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AI Starter Kit

25 prompts for business owners



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Making AI easy and profitable for business owners

You do not need to learn AI. You need to hand it a few jobs and check its work.

This kit gives you 25 prompts you can copy, paste and use today. They are written for owners of product and trading businesses: people who sell on WhatsApp, to retailers, on Amazon and Flipkart, or from a showroom. Each prompt does one real job. None of them needs any technical skill.

They work in any general AI assistant, such as ChatGPT, Claude or Gemini. All three have free tiers, so you can start without paying anything.

How to use this kit

1. Open your AI assistant of choice in a browser or on your phone.
2. Pick the prompt that matches the job in front of you.
3. Copy the whole prompt from the grey box.
4. Replace every part in [square brackets] with your own details. Delete the brackets. Only [square brackets] are for you to fill in. Everything else in the prompt, including any words in capitals or in <>, is an instruction to the AI and stays as it is.
5. Paste it in and send.
6. Read the answer. If it is not right, reply with what to change: "shorter", "more formal", "use simpler words", "add the delivery date". Treat it like briefing a new assistant, not like a search engine.
7. Copy the final version into WhatsApp, email, Excel or wherever it is going, and check it once more before you send.

When a prompt works well for you, save it. Keep a simple note on your phone called "My prompts" and paste your filled-in versions there. Next time, you only change the details.

Why most AI answers feel generic

AI gives generic answers when it is given generic questions. "Write a follow-up message" gets you a bland message. A clear brief gets you something you can actually send.

Every prompt in this kit follows the same five-part formula. You can use it to write your own prompts too.

Part	What it means	Example
Role	Who the AI should act as	"You are a senior sales executive at a jewellery wholesaler."
Context	The facts of your situation	"The retailer asked for our price list two weeks ago and has not replied since."
Task	Exactly what you want done	"Write a short follow-up message."
Format	The shape of the answer	"WhatsApp message, under 60 words, no emojis, end with a question."
Example	A sample of your tone or a past message you liked	"Here is a message I sent before that worked well: [paste]."

You do not need all five every time. But the more of them you give, the less editing you do afterwards. The example is the most underused part. Paste one or two of your own past messages and the AI will start to sound like your business, not like a textbook.

Before and after

A weak prompt:

```
Write a follow-up message to a customer.
```

A strong prompt:

```
You are the owner of a Mumbai-based kitchen appliance brand that sells to
retailers.
A retailer in Pune asked for our Diwali price list 10 days ago. We sent it. He
has not replied.
Write a short WhatsApp follow-up that reminds him of the Diwali order cut-off
date of [date] and asks if he wants us to hold stock for him.
Keep it under 60 words, polite, no emojis, and end with one clear question.
Here is the tone I usually use: "Hello Rajesh, hope the season is going well.
Just checking in on..."
```

Same AI. Very different answer.

Two safety rules before you start

These two rules matter more than any prompt in this kit.

1. Remove personal and sensitive data before you paste. Do not paste customer phone numbers, addresses, bank details, GST numbers, passwords, employee salary data or supplier contracts into an AI tool. Replace names with "Customer A" or "Retailer B" if you need to. Where your AI tool lets you choose whether your chats are used to train its models, consider setting it so they are not.

2. A human checks before anything goes to a customer. AI can get prices, dates, quantities and facts wrong, and it sounds confident even when it is wrong. You, or someone you trust, reads every message, quote and post before it leaves the business. Prices and numbers are always checked against your own price list or Excel sheet.

One more: AI is not a lawyer or a chartered accountant. Use it to draft and to think, but take legal and tax decisions with a qualified professional.

