AI Quick-Start Playbook

Go from Zero to Results in 15 Minutes

by **Huxley Peckham**

WHY THIS MATTERS TO YOU

Save 5-15 hours every week by automating your most time-consuming tasks

Reduce costs by 30-40% in marketing, customer service, and admin

Stay competitive while larger companies invest millions in AI

No technical skills required - if you can write an email, you can use AI

AI PLATFORM QUICK COMPARISON

Platform	Best For	Free Option	Paid From (USD)	Key Advantage	Limitation
OpenAI ChatGPT	General tasks, content creation	✓	$20/mo	Easiest to use	Less reliable with data
Microsoft Copilot	Office integration, data analysis	✓	$30/mo	Works with your documents	Requires Microsoft 365
Google Gemini	Research, complex questions	✓	$20/mo	Current information	Less creative
Anthropic Claude	Detailed analysis, longer content	✓	$20/mo	Handles more context	Limited integrations
Dify.AI	Custom business AI assistants—*aggregates all the models*	✓	$29/mo	Build your own AI tools	Requires some setup
ChatLLM	Team collaboration, knowledge base - *aggregates all the models*	✗	$10/user /mo	Secure team environment	Learning curve

Quick Pick: Most business owners should start with **ChatGPT** (free version) for general tasks, then upgrade based on specific needs.

THE AI PLATFORM LANDSCAPE

Model Creators

Companies that build their own foundation AI models from scratch.

OpenAI (ChatGPT)

Microsoft (Copilot)

Google (Gemini)

Anthropic (Claude)

These platforms control their AI models' development and capabilities.

Aggregator Platforms
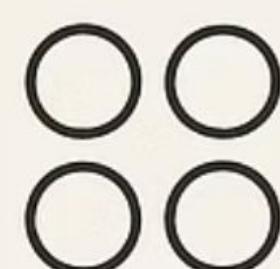
Businesses that integrate multiple AI models into unified interfaces.

Dify.AI

ChatLLM

Perplexity

Poe

These platforms offer flexibility to access multiple AI models through one tool.

THE 3-STEP AI ACTIVATION FORMULA

IDENTIFY: Find your quick-win opportunity

- What task takes too much of your time?
- What work do you avoid because it's tedious?
- Where do you need better results faster?

PROMPT: Copy, customize, and paste

- Choose from our proven prompt templates below
- Replace the [brackets] with your specific information
- Paste into ChatGPT or your preferred AI tool

PROFIT: Implement and scale your results

- Start with one task and master it
- Measure the time saved and quality improved
- Expand to other areas of your business

3 FOUNDATIONAL PROMPTS TO GET STARTED

The AI Use Case Identifier

I am the [your role] at [your business type], a [brief business description] based in [Australian location]. We have [number] employees and serve [describe your customers]. Our biggest challenges are: 1. [Challenge 1] 2. [Challenge 2] 3. [Challenge 3] What are the 5 most impactful ways we could use AI to address these challenges? For each suggestion, please explain the specific task AI could help with, the expected time savings, and the first step to implement it.

The Prompt Engineer

I need to create an effective prompt about [your topic/task]. I want the AI to [describe what you want the AI to do]. Please help me engineer a well-structured prompt that: 1. Provides clear instructions 2. Includes necessary context 3. Specifies the desired format 4. Sets the right tone Please explain your reasoning for each part of the prompt structure.

The Step-by-Step Implementation Guide

I want to implement AI for [specific business process] in my [type of business]. I'm a beginner with AI tools. Please create a simple, non-technical implementation plan that includes: 1. Which AI tool to use (preferably starting with free options) 2. Exactly what steps to take in what order 3. How to test if it's working properly 4. Common mistakes to avoid 5. How to measure the time/money saved

10 READY-TO-USE PROMPTS THAT GET RESULTS

1. The Email Accelerator

Write an email to [recipient type] about [topic]. The tone should be [professional/friendly/persuasive]. Include these key points: [1-3 points]. End with a clear call to action asking for [specific action].

2. The Content Creator

Create a [blog post/social media post/newsletter] about [topic] for my [business type] targeting [audience]. Keep it [length] and make sure to emphasize [key benefit/message].

3. The Customer Whisperer

Write a response to this customer inquiry: [paste inquiry]. Be [helpful/apologetic/informative] while emphasizing our commitment to [core value]. Offer [specific solution] and end with [next step].

