

7 ChatGPT Prompts Every Online Business Owner Needs

(That Will Help You Reclaim 5+ Hours a Week)

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Welcome!

Thanks for downloading this prompt guide.

As online business owners, time is one of our most valuable resources. By integrating these prompts into your workflow, you could potentially save upwards of 5 hours each week.

This Prompt guide provides you with 5 essential ChatGPT prompts tailored to streamline key aspects of your business operations.

Let's explore how you can make the most of these prompts for your business.


Let's go!

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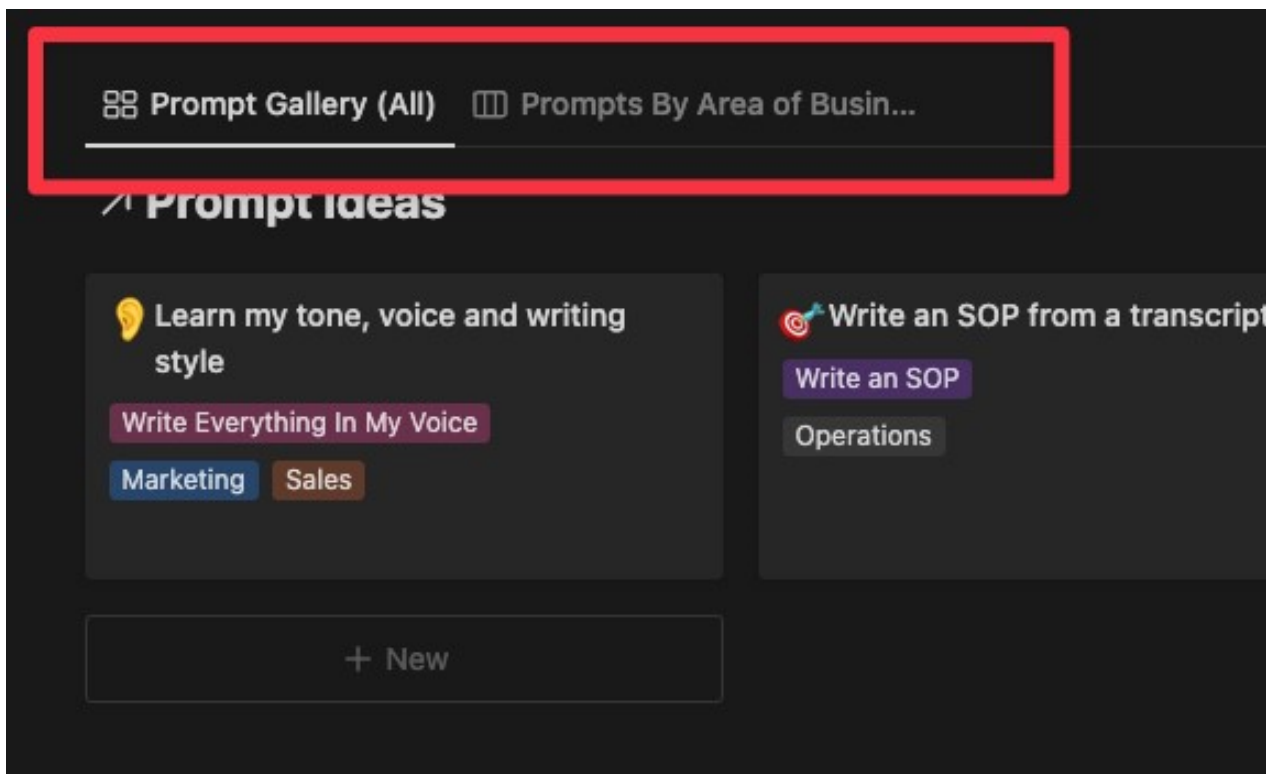
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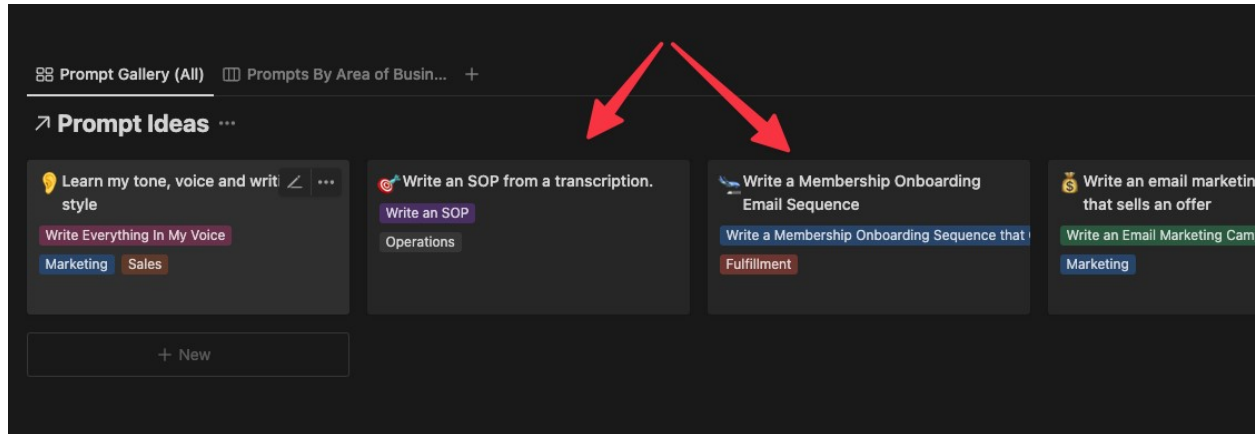
Choosing a View

