

# AI Automation Prompts Pack

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50 Production-Ready Prompts for Small Business Owners

From Whoff Agents · [whoffagents.com](https://whoffagents.com)

Section	Topic	Prompts
1	Email Triage and Management	10
2	Customer Service	10
3	Lead Generation and Sales	10
4	Content and Social Media	10
5	Operations and Business	10
	<b>Total</b>	<b>50</b>

## How to Use This Pack

Copy any prompt directly into Claude, ChatGPT, or your AI tool of choice. Replace the [BRACKETED] sections with your specifics. Most prompts work best when you paste your actual content (email, message, data) directly below the prompt.

- **Layer prompts** — Use prompt #11 (FAQ Generator) then #36 (About Page) when building a new service page.
- **Save your best outputs** — When AI gives you a great response, save it as a template for next time.
- **Iterate** — If the first output isn't right, add "Make it shorter/more direct/more formal" and try again.
- **Combine with automation** — These prompts work especially well when chained in Zapier, Make.com, or n8n.

## SECTION 1: Email Triage and Management

### 1. Email Priority Classifier

Classify this email as: URGENT (needs same-day response), NORMAL (respond within 48hrs), LOW (respond within a week), or IGNORE (no response needed). Explain your reasoning in one sentence.

Email: [PASTE EMAIL HERE]

### 2. Professional Reply Drafter

Write a professional reply to this email. Tone: [friendly/formal/direct]. Key points to address: [LIST KEY POINTS]. Keep it under 150 words. Sign off as [YOUR NAME].

Original email: [PASTE EMAIL HERE]

### 3. Email Thread Summarizer

Summarize this email thread in 3 bullet points: (1) what the issue is, (2) where things currently stand, (3) what action is needed next.

Thread: [PASTE THREAD HERE]

### 4. Follow-Up Email Writer

Write a polite follow-up email. Context: I sent [ORIGINAL REQUEST] to [RECIPIENT] on [DATE] and haven't heard back. Keep it brief, professional, and assume good intent. Include a specific next step or question.

### 5. Cold Outreach Email

Write a cold outreach email to [RECIPIENT DESCRIPTION] about [YOUR OFFER]. Hook: mention something specific about their business: [SPECIFIC DETAIL]. Goal: get a 15-minute call. Max 120 words. No buzzwords or fluff.

### 6. Complaint Response

Write a response to this customer complaint. Acknowledge the issue, apologize sincerely, explain what happened briefly, state what I'm doing to fix it, and offer [RESOLUTION]. Tone: empathetic and professional.

Complaint: [PASTE COMPLAINT HERE]

### 7. Newsletter Intro Writer

Write a 3-sentence intro for my weekly newsletter to [AUDIENCE]. This week's main topic: [TOPIC]. My brand voice is: [casual/professional/expert]. End with a one-sentence preview of what's inside.

### 8. Email Subject Line Generator

Generate 10 email subject lines for [EMAIL TOPIC]. Audience: [DESCRIBE AUDIENCE]. Goal: [OPEN RATE / CLICK THROUGH / REPLY]. Include a mix of: direct benefit, curiosity, question, and number-based formats.

## 9. Meeting Request Email

Write a meeting request email to [RECIPIENT]. Purpose: [MEETING GOAL]. I want to meet [THIS WEEK/NEXT WEEK] for [15/30/60 minutes]. I'm available [TIMES]. Keep it under 100 words and make it easy to say yes.

## 10. Invoice Follow-Up

Write a polite but firm follow-up email for an overdue invoice. Invoice number: [#]. Amount: [\$]. Due date was: [DATE]. This is my [first/second/final] reminder. Tone: professional, not aggressive. Include payment link placeholder.

# SECTION 2: Customer Service

## 11. FAQ Generator

Based on my business description below, generate 10 frequently asked questions with detailed answers that I can use on my website FAQ page. Format as Q: / A: pairs.

Business: [DESCRIBE YOUR BUSINESS, SERVICES, AND PRICING]

## 12. Refund Policy Response

Write a response to a refund request. Customer situation: [DESCRIBE]. My refund policy: [DESCRIBE POLICY]. Outcome I want: [APPROVE / DENY / OFFER ALTERNATIVE]. Be empathetic and clear.

## 13. Negative Review Response

Write a professional public response to this negative review. Acknowledge their experience, don't be defensive, invite them to resolve offline, show other potential customers we care. Keep under 100 words.

Review: [PASTE REVIEW HERE]

## 14. Customer Onboarding Message

Write a welcome message for a new customer who just purchased [PRODUCT/SERVICE]. Include: warm welcome, what happens next (3 steps), how to reach me, and one tip to get maximum value. Tone: [BRAND VOICE].

## 15. Service Cancellation Response

Write a response to a customer who wants to cancel [SERVICE]. Don't be desperate. Acknowledge their decision, ask one question to understand why, offer one relevant retention option if appropriate, and make the cancellation easy either way.

