MARY CREATES AI

AI Prompt Starter Pack

25 practical, copy-and-use prompts for clearer, more useful AI results.

Making AI Simple. Creating Smarter Businesses.
Practical AI. Real Results.

Replace the words in [BRACKETS] with your own information. Review important AI outputs before using or publishing them.

A Simple Prompting Foundation

Clear prompts give AI useful direction. This free starter pack gives you practical examples you can copy, adapt, and build on.

ASPECCT is used in Prompt 18 as a concise framework for improving a weak prompt: Action, Steps, Persona, Examples, Context, Constraints, and Template.

1. Business Clarity & Strategy

1. Clarify a Business Idea

Act as a practical business strategist. I am considering this business idea: **[IDEA]**. My intended customer is **[AUDIENCE]** and the problem I want to solve is **[PROBLEM]**. Help me turn the idea into a clear business concept. Identify the customer need, proposed solution, value proposition, possible revenue model, key assumptions, and the first five actions I should take. Flag anything that needs validation instead of treating assumptions as facts. Present the answer in plain language.

2. Define an Ideal Customer

Act as a customer research strategist. My business offers **[PRODUCT/SERVICE]**. Build a practical ideal-customer profile for **[AUDIENCE]**. Cover their goals, frustrations, common questions, buying concerns, decision factors, and what useful outcome they are seeking. Then suggest five questions I could ask real customers to validate this profile. Do not invent demographic details unless I provide them.

3. Strengthen an Offer

Act as an offer-development consultant. Review this offer: **[DESCRIBE OFFER]**. The intended customer is **[AUDIENCE]**. Explain what is clear, what may be confusing, what value is missing, and what objections a buyer may have. Rewrite the offer in a simple format: who it is for, problem solved, outcome, what is included, and next step. Keep the language credible and avoid exaggerated claims.

4. Turn a Goal into an Action Plan

Act as an execution coach for a small business. My goal is **[GOAL]** and I want to achieve meaningful progress by **[DATE/TIMEFRAME]**. My available resources are **[TIME/BUDGET/TEAM]**. Break the goal into milestones, weekly actions, measures of progress, likely obstacles, and the three tasks I should start with. Keep the plan realistic for the resources I have.

2. Marketing & Content

5. Create a 30-Day Content Plan

Act as a content strategist. My business is **[BUSINESS]**, I help **[AUDIENCE]** with **[PROBLEM]**, and my main offer is **[OFFER]**. Create a 30-day content plan for **[PLATFORM]**. Balance educational, trust-building, problem-solving, and promotional content. For each idea give a hook, core message, suggested format, and call to action. Avoid repetitive topics and keep the tone **[TONE]**.

6. Turn Expertise into Educational Content

Act as an educational content designer. I know a lot about **[TOPIC]**, but my audience is **[AUDIENCE]** and may be new to it. Turn the topic into one clear educational post. Start with the problem or question, explain the concept in plain language, give a practical example, list three takeaways, and end with a useful next step. Do not use jargon without explaining it.

7. Repurpose One Idea Across Channels

Act as a content repurposing specialist. Here is my original content: **[PASTE CONTENT]**. Repurpose it into: one LinkedIn post, one short email, three social captions, five short-form video hooks, and one FAQ answer. Preserve the original meaning and facts. Adapt the structure to each format instead of merely shortening the same text.

8. Write a Helpful Marketing Email

Act as a customer-focused email copywriter. Write an email to **[AUDIENCE]** about **[TOPIC/OFFER]**. The goal is **[GOAL]**. Use a clear subject line, a short opening that reflects the reader's situation, useful information, a simple explanation of the value, and one clear call to action. Keep it professional, warm, concise, and free from hype.

3. Productivity & Operations

9. Turn a Process into an SOP

Act as an operations specialist. Turn this process into a clear standard operating procedure: **[DESCRIBE PROCESS]**. Organize it into purpose, when to use it, required inputs/tools, numbered steps, quality checks, common mistakes, and completion criteria. If important information is missing, list the questions I should answer rather than inventing steps.

10. Prioritize a Busy Task List

Act as a practical productivity adviser. Here is my task list: **[PASTE TASKS]**. My top goals are **[GOALS]** and my constraints are **[TIME/DEADLINES]**. Sort the tasks into: do first, schedule, delegate/automate, and reconsider. Explain the reasoning briefly, then give me a realistic plan for the next working day.

11. Convert Notes into Actions

Act as an executive assistant. Turn these notes into an organized action summary: **[PASTE NOTES]**. Separate decisions, action items, owner (only if stated), deadlines (only if stated), open questions, and follow-ups. Do not create commitments, owners, or dates that are not present in the notes.