Each of the prompts serve a specific function in your business. The “Prompt Gallery (All)” view shows you each of the 5 prompts.

In the “Prompts By Area of Business” view, they’re broken down by Fulfillment, Marketing, Sales and Operations.



Simply click on the Prompt box that you'd like use and it will open up a page where the prompt lives.



From there you can copy/paste it into ChatGPT or OpenAI's Playground or Claude.

💡 I 100% recommend starting with the "Learn my tone, voice and writing style" prompt. That way ChatGPT can then use your tone and style in every result that it gives you.

🚀 The Five Prompts (+ Two Bonus Ones)

Here are 7 ChatGPT prompts that every online business owner needs to reclaim 5+ hours a week that you'll find below:

1. I want you to learn my tone of voice and writing style so that everything you write for me is in my voice.
2. Use ChatGPT's "Vision" to get optimization ideas for your Facebook ads and landing page. This will help you improve your advertising strategy and increase conversions.
3. Generate a draft sales page for your new product or service that clearly explains the benefits, features, and convinces visitors to buy it. This will save you time and effort in crafting a compelling sales pitch.

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4. Write an SOP (Standard Operating Procedure) from a transcription. This will help streamline your business processes and ensure consistency in operations.
5. Conduct market research into ad copy to enhance the effectiveness of your advertising campaigns. This will enable you to create targeted and persuasive ads that resonate with your audience.
6. Write an email marketing sequence that sells an offer. Craft a series of persuasive and engaging emails to drive conversions and sales.
7. Write an email onboarding sequence for a membership.



Learn my tone, voice and writing style

PROMPT:

I want you to learn and emulate my unique writing style and tone of voice. Below are a few samples of my writing. After reading them, please respond to the subsequent questions in a manner that reflects my style.

Sample 1:

[Insert a paragraph or two of your writing here.]

Sample 2:

[Insert another paragraph or two of your writing.]

Sample 3:

[Insert yet another paragraph or two of your writing.]

Test Questions:

1. How would you describe the importance of consistent branding for a business?
2. What are your thoughts on the future of e-commerce?
3. Can you explain the difference between marketing and advertising?

Instructions for Use:

1. For writing samples, I recommend using transcriptions of a solo podcast with you, a solo video with you, emails you've written that you feel really capture your voice, or blog posts you've written that you feel really capture your voice.
2. After you fill in the sample sections with your own writing, ChatGPT will use those to generate responses to the test questions. NOTE: Cater these Test Questions to your specific niche. **Those responses should emulate your style and tone based on the provided samples.

3. To further refine ChatGPT's emulation of your style, you can provide feedback on its responses, give more writing samples, or ask more test questions. The more context and examples you provide, the better the model will be at emulating your specific style.

Write an SOP from a transcription.

💡 NOTE: The easiest way I know of to get a transcription (for free) right now is to use <https://riverside.fm/transcription>

Prompt:

Act as a world class assistant to a CEO. Your job is to take transcriptions of videos that outline specific processes for my online business and, for each transcription, convert them into a clear and structured SOP.

