



03

FREE GUIDE

30 copy-paste prompts to run your business

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Joe | Droom

@joebuildswithai · droom.ca

The plan

1. Open ChatGPT or Claude and save a short description of your business (section 4 shows you how, in three minutes).
2. Pick the group below that matches the chore you like least, and use one prompt from it today.
3. Keep the prompts that saved you time in one document your staff can copy from.

1. Start here if you've never used AI

You don't need any experience to use this guide. Here's everything you need to know first.

ChatGPT and Claude are AI chatbots. A chatbot is a website or phone app where you type a message and it writes an answer back, a bit like texting an assistant who replies in seconds. You can also talk to it out loud on your phone. ChatGPT is made by OpenAI and Claude by Anthropic. They do much the same job, and every prompt in this guide works in both.

A prompt is just the message you type to it. This guide gives you 30 ready-written ones. You copy one, change a few words to fit your business, paste it in, and it writes something for you: an email, a job ad, a checklist.

What it does well: first drafts, rewording, summarizing long emails, turning messy notes into neat lists, and asking you good questions when you're stuck.

What it does badly: it doesn't know your business unless you tell it, and it can be wrong while sounding completely sure of itself. It might invent an opening time or a date that sounds right. So you read everything it writes before you use it. Think of it as a quick new employee who never gets tired and sometimes makes things up.

It's free to try. Both ChatGPT and Claude have free plans that are plenty for this guide. You don't need a credit card.

Nothing happens until you act. It only writes words on your screen. It can't send an email, change a booking or spend money. You decide what to copy and where it goes.

Keep private details out. Before pasting a customer's email, take out their name, address, phone number and anything personal. Write "Customer A" instead. Section 4 explains why.

Words you'll see

Word	What it means
Prompt	The message you type to the assistant.
Chat	One conversation. Each new topic gets a new chat.
New chat	The button that starts a fresh conversation.
[Brackets]	The parts of a prompt you replace with your own details.
[paste]	Where you put your own material: the email, your notes, the review.
Custom instructions	A box in the settings where you describe your business once, so every chat already knows it.
Draft	A first version you read and fix before using. Everything the assistant writes is a draft.
Template	A reply you save and reuse, changing only the details.

2. Why it matters

The quality of what comes back depends far more on the prompt than on which tool you use. "Write a reply to this customer" gets you something polite and forgettable. A prompt that says who the reader is, what happened, what you want and how long it should be gets you something you can send after one read.

Writing a good prompt from scratch takes a few minutes of thought. Most owners don't have those minutes at 6pm with a dozen emails waiting, so they skip the tool or type something vague and decide it doesn't work. A tested list removes that step.

The 30 below cover the writing and thinking jobs that come up in almost any small or medium business: clinics, trades, firms, shops, restaurants, property managers. They're grouped by kind of job, and each has a line on when to reach for it.

3. How to use a prompt, step by step

If you've done this before, skip to section 4.

Open the assistant

- **On a computer:** open your web browser (the program you use for websites, such as Chrome, Edge or Safari). Type **chatgpt.com** or **claude.ai** at the top and press Enter. Click **Sign up** and make a free account with your email. It will email you a code or link to confirm.
- **On a phone:** open the App Store or Google Play, search for **ChatGPT** or **Claude**, and install the one made by OpenAI or Anthropic (there are look-alike apps). Sign in.

You'll see a mostly empty screen with a message box at the bottom.

Start a new chat

Each job gets its own chat. Look for **New chat** near the top of the list on the left (on a computer) or a pencil icon at the top of the screen (on a phone). Tap it and you get a clean, empty conversation.

Copy a prompt from this guide

On a computer: click just before the first word of the prompt, hold the mouse button down, drag to the last word, and let go. The text turns highlighted. Press **Ctrl + C** (on a Mac, **Command + C**).

On a phone: press and hold your finger on the first word until it highlights and small handles appear. Drag the end handle to the last word. Tap **Copy** in the menu that pops up.

Paste it in

On a computer: click in the message box and press **Ctrl + V** (Mac: **Command + V**).

On a phone: press and hold inside the message box and tap **Paste**.

Fill in the brackets

Now change every part in [square brackets] to your own details, and delete the brackets. For example:

COPY THIS

Before: Write a short reply to a customer who asked about [question]. Sign off as [name].

After: Write a short reply to a customer who asked whether we deliver to Chilliwack. Sign off as Priya.

