USEFUL AI DESK · FREE GUIDE

10 ChatGPT Prompts for Your One-Person Business

Warm, usable prompts for solo service-business owners new to AI—and for beginners exploring realistic AI-assisted freelance work.

Offer clarity · Research questions · Service pages · Quotes & proposals
Follow-ups · Repurposing · Reviews · Delivery QA · Weekly review

Original educational templates · No income guarantees
Not affiliated with OpenAI · Facts and prices need your verification

How to use this guide

1. Open ChatGPT (or a similar chat assistant you already use).
2. Copy one prompt below.
3. Replace every [BRACKETED FIELD] with your own details.
4. Paste the finished prompt into the chat.
5. Read the reply carefully. Edit anything inaccurate, off-brand, or overcommitted before you send it to a client.

One clearly labeled fictional example (not real data)

Imagine you are "Jordan Lee," a bookkeeper who helps local cafés keep monthly books tidy. When you try Prompt 1, you might fill [SERVICE] with "monthly bookkeeping for cafés" and [WHO YOU HELP] with "independent café owners who hate spreadsheets." That name and niche are invented for practice only—use your real service when you work for clients.

Privacy and safety

- Never paste confidential client details (private client names without permission, passwords, financial account numbers, medical or legal case files, confidential contracts, or anything you would not put on a postcard) into a chat tool unless you have clear permission and understand how that tool stores data.
- Prefer general descriptions ("a 12-person landscaping crew") over identifiable details when practicing.
- You are responsible for every fact, price, deadline, guarantee, and commitment that leaves your desk. AI drafts are starting points—not finished advice, contracts, or invoices.
- These prompts are templates, not legal, tax, medical, or financial advice.
- Useful AI Desk is not affiliated with OpenAI or any AI product vendor.
- This guide makes no income claims, guarantees, or "tested-on-X-clients" promises. Results depend on your skill, market, and judgment.
- No testimonials or author credentials are implied beyond: this is an original educational template set for beginners.

Prompt 1 — Offer clarity

When to use: You feel fuzzy about what you sell, or your bio says too many things at once.

Fill-in fields

[SERVICE] · [WHO YOU HELP] · [RESULT THEY WANT] · [WHAT YOU DO NOT DO] · [TYPICAL TIMELINE] · [STARTING PRICE RANGE OR PRICING STYLE]

Copyable prompt

```
You are helping a solo service provider clarify one lead offer. Use only the details I supply. Do not invent market statistics,
competitor names, case studies, or proof points.

Service I want to lead with: [SERVICE]
Who I help: [WHO YOU HELP]
Result they want: [RESULT THEY WANT]
What I do not do: [WHAT YOU DO NOT DO]
Typical timeline: [TYPICAL TIMELINE]
Pricing style or range I am considering: [STARTING PRICE RANGE OR PRICING STYLE]

Please produce:
1) A one-sentence offer statement (plain language).
2) A short “who this is for / who this is not for” section.
3) A 5-bullet scope outline of what is included.
4) Three clarifying questions I should answer for myself before I publish this offer.
5) A revised offer statement if my inputs conflict—label assumptions clearly.

Keep the tone professional, warm, and specific. Flag anything that needs my human verification (prices, timelines, guarantees).
```

Review tip: If the draft adds “results guaranteed,” “industry-leading,” or fake social proof, delete it. Clarity beats hype.

Prompt 2 — Customer research questions

When to use: Before you rewrite your offer or sales page—when you want better discovery questions, not invented market “facts.”

Fill-in fields

[SERVICE] · [WHO YOU HELP] · [DECISION THEY ARE MAKING] · [CHANNEL] (call, email, or form)

Copyable prompt

```
Help me write customer research questions for my one-person service business. Use only what I provide. Do not invent survey
results, industry averages, buyer personas with fake quotes, or claims about “what most customers want.”

My service: [SERVICE]
Who I help: [WHO YOU HELP]
Decision they are making: [DECISION THEY ARE MAKING]
Where I will ask: [CHANNEL]

Give me:
1) 8 open-ended discovery questions that uncover goals, constraints, past attempts, budget comfort (without pressuring),
timeline, and definition of success.
2) 4 follow-up probes I can use when answers are vague.
3) 3 questions I should avoid because they lead or assume.
4) A short note on how to record answers ethically (consent, no confidential oversharing).

Keep questions neutral and respectful. Remind me that answers from real people beat AI guesses.
```

Review tip: Use these with real conversations or opt-in forms. Never publish AI-invented “customer insights” as if you measured them.

Prompt 3 — Service page copy

When to use: You need a first draft of a service page or LinkedIn services section.

