

50 ChatGPT Prompts for Entrepreneurs

Battle-Tested Prompts for Every Business Function

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How to Use This Guide

Each prompt is designed to be copied and customized. Replace the [bracketed text] with your specific details. For best results, provide context about your business, industry, and audience before using each prompt.

Strategy & Planning

Market Analysis

"Analyze the [industry] market. Identify the top 5 trends, 3 emerging threats, and 3 untapped opportunities for a [company size] company selling [product/service]. Include data points where possible."

Competitive Analysis

"Act as a competitive intelligence analyst. Compare [my company] with [competitor 1] and [competitor 2]. Analyze positioning, pricing strategy, target audience, marketing channels, and key differentiators. Present as a comparison table."

Business Model

"I'm building a [type of business] targeting [audience]. Evaluate my business model: [describe model]. Identify the 3 biggest risks, 3 biggest opportunities, and suggest 2 alternative revenue streams I haven't considered."

OKR Setting

"Help me set quarterly OKRs for my [department/company]. Our annual goal is [goal]. We're currently at [current state]. Suggest 3 objectives with 3 measurable key results each. Make them ambitious but achievable."

SWOT Analysis

"Conduct a SWOT analysis for [company name] in the [industry] space. We have [X employees], revenue of [Y], and our main product is [Z]. Be specific and actionable, not generic."

Sales & Outreach

Cold Email

"Write a cold email to [title] at [type of company]. I'm selling [product/service] that helps them [benefit]. Keep it under 100 words. Use a personalized opener referencing [something specific about their company]. No buzzwords."

Follow-up Sequence

"Create a 4-email follow-up sequence for prospects who didn't respond to my initial outreach about [product]. Each email should be shorter than the last, provide different value, and the final one should be a polite breakup email."

Objection Handling

"I sell [product/service] and the top 5 objections I hear are: [list them]. For each objection, give me a response that acknowledges the concern, reframes it, and transitions to value. Keep each response under 3 sentences."

LinkedIn Outreach

"Write a LinkedIn connection request message to [title] at [company]. I want to discuss [topic]. Keep it under 300 characters, personal, and not salesy. Then write a follow-up message for after they accept."

Proposal Draft

"Draft a one-page proposal for [client name]. Project: [describe project]. Include: executive summary, scope, timeline, deliverables, pricing at [amount], and next steps. Professional but warm tone."

Marketing & Content

Blog Post

"Write a 1,500-word blog post titled '[title]' for [target audience]. Include an engaging hook, 3-5 subheadings, practical takeaways, and a CTA to [desired action]. Tone: [describe tone]. Include SEO keywords: [list keywords]."

Social Media

"Create a week's worth of social media posts (7 posts) for [platform] about [topic]. Mix educational, personal story, and promotional content. Include hashtag suggestions. Our brand voice is [describe voice]."

Email Newsletter

"Write this week's newsletter for our [industry] audience. Topic: [topic]. Format: opening hook (2 sentences), main insight (3 paragraphs), actionable takeaway (numbered list), CTA to [action]. 500 words max."

Ad Copy

"Write 5 variations of ad copy for [platform] promoting [product/service]. Target audience: [describe]. Key benefit: [benefit]. Include headline (under 30 chars), body text (under 90 chars), and CTA. Test different emotional angles."

SEO Meta Description

"Write meta descriptions for these 10 pages on my website: [list pages]. Each must be under 155 characters, include a keyword, and compel clicks. Include the primary keyword naturally."

Operations & Management

SOP Creation

"Create a detailed Standard Operating Procedure for [process]. Include: purpose, scope, required tools, step-by-step instructions (numbered), common mistakes to avoid, quality checklist, and escalation procedure. Format for easy reference."

Meeting Agenda

"Create a focused 30-minute meeting agenda for [purpose]. Include: objectives, discussion topics with time allocations, decision items, and action item template. Design it to prevent the meeting from running over."

Performance Review

"Help me write a performance review for [role]. They excel at [strengths] but need improvement in [areas]. Include specific examples, measurable goals for next quarter, and development recommendations. Balanced and constructive tone."

