

PROMPT POWER

THE SMALL BUSINESS
OWNER'S GUIDE
TO CHATGPT



MAIN STREET WEBWORKS

Prompt Power Part 1: ChatGPT 101 – What It Is and How to Use It for Business

“You don’t need to hire a whole marketing department. You just need the right tool and a smart way to use it.”

If you're a small business owner, chances are you're doing a little bit of everything — customer service, marketing, sales, accounting, maybe even unclogging the bathroom sink. That's the small business hustle. And while you probably didn't sign up to be a copywriter or content creator, the truth is: in today's world, you can't avoid it.

That's where **ChatGPT** comes in — not as a replacement for your hard work, but as an *amplifier* of it.

This first article in our five-part series will introduce you to what ChatGPT is, how it works, and why it's becoming the go-to tool for budget-conscious business owners who want to do more with less — without pulling their hair out.

What is ChatGPT, Really?

Let's skip the techy mumbo-jumbo and get to the heart of it.

ChatGPT is an AI-powered assistant that you can talk to like a real person. You type in a message (called a *prompt*), and it responds — often with surprisingly useful, well-written, even witty content. It can help you write a blog, brainstorm social media posts, draft sales emails, explain complicated ideas, summarize boring reports, and even pretend to be a cranky customer so you can practice your replies.

It's like having a full-time assistant who doesn't drink your coffee, call in sick, or complain about parking.

But here's the deal: **it's only as good as what you feed it.** If you ask vague questions, you'll get vague answers. If you ask good, clear, focused questions — the kind you'd give to a professional copywriter — you'll get results that can actually help you grow your business.

Why Should You, the Small Business Owner, Care?

Because time is money — and you don't have either to waste.

Whether you're a landscaper, a dog groomer, a contractor, a baker, or a massage therapist, you're probably not itching to spend your evenings writing blog posts or rewriting your website's About page. And unless you've got a secret trust fund, hiring a full-time marketing team is out of the question.

So instead of doing nothing (which most small business owners do), **you can use ChatGPT to do something — fast, cheap, and good enough to get you moving.**

Here's what this tool can do for you:

Task	What ChatGPT Can Do
Website Content	Write or improve your homepage, About Us, service pages
Marketing Ideas	Brainstorm promotions, sales messages, social post ideas
Customer Communication	Draft emails, texts, replies, and phone scripts
Blog Articles	Generate outlines or full drafts of useful content
Document Templates	Proposals, agreements, invoices, checklists
Personal Assistant Stuff	Summarize documents, explain things in plain English

And it does all this in seconds — literally. Which is great, because you've got other things to do.

But... It's Not Magic

Let's be clear: ChatGPT is *not* a mind reader. It won't know your story, your tone, your goals, or what makes you different from the guy across town unless you *tell it*.

Think of it like a really talented intern — one who's read everything, but knows nothing about *you*.

That's where **prompt engineering** comes in.

The Secret Sauce: How to Talk to ChatGPT (Prompt Engineering)

"Prompt engineering" sounds like a complicated term, but it just means **learning how to ask better questions**.

You wouldn't walk into a room and say, "Do stuff," and expect someone to get it right. Same goes here.

Here's a simple formula that works wonders:

[Role] + [Task] + [Context] + [Format or Length]

Let's say you run a mobile auto detailing business. You want a short social media post that promotes your weekend special.

Try this:

You are a marketing expert. Write a casual, 50-word Facebook post for a mobile car detailing business in Boise, Idaho. Mention the weekend-only special: 20% off for veterans and first responders. Make it friendly and engaging.

Boom. In seconds, ChatGPT gives you a polished, customized post that sounds like it came from someone who knows what they're doing — because it kinda did.



Let's Break Down That Prompt:

- **Role:** "You are a marketing expert" — helps ChatGPT speak with the right tone.
- **Task:** "Write a 50-word Facebook post" — tells it what to create.
- **Context:** "For a mobile car detailing business in Boise..." — gives it location, business type, target audience.
- **Format:** "Make it friendly and engaging" — sets the vibe.

You can tweak and repeat this pattern for just about any content you need.