Fill-in fields

[SERVICE NAME] · [WHO YOU HELP] · [MAIN OUTCOME] · [WHAT IS INCLUDED] · [WHAT IS NOT INCLUDED] · [PROCESS STEPS] · [PROOF YOU CAN HONESTLY CLAIM] · [CALL TO ACTION]

Copyable prompt

```
Draft service page copy for my solo business. Use only my inputs. Do not invent testimonials, metrics, client names, awards, or traffic numbers. If proof is thin, write honest confidence without fake social proof.

Service name: [SERVICE NAME]
Who I help: [WHO YOU HELP]
Main outcome: [MAIN OUTCOME]
Included: [WHAT IS INCLUDED]
Not included: [WHAT IS NOT INCLUDED]
Process: [PROCESS STEPS]
Proof I can honestly claim: [PROOF YOU CAN HONESTLY CLAIM]
Desired call to action: [CALL TO ACTION]

Produce:
1) Headline + subhead
2) “Problem / Promise” section (short)
3) What’s included / not included
4) How it works (numbered)
5) FAQs (5), with answers that stay within my scope
6) Closing CTA paragraph

Tone: warm, clear, professional. Mark any sentence that needs my fact-check with [VERIFY].
```

Review tip: Search the draft for numbers, names, and “always/never.” If you did not supply them, cut them.

Prompt 4 — Project quote

When to use: A prospect asked for pricing and you want a clear, professional quote draft.

Fill-in fields

[PROSPECT ROLE OR BUSINESS TYPE] · [PROJECT SUMMARY] · [DELIVERABLES] · [TIMELINE] · [PRICE OR FEE STRUCTURE] · [PAYMENT TERMS] · [VALID UNTIL] · [EXCLUSIONS]

Copyable prompt

```
Draft a plain-language project quote for my solo service business. Use only the details below. Do not change my price, invent discounts, or add guarantees I did not list.

Prospect (non-confidential description): [PROSPECT ROLE OR BUSINESS TYPE]
Project summary: [PROJECT SUMMARY]
Deliverables: [DELIVERABLES]
Timeline: [TIMELINE]
Fee: [PRICE OR FEE STRUCTURE]
Payment terms: [PAYMENT TERMS]
Quote valid until (if any): [VALID UNTIL]
Exclusions: [EXCLUSIONS]

Format as:
- Quote title and date placeholder
- Scope summary
- Deliverables checklist
- Timeline
- Investment and payment schedule
- Exclusions and assumptions
- Next step to accept

Add a one-line note that prices and commitments require my final human review before sending. Keep tone courteous and firm.
```

Review tip: Compare every fee and date to your notes. AI sometimes “helpfully” rounds timelines or softens exclusions.

Prompt 5 — Proposal

When to use: The work is bigger than a simple quote and you need a short proposal structure.

Fill-in fields

[PROSPECT CONTEXT] · [GOALS] · [PROPOSED APPROACH] · [DELIVERABLES] · [TIMELINE MILESTONES] · [INVESTMENT] · [YOUR RESPONSIBILITIES] · [THEIR RESPONSIBILITIES]

Copyable prompt

```
Write a concise proposal (about one to two pages when pasted into a doc) for my solo service offering. Stick strictly to my
inputs. Do not invent case studies, ROI projections, or competitor comparisons.

Prospect context: [PROSPECT CONTEXT]
Goals: [GOALS]
Proposed approach: [PROPOSED APPROACH]
Deliverables: [DELIVERABLES]
Milestones: [TIMELINE MILESTONES]
Investment: [INVESTMENT]
My responsibilities: [YOUR RESPONSIBILITIES]
Client responsibilities: [THEIR RESPONSIBILITIES]

Include sections:
1) Understanding of the need
2) Proposed solution
3) Deliverables and milestones
4) Investment
5) Working together (responsibilities)
6) Acceptance line (name/date blanks)

Flag uncertain items with [VERIFY]. No hype, no guaranteed outcomes.
```

Review tip: Proposals create expectations. If a sentence sounds like a promise you cannot keep, rewrite it as an intention or remove it.

Prompt 6 — Follow-up message

When to use: After a call, quote, or proposal with no reply—and you want to stay helpful, not pushy.

Fill-in fields

[THEIR FIRST NAME OR GREETING] · [TOUCHPOINT] · [ONE HELPFUL NUDGE] · [ASK] · [SIGN-OFF NAME]

Copyable prompt

```
Draft three follow-up message options (email or LinkedIn-length) after this touchpoint. Use only my details. Do not invent
urgency, fake scarcity, or claim others are waiting in line.

Greeting: [THEIR FIRST NAME OR GREETING]
Prior touchpoint: [TOUCHPOINT]
Helpful nudge I can honestly offer: [ONE HELPFUL NUDGE]
My ask: [ASK]
Sign-off name: [SIGN-OFF NAME]

For each option provide:
- Subject line (for email)
- Body under 150 words
- Tone label: gentle / direct / value-add

Rules: one ask per message, easy opt-out (“if timing is off, no worries”), no guilt. Remind me to personalize before sending.
```

Review tip: Send only one version. Waiting a few business days between follow-ups usually feels more respectful than a daily drip.

Prompt 7 — Content repurposing

When to use: You already wrote something useful and want more formats without inventing new facts.

