52 COPY-AND-PASTE PROMPTS

AI Marketing Prompt Cards

for Small Business



Screen edition: one card per page.
Tap a title in the index to jump to it.

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How to Use Your Cards

1. **Pick a card** for the job you need done today.
2. **Copy the prompt** (press and hold, or select the text) and paste it into ChatGPT, Claude, Gemini, or any AI tool.
3. **Replace every [BRACKET]** with your real details. Specific in, specific out.
4. **Ask for changes**: “shorter,” “more casual,” “5 more options.”
5. **Check facts and make it yours** before you post or send.

Start Here: Your Business Snapshot

Paste this first, then any card.

I run [BUSINESS NAME], a [TYPE OF BUSINESS] that serves [WHO YOU SERVE] in [WHERE]. My main offer is [OFFER] at [PRICE]. My customers care most about [WHAT MATTERS TO THEM]. My brand voice is [3 WORDS]. Please keep all of this in mind for everything I ask next.

- AI can be wrong. Double-check facts, dates, and prices.
- Never paste passwords, card numbers, or private customer data.
- Printing? Use the Printable PDF: 4 cards per page with cut lines.

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Build My Ideal Customer Profile



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I run [TYPE OF BUSINESS] in [CITY OR "ONLINE"]. I sell [PRODUCT OR SERVICE] for [PRICE RANGE]. Describe my ideal customer in plain language: their age range, a typical day, their biggest frustration related to what I sell, what they've already tried, what they're afraid of wasting money on, and the exact words they might type into Google when looking for help. Finish with a one-sentence summary I can keep on my desk.

Tip: *Save the answer and paste it at the top of future chats so every result fits your customer.*

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Find Their Real Problem

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My customer is [DESCRIBE CUSTOMER]. They come to me for [WHAT THEY ASK FOR]. List 10 deeper problems that might sit underneath that request (for example: time, money, confidence, status, or stress). For each one, write a sentence they might actually say out loud. Then tell me which 3 are most likely to make them buy now, and why.

Tip: *Use their sentences word for word in headlines and post hooks.*

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Turn Reviews Into Insights

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Here are [NUMBER] real reviews, comments, or messages from my customers: [PASTE TEXT]. Sort what they say into four groups: what they loved, what surprised them, what nearly stopped them from buying, and words or phrases they repeat. Then give me 5 marketing messages based only on what customers actually said.

Tip: *Remove names and personal details before you paste anything.*

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Answer Objections Before They Ask

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I sell [PRODUCT OR SERVICE] at [PRICE]. List the 8 most common reasons someone might hesitate to buy (price, timing, trust, “I can do it myself,” and others that fit my business). For each one, write a short, honest, friendly reply I can use on my website, in DMs, or on a sales call. No pressure tactics.

Tip: *Turn your top 3 replies into an FAQ section on your sales page.*

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Customer Interview Questions

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I want to talk with [NUMBER] past customers of my [BUSINESS TYPE] to learn why they bought. Write 10 open-ended interview questions that fit in about 15 minutes. Include questions about what was happening right before they found me, what almost stopped them, and how they would describe me to a friend. Add a short, warm message I can send to invite them.

Tip: *Record the call (with permission), then paste the transcript into Card 03.*

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Where My Customers Hang Out

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My ideal customer is [DESCRIBE CUSTOMER] and I'm based in [LOCATION OR "ONLINE"]. Suggest 10 specific places they spend time, online and offline: social platforms, types of groups, podcasts, local spots, events, newsletters, and websites. For each, give one low-cost way I could show up there and be helpful without being salesy.

Tip: *Pick just 2 places and show up there consistently for 30 days.*

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Speak Their Language



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Rewrite this description of my business so it sounds the way my customer talks, not the way a business talks: [PASTE YOUR CURRENT DESCRIPTION]. My customer is [DESCRIBE CUSTOMER]. Use short sentences, everyday words, and no jargon. Give me 3 versions: one for my website, one for my social bio (under 150 characters), and one I can say out loud in 10 seconds.

Tip: *Read each version aloud and keep the one that sounds most like you.*

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Name My Offer

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I'm creating [DESCRIBE OFFER] for [WHO IT'S FOR]. It helps them [RESULT] in [TIMEFRAME]. Give me 15 name ideas in 3 styles: clear and simple, warm and friendly, and bold. Next to each name, add a one-line subtitle that says what it is. Avoid words that are hard to spell or pronounce.