4. The Competitive Edge Finder

Analyze these 3 competitors in the [industry]: [Competitor 1], [Competitor 2], and [Competitor 3]. Identify their strengths, weaknesses, and what my [business type] can do differently to stand out in the Australian market.

5. The Strategy Simplifier

Create a simple 30-day plan to achieve [specific business goal]. Break it down into weekly steps, focusing only on high-impact activities that don't require a large budget or team.

6. The Meeting Maximizer

Summarize these meeting notes in bullet points, highlighting: 1) Key decisions made, 2) Action items with owners, and 3) Deadlines. [Paste your meeting notes here]

7. The Sales Script Perfector

Create a conversational sales script for [product/service] that addresses these common objections: [list 1-3 objections]. Include questions to uncover customer needs and a natural way to discuss pricing.

8. The Time-Saving Automator

Explain in simple steps how I can automate [specific process] in my [type of business]. Focus on solutions that are easy to implement without technical expertise and provide specific tool recommendations.

9. The Decision Clarifier

I'm trying to decide between [Option A] and [Option B] for my business. Create a pros and cons list for each, considering factors like [Factor 1], [Factor 2], and [Factor 3]. Then recommend which option seems better and why.

10. The Customer Magnet

Create a special offer for my [business type] that would appeal to [target audience]. Include compelling headline, key benefits, limited-time elements, and a clear call to action that creates urgency.

BUSINESS TASKS YOU CAN AUTOMATE TODAY

Business Area	Time-Consuming Task	AI Solution	Time Saved
Marketing	Writing social posts	Prompt #2	3-5 hrs/week
Sales	Creating follow-up emails	Prompt #1	4-6 hrs/week
Customer Service	Responding to inquiries	Prompt #3	5-8 hrs/week
Operations	Meeting documentation	Prompt #6	2-3 hrs/week
Strategy	Competitor research	Prompt #4	4-5 hrs/week
Admin	Decision analysis	Prompt #9	2-3 hrs/week

HOW TO INTEGRATE YOUR PROMPTS

Great prompts don't happen by accident. Follow this proven cycle to continuously improve your results.

Weekly Content Planning

Identify business goals and content needs for the upcoming week.

Track & Refine

Measure engagement and adjust future prompts based on what works.

Draft Prompt with Content Brief

Create detailed prompts with specific instructions about tone and format.

Generate Content in ChatGPT

Use your prompt to create the initial content draft.

Review & Personalize

Add your unique voice and business perspective to stand out.

With each cycle, you'll get better at writing prompts that deliver exactly what your business needs.

HOW TO IMPROVE YOUR PROMPTS

Common Problem	Quick Fix	Example
Too vague	Add specific details	"Write a blog post" → "Write a 600-word blog post about sustainable practices for Australian cafés"
Poor output format	Specify exactly what you want	"Create a marketing plan" → "Create a marketing plan with sections for budget, timeline, channels, and KPIs in a table format"
Generic content	Include your unique context	"Draft an email to customers" → "Draft an email to customers who haven't purchased in 3 months from our Brisbane-based organic skincare shop"
Wrong tone	Define the voice	"Write social media post" → "Write an Instagram caption with a casual, friendly tone that includes emojis and a question to encourage engagement"
Missing expertise	Assign a relevant role	"Give me advice on tax deductions" → "As an Australian small business tax expert, explain the top 5 deductions most local businesses miss"