Where the prompt says [paste], put your own material there: copy the customer's email (with their name taken out) and paste it in at that spot.

To get to each bracket, click on it (computer) or tap on it (phone). On a computer, you can double-click a word to select it and then type over it.

Send it

Press **Enter** on a computer, or tap the arrow button at the right of the box. The answer appears in a few seconds.

Fix the answer by talking to it

If the answer isn't right, don't start over. Type what you want changed, in plain words, in the same chat:

- "Shorter."
- "Friendlier. Less like a lawyer."
- "Remove the part about a discount."
- "We don't open until 9. Fix that."

It remembers the whole chat, so you don't have to paste anything again.

Copy the answer out

Under each answer there's a small row of icons. One of them copies the whole answer. Then paste it into your email, text message or document, and read it once more before sending.

Try this now (5 minutes): Use prompt 2 (the polite no) on a real request you turned down recently. Take the customer's name out. Send it, then ask for it "shorter and warmer". Compare it with what you actually sent.

4. Set up once: three minutes

Every prompt below works better if the assistant already knows your business. Save this once and you won't have to repeat it.

In ChatGPT: click your name or picture (bottom-left on a computer, or in the side menu on a phone), then **Settings**, then **Personalization**, then **Custom instructions**.

In Claude: click your name (bottom-left), then **Settings**, and find the box for your personal preferences.

Paste this in, fill the brackets, and save:

COPY THIS

I run [business name], a [type of business] in [city] with [number] staff. We do [services]. We don't do [things people ask for that we don't offer]. Our customers are mostly [who]. Write in plain, friendly Canadian English, short sentences, no exclamation marks, no jargon. Never invent facts, prices, dates or promises. If you need something I haven't given you, put it in [brackets] or ask me.

Why keep private details out. Personal AI accounts aren't built for confidential customer or staff information, and on personal plans your chats can be used to improve future versions of the tool unless you switch that off. On ChatGPT the switch is in Settings under Data controls ("Improve the model for everyone"); on Claude it's in Settings under Privacy ("Help improve Claude"). Either way, don't paste names, addresses, health details, account numbers or anything confidential. Replace them with "Customer A" or "the tenant". The assistant almost never needs to know who someone is to help you write to them.

5. Before and after: why a good prompt matters

The example answers here are illustrative, written to show the difference. Your results will vary.

Vague prompt:

COPY THIS

Reply to this review. [a two-star review complaining about a long wait]

The kind of answer you get:

COPY THIS

Thank you for taking the time to share your feedback. We sincerely apologize for any inconvenience you may have experienced. At [Business], customer satisfaction is our top priority, and we are always looking for ways to improve...

It could be about any business, it dodges what happened, and it even left a bracket in.

Good prompt (prompt 7 below, filled in):

COPY THIS

Here's a negative review: "Waited 40 minutes past my appointment time and nobody told me why."

Here's what happened on our side: a patient before him needed extra time, and our front desk forgot to update the waiting room. Write a public reply that stays calm, doesn't argue, doesn't share private information, and offers to sort it out at 604-555-0100. Under 80 words.

The kind of answer you get:

COPY THIS

You're right that you should have been told. An earlier appointment ran long that afternoon and we didn't keep the waiting room updated, which is on us. We've talked with the front desk about checking in with anyone waiting more than a few minutes. If you'd like to talk it over, please call us at 604-555-0100.

The second one names the real problem, owns it once, and gives future readers a reason to trust the business. The prompt did that, not the tool. (The phone number is a made-up example. Use your own.)

6. Customers and email

1. The hard reply

COPY THIS

Here is an email from an upset customer: [paste, name removed]. Write a reply that acknowledges the problem in one sentence without grovelling, explains what we'll do next [fill in] and by when [fill in], and doesn't admit legal fault. Under 120 words, in my voice.

Use it when: an email makes you want to wait until tomorrow to answer it.

2. The polite no

COPY THIS

A customer asked us for [request]. We can't do it because [reason]. Write a short, warm reply that says no clearly, gives the reason in one line, and suggests [alternative, or "nothing else" if there isn't one]. Don't leave the door open if the answer is final.

Use it when: you keep writing "unfortunately" three times and deleting it.

3. Summarize the long one

COPY THIS

Here's a long email thread with a customer: [paste, names removed]. Tell me in three lines what they want, what we've already promised, and what's still unanswered. Then draft my next reply.

Use it when: you've been copied into a thread halfway through.

