AI Prompts for Business Owners

Save 10+ Hours Per Week Using AI Tools You Already Have

By Joe King

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You're Drowning in Busywork

- ❌ Writing the same emails over and over
- ❌ Creating quotes and estimates manually
- ❌ Answering the same customer questions daily
- ❌ Scheduling, rescheduling, and juggling calendars
- ❌ Following up with leads that ghost you

> Most contractors spend 15-20 hours per week on tasks that AI could handle in minutes.

AI Can Do the Boring Stuff

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AI tools (like ChatGPT, Claude, Gemini) can:

Write professional emails in seconds

Generate quotes based on your templates

Answer common customer questions

Draft follow-up sequences

Create job descriptions, social posts, and more

The key? Knowing HOW to ask. That's where prompts come in.

A Prompt is Just **Instructions** for AI

Think of it like delegating to a new employee:

❌ Bad delegation:

"Write an email"

✅ Good delegation:

"Write a professional follow-up email to a customer who requested a quote 3 days ago. Remind them of the quote, offer to answer questions, and include my calendar link."

Example Comparison:

Vague Prompt	Better Prompt
"Write an invoice email"	"Write a friendly email to send with an invoice. Thank them for their business, summarize the work completed, and provide payment instructions via Venmo or check."

How to Use These Prompts
Copy, Customize, Use

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01

Copy

Copy the prompt exactly as written

02

Customize

Customize the parts in [brackets]

03

Paste

Paste into ChatGPT, Claude, or your AI tool

04

Review

Review the output and make small edits

05

Use

Use it immediately

Pro Tip:

Save your best prompts in a doc. Build your own library.

Follow-Up Email

Use Case: Customer went quiet after quote

Prompt:

Write a professional follow-up email to a customer who requested a [SERVICE TYPE] quote [NUMBER] days ago. The quote was for $[AMOUNT]. Keep it friendly and helpful. Remind them I'm available to answer questions and include a direct link to my calendar: [YOUR CAL.COM LINK]

Tone: Professional but not pushy. Assume they're busy, not uninterested.

Example Output:

Subject: Following up on your HVAC quote

Hi Sarah,

I wanted to follow up on the quote I sent over for your AC replacement about 5 days ago ($4,200). I know you're probably busy, so no pressure at all.

If you have any questions about the quote or want to discuss options, I'm happy to help. You can also grab a time on my calendar that works for you: cal.com/jkwebpro

Thanks again for considering us!

Joe King
JK Web Pro

Quote/Estimate Email

Use Case: Sending a quote to a new lead

Prompt:

Write an email to send with a quote for [SERVICE TYPE] work. The project is: [BRIEF DESCRIPTION]. The quote is $[AMOUNT].

Include:
- Thank them for considering me
- Brief summary of the scope
- Next steps (review quote, ask questions, schedule)
- My contact info and calendar link

Tone: Confident, professional, helpful. Not salesy.

Example Output:

Subject: Quote for your kitchen remodel

Hi Michael,

Thanks so much for reaching out about your kitchen remodel. I really appreciate you considering us for the project.

I've attached a detailed quote for $18,500. This covers the cabinet installation, countertop replacement, and backsplash work we discussed.

Next steps:

- Review the quote and let me know if you have questions
- If it looks good, we can schedule a start date
- Book a call to discuss: cal.com/jkwebpro

Looking forward to working with you!

Joe King
JK Web Pro | (314) 555-0123

Customer FAQ Response

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Use Case: Answering common questions faster

Prompt:

A customer just asked: "[CUSTOMER QUESTION]"

Write a clear, helpful response that:
- Answers their question directly
- Provides 1-2 sentences of context
- Offers to discuss further if needed

Keep it under 100 words. Friendly and professional tone.

Example Output:

Customer asked: "Do you offer financing options?"

Response: Yes, we do! We partner with GreenSky to offer flexible financing with approved credit. Most customers can get same-day approval, and we have options from 6-60 months. I can walk you through the process when we meet, or feel free to call me at (314) 555-0123 if you'd like to discuss sooner.

