

100 AI Prompts for Business Automation

Bonus Resource — AI Business Automation Mastery

Copy these prompts, fill in the brackets with your details, and watch your productivity multiply.

■ Email Marketing (Prompts 1-15)

1. Welcome Email Sequence

"Write a 5-email welcome series for [YOUR COMPANY]. The first email thanks them for joining, the second explains [MAIN BENEFIT], the third shares a quick win using [YOUR PRODUCT/SERVICE], the fourth tells a customer success story, and the fifth invites them to [DESIRED ACTION]. Tone: friendly, expert, no-pressure."

2. Abandoned Cart Recovery

"Create a 3-email abandoned cart sequence. Email 1 (1 hour after): friendly reminder of the item. Email 2 (24 hours): address common objections. Email 3 (72 hours): offer 10% discount expiring in 48 hours. Each email should be under 150 words and include one clear CTA."

3. Re-engagement Campaign

"Write a re-engagement email for subscribers who haven't opened emails in 90 days. Subject line under 50 characters, body under 100 words, one question to encourage reply, and a clear 'click here to stay subscribed' CTA. Offer value, not desperation."

4. Product Launch Announcement

"Draft a launch email for [NEW PRODUCT]. Open with a hook about the problem it solves, share the origin story in 3 sentences, list 5 key benefits with specific outcomes, include a limited-time early-bird offer, and end with urgency. 300-400 words."

5. Weekly Newsletter Template

"Create a weekly newsletter template with sections: This Week's Big Idea (150 words), Quick Tip (50 words), Resource of the Week (link + 2-sentence description), Customer Spotlight (100 words), What's Coming (50 words). Make it scannable."

6. Cold Outreach Email

"Write a cold email to [PROSPECT TITLE] at [COMPANY TYPE]. Open with specific observation about their business, identify one likely challenge, hint at solution without pitching, ask a curious question to start a conversation. Under 90 words total."

7. Post-Purchase Thank You

"Write a post-purchase email that thanks the customer, sets expectations for delivery/access, shares 3 quick-start tips, and asks one specific question to encourage reply. Warm, human, not corporate."

8. Webinar Invite

"Create a webinar invitation email for [TOPIC]. Subject line creates curiosity, opening paragraph states the problem, middle explains what they'll learn (3 specific outcomes), end has date/time and one CTA button. 200 words."

9. Survey Request

"Draft an email asking customers to complete a 5-minute survey. Lead with why their feedback matters, mention the specific improvements you've made based on past feedback, and offer [INCENTIVE] for completion. Keep it under 150 words."

10. Milestone Celebration

"Write an email celebrating [YOUR COMPANY'S] [MILESTONE] with customers. Share the journey (3 sentences), thank customers specifically, offer an exclusive [GIFT/DISCOUNT], and end with what's next. Warm and appreciative tone."

11. Testimonial Request

"Create a testimonial request email. Acknowledge their recent purchase, ask 3 specific questions (What problem did this solve? What specific result did you get? Who would you recommend this to?), make submission easy, and offer to feature them. 120 words."

12. Subscription Renewal Reminder

"Draft a 14-day renewal reminder email. Lead with value delivered this year (specific metrics), preview what's coming next period, mention any price changes, and make renewal frictionless. Professional but personal."

13. Event Follow-Up

"Write a post-event email for attendees of [EVENT NAME]. Thank them for attending, share key takeaways (3 bullet points), provide access to recordings/resources, and ask one question to encourage reply. 200 words."

14. Birthday/Anniversary Email

"Create a personalized birthday email for customers. Warm greeting, acknowledgment of their [X months/years] with you, specific appreciation, and a meaningful gift (discount, exclusive content, or upgrade). Make it feel personal, not automated."

15. Win-Back for Canceled Customers

"Draft an email to customers who canceled 60 days ago. No begging, no discount begging. Instead: share what you've improved based on feedback, mention 2-3 specific updates they missed, and invite them back with a 30-day trial. Respectful tone."

Social Media (Prompts 16-30)

16. LinkedIn Thought Leadership Post

"Write a LinkedIn post about [TOPIC]. Open with a contrarian or surprising statement, share a personal lesson learned in 3 paragraphs, end with a question to spark discussion. 200-300 words, professional but conversational tone."