Tip: *Say your top 3 names to a friend. The one they repeat back correctly wins.*

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Build a Good-Better-Best Offer



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My main product or service is [DESCRIBE] at [CURRENT PRICE]. Design 3 package levels (Basic, Standard, Premium) for my customers: [DESCRIBE CUSTOMER]. For each level, list what's included, who it's best for, and a suggested price. Make the middle option the easiest choice. Keep everything realistic for a business my size: [SOLO / SMALL TEAM].

Tip: *Many buyers pick the middle option, so make it the one you most want to sell.*

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Write a Clear Offer Statement

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Write a one-paragraph offer statement for [PRODUCT OR SERVICE]. Include who it's for, the problem it solves, what they get, the price of [PRICE], any bonus or guarantee ([BONUS / GUARANTEE OR "NONE"]), and one clear next step: [ACTION, e.g., BOOK A CALL]. Then shorten it to 2 sentences, and then to 1 sentence.

Tip: *Use the 1-sentence version everywhere: bio, email signature, and pinned post.*

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Sales Page Outline

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Create a simple sales page outline for [OFFER] priced at [PRICE] for [WHO IT'S FOR]. Include: headline, subheadline, the problem, the solution, what's included, who it's for and who it's not for, 3 FAQs, a short promise or guarantee, and a call-to-action button. Write the actual copy for each section in a friendly, confident, plain-English tone.

Tip: *Ask for 5 more headline options, then test the strongest two.*

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Turn Features Into Benefits

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Here is what my [PRODUCT OR SERVICE] includes: [LIST FEATURES]. For each feature, tell me the benefit (what it does for the customer) and the feeling behind it (how their life feels different). Format it as a 3-column table: Feature | Benefit | Feeling. My customer is [DESCRIBE CUSTOMER].

Tip: *Lead with the feeling in ads. Save the feature list for the sales page.*

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Plan a Limited-Time Promotion

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I want to run a [NUMBER]-day promotion for [PRODUCT OR SERVICE] around [OCCASION OR REASON]. My goal is [GOAL, e.g., 20 SALES]. Suggest 3 promotion ideas that aren't just discounts. Then, for the best one, give me a day-by-day plan: what to post, what to email, and the honest reason the offer ends when it does.

Tip: *Only use a deadline you will actually keep. Trust is worth more than one sale.*

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Write a Friendly Follow-Up

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A potential customer, [NAME OR "A LEAD"], asked about [PRODUCT OR SERVICE] [NUMBER] days ago and hasn't replied. Write 3 short follow-up messages: one helpful (shares a useful tip), one simple check-in, and one polite close-the-loop message. Keep each under 80 words, warm, and pressure-free. Channel: [EMAIL / TEXT / DM].

Tip: *Space your follow-ups 3 to 5 days apart.*

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Price Check

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I sell [PRODUCT OR SERVICE] to [WHO IT'S FOR] in [LOCATION OR MARKET]. I currently charge [PRICE], and it takes me [TIME OR COST TO DELIVER]. Help me think through my pricing: the value the customer receives, what a low, middle, and premium price might look like, and questions to ask myself before raising my price. Don't invent competitor prices; tell me how to research them.

Tip: *AI can't see today's market. Check 3 real competitors yourself.*

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A Week of Posts in One Go



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Write 7 social media posts for my [BUSINESS TYPE] on [PLATFORM]. My audience is [DESCRIBE CUSTOMER] and my goal this week is [GOAL]. Mix it up: 2 helpful tips, 1 behind-the-scenes, 1 customer story ([DETAILS OR "LEAVE A PLACEHOLDER"]), 1 question to spark comments, 1 myth vs. fact, and 1 soft offer. Give each post a hook line, the body, and a call to action.

Tip: *Schedule all 7 in one sitting, then spend the week replying to comments.*

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Scroll-Stopping Hooks

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Give me 20 opening lines (hooks) for a post about [TOPIC] for [DESCRIBE AUDIENCE]. Use a mix of styles: a surprising fact, a bold opinion, a question, a common mistake, the start of a quick story, and a “how to” promise. Keep each under 12 words. Mark your top 3 with a star and tell me why they work.

Tip: *The first line decides if anyone reads the rest. Test two hooks on the same idea.*

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One Idea, Five Platforms

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Here is a post I wrote: [PASTE POST]. Rewrite it for 5 platforms: Instagram (caption plus 5 hashtags), Facebook (conversational), LinkedIn (professional, with a lesson), X (under 280 characters), and TikTok (3 short lines of on-screen text). Keep my message the same, but match each platform's style.

Tip: *Post the versions on different days so followers who see you everywhere don't get repeats.*

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Behind-the-Scenes Ideas



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I run [BUSINESS TYPE]. Give me 12 behind-the-scenes post ideas that show the real people, process, and care behind my work, without sharing anything private. For each idea, include what to photograph or film, a one-sentence caption starter, and why customers would care.