Context:

Video Transcription:

[Insert the video transcription here, ensuring it captures the entire procedure you wish to turn into an SOP.]

##

Expected Output:

SOP Title: [Title based on the process]

Purpose:

[Brief overview of why this process is crucial for your business]

Required Tools/Resources:

1. [Tool/Resource 1]
2. [Tool/Resource 2]
3. [And so on...]

Procedure:

1. [Step 1]

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2. [Step 2]
3. [Step 3]
4. [And so on...]

Instructions:

Based on the transcription, please structure it into a clear and step-by-step Standard Operating Procedure (SOP), including a title, purpose, required tools/resources (if mentioned in the transcription), and the sequential steps. Please also include in the SOP where you feel screenshots might be helpful to add further context.

When you input your video transcription into the prompt and present it to ChatGPT, it should return a structured SOP based on the content you provided.

If it's not clear and concise and you're not happy with the result, giving ChatGPT an example of an actual SOP that you like allows it to model its outputs on that example. If you want to do that, I'd just replace the "Expected Output:" section above with your SOP.



Write a Membership Onboarding Email Sequence

PROMPT:

You're a world class email marketer. You are especially talented in writing email onboarding sequences for online memberships that help reduce member churn. You're an expert in increasing click rates in emails, making people feel welcome, and getting readers to take action.

#Context

I have recently enrolled new members into my online membership, and I need an email onboarding sequence to make them feel welcomed and ensure they derive maximum value from the membership.

Here are the goals of the sequence:

1. **Reduce member churn!** Having a great onboarding experience can drastically reduce churn rate. This is what I'm looking for!
2. **Reassurance:** Help new members feel they've made the right decision joining the membership, possibly by highlighting what's possible within the membership.
3. **Guidance:** Clearly guide them on where to find the community and the content within the membership.
4. **Inspiration:** Motivate new members by showcasing what other members have achieved through the membership.

Expected Output:

Email 1 (Day 1 - Warm Welcome):

Subject: [e.g., "Welcome to [Membership Name]! Your journey begins here."]

Body:

[Greeting, e.g., "Hi there, [Name]!"]

[Body Content warmly welcoming the new member, expressing gratitude, and giving a brief overview of the membership's purpose and what they can achieve.]

[Soft CTA, e.g., "Dive right in and explore what awaits!"]

Email 2 (Day 3 - Membership Possibilities):

Subject: [e.g., "Discover what's possible with [Membership Name]"]

Body:

[Greeting]

[Body Content highlighting the range of opportunities, resources, and experiences available within the membership, ensuring they feel confident about their decision to join.]

[Soft CTA, e.g., "Begin your discovery journey today!"]

Email 3 (Day 5 - Navigating the Membership):

Subject: [e.g., "Finding your way around [Membership Name]"]

Body:

[Greeting]

[Body Content providing a clear step-by-step guide on where and how to access the community, content, and any other key features.]

[Soft CTA, e.g., "Connect with the community and immerse yourself in the content now!"]

Email 4 (Day 9 - Success Stories):

Subject: [e.g., "Meet the stars of [Membership Name]"]

Body:

[Greeting]

[Body Content sharing stories or testimonials of members who have achieved significant milestones or successes, highlighting their journey and accomplishments.]

[Soft CTA, e.g., "Be inspired and chart your own success story!"]

Email 5 (Day 14 - Engagement Invitation):

Subject: [e.g., "Join the conversation at [Membership Name]"]

Body:

[Greeting]

[Body Content encouraging members to actively engage, share their goals or progress, ask questions, and interact with the community.]

[Soft CTA, e.g., "Hop into our community forum and introduce yourself!"]

#Criteria

Use the following tone of voice and style as you write this email sequence:

[[voice paragraph]]

#Instructions Taking in account all of the above information, please create a series of 5 personalized and friendly emails spread over 2 weeks that serve the goals mentioned above. Additionally, please provide 5 Email Subject line ideas for each email, that catch attention and get people to open the email.

Instructions for Use:

1. After filling in your specific membership details and any other nuances you want to emphasize, present the completed prompt to ChatGPT.
2. The resulting onboarding sequence should then align closely with your objectives.
3. Remember to fine-tune the generated content to ensure it best suits your brand voice and resonates with your members.