Try These Beginner Prompts

Want to play around? Here are a few prompts you can copy, paste, and modify:

- *"Write an About Us paragraph for a husband-and-wife lawn care business in northern Idaho."*
- *"Generate 5 catchy slogans for a massage therapist specializing in stress relief."*
- *"Create a short thank-you email for a new client who just signed up for monthly house cleaning."*
- *"List 7 blog topic ideas for a local bakery that uses organic ingredients."*
- *"Summarize this 3-paragraph news article into a bulleted list I can post on Facebook."*

The more details you give, the better the results. Think of it like cooking — better ingredients make a better dish.



How to Get Started with ChatGPT

Getting started is easier than you think:

1. **Visit** <https://chat.openai.com>
2. **Create a free account** (just name, email, password)
3. **Choose the free or paid plan:**
 - Free gives you ChatGPT 3.5 — fast, solid, great for most content.
 - Paid (\$20/mo) gives you ChatGPT 4 — smarter, more reliable, and better memory (worth it if you'll use it a lot).
4. **Start chatting** — it's just like texting, but smarter.

You can ask as many questions as you want, and it never gets tired or snarky (unless you want it to — yes, it can do sarcasm).

What ChatGPT *Can't* Do (At Least Not Yet)

Before you give it the keys to your business, here are a few guardrails:

- It doesn't know your business unless you tell it — repeatedly.
- It can make things up, especially dates, stats, or “facts.”
- It doesn't replace your common sense, legal advice, or customer service smarts.

In other words: **Use it to get a solid draft, then use your brain to clean it up.**

Think of it like buying a pre-built shed — it's a great start, but you may still want to paint it and add shelves.



What's Next

In **Part 2**, we'll roll up our sleeves and use ChatGPT to write real website content — homepage messaging, About Us sections, service pages, and FAQs.

You'll see real prompt examples you can copy and edit for your business. No theory, just practical “get-it-done” help.

Prompt Power Part 2: Use ChatGPT to Write Website Content That Sounds Like *You*

“Your website is your digital storefront. But if your homepage sounds like it was written by a robot or your third cousin who once took a marketing class... we need to talk.”

In Part 1, we introduced you to ChatGPT — your new AI-powered assistant who works 24/7 without coffee breaks or dental benefits. Now it's time to put that assistant to work where it counts: **your website**.

Whether you're building your first site or your current one is older than your favorite flannel, this guide will help you use ChatGPT to write solid, trust-building content that sounds like *you*, not a big corporate clone.



Why Website Content Matters (and Why Most of It Sucks)

Let's be honest: most small business websites either have **too little** content (“Welcome to our site!”... and that's it), or **too much** content (“Here's our 1,200-word mission statement in Latin”). Neither helps customers feel confident or ready to buy.

Here's what people want when they visit your site:

- **What you do**
- **Why you're better/different**
- **How to get in touch**
- **A sense that you're a real, trustworthy human being**

You don't need perfect grammar, marketing jargon, or a brand consultant. You just need **clear, helpful words** that make visitors feel like they're in the right place.



The Core Pages You Should Have

Let's keep it simple. You really only need 4-5 core pages when starting out:

1. **Home** – Your elevator pitch.
2. **About** – Who you are and why you care.
3. **Services/Products** – What you offer and what it costs.
4. **Contact** – How to reach you.
5. (Optional) **FAQ** – Common questions, answered clearly.

Let's walk through each one and show how ChatGPT can help write them with the right

prompts.

1. The Homepage – Your Digital Handshake

What it Needs to Do:

- Say what you do and who you help (in the first sentence!)
- Offer a reason to trust you
- Invite the visitor to take action

Prompt Example:

You are a friendly and professional copywriter. Write a short homepage introduction (75–100 words) for a residential cleaning business in Coeur d’Alene, Idaho. The tone should be warm, trustworthy, and slightly playful. Mention family-owned, satisfaction guarantee, and eco-friendly products.

Pro Tip:

Start by telling ChatGPT the *role* you want it to play (a copywriter, a marketing coach, a local business owner). It helps guide the tone and structure.