# WHAT BUSINESS OWNERS LIKE YOU ARE SAYING
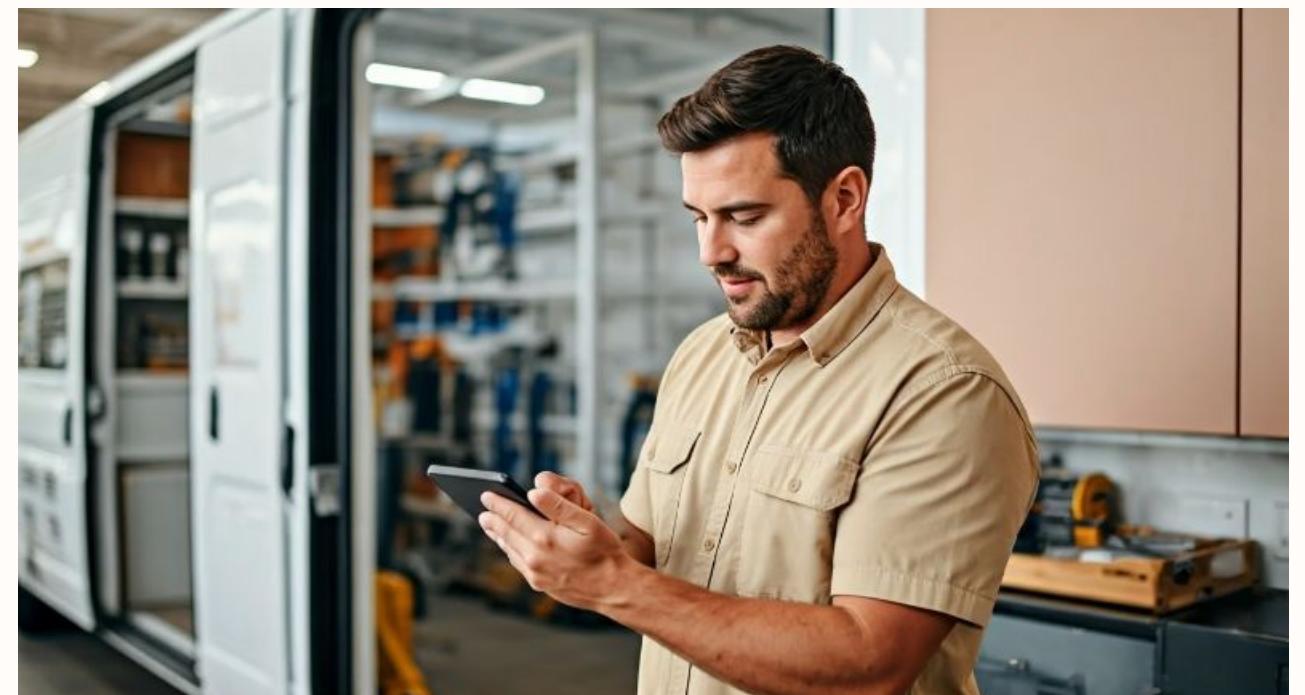
"I was spending 6+ hours each week writing emails and social posts. With the prompt templates from Tech Horizon Labs, I've cut that down to just 45 minutes - and the content is better than what I was creating myself."

- Sarah K., Brisbane Retail Business Owner

"As a tradesperson, I thought AI wasn't for people like me. I was wrong. I've automated my quoting process and customer follow-ups, saving me hours of admin work I used to do at night after long days on job sites."

- Michael T., Melbourne Electrician
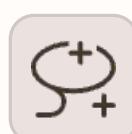
READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH AI?

This is just the beginning. While these prompts will get you immediate results, they're only scratching the surface of what's possible.

Want to see how far AI can take your specific business?

The team at Tech Horizon Labs has helped over 100 Australian small businesses implement custom AI solutions that:

Automate 70%+ of administrative tasks	**Create personalized customer experiences at scale**
Generate consistent leads and sales on autopilot	**Turn data into actionable business intelligence**

Take the Next Step: Get Your Free AI Impact Assessment

Our team will analyze your specific business, identify your highest-value AI opportunities, and provide a custom implementation roadmap - all at no cost.

[**Book Your Free 30-Minute AI Impact Assessment**] *Limited to 10 businesses per month - Reserve yours today*

✉ Email: hello@techhorizonlabs.com.au

🌐 Visit: www.techhorizonlabs.com.au/

"We don't just recommend AI solutions - we implement them for you, ensuring they deliver real business results from day one."

20 Ready-to-Use Prompts

A comprehensive collection of ready-to-use prompts organized by category to help you leverage AI for various professional tasks.

by Huxley Peckham

Content Creation Prompts

Blog Post Creation

"Write a 500-word blog post about [topic] for [audience], including three key takeaways. Search the internet for the most trusted sources released in the last month"
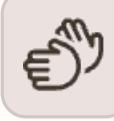
Email Drafting

"Draft an email to [recipient] about [subject] in a friendly tone and include a clear call to action. This is a new client and here is our email trail so far. Be natural, authentic, and professionally humble"