17. Instagram Caption with Hook

"Create an Instagram caption about [TOPIC]. First line must stop the scroll (question, bold statement, or surprising fact). Body delivers value in short paragraphs. End with engagement prompt (question or 'tag someone who needs this'). Include 20 relevant hashtags."

18. Twitter Thread Starter

"Write a 7-tweet thread about [TOPIC]. Tweet 1: hook that promises specific value. Tweets 2-6: one key point each with example. Tweet 7: summary + CTA. Each tweet under 270 characters, use line breaks for readability."

19. Facebook Community Post

"Create a Facebook post for [COMMUNITY] that sparks discussion. Open with a relatable scenario, ask a specific question, and add 'I'll start: [YOUR ANSWER]' to model participation. 100-150 words, conversational."

20. TikTok/Reel Script

"Write a 30-second video script about [TOPIC]. Hook in first 3 seconds ('Stop doing X if you want Y'). Body: 3 quick points in plain language. End: clear next step (comment, save, share). Conversational, like talking to a friend."

21. Instagram Story Sequence

"Create a 5-slide Instagram story sequence for [TOPIC]. Slide 1: pattern interrupt question. Slides 2-4: one key point each, large text. Slide 5: CTA (swipe up, DM, link in bio). 15-20 words per slide maximum."

22. YouTube Video Description

"Write a YouTube description for [VIDEO TOPIC]. First 2 lines: hook + main value (visible before 'show more'). Then: timestamps, resources mentioned, related links, brief about you, and hashtags. Total 200-300 words."

23. Pinterest Pin Description

"Create a Pinterest pin description for [TOPIC/PIN TYPE]. Include primary keyword in first 100 characters, describe what they'll learn, use 3-5 secondary keywords naturally, and add a soft CTA. 150-200 words total."

24. Social Media Content Calendar

"Plan a week's worth of social posts for [PLATFORM] about [BUSINESS]. Monday: educational. Tuesday: behind-the-scenes. Wednesday: customer story. Thursday: tips. Friday: motivational. Saturday: personal. Sunday: promotional. Write one post for each day."

25. Engagement-Boosting Question

"Generate 10 social media questions about [INDUSTRY] that would spark thoughtful discussion (not yes/no answers). Focus on experiences, opinions, and lessons learned. Each question should be under 140 characters."

26. User-Generated Content Request

"Write a post asking customers to share photos of them using [YOUR PRODUCT]. Explain why you want to see it (you love the creativity), show what you'll do with submissions (feature on your page), and offer an incentive for top picks. Warm and genuine."

27. Behind-the-Scenes Story

"Craft a 'day in the life' or 'behind the scenes' social post about [ASPECT OF BUSINESS]. Show the real work, the small wins, the challenges. Make it human and relatable. 150-200 words, end with what you're working toward."

28. Poll or Quiz Creation

"Create a 4-option poll for social media about [TOPIC]. Make options specific and interesting (not generic). Add context: 'Curious to see what you think — choose the option that matches your experience.'"

29. Product Feature Announcement

"Write a social post announcing a new feature of [PRODUCT]. Lead with the problem it solves, show it in action, mention who asked for it, and invite feedback. Visual-first approach with detailed alt text for accessibility."

30. Hashtag Strategy

"Generate 30 hashtags for [BUSINESS TYPE] on Instagram: 10 broad (100K-1M posts), 10 medium (10K-100K posts), 10 niche (under 10K posts). Mix branded, industry, and community hashtags. Research-based and relevant."

■ Sales & Outreach (Prompts 31-50)

31. LinkedIn Connection Request

"Write a 300-character LinkedIn connection request to [PROSPECT]. Mention something specific about their recent work or role, briefly state why connecting makes sense, keep it friendly and non-pitchy. No ask in the first message."

32. Discovery Call Prep

"Create a discovery call preparation guide for a prospect in [INDUSTRY] with [ROLE]. Include: 5 questions to understand their current situation, 3 questions to identify pain points, 2 questions about decision-making process, and 2 questions to qualify budget/timeline."

33. Objection Handling Scripts

"Write responses to 5 common sales objections: 'It's too expensive,' 'We already use a competitor,' 'I need to think about it,' 'Not the right time,' 'Need to check with my team.' Each response should acknowledge, reframe, and ask a question. 50-75 words each."