2. The About Page – Your Story (Without the Novel)

This is where you connect. People do business with people — especially in small towns or tight-knit communities. Your “About” page doesn’t have to be fancy. It just needs to be **honest, relatable, and real.**

What it Needs to Do:

- Tell your “why” (why you started this business)
- Mention your experience or credentials
- Share something personal (a hobby, a value, a fun fact)

Prompt Example:

Act as a business storyteller. Write an About Us page for a veteran-owned handyman service in Post Falls, Idaho. Include a short backstory about how military experience shaped a strong work ethic and attention to detail. Make it personal and warm, with a hint of humor.

Pro Tip:

Ask ChatGPT to “make it sound more like me” or “simplify this in plain English” if the first

draft feels stiff or too polished.

3. Services or Products – What You Offer, Plain and Clear

This is where you answer your customer's most important question: "Can you help me?"

Don't overcomplicate this page with 500-word essays on each service. Instead, give them:

- A quick explanation of what you do
- What's included
- What it costs (or a note to call for pricing)

Prompt Example:

You are a local marketing writer. Write a service page for a mobile dog grooming business. Use short sections with bold headers. Mention pricing starts at \$45, include a bullet list of what's included in a basic package, and end with a call to schedule.

Pro Tip:

Ask for bullet points, bold headers, or short sections. ChatGPT is great at formatting copy to make it easy to scan (which is how most people read anyway).

4. Contact Page – Don't Overthink It

Believe it or not, I've seen websites where the contact page says: "Coming Soon." Folks... if someone wants to give you money, **don't hide the door**.

All you need is:

- Phone number
- Email
- Location (or service area)
- Hours
- A short note encouraging them to reach out

Prompt Example:

Write a friendly, reassuring contact page for a massage therapist in Sandpoint, Idaho. Encourage visitors to book an appointment, explain hours are flexible, and note that texting is welcome.

? 5. FAQ Page – Save Time, Build Trust

This is optional, but powerful. Answering common questions shows you've done this before and helps people feel more confident hiring you.

Prompt Example:

Write a list of 7 frequently asked questions and answers for a gutter cleaning business. Include questions about pricing, how long a job takes, and what happens if it rains.

Pro Tip:

You can build this page over time. Start with 3-5 questions and add more as customers ask them.

✨ **Bonus: Write for SEO Without Sounding Like a Robot**

ChatGPT can help you naturally include keywords that search engines like — without turning your page into a buzzword salad.

Prompt Example:

Write a homepage paragraph for a carpet cleaning business in Spokane, Washington. Include the keyword "Spokane carpet cleaning" naturally 1–2 times. Keep the tone helpful and professional.

Pro Tip:

Avoid “keyword stuffing.” One or two natural mentions are enough. Google rewards clear, useful content — not gimmicks.

It's Okay to Tweak, Rewrite, and Ask Again

ChatGPT rarely nails it perfectly the first time. That's okay! You can follow up with things like:

- “Make this sound more casual”
- “Add a bullet list”
- “Include a line about free estimates”
- “Try again, but shorter”
- “Make it feel more personal”

You are the boss. ChatGPT is the intern with a bottomless coffee cup.



Final Tips for Website Content with ChatGPT

- Use your own voice. Let ChatGPT get you close, then tweak it to sound like *you*.
- Keep paragraphs short. Aim for 2-4 lines max.
- Use headlines and bullet points — people scan, they don't read novels.
- Make it *easy* for someone to contact you (don't bury your phone number).
- Update as you grow — your content can evolve with your business.



Coming Up in Part 3...

We're heading into **marketing land** — social media posts, email campaigns, and promotional content — all powered by ChatGPT. If marketing makes your head hurt, this one's for you.

We'll show you how to sound professional, persuasive, and not like you're yelling into the internet void.

Prompt Power Part 3: DIY Marketing with ChatGPT – Emails, Social Media, and Promotions Without the Stress

“Marketing isn’t about shouting louder — it’s about saying the right thing at the right time, in a way that sounds like you... not a 1990s infomercial.”

Let’s be real: if you’re a small business owner, **marketing probably isn’t your favorite thing**. Maybe it feels like guesswork. Maybe you feel awkward “tooting your own horn.” Maybe you simply don’t have time to sit down and write clever social media captions or catchy email campaigns between jobs.

Good news: **ChatGPT can take the pressure off**, help you say what you want to say, and even help you sound better than you imagined.