Product Description Rewriting
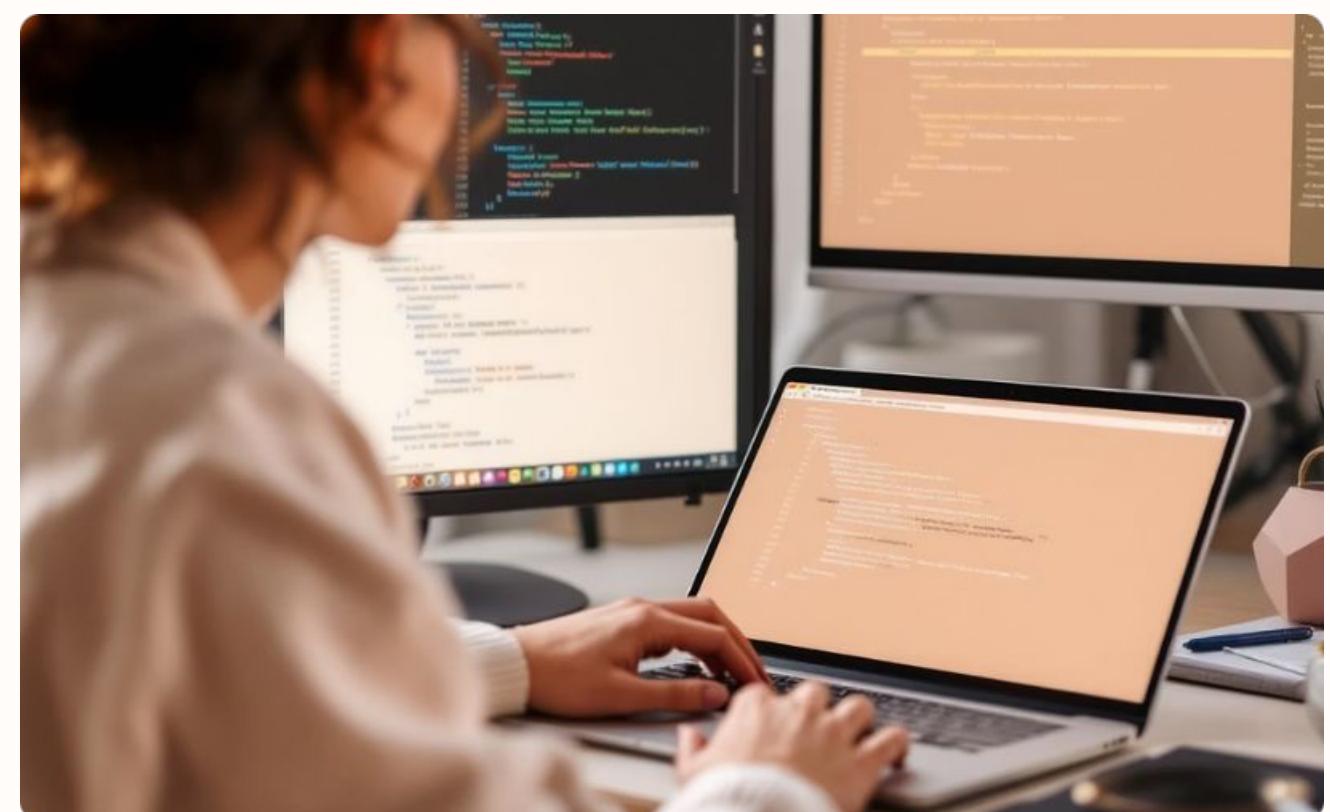
"Rewrite the following product description in a persuasive, concise style: [paste text]."

Translation & Localization

"Translate this marketing copy into Australian English and adjust tone to professional: [paste text]."

Research & Coding Prompts

Research Prompts

- List top 5 trends in [industry] for 2025 with short citations
- Compare [Company A] and [Company B] on pricing, features, target market
- Summarize PDF excerpts into concise bullet points highlighting key findings

Coding Prompts
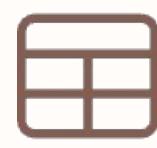
- Generate Python function to read CSV and return top 10 rows sorted by [column]
- Convert SQL query using JOINs instead of subqueries
- Debug JavaScript snippet: explain error and fix

Data Analysis Prompts

Trend Analysis

"Analyze this CSV data [upload] and summarize trends in bullet points."

Pivot Tables

"Create a pivot-table breakdown of sales per region and product category from this data."

Data Visualization

"Visualize the distribution of [numeric column] in a histogram and explain any outliers."

These data analysis prompts help you quickly extract insights from your datasets, create meaningful visualizations, and identify important patterns without extensive manual processing.

