

SoloKit AI Prompt Pack v1.0

The Ultimate AI Prompt Collection for Solopreneurs

100+ copy-paste-ready prompts to run every aspect of your solo business with AI.

Works with ChatGPT, Claude, Gemini, Copilot, and any other LLM.

How to Use This Pack

1. **Find the category** that matches your current task
2. **Copy the prompt** — replace anything in [brackets] with your info
3. **Paste into your AI tool** (ChatGPT, Claude, etc.)
4. **Iterate** — use the follow-up prompts to refine the output

Pro Tips:

- Start a fresh conversation for each new task
- Be specific when filling in the [brackets] — more detail = better output
- Chain prompts together (use output from one as input for the next)
- Save your best results as templates for future use

Category 1: Business Strategy & Planning

Prompt 1: Business Model Canvas Generator

When to use: Starting a new business or pivoting your current model.

I'm building a solo business around [YOUR NICHE/IDEA]. My target customer is [DESCRIBE YOUR IDEAL CUSTOMER – age, role, pain points].

Create a complete Business Model Canvas for me:

1. Value Proposition – What unique value do I deliver?
2. Customer Segments – Who exactly am I serving?
3. Channels – Where do I reach these customers?
4. Customer Relationships – How do I acquire and retain them?
5. Revenue Streams – How do I make money? (Be specific with pricing models)
6. Key Resources – What do I need to operate?
7. Key Activities – What must I do daily/weekly?
8. Key Partnerships – Who should I collaborate with?
9. Cost Structure – What are my fixed and variable costs?

For each section, give me 3-5 specific, actionable items – not generic advice. I'm a solopreneur with limited time and budget.

Prompt 2: Competitor Deep Dive

When to use: Before entering a market or launching a product.

I'm entering the [YOUR NICHE] market with [YOUR PRODUCT/SERVICE].

Analyze my competitive landscape:

1. List 5-7 likely competitors in this space (real companies if you know them, otherwise describe the types)
2. For each, identify:
 - Their pricing model and price range
 - Their main value proposition
 - Their biggest weakness or gap
 - Where they market themselves
3. Based on these gaps, suggest 3 positioning strategies I could use to differentiate
4. Identify the "blue ocean" opportunity – what is NO ONE doing well?

I need actionable intelligence, not a textbook analysis.

Prompt 3: Ideal Customer Avatar Builder

When to use: Defining your target audience before creating content or products.

I sell [YOUR PRODUCT/SERVICE] in the [YOUR NICHE] space. My price point is around [PRICE RANGE].

Build me a detailed Ideal Customer Avatar:

****Demographics:****

- Age range, gender distribution, location
- Job title, income level, education

****Psychographics:****

- What do they value most?
- What are they afraid of?
- What frustrates them daily?
- What does their dream outcome look like?

****Behavior:****

- Where do they hang out online? (specific platforms, subreddits, communities)
- What content do they consume? (podcasts, newsletters, YouTube channels)
- What have they already tried to solve this problem?
- What keywords would they Google?

****Buying Triggers:****

- What event makes them finally take action?
- What objections will they have before buying?
- Who do they need approval from?

Make this specific and vivid – I should be able to picture this person.

Prompt 4: 90-Day Launch Plan

When to use: Planning the first 3 months of your business.

I'm launching [YOUR PRODUCT/SERVICE] targeting [YOUR AUDIENCE]. My budget is [BUDGET] and I can dedicate [HOURS] hours per week.

Create a 90-day launch plan broken into 3 phases:

****Phase 1: Foundation (Days 1-30)****

- What to build/create (minimum viable everything)
- Where to establish presence
- Key milestones

****Phase 2: Traction (Days 31-60)****

- First customer acquisition strategies
- Content/marketing activities
- What to measure and optimize

****Phase 3: Growth (Days 61-90)****

- Scaling what works
- Revenue targets
- Systems to automate

For each week, give me 3-5 specific tasks (not vague goals). Include estimated time per task. Everything should be doable by one person.

Prompt 5: SWOT Analysis with Action Items

When to use: Quarterly business review or when making strategic decisions.

Here's my current business situation:

- Business: [DESCRIBE YOUR BUSINESS]
- Revenue: [CURRENT MONTHLY REVENUE]
- Main product: [YOUR MAIN OFFERING]
- Biggest challenge right now: [YOUR CHALLENGE]

Create a SWOT analysis, but make it actionable:

For each Strength – how can I double down on it this month?

For each Weakness – what's the simplest fix I can implement this week?

For each Opportunity – rank them by effort vs. impact

For each Threat – what's my contingency plan?

End with: "The #1 thing you should do this week is ____" based on the analysis.

Prompt 6: Pricing Strategy Optimizer

When to use: Setting or adjusting your prices.

I sell [YOUR PRODUCT/SERVICE] to [YOUR AUDIENCE]. Currently priced at [CURRENT PRICE or "not yet priced"].

My costs per unit/delivery: [YOUR COSTS]

Competitor pricing range: [RANGE or "unknown"]

My unique advantage: [WHAT MAKES YOU DIFFERENT]

Help me develop a pricing strategy:

1. Suggest 3 pricing tiers (Good / Better / Best) with specific prices and what's included in each
2. Calculate the psychology – why these specific price points work
3. Should I use one-time pricing or subscriptions? Why?
4. What's my "decoy" option to push people to the middle/top tier?
5. How should I frame the price on my sales page? (anchoring, comparison, etc.)
6. What's a good introductory/launch price and when should I raise it?

Base this on real pricing psychology, not guesswork.