In this post, I’ll show you how to use ChatGPT to create:

- Email newsletters and client follow-ups
- Social media posts for different platforms
- Promotional campaigns and special offers

We’ll even cover how to give your content the *right tone* — from warm and professional to fun and quirky — depending on your audience.



Email Marketing Without Overthinking

Email is still one of the most powerful (and free) ways to stay in touch with customers — if you do it right.

But “doing it right” doesn’t mean writing a novel or pushing constant sales pitches. It means showing up consistently, being useful, and sounding like a real person.



What You Can Use ChatGPT For:

- Welcome emails
- Service reminders or follow-ups
- Seasonal promotions
- Newsletters
- “We miss you” messages



Prompt Example:

You are a friendly marketing assistant. Write a welcome email for a new client who just

signed up for monthly pest control service. Mention what's included, thank them for trusting us, and give a contact number if they have questions. Keep it to 150 words and make it warm and professional.

Pro Tip:

Want to keep people opening your emails? Ask ChatGPT to help with subject lines too: *Give me 5 subject line options for a spring HVAC tune-up promotion. Keep them short, clear, and slightly playful.*

You'll get gems like:

- "Spring into Comfort: Book Your HVAC Checkup Today"
- "Don't Sweat It — Summer's Coming!"
- "Your A/C Called. It Wants a Spa Day."

Social Media Posts that Don't Sound Like a Robot

Creating social media content can feel like a full-time job — one with no guarantee anyone will see your posts.

But consistency builds familiarity, and familiarity builds trust. And the more trust you have, the more likely people are to buy from you.

With ChatGPT, you can batch-create a **week or even a month of posts** in one sitting. Here's how.


Types of Posts You Can Create:

- Promotions and specials
- Before-and-after photos (with captions)
- "Did You Know?" or educational tips
- Behind-the-scenes peeks
- Holiday greetings
- Testimonials or reviews turned into graphics

Prompt Example:

Act as a social media manager. Write 5 short Facebook posts (50–75 words each) for a mobile auto detailing business. Focus on the benefits of convenience, cleanliness, and pride in your ride. Use a casual, local-business tone with occasional emojis.

You'll get quick, readable posts like:

 “Busy week? We’ll bring the shine to you. Mobile detailing means your car looks great without you lifting a finger. Now booking Friday and Saturday!”

You can even ask for platform-specific formatting:

Rewrite these for Instagram captions with hashtags.

Or...

Make these work for LinkedIn with a more professional tone.

Promotional Campaigns That Actually Convert

You don’t need a Madison Avenue ad agency to run a solid promotion. You just need a clear offer and a simple way to explain it.

ChatGPT can help you craft:

- Landing page copy
- Postcard or flyer content
- Text messages
- Holiday offers
- Referral campaigns

Prompt Example:

Write a short promo for a local bakery offering 10% off all pies during Thanksgiving week. Use friendly language and create one version for an email and one for a Facebook post.

Ask ChatGPT to:

- Include urgency (“limited time”)
- Add a call-to-action (“Call now,” “Click to book,” “Show this post”)
- Keep it short (or long, depending on the platform)

Finding *Your* Brand Voice with ChatGPT

One of the best parts of using AI is how flexible it is. Whether your brand is polished and professional or casual and neighborly, **you can ask ChatGPT to match your tone.**

Examples:

Make this sound more fun and upbeat.

Rewrite this in the style of a small-town business owner.

Add a little humor, but keep it professional.

Make it sound like a veteran who takes pride in quality work.

You don't need to settle for "corporate bland." You can teach ChatGPT to speak in your voice — with a little practice.



Real-World Time-Savers

Here are a few ways to put this to work *today*:

- **Create a month of social posts:** Use a single prompt to generate 30 daily tips, jokes, or quotes related to your industry.
- **Write a re-engagement email:** Remind old customers you're still around and offering something helpful.
- **Make a seasonal special:** Ask ChatGPT to help brainstorm a catchy title and ad copy for a one-time discount or event.
- **Turn FAQs into posts:** Take your most common customer questions and turn each one into a mini-educational post or reel.