Ideation, Strategy & Automation Prompts

Ideation & Strategy
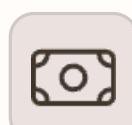
Campaign Brainstorming

"Brainstorm 10 social media campaign ideas for launching [product]."

Marketing Planning

"Outline a 30-day marketing plan on a $1k budget to boost brand awareness."

Revenue Strategy

"Identify three potential revenue streams for [business model] with pros and cons."

Risk Management

"Develop a risk mitigation strategy for rolling out [new service] in a regulated market."

Automation Prompts
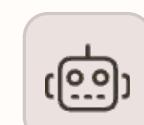
Meeting Summaries

"Summarize meeting transcripts into action items with owners and due dates."

Executive Reporting

"Convert weekly sales figures into a formatted executive summary email."

Custom GPT Design

"Design a Custom GPT instruction set that cleanses and normalizes spreadsheet data."

ChatGPT Prompt Playbook: Your Pocket McKinsey Consultant
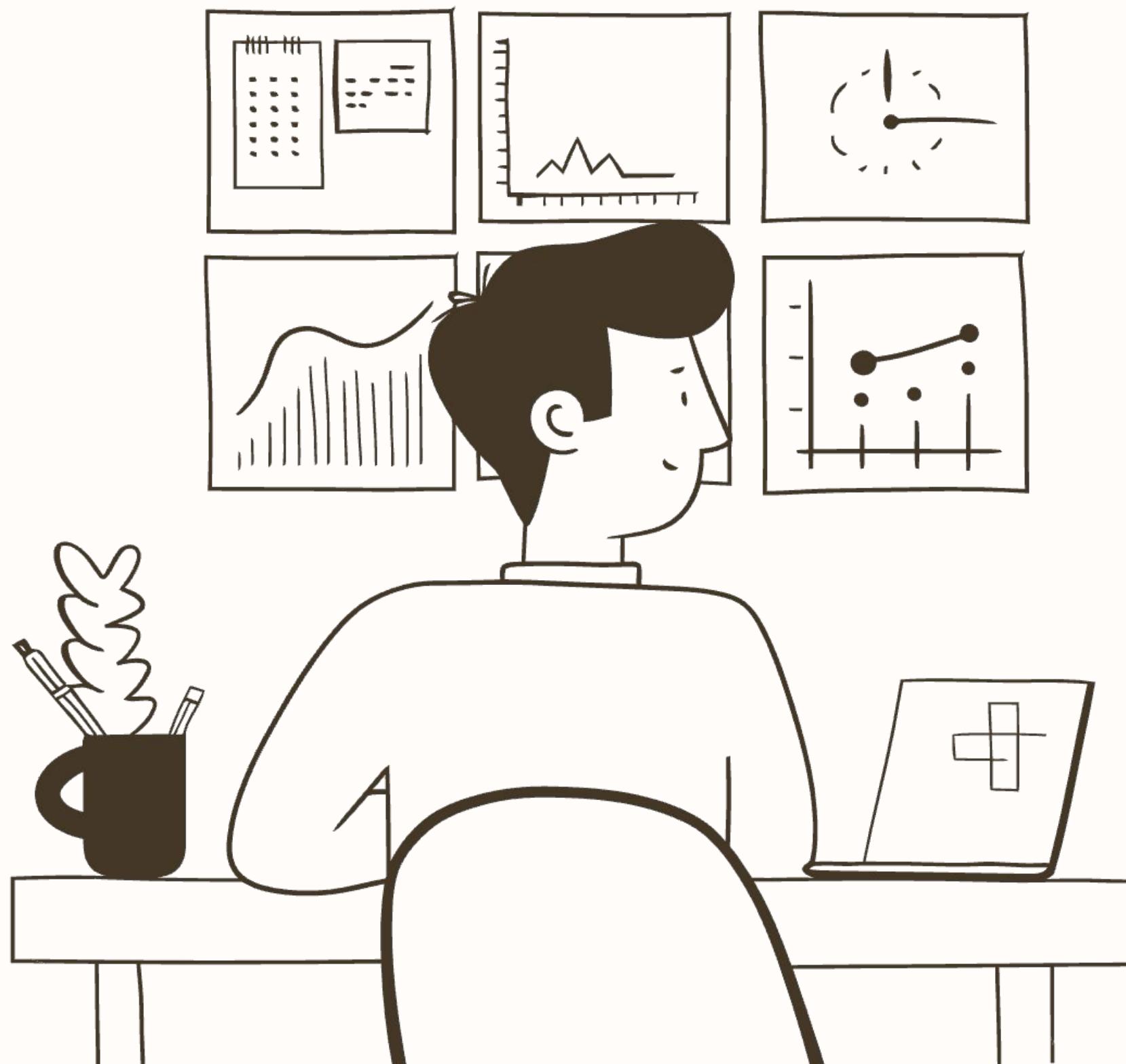
Here's a high-level playbook that emphasizes the **ChatGPT prompt** itself—your "pocket McKinsey consultant"—and closes with a concise list of recommended project-planning tools.

