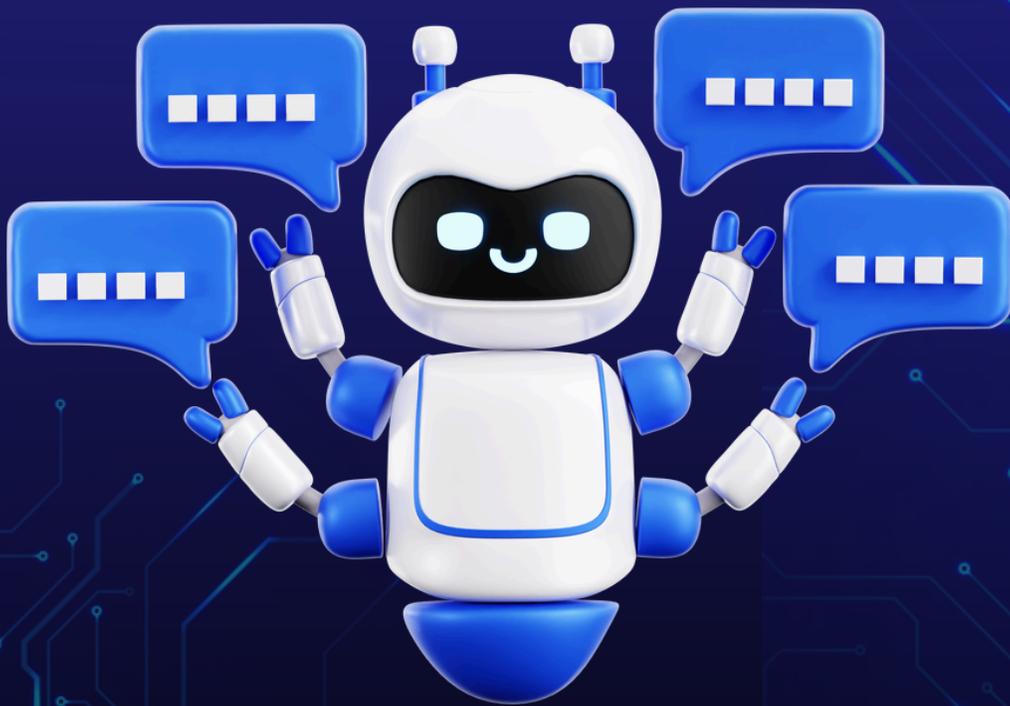


BEEFY
MARKETING

CRACKING THE AI CODE



Talk to ChatGPT Like A Pro

THE SECRET WEAPON YOU DIDN'T KNOW YOU NEEDED

If you've ever stared at a blank screen, wished you had a marketing team in your pocket, or thought "I know what I want to say, I just don't know how to say it"—this guide is for you.

We built this prompt cheat sheet for small business owners who wear all the hats and still somehow manage to keep things moving (you're kind of amazing, by the way). Inside, you'll find plug-and-play prompts for ChatGPT that help you write content, brainstorm ideas, promote your biz, and basically feel like you cloned yourself.

Whether you're new to AI or already flirting with ChatGPT on the regular, we've got you covered—with smart, simple prompts that make running your business A LOT easier.

So go ahead, flip the page.
Let's get this party started!!!

(Spoiler alert: You're gonna crush it.)



TELL YOUR BRAND STORY

Prompt:

"Help me write a compelling social media post that tells the story of why I started my business, the challenges I overcame, and what drives me to serve my customers. Keep the tone [friendly/professional/inspirational]."

PROMOTE A PRODUCT OR SERVICE

Prompt:

"Create a persuasive Instagram caption that highlights the benefits of [product/service]. Focus on how it solves a common problem for small business owners or busy parents. Include a soft call-to-action."

SHARE A CLIENT TESTIMONIAL

Prompt:

"Turn this client quote into an engaging social media post: '[Insert testimonial]'. Add some context about the project and end with a thank you to the client."

SHOW IMPACT / SUCCESS

Prompt:

"Help me write a short story-style post about a recent win we had with a customer. Show where they started, what we did to help, and the result they experienced. Make it emotional and relatable."

EDUCATE YOUR AUDIENCE

Prompt:

"Write a LinkedIn post that educates small business owners on [topic], breaking it down into simple, actionable steps. Include a hook question at the start to grab attention."

PROMOTE AN UPCOMING EVENT

Prompt:

"Write a fun and informative promotional post for our upcoming [workshop/webinar/event] on [topic]. Include the date, time, what they'll learn, and a reason why it's perfect for busy entrepreneurs."

INSPIRE & MOTIVATE

Prompt:

"Generate a short motivational post for fellow entrepreneurs about staying consistent, even when growth feels slow. Keep the tone optimistic and empowering."

BUILD COMMUNITY & CONNECTION

Prompt:

"Write a post that invites our followers to share their own business challenges. I want to open a conversation and build community by being vulnerable and helpful."



SHARE BEHIND-THE-SCENES

Prompt:

"Help me write a behind-the-scenes post that gives my audience a glimpse into how we prepare our [products/services/events]. Highlight our attention to detail, team dynamics, or something unexpected."

SHARE A TIP OR RESOURCE

Prompt:

"Create a social post with a quick tip or time-saving hack for small business owners who struggle with [sales/marketing/time management/customer service]. Make it practical and easy to implement."

BRAINSTORM LIKE A BOSS

Prompt:

"Give me 10 fresh content ideas I can use for social media, blog posts, or email newsletters. My audience is [describe your target audience], and I want to focus on [insert topic—like time management, branding, customer loyalty, etc.]. Keep the ideas creative, relevant, and easy to implement."

TURN FEATURES INTO BENEFITS

Prompt:

"Help me rewrite this product/service description so it focuses on the benefits to my customers, not just the features. Here's what I've got: [paste your description]. Make it conversational, compelling, and speak directly to my ideal client."

Prompt Secrets for Small Business Owners

Get the best results from ChatGPT



Be Specific

Don't just say "write a post"—say what kind, for what platform, and for whom. Include your goals and brand voice if you know them.

Add Context

Tell ChatGPT your audience, what tone you want (funny, warm, expert), and anything about your brand. The more it knows, the better it performs.

Give Examples or Raw Materials

Paste in your testimonial, offer details, or client story. You don't need polished content—ChatGPT can turn a messy paragraph into magic.

Use Iteration

Ask it to "try again with a bolder hook," or "make this sound more casual," or "turn this into a reel script." You can fine-tune with follow-ups.

Stack Prompts

Instead of one request, ask in steps:

- First: "Give me 5 headline ideas for a blog about [topic]"
- Then: "Now write a blog intro using idea #3"
- Then: "Turn this into a LinkedIn post with bullet points"

Use ChatGPT as a Brainstorm Buddy

Try:

- "Give me 10 blog ideas related to [industry] that would appeal to [target audience]"
- "List common problems [audience] faces when it comes to [topic]"

PROMPTING LIKE A BOSS

Look at you...You made it to the end—and hopefully, your brain is buzzing with ideas. With the right prompts, ChatGPT becomes your business sidekick: writing posts, solving problems, and making you look like you've got a 12-person team (even if it's just you and your dog, Rex).

But don't stop here! We've got a ton of other good stuff to help you keep growing:

- 👉 Want more AI magic? [Book a free strategy call](#)
- 👉 Want to hang with other awesome biz owners? [Join our Facebook group](#)
- 👉 Want even more juicy resources? Check out the [Beefy Resource Library](#).

Let's be real—you weren't meant to do this business thing alone. And lucky for you... you don't have to. Now go beef up your biz. We're rooting for you.

—Your pals at Beefy Marketing