

The AI Prompt Manual

The prompts I actually run to draft content, answer leads, and cut the busywork.

These are not generic. They are the exact prompts we run in our own shop, day to day. Paste one in, swap the bracketed parts, and go. Every one is built to sound like a real operator, not a robot.

1. DRAFT CONTENT FAST

Turn one idea into three posts

You are my content assistant. Raw idea: [IDEA]. Write 3 short social posts in a plain, direct, operator-to-operator voice. No hashtags, no hype, no emojis. Each post makes ONE concrete point and ends with a takeaway a small-business owner can act on today.

Repurpose a long thing into a week

Here is a long piece: [PASTE]. Pull out 5 standalone ideas. For each, write a 2-3 sentence post that stands on its own. Keep my voice: plain, specific, no filler.

2. ANSWER LEADS IN YOUR VOICE

The warm reply

A lead sent this: [MESSAGE]. Draft a warm, first-person reply that (1) answers their actual question, (2) adds one helpful specific they did not ask for, (3) offers one clear next step. Under 80 words. Sound like a person, not a form.

The "too expensive" reply

A lead said it is too expensive: [MESSAGE]. Reply without discounting or getting defensive. Reframe around the cost of the problem staying unsolved, and offer the smallest first step. Warm, short, first person.

The "just looking" reply

A lead said they are just looking: [MESSAGE]. Reply in a way that stays helpful and low-pressure, gives them one useful thing, and leaves a door open to follow up. Do not chase. First person, under 60 words.

3. KILL THE BUSYWORK

Summarize a call

Here is a messy call transcript: [PASTE]. Give me: the 3 decisions made, the follow-ups I owe (with who and by when), and one line I can text them right now to keep it moving.

Clean up a rough draft

Tighten this without changing my meaning or my voice: [PASTE]. Cut filler, fix stumbles, keep it plain and direct. No corporate words, no em dashes.

4. BRIEF THE AI SO IT NAILS YOUR VOICE

Before we start: my voice is plain, direct, and operator-to-operator. I talk to small-business owners like a peer who has done the work. No hype, no jargon, no emojis, no em dashes. Short sentences. One idea at a time. Confirm you have it, then wait for my request.

5. THE ONE SETUP STEP THAT MAKES EVERY PROMPT HIT HARDER

Feed the AI a real sample of your own writing first. Three or four of your actual posts or emails. Then tell it: "Match this voice." Every prompt above hits twice as hard once it has heard how you actually sound. Do this once, save it, reuse it.

The information is free. We build the machines. When you would rather it just be done, we install it for you.
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