One Caution Before You Hit "Post"

Remember, ChatGPT can't read the room. Always **proofread before publishing**. Sometimes it'll try too hard to be clever. Other times it may slip into "AI speak" (generic or overly formal).

If it sounds too stiff or too silly — just ask it to fix it:

Make this more natural.

Tone down the cheese.

Rewrite like a person talking to their neighbor.



Up Next: Part 4 – Blogging with ChatGPT

In the next installment, we'll go deep into **blogging** — how to use ChatGPT to brainstorm ideas, write full articles, and become the go-to expert in your field... even if you hated English class.

Blogging isn't dead — it just needs a little AI fuel and a reason to exist. We'll show you how.

Prompt Power Part 4: Blogging with ChatGPT – Build Authority, Attract Customers, and Stop Staring at a Blank Screen

“Blogging? Who has time for that?”

You do — if you’ve got ChatGPT in your corner.

Let’s get one thing straight: **blogging isn’t just for influencers and foodies**. It’s still one of the best ways for a small business to show expertise, show up on Google, and build long-term trust with your audience.

But writing blog posts on top of running your business? That’s a tall order.

Unless you use ChatGPT.

In this part of the series, I’ll walk you through how to use ChatGPT to:

- Come up with blog topics your customers care about
- Write outlines and first drafts quickly
- Add your personal voice and local flavor
- Get more mileage from every post

If you’ve ever thought, *“I should really start a blog,”* but didn’t know where to begin — this is for you.

Why Blogging Still Matters for Small Business

People buy from businesses they trust — and trust is built through communication.

Blog posts give you a platform to:

- **Educate** potential customers (“Here’s what you need to know about X...”)
- **Answer questions** you get all the time (“Do I really need to clean my dryer vent?”)
- **Show your expertise** without sounding like a show-off
- **Beef up your website’s SEO**, so Google knows you exist

You don’t need to be Shakespeare or Hemingway. You just need to be helpful.

Step 1: Brainstorm Blog Topics with ChatGPT

Coming up with blog ideas is half the battle — and ChatGPT is fantastic at it.

 **Prompt Example:**

Act as a blog strategist. I own a small landscaping business in northern Idaho. Suggest 10 blog topics that would help homeowners prepare their yards for fall. Keep the titles short and SEO-friendly.

You'll get ideas like:

- "5 Essential Lawn Care Tips for Fall"
- "How to Protect Your Garden from Frost"
- "When to Prune Trees in North Idaho"

You can even ask it to group ideas by season, product/service, or skill level.

Give me 5 beginner-focused blog ideas about home plumbing maintenance.

Step 2: Create a Clear Blog Outline

Once you've picked a topic, you need a structure. That's where most people freeze up. But with ChatGPT, it's easy.

Prompt Example:

Create a blog outline for the topic: "How Often Should I Clean My Air Ducts?" Include an introduction, 3–5 key points, and a conclusion. Keep it simple and friendly for homeowners.

ChatGPT will give you a basic blueprint that you can fill in, edit, or hand back and say, "Now write the full article."

Step 3: Generate a First Draft (Then Make It Yours)

ChatGPT can write a full blog post in seconds — but it's your job to **guide the tone** and add your personal experience.

Prompt Example:

Write a 500-word blog article using the outline above. Keep the tone conversational and trustworthy. Assume the audience is homeowners aged 35–65, not DIY experts. Mention that you offer free estimates for duct cleaning.

Once you have a draft, read it aloud. If it doesn't sound like you, say:

Make this more casual — like I'm explaining it to a neighbor over coffee.

Or:

Add a short story from a recent job where we helped a family improve their indoor air

quality.

This is where you sprinkle in *your* personality. ChatGPT gives you the bones. You add the soul.


Step 4: Add SEO Without Overloading It

Search engines love blog posts — especially ones that answer questions. You can boost your visibility by asking ChatGPT to include key phrases your customers might type into Google.

Prompt Example:

Rewrite the blog to include the keyword “duct cleaning in Coeur d’Alene” two times, naturally. Keep the tone helpful and not spammy.

ChatGPT will work it in smoothly — and if it doesn’t, ask it to try again.

 **Pro Tip:** Use free tools like Google’s autocomplete or “People Also Ask” to find real questions your blog can answer. Then plug those into ChatGPT to build new posts.