Social Media Post

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Use Case: Need to post on Facebook/Instagram but no time

Prompt:

> Write a short social media post for a [TRADE/SERVICE] business.
>
> Topic: [WHAT YOU WANT TO SHARE - e.g., "Just finished a big HVAC install"]
>
> Include:
> - A hook that grabs attention
> - Brief story or detail
> - Call to action (get a quote, call us, etc.)
>
> Tone: Conversational, authentic. Like talking to a neighbor. Max 150 words.

Example Output:

> Just wrapped up a full HVAC system replacement in Webster Groves! 🔧
>
> The old unit was 18 years old and barely keeping up. The homeowners were shocked at how quiet and efficient the new system is—and their energy bills are about to drop big time.
>
> If your AC is struggling or you're tired of high electric bills, let's talk. Free quotes, honest advice, no pressure.
>
> 📞 Call or text: (314) 555-0123

Job Description

Use Case: Hiring help, need to post a job ad

Prompt:

Write a job description for a [JOB TITLE] position at a [TYPE OF BUSINESS] in [LOCATION].

Responsibilities:
- [LIST 3-5 KEY TASKS]

Requirements:
- [LIST 3-5 MUST-HAVES]

Pay: $[RANGE]

Tone: Direct and clear. Attract hardworking, reliable people. No corporate jargon.

Example Output:

Job Title: HVAC Technician

We're a busy HVAC company in St. Louis looking for a reliable technician to join our team.

Responsibilities:

- Install, maintain, and repair residential HVAC systems
- Diagnose system issues and recommend solutions
- Respond to service calls in a timely manner
- Keep accurate records of work performed
- Maintain company vehicle and tools

Requirements:

- 2+ years HVAC experience (residential preferred)
- EPA certification required
- Valid driver's license with clean record
- Ability to work independently and problem-solve
- Good communication with customers

Pay: $22-$32/hour depending on experience

Benefits: Health insurance, paid time off, company vehicle, tool allowance

To apply, call Joe at (314) 315-9975 or email info@jkwebpro.com

Google Review Response

Use Case: Responding to customer reviews

Prompt:

Write a professional response to this Google review:

"[PASTE CUSTOMER REVIEW]"

Tone: Grateful, professional, brief. Thank them for the specific thing they mentioned. If it's a negative review, acknowledge and offer to make it right. Max 50 words.

Example Output:

Positive Review Response:

Review: "Joe was professional, on time, and did excellent work on our bathroom remodel. Highly recommend!"

Response: Thank you so much, Lisa! It was a pleasure working with you. Really glad you're happy with how the bathroom turned out. Don't hesitate to reach out if you need anything down the road!

Negative Review Response:

Review: "Showed up late and left the job site messy."

Response: I sincerely apologize for that experience. That's not the standard we hold ourselves to. I'd like to make this right—please call me directly at (314) 555-0123 so we can resolve this. Thank you for the feedback.

Project Summary (for records)

Use Case: Documenting completed work

Prompt:

I just completed a [SERVICE TYPE] job. Here are the details:

- Customer: [NAME]
- Location: [ADDRESS]
- Work performed: [BRIEF DESCRIPTION]
- Materials used: [LIST]
- Total: $[AMOUNT]
- Date: [DATE]

Write a clear project summary I can save in my records. Include what was done, why, and any notes for future reference.

Example Output:

Project Summary – HVAC Replacement:

Customer: Jennifer Martinez
Location: 742 Oak Street, St. Louis, MO 63110
Date Completed: January 3, 2026
Total: $5,800

Work Performed:
Replaced aging 15-year-old HVAC system with new Carrier 16 SEER unit. Removed old condenser and air handler, installed new equipment, ran new refrigerant lines, and tested system for proper operation.

Materials Used:

- Carrier 16 SEER 3-ton AC unit
- Matching air handler
- Refrigerant lines (25 ft)
- Thermostat (Honeywell T6 Pro)

Notes: Customer mentioned occasional humidity issues in basement—recommended dehumidifier for future consideration. System under warranty until January 2036.