4. Your standard answers

COPY THIS

Here are the questions customers ask us most, with my rough answers: [paste list]. Turn each into a ready-to-send reply of 50 to 80 words that I can save as a template. Keep my facts exactly; improve only the wording.

Use it when: you or your staff type the same reply more than twice a week.

5. The chaser

COPY THIS

A customer hasn't replied to our [quote / booking request / form] sent on [date]. Write a short follow-up that's friendly, not pushy, reminds them what it was, and makes it easy to say "not now". Two versions: a first nudge and a final one.

Use it when: a quote has gone quiet and you don't want to sound desperate.

7. Reviews

6. Reply to a good review

COPY THIS

Here's a positive review of my business: [paste]. Write a reply of two or three sentences that thanks them, mentions one specific thing they said, and doesn't sound like a template. No "we appreciate your feedback".

Use it when: you want every good review answered but they all sound the same.

7. Reply to a bad review

COPY THIS

Here's a negative review: [paste]. Here's what actually happened on our side: [your notes]. Write a public reply that stays calm, doesn't argue about details, doesn't share private information about the customer, and offers to sort it out directly at [phone or email]. Under 80 words. Remember future customers will read this more than the reviewer will.

Use it when: you're angry and about to type something you'll regret.

8. Find the pattern

COPY THIS

Here are our last [number] reviews, good and bad: [paste]. What do people praise most, what do they complain about most, and is anything mentioned more than once that I should fix? Quote the reviews that support each point.

Use it when: you want to know what customers really think, in ten minutes.

9. Ask for a review, properly

COPY THIS

Write a short message we can send after a finished [job / appointment / order], thanking the customer and asking whether they'd leave a review at [link]. Under 50 words, easy to ignore, and don't offer anything in return for the review.

Use it when: you know you should ask, and never do. (Offering a reward for reviews can break the review site's rules, which is why the prompt says not to.)

10. Turn praise into plain proof

COPY THIS

Here are some things customers have said about us in reviews: [paste]. Pull out the specific, concrete things they mention (for example "arrived on time", "explained the bill"). List them so I can see what we're known for. Don't rewrite or invent quotes.

Use it when: you're writing your website or an ad and want to say what's actually true.

8. Hiring and staff

11. The job ad

COPY THIS

Write a job ad for a [role] at my business. It's [full time / part time], [hours], based in [location]. What they'd do on a normal day: [notes]. What matters most to me: [for example: reliable, good with customers]. Under 250 words, plain language, no clichés like "fast-paced environment" or "rock star". End with how to apply: [instructions].

Use it when: you need someone and keep putting off the ad.

12. Interview questions

COPY THIS

I'm interviewing for a [role]. The hardest parts of the job are [notes]. Give me eight interview questions that show how someone has handled those situations before, plus what a strong and a weak answer would sound like for each.

Use it when: you're interviewing tomorrow and planned to wing it.

13. The first-week plan

COPY THIS

A new [role] starts on [date]. Here's what they need to learn: [notes]. Write a day-by-day plan for their first week, with who shows them what, and a short checklist they can tick off.

Use it when: new hires keep learning the job by watching whoever is around.

14. The difficult conversation

COPY THIS

I need to talk to a staff member about [issue, for example repeated lateness]. Help me plan it: how to open, what facts to state, what I want to change, and how to respond if they get defensive. Keep it fair and specific. Don't write anything that sounds like a threat.

Use it when: you've been avoiding a talk for two weeks. (Leave the staff member's name out. For anything that could lead to discipline or dismissal, check the process with an employment adviser too.)

15. Explain the change

COPY THIS

We're changing [the schedule / a policy / a system] starting [date]. Here's what's changing and why: [notes]. Write a short message to staff that explains it plainly, says what they need to do differently, and tells them who to ask. Under 150 words.

Use it when: a change is coming and you want one clear message instead of ten hallway chats.

9. Quotes and sales

16. Write up the quote

COPY THIS

Here are my rough notes on a job: [paste]. Write a clear quote description the customer will understand: what's included, what's not included, what they need to do before we start, and how long it should take. Leave every price as [price] for me to fill in.

Use it when: your quotes are accurate but hard for customers to read.

17. What's not included

COPY THIS

For a typical [type of job] at my business, list the things customers often assume are included but usually aren't. I'll use this to write a clear "not included" section on quotes.

Use it when: you've had one too many "I thought that was part of it" arguments.