Step 5: Reuse Blog Content for Social Media & Email

Bloggging doesn’t just help your website. Each post is a **content goldmine**.

You can ask ChatGPT to turn one blog post into:

- 3 Facebook post captions
- 1 email newsletter summary
- A checklist or tip sheet
- A video script for a short explainer

Prompt Example:

Take the duct cleaning blog and turn it into 3 Facebook posts, each 2–3 sentences long, with an emoji and a CTA.

Or:

Summarize this blog in 5 bullet points for an email newsletter.

One post. Multiple uses. That’s how you work smarter.

What to Watch Out For

While ChatGPT is a great helper, remember:

- It doesn't know *your* business unless you tell it
- It might state facts that sound true but aren't
- It can lean generic without specific direction

That's why it's important to:

- Add personal examples
- Mention local details (towns, seasons, regional challenges)
- Proofread like a pro (or like someone who doesn't want to look silly)



Final Tips for Successful Blogging

- **Be consistent:** One post a month is better than none.
- **Keep it short and helpful:** 500–700 words is a great target.
- **Use subheadings and bullet points:** Nobody reads big walls of text.
- **Include a call-to-action:** “Contact us for a free estimate,” “Subscribe for more tips,” etc.
- **Be human:** Write like you talk — and let ChatGPT help you polish it.



SOON Coming Up: Part 5 – Using ChatGPT for Client Relationships & Sales

In the final installment, we'll show you how to use ChatGPT to:

- Write better proposals
- Create welcome packets
- Send follow-ups that don't sound desperate
- Keep your customers coming back

It's all about *building relationships* — without the awkward small talk or forgotten emails.

Prompt Power Part 5: Using ChatGPT for Client Communication, Sales, and Long-Term Loyalty

“The fortune’s in the follow-up.”

True in sales. True in life. True for small business owners who want to grow without burning out.

At this point in the series, we’ve shown you how to:

- Understand what ChatGPT is (Part 1)
- Write your website content (Part 2)
- Create marketing and social content (Part 3)
- Build authority through blogging (Part 4)

Now, let’s talk about something equally important: **building relationships** — with your current customers, your new leads, and even the ones who ghosted you six months ago.

You don’t need a fancy CRM or a sales coach. You just need a few smart prompts, a little strategy, and ChatGPT on your side.

1. Welcome Emails That Build Trust from Day One

Your first impression matters — and your “Thanks for signing up” or “We appreciate your business” email sets the tone.

A good welcome email:

- Confirms the next steps
- Sets expectations
- Builds confidence in your service
- Makes you feel like *a real person*, not just a logo

Prompt Example:

You are a small business owner writing a welcome email for a new monthly lawn care client. Thank them warmly, explain what’s included in the service, how billing works, and who to contact if they have questions. Use a calm, helpful tone and keep it under 200 words.

Want to make it more personal? Add this:

Mention that I’m a veteran and include something about taking pride in a job well done.



2. Proposals, Quotes & Agreements — Clear, Professional, and Friendly

Creating professional-looking documents doesn't have to involve Word docs from 2008 and hours of formatting frustration.

ChatGPT can help you:

- Draft custom proposals
- Write clear service descriptions
- Explain pricing without sounding pushy
- Clarify policies (like cancellation, deposits, or weather delays)



Prompt Example:

Write a one-page service agreement for a residential house cleaning business. Include a list of services performed, how cancellations work, and payment terms. Keep the tone professional but friendly.

Important: Always have legal documents reviewed by a professional before using them with customers — especially contracts. But ChatGPT is a great tool for drafting the first version quickly.



3. Follow-Up Messages That Don't Sound Desperate

Following up is where a lot of small businesses lose sales. Not because they don't care — but because it feels awkward, or they're just too busy.

ChatGPT can help you write:

- Gentle reminders for quotes or consultations
- “Just checking in” emails that aren't annoying
- Messages to reconnect with cold leads



Prompt Example:

Write a short follow-up message for a quote I sent to a potential client last week for a kitchen remodel. Keep it friendly, low-pressure, and open-ended.

Want a text version too?

Now rewrite this as a 160-character text message.