Sales and enquiries

1. Reply to a new enquiry

When to use it: A new WhatsApp, Instagram or website enquiry has come in and you want a fast, warm, useful first reply.

```
You are a helpful sales executive at [business name], which sells [what you sell]
to [who you sell to].
A new enquiry has come in. Here is the message:
"[paste the enquiry, with the customer's name and number removed]"

Write a reply that:
- thanks them and answers what we can answer from the details below
- asks no more than 3 short questions we need answered before we can quote (for
example quantity, delivery city, timeline)
- ends with one clear next step

Our details: [key products, minimum order, delivery areas, usual dispatch time].
Format: WhatsApp message, under 80 words, warm but professional, no emojis.
```

2. Turn an enquiry into a quote

When to use it: You have the customer's requirements and your price list, and you want a clean quote drafted.

```
You are the sales manager at [business name].
Here are the customer's requirements: [items, quantities, delivery city, any special requests].
Here are the relevant prices from our price list: [paste only the relevant rows: item, unit price, GST rate, minimum order].

Draft a quotation message that lists each item with quantity, unit price, line total, GST and grand total in a simple table. Add delivery terms: [your terms] and payment terms: [your terms]. Add one line saying the quote is valid until [date].

Show your working for each total so I can check the maths. Do not invent any prices or terms that I have not given you.
```

3. Questions to ask before you quote

When to use it: Before a big or unusual order, so you do not quote wrongly and lose margin.

```
I run [business type] and I sell to [retailers / distributors / consumers / corporates].
A customer wants [short description of the requirement].

List the questions I should ask before I give a price, so I do not misquote or miss a hidden cost. Group them under: product details, quantity and packing, delivery and logistics, payment and credit, timeline.
Mark the 3 most important questions. Keep each question short enough to send on WhatsApp.
```

4. Handle a price objection

When to use it: A retailer or customer says "too expensive" or "your competitor is cheaper".

```
You are an experienced sales head at [business name], selling [product] to
[customer type].
A customer has said: "[paste their objection]"

Our real strengths are: [quality, finishing, warranty, delivery speed, after-
sales support, credit terms, years in business — only list what is true].
Our lowest acceptable price is [price] but do not mention it.

Write 3 different replies:
1. one that holds the price and explains the value
2. one that offers a smaller change instead of a discount (for example payment
terms, a different pack size, free delivery)
3. one that politely asks what price they have in mind
Each under 70 words, respectful, no pressure tactics, no false claims.
```

5. Write a product listing for Amazon or Flipkart

When to use it: You are listing a new product or improving a listing that is not converting.

```
You are an e-commerce listing writer for Indian marketplaces.
Product: [product name]
Key facts: [material, size, weight, colour, what is in the box, warranty, care
instructions]
Who buys it: [target customer]
Main reasons they buy: [benefits]
Words customers use when searching: [list any you know]

Write:
1. A product title in this order: brand, product, key feature, size or variant.
Keep it within the marketplace's current title rules for my category.
2. 5 bullet points, each starting with a short benefit followed by the fact that
proves it. Follow the bullet rules in my category's style guide.
3. A product description of about 150 words
Use only the facts I have given. Do not add claims like "best", "No. 1" or any
certifications I have not mentioned.
```

6. Pitch to a new retailer or distributor

When to use it: You want to open a new store, dealer or distributor and need a short first message.

```
You are the founder of [business name], which makes [product] and has been in
business for [years].
I want to approach [type of retailer / distributor] in [city or region].
What makes us worth stocking: [margin structure, product range, delivery
reliability, marketing support, return policy — only what is true].

Write:
1. A first WhatsApp message under 70 words that asks for a short call or a visit
2. A slightly longer email version with a subject line
3. A follow-up message to send if there is no reply after a week
Tone: confident, respectful, not salesy. No exaggerated claims.
```

Follow-ups and customer service

7. The three-stage follow-up

When to use it: You have sent a quote or catalogue and heard nothing. It is easy to stop after one reminder. This gives you a ready sequence.

```
I sent [a quote / a catalogue / samples] to [type of customer] on [date] for
[product or order].
They have not replied.

Write 3 follow-up messages I can send at different stages:
- Message 1: a gentle check-in a few days later
- Message 2: a useful nudge a week later that adds something new (a new design, a
stock update, a season deadline such as [Diwali / wedding season / year-end])
- Message 3: a polite final message that makes it easy to say "not now"
Each under 50 words, WhatsApp style, no emojis, no guilt or pressure. Each ends
with a simple question.
```

