

CC

THE CURATION CORNER



MINI GUIDE TO CHATGPT

Tips for Getting started &
20 useful prompts for small
business owners

WHY CHATGPT IS USEFUL!

Running a small business can feel like spinning ten plates at once — from emails and invoicing to marketing, customer service, and product delivery.

This guide gives you 20 simple ways to use ChatGPT like a behind-the-scenes assistant, helping you save time, boost productivity, and make better decisions — even if you're not techy!

How can Chat GPT help you?

1. Get help fast: From writing captions to drafting emails — just ask!
2. Work smarter: Use ChatGPT as your brainstorming buddy, editor, or planner.
3. Save hours: Automate small but time-consuming tasks.
4. Reduce strategic fatigue: Get structured suggestions to help move things forward.



BEST PRACTICE TIPS

Simply create an account in ChatGPT: <https://chatgpt.com>
Tips to get better responses from ChatGPT

01

Be Specific

The more specific and focused your input prompt is, the better the chances of generating useful output. For example, "I own a gift shop and my ideal customer is a woman aged 30–45 who loves sustainable, handmade products and I would like to attract my ideal client online what are 5 strategies I should utilise?"

02

Be Clear

Avoid using ambiguous language or phrases that could be interpreted in multiple ways. eg "I would like you to build a social media plan for my candle business in order to attract my ideal audience"

03

Provide Context

When necessary, provide additional context to the input prompt to help Chat GPT generate more accurate output. eg " I am a salon business owner and my ideal client is 25-45 with an interest in fashion and style "

04

Tweak and Teach

Tweak your requests as required. Chat will learn the more you use it, treat it like any new assistant it will require some training at the start!

CLIENT & PROJECT MANAGEMENT PROMPTS

Let's start with the foundation – building systems and communication that make every project feel smoother from day one

01

Ask ChatGPT to help you draft a friendly welcome message that sets expectations and shares useful links, like next steps, contact info, or FAQs.

02

Turn your most frequent customer question into a polished, reusable reply you can copy and paste (e.g. refund policy, how shipping works, appointment bookings).

03

Generate a short and sweet questionnaire using ChatGPT to gather feedback and testimonials from your most satisfied clients

04

Use a firm but kind tone to chase overdue payments without sounding pushy – ChatGPT can help find the right words for you.

05

Get help highlighting the benefits of what you offer in clear, persuasive language tailored to your ideal customer. useful for your website or a 3 min elevator pitch!



OPERATIONS & TIME MANAGEMENT

Tame your task list and add structure to your week

06

Ask for a sample weekly layout that includes blocks for batching tasks, content creation, and email catch-up – based on your business type, provide some context.

07

Draft a checklist for onboarding a new client or customer specific to your business

08

Ask ChatGPT for a 4-week content plan with suggested themes and post ideas – great for batching and reducing stress

09

Suggest a simple workflow for order processing or service delivery
→ Build a step-by-step guide (even just 5 steps!)

10

Provide tips for prioritising tasks when feeling overwhelmed, ChatGPT can share time-tested strategies like time blocking



MARKETING & CONTENT IDEAS

Stay visible online with content that connects – without starting from scratch.

11

Write 3 Instagram captions based on a weekly theme

→ Give ChatGPT a theme like “behind the scenes” or “small wins,”

12

Suggest 5 blog or newsletter topics my customers would enjoy

→ Based on your niche, audience, and tone

13

Write 5 short slogans or taglines that describe a modern handmade jewellery brand targeting eco-conscious women in Ireland

14

Draft an elevator pitch for networking or your About page. ChatGPT can help you refine it into a version that feels natural and confident.

15

Help write a script for a 60-second Instagram Reel → Whether you're doing a tutorial, behind-the-scenes moment, or product demo, ask ChatGPT

PRODUCT OR SERVICE DEVELOPMENT

Develop and deliver offers that your audience actually wants.

16

Help brainstorm a new offer or service idea
→ Describe your ideal client and what they struggle with – ChatGPT can suggest possible services, workshop topics, or bundles to test out.

17

Outline a typical customer journey from first contact to repeat sale. → Get a mapped-out funnel that shows what to send/share at each stage of the buying process to increase conversions.

18

Create a list of add-on services or bonuses to increase value
→ Think about small things that can turn a “maybe” into a “yes” – such as mini PDFs, short consults, or follow-up support.

19

Write a short FAQ section for a new product launch
→ Cover key concerns like delivery, how to use the product, or what's included

20

Anticipate client questions and how best to answer them. Chat can support with some background info to your business



Would you like more AI-powered time-saving tips & tools & templates for your business?
Follow for more:



@thecurationcorner_



hello@thecurationcorner.com

Important Note:

While these prompts are designed to help streamline your workflow and save time, always ensure that the information provided—especially when using AI-generated insights—is reviewed and verified for accuracy. Every project is unique, and final decisions should be based on your professional expertise, client requirements, and up-to-date industry standards.