4. Appointment Confirmations & Service Reminders

Let's face it — missed appointments cost money. A clear, professional confirmation message helps reduce no-shows and shows you're organized.



Prompt Example:

Create a text confirmation message for a massage therapist appointment. Include time, date, location, cancellation policy, and a link to reschedule if needed.

Now rewrite it as a short email with a friendly tone and subject line.

ChatGPT can also help you create:

- Reminder emails 24 hours in advance
- Pre-service instructions (“Please remove items from driveway before pressure washing”)
- Post-service thank-yous or requests for reviews



5. Scripts for Handling Questions, Complaints & Objections

You probably hear the same questions (or concerns) over and over. ChatGPT can help you create **pre-written responses** you can reuse or customize.

Common ones:

- “Why is it so expensive?”
- “What happens if it rains?”
- “Can I cancel last-minute?”
- “Do I really need this service?”



Prompt Example:

Act as a customer service rep. Write a helpful, non-defensive response to a customer who says our pressure washing quote was too high. Explain the value without sounding pushy.

Or:

Create a polite reply to a customer who left a 3-star review but didn't explain why.

Bonus Tip: You can also role play tough customers:

Pretend you're a skeptical customer. Ask me 3 questions about my lawn service. Then help me write strong, honest responses.

6. Re-Engagement Campaigns to Win Back Old Clients

You don't always need to chase new leads. Sometimes the best customers are the ones who've already hired you — and just need a reason to come back.

ChatGPT can help you write:

- “We miss you!” emails
- “It’s been a while” discount offers
- “We’ve expanded our services” announcements
- Birthday or anniversary messages

Prompt Example:

Write a lighthearted email to a past customer who hasn't booked in 6 months. Remind them we're still here, mention any new services, and offer 10% off their next visit. Include a friendly CTA to call or book online.

Real-World ChatGPT Prompt Templates for Client Communication

Situation	Sample Prompt
Welcome message	<i>“Write a short welcome email for a new monthly service client. Mention key details and a thank-you note.”</i>
Estimate follow-up	<i>“Write a polite follow-up email for a quote I sent last week. Keep it short and helpful.”</i>
Appointment reminder	<i>“Create a text reminder for a window cleaning appointment tomorrow at 10AM.”</i>
Service explanation	<i>“Explain why duct cleaning is important in a way that a homeowner will understand and trust.”</i>
Review request	<i>“Write a thank-you message asking a happy client to leave a Google review.”</i>

Final Thoughts: Be Human First, Use AI Second

ChatGPT is a powerful assistant, but it's not a replacement for *you*.

Your voice, your stories, and your customer care are what make people stick around. AI just helps you do those things **faster and more consistently**.

Use it to:

- Save time
- Sound more professional
- Stop procrastinating on content
- Focus on what you do best — running your business

Wrapping Up the Series: You've Got the Tools — Now Build the System

Here's what we've covered:

1. **ChatGPT 101** – Understand how to use AI to help you
2. **Website Content** – Write pages that sound like *you*
3. **Marketing Materials** – Promote yourself without the stress
4. **Blogging** – Become the expert in your industry
5. **Client Communication** – Build trust, earn sales, grow loyalty

You don't need to do it all at once. But with ChatGPT in your toolbox, **you can stop spinning your wheels and start building momentum** — one prompt at a time.

Bonus: How to Train ChatGPT to Sound Like You (Not a Corporate Robot)

“Be yourself. Unless you’re writing with AI — then be a slightly more polished version of yourself.”

Let’s face it: the reason your customers love working with *you* isn’t just your service — it’s your personality, your voice, your way of explaining things. Maybe it’s your dry humor, or the way you say “y’all” even though you’re in northern Idaho. Maybe it’s your no-nonsense honesty or how you always sound calm even when chaos is unfolding.

That’s your voice — and if you want your website, emails, and marketing to actually *work*, your voice needs to shine through. Especially when you’re using ChatGPT to help you write.

The good news? You can teach ChatGPT to write like you.
Even better? It only takes a few smart prompts and a little practice.



