

Best **ChatGPT** **Prompts** for Businesses



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Email Marketing Prompts

Welcome Email

Write a first welcome email for [business name], a Sydney-based [industry] business. Include: warm greeting, what we do, value subscribers will receive, and soft call-to-action. Tone: friendly and approachable. 150 words maximum.

Promotional Email

Write a promotional email for [specific offer/product]. Include: compelling subject line, pain point hook, 3 key benefits, urgency element, and clear call-to-action. Target audience: [describe audience]. 200 words. Use Australian spelling.

Monthly Newsletter

Create a monthly newsletter for [business name] in [Sydney suburb]. Include: personal opening, featured content piece (100 words), 3 quick tips related to [industry], customer spotlight or testimonial, and clear call-to-action. 350 words total. Conversational tone.

Re-engagement Email

Write a re-engagement email for subscribers who haven't opened emails in 3+ months. Business: [name], [industry], Sydney. Acknowledge their absence, remind them of the value we provide, include an exclusive incentive to come back, and option to update preferences. Warm and understanding tone. 150 words.

Event Invitation Email

Create an event invitation email for [event name/type]. Include: attention-grabbing subject line, date/time/location in [Sydney location], what attendees will gain from attending, RSVP deadline and method. Professional but exciting tone. 180 words.

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Customer Service Prompts

Complaint Response Email

Write a professional response to a customer complaint about [specific issue]. Include: sincere apology, brief explanation without making excuses, specific resolution steps, timeline for resolution, and commitment to preventing future issues. Empathetic and solution-focused tone. 150 words.

Product/Service Enquiry Response

Respond to a customer asking about [specific product/service question]. Include: thanks for their interest, direct answer to their question, helpful additional information they should know, next steps to purchase or learn more, and invitation for follow-up questions. Sydney business context. Helpful and professional tone. 150 words.

Post-purchase Thank You

Write a thank you email to send after a customer purchases [product/service]. Include: genuine appreciation, order confirmation details, what happens next in the process, how to get help if needed, and invitation to stay connected. Warm and appreciative tone. 130 words.

Appointment Confirmation

Write an appointment confirmation email for [service type]. Include: confirmed date/time/location in [Sydney suburb], what the customer should bring or prepare, expected duration, how to reschedule if needed, and contact information for questions. Professional and clear tone. 100 words.

Review Request

Request a Google review from a satisfied customer who recently used [specific service]. Include: genuine thanks for their business, brief mention of the specific service they received, easy step-by-step instructions with review link, and explanation of how reviews help our Sydney business. Appreciative but not pushy tone. 100 words.

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Social Media Prompts

Instagram Educational Post

Write an Instagram caption for [business name], a Sydney [industry] business. Topic: [educational topic relevant to industry]. Start with a hook in the first line, provide 3-4 key points or tips, end with engagement call-to-action. Include 5 relevant hashtags including Sydney-specific tags. 150 words maximum.

LinkedIn Thought Leadership

Write a LinkedIn post positioning [business name] as a Sydney expert in [industry topic]. Include: compelling opening question, 2-3 key insights or observations, relevance to Australian businesses, and question to encourage comments. Professional but approachable tone. 200 words.

Facebook Engagement Post

Create a Facebook post for [business name] in [Sydney suburb]. Type: [question/poll/behind-the-scenes]. Include engaging hook, brief context, specific question for audience, and natural call-to-action. Conversational and friendly tone. 100 words maximum.

Product/Service Showcase

Write a social media post showcasing [specific product/service] from [business name], Sydney. Include: attention-grabbing opening line, main benefit customers receive, 2-3 standout features, and clear call-to-action. Platform: [Instagram/Facebook/LinkedIn]. 120 words, 4 relevant hashtags.

Promotional Announcement

Write a promotional post announcing [specific offer/sale]. Include: eye-catching opening, clear offer details, sense of urgency or scarcity, strong call-to-action with next steps. Business: [name], [Sydney location]. 100 words, 3 hashtags.

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Content Marketing Prompts

Blog Topic Ideas

Generate 10 blog post ideas for a [industry] business in Sydney targeting [specific audience]. Address common questions and problems this audience faces, with consideration for local SEO. For each idea include: working title, one-sentence description of what the post will cover, and target keyword phrase.

Blog Post Outline

Create a detailed outline for a blog post titled "[insert title]", approximately 1,200 words. Target audience: [describe audience]. Include: compelling introduction that hooks the reader, 6-8 H2 section headings with brief description of what each covers, key points to address in each section, conclusion with call-to-action, and SEO meta description (155 characters). Include Sydney-specific examples where relevant.