Job Description

"Write a job description for [role] at a [company size] [industry] company. Include: role summary, key responsibilities (5-7), required qualifications, preferred qualifications, and what makes this role unique. Avoid generic corporate language."

Process Improvement

"Our [process] currently takes [time] and involves [steps]. Analyze this workflow and suggest improvements. Consider automation opportunities, step elimination, parallelization, and tool changes. Present as current state vs. proposed state."

Financial & Analysis

Financial Analysis

"Analyze these financial metrics for my business: Revenue: [X], Expenses: [Y], Gross Margin: [Z], Customer Acquisition Cost: [A], Lifetime Value: [B]. Tell me what's healthy, what's concerning, and what to prioritize improving. Compare to industry benchmarks."

Pricing Strategy

"Help me price [product/service]. Current cost to deliver: [cost]. Target market: [describe]. Competitors charge: [range]. Help me evaluate cost-plus, value-based, and competitive pricing approaches. Recommend a strategy with reasoning."

Cash Flow Forecast

"Help me build a 6-month cash flow forecast. Monthly recurring revenue: [X]. Monthly fixed costs: [Y]. Variable costs: [Z]% of revenue. Expected growth rate: [W]% monthly. Accounts receivable days: [N]. Flag any months where cash could be tight."

ROI Calculation

"Calculate the ROI of implementing [tool/initiative]. Cost: [monthly/annual cost]. Expected time savings: [hours/week]. Current cost of that time: [hourly rate]. Additional benefits: [list]. Present as monthly and annual ROI with payback period."

Investor Update

"Write a monthly investor update email. Key metrics this month: [list metrics]. Wins: [list wins]. Challenges: [list challenges]. Asks: [what you need]. Keep it to one page, data-driven, and honest about both progress and problems."

Customer & Product

Customer Research

"Create a customer interview script for understanding [topic]. I want to learn about their [pain points/goals/workflow]. Include 10 open-ended questions that avoid leading the respondent. Include follow-up probes for each question."

Feature Prioritization

"Help me prioritize these feature requests: [list features]. Evaluate each on: customer impact (1-5), revenue impact (1-5), development effort (1-5), strategic alignment (1-5). Create a prioritized matrix and recommend the top 3 to build next."

User Persona

"Create a detailed user persona for [product/service]. Include: demographics, psychographics, daily workflow, pain points (top 5), goals, objections to buying, preferred channels, and a day-in-the-life narrative. Base it on [any data you have]."

Churn Analysis

"Analyze potential reasons for customer churn in our [type of business]. We've noticed [describe pattern]. Suggest a framework for identifying at-risk customers, 5 proactive retention strategies, and metrics to track churn risk."

Product Launch Plan

"Create a 4-week product launch plan for [product]. Include: pre-launch buzz (week 1-2), launch day activities (week 3), post-launch optimization (week 4). Cover email, social, PR, partnerships, and internal readiness. Assign owners for each task."

AI-Specific

AI Use Case Identification

"I run a [size] [industry] company. Our main activities are [list 5 activities]. Identify the top 10 opportunities to use AI in our business, ranked by: time savings, ease of implementation, and ROI. For each, recommend a specific tool."

AI Agent Design

"Design an AI agent for [task]. Define: its role, inputs it needs, tools it should use, decision logic, output format, guardrails/limitations, and how a human should review its work. Think of it as writing a job description for a digital employee."

Prompt Template

"Create a reusable prompt template for [recurring task]. Include: role assignment, context section, specific instructions, output format, quality criteria, and example of ideal output. Format it so any team member can fill in the blanks and get consistent results."

AI Policy

"Draft an AI usage policy for my [size] company. Cover: approved tools, data that can/cannot be shared with AI, quality review requirements, client confidentiality, attribution rules, and training requirements. Keep it practical, not legalistic."

Knowledge Base Design

"Help me design a knowledge base structure for [company/department]. We have [types of documents]. Propose: category taxonomy, tagging system, naming conventions, access permissions, and maintenance schedule. Optimize for AI-searchability."

About the Author

Justin P. Barrett is an entrepreneur, artist, and author. As CEO of Eyesafe, he built the global standard for display health technology. As founder of Alive LLC, he helps lean teams implement AI systems that actually work — agent architectures, knowledge bases, and automation workflows.

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