34. Follow-Up Email Sequence

"Create a 5-touch follow-up sequence after a sales call. Each email different angle: value-add, social proof, urgency, alternative offer, breakup email. Each under 100 words, one clear CTA each, spaced 2-3 days apart."

35. Proposal Template

"Draft a sales proposal template for [SERVICE/PRODUCT]. Sections: Executive Summary, Understanding Your Challenge, Our Approach, What's Included, Investment, Timeline, Next Steps, About Us. Professional but readable, 800-1000 words."

36. Case Study Creation

"Turn this customer success into a case study: [CUSTOMER DETAILS, CHALLENGE, SOLUTION, RESULTS]. Use the format: Headline with specific result, Challenge section (empathy), Solution (what you did), Results (quantified), Pull quote, CTA. 400-500 words."

37. Referral Request Email

"Write an email asking a happy customer for referrals. Reference their specific success, explain who would benefit (be specific), make it easy (just hit reply), and offer a thank-you gift for successful referrals. Under 150 words."

38. Pricing Page Copy

"Create pricing page copy for 3 tiers (Basic, Pro, Premium). Each tier: name, 1-line value proposition, 5-7 key features (benefit-focused), price, CTA. Add a comparison table section and a FAQ at the bottom addressing common concerns."

39. Demo Script

"Write a 20-minute product demo script. Structure: 2 min rapport + agenda, 5 min discovery questions, 10 min tailored demo (3 key features that match their pain), 3 min next steps. Include transition phrases and pause points."

40. Closing Question

"Generate 10 different ways to ask for the sale without sounding pushy. Vary the question type: assumptive, alternative choice, urgency, summary, fear-of-loss, direct. Each phrasing should feel natural and conversational."

41. Cold Call Opening

"Write a cold call opening for [TARGET]. First 15 seconds must grab attention: specific observation about their company + intriguing statement + permission to continue. Sound human, not scripted. Include 3 variations for different personality types."

42. Value Proposition Refinement

"Refine this value proposition: '[YOUR DRAFT]' Make it clearer, more specific, and outcome-focused. Target: [IDEAL CUSTOMER]. Should communicate what you do, who it's for, and the specific result they get. Under 15 words."

43. Competitive Comparison

"Create a fair competitive comparison between [YOUR PRODUCT] and [COMPETITOR]. Use a feature-benefit table, highlight 3 key differentiators without bashing, and end with 'best for' summary. Professional, factual, 300-400 words."

44. Sales Email A/B Test

"Write 3 subject line variations and 3 opening line variations for a sales email to [PROSPECT TYPE]. Vary the angle: curiosity, specific benefit, social proof, question. Predict which version will likely perform best and why."

45. Upsell Email

"Draft an upsell email for existing customers who bought [PRODUCT]. Reference their success with current product, introduce premium version with 2-3 specific new benefits, offer loyal customer pricing, and make upgrade frictionless. 200 words."

46. Customer Success Check-In

"Create a customer success check-in email template. Sections: genuine ask about their satisfaction, invitation to share feedback or blockers, reminder of available resources, offer to help with specific use case. Friendly and proactive."

47. Contract Red Flag Identification

"List 10 common red flags to watch for in client contracts or proposals. For each: what to look for, why it's concerning, and what to counter-offer. Plain English explanations, not legalese."

48. Sales Call Summary Email

"Write a post-call summary email template. Sections: Thank you, Key discussion points (3-4 bullets), Specific next steps with owners and deadlines, Resources mentioned, Availability for questions. Send within 24 hours of call."

49. Win-Back Campaign

"Create a 3-email win-back campaign for lost prospects from past 6 months. Email 1: 'I noticed we never connected again' + no-pressure question. Email 2: 'Here's what we learned' (share insight). Email 3: 'Should I close your file?' (permission-based breakup)."

50. Referral Partner Pitch

"Write a pitch to potential referral partners in [ADJACENT INDUSTRY]. Explain mutual benefit, ideal referral scenario, easy process (one email introduction), revenue share if applicable, and 'no pressure to participate' close. 200 words."

■ Marketing & Content (Prompts 51-70)

51. Blog Post Outline

"Create a detailed outline for a blog post about [TOPIC]. Include: SEO-optimized title, meta description, introduction hook, 5-7 main sections (each with 2-3 sub-points), conclusion with CTA, and 5 internal linking opportunities. Target keyword: [KEYWORD]."