8. Reply to a complaint

When to use it: A customer is upset about a delay, a defect or poor service. Let AI draft. You decide.

```
You are the customer care head at [business name].
Here is the customer's complaint, with personal details removed:
"[paste complaint]"

What actually happened on our side: [the facts, honestly].
What we are willing to offer: [replacement / refund / discount on next order /
repair / nothing beyond an apology].

Write a reply that:
- acknowledges the problem without blaming the customer
- explains briefly what happened, without excuses
- states clearly what we will do and by when
- does not promise anything beyond what I have listed above
Tone: calm, human, respectful. Under 120 words.
```

9. Reply in the customer's language

When to use it: A customer writes in Hindi, Marathi, Gujarati, Tamil or another language and you want to reply properly in the same language.

```
A customer has sent this message: "[paste message, with the customer's name and
number removed]"

1. Translate it into English for me so I understand it fully.
2. Here is what I want to say in reply, in English: "[your reply]"
3. Translate my reply into [language], keeping it polite and natural, the way a
local shopkeeper would say it, not a word-for-word translation.
4. Then translate your [language] version back into English so I can check the
meaning has not changed.
```

10. Build your FAQ answers

When to use it: Your team answers the same questions every day on WhatsApp. Write the best answer once.

```
I run [business type]. Below are questions customers ask us often, with the
answers my team usually gives (some are rough).

[paste 10 to 20 questions and rough answers]

For each one, write a clear, friendly, accurate answer under 50 words that my
staff can copy and paste. Keep all facts exactly as I have given them. If any
answer seems unclear or contradicts another, flag it at the end instead of
guessing.
Format: a table with columns Question, Approved answer, Notes.
```

11. Ask for a review after delivery

When to use it: An order has been delivered and you want an honest review on Google, or from a customer who bought directly from you. For Amazon and Flipkart orders, use only the marketplace's own review-request tools, or a neutral request sent to every buyer through the marketplace. Do not message marketplace buyers outside the marketplace. Send the same request to every customer, not only to the ones you expect to be happy.

```
Write 3 short messages asking a customer who recently received [product] from
[business name] to leave an honest review on [Google / our website].
- Version 1: very short, for WhatsApp
- Version 2: slightly warmer, mentions the product by name
- Version 3: a slightly more formal version for a business customer
The same request will go to every customer, not only to the ones we expect to be
happy. Ask for an honest review, never a 5-star one. Do not offer any reward for
the review. No emojis. Under 50 words each.
```

Marketing and content

12. One product, ten captions

When to use it: You have one product photo or video and need a caption for each channel without repeating yourself.

```
You are a social media writer for [business name], a [type of business] whose
customers are [target customer].
Product: [name and 3 to 5 key facts]
Brand voice: [for example: warm, simple, premium, family-run]

Write 10 different captions for this product, each from a different angle:
1. the problem it solves, 2. who it is for, 3. how it is made, 4. a gifting
angle, 5. a care or usage tip, 6. a comparison with what people use now, 7. a
question to the audience, 8. a festive angle for [upcoming festival], 9. a
behind-the-scenes angle, 10. a short, punchy one-liner.
Each under 60 words with a clear call to action. No emojis. No claims I have not
given you.
```

13. Plan a month of content in one sitting

When to use it: At the start of each month, so you are not deciding what to post every morning.

```
You are a content planner for [business name], which sells [products] to
[customers] through [Instagram / WhatsApp / Amazon / store].
Next month is [month]. Key dates and festivals: [for example Diwali, Dhanteras,
wedding season, year-end sale].
Products to push: [list]
Offers running: [list, or "none"]
Questions customers often ask: [list 3 to 5]

Create a content calendar for [number] posts a week. For each post give: date,
format (reel, carousel, single image, story), topic, one-line hook, and call to
action.
Mix: product posts, helpful tips, behind-the-scenes, customer questions answered.
Present it as a table I can paste into Excel.
```

14. A 4-line script for an owner reel

When to use it: You want to film a short reel yourself, talking to camera, without rambling.

```
I am the owner of [business name]. I want to film a short talking reel about
[topic].
The one thing I want viewers to learn or feel: [message].

Write a 4-line script:
Line 1: a hook that makes the right customer stop scrolling
Line 2: the problem or the surprising fact
Line 3: the useful answer or the proof
Line 4: one clear call to action
Use short, spoken sentences I can say naturally in one take. Then give me 3
alternative hooks.
```

