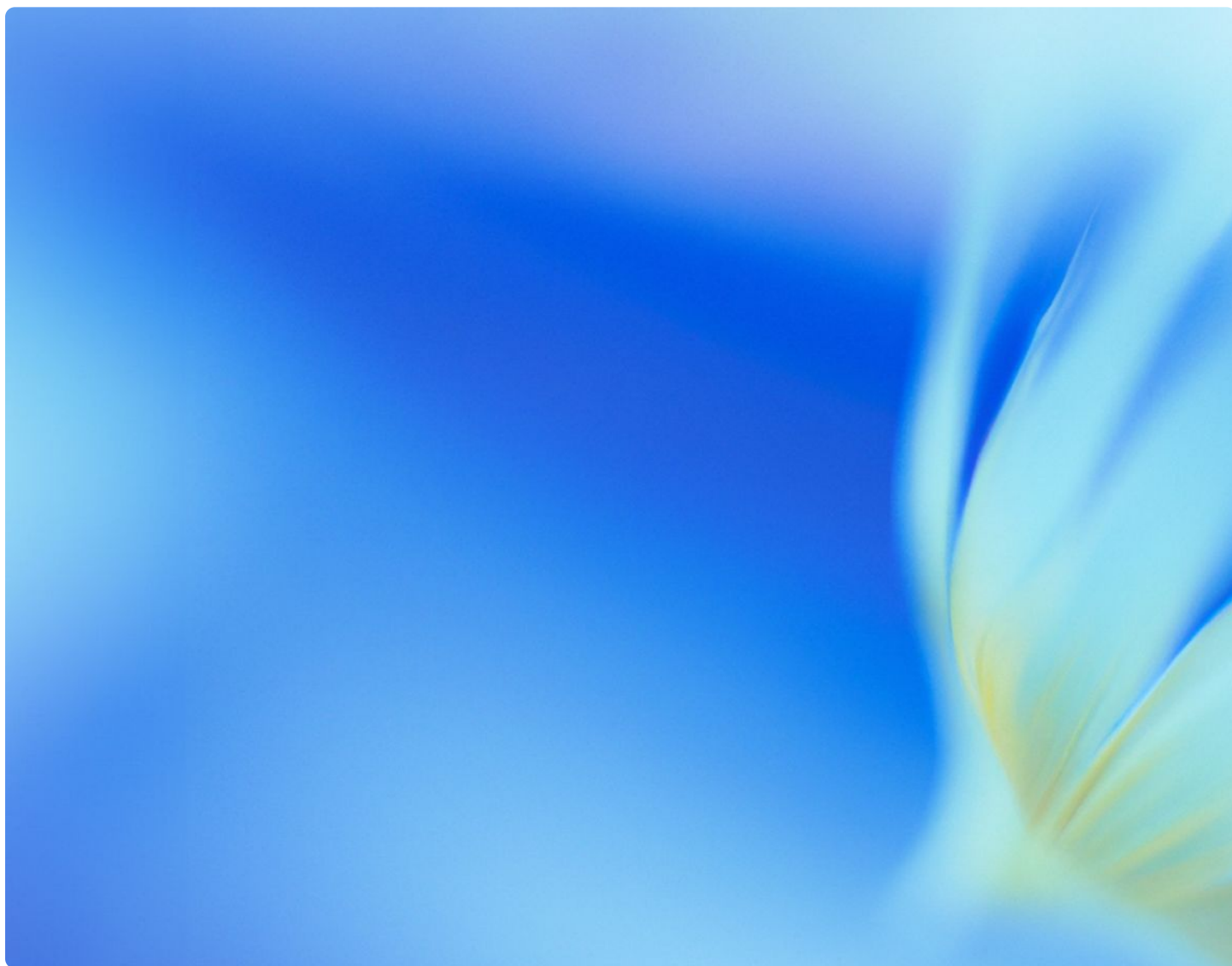


OpenAI

Run your Small Business with ChatGPT



Introduction

Generative AI is transforming how small businesses get things done—helping owners and teams save time, improve the quality of their work, and operate more efficiently. ChatGPT Business from OpenAI gives your company a secure, powerful AI assistant that can answer questions, streamline daily tasks, and enhance decision-making.

As a business owner, you juggle planning, budgeting, customer relationships, marketing, and operations—all while keeping your company growing. ChatGPT can help draft proposals, marketing copy, and customer communications; summarize contracts and reports; organize project plans; explore new opportunities; and even generate templates for finances, HR, and compliance. With AI handling the busywork, you and your team can stay focused on strategy, growth, and customer success.