52. SEO Content Brief

"Write an SEO content brief for [TARGET KEYWORD]. Include: search intent analysis, competitor content gaps, recommended word count, heading structure (H1-H3), semantic keywords to include naturally, questions to answer (PAA), and unique angle."

53. Lead Magnet Idea Generation

"Generate 10 lead magnet ideas for [TARGET AUDIENCE] that would solve a specific problem quickly. Mix formats: checklists, templates, calculators, swipe files, mini-courses, resource lists. Focus on actionable value, not information."

54. Webinar Title & Description

"Create 5 webinar title options and descriptions for [TOPIC]. Titles should create curiosity + promise specific value. Descriptions: problem statement (2 sentences), what they'll learn (3 outcomes), who should attend, date/time. 150-200 words."

55. Landing Page Copy

"Write landing page copy for [OFFER]. Sections: hero (headline + subhead + CTA), problem (3 pain points), solution (how this solves it), benefits (5-7 specific outcomes), social proof (testimonial), offer details, FAQ, final CTA. Conversion-focused."

56. Video Script (Explainer)

"Write a 2-minute explainer video script about [YOUR SERVICE]. Structure: hook (5 sec), problem (15 sec), solution (30 sec), how it works (3 steps, 45 sec), proof (15 sec), CTA (10 sec). Conversational, not corporate."

57. Podcast Episode Outline

"Outline a podcast episode about [TOPIC]. Include: episode title, guest intro questions (5), main discussion segments (3-4), key takeaways, call-to-action, and 3 episode titles for related content. 30-45 minute episode structure."

58. Content Repurposing Plan

"Take this [BLOG POST/VIDEO/PODCAST] and show how to repurpose it into: 5 LinkedIn posts, 10 tweets, 3 Instagram carousels, 1 email newsletter, 5 quote graphics, 1 YouTube short, 1 infographic. Show specific angles for each."

59. Ad Copy Variations

"Write 10 ad copy variations for [PLATFORM] promoting [OFFER]. Vary the hook: question, statistic, bold claim, testimonial, how-to, problem-solution. Each under 125 characters (Facebook) or appropriate platform limit. Include 5 headline variations."

60. Customer Persona Development

"Create a detailed customer persona for [YOUR BUSINESS]. Sections: demographics, psychographics, goals and aspirations, pain points and frustrations, preferred information sources, buying behavior, objections, day-in-the-life scenario. Make it specific."

61. Content Calendar (Monthly)

"Plan a month's worth of content for [PLATFORM] about [BUSINESS]. Include weekly themes, content types (mix educational/promotional/inspirational), specific post topics, optimal posting times, and engagement strategies. Balance value and promotion."

62. Email Subject Line Generator

"Generate 20 email subject lines for [EMAIL TYPE] about [TOPIC]. Vary the style: curiosity, urgency, personalization, question, number/list, how-to, story, benefit-driven. All under 50 characters. Predict top 3 performers and why."

63. Video Content Ideas

"Generate 30 video content ideas for [PLATFORM] that would educate or entertain [AUDIENCE]. Mix: tutorials, behind-scenes, myth-busting, day-in-life, mistakes to avoid, tools I use, Q&A, reactions, case studies. Each with working title and hook."

64. Infographic Content

"Outline an infographic about [TOPIC]. Structure: title (under 10 words), 5-7 key data points or tips, supporting statistics, visual flow description, source citations, CTA. Make data digestible and shareable."

65. Lead Nurture Sequence

"Create a 7-email lead nurture sequence for [LEAD MAGNET]. Goal: move leads from awareness to consideration. Each email: educational value, social proof, soft pitch progression, spaced 2-3 days apart. 150-200 words per email."

66. Testimonial Collector

"Write 3 different forms for collecting testimonials: quick form (3 questions), detailed form (8 questions), video testimonial request (with script and instructions). Make it easy for customers to say yes and quick for them to complete."

67. Influencer Outreach Email

"Craft an outreach email to [INFLUENCER] in [NICHE]. Open with genuine appreciation (specific content reference), explain why you think your [PRODUCT] would resonate with their audience, offer free product, no strings attached. 120 words."