Tip: *People buy from people. Show your hands, your workspace, and your process.*

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Turn a Testimonial Into a Post

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Here is a customer testimonial: [PASTE TESTIMONIAL]. Turn it into 3 social posts: a short story post (before, during, after), text for a quote graphic (under 20 words), and a 5-slide carousel outline. Keep the customer's real words and don't exaggerate their results.

Tip: *Ask the customer's permission before sharing their name or photo.*

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Engagement Questions

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Write 15 easy, fun questions I can post to get my audience, [DESCRIBE AUDIENCE], talking in the comments. They should relate to [TOPIC OR INDUSTRY] but not feel like a sales pitch. Include 5 “this or that” questions, 5 fill-in-the-blank questions, and 5 “tell me about” questions.

Tip: *Reply to comments within the first hour or two to keep the conversation going.*

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Holiday & Seasonal Posts

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List the holidays, seasons, and awareness days in [MONTH OR MONTHS] that make sense for a [BUSINESS TYPE] serving [DESCRIBE CUSTOMER] in [COUNTRY]. For the 5 best fits, write a post idea and a caption that connects the moment to my business naturally, without forcing a sale.

Tip: *Double-check every date on a real calendar. AI can get dates wrong.*

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Write My Bio

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Write 5 social media bio options for my [BUSINESS TYPE] on [PLATFORM], each under [CHARACTER LIMIT] characters. Include who I help, the result I help them get, a touch of personality, and a call to action pointing to [LINK OR ACTION]. My style is [3 WORDS, e.g., WARM, BOLD, FUNNY].

Tip: *Update your bio whenever your main offer changes.*

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Welcome Email Series



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Write a 3-email welcome series for new subscribers who joined my list through [FREEBIE OR SIGN-UP REASON]. My business is [BUSINESS TYPE] and I help [DESCRIBE CUSTOMER]. Email 1: deliver the freebie and say hello. Email 2: share my story and one quick win. Email 3: introduce [OFFER] with one clear link. Include subject lines and keep each email under 200 words.

Tip: *Send email 1 right away, email 2 two days later, and email 3 two days after that.*

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Subject Lines That Get Opened

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Write 15 email subject lines for an email about [TOPIC OR OFFER] to [DESCRIBE AUDIENCE]. Mix curiosity, benefit, personal, question, and urgency styles (urgency only if it's real). Keep each under 45 characters, with no ALL CAPS and no spammy words. Add a matching preview line for my top 5.

Tip: *If your email tool allows it, test 2 subject lines on a small part of your list.*

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Weekly Newsletter Template

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Create a simple weekly newsletter template for my [BUSINESS TYPE]. Sections: a short personal note, one helpful tip about [TOPIC], one thing I'm loving or recommending, a customer spotlight or question, and a gentle mention of [OFFER]. Then write this week's issue about [THIS WEEK'S THEME] in under 300 words.

Tip: *Keep the same sections every week so it's fast to write and easy to read.*

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Sales Email That Isn't Pushy

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Write a sales email for [OFFER] at [PRICE] to subscribers who [WHAT THEY'VE SHOWN INTEREST IN]. Open with a relatable moment, name the problem, show how the offer helps, answer one common objection, and end with one clear link. Tone: [TONE]. Keep it under 250 words and give me 3 subject line options.

Tip: *One email, one goal, one link.*

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Win-Back Email

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Write a friendly email to past customers who bought [PRODUCT OR SERVICE] but haven't come back in [TIME PERIOD]. Thank them, share what's new ([WHAT'S NEW]), and offer [INCENTIVE OR "JUST AN INVITE"]. Keep it personal and under 150 words. Include 3 subject lines.

Tip: *Send it from your own name, not "The Team."*

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Reply to a Tricky Message

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A customer sent me this message: [PASTE MESSAGE]. Help me reply in a calm, kind, professional way that [GOAL, e.g., SOLVES THE PROBLEM / SAYS NO POLITELY / OFFERS A REFUND]. My policy is: [YOUR POLICY]. Keep it under 120 words. Give me one warmer version and one more direct version.

Tip: *If you're upset, wait 10 minutes before you send anything.*

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Turn a Blog Post Into an Email

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Here is my blog post or article: [PASTE TEXT OR MAIN POINTS]. Turn it into a short, personal email for my subscribers. Start with a hook that connects to their life, share the 3 most useful points, and end with a link to read more: [LINK]. Keep it under 200 words and include 3 subject lines.