by **Huxley Peckham**

Summary

This playbook centers on a single, powerful prompt that frames ChatGPT as a ruthless growth operator, mandates evidence-backed insights via Deep Research and Web Browsing, and outputs a structured audit with clear deliverables. It then briefly outlines how to run that prompt in ChatGPT's interface and suggests top project-planning platforms to operationalize the resulting 90-day roadmap. (Prompt engineering best practices for ChatGPT)

1. The Core Prompt

You are a ruthless, no-excuses growth operator who takes [business] from $X to $Y ARR.

Audit the business below and deliver a brutal, evidence-backed plan to grow drastically faster.

Business Details (fill in):

- What we sell: ...
- MRR: $...
- YoY Growth: ... %
- Customers: ...
- Churn Rate: ...

Constraints:

- Time Horizon: 12 months
- Budget: $... (optional)
- Risk Appetite: aggressive (bold bets OK)

Research Protocol:

- Use Deep Search
- Use these sources: • Analyst reports • Earnings calls • Similarweb • Reddit/Twitter feedback • App Store reviews • Glassdoor • LinkedIn job posts

- Cite ≥ 2 independent sources for every non-obvious claim

Evaluation Metrics:

1. TAM clarity
2. Product-market fit proof
3. Unit economics (CAC vs LTV)
4. Moat/defensibility
5. Speed of execution

Workflow:

1. Snapshot the current state
2. Benchmark against 5 top performers and 3 laggards
3. Identify top bottlenecks (impact × ease)
4. Recommend
- Quick Wins (≤ 90 days)
- Strategic Plays (≥ 90 days)
1. Quantify upside in revenue, margin & valuation

When you answer, include:

1. Chain-of-Thought — a 2–3-sentence description of how you approached this
2. Scorecard — each metric rated 0–10
3. Top Bottlenecks — list of bottlenecks with impact & ease scores
4. Quick Wins — title, action steps, estimated uplift
5. Strategic Initiatives — for each: name, why it matters, execution plan, expected uplift
6. Risks & Mitigations
7. 90-Day Roadmap — week-by-week tasks
8. Executive Summary — concise paragraph wrapping it all up

Now, audit [YOUR BUSINESS NAME] and lay out the plan.

This single prompt encapsulates role-definition, data inputs, research methods, evaluation criteria, workflow steps, and required outputs—all designed to elicit a McKinsey-grade strategic audit from ChatGPT

2. Running the Prompt in ChatGPT

1. **Enable Deep Research & Web Browsing**

 Turn on **Deep Research** in Settings → Beta features; select the "Deep Research" model in chat

 Toggle **Search** or **Plugins** to allow live data pulls from your specified sources

2. **Paste the Prompt**

   - Start a new chat, paste the core prompt, and fill in your business details.

   - No temperature controls are needed—ChatGPT's default settings plus precise instruction enforce focus

3. **Review & Iterate**

 Examine the **Chain-of-Thought** to ensure logic alignment.

   - Request deeper dives on any section: e.g., "Expand the unit economics analysis with two more sources."

3. High-Level Best Practices

Role Prompting

Clearly assign ChatGPT an identity to shape tone and boldness
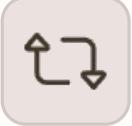
Structured Outputs

Demand numbered sections and bullet lists to facilitate downstream planning

Evidence Enforcement

Mandate ≥ 2 citations per non-obvious point to curb hallucinations

Iterative Refinement

Use follow-up prompts to sharpen weak areas rather than re-issuing the entire prompt
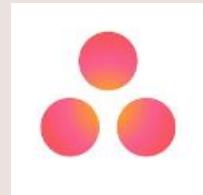
4. From AI Plan to Execution: Project-Planning Tools

Once you have your 90-Day Roadmap, choose a platform based on team size, methodology, and integration needs:

Trello

Simple Kanban boards; ideal for visual thinkers and small teams

Asana

Flexible list and Timeline views; built-in templates for 30-60-90 day plans

Jira

Advanced Roadmaps for Agile epics; strong dependency mapping for complex projects

Prompt Crafting Workbook: The Five-Step Method

This workbook guides you through a powerful five-step process for crafting effective AI prompts. Each section includes blank templates for your own projects alongside practical examples that demonstrate the technique in action. By following this structured approach, you'll transform vague ideas into precisely targeted prompts that generate exceptional results.

by Huxley Peckham

The Five-Step Prompt Crafting Process

For each assistant task, complete all five steps below. The left column provides space for your project, while the right column shows a referral program example.

Step 1: Raw Idea

Describe your unfiltered concept exactly as it comes to mind:

_____
_____
_____

Example

"I'm thinking of creating a referral program where current customers get 10% off when they bring in new clients. It would run for three months starting in June."

Step 2: Blind Spots

What might be missing or risky in your thinking?

_____
_____
_____

Example

"What aspects of this referral program am I overlooking? Are there any risks or opportunities I haven't considered that could impact its success?"

Step 3: Amplified Vision

If constraints vanished, what would the ultimate version look like?

_____
_____
_____

Example

"If budget, technology, and implementation challenges were no obstacle, what would the ultimate version of this referral program look like? How might it work at its absolute best?"

Step 4: Tailor to Audience

How can you make this irresistible to your specific users?

_____
_____
_____

Example

"How can I adapt this referral program to particularly appeal to our millennial customer base who primarily shop through our mobile app? What would make them enthusiastic about participating?"

Step 5: Exceptional Execution

What would a top 0.01% operator do next?

_____
_____
_____

Example
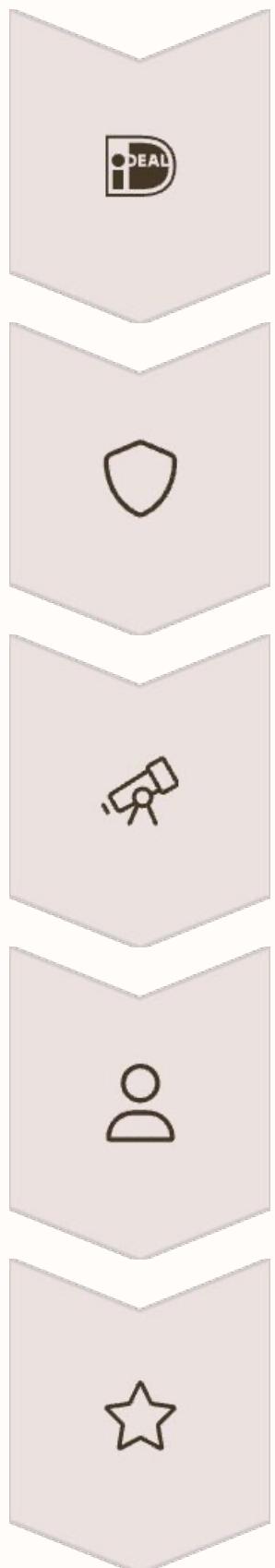
"What would someone who's exceptionally good at creating customer programs do to implement this referral system? What specific steps would a top 0.01% marketing professional take next to ensure this program's success?"

Draft Your Complete Prompt:

Prompt: _____ [Raw Idea] _____ [Address Blind Spots] _____ [Request Amplified Vision] _____ [Audience Tailoring] _____ [Ask for Exceptional Execution]

Putting It All Together: Your Master Prompt

Now it's time to craft your complete prompt. The most effective prompts combine all five elements we've covered into one coherent instruction.

Start With Your Raw Idea

Clearly state your core concept, providing just enough context for understanding.

Address Blind Spots

Acknowledge potential issues, constraints, or ethical considerations.

Include Your Amplified Vision

Describe the ideal outcome without artificial constraints.

Specify Audience Tailoring

Identify format, tone, and specific needs of your target audience.

Request Expert Execution

Ask for the level of detail a top 0.01% professional would include.

Fill in each section of your master prompt template with the specific elements you crafted in the previous steps. Then dump your answers into ChatGPT or your chosen AI.

Note: Best used with reasoning models such as "o4-mini" or "o3", plus add "search" or "deep research" mode.

visit: techhorizonlabs.com for more