Prompt 7: Revenue Stream Brainstorm

When to use: Diversifying income or finding new monetization angles.

My current business: [DESCRIBE YOUR BUSINESS AND MAIN REVENUE SOURCE]

My audience: [WHO FOLLOWS/BUY'S FROM YOU]

My skills: [YOUR TOP 3-5 SKILLS]

Generate 10 additional revenue streams I could add, organized by:

Quick Wins (launch in 1 week):

- 3 ideas with estimated revenue potential

Medium-term (launch in 1 month):

- 4 ideas with estimated revenue potential

Long-term (launch in 3 months):

- 3 ideas with estimated revenue potential

For each, tell me: what it is, who buys it, price point, estimated monthly revenue, and effort to maintain. Be creative but realistic for a solo operator.

Prompt 8: Market Validation Quick Test

When to use: Before investing time building something.

I have an idea for [YOUR PRODUCT/SERVICE IDEA] targeting [YOUR AUDIENCE].

Help me validate this idea in 48 hours without spending money:

1. Write me 3 different "interest check" posts I can share on [Twitter/Reddit/LinkedIn – pick one]
2. Create a simple survey (5 questions max) to send to potential customers
3. Suggest 5 communities/forums where my target audience hangs out where I can ask for feedback
4. Give me a "validation scorecard" – what signals should I look for that indicate real demand vs. just polite interest?
5. What's the minimum viable test I can run to see if people will actually pay?

I don't want to build anything yet – I want to know if this is worth my time.

Category 2: Copywriting & Sales

Prompt 9: Sales Page Framework

When to use: Writing a landing page for your product.

I'm selling [YOUR PRODUCT] for [PRICE] to [YOUR AUDIENCE].

The main problem my product solves: [THE PROBLEM]

The transformation my customer experiences: [BEFORE STATE → AFTER STATE]

My product's 3 biggest features: [LIST THEM]

Write a complete sales page using this structure:

1. **Headline** – Grab attention with the outcome, not the product
2. **Opening Hook** – Describe the pain point so vividly they feel seen
3. **Agitation** – What happens if they do nothing? What are they missing out on?
4. **Solution Reveal** – Introduce the product as the bridge from pain to outcome
5. **Feature → Benefit Breakdown** – For each feature, explain the real-world benefit
6. **Social Proof Section** – Write 3 realistic testimonial templates I can customize
7. **Objection Handling** – Address the top 3 reasons someone wouldn't buy
8. **Urgency/Scarcity** – Create ethical urgency (not fake countdown timers)
9. **CTA** – A compelling call-to-action that focuses on the outcome
10. **PS Line** – One final persuasive line

Write in a conversational, confident tone. No hype. No "revolutionary" or "game-changing." Just honest, compelling copy.

Prompt 10: Email Welcome Sequence (5 Emails)

When to use: Setting up automated emails for new subscribers.

I run [YOUR BUSINESS] and offer [YOUR PRODUCT/SERVICE]. When someone joins my email list, they're interested in [TOPIC/PROBLEM].

Write a 5-email welcome sequence:

Email 1 (Immediately): Welcome + deliver the promised freebie/value. Build trust.

Email 2 (Day 2): Share your origin story – why you started this business. Be real.

Email 3 (Day 4): Teach something valuable. Give your best tip for free.

Email 4 (Day 6): Soft pitch – introduce your product as a natural next step.

Email 5 (Day 8): Direct pitch – clear CTA with urgency.

For each email provide:

- Subject line (+ 2 alternatives for A/B testing)
- Full email body
- CTA

Tone: Like a smart friend who happens to be an expert. Not corporate, not cheesy.
Keep each email under 300 words.

Prompt 11: Product Description Generator

When to use: Writing descriptions for your digital products.

Product: [YOUR PRODUCT NAME]

Type: [e.g., course, template, tool, ebook]

Price: [PRICE]

Target buyer: [WHO IS THIS FOR]

Main benefit: [THE #1 OUTCOME THEY GET]

Features: [LIST 5-7 FEATURES]

Write 3 versions of a product description:

1. **Short (50 words)** – For social media and quick pitches
2. **Medium (150 words)** – For product listings (Gumroad, Etsy, etc.)
3. **Long (300 words)** – For a dedicated sales page section

Each version should:

- Lead with the benefit, not the feature
- Include a specific, believable result
- End with a clear CTA
- Sound like a confident expert, not a used car salesman

Prompt 12: Ad Copy Generator (Multi-Platform)

When to use: Creating paid or organic promotional posts.

I'm promoting [YOUR PRODUCT] ([PRICE]) to [YOUR AUDIENCE].

The key benefit: [MAIN OUTCOME]

The key pain point it solves: [THE PROBLEM]

Write ad copy for each platform:

Twitter/X (3 versions):

- Thread hook + 3-tweet thread
- Single tweet with link
- Engagement-bait tweet (question format)

LinkedIn (2 versions):

- Story-based post (personal experience → lesson → product)
- Data/insight-based post (interesting stat → insight → product)

Reddit (1 version):

- Value-first comment format (teach something useful, mention product naturally)

Instagram Caption (1 version):

- Hook line + value + CTA

Rules: No hashtag spam. No cringe. No "🚀🔥💰" overuse. Sound like a real person, not a marketer.

Prompt 13: Headline Generator (50 Variations)

When to use: A/B testing headlines for sales pages, emails, or ads.

My product: [YOUR PRODUCT]

My audience: [WHO IT'S FOR]

The main outcome: [WHAT THEY ACHIEVE]

The main pain: [WHAT THEY AVOID]

Generate 50 headline variations across these categories:

How-to (10): "How to [outcome] without [pain]"

Question (10): "Are you still [struggling with X]?"