## 16. Upsell Message

Write a natural upsell message to a customer who purchased [PRODUCT A]. The upsell is [PRODUCT B] at [\$PRICE]. Connection between the two: [EXPLAIN WHY PRODUCT B HELPS PRODUCT A CUSTOMERS]. Keep it helpful, not pushy.

## 17. Support Ticket Response Template

Write a response template for this type of support issue: [ISSUE TYPE]. Include: acknowledgment, solution steps (numbered), offer for further help, and a friendly close. Make it feel personal, not scripted.

## 18. Check-In Message

Write a check-in message to a client [30/60/90] days after they started using [SERVICE/PRODUCT]. Goal: ensure they're getting value, surface any issues early, and demonstrate I'm invested in their success. Under 100 words.

## 19. Testimonial Request

Write a message asking a happy customer for a testimonial or review. Context: they recently [POSITIVE OUTCOME]. Make the ask easy – offer to draft something for them if they're busy, or give a direct link to leave a review. Keep it casual and brief.

## 20. Price Increase Announcement

Write an email announcing a price increase to existing customers. New price: [\$]. Effective date: [DATE]. Honor current price for existing customers until [DATE]. Reason (frame positively): [EXPLAIN]. Keep it direct, appreciative, and without over-apologizing.

# SECTION 3: Lead Generation and Sales

## 21. Lead Qualification Questions

I sell [YOUR SERVICE/PRODUCT] to [TARGET CUSTOMER]. Generate 7 qualifying questions to determine if a prospect is a good fit. Focus on: budget, timeline, decision-making authority, current pain, and fit with my offer.

## 22. Sales Page Headline Generator

Generate 15 headline options for a sales page selling [PRODUCT/SERVICE] to [AUDIENCE]. Target outcome: [MAIN BENEFIT]. Include: outcome-focused, problem-focused, curiosity, and social proof formats.

## 23. Objection Handler

I sell [OFFER] at [\$PRICE]. Common objection: "[OBJECTION]". Write 3 different responses to this objection that are honest, not pushy, and address the real concern behind it.

## 24. Discovery Call Script

Write a 10-minute discovery call script for selling [YOUR SERVICE]. Include: opening (build rapport), 5 diagnostic questions to uncover pain, transition to presenting my solution, and a soft close to schedule next steps.

## 25. Proposal Introduction

Write the introduction section of a proposal for [CLIENT NAME/TYPE]. Problem they want solved: [PROBLEM]. My proposed solution: [SOLUTION]. Deliverables: [LIST]. Investment: [\$AMOUNT]. Frame the investment in terms of their ROI.

## 26. LinkedIn Connection Request

Write a LinkedIn connection request to [TARGET PERSON / ROLE]. Common ground or reason for connecting: [REASON]. Keep it under 300 characters. Be genuine, not salesy.

## 27. Case Study Outline

Create a case study outline for a client I helped. Before state: [DESCRIBE SITUATION BEFORE]. What I did: [DESCRIBE YOUR WORK]. After state / results: [RESULTS]. Format it as a compelling narrative with a title, problem, solution, and results sections.

## 28. Social Proof Post

Write a social media post sharing a client win. Result: [SPECIFIC RESULT]. Without naming the client, tell the story in a relatable way that makes potential customers think "that's my problem too." End with a soft CTA.

## 29. Price Anchor Script

Write a verbal script (for calls or video) that anchors my [\$PRICE] offer against [ALTERNATIVE – hiring, doing it manually, competitor]. Make the comparison feel fair and let the math speak for itself.

## 30. Lost Deal Follow-Up

Write a follow-up email to a prospect who went silent after [STAGE – demo, proposal, etc.]. Don't be needy. Give them an easy out while keeping the door open. Include one piece of new value (insight, resource, or update).

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# SECTION 4: Content and Social Media

### 31. LinkedIn Post from Idea

Turn this rough idea into a LinkedIn post: [YOUR IDEA]. Format: hook (first line that stops the scroll), 3-5 punchy lines of substance, one takeaway, optional soft CTA. No hashtag spam. Write for [INDUSTRY/AUDIENCE].

### 32. Twitter/X Thread Outline

Create a 7-tweet thread outline about [TOPIC]. Target audience: [DESCRIBE]. Goal: establish expertise and get retweets. Include: bold hook tweet, 5 substance tweets, closing tweet with CTA. Give me the key point for each tweet.

### 33. Blog Post Outline

Create a detailed outline for a 1,200-word blog post targeting the search query: "[TARGET KEYWORD]". Include: SEO title, meta description, H2 sections with bullet points for each section, and a CTA for [YOUR OFFER].