Write an email marketing sequence that sells an offer

PROMPT:

You're a world class conversion copywriter and email marketer. You are especially talented in writing full email marketing campaigns that strategically and intentionally guide readers of your emails towards an offer. You're an expert in increasing click rates in emails and getting readers to take action.

#Context

I'm planning to launch an email marketing campaign to promote a specific offer for my online business. Below are the details:

1. **Product/Offer Name:** [Name of your product/offer]
2. **Description:** [Brief description of your product/offer]
3. **Key Benefits:**
 - o [Benefit 1]
 - o [Benefit 2]
 - o [Benefit 3]
 - o [And so on...]
4. **Pricing or Special Offer:** [Details about pricing or any special offer you have, e.g., "20% off for the first 50 buyers!"]
5. **Target Audience:** [Briefly describe your audience, e.g., "busy professionals looking for efficient fitness solutions."]
6. **Call to Action (CTA):** [What you want recipients to do, e.g., "Click the link to purchase now and get 20% off."]
7. **About Me and Why I'm the best person to purchase from:** [briefly describe who you are and why're the best person to purchase your product/service from]

Tone of voice and style to use:

[[voice paragraph]]

#Criteria

Expected Format for each email:

Email 1

Subject: [Subject Line]

Body:

[Greeting],

[Body Content]

[CTA to download lead magnet] [Open Loop to next email]

Email 2

Subject: [Subject Line]

Body:

[Greeting],

[Body Content about **About Me and Why I'm the best person to purchase from:**] [Open Loop to next email]

Emails 3 - 6

Subject: [Subject Line]

Body:

[Greeting],

[Body Content]

[CTA] [Open Loop to next email]

Email 7:

Subject: [Subject Line]

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Body:

[Greeting],

[Body Content]

[CTA]

#Instructions:

Based on the above details, please create a 7-email sequence spread over 2 weeks to persuade recipients to take advantage of the offer. Each email should have a catchy subject line and be structured with a greeting, body, a CTA and open loop to the next email. The final email won't need an open loop.

The emails should be written in my tone of voice and style and be personalized, friendly, yet persuasive.

For the first two emails in the campaign, consider that you're delivering a lead magnet that someone just downloaded, and then introducing yourself and sharing why you're the best person to purchase from.

The remaining emails, emails 3-7, can contain CTAs for the offer.

Instructions for Use:

By filling in the provided sections with specifics about your product/offer, you can use this prompt to instruct ChatGPT to generate a tailored email marketing campaign for your business.

After receiving the sequence, be sure to review and adjust the prompt or emails to further refine for voice and specifics.

Use ChatGPT's "Vision" to get optimization ideas for your Facebook ads and landing page

PROMPT:

You're a world class facebook ads specialist. You know everything there is about getting the best results possible from your ads, landing pages, and funnels.

I want you to analyze the attached Facebook ad and landing page and come up with 5 ways I might improve the ad or landing page. Please be specific in your ideas.

[upload a screenshot of your ad]

[[upload a screenshot of your landing page]

Sample Result:

Facebook Ad:

1. **Imagery:** The woman in the photo is smiling and looks approachable. However, it's important to ensure that the imagery directly ties to the message of the ad. Consider using an image that shows a woodworking project in progress or a finished product, which would directly correlate with the woodworking theme.
2. **Ad Text:** The introduction about a "Christmas Wonderland" is catchy, but it doesn't directly relate to woodworking or selling projects. Consider starting with a strong, benefit-driven statement, like "Master the Art of Profitable Woodworking!" to immediately grab the attention of the target audience.
3. **Clear Call-to-Action (CTA):** The ad mentions joining the "Wood Craft Blueprints Membership" but could benefit from a more direct CTA. Consider adding a button or highlighted text that says "Join Now & Boost Your Woodworking Sales!".
4. **Benefit List:** While the ad does list benefits, it might be more effective to highlight the top 3 most compelling ones to keep it concise and more impactful.
5. **Consistency:** Ensure that the messaging and imagery are consistent between the ad and the landing page. This ensures a smooth transition for the viewer and reduces any confusion or friction.