Number (10): "7 ways to [outcome]"

Testimonial-style (5): "How I [result] in [timeframe]"

Contrarian (5): "Why [common advice] is wrong"

Curiosity (5): "The [adjective] trick that [outcome]"

Direct (5): "[Do this] to [get result]"

Star (★) your top 5 picks and explain why they'd convert best.

Prompt 14: Cold Outreach Email

When to use: Reaching out to potential clients, collaborators, or partners.

I want to reach out to [WHO – e.g., "SaaS founders", "marketing agency owners", "podcast hosts"].

My offer: [WHAT YOU CAN DO FOR THEM]

My credibility: [YOUR RELEVANT EXPERIENCE/RESULTS]

My goal: [WHAT YOU WANT – meeting, partnership, sale]

Write 3 cold email variations:

Version A: Direct and short (under 100 words)

Version B: Story-driven (personal hook → offer)

Version C: Value-first (give something useful upfront)

Each must include:

- Subject line that gets opened (no clickbait)
- Personalization placeholders [THEIR NAME], [THEIR COMPANY], [SPECIFIC THING ABOUT THEM]
- A soft, low-commitment CTA (not "Buy now" – more like "Worth a quick chat?")
- A follow-up email for if they don't respond (send 3 days later)

Sound human. Not like a template. Not like AI.

Prompt 15: Testimonial Request Template

When to use: Asking customers for reviews/testimonials.

I sell [YOUR PRODUCT] and want to collect compelling testimonials.

Create:

1. **Email to send customers** asking for a testimonial (friendly, low-pressure, takes 2 minutes)
2. **5 guided questions** that naturally produce great testimonials:
(These should extract specific results, not vague praise)
3. **A template to turn their raw feedback into a polished testimonial**
Input: messy customer response
Output: clean, compelling quote with their approval
4. **3 follow-up nudge messages** for people who said yes but haven't sent one yet

The goal: get testimonials that include specific outcomes, not just "Great product!"

Prompt 16: Upsell & Cross-sell Copy

When to use: After someone buys, to increase average order value.

A customer just bought [PRODUCT A] for [PRICE].

I also sell:

- [PRODUCT B] for [PRICE] – [brief description]
- [PRODUCT C] for [PRICE] – [brief description]

Write:

1. **Thank-you page upsell** – immediately after purchase, offer the next product at a discount
2. **Post-purchase email** (sent 2 days after) – check in + natural cross-sell
3. **Bundle offer email** (sent 5 days after) – "Complete your toolkit" angle

Each should feel helpful, not pushy. The customer should feel like you're looking out for them, not squeezing their wallet.

Category 3: 📱 Social Media & Content

Prompt 17: 30-Day Content Calendar

When to use: Planning a month of social media content.

My business: [YOUR BUSINESS]

Platform: [Twitter/LinkedIn/Instagram – pick one]

My audience: [WHO FOLLOWS ME]

My goal: [GROW FOLLOWERS / DRIVE SALES / BUILD AUTHORITY]

Create a 30-day content calendar with a specific post idea for each day.

Mix these content types:

- **Value posts** (teach something) – 40%
- **Story posts** (personal experience) – 20%
- **Engagement posts** (questions, polls) – 20%
- **Promotional posts** (mention your product) – 10%
- **Curated/Opinion posts** (comment on trends) – 10%

For each day provide:

- Content type
- Post topic
- Hook line (first sentence)
- Key talking points
- CTA

Include 2 "viral potential" posts that are designed to be shared/saved.

Prompt 18: Twitter/X Thread Writer

When to use: Creating engaging thread content.

Topic: [YOUR TOPIC]

My expertise in this: [YOUR ANGLE/EXPERIENCE]

Target audience: [WHO SHOULD CARE]

Write a 10-tweet thread:

Tweet 1 (Hook): Must stop the scroll. Use a bold claim, surprising stat, or contrarian take. End with " 

Tweets 2-8 (Body): Each tweet should:

- Make one clear point
- Be self-contained (makes sense even alone)
- Use line breaks for readability
- Include at least 2 tweets with specific examples or data

Tweet 9 (Summary): TL;DR of key takeaways

Tweet 10 (CTA): Ask for engagement + subtle mention of your product/service

Rules: No "1/" numbering. No filler tweets. Every tweet must earn its place.

Prompt 19: LinkedIn Post Generator

When to use: Creating professional content for LinkedIn.

Topic: [YOUR TOPIC]

My take/experience: [YOUR UNIQUE ANGLE]

Target audience: [JOB TITLES/ROLES WHO SHOULD SEE THIS]

Write a LinkedIn post using this structure:

Line 1: Hook that makes people click "...see more" (this is CRITICAL)

Lines 2-4: Set up the problem or story

Lines 5-10: Your insight, lesson, or framework

Lines 11-12: The takeaway

Line 13: CTA (question to drive comments)

Formatting rules:

- Short paragraphs (1-2 sentences max)
- Use line breaks aggressively
- One emoji max (at the start or not at all)
- No hashtags in the body (3 max at the very end)
- Sound like a thoughtful human, not a LinkedIn bro

Prompt 20: Content Repurposing Machine

When to use: Turning one piece of content into many.