Goals

This guide is meant to help:

- Introduce how ChatGPT can assist an employee's day-to-day work
- ☆ Provide guidance on responsible AI use
- ☑ Offer high-level guidance on how to prompt large language models
- {≡} Identify specific prompts that will assist users who are interested in using ChatGPT to accelerate their work

Guidelines & guardrails

Use ChatGPT responsibly within your business's approved guidelines. Before using it for work, keep in mind these important limits and responsibilities:

- ✓ **Hallucinations**
ChatGPT can produce inaccurate results; always verify results.
- ❓ **Knowledge Cutoff**
Model knowledge may be months old; use browsing/tools when necessary.
- 🔒 **Organization Rules**
Confirm what kinds of data and queries are allowed in ChatGPT for your small business.

Effective prompting

You can use simple English language instructions (or “prompts” & “queries”) in ChatGPT, and the model responds based on those prompts. Better prompts - that are more thoughtful, clear, and articulate - will yield more useful responses. Keep in mind that every good prompt has:

- **Task** - What are you asking ChatGPT to do?
- **Context** - What additional information or documents should it be aware of?
- **Ideal output** - How do you expect the final output to be formatted?

Sample prompts

These prompts help small business owners quickly create plans, budgets, marketing materials, and communications—while staying organized and professional. Use them to draft documents, explore new ideas, and evaluate your assumptions before making big decisions. Each prompt is designed to deliver clear, practical outputs that you can easily review and customize to fit your business goals, brand, and data. Remember that these prompts are a good starting point, but should be customized for your business, industry and location. The more detail you add, the better the output will be!

Take a simple example:

- Start with a task: “Tell me how to market my business.”
- Add in context: “I own a small bakery in Richmond, Virginia, that specializes in gluten-free desserts. Tell me about how to market my business to attract more local customers.”
- Add in expectation: “I own a small bakery in Richmond, Virginia, that specializes in gluten-free desserts. Tell me about how to market my business to attract more local customers. Create a 3-month marketing plan with weekly social media ideas, sample posts, and recommendations for local advertising channels that fit a small business budget.”

The following prompt pack focuses on developing familiarity with prompting within the following topic areas:

- Provide examples of expected outputs
- Ask for multiple options
- Set constraints on tone, length, and formatting
- Specify audience details

Business Planning & Strategy

Business Vision Builder	I run a small business in [industry] that serves [target audience]. Write a clear, inspiring vision statement that captures what makes us unique and where we're headed. Provide 3 variations in different tones (inspirational, professional, and customer-focused) that I can use on my website and business plan.	Try it in ChatGPT
SWOT Analysis	I'm a small business owner in [industry]. Please create a SWOT analysis identifying my likely strengths, weaknesses, opportunities, and threats based on common market trends. Present it in a 4-column table labeled Strengths, Weaknesses, Opportunities, and Threats, and include one short recommendation at the end.	Try it in ChatGPT
One-Year Growth Roadmap	Act as a small business advisor. Based on a business in [industry] aiming to grow revenue and customer retention, create a 12-month action roadmap. Organize it by month in a table with columns for Goal, Key Actions, and Metrics to Track.	Try it in ChatGPT
Competitor Snapshot Report	Compare my small business in [industry/location] with 2–3 typical competitors. Summarize how we differ and identify three strategies to stand out. Present it in a table with rows for Competitor, Strengths, Weaknesses, and Differentiation Opportunities.	Try it in ChatGPT
Risk & Contingency Plan	I manage a small business in [industry]. Identify 5 major risks (financial, operational, or external) that could affect me and create a short contingency plan for each. Format as a table with columns for Risk, Likelihood, Impact, and Mitigation Plan.	Try it in ChatGPT

Financial Management

Monthly Budget Builder	Help me create a simple monthly business budget for a small business in [industry]. Include typical revenue categories, fixed expenses, variable expenses, and profit margin. Present it as a table I can reuse each month.	Try it in ChatGPT!
Break-Even Analysis	Using this data — fixed costs: [X], variable cost per unit: [Y], sale price per unit: [Z] — calculate the break-even point for my small business. Explain the calculation in simple terms and present it in a short summary followed by a small table.	Try it in ChatGPT!
Expense Optimization Plan	Review common expenses for a small business in [industry]. Suggest 5 ways to lower costs without reducing quality. Present as a table with columns for Expense Category, Current Issue, Suggested Change, and Expected Savings.	Try it in ChatGPT!
Key Financial Metrics Summary	I want to track the financial health of my small business. List the 7 most important KPIs I should monitor, explain what each one measures, and include example formulas for calculation. Present this in a simple table.	Try it in ChatGPT!
Cash Flow Forecast	Create a 6-month cash flow forecast for a small business earning around [monthly revenue] with [growth rate] growth. Include income, expenses, and ending cash for each month, then summarize insights in one short paragraph.	Try it in ChatGPT!