68. Press Release

"Write a press release for [ANNOUNCEMENT]. Format: dateline, immediate hook, quotes from leaders, facts and figures, about your company, media contact. Professional tone, newsworthy angle, 400-500 words, third-person perspective."

69. Customer Survey Creation

"Design a 10-question customer survey about [TOPIC]. Mix question types: multiple choice, rating scale, open-ended, ranking. Keep it under 5 minutes to complete. Include demographic questions at end. Explain how feedback will be used."

70. Brand Story Framework

"Craft your brand story using this framework: Before (what was the problem you saw?), During (what did you do about it?), After (what's the world like now?). Make it personal, specific, and connect to customer benefit. 300-400 words."

■ ■ Operations & Productivity (Prompts 71-90)

71. Weekly Planning Template

"Create a weekly planning template. Sections: top 3 priorities (must-do), 3 important but not urgent tasks, admin/operations tasks, learning/personal development, relationships to nurture, metrics to review. Include time blocks and energy management."

72. Meeting Agenda Template

"Design a meeting agenda template for [MEETING TYPE]. Sections: objectives (3 max), topics with time allocations, discussion questions for each, decisions needed, action items with owners, next meeting. Include 'parking lot' for off-topic items."

73. Standard Operating Procedure

"Write a SOP for [PROCESS]. Structure: purpose, scope, responsible parties, step-by-step procedure (numbered), tools/resources needed, quality checkpoints, troubleshooting common issues, related documents. Clear enough for a new hire to follow."

74. Project Brief Template

"Create a project brief template. Sections: project overview, objectives (SMART goals), scope (in/out), stakeholders, timeline, budget, deliverables, success metrics, risks and mitigation, approval process. Comprehensive but scannable."

75. Time Audit Questions

"Generate 15 questions to help identify time wasters in a typical work week. Categories: meetings, communication, task-switching, perfectionism, unclear priorities, energy management. Mix reflection and action questions."

76. Delegation Framework

"Create a delegation decision framework. When to delegate: tasks that don't require your unique skills, are time-sensitive, teach others, or free you for high-value work. For each delegation: desired outcome, context, authority level, deadline, check-in schedule."

77. Customer Service Response

"Write a response to a customer complaint about [ISSUE]. Acknowledge their frustration, apologize sincerely, explain what happened (without excuses), state specific action you'll take, offer concrete resolution, thank them for patience. Professional and empathetic."

78. Vendor Evaluation Criteria

"Create evaluation criteria for choosing [VENDOR TYPE]. Categories: cost, quality, reliability, communication, scalability, security/compliance, references, contract terms, exit strategy. Weighted scoring system. Questions to ask during evaluation."

79. Process Improvement Analysis

"Analyze this process [DESCRIBE PROCESS] and identify: bottlenecks, redundancies, manual tasks that could be automated, decision points that could use clear criteria, handoffs that cause delays. Suggest 5-7 specific improvements with expected impact."

80. OKR Setting

"Help set OKRs for [TIME PERIOD] for [ROLE/TEAM]. 3 Objectives (qualitative), each with 3 Key Results (quantitative, measurable). Ensure KR's are ambitious but realistic, include leading indicators, and connect to larger company goals."

81. Knowledge Base Article

"Write a knowledge base article for [TOPIC]. Structure: brief overview, prerequisites, step-by-step instructions with screenshots descriptions, common questions, troubleshooting tips, related articles. Clear, searchable, customer-friendly tone."

82. Employee Onboarding Plan

"Create a 30-60-90 day onboarding plan for [ROLE]. Day 1-30: learn and observe. Day 31-60: contribute with guidance. Day 61-90: own projects. Include: meetings, training, reading, projects, success metrics at each phase."

83. Risk Assessment

"Identify 10 potential risks to [PROJECT/BUSINESS]. For each: likelihood (1-5), impact (1-5), risk score, prevention strategy, contingency plan. Focus on realistic risks, not edge cases. Prioritize top 3 to address immediately."

84. Decision-Making Framework

"Create a decision-making framework for [TYPE OF DECISION]. Criteria: impact (revenue/people/time), reversibility, information needed, stakeholders to consult, timeline, alignment with values/goals. Decision tree or scoring matrix. Include 'how to decide when to decide'."