Here's my original content:

[PASTE YOUR BLOG POST, VIDEO SCRIPT, NEWSLETTER, OR PODCAST NOTES]

Repurpose this into:

1. **3 Twitter/X posts** (different angles, not just summaries)
2. **1 LinkedIn post** (professional angle)
3. **1 Instagram carousel script** (8 slides – headline + body for each)
4. **5 quote graphics text** (pull the most quotable lines)
5. **1 email newsletter** (personal tone, adds new insight)
6. **3 short-form video scripts** (30-60 seconds each, hook + value + CTA)
7. **1 Reddit post** (value-first, no self-promotion)

Each piece should feel native to its platform – not like a copy-paste job.

Prompt 21: Viral Hook Generator

When to use: Writing opening lines that stop the scroll.

My niche: [YOUR NICHE]

My audience: [WHO]

Content goal: [EDUCATE / ENTERTAIN / SELL]

Generate 30 scroll-stopping hooks across these formats:

Bold Claims (5): "Most people think X. They're wrong."

Personal Stories (5): "I [did something unexpected] and here's what happened..."

Curiosity Gaps (5): "There's one thing [successful people] do that nobody talks about."

Data-Driven (5): "I analyzed [X] and found something surprising."

How-To (5): "How to [desirable outcome] in [surprisingly short time]"

Contrarian (5): "Unpopular opinion: [common practice] is actually [bad]"

Rate each hook 1-5 for viral potential and explain why the top 3 would work best.

Prompt 22: YouTube Video Script

When to use: Scripting YouTube content for maximum retention.

Video topic: [YOUR TOPIC]

Target length: [5/10/15 minutes]

Audience: [WHO'S WATCHING]

Goal: [EDUCATE / REVIEW / TUTORIAL / STORY]

Write a complete video script:

Hook (0:00-0:30):

- Open with a bold statement or question that creates curiosity
- Preview the value ("By the end of this video, you'll know...")
- Pattern interrupt (something unexpected to keep them watching)

Setup (0:30-2:00):

- Context – why this topic matters now
- Build the problem/tension

Main Content (2:00-[80% of total]):

- Break into 3-5 clear sections with transitions
- Include at least 2 "retention hooks" ("But here's where it gets interesting...")
- Add specific examples, stories, or data for each point

Climax/Key Insight ([80%-90%]):

- The main "aha moment"

CTA ([last 10%]):

- Summarize in 2-3 sentences
- Specific CTA: like, subscribe, comment prompt
- Tease next video

Include [TIMESTAMP MARKERS] for chapters.

Prompt 23: Instagram Bio & Content Strategy

When to use: Optimizing your Instagram presence.

My business: [YOUR BUSINESS]

What I sell: [YOUR PRODUCT/SERVICE]

My personality/brand vibe: [e.g., professional, witty, minimalist, bold]

Create:

1. **Instagram bio** (150 chars max):

- Line 1: What you do (clear, specific)
- Line 2: Who you help
- Line 3: Social proof or credential
- CTA + link reference

2. **Content pillars** (4 categories I should post about, with 5 post ideas each)

3. **Hashtag strategy:**

- 10 niche hashtags (10K-100K posts)
- 10 medium hashtags (100K-500K posts)
- 5 broad hashtags (500K+ posts)

4. **Posting schedule:** Best times and frequency for [my niche] audience

Prompt 24: Newsletter Content Ideas (52 Weeks)

When to use: Planning a year of newsletter content.

My newsletter is about [YOUR TOPIC] for [YOUR AUDIENCE].

My products/services: [WHAT YOU SELL]

Publishing frequency: [WEEKLY/BIWEEKLY]

Generate 52 newsletter issue ideas (one per week for a year):

For each, provide:

- **Issue title** (compelling subject line)
- **Core topic** (1-2 sentence summary)
- **Content type** (tutorial / case study / opinion / curation / interview)

Organize by quarter:

- Q1: Foundation/Education topics
- Q2: Growth/Strategy topics
- Q3: Advanced/Deep-dive topics
- Q4: Review/Planning topics

Include 4 "product promotion" issues (once per quarter) that feel valuable, not salesy.

Category 4: Email Marketing

Prompt 25: Lead Magnet Ideas + Landing Page Copy

When to use: Creating a freebie to grow your email list.

My business: [YOUR BUSINESS]

My paid product: [WHAT YOU SELL AND PRICE]

My audience's #1 problem: [THEIR BIGGEST PAIN POINT]

Generate:

1. **5 lead magnet ideas** ranked by:

- Ease to create (you're solo, time matters)
- Perceived value (what feels worth trading an email for)
- Relevance to your paid product (natural path to purchase)

2. For the #1 pick, write:

- **Landing page headline** (benefit-focused)
- **3 bullet points** of what they'll learn/get
- **CTA button text** (not just "Subscribe")
- **Thank you page copy** (deliver the freebie + what to expect next)

Prompt 26: Cart Abandonment Recovery Sequence

When to use: When visitors reach checkout but don't buy.

Product: [YOUR PRODUCT]

Price: [PRICE]

Common objections: [WHY PEOPLE HESITATE]

Write a 3-email cart abandonment sequence:

Email 1 (1 hour after): "Did something go wrong?" – Helpful, not pushy. Maybe there was a technical issue?

Email 2 (24 hours after): Address the #1 objection head-on. Include a testimonial or case study.

Email 3 (48 hours after): Limited-time incentive (discount, bonus, or urgency). Last chance angle.

Each email: subject line + body + CTA. Under 150 words each. Mobile-friendly formatting.

Prompt 27: Newsletter Growth Strategy

When to use: Growing your email list from 0 to 1,000 subscribers.

My newsletter topic: [YOUR TOPIC]

Current subscriber count: [NUMBER]

My platforms: [WHERE ARE YOU ACTIVE – Twitter, LinkedIn, etc.]