SEO Meta Descriptions

Write 5 meta description variations for [topic/service page]. Business: [name], [industry], Sydney. Each should be 150-155 characters, include the keyword [insert keyword], provide a compelling reason to click, and mention Sydney or local area. Make each version distinct.

Headline Variations

Generate 10 headline variations for [topic/content piece]. Target audience: [describe audience]. Include a mix of: how-to headlines, list-based headlines, question headlines, statement headlines, and number-driven headlines. Make them compelling and accurate. Keywords to incorporate: [list keywords]. Sydney small business audience.

FAQ Answer

Write a comprehensive FAQ answer for the question: "[insert customer question]". Context: [industry] business in Sydney. Structure: direct answer in the first sentence, helpful context and explanation, Sydney-specific considerations if relevant, where to get more help or information. Helpful and thorough tone. 100-150 words.

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Business Planning Prompts

Mission Statement

Write a compelling mission statement for [business name], a [industry] business in Sydney. Reflect: what we do, who we serve, our unique approach, and the impact we make. Make it memorable and authentic to our values. 2-3 sentences, 40-50 words maximum.

Value Proposition

Create a clear value proposition for [business name] targeting [specific customer segment] in Sydney. Answer these questions: what we offer, who it's for, the benefit or outcome they receive, and why they should choose us over alternatives. Customer-focused language. 50 words.

SWOT Analysis

Conduct a SWOT analysis for [business name], a [industry] business in [Sydney location]. Consider the local market context. Provide 4-5 specific points for each category: Strengths (internal advantages), Weaknesses (internal limitations), Opportunities (external possibilities), and Threats (external challenges). Include a brief explanation for each point.

Target Market Definition

Define the ideal target market for [business name], Sydney. Include: key demographics (age, income, location, occupation), psychographics (values, lifestyle, interests), buying behaviour and decision-making process, media consumption habits, and why our [product/service] suits their needs specifically. Detailed description, 200 words.

90-Day Action Plan

Create a 90-day action plan to achieve [specific goal]. Divide into three 30-day phases. For each phase, include: primary objective, 3-5 specific action items with suggested deadlines, success metrics to track, and expected outcomes. Make it actionable for a small Sydney team with limited resources.

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Operations & Admin Prompts

Meeting Agenda

Create a structured meeting agenda for [meeting type] about [topic]. Meeting duration: [specify time]. Include: a clear objective statement, attendees and their roles, time-allocated agenda items with discussion points for each, an action items section to complete during the meeting, and next steps. Format should be clear and easy to scan.

Standard Operating Procedure

Write a step-by-step SOP for [specific task] at a [industry] business. Include: purpose of this procedure, when to use it, who is responsible, materials or tools needed, detailed numbered steps to complete the task, quality checkpoints to verify it's done correctly, common mistakes to avoid, and basic troubleshooting. Written for training new team members.

Document Summary

Summarise this document in 200 words or fewer. Focus on: main purpose or conclusion, key findings or insights, important data or statistics, action items or recommendations, and critical deadlines. Use bullet points for easy scanning where appropriate. [Paste the document text here]

Professional Email Templates

Create 5 professional email templates for common business situations: 1) Out of office auto-reply mentioning Sydney business hours, 2) Meeting request with calendar invite, 3) Thank you follow-up after meeting, 4) New contact introduction, 5) Polite decline of opportunity or request. Each template should be 80-120 words with a professional but friendly tone.

Team Announcement

Write a team announcement about [topic/change]. Include: what is changing and why it matters, how it will affect the team, implementation date or timeline, who to contact with questions or concerns, and clear next steps. Keep tone positive and transparent. 150 words.

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Sales & Lead Generation Prompts

Cold Outreach Email

Write a cold outreach email to [target prospect type] in Sydney. Include: personalised opening showing I've researched them, brief introduction of [business name], specific problem we solve for businesses like theirs, one compelling benefit or result, and soft call-to-action to reply or book a brief call. Professional, not salesy. 120 words.

Sales Follow-Up

Write a follow-up email to a prospect who showed interest in [product/service] but hasn't responded in [timeframe]. Include: friendly check-in, quick recap of what we discussed, address potential concern or objection, add new piece of value (case study, tip, resource), and clear next step. Helpful, not pushy. 130 words.

Proposal Introduction

Write the introduction section for a business proposal to [client type] for [project/service]. Include: understanding of their challenge or goal, our proposed approach, expected outcomes or benefits, why we're qualified for this work, and what's included in this proposal. Professional and client-focused. 250 words.

Case Study Framework

Create a case study outline for [client name/type] project. Structure: Client background and industry (50 words), Challenge they faced (75 words), Our solution and approach (100 words), Specific results with metrics (75 words), Client testimonial quote (placeholder), Key takeaways for similar Sydney businesses (50 words).