18. Answer the objection

COPY THIS

A customer said our quote is [too high / slower than another one / not what they expected]. Here's their message: [paste, name removed]. Here's why we priced it this way: [notes]. Write a calm reply that explains the difference without running down anyone else, and offers [option, if any].

Use it when: you're tempted to cut the price just to end the conversation.

19. The follow-up after a visit

COPY THIS

I just met a potential customer about [job]. My notes: [paste]. Write a follow-up email that thanks them, sums up what they told me they need in their own words, confirms next steps, and mentions [the quote or information I'm attaching]. Under 150 words.

Use it when: you want the customer to feel heard before they compare you with anyone else.

20. Spot the good leads

COPY THIS

Here are the enquiries we got this month, with names and contact details removed: [paste]. Sort them into likely, maybe and unlikely based on how clear the job is, whether it's something we do, and whether they gave a timeframe. Explain each in one line.

Use it when: you have more enquiries than time and need to know who to call first.

10. Operations and procedures

21. Notes into a procedure

COPY THIS

Here are my rough notes on how we [task]: [paste]. Turn them into a numbered procedure a new staff member could follow without asking anyone. Flag steps that seem to be missing and anything that relies on one person's memory.

Use it when: a job lives in one person's head and they're going on holiday.

22. Voice memo into a checklist

COPY THIS

Here's a transcript of me explaining how to [open / close / clean / set up]: [paste]. Turn it into a short checklist that fits on one page, grouped by area, in the order someone would actually walk through it.

Use it when: it's faster to talk it through than to type it. (A transcript is the written-out text of a recording. Some phone voice-memo apps make one for you, or you can tap the microphone button in the assistant

and speak straight into it.)

23. Meeting to actions

COPY THIS

Here are my notes from today's meeting: [paste]. List every decision, every action with an owner and a date, and every question left open. If an action has no owner, say so.

Use it when: meetings end and nobody's sure who's doing what.

24. Find the bottleneck

COPY THIS

Here's how a typical [order / job / client file] moves through my business, step by step: [paste]. Where are the likely delays, handoffs that could drop something, or steps that could be skipped or combined? Ask me questions first if anything's unclear.

Use it when: things feel slow and you can't say why.

25. Read the contract for me

COPY THIS

I've attached a [supplier contract / lease / service agreement]. List every date, notice period, automatic renewal, penalty and cost increase in a table. Then tell me the three things I should ask about before signing. You're not a lawyer, so flag anything I should check with one.

Use it when: a long document lands and you need to know what matters in it. (To attach a file, click the paperclip or plus button next to the message box and choose it from your computer.)

11. Marketing

26. A month of posts from one fact

COPY THIS

Here's something true about my business: [for example: we've started Saturday hours / we finished a job we're proud of / a question customers often ask]. Write four short social posts from it, each from a different angle. Under 60 words each, no hashtag walls, no emoji, no hype words.

Use it when: you know you should post and have nothing to say.

27. Say what you do, clearly

COPY THIS

Here's the description of my business from my website: [paste]. Rewrite it so a customer understands in the first two sentences what we do, who for, and where. Keep every fact; cut every vague word. Show me the before and after.

Use it when: your "about us" says "quality service" and not much else.

28. The customer's questions

COPY THIS

I run a [type of business] in [city]. List 20 questions a customer might type into Google or ask an AI assistant before hiring someone like me. Group them by where they are: just looking, comparing, ready to book.

Use it when: you want to know what your website should answer.

29. Answer one properly

COPY THIS

Here's a question customers ask: [question]. Here are my real notes on the answer: [notes]. Write a clear answer of 150 to 250 words for my website, in plain language, using only my notes. Mark anything that needs a fact from me with [?].

Use it when: you're building a questions-and-answers page from the list in prompt 28.

30. The monthly newsletter

COPY THIS

Here's what happened at my business this month: [notes: new staff, a seasonal tip, a change in hours, a job we finished]. Write a short email newsletter under 250 words that's useful first and promotional second. One clear action at the end: [what you want them to do]. Only use facts from my notes.

Use it when: you have a customer list and haven't emailed it in months. (Only send to people who agreed to hear from you. Canada's anti-spam law has rules on this.)

12. Build your own prompt: a fill-in template

When none of the 30 fits, fill this in. It covers the four things that make most prompts work: who it's for, what happened, what you want, and how it should sound.