My budget for growth: [AMOUNT or \$0]

Create a newsletter growth playbook:

Phase 1: First 100 subscribers

- 5 specific tactics with step-by-step instructions
- Expected timeline

Phase 2: 100 → 500 subscribers

- 5 scaling tactics
- Cross-promotion strategies

Phase 3: 500 → 1,000 subscribers

- Advanced growth tactics
- Referral program structure

For each tactic, include:

- Exact steps to implement
- Expected conversion rate
- Time investment
- Examples of people who used this tactic successfully

Prompt 28: Re-engagement Campaign

When to use: Waking up inactive email subscribers.

My email list has [NUMBER] subscribers, but open rates have dropped to [PERCENTAGE].

I sell [YOUR PRODUCT/SERVICE].

My last email was about [TOPIC].

Write a 3-email re-engagement campaign:

Email 1: "We miss you" – but make it interesting, not guilt-trippy. Include your best piece of content.

Email 2: "Quick question" – one-question survey to understand what they want. Low effort to reply.

Email 3: "Last chance" – honest message: "I'm cleaning my list. Want to stay? Here's why you should."

For subscribers who don't open any of the 3: write the "goodbye" email that removes them but leaves the door open.

Category 5: SEO & Blog Content

Prompt 29: Blog Post Outline Generator

When to use: Planning SEO-optimized blog content.

Target keyword: [YOUR KEYWORD]

Search intent: [INFORMATIONAL / COMMERCIAL / TRANSACTIONAL]

My audience: [WHO'S SEARCHING THIS]

My angle: [WHAT'S UNIQUE ABOUT MY PERSPECTIVE]

Create a comprehensive blog post outline:

1. **Title** (include keyword, under 60 chars) + 2 alternatives
2. **Meta description** (include keyword, under 155 chars, with CTA)
3. **H2 and H3 structure** (full outline with all subheadings)
4. **For each section:** 2-3 bullet points of what to cover
5. **Internal linking suggestions** (what related topics to link to)
6. **Featured snippet opportunity** – which section could win the snippet? Format it accordingly (list, table, or paragraph)
7. **Word count target** based on competing content
8. **CTA placement** – where to naturally mention my product

Prompt 30: SEO Keyword Research

When to use: Finding content opportunities.

My niche: [YOUR NICHE]

My website: [YOUR SITE – or "new site, no authority yet"]

My product: [WHAT YOU SELL]

Find keyword opportunities:

1. **10 long-tail keywords** I can rank for with low competition
 - Format: keyword | estimated difficulty | search intent | content type needed
2. **5 question keywords** (People Also Ask style)
 - Format: question | content format to answer it
3. **5 comparison keywords** ("[product A] vs [product B]")
 - These have high buyer intent
4. **A content cluster map:**
 - 1 pillar topic (main page)
 - 5-7 supporting articles (that link to pillar)
 - How they connect

Prioritize: low difficulty + high intent + relevant to my product.

Prompt 31: Complete Blog Post Writer

When to use: Writing a full SEO-optimized article.

Write a complete blog post:

Keyword: [TARGET KEYWORD]
Title: [YOUR TITLE or "suggest one"]
Word count: [TARGET – e.g., 2000]
Audience: [WHO'S READING]
Goal: [RANK FOR KEYWORD / DRIVE EMAIL SIGNUPS / SELL PRODUCT]

Requirements:

- Include the keyword naturally in: title, first paragraph, 2-3 H2s, meta description, conclusion
- Use short paragraphs (2-3 sentences max)
- Include at least 3 subheadings (H2/H3)
- Add a "Key Takeaways" or "TL;DR" box near the top
- Include specific examples, numbers, or case studies (not generic advice)
- Write in [FIRST PERSON / THIRD PERSON]
- End with a clear CTA: [WHAT ACTION SHOULD THEY TAKE]
- Tone: [CASUAL / PROFESSIONAL / AUTHORITATIVE]

Don't write like AI. Write like an experienced human sharing what actually works.

Prompt 32: Content Gap Analysis

When to use: Finding topics your competitors rank for but you don't.

My website covers: [YOUR MAIN TOPICS]

My top 3 competitors: [COMPETITOR URLs or DESCRIPTIONS]

My strongest content currently: [YOUR BEST PERFORMING PAGES/POSTS]

Analyze the content gap:

1. **Topics they cover that I don't** – list 10 with estimated search volume
2. **Topics I cover better** – where I have an advantage
3. **Underserved topics** – what NOBODY in my niche covers well
4. **Content format gaps** – are competitors missing video, tools, templates, etc.?
5. **Quick win opportunities** – topics I could rank for with a single well-written post

Prioritize by: impact on traffic × effort to create. Give me a top-5 "write this first" list.

Prompt 33: Meta Description & Title Tag Optimizer

When to use: Optimizing existing pages for better click-through rates.

Here are my current page titles and meta descriptions:

Page 1: [URL] – Title: [CURRENT TITLE] – Meta: [CURRENT META]

Page 2: [URL] – Title: [CURRENT TITLE] – Meta: [CURRENT META]

Page 3: [URL] – Title: [CURRENT TITLE] – Meta: [CURRENT META]

For each page:

1. Rewrite the title tag (under 60 chars, include primary keyword, make it compelling)
2. Rewrite the meta description (under 155 chars, include keyword, add CTA or curiosity hook)
3. Explain what was wrong with the original and why yours is better
4. Predict which version would get higher CTR

General rules: Use power words, numbers, parentheses (free, 2025, etc.). Make searchers feel like YOUR result is the one that will actually help them.