Landing Page:

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1. **Headline:** The headline "Learn how to make woodworking projects!" is a bit general. Consider something more specific and benefit-driven like "Unlock Profitable Woodworking Projects Every Month!".
2. **Visual Hierarchy:** The landing page could benefit from a stronger visual hierarchy. Make sure the most important information stands out, either through font size, color, or placement.
3. **Testimonials:** If available, consider adding testimonials or reviews from satisfied members. This adds social proof and can be a strong motivator for potential members.
4. **Clarify Benefits:** While the ad mentions bonuses like SVG cut files and members-only groups, these could be highlighted more prominently on the landing page with icons or images to make them more visually appealing.
5. **Strong CTA:** Just like in the ad, the landing page needs a clear and compelling CTA. Consider a button with text like "Start Your Woodworking Journey Today!" or "Unlock Exclusive Benefits Now!".



Generate a draft sales page for your new product or service

Prompt:

You are a world class conversion copywriter who specializes in writing sales page copy for online businesses. Your sales page conversion rates — the percentage of people who land on your sales page and then purchase — are some of the highest in the industry.

Context:

Please write using the following style and tone of voice:

[[style and tone of voice]] paragraph

Criteria:

1. **Product/Service Name:** [Name of your product/service]
2. **Description:** [Brief description of your product/service]
3. **Target Audience:** [Describe the ideal customer for this product/service, e.g., "Entrepreneurs looking to grow their online presence."]
4. **Key Benefits:**
 - [Benefit 1, e.g., "Boost your website's traffic by up to 50%."]
 - [Benefit 2, e.g., "Easy-to-use interface with no technical knowledge required."]
 - [Benefit 3, and so on...]
5. **Unique Features:**
 - [Feature 1, e.g., "State-of-the-art analytics dashboard."]
 - [Feature 2, e.g., "24/7 customer support."]
 - [Feature 3, and so on...]
6. **Testimonials (if any):**
 - [Name of Testimonial Giver 1]: "[Testimonial 1]"
 - [Name of Testimonial Giver 2]: "[Testimonial 2]"
 - [And so on...]

7. **Pricing:** [Price or pricing tiers, e.g., "Starting at just \$9.99/month"]
8. **Special Offer (if any):** [Describe any limited-time offers, e.g., "Sign up in the next 48 hours and get a 20% discount."]

Instructions:

Based on the Context and Criteria above, please generate a draft sales page that highlights the benefits, features, and persuades visitors to purchase the product/service. Write in the style and tone of voice that is found in the Criteria

Instructions to Use:

1. Fill in the brackets with your specific product/service details
2. Fill in the voice paragraph and target audience with your company's context
3. Temperature = 0.7

Keep refining the prompt until you get a sales page draft that you like. If you get it to say 80% +, and you're having to edit less than 20%, you're doing well! Of course, we're shooting for 90% + 😊.

Just make sure you thoroughly review and refine the generated content to ensure it aligns with your brand voice and objectives.



Conduct market research to write better ad copy

PROMPT:

I'm looking to gather insights for my online business to craft compelling Facebook ads copy. Given the details I provide about my target audience and product, please furnish me with market insights based on your existing knowledge, then draft a persuasive Facebook ad copy.

Business Details:

1. **Product/Service:** [Briefly describe your product or service]
2. **Current Target Audience:**
 - **Age Range:** [e.g., 18-35]
 - **Interests:** [e.g., Fitness, Wellness, Reading]
 - **Geographic Regions:** [e.g., North America, Urban Areas]
 - **Other Relevant Details:** [e.g., Mostly college graduates, primarily female audience]

Based on the above, please provide market insights about my target audience's preferences, behaviors, or any relevant trends up to 2022. After the insights, draft a persuasive Facebook ad copy tailored to the audience.

Expected Output:

Market Insights:

1. Insight 1: [e.g., "18-35 year-olds in urban North America, particularly those interested in fitness, have shown a growing preference for home workout solutions due to the pandemic."]
2. Insight 2: [e.g., "Reading enthusiasts often prefer products that can be integrated into their daily routine without disruption."]
3. [And so on...]

Facebook Ad Copy:

[Ad Headline, e.g., "Transform Your Home Into A Fitness Haven!"] [Ad Body, e.g., "Discover the ultimate solution for every reading and fitness enthusiast. Seamless integration into your daily life, tailored for the busy urbanite. Limited offer – grab yours now!"]

Once you populate the template with your specifics and present it to ChatGPT, it should provide you with insights and a draft ad copy. Remember to iterate on the copy, test variations, and refine based on the actual response from your target audience.