15. Turn one video into ten posts

When to use it: You have recorded a longer video, a talk or a podcast and want to get more out of it.

```
Below is the transcript of a video I recorded about [topic]. [paste transcript]

From this transcript, create:
1. 3 short reel ideas, each with the exact lines to cut and a hook
2. 2 carousel outlines with a title slide and 5 to 7 slides each
3. 2 LinkedIn posts in plain English, under 200 words each
4. 3 quote cards using lines I actually said
Use only what is in the transcript. Do not add facts or numbers I did not say.
```

16. Write a festive offer message

When to use it: Before Diwali, Akshaya Tritiya, wedding season, Independence Day or a year-end sale.

```
You are the marketing lead for [business name].
Festival or occasion: [occasion]
Offer: [exact offer, for example "free gift wrapping on orders above Rs [amount]"
or "new collection launch"]
Valid from [date] to [date]. Terms: [any conditions].
Audience: [retailers / end customers / corporate buyers]

Write:
1. A WhatsApp broadcast message under 70 words
2. An Instagram caption under 100 words
3. A short in-store poster line under 12 words
Festive but tasteful. State the offer and terms exactly as given. No emojis. No
false urgency.
```

Operations and team

17. Turn your best employee's knowledge into an SOP

When to use it: A process lives in one person's head. Record them explaining it, then turn it into a written standard operating procedure.

```
Below is a rough explanation of how we do [process name, for example "packing and
dispatch of marketplace orders"], as told by [role, not name]. [paste notes or
voice-note transcript]

Turn this into a clear SOP with:
- Purpose (one line)
- Who does it
- What they need before starting
- Numbered steps, one action per step
- Common mistakes and how to avoid them
- A short checklist at the end that can be printed and stuck on the wall
Use simple English that a new staff member can follow. Where my notes are unclear
or a step seems missing, list your questions at the end instead of guessing.
```

18. Meeting notes into an action list

When to use it: After any team, supplier or customer meeting, so nothing is forgotten.

```
Here are my rough notes from a meeting about [topic], with names replaced by
roles. [paste notes or transcript]

Give me:
1. A summary in 5 bullet points
2. Decisions made
3. An action list as a table: Action, Owner (role), Due date, Status
4. Open questions that nobody answered
Then write a short WhatsApp message I can send to the team with the action list.
```

19. A daily report from your Excel sheet

When to use it: You have a daily sales, dispatch or stock sheet and want a short summary without reading every row.

```
Below is today's [sales / dispatch / stock] data from our Excel sheet, copied as
text. Customer names and phone numbers have been removed. [paste data]

Write a short daily report for me as the owner:
- Total for the day, and how it compares with [yesterday / same day last week],
if that data is included
- Top 3 items or locations
- Anything unusual I should look at
- One question I should ask my team tomorrow
Show the calculations you used so I can check them. If any data looks incomplete,
say so.
```

20. Write a job description and screening questions

When to use it: You are hiring and want to attract the right people and screen them properly.

```
I am hiring a [role] for [business name], a [type of business] in [city].
What the person will do day to day: [list]
Must-have skills: [list]
Nice-to-have: [list]
Salary range: [range, or "do not mention"]
Working days and hours: [details]

Write:
1. A job post under 200 words for WhatsApp groups and job sites
2. 5 screening questions to ask on a short phone call
3. A simple scorecard (1 to 5) for comparing candidates on the must-have skills
Keep it practical and honest. Avoid any wording that discriminates by age,
gender, religion, caste or marital status.
```

21. A polite but firm message to a supplier or karigar

When to use it: A supplier, karigar or vendor is late or has delivered poor quality, and you need to raise it without damaging the relationship.

```
I need to message [supplier type] about a problem.
What was agreed: [order, quantity, quality standard, date]
What happened: [what went wrong]
What I need now: [corrected delivery by date / replacement / credit note / a call
to discuss]
We have worked together for [length of relationship] and I want to keep working
with them.

Write a WhatsApp message under 100 words that is respectful, clear about the
problem, and specific about what I need and by when. No threats, no blame
language.
```

Numbers and decisions

AI is not reliable at arithmetic. Use it to organise, explain and question your numbers, but always check totals against Excel, Tally or your own calculator. In every prompt below, ask it to show its working.