Category 6: Business Operations & Productivity

Prompt 34: Standard Operating Procedure (SOP) Writer

When to use: Documenting a repeatable process.

I need to document this process: [DESCRIBE THE TASK – e.g., "Publishing a new blog post", "Onboarding a new client", "Processing a refund"]

I currently do it [FREQUENCY] and it takes about [TIME].

Write a complete SOP:

SOP Title: [Auto-generate]

Purpose: Why this process exists

When to Use: Trigger conditions

Time Required: Estimated

Tools Needed: List all tools/platforms involved

Step-by-Step Process:

(Numbered, detailed steps. Assume the reader has never done this before.)

Common Mistakes: What to watch out for

Quality Checklist: How to verify it was done correctly

Troubleshooting: If X goes wrong, do Y

Format it so I could hand this to a virtual assistant and they could execute it perfectly.

Prompt 35: Weekly CEO Review

When to use: Every Sunday/Monday to plan your week.

Here's my situation this week:

Last week's wins: [WHAT WENT WELL]

Last week's misses: [WHAT DIDN'T GET DONE]

Current revenue: [THIS MONTH'S REVENUE]

Revenue goal: [THIS MONTH'S TARGET]

Biggest blocker right now: [WHAT'S SLOWING YOU DOWN]

Hours available this week: [NUMBER]

Act as my business advisor and:

1. **Grade my last week** (A-F) with specific feedback
2. **Identify the #1 priority** for this week (the ONE thing that moves the needle most)
3. **Create a daily plan** (Mon-Fri) with 3 tasks per day, time-blocked
4. **Flag any risks** – am I going to miss my monthly goal? What's the recovery plan?
5. **Give me one hard truth** – what am I avoiding that I need to face?

Be direct. Don't sugarcoat. I need a strategist, not a cheerleader.

Prompt 36: Decision Making Framework

When to use: When stuck choosing between options.

I need to make a decision:

The decision: [DESCRIBE]

Option A: [DESCRIBE]

Option B: [DESCRIBE]

Option C (if applicable): [DESCRIBE]

Timeline: [WHEN DO I NEED TO DECIDE]

What I'm optimizing for: [REVENUE / TIME / GROWTH / RISK REDUCTION]

Help me decide:

1. **Pros/Cons matrix** for each option
2. **Second-order effects** – what happens 6 months after each choice?
3. **Regret minimization** – which choice would I regret NOT making?
4. **Worst case scenario** for each option and how recoverable it is
5. **Your recommendation** with clear reasoning

End with: "If you only had 10 seconds to decide, go with ____."

Prompt 37: Automate My Business Audit

When to use: Finding tasks to automate.

Here are the tasks I do repeatedly in my business:

[LIST YOUR RECURRING TASKS – e.g.,

- Responding to customer emails
- Posting on social media
- Sending invoices
- Creating weekly reports
- Scheduling meetings
- Following up with leads]

For each task:

1. Can it be fully automated? (tool recommendation)
2. Can it be partially automated? (what part, which tool)
3. Can it be delegated to AI? (specific prompt to use)
4. Must it stay manual? (and how to do it faster)

Then create a priority list: automate these FIRST (highest time savings per effort to set up).

Include specific tool recommendations (prefer free tools).

Prompt 38: Client Onboarding Process

When to use: Creating a smooth experience for new clients.

My service: [WHAT YOU OFFER]

Price: [YOUR RATE]

Typical project length: [DURATION]

Tools I use: [LIST YOUR TOOLS]

Design a complete client onboarding process:

1. **Welcome email** (sent immediately after payment)
2. **Intake questionnaire** (10 questions to understand their needs)
3. **Kickoff meeting agenda** (30-minute structure)
4. **Project timeline template** with milestones
5. **Communication protocol** (when/how you'll be in touch)
6. **Boundaries document** (scope, revisions, response times)

The goal: make the client feel confident they made the right choice, while protecting my time and sanity as a solo operator.

Category 7: 💰 Financial & Pricing

Prompt 39: Monthly Financial Review

When to use: End of each month to review finances.

Here are my numbers this month:

Revenue: [TOTAL]

Revenue breakdown: [SOURCE 1: AMOUNT, SOURCE 2: AMOUNT, etc.]

Expenses: [LIST EACH EXPENSE AND AMOUNT]

New customers: [NUMBER]

Churned customers: [NUMBER]

Hours worked: [APPROXIMATE]

Analyze my finances:

1. **Profit margin** and how it compares to industry benchmarks
2. **Revenue per hour** – am I pricing myself correctly?
3. **Customer acquisition cost** (if I spent on ads/tools)
4. **Trends** – what's improving, what's declining?
5. **3 specific actions** to improve profitability next month
6. **Cash runway** – at this burn rate, how long can I sustain?

Present this as a simple dashboard format I can save monthly.

Prompt 40: Invoice & Payment Terms Template

When to use: Setting up professional invoicing.

My business: [YOUR BUSINESS NAME]
My service: [WHAT YOU PROVIDE]
Typical project value: [PRICE RANGE]
Client type: [B2B / B2C]

Create:

1. **Invoice template** (professional format with all necessary fields)
2. **Payment terms document** covering:
 - Payment schedule (deposit, milestones, final)
 - Accepted payment methods
 - Late payment policy
 - Refund policy
3. **Polite payment reminder emails** (3 levels):
 - Friendly reminder (day before due)
 - Firm follow-up (3 days overdue)
 - Final notice (7 days overdue)

Keep it professional but firm. I'm a solo business – I can't afford late payments.