Tip: *One piece of content can become an email, 3 posts, and a short video.*

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30 Content Ideas in 5 Minutes

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Give me 30 content ideas for my [BUSINESS TYPE] serving [DESCRIBE CUSTOMER]. Group them into: beginner questions, common mistakes, how-tos, myths, stories, and comparisons. Write each idea as a ready-to-use title, and mark whether it would work best as a video, a carousel, or a blog post.

Tip: *Keep the list in a note on your phone and add new ideas as they come.*

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30-Second Video Script

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Write a 30-second vertical video script about [TOPIC] for [PLATFORM]. Structure: a 3-second hook, the problem, 3 quick tips or steps, and a call to action ([ACTION]). For each part, include what I say, the text that appears on screen, and a simple shot idea. Sound like a friendly expert, not a commercial.

Tip: *Film 3 takes. The second one is often the most natural.*

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Answer FAQs as Content

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Here are questions my customers often ask: [LIST QUESTIONS]. For each one, write a short, clear answer (under 80 words) and suggest a format to share it in (talking video, carousel, story, or email). Then add 5 more questions they probably have but don't ask.

Tip: *Every question you answer in public is one you won't have to answer again and again in private.*

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Blog Post Outline

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Create a blog post outline about [TOPIC] for [DESCRIBE READER]. Include a search-friendly title, a short intro that names their problem, 4 to 6 subheadings with bullet points, a spot for a real example from my [BUSINESS TYPE], and a conclusion with a call to action to [ACTION]. Suggest 5 phrases people might search for.

Tip: *Add your own story or example. It's the part AI can't write for you.*

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Story From My Experience

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Help me turn this experience into a short story for my audience: [DESCRIBE WHAT HAPPENED]. Structure it as: where I was, what went wrong or changed, what I learned, and how it helps my customer, [DESCRIBE CUSTOMER]. Keep my voice, keep it honest, and keep it under 200 words. End with a question that invites replies.

Tip: *Small, specific moments make better stories than big wins.*

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Video Talking Points

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I want to film a [LENGTH, e.g., 60-SECOND / 3-MINUTE] video about [TOPIC] without reading a script. Give me a bullet list of talking points: a strong opening line, 3 key points with one example each, and a closing call to action. Keep every bullet short enough to glance at while recording.

Tip: *Tape the bullets just below your camera so your eyes stay up.*

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Repurpose One Video

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Here is the transcript of my video: [PASTE TRANSCRIPT]. Turn it into 3 short clip ideas (quote the line where each clip starts), 1 carousel outline (6 slides), 1 caption for each platform I use ([PLATFORMS]), and 1 short email. Keep my own words and voice wherever possible.

Tip: *Many video and meeting apps can make a transcript for you automatically.*

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Monthly Content Themes

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Suggest 4 weekly content themes for [MONTH] for my [BUSINESS TYPE], based on my goal: [GOAL]. For each week, give a theme, 3 post ideas, 1 video idea, and 1 email idea. Make the themes build toward [OFFER OR EVENT] at the end of the month.

Tip: *With a theme, you always know what this week is about.*

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Describe My Brand Look

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My business is [BUSINESS TYPE] for [DESCRIBE CUSTOMER]. I want my brand to feel [3 TO 5 WORDS, e.g., CALM, PREMIUM, FRIENDLY]. Suggest a palette of 5 colors with hex codes, 2 pairings of free fonts, photo style guidelines, and 5 style choices to avoid. Then sum it all up in a short “brand look” paragraph I can reuse in image prompts.

Tip: *Paste your brand look paragraph into every image prompt for a consistent feed.*

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Product Photo Prompt

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Write a detailed AI image prompt for a styled scene featuring [PRODUCT] for my [BUSINESS TYPE]. Include the setting ([SETTING]), lighting, camera angle, background colors that match [BRAND COLORS], props, mood, and image shape ([SQUARE / VERTICAL / WIDE]). No text in the image. Give me 3 variations: clean studio, lifestyle, and seasonal.

Tip: *Never show a feature you don't sell. Customers must get what they see.*

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Social Graphic Text

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I need text for a social media graphic about [TOPIC OR OFFER]. Give me 5 options, each with a headline (under 8 words), a subline (under 15 words), and a call to action (under 4 words). Then describe a simple layout: where each line goes, what background to use, and where to use my brand colors ([COLORS]).

Tip: *Add the words yourself in a design app. AI image tools often misspell text.*

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Branded Background Images

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Write 5 AI image prompts for background images I can put text on for my [BUSINESS TYPE]. Style: [BRAND LOOK OR 3 WORDS]. Colors: [BRAND COLORS]. Each one needs plenty of empty space on the [LEFT / RIGHT / TOP] for text, with no people, no words, and no logos. Shape: [SQUARE / VERTICAL / WIDE].