Fill-in fields

[SOURCE CONTENT] · [ORIGINAL FORMAT] · [AUDIENCE] · [GOAL] · [CHANNELS]

Copyable prompt

```
Repurpose the source content below into new drafts. Do not add statistics, quotes, product claims, or stories that are not in the source. If something is missing, ask me rather than inventing it.

Source content:
[SOURCE CONTENT]

Original format: [ORIGINAL FORMAT]
Audience: [AUDIENCE]
Goal: [GOAL]
Channels to draft for: [CHANNELS]

For each channel:
1) Draft copy
2) A one-line note on what I should customize
3) A checklist of facts I must verify before publishing

Keep my voice plain and helpful. Label any suggested addition that is not in the source as [SUGGESTION—CONFIRM].
```

Review tip: Repurposing multiplies useful ideas; it should not multiply unchecked claims.

Prompt 8 — Customer review response

When to use: You received a public or private review and want a calm, professional reply draft.

Fill-in fields

[REVIEW TEXT] · [STAR RATING OR SENTIMENT] · [WHAT IS TRUE / FAIR] · [WHAT YOU WILL DO NEXT] · [PUBLIC OR PRIVATE REPLY]

Copyable prompt

```
Draft a response to this customer review for my solo business. Stay factual. Do not admit legal fault, invent compensation, or disclose other clients' information.

Review (as I can share it): [REVIEW TEXT]
Sentiment or rating: [STAR RATING OR SENTIMENT]
What I believe is fair/true: [WHAT IS TRUE / FAIR]
Next step I will take: [WHAT YOU WILL DO NEXT]
Reply context: [PUBLIC OR PRIVATE REPLY]

Provide:
1) A short thank-you or acknowledgment
2) A response body (80–120 words)
3) A closing with a clear next step if needed
4) A "do not say" list for this situation

Tone: warm, accountable, uncluttered. If the review is negative, stay calm and specific. Remind me to have a human (me) approve before posting.
```

Review tip: For angry or legal-sounding reviews, pause. A template is not a substitute for professional advice when stakes are high.

Prompt 9 — Delivery and QA checklist

When to use: Before you hand work to a client, so fewer “oops” moments leave your desk.

Fill-in fields

[DELIVERABLE TYPE] · [CLIENT SUCCESS DEFINITION] · [FILES OR LINKS TO SEND] · [BRAND OR STYLE RULES] · [KNOWN RISKS]

Copyable prompt

```
Create a practical delivery and QA checklist for my solo service work. Use only my inputs. Do not invent industry compliance
requirements I did not mention.

Deliverable type: [DELIVERABLE TYPE]
Client’s definition of done: [CLIENT SUCCESS DEFINITION]
Items I plan to send: [FILES OR LINKS TO SEND]
Brand or style rules: [BRAND OR STYLE RULES]
Known risks: [KNOWN RISKS]

Return:
1) A pre-delivery checklist (checkbox style)
2) A final packaging checklist (how I send it, what to include in the note)
3) A 5-question “would I be okay receiving this?” self-review
4) A short client handoff message draft

Keep it realistic for one person—no bloated enterprise process.
```

Review tip: Run the checklist yourself once. If a step never happens in real life, remove it so the list stays trustworthy.

Prompt 10 — Weekly business review

When to use: End of week—reflect using your numbers and notes, not invented benchmarks. Use non-sensitive summaries only.

Fill-in fields

[WEEK DATES] · [HOURS WORKED (APPROX)] · [INQUIRIES COUNT] · [PROPOSALS SENT] · [WINS / LOSSES (COUNTS ONLY)] · [REVENUE COLLECTED OR INVOICED] · [DELIVERABLES SHIPPED] · [WHAT FELT HEAVY] · [WHAT WORKED] · [ONE FOCUS FOR NEXT WEEK]

Copyable prompt

```
Help me run a weekly business review for my one-person service business. Use only the data I provide. Do not invent benchmarks,
“typical” conversion rates, income projections, or advice that assumes facts I did not give.

Week: [WEEK DATES]
Hours worked (approx): [HOURS WORKED (APPROX)]
Inquiries: [INQUIRIES COUNT]
Proposals sent: [PROPOSALS SENT]
Wins / losses (counts): [WINS / LOSSES (COUNTS ONLY)]
Revenue collected or invoiced (optional): [REVENUE COLLECTED OR INVOICED]
Deliverables shipped: [DELIVERABLES SHIPPED]
What felt heavy: [WHAT FELT HEAVY]
What worked: [WHAT WORKED]
My intended focus next week: [ONE FOCUS FOR NEXT WEEK]

Produce:
1) A 6-bullet factual summary of the week (no judgmental language)
2) 3 patterns or questions worth noticing—explicitly tied to my numbers
3) A simple next-week plan: one priority, two supporting tasks, one thing to stop or postpone
4) A short “data still missing” list so I know what to track better

If a field is blank, say so—do not fill gaps with guesses.
```

Review tip: Pasting rough counts is enough. Skip client names and private financial account details; totals and categories work better.

Before you go

You now have ten reusable prompts for the messy middle of a one-person service business. Edit the bracketed fields slowly. Verify every number and promise. Your judgment stays in charge.

— Useful AI Desk · Practical AI education for solo service owners and beginners.

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