Prompt 41: Passive Income Calculator & Strategy

When to use: Planning your passive income streams.

My current situation:

- Active income: [MONTHLY]
- Passive income goal: [MONTHLY TARGET]
- Skills: [YOUR TOP SKILLS]
- Available time to build: [HOURS PER WEEK]
- Existing assets: [EMAIL LIST SIZE, SOCIAL FOLLOWERS, EXISTING PRODUCTS, etc.]

Create a passive income roadmap:

1. **Rank these income types** by viability for my situation:

- Digital products
- Affiliate marketing
- Ad revenue (blog/YouTube)
- Course/membership
- Licensing/templates
- Automated services

2. **For the top 3**, create a specific plan:

- What to build
- Time to first dollar
- Expected monthly revenue at 6 months
- Ongoing maintenance time

3. **Compound strategy**: How do I stack these so they feed each other?

Be realistic. I want a plan, not a fantasy.

Category 8: Product Launch & Growth

Prompt 42: Pre-Launch Hype Sequence

When to use: 2-4 weeks before launching a product.

I'm launching [YOUR PRODUCT] on [DATE]. Price: [PRICE].

My audience size: [EMAIL LIST + SOCIAL FOLLOWERS]

My platform: [WHERE YOUR AUDIENCE IS]

Create a 3-week pre-launch sequence:

****Week 1: Tease****

- 3 social posts that hint at what's coming
- 1 email to list about the problem you're solving

****Week 2: Build Anticipation****

- 3 social posts showing behind-the-scenes
- 1 email revealing what the product is
- Waitlist/early access signup strategy

****Week 3: Launch Week****

- Day-by-day posting schedule (5 days)
- Launch day email sequence (3 emails)
- Post-launch follow-up (for those who didn't buy)

Include specific copy for each piece. Make it feel like an event, not just "hey I made a thing."

Prompt 43: Product Hunt / Launch Day Strategy

When to use: Planning a big public launch.

Product: [YOUR PRODUCT]

Category: [TYPE]

Target audience: [WHO]

My network size: [FOLLOWERS/EMAIL LIST]

Create a launch day playbook:

Pre-Launch (1 week before):

- Community to engage
- People to notify
- Content to prepare

Launch Day Hour-by-Hour:

- What to post at what time (across platforms)
- Who to DM/email for support
- How to handle the rush

Post-Launch (days 2-7):

- Momentum maintenance strategy
- Follow-up content
- Collecting and showcasing early feedback

Channels to post on (with platform-specific copy):

- Product Hunt
- Hacker News
- Reddit (specific subreddits for my niche)
- Twitter/X
- LinkedIn
- Indie Hackers

Include a contingency plan: What if launch falls flat? How do I recover?

Prompt 44: Referral Program Designer

When to use: Getting customers to refer others.

My product: [YOUR PRODUCT]

Price: [PRICE]

Current customer count: [NUMBER]

Average customer lifetime value: [AMOUNT or "unknown"]

Design a referral program:

1. **Incentive structure** – What do referrers get? What do referred friends get?
2. **Mechanics** – How does tracking work? (tools to use)
3. **Communication:**
 - Email to customers introducing the program
 - Share template (what they copy-paste to friends)
 - Social media share messages
4. **Gamification** – Tiers or milestones for top referrers
5. **Promotion plan** – How to keep reminding people about the program without being annoying

Keep it simple enough for a solo operator to manage. No complex tracking unless there's a free tool for it.

Prompt 45: Growth Experiment Generator

When to use: Finding new ways to grow when current tactics plateau.

My business: [YOUR BUSINESS]

Current growth channels: [WHAT'S WORKING NOW]

Monthly traffic/leads: [NUMBERS]

Budget for experiments: [AMOUNT or \$0]

Generate 10 growth experiments I can run:

For each experiment:

- **Hypothesis:** "If I [do X], then [Y will happen] because [reason]"
- **Metric to track:** What specifically am I measuring?
- **Duration:** How long to run the experiment
- **Effort:** Low / Medium / High
- **Expected impact:** Small / Medium / Large
- **How to measure success:** What number tells me to keep going or stop?

Rank them by: (Expected Impact × Probability of Success) ÷ Effort

Start with the top 3 I should run this month.

Category 9: 🎨 Branding & Positioning

Prompt 46: Brand Voice Guide

When to use: Defining how your brand sounds across all content.

My business: [YOUR BUSINESS]

My audience: [WHO I'M TALKING TO]

My personality: [3-5 ADJECTIVES that describe your brand vibe]

Brands I admire (tone-wise): [LIST 2-3]

Create a Brand Voice Guide:

1. **Voice attributes** (3 core traits with examples)

- For each: "We are [trait]. This means we [do X], not [do Y]."

2. **Vocabulary guide:**

- Words we USE (10+)
- Words we NEVER use (10+)
- Our versions of common phrases

3. **Tone spectrum:**

- How we sound on social media
- How we sound in emails
- How we sound on the website
- How we sound in customer support

4. **Example rewrites:**

- Take 3 generic sentences and rewrite them in our voice

This should be specific enough that anyone could write like our brand after reading it.

Prompt 47: Elevator Pitch Generator

When to use: Introducing your business clearly and memorably.

My business: [WHAT YOU DO]

My customer: [WHO YOU SERVE]

The problem: [WHAT PAIN YOU SOLVE]

The result: [WHAT OUTCOME YOU DELIVER]

What makes me different: [YOUR UNIQUE ANGLE]

Create elevator pitches in multiple lengths:

1. **One-liner** (10 words or less): For Twitter bios, intros
2. **30-second pitch**: For networking, DMs
3. **60-second pitch**: For podcast appearances, about pages
4. **Email pitch**: For cold outreach

Each must:

- Be jargon-free (grandma should understand it)
- Focus on the customer's outcome, not your process
- Include a "curiosity hook" that makes them ask "How?"

