follow-up for the ones who went quiet

Write 3 follow-up emails for someone who asked about [service] but didn't book. Day 2, day 7, day 21. Helpful, never pushy, each one gives something useful.

16 Handle the objection

When people hesitate to hire us, they usually say: "[objection]." Give me 3 honest ways to answer it in conversation, in plain words.

17 Prep for the call

A potential client wrote: "[paste their message, no private details]." What are they probably worried about, and what 5 questions should I ask on our first call?

18 Win back the no-show

Write a short, kind message for someone who missed their consultation. No guilt. Make it easy to rebook in one click. [Link]

A thinking partner for the big stuff

19 Size up the competition

Here's text from 3 competitors' homepages: [paste]. What does each one promise? What is nobody saying that I could own?

20 Know your best client

My best clients are [describe 3]. What do they have in common? Where do people like them spend time online, and what are they searching for before they find someone like me?

21 Sharpen the offer

Here's how I describe what I sell: [paste]. Rewrite it as one sentence a client could repeat to a friend. Give me 5 versions.

22 A month of content in one go

Plan 4 weeks of posts for [who]: 2 per week. Mix answers to common questions, one behind-the-scenes idea and one client-style story (no real names). One line each.

23 Read my numbers

Here are last month's numbers: [calls, form fills, bookings, website visits, reviews]. Compare them to the month before: [paste]. What changed, and what's the one thing I should do next?

24 Ad copy to test

Write 5 short Google ad headlines (under 30 characters) and 3 descriptions (under 90) for [service] in [city]. No claims I can't prove.

25 The tough critic

Be a skeptical, busy potential client. Tear apart this [page / post / email]: [paste]. Be honest about why you'd ignore it, then tell me how to fix it.

PUT IT ON THE CALENDAR

The one-hour Monday routine

Time	Do this	Prompts
10 min	Pick one question a client asked last week. Turn it into this week's post and Google update.	1, 2, 9
15 min	Reply to new reviews. Send two review requests to happy clients.	10, 11
15 min	Follow up with every lead that went quiet last week.	15, 18
10 min	Record a 60-second video answering the same question. Repurpose it.	3
10 min	Once a month: read your numbers and pick next month's focus.	23, 22

Where copy and paste stops

Prompts save you hours. They don't connect your website form to an instant text reply, answer the phone after hours, track which posts bring in paying clients, or make AI assistants recommend you. That's where setup, not typing, makes the difference.

Want this built into your business?

Book a free 30-minute AI plan call. I'll show you which of these we can automate for you, so they run without you typing anything.

[Book my free call](#)

YOUR NEXT STEP

Ready to let AI do more of the work?

Book a free 30-minute AI plan call. I'll look at how you get and follow up with clients today, and map out where AI can save you the most time and bring in the most business.

You'll leave with a custom plan: what to automate first, what to keep human, and what it would take.

You keep the plan whether we work together or not.

[Book my free AI plan call](#)

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SCAN FOR YOUR
FREE SCORE

Source: Goldman Sachs 10,000 Small Businesses Voices, "Small Businesses Embrace AI, But Need Training and Support to Fully Harness It," 2026 survey of 1,256 small business owners conducted Jan 27 to Feb 4, 2026 by Babson College and David Binder Research, goldmansachs.com/pressroom · ChatGPT is a trademark of OpenAI. Level Next is not affiliated with OpenAI.