Marketing & Customer Growth

Ideal Customer Profile Generator	I own a small business in [industry]. Based on common trends, create a detailed Ideal Customer Profile (ICP) describing demographics, behaviors, pain points, motivations, and buying triggers. Present it as a structured outline I can use for marketing.	Try it in ChatGPT
90-Day Marketing Plan	Act as a marketing strategist for a small business in [industry]. Create a 3-month marketing plan focused on [goal—e.g., brand awareness or lead generation]. Present it in a 12-week table with weekly activities, recommended channels, and success metrics.	Try it in ChatGPT
Social Media Content Brainstorm	Generate 10 creative social media post ideas for a small business in [industry]. Include the purpose of each post, the best platform to use, and a short suggested caption or CTA. Format as a table.	Try it in ChatGPT
Email Campaign Draft	Write a 3-part email campaign for a small business re-engaging past customers about a new [product/service]. Include a subject line, body text, and call-to-action for each email. Make the tone friendly, concise, and brand-consistent.	Try it in ChatGPT
Customer Review Responses	Write three professional response templates for small business owners to use when replying to customer reviews: one for a positive review, one for a neutral review, and one for a negative review. Keep each under 100 words and friendly in tone.	Try it in ChatGPT

Team Management & Productivity

Job Description Writer	Write a detailed job description for a [role] in a small business. Include sections for Overview, Key Responsibilities, Required Skills, and Company Culture. Keep it clear and practical for posting online.	Try it in ChatGPT
Onboarding Checklist Creator	Build an onboarding checklist for a new employee joining a small business in [industry]. Organize it into three stages—Before Start Date, First Week, and First Month—with 3–5 actionable items in each section.	Try it in ChatGPT
Team Performance Framework	Create a simple performance tracking framework for a 5-person small business team. Include 5 measurable goals with clear metrics, frequency of tracking, and who's responsible. Present it as a table.	Try it in ChatGPT
Team Meeting Agenda Template	Draft a 30-minute weekly team meeting agenda that helps a small business stay focused on priorities. Include time blocks, key discussion points, and action review. Format as a simple numbered list.	Try it in ChatGPT
Delegation Planner	I manage a small business and handle many daily tasks myself. Help me identify 5 common tasks that could be delegated or automated. Present them in a table with columns for Task, Who/What Could Take It Over, and Time Saved.	Try it in ChatGPT

Operations & Process Improvement

Standard Operating Procedure (SOP) Template	Write a simple SOP for a recurring process in a small business, like [customer onboarding / order fulfillment / invoicing]. Include step-by-step actions, who is responsible, and key quality checks. Present it in a clear outline format.	Try it in ChatGPT
Workflow Efficiency Audit	Analyze this process: [describe workflow]. Suggest ways to simplify or automate it using affordable tools or software. Present recommendations in a table with columns for Step, Issue, Improvement Idea, and Suggested Tool.	Try it in ChatGPT
Vendor Comparison Matrix	Create a vendor comparison matrix for selecting suppliers for [product/service]. Include 3–5 vendor criteria such as cost, reliability, and quality, and provide an example scoring system.	Try it in ChatGPT
Customer Support Script Library	Write 3 short scripts a small business focused on [industry] can use when handling customer questions or complaints by phone, email, or chat. Make them polite, empathetic, and solution-oriented. Label each by situation.	Try it in ChatGPT
Time-Saving Task Audit	I'm a small business owner. Review a typical workweek (marketing, admin, operations, customer service) and identify 5 tasks that could be automated or outsourced. Present as a table with Task, Automation Option, and Estimated Hours Saved.	Try it in ChatGPT