Give me 3 versions of each so I can pick my favorite.

Prompt 48: Brand Story Framework

When to use: Writing your About page or origin story.

My journey:

- What I did before: [PREVIOUS CAREER/EXPERIENCE]
- The moment everything changed: [YOUR TURNING POINT]
- The problem I discovered: [WHAT FRUSTRATED YOU]
- How I solved it: [YOUR SOLUTION]
- Where I am now: [CURRENT SUCCESS/STATE]

Write my brand story in 3 versions:

1. **Short (100 words)** – For social media bios and quick intros
2. **Medium (300 words)** – For my About page
3. **Long (500 words)** – For PR, guest posts, or speaking bios

Structure: Struggle → Discovery → Transformation → Mission

Make it human and relatable. Not a LinkedIn humble-brag. Not a sob story. Just an honest journey that makes people root for me and trust me.

Category 10: Tools & Technical

Prompt 49: Landing Page Wireframe

When to use: Planning a new page before building it.

Page purpose: [WHAT THIS PAGE SHOULD ACCOMPLISH]

Target visitor: [WHO'S LANDING HERE AND FROM WHERE]

Primary CTA: [WHAT ACTION SHOULD THEY TAKE]

Secondary CTA: [BACKUP ACTION]

Create a detailed wireframe in text format:

For each section, specify:

- **Section name and purpose**
- **Layout** (full-width, two-column, centered, etc.)
- **Content elements** (headline, subtext, image area, buttons, etc.)
- **Specific copy suggestions** for headlines and CTAs
- **Design notes** (colors, emphasis, spacing)

Order sections by: what moves the visitor from "curious" to "convinced" to "customer."

End with 3 A/B test ideas for the page.

Prompt 50: Tech Stack Recommendation

When to use: Choosing tools for your business.

My business: [YOUR BUSINESS TYPE]

My budget: [MONTHLY TOOL BUDGET]

My tech skill level: [BEGINNER / INTERMEDIATE / ADVANCED]

Things I need to do: [LIST YOUR NEEDS – e.g., email marketing, website, payments, scheduling, analytics, etc.]

Recommend my complete tech stack:

For each need:

- **Free option**: Best tool that's completely free
- **Budget option**: Best tool under \$20/month
- **Premium option**: Best tool money can buy

Include:

- Why you chose each tool
- How it integrates with the other tools
- One hidden feature most people miss
- The free plan's main limitation

Create a "Starter Stack" (all free), "Growth Stack" (\$50/month total), and "Pro Stack" (\$150/month total).

BONUS: 🧠 Mega-Prompts (Advanced)

Prompt 51: The Business Advisor Mega-Prompt

When to use: When you need ongoing strategic advice.

You are my personal business advisor. Here's my full business context:

Business: [FULL DESCRIPTION]
Revenue: [MONTHLY]
Audience: [SIZE AND PLATFORMS]
Products: [WHAT YOU SELL]
Biggest challenge: [YOUR #1 PROBLEM]
Goal for this year: [SPECIFIC TARGET]

Your role:

- You have the combined expertise of a marketing strategist, financial advisor, product manager, and business coach
- You challenge my assumptions
- You prioritize ruthlessly (I'm one person with limited time)
- You back up advice with reasoning, not just opinions
- When I share a plan, you stress-test it before agreeing

Let's start. What's the first question you'd ask me about my business?

Prompt 52: The Content Machine Mega-Prompt

When to use: Generating a massive batch of content ideas.

My niche: [YOUR NICHE]

My audience: [WHO]

Platforms: [WHERE I POST]

Products I sell: [WHAT]

Generate a complete content library:

1. **25 blog post titles** (SEO-focused)
2. **25 social media post ideas** (platform-specific)
3. **10 email subject lines** (for newsletters)
4. **10 video topic ideas** (YouTube or short-form)
5. **5 lead magnet ideas** (to grow email list)
6. **5 collaboration/guest post pitches** (for getting in front of new audiences)

For each item, note:

- Content type (educational, storytelling, promotional, engagement)
- Difficulty to create (low/med/high)
- Expected impact (low/med/high)

Sort by: highest impact, lowest effort first.

Quick Reference: Prompt Categories

#	Category	Prompts	Best For
1	🎯 Business Strategy	1-8	Planning, validation, competitive analysis
2	✍️ Copywriting & Sales	9-16	Sales pages, emails, ads, conversions
3	📱 Social Media & Content	17-24	Content creation, scheduling, growth
4	✉️ Email Marketing	25-28	List building, sequences, engagement
5	🔍 SEO & Blog	29-33	Search traffic, content marketing
6	📊 Operations	34-38	Productivity, automation, processes
7	💰 Financial	39-41	Pricing, invoicing, passive income
8	🚀 Launch & Growth	42-45	Product launches, experiments, referrals
9	🎨 Branding	46-48	Voice, positioning, storytelling
10	🔧 Tools & Technical	49-50	Tech choices, page planning
⭐	🧠 Bonus Mega-Prompts	51-52	Advanced AI collaboration

Update Log

- **v1.0** — Initial release: 52 prompts across 10 categories

Thank you for purchasing SoloKit AI Prompt Pack!

Questions or feedback? Reach out on Twitter/X: @SoloKitHQ

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