### 34. Video Script Hook

Write 5 different 15-second opening hooks for a video about [TOPIC]. Format: [ONE BOLD STATEMENT or QUESTION]. Audience: [DESCRIBE]. Goal: stop the scroll and make them watch the next 60 seconds.

### 35. Content Repurposing

I have this [BLOG POST / PODCAST TRANSCRIPT / LONG POST]. Repurpose it into: (1) a LinkedIn post, (2) a 3-tweet thread, (3) a short-form video script, (4) an email newsletter section. Keep the core message, adapt the format.

Content: [PASTE CONTENT HERE]

### 36. About Page Bio

Write an "About" page for my business website. My name: [NAME]. What I do: [DESCRIBE]. Who I help: [TARGET CUSTOMER]. Why I started this: [ORIGIN STORY IN 1-2 SENTENCES]. Credibility signals: [EXPERIENCE / RESULTS]. Tone: [BRAND VOICE]. End with a CTA.

### 37. Testimonial Formatter

Take this raw customer feedback and turn it into a polished testimonial suitable for my website. Keep their voice authentic – don't over-polish. Add context: [CUSTOMER TYPE / WHAT THEY PURCHASED / RESULT].

Raw feedback: [PASTE FEEDBACK HERE]

### 38. Ad Copy Generator

Write 3 Facebook/Instagram ad variations for [PRODUCT/SERVICE]. Audience: [DESCRIBE]. Goal: [CLICKS/LEADS/SALES]. Each ad: headline (under 40 chars), body copy (under 125 chars), and a CTA button text. Focus on [PAIN POINT or DESIRE].

### 39. Content Calendar Planner

Create a 2-week content calendar for [PLATFORM] for a business that [DESCRIBE BUSINESS]. Goal: [AWARENESS / LEADS / ENGAGEMENT]. Mix of: educational, behind-the-scenes, social proof, and promotional content. Include topic, format, and key message for each post.

### 40. Explainer Copy

Write a simple 3-paragraph explanation of [COMPLEX TOPIC OR SERVICE] for someone who knows nothing about it. First paragraph: why it matters to them. Second: how it works (no jargon). Third: what to do next.

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## SECTION 5: Operations and Business

### 41. SOP Creator

Create a standard operating procedure (SOP) for this business process: [DESCRIBE PROCESS]. Include: purpose, who does it, triggers (when to do it), step-by-step instructions, expected outcome, and what to do if something goes wrong.

## 42. Meeting Agenda Generator

Create an agenda for a [30/60]-minute meeting about [TOPIC]. Attendees: [LIST ROLES]. Goal: [WHAT DECISION OR OUTCOME IS NEEDED]. Include time allocations for each section and a designated note-taker/action item owner.

## 43. Contract Summary

Summarize this contract in plain English. Highlight: what each party is agreeing to, payment terms, cancellation/exit terms, any unusual clauses I should be aware of, and any red flags.

Contract text: [PASTE CONTRACT HERE]

## 44. Job Description Writer

Write a job description for [ROLE] at my company. Company: [BRIEF DESCRIPTION]. Responsibilities: [LIST]. Requirements: [LIST]. Nice to haves: [LIST]. Compensation range: [\$]. Include a brief pitch on why someone would want this role.

## 45. Performance Review Framework

Create a simple performance review framework for [ROLE]. Include: 5 key performance indicators, a rating scale, space for goals/accomplishments, areas for improvement, and a development plan section. Keep it practical, not bureaucratic.

## 46. Business Decision Analyzer

Help me think through this business decision: [DESCRIBE DECISION]. What I know: [FACTS]. What I'm uncertain about: [UNCERTAINTIES]. What I'm optimizing for: [GOAL]. Give me: pros, cons, key risks, and your recommendation with reasoning.

## 47. Pricing Strategy Analyzer

Review my pricing strategy. My offer: [DESCRIBE]. Current price: [\$]. Target customer: [DESCRIBE]. Competitor prices: [IF KNOWN]. My cost to deliver: [\$]. Give me: an assessment of my pricing positioning, any risks, and 2 alternative pricing approaches to consider.

## 48. Process Improvement Identifier

Here is a description of how I currently handle [PROCESS]. Identify: (1) the biggest time wasters, (2) steps that could be automated, (3) steps that could be eliminated, and (4) your recommended revised process.

Current process: [DESCRIBE IN DETAIL]

## 49. Strategic Planning Prompt

I want to grow my business from [\$CURRENT REVENUE] to [\$TARGET REVENUE] in [TIMEFRAME]. My business: [DESCRIBE]. Current constraints: [LIST]. Give me: 3 strategic levers to focus on, the single most impactful first step, and 2 things I should stop doing.

## 50. Weekly Review Template

Create a weekly business review template for a solo operator / small team. Include sections for: wins from last week, what didn't get done and why, key metrics review, top 3 priorities for next week, and any decisions that need to be made. Keep it under 30 minutes to complete.

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