22. Ask your sales data a question in plain English

When to use it: You have a sales export from Excel, Tally, Amazon or Flipkart and want answers without building formulas.

```
Below is our sales data for [period], copied from [Excel / Tally / marketplace
report]. Customer details have been removed. Columns are: [list the columns].
[paste data]

Answer these questions:
1. [for example: which 5 products sold the most by value?]
2. [for example: which city or channel grew or fell compared with last month?]
3. [your own question]
For each answer, show the rows or calculation you used. Then tell me the Excel
formula or pivot table I could use to check it myself.
```

23. Find slow-moving stock

When to use it: Before the season or at month-end, to spot stock that is tying up cash.

```
Below is our stock list with these columns: item, quantity in stock, date of last
sale, units sold in the last [90] days, cost per unit. [paste data]

1. List the items with no sales or very low sales in that period, sorted by the
value of stock held (quantity x cost). Show the calculation.
2. For the top 10, suggest practical options: bundle with a fast seller, offer to
retailers at a scheme, run a festive offer, use as a gift with purchase, or stop
reordering.
3. Suggest 2 simple rules I can follow every month so this does not build up
again.
I will check the numbers in Excel before acting.
```

24. The "argue against me" prompt

When to use it: Before a big decision, such as a new product line, a new hire, a new city or a large stock purchase. AI tends to agree with you. This prompt makes it push back.

```
I am planning to [describe the decision].
My reasons: [list your reasons]
What I know about the costs and risks: [list]

Act as a sceptical, experienced business advisor who wants me to succeed but
thinks this may be a mistake.
1. Give me the 5 strongest arguments against this decision.
2. List the assumptions I am making that I have not tested.
3. Suggest a small, low-cost way to test the idea before committing fully.
4. Tell me what I would need to see to be confident it is the right move.
Be direct. Do not soften your points to make me feel good.
```

25. Review your month or year honestly

When to use it: At month-end or year-end, to see what is really working.

```
Here is a summary of how our business did in [month / year]. I have left out
exact figures and used rough directions instead where I prefer. [paste: what
grew, what fell, main products, channels, team changes, problems, wins]

Ask me 10 sharp questions an experienced advisor would ask to help me review this
period honestly. Cover: what grew and why, what wasted time or money, which
customers and products matter most, what I should stop doing, and what I should
do more of.
Ask the questions one at a time and wait for my answer before asking the next. At
the end, summarise my answers into 3 priorities for [next month / next year].
```

What to do next

Do not try all 25 this week. Pick the three jobs that eat most of your day. For many owners that is replying to enquiries, following up, and writing posts or listings. Use those three prompts every day for a week, save your best versions, and then add more.

The goal is not to use AI more. The goal is to hand it the typing, so you and your team spend more time on the decisions and the customers.

About Shubham

Shubham Bapna is a second-generation jeweller from Mumbai. He runs Shree Taru Jewels, a 45-year family jewellery manufacturing and export house that sells to retailers; NEWDRU, a D2C consumer electronics and lifestyle brand selling on Amazon, Flipkart, Blinkit and through an experience centre in Chembur; and Siyaara, a silver and gold-polished silver jewellery brand. He leads Jewellery Sahi Hai, a jewellery industry coalition, and is a GJEPC 40 Under 40 recipient.

He is not a coder. Using AI tools, he has built AI model shots of real jewellery (a real model, with consent, digitally wearing real pieces), an AI-assisted video editing setup for his reels and scheduled social posting for several brands, and is building a website for Jain audio recordings, an order-booking app for gold and silver coins and a B2B jewellery catalogue and CRM app.

Follow @bapnadigital on Instagram and Shubham Bapna on LinkedIn for one practical AI system a week.