Email to Reschedule

Use Case: Need to move an appointment

Prompt:

Write a polite email to reschedule an appointment with [CUSTOMER NAME].

Original appointment: [DATE/TIME]
Reason: [BRIEF REASON - e.g., "emergency job came up"]

Offer 2-3 alternative times:
- [OPTION 1]
- [OPTION 2]
- [OPTION 3]

Apologize for the inconvenience and keep it professional.

Example Output:

Subject: Need to reschedule our appointment

Hi Tom,

I need to reschedule our appointment on Thursday, January 9th at 2 PM. An emergency job came up that I need to handle that day, and I apologize for the inconvenience.

Here are a few alternative times that work for me:

- Friday, January 10th at 10 AM
- Monday, January 13th at 2 PM
- Tuesday, January 14th at 9 AM

Let me know what works best for you, or feel free to book directly on my calendar:
cal.com/jkwebpro

Thanks for understanding!

Joe King
(314) 555-0123

Thank You Email (Post-Job)

Use Case: Following up after completing work

Prompt:

Write a thank-you email to send after completing a [SERVICE TYPE] job for [CUSTOMER NAME].

Include:
- Thank them for choosing my business
- Briefly mention the work completed
- Ask them to leave a Google review if they're happy: [GOOGLE REVIEW LINK]
- Offer future service if needed

Tone: Appreciative, professional, not pushy.

Example Output:

> **Subject: Thank you for choosing JK Web Pro!**
>
> Hi Rebecca,
>
> Just wanted to say thank you for trusting us with your plumbing repair. It was great working with you, and I'm glad we could get everything fixed quickly.
>
> If you were happy with the work, I'd really appreciate it if you could leave a quick review on Google. It helps us out a lot:
> [Google Review Link]
>
> And of course, if you ever need anything in the future—big or small—don't hesitate to reach out.
>
> Thanks again!
>
> Joe King
> JK Web Pro | (314) 555-0123

Seasonal/Promotional Message

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Use Case: Reaching out to past customers

Prompt:

Write a short email to past customers about [SEASONAL SERVICE / PROMOTION].

Offer: [DESCRIBE OFFER - e.g., "10% off furnace tune-ups before winter"]

Include:
- Why now is the right time
- What's included
- How to book (calendar link or phone number)

Tone: Helpful reminder, not aggressive sales. Max 120 words.

Example Output:

Subject: Get your furnace ready for winter ❄️

Hi there,

Winter's right around the corner, and now's the perfect time to make sure your furnace is ready.

We're offering 15% off furnace tune-ups through the end of January. A tune-up includes a full inspection, filter replacement, and safety check—so you can stay warm and avoid surprise breakdowns when it gets cold.

Book your appointment here: **cal.com/jkwebpro**
Or call/text: (314) 555-0123

Stay warm!

Joe King
JK Web Pro

Get Better Results with These Tips

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Be specific
The more details you give, the better the output

Set the tone
Tell AI if you want friendly, professional, casual, etc.

Iterate
If the first output isn't perfect, ask AI to revise it

Save what works
Build your own prompt library over time

Combine prompts
Use multiple prompts for complex tasks

Start Using AI
Today

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Option 1: DIY

- Copy these prompts into ChatGPT (free) or Claude
- Start with the emails you write most often
- Build your own library of customized prompts

Option 2: Let Me Build It For You

- I can set up AI tools that work automatically
- No copying/pasting - just automated workflows
- Book a free 20-minute call to see how

Book Your Discovery Call →

Hi, I'm Joe King

I help contractors and service businesses in St. Louis automate the busywork so they can focus on what they're good at.

Services:

- AI chatbots for lead capture
- Missed call automation
- Review generation systems
- Custom workflows for your business

Contact:

- 📧 **info@jkwebpro.com**
- 📞 (314) 315-9975
- 🌐 jkwebpro.com
- 📅 **Book a call**