Tip: *Make a set of 5 and reuse them all month for a consistent look.*

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Personal Brand Photo Shoot

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I'm planning a photo shoot for my personal brand as a [YOUR ROLE]. Suggest 15 shot ideas that show my personality and my work: working shots, close-ups of my hands and tools, portraits, and lifestyle moments. Include outfit colors that go with [BRAND COLORS], locations near [AREA OR "AT HOME"], and props.

Tip: *Bring the shot list on your phone so you don't forget anything.*

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Logo & Visual Feedback

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Here is my logo and brand visuals: [DESCRIBE THEM OR UPLOAD AN IMAGE]. My business is [BUSINESS TYPE] and my customer is [DESCRIBE CUSTOMER]. Give me honest feedback: does it feel right for my audience, is it readable at small sizes, does it work in one color, and what 3 simple improvements could I make?

Tip: *View your logo at the size of a phone app icon. If it's unclear, simplify.*

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Carousel Slide Plan

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Plan a [NUMBER]-slide carousel about [TOPIC] for [PLATFORM]. For each slide, give the exact text (short), a visual idea, and a simple layout. Slide 1 must be a strong hook and the last slide a call to action ([ACTION]). Use my brand colors: [COLORS]. Keep the text large and easy to read on a phone.

Tip: *Use the same font and colors on every slide so it looks like one piece.*

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My 90-Day Marketing Plan

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Create a simple 90-day marketing plan for my [BUSINESS TYPE]. Main goal: [GOAL, e.g., 30 NEW CLIENTS]. Budget: [AMOUNT PER MONTH]. Time: [HOURS PER WEEK]. Channels I use: [CHANNELS]. Break it into 3 monthly focuses with weekly tasks, and tell me which 3 numbers to track.

Tip: *Put the weekly tasks into your calendar today.*

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My Weekly Marketing Routine

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I have [NUMBER] hours a week for marketing my [BUSINESS TYPE]. Design a weekly routine that tells me exactly what to do and when: creating content, posting, engaging, emailing, and checking results. Put first whatever will bring customers fastest, based on my goal: [GOAL].

Tip: *Same day, same time, every week. A routine beats motivation.*

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Review My Results

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Here are my marketing numbers for [TIME PERIOD]: [PASTE NUMBERS, e.g., POSTS, REACH, CLICKS, EMAILS SENT, OPENS, SALES]. Explain in plain English what's working, what isn't, and what might be causing it. Then give me 3 specific changes to try next month and how I'll know if they worked.

Tip: *Compare yourself to last month, not to other businesses.*

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Small-Budget Ad Plan

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I have [BUDGET] to spend on ads for [OFFER] on [PLATFORM]. My customer is [DESCRIBE CUSTOMER] in [LOCATION]. Suggest how to split the budget, which audience to start with, 3 ad text options, 2 image ideas, and which results to look at after [NUMBER] days to decide whether to keep going.

Tip: *Start small, test for a week, then put more money behind what works.*

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Competitor Check-Up

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Here is what I found about 3 competitors: [PASTE THEIR OFFERS, PRICES, AND MESSAGING]. Compare them with my business: [DESCRIBE YOUR BUSINESS]. Show what each does well, gaps nobody is filling, and 3 honest ways I can stand out. Present it as a simple table, followed by recommendations.

Tip: *Learn from competitors, but never copy their words or images.*

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Marketing Calendar

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Build a marketing calendar for [MONTH OR QUARTER] for my [BUSINESS TYPE]. Include key dates ([LAUNCHES, EVENTS, HOLIDAYS]), a weekly posting plan for [PLATFORMS], 2 emails per month, and one promotion. Format it as a table by week, showing what to post, where, and the goal of each item.

Tip: *Copy the table into the spreadsheet or calendar app you already use.*

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Make AI Sound Like Me

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Here are 3 samples of my writing: [PASTE SAMPLES, e.g., POSTS, EMAILS, CAPTIONS]. Describe my writing voice in 5 to 8 bullet points: tone, sentence length, favorite words, how I open and close, and what I never say. Then write a short “voice guide” paragraph I can paste before any prompt so the results sound like me.

Tip: *Pair your voice guide with Card 01’s customer profile for your best results.*

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Want the Full System?

These cards give you quick wins. **The AI Marketing How-To Workbook** by Trenia Today walks you step by step from knowing your customer to planning, creating, and launching your marketing with AI, with exercises for every stage.

Want to practice with guidance? **Creator Studio**, the companion app to the workbook, helps you create posts, emails, and visuals for your own business.

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