Sales Page Headline & Subheading

Write 5 headline variations and 3 subheading options for a sales page promoting [product/service]. Target: [audience] in Sydney. Headlines should be 8-12 words, benefit-driven, and create curiosity. Subheadings should be 15-20 words, support the headline, and clarify the offer. Include the keyword [insert keyword].

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Market Research Prompts

Competitor Analysis

Analyse the competitive landscape for a [industry] business in [Sydney location] targeting [audience]. Research and identify: 5-7 main competitors in the area, their positioning and key messages, pricing strategies, strengths and weaknesses, gaps in the market they're not addressing, and potential differentiation strategies for our business.

Customer Interview Questions

Create 15 customer interview questions to better understand [target audience] for [industry] business in Sydney. Include questions about: current challenges and pain points, existing solutions they use, decision-making process, budget considerations, deal-breakers, and desired outcomes. Mix of open-ended and specific questions.

Industry Trend Summary

Research and summarise current trends in [industry] relevant to Sydney businesses. Include: 3-5 major trends shaping the industry, how these trends affect small businesses specifically, opportunities these trends create, potential threats or challenges, and recommended actions to stay competitive. 400 words.

Customer Persona Development

Create a detailed customer persona for [business name], [industry], Sydney. Include: Name and demographic details (age, income, location, family status, occupation), Psychographic profile (values, interests, lifestyle), Goals and aspirations, Pain points and challenges, Buying behaviour and objections, Preferred communication channels, and a day-in-the-life narrative. 300 words.

Survey Question Set

Write 10 survey questions to gather customer feedback about [specific aspect of business]. Mix of: rating scales (1-5), multiple choice, and open-ended questions. Focus on: satisfaction with [service/product], areas for improvement, unmet needs, likelihood to recommend, and what would make their experience better. Brief and clear language.



HR & Team Management Prompts

Job Description

Write a job description for [position title] at [business name], a Sydney [industry] business. Include: Role overview and purpose (50 words), Key responsibilities (6-8 bullet points), Required qualifications and experience, Desired skills and attributes, What we offer (culture, benefits, growth), How to apply. Professional tone that reflects company culture.

Performance Review Template

Create a performance review template for [position/team member]. Include sections for: Accomplishments and strengths this period, Areas for development or improvement, Progress on previous goals, New goals for next review period, Support or resources needed, Overall performance rating with explanation, and Employee comments section.

Team Training Material

Write training material for new team members on [topic/process]. Include: Why this matters to our business, Step-by-step instructions with explanations, Common scenarios they'll encounter, Best practices and tips, What to do if something goes wrong, Who to ask for help. Clear and beginner-friendly language. 400 words.

Employee Recognition Message

Write a team recognition message celebrating [employee name/team] for [achievement]. Include: Specific accomplishment and its impact, Qualities or actions that led to success, Why this matters to the business, Appreciation from team or customers, and encouragement for continued excellence. Genuine and specific, not generic. 100 words.

Policy Document

Write a workplace policy on [topic] for Sydney-based [industry] business. Include: Purpose of this policy, Who it applies to, Specific guidelines and expectations, Examples of acceptable and unacceptable behaviour, Consequences of policy violations, Review date, and acknowledgement section. Clear and compliant with Australian workplace laws.

Financial & Administrative Prompts

Invoice Follow-Up

Write a professional but firm invoice follow-up email for an overdue payment. Invoice details: [amount], [days overdue], for [service/product]. Include: Friendly opening, Payment details and due date, Request for immediate payment, How to pay (payment methods), Offer to discuss if there's an issue, and next steps if payment not received. Professional tone. 120 words.

Budget Justification

Write a budget justification for [expense/investment] totaling [amount]. Include: What we're requesting and why, Problem this solves or opportunity it creates, Expected ROI or benefits, Alternative options considered and why this is best, Implementation timeline, and success metrics. Persuasive but realistic. 250 words.

Financial Report Summary

Summarise this financial report for non-financial stakeholders. Focus on: Overall financial health, Key metrics and what they mean in plain English, Significant changes from last period, Areas of concern or opportunity, Recommended actions, and what this means for the team. Avoid jargon. 300 words. [Paste report data]

Grant Application Answer

Write a response to this grant application question: "[paste question]". Context: [business name], [industry], Sydney, applying for [grant name]. Include: Direct answer to the question, Specific examples and evidence, How this aligns with grant objectives, Measurable outcomes we'll achieve, and why we're qualified. Compelling and factual. [Word limit if specified]

Expense Reimbursement Request

Write an expense reimbursement request email for [expense type] totaling [amount]. Include: Date and purpose of expense, Why it was necessary for business, Receipt attachment mention, Category for accounting, and request for approval and reimbursement. Professional and clear. 80 words.

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