12. Find Process Improvement Opportunities

Act as a business process analyst. Review this workflow: **[DESCRIBE WORKFLOW]**. Identify bottlenecks, repetitive work, unnecessary handoffs, information gaps, and tasks that may be suitable for templates or automation. Rank the improvements by impact and effort. Clearly separate quick wins from changes that require more planning.

4. Customer Communication

13. Write a Professional Customer Reply

Act as a customer communications specialist. Draft a response to this message: **[PASTE MESSAGE]**. My intended outcome is **[OUTCOME]**. Keep the reply respectful, clear, calm, and helpful. Address the customer's actual question, avoid making promises I have not authorized, and end with a specific next step.

14. Build a Useful FAQ

Act as a customer experience strategist. My product/service is **[OFFER]** for **[AUDIENCE]**. Create 12 practical FAQ questions a prospective customer is likely to ask. Cover suitability, process, expectations, access/delivery, support, limitations, and next steps. Draft concise answers, but mark any answer that requires business-specific information from me.

15. Make a Message Clearer

Act as a plain-language editor. Rewrite the following message so it is easier to understand without changing its meaning: **[PASTE TEXT]**. Use short sentences, clear headings where useful, and a professional but approachable tone. Remove repetition and jargon. Then give me a one-sentence summary of the main message.

16. Create a Customer Onboarding Message

Act as a customer onboarding specialist. Create a welcome message for someone who has just purchased or joined **[PRODUCT/SERVICE]**. Include what they now have access to, the first thing they should do, what to expect next, where to find help, and one encouraging closing line. Keep it simple and avoid overwhelming them with too many steps.

5. Prompt Engineering

17. Make AI Ask Before It Answers

I want you to help me with **[TASK]**. Before producing the final answer, ask me up to five high-value questions that would materially improve the result. Do not ask for information that is unnecessary. After I answer, use my responses as constraints and clearly state any remaining assumptions.

18. Improve a Weak Prompt with ASPECCT

Act as an ASPECCT Meta-Prompter. Improve this weak prompt: **[PASTE PROMPT]**. Organize it using **Action, Steps, Persona, Examples, Context, Constraints, and Template**. Keep the user's original goal, add only useful detail, and do not invent missing facts. Return one clear, ready-to-use improved prompt.

19. Critique and Improve an AI Answer

Act as a rigorous editor and quality reviewer. Here is an AI-generated answer: **[PASTE ANSWER]**. Evaluate it for relevance, clarity, completeness, unsupported assumptions, repetition, and usefulness to **[AUDIENCE]**. Identify the most important weaknesses, then produce an improved version. Do not add factual claims that cannot be supported by the information provided.

20. Create a Reusable Master Prompt

Act as a prompt-system designer. I repeatedly need AI to help me with **[RECURRING TASK]**. Design a reusable master prompt with clearly labeled placeholders for context, audience, goal, constraints, source material, tone, and output format. Add a final quality-check instruction. Then show me a short example of how to fill it in.

21. Turn Source Material into Grounded Output

Use only the source material I provide for the factual content of this task. Source: **[PASTE SOURCE]**. Task: **[TASK]**. Separate what the source explicitly states from any inference. If the source does not support something I ask for, say that it is not provided rather than filling the gap from general knowledge. Format the answer as **[FORMAT]**.

6. AI for Smarter Business Systems

22. Find Automation Opportunities

Act as an AI automation analyst for a small organization. My team regularly performs these tasks: **[LIST TASKS]**. Identify which tasks may be suitable for automation, AI assistance, templates, or should remain primarily human-led. For each task explain the potential benefit, required inputs, risks, and recommended level of human review. Prioritize low-risk, high-value opportunities first.

23. Identify a Custom GPT Opportunity

Act as an AI solutions architect. My organization repeatedly needs help with **[WORKFLOW/KNOWLEDGE TASK]**. Assess whether a custom AI assistant or GPT could be useful. Define its users, job to be done, knowledge it would need, example questions, boundaries, privacy/safety considerations, and what humans should still approve. Do not recommend automation merely for the sake of automation.

24. Design a Simple Knowledge Base

Act as a knowledge-management consultant. I want to organize information about **[BUSINESS/TEAM/TOPIC]** so people or an AI assistant can retrieve it reliably. Propose a simple knowledge-base structure with categories, document types, naming conventions, ownership, update frequency, and a checklist for removing outdated or sensitive information before use.

25. Map a Human + AI Workflow

Act as a workflow designer. The process I want to improve is **[PROCESS]**. Design a human-plus-AI workflow that shows: what the human provides, what AI can draft/analyze, where verification is required, what should never be delegated without approval, and the final output. Optimize for time savings without sacrificing accuracy, privacy, or accountability.

Use AI Responsibly

Protect sensitive information, verify important facts, and keep appropriate human review in place. AI can support good work, but it should not replace qualified judgment in high-stakes situations.

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