Branding & Communications

Brand Voice Definition	Help me define the brand voice for my small business in [industry]. Create three words that describe the tone, a short paragraph explaining how to apply it, and examples of “Do” and “Don’t” for consistent communication. Download data here	Try it in ChatGPT
Website Homepage Copy	Write homepage copy for a small business called [business name] that offers [product/service] to [target audience]. Include a headline, short paragraph, 3 key value points, and a clear call to action.	Try it in ChatGPT
Press Release Template	Draft a press release announcing a new product or event for a small business. Use a professional tone with a headline, 3 short paragraphs (announcement, details, quote), and contact info at the end.	Try it in ChatGPT
Social Media Bio Builder	Write 3 versions of a short social media bio for my small business [name]—one professional, one friendly, and one playful. Keep each under 150 characters and include one hashtag and emoji where appropriate.	Try it in ChatGPT
Testimonial Request Message	Write two polite, natural messages I can send to happy customers asking them to share a testimonial or Google review. One should be for email, one for text. Keep each under 75 words.	Try it in ChatGPT

Advanced Use Cases

These examples show how to go beyond single prompts by using ChatGPT's built-in tools. If you're comfortable with the earlier prompt examples and want to set up repeatable workflows, analyze your own business data, or connect ChatGPT to apps you already use, these advanced workflows will help you get started.

1. Create a Project

Use a Project when you want a dedicated workspace that keeps all your files, instructions, and analyses together. Great for ongoing tasks like sales tracking, customer insights, operations, or planning.

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1. Open ChatGPT and go to the "Projects" tab.
 2. Click "New Project."
 3. Enter the project name "Sales Insights Assistant."
 4. Add the description: A workspace for uploading and analyzing sales data to uncover trends, identify opportunities, and support decision-making for a small business.
 5. Select or create the folder "Sales & Reporting."
 6. Click "Create Project."
 7. Download [this](#) dummy data CSV with order per customer
 8. Upload the sales dummy CSV into the project workspace to begin analysis.

2. Analyze Data

ChatGPT can analyze spreadsheets, CSVs, customer order logs, financial exports, survey results, and more. It's especially helpful if you don't use Excel formulas or want fast insights about trends, outliers, and changes over time.

While you are inside of the Project, use this prompt:

- I've uploaded a CSV containing October 2025 sales data for my pop up cafe business. Are there any products with a significant spike or decline in orders?

If you are not inside of the Project and starting a new conversation:

- Click '+' on ChatGPT text input bar
- Select "Add photos & files"
- Upload the dummy data CSV.
- Use this prompt:
 - I've uploaded a CSV containing October 2025 sales data for my pop up cafe business. Are there any products with a significant spike or decline in orders?

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Advanced Use Cases (continued)

3. Visualize your Data

Once your data is uploaded, ChatGPT can create simple charts to help you communicate trends to your team, investors, or partners. Bar and pie charts are great for revenue distribution, customer segmentation, or product performance.

Try these prompts:

1. Make a bar chart of our menu items and the total sales revenue associated with each item
 2. Make a pie chart of the products by revenue
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4. Create a sales promotion (Imagegen)

Use ChatGPT's image generation when you need a quick visual for email, social media, or an in-store promotion. You can describe your brand style, vibe, and audience to get images that fit your message without needing a designer.

Click '+' on the ChatGPT messaging bar and then select 'Create Image'. Use this prompt:

- Brainstorm some low-lift, low-cost promotions or specials we can run in December for these top repeat customers. Generate a fun, upbeat, cozy cartoon style image for me to include in an email about these December promotions. The image should be holiday agnostic but reflect the vibes of the season.
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(Optional) 5. Connectors

Connectors let you link ChatGPT to tools you use every day, such as Gmail. Once connected, ChatGPT can summarize messages, draft replies, or help you search your inbox without switching tabs.

Important: When you add a Connector, you'll see exactly what data ChatGPT can access, and you can disconnect it anytime in Settings.

1. Open ChatGPT and go to **Settings**.
 2. Select **Connectors** from the left-hand menu.
 3. Click **Add Connector**.
 4. Choose **Gmail** from the list of available connectors.
 5. When prompted, sign in with the Google account you want to connect.
 6. Review the requested permissions and click **Allow**.
 7. Your Gmail inbox is now linked, and you can use it within ChatGPT for summarizing emails, drafting replies, and searching your inbox.
 8. Try this prompt: "Review the emails received in my Gmail inbox over the past 24 hours. Summarize each email in one sentence and propose a short, professional reply for each. Draft the replies in my tone of voice and keep them concise. After drafting, list any tasks or follow-ups I should add to my to-do list."
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