COPY THIS

Job: Write a [email / text / notice / list / plan] for [who will read it]. **Situation:** [What happened, in one or two sentences.] **Goal:** I want them to [do / know / feel] [what]. **Style:** [Friendly / firm / formal], plain words, under [number] words. **Avoid:** Don't [mention prices / apologize more than once / use jargon].
Material: [paste anything it needs, with private details removed]

Try this now (5 minutes): Think of the last message you wrote that took you more than ten minutes. Fill in the template for it, send it, and give the answer two rounds of "change this". Time how long it took.

13. Worked examples

These are made-up businesses, written to show how the prompts combine. They aren't customers.

An accounting firm, 9 staff

Tax season is a month away. The office manager, who had never used an AI tool, makes a free account and saves the setup text from section 4. She uses prompt 15 to write the staff message about extended hours, then prompt 4 to turn the six questions clients ask every March into ready replies ("What do I need to bring?", "When is my appointment?"). The replies go into the firm's shared email templates. When a client emails in a panic about a missed deadline, the partner uses prompt 1 with the client's name removed, edits two lines, and sends it.

No client names, SIN numbers or financial details go into the assistant. The templates don't need them.

A landscaping company, 25 staff in season

The owner hates writing quotes. After each site visit he records a voice memo in the truck, pastes the transcript into prompt 16, and fills in the prices himself. Prompt 17 gave him a standard "not included" list (stump grinding, soil testing, irrigation repairs) that now sits at the bottom of every quote. In the winter he uses prompt 22 to turn his foreman's spoken walkthrough of the spring startup into a one-page checklist for new crew.

A dental clinic, 30 staff across two locations

The clinic manager uses prompt 8 on the last few months of reviews and sees two themes: people like the hygienists and dislike waiting for a call back. She takes the second point to the front desk team. Prompt 7 helps her answer a harsh review without mentioning anything about the patient's treatment, which would be a privacy problem. Prompt 12 gives her interview questions for a new receptionist, focused on handling a full waiting room.

14. When it goes wrong: troubleshooting

What happened	What to do
The answer still has [brackets] in it.	You left a bracket unfilled, or it needs a fact from you. Fill it in yourself before sending.
It invented a price, date or fact.	Tell it: "Only use the information I gave you. If something's missing, leave it in brackets." Then check every number.
It's too long.	Type "Half as long." Or put a word limit in the prompt.
It sounds stiff or fake.	Type "Write it the way I'd say it to a customer I like." Or paste one of your own emails and say "Match this style."
It's too apologetic.	Type "Apologize once, then move on."
It answered a different question.	Your pasted material may be missing. Check it went in, then say "Answer only this: [question]."
It won't do it.	Explain the business reason ("This is for a staff safety notice"). If it still won't, write that one yourself.
It says you've hit a limit.	Free plans have daily limits. Wait a few hours, or use the other tool.
The chat has gone confused.	Start a new chat and paste only what matters.
Staff get different results.	Share one prompt document and make sure everyone has saved the same setup text.

15. Printable checklist: before anything goes out

Tape this near the desk.

- ☐ Every [bracket] is filled in or removed
- ☐ No customer or staff names, addresses, health details or account numbers were pasted
- ☐ Every price, date, time and phone number is checked against the real thing
- ☐ Nothing promises what we haven't agreed to
- ☐ It sounds like us, not like a bank
- ☐ It's short enough that the reader will finish it
- ☐ I read it once more before sending

And for the team:

- ☐ Everyone has the setup text saved
- ☐ The prompts that work are in one shared document
- ☐ Everyone knows what never gets pasted

16. Quick reference

- A prompt is the message you type. Fill every bracket, and paste your real material with private details removed.
- If the answer is wrong, tell it what to change in the same chat.
- Customers: 1 hard reply, 2 polite no, 3 summarize, 4 templates, 5 chaser.
- Reviews: 6 good, 7 bad, 8 patterns, 9 asking, 10 plain proof.
- Hiring and staff: 11 ad, 12 interview, 13 first week, 14 hard talk, 15 change.
- Quotes and sales: 16 write-up, 17 not included, 18 objection, 19 follow-up, 20 sort leads.
- Operations: 21 procedure, 22 checklist, 23 actions, 24 bottleneck, 25 contract.
- Marketing: 26 posts, 27 clear description, 28 questions, 29 answers, 30 newsletter.
- When nothing fits, use the fill-in template in section 12.
- Read everything before it leaves the building.

Want it set up for your business? [Book a free call](#)

droom.ca · joe@droom.ca · @joebuildswithai