

Top 25 Claude Prompts for Small Business

Copy. Paste. Save 10 hours a week.

A FREE GUIDE FROM

Will Media Services

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How to Use This Guide

Hey, I'm Christopher Williams. I help small business owners use AI to save real hours every week — without needing a tech background.

These 25 prompts are built for Claude, the AI assistant I teach and build all my custom tools on. It's designed for safe, accurate, business-friendly work. Pick a prompt, copy it, paste it into Claude, and replace the [brackets] with your details. That's it.

QUICK TIPS BEFORE YOU START

- Be specific — the more detail you give Claude, the better the output
- Always proofread — Claude is fast, not always perfect
- Never paste private client data into AI tools
- If the first answer is meh, just say "make it better" and watch

■ Customer Communication

Replace 'Sunday-night email dread' with 5 minutes of magic.

#1. Reply to a Difficult Customer

Respond professionally to a complaint or upset customer.

"I run a [type of business]. A customer just sent me this complaint: [paste]. Write a professional, empathetic reply that acknowledges their frustration, offers a solution, and keeps the relationship intact. Under 150 words."

#2. Write a Late Apology Email

When you dropped the ball.

"I forgot to follow up with [client name] about [topic]. Write a brief, warm apology that takes responsibility without over-apologizing, and proposes a specific next step."

#3. Draft a Follow-Up Email

For prospects who went quiet.

"I had a great meeting with [name] from [company] on [date] about [topic]. They haven't replied in 10 days. Write a friendly, low-pressure follow-up that adds value and asks if they have questions."

#4. Turn Notes Into a Professional Email

Convert messy thoughts into a polished email.

"Turn these rough notes into a polished email to a client: [paste notes]. Professional but warm. Keep it concise."

#5. Write a Customer Onboarding Welcome

Set the tone with new clients.

"Write a warm welcome email for a new client of my [type of business]. Include: a thank-you, what to expect in week one, how to reach me, and one tip to get the most from working together."

■ Marketing & Social Media

Stuck on a blank caption box? Not anymore.

#6. Generate 10 Social Media Captions

Bulk-generate captions in seconds.

"I run a [type of business] in [location]. Write 10 short, engaging Instagram captions about [topic]. Mix tones — funny, inspirational, informational. Include hashtags."

#7. Write a Promotional Post

Announce a sale or event without sounding salesy.

"Write a social media post announcing [offer/event]. Exciting but not pushy. Clear call-to-action. Under 100 words."

#8. Brainstorm 20 Content Ideas

Never run out of things to post.

"Give me 20 content ideas for [type of business] to post this month. Mix formats: tips, behind-the-scenes, customer spotlights, common questions, personality posts."

#9. Repurpose One Post Into Five

Turn one idea into a week of content.

"Here's a post I'm proud of: [paste]. Repurpose it into 5 formats: a Twitter thread, a LinkedIn post, an Instagram caption, a short video script, and a blog intro."

#10. Write a Newsletter From Scratch

Monthly newsletter in 10 minutes.

"Write a monthly newsletter for my [type of business]. Include: a personal greeting, one customer win, one helpful tip, one call-to-action. Warm and conversational."

■ Customer Service Scripts

Handle tricky situations gracefully, every time.

#11. Build a FAQ Document

Create your customer FAQ in minutes.

"I run a [type of business]. Write a FAQ with 15 common customer questions and clear, friendly answers covering pricing, scheduling, services, policies, and what to expect."

#12. Respond to a Negative Review

Turn a 1-star review into a brand-builder.

"A customer left this negative review: [paste]. Write a public response that takes the high road, addresses their concern, and shows other customers we care. Under 100 words."

#13. Create a Refund Policy Script

Train your team on refund requests.

"Write a script for my staff to handle a refund request for [product/service]. Include phrasing for: refund approved, denied, partial, and angry customer."

#14. Handle the 'Can You Lower the Price?' Email

Negotiate without losing your value.

"A potential client said my pricing for [service] is too high. Write a professional reply that confidently defends my value, offers a smaller-scope alternative, and leaves the door open without dropping my rate."

#15. Write a 'No' That Feels Like a Yes

Decline politely without burning bridges.

"Write a kind email declining [request]. Warm and appreciative. Don't over-apologize. Suggest an alternative or referral if appropriate."

■ Document & Information Summaries

Stop drowning in long emails, contracts, and notes.

#16. Summarize a Long Email

1,000-word email in 3 bullets.

"Summarize this email into 3 bullets: the main point, what they're asking me to do, and the deadline. Email: [paste]."

#17. Boil Down a Contract

Understand what you're signing.

"Summarize this contract in plain English. Highlight: what I'm agreeing to, what I'm getting, my obligations, payment terms, and red flags. Contract: [paste relevant sections]."

#18. Turn Meeting Notes Into Action Items

Make meetings productive.

"Here are my messy meeting notes: [paste]. Extract: 1) key decisions, 2) action items with owners, 3) open questions. Format as a clean recap."

#19. Compare Two Options

Decision-making with a built-in consultant.

"I'm deciding between [Option A] and [Option B] for my [type of business]. Details: [paste]. Compare on cost, time, ease, and risk. Recommend which is better for a small business and why."

#20. Translate Industry Jargon

Decode any technical document.

"Explain this in plain English, like I've never heard these terms before: [paste jargon-heavy text]."

■ Brainstorming & Decision-Making

Use Claude as a thinking partner to get unstuck.

#21. Name a New Product or Service

20 names in 30 seconds.

"I'm launching a new [product/service] for [audience]. The vibe should be [vibe]. Brainstorm 20 name ideas — mix one-word, two-word, and short phrases."

#22. Price a New Offering

Figure out what to charge.

"I'm launching a new [service] for [audience]. Help me think through pricing. Ask me 5-7 questions about my costs, market, and goals — then recommend a 3-tier pricing structure."

#23. Plan a Customer Acquisition Strategy

A 30-day marketing plan.

"I run a [type of business] in [location] and want 20 new customers in 30 days. Budget: [budget]. Build a realistic 30-day plan with weekly tactics and how to measure success."

#24. Write a Job Description That Attracts the Right People

Hire smarter.

"Write a job description for a [role] at my [type of business]. Sound like a real human wrote it. Include: what they'll do, what makes it interesting, who'll thrive, requirements, and pay range."

#25. Stress-Test a Big Decision

A second opinion at 2am.

"I'm thinking about [big decision]. Context: [context]. Play devil's advocate. What are 5 ways this could go wrong, and how do I mitigate each before I commit?"

Now What? ■

If even ONE of these saved you 30 minutes, that's a win. Share it with a friend.

And if you're thinking 'I wish I had a tool that just DID this for my business' — that's exactly what I build. I built one for contractors called Proposal Ready that turns a 4-5 hour proposal into 5 minutes, in their own voice. I can build something like that around your workflow too.

WANT MORE? ■

I run Claude workshops and build custom AI tools for small businesses, chambers, and organizations.

Free 15-minute fit call:

willmediaservices.com/booking

Or just say hi:

willmediaservices.com/contact

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