Why Voice Matters (Even for Small Business)

People don’t connect with polished, professional, “corporate-speak.” They connect with real humans — the kind that say things like:

- “Here’s the deal...”
- “You don’t need all the bells and whistles — just something that works.”
- “We’ll treat your house like it’s our mama’s.”

When you sound like a real person, people lean in. They trust you.
And guess what? ChatGPT can mimic that — *if you give it something to work with.*



Step 1: Feed ChatGPT a Sample of Your Voice

The best way to teach ChatGPT your tone is to give it something *you actually wrote*. This could be:

- A thank-you email to a client
- A blog post you’re proud of
- A flyer or ad you’ve used
- A social media post that “sounds like you”

It doesn’t need to be perfect — just real.

Prompt Example:

I'm going to paste a message I wrote. I want you to analyze the tone and style, then use it as a writing guide moving forward. Here's the message: [PASTE YOUR TEXT]

Then follow it with:

Now write a welcome email to a new customer using the same voice and tone.

This is where the magic happens. ChatGPT will read your sample, break down how you write, and start mimicking that style. It'll still need fine-tuning, but it's a giant leap toward sounding like *you*, not some AI copybot.

Step 2: Give It Personality Anchors

Not feeling brave enough to copy/paste your own writing? No problem. Just describe your voice like you would to a friend.

Think: tone + attitude + audience.

Prompt Example:

Write this in the tone of a small-town business owner who's friendly, plainspoken, and cracks a dry joke now and then. I'm not fancy, just real. My customers are smart but busy, and they appreciate when I get to the point.

You can even describe it like this:

Use the tone of someone who's been doing this for 20 years, has seen it all, but still loves helping people.

Or:

Sound like a trustworthy neighbor who's good with tools, not words.

This helps ChatGPT stop sounding like a college brochure and start sounding like the person your customers already trust.

Step 3: Tweak and Talk Back

Don't accept the first draft if it doesn't feel right.

ChatGPT *wants* feedback. You can say:

- *"That's too formal. Make it more conversational."*
- *"Add a little humor — like a dad joke or something corny."*
- *"Simplify this. I'd never use the word 'utilize.'"*

- *“Make this feel like I’m talking to a friend who just asked me this question.”*

Better yet — *give it something you actually say in real life.* For example:

I usually tell people, “This isn’t rocket surgery.” Work that phrase into the piece somehow.

The more honest and specific you are, the better the results. Don’t be afraid to correct it, push back, or ask for a redo.

Step 4: Use Prompt Memory (When Available)

If you’re using a version of ChatGPT that supports **memory**, you can save your voice preferences so it remembers your style session after session.

You can tell it:

My voice is friendly, plainspoken, occasionally funny, and grounded in real-life experiences. I prefer contractions and short sentences. Avoid formal language.

Then it’ll remember that every time you write — no need to start from scratch.

(If you’re not sure if memory is on, go to Settings → Personalization → Memory.)

Step 5: Live It Before You Write It

Here’s the thing — and this is important:

The best content reflects how you actually live your life.

If you’re dependable, say so. If you’re a family-run shop, let it show. If you’re a veteran who values integrity and discipline, build that into your messaging. People connect with that — not polished perfection, but real-life values.

ChatGPT won’t know what those values are unless *you tell it* — so take a moment to reflect before you prompt.

Try this:

Here are three values that define how I run my business: [LIST THEM]. I want my writing to reflect those values without sounding preachy or salesy. Help me write a services page that communicates this clearly.

Prompt Templates for Voice Training

Situation

Prompt

Use your own writing

“Here’s an email I wrote. Analyze the tone and use it to write a blog post.”

Describe your tone

“Write like a small-town contractor who keeps it real and hates fluff.”

Ask for edits

“Make this more casual, like I’m texting a buddy.”

Add personal flavor

“Include a story about a time I showed up early to a job just to shovel the customer’s walk.”

Lock in your voice

“Going forward, write in my style: helpful, honest, with a touch of humor.”

Final Thought: Your Voice Is Your Brand

You don’t need to sound like a marketer. You don’t need to fake being someone you’re not.

You just need to sound like the version of you that shows up when you care — the you who shakes a customer’s hand, explains things simply, and leaves them feeling like they made the right call.

ChatGPT can help you find that voice on paper. It just needs you to lead the way.