85. Productivity System Review

"Review this productivity system: [DESCRIBE CURRENT SYSTEM]. Identify: what's working, what's not, friction points, unnecessary complexity, missing elements. Suggest 5-7 specific improvements with rationale. Focus on sustainable, not complex."

86. Customer Journey Mapping

"Map the customer journey from [AWARENESS] to [PURCHASE/LOYALTY]. Stages: awareness, consideration, decision, purchase, onboarding, retention, advocacy. For each stage: customer actions, touchpoints, emotions, pain points, opportunities. Visual flow."

87. Performance Review Template

"Write a performance review template for [ROLE]. Sections: accomplishments (specific results), areas of strength, development opportunities, goal progress, competencies, future goals, support needed. Balanced feedback, growth-focused."

88. Cost Reduction Ideas

"Generate 20 ways to reduce costs in [BUSINESS AREA] without sacrificing quality. Categories: software/tools, subscriptions, processes, vendors, energy, materials, training, marketing. Specific and actionable, not generic advice."

89. Quality Checklist

"Create a quality checklist for [DELIVERABLE]. Pre-work checklist, during-execution checkpoints, final review items. Focus on preventing common mistakes. Make it specific to [DELIVERABLE TYPE] so it's actionable, not generic."

90. Lessons Learned Document

"Create a 'lessons learned' template for completed [PROJECT]. What went well, what didn't, what we'd do differently, surprises, key insights, recommendations for future projects. Honest assessment, forward-looking improvements."

■ Strategy & Planning (Prompts 91-100)

91. Competitive Analysis

"Analyze 3 main competitors for [BUSINESS]. For each: positioning, strengths, weaknesses, pricing strategy, unique value, target audience, marketing approach, customer feedback. Identify opportunities for differentiation. 500-600 words total."

92. SWOT Analysis

"Create a SWOT analysis for [BUSINESS]. Strengths (internal positives), Weaknesses (internal negatives), Opportunities (external positives), Threats (external negatives). Be honest and specific. For each item, note impact and action needed."

93. Goal Setting Framework

"Help me set 90-day goals for [AREA]. Use a framework: where am I now, where do I want to be, what needs to happen to get there, what could get in the way, what support do I need, how will I measure progress. Specific and actionable."

94. Pricing Strategy

"Analyze pricing for [PRODUCT/SERVICE]. Considerations: cost to deliver, market rates, value to customer, positioning (premium/mid/budget), competitor pricing, payment options. Recommend 3 pricing tiers with rationale. Address common objections."

95. Market Research Questions

"Generate 15 questions to research [TARGET MARKET]. Mix: market size, growth trends, customer pain points, buying behavior, competitive landscape, distribution channels, pricing expectations, seasonal factors. Qualitative and quantitative mix."

96. Pivot Decision Framework

"Create a framework for deciding whether to pivot [BUSINESS/PRODUCT]. Signals it's time: declining metrics, customer feedback patterns, market changes, team burnout. Evaluation criteria: new direction viability, resources needed, timeline, risks. Decision process."

97. Partnership Evaluation

"Evaluate a potential partnership with [PARTNER TYPE]. Criteria: strategic alignment, audience overlap, resource requirements, expected ROI, risks, exit strategy, legal considerations, cultural fit. Scoring system. Red flags to watch for."

98. Annual Planning Workshop

"Outline a half-day annual planning session for [BUSINESS]. Review last year (1 hour), set vision for next year (30 min), define 3-5 strategic priorities (1 hour), break down into quarterly goals (1 hour), identify resources needed (30 min). Include exercises."

99. Failure Analysis

"Analyze this failed initiative: [DESCRIBE]. Questions to answer: What was the goal? What actually happened? Root cause analysis (5 Whys). What did we learn? What would we do differently? How can we apply this learning? Be specific, not blaming."

100. Success Definition

"Help me define success for [BUSINESS/LIFE AREA] in concrete terms. Financial metrics, lifestyle metrics, impact metrics, learning metrics, relationship metrics. What does 'enough' look like? What does 'thriving' look like? Create clarity and alignment."

■ You Have 100 Prompts!

Use these as templates. Customize them to your specific business, industry, and goals.
The more specific your inputs (in brackets), the better your outputs will be.

Pro tip: Save your customized prompts in a library. Build a collection of what works for your specific needs. This becomes a valuable business asset over time.

— End of Bonus Resource —