
AI Marketing Prompt Library

The \$100 Marketing Plan—Companion Guide

28 ready-to-use prompts for the marketing tasks you actually need to do. Organized by chapter. Works with any AI tool. Copy, customize, get better output in less time.

How to use this guide

1. **Copy the prompt, fill in the [BRACKETS].** Every prompt has placeholders in [ALL CAPS]. Replace them with your specifics. More detail = better output.
2. **Use any AI tool.** These work with ChatGPT, Claude, Gemini, Copilot—whatever you've got. No setup needed.
3. **Don't accept the first answer.** AI's a drafting partner, not an oracle. If the output feels generic, push back: "Be more specific," "That sounds like every other business—what makes mine different?" or "Give me something more unconventional."
4. **Build on what works.** When you get something good, say "go deeper on point #3" or "rewrite this but more conversational." The best results come from back-and-forth, not single prompts.
5. **Always edit the output.** AI gives you a first draft, not a finished product. Your voice, your judgment, your knowledge of your customers—that's what makes it actually good.

One more thing: AI is a tool in your toolbox, not a replacement for knowing your business and your customers. These prompts are designed to get you unstuck, not to do your thinking for you. If you skip the [BRACKETS] and paste generic descriptions, you'll get generic output back. Specificity is the cheat code.

1. Know your audience

Chapters 2 & 3—find your people, figure out what to say

Customer profile deep dive

I run a [TYPE OF BUSINESS] that sells [PRODUCT/SERVICE] to [GENERAL AUDIENCE]. Help me build a detailed profile of my ideal customer. Include: their biggest frustration related to what I sell, where they go for advice (specific websites, podcasts, social accounts—not just "social media"), what they've probably already tried, what would make them say "finally, someone gets it," and what objection would stop them from buying.

Customize: Be specific about your business—"handmade candles" not "products." The more detail you give, the better the output.
Good output looks like: You should get back a profile that sounds like a real person, not a demographic. If it reads like a textbook, add more detail and ask again.

"Where do they hang out" finder

My ideal customers are [DESCRIPTION—age, interests, situation, not just demographics]. They're trying to [GOAL] and struggling with [PROBLEM]. Where do these people actually spend time online? Give me specific subreddits, Facebook groups, newsletters, podcasts, YouTube channels, forums, and social accounts—not categories, actual names I can look up right now.

Customize: The more context you give about the person (not just "women 25-40" but "freelance designers who just went full-time"), the better.
Good output looks like: You should get 15–20 specific, real places you can verify exist. If the AI gives you vague categories like "Facebook groups about marketing," push back and ask for actual names.

One-sentence message crafter

I need to describe my business in one sentence that a real human would say out loud. Here's what I do: [DESCRIBE YOUR BUSINESS IN 2-3 SENTENCES, PLAIN LANGUAGE]. My best customers are [WHO]. The main outcome they get is [WHAT CHANGES FOR THEM]. Give me 10 variations of a one-sentence description. Make them sound like something I'd say to a friend at a coffee shop, not a tagline on a billboard.

Customize: Describe what you do the way you'd explain it to your mom, not the way your website currently says it.
Good output looks like: At least 3–4 of the 10 should make you think "oh, that's actually how I should say it." If they all sound like ad copy, tell the AI to be more conversational.

Competitive positioning spotter

I sell [PRODUCT/SERVICE] and my main competitors are [LIST 2-3 COMPETITORS OR DESCRIBE THEM]. Look at how they position themselves and tell me: what do they all say that's basically the same? What gap are they all leaving? What could I say that none of them are saying? What audience are they ignoring? Give me 3 positioning angles that would make me stand out.

Customize: If you don't know specific competitors, describe the type—"other online yoga instructors charging \$20–50/month for memberships."
Good output looks like: The positioning angles should feel uncomfortable in a good way—like they're more specific than you'd normally go. That's the point.

2. Email marketing

Chapter 4—build your list, write emails people open, set up sequences

Welcome sequence writer

Write a 5-email welcome sequence for new subscribers to my [TYPE OF BUSINESS] email list. My business sells [PRODUCT/SERVICE] to [AUDIENCE]. My tone is [DESCRIBE—casual, professional, funny, etc.]. Email 1: warm welcome + deliver the freebie they signed up for. Email 2: my origin story—why I started this (key points: [2-3 BULLETS]). Email 3: the biggest mistake my audience makes. Email 4: a helpful tip they can use today. Email 5: soft pitch for [MY PAID OFFER]. Keep each email under 250 words. Write like a person, not a brand.

Customize: Fill in the origin story bullets—the AI can't make up your story, but it can shape it into a good email.

Good output looks like: Emails should feel like they came from a real person's inbox, not a drip campaign. If they start with "Hey [FIRST NAME]!" followed by corporate-speak, ask for a rewrite.

Subject line generator

I'm sending an email about [TOPIC/CONTENT OF EMAIL] to my list of [AUDIENCE DESCRIPTION]. Give me 15 subject line options: 3 that create curiosity, 3 that are direct and specific, 3 that use a number or list, 3 that feel personal (like a friend texting), and 3 that are contrarian or surprising. Keep them under 50 characters each.

Customize: Include the actual topic, not just "my new product." Specifics produce better subject lines.

Good output looks like: At least 5 should make you want to open the email yourself. Delete the rest.

Re-engagement email for cold subscribers

Write a short re-engagement email for people on my list who haven't opened an email in 90+ days. My business is [DESCRIPTION]. Keep it under 150 words. Be honest—acknowledge they might not remember signing up. Give them a clear reason to stay and an easy way to unsubscribe. Don't be guilt-trippy or desperate. Subject line included.

Customize: Mention something specific and valuable you've been doing lately that they missed.

Good output looks like: Should feel like a genuine, low-pressure check-in. If it reads like a breakup letter or a guilt trip, it's wrong.

Newsletter content idea generator

I write a [FREQUENCY] newsletter for [AUDIENCE] about [GENERAL TOPIC AREA]. I've been running out of ideas. Give me 20 newsletter topic ideas I haven't thought of. Mix: 5 that teach something specific, 5 that share an opinion or hot take, 5 that tell a story with a lesson, and 5 that curate something useful (tools, resources, examples). For each, give me the topic and a one-sentence angle so I know the hook.

Customize: Tell the AI what you've already covered recently so it doesn't repeat those topics.

Good output looks like: You should be able to immediately write at least 5 of these. If they're all too generic ("10 tips for productivity"), add more context about what makes your newsletter different.

3. Content & SEO

Chapter 5—create once, distribute everywhere, get found

Blog post outline from a single idea

I want to write a blog post about [TOPIC] for my audience of [WHO]. The main point I want to make is [YOUR THESIS OR TAKE]. Create an outline with: a working title (specific, not clickbait), an opening hook (first 2 sentences that make someone keep reading), 4–6 subheadings with 1–2 bullet points each, and a closing that ties back to my business without being salesy. This is for a [WORD COUNT] word post.

Customize: Always include YOUR take. "AI is changing marketing" is generic. "AI is making bad marketing easier to produce, which is good news for small businesses" is a take.

Good output looks like: The outline should have a clear argument, not just a list of subtopics. If every subheading could be rearranged in any order, the post doesn't have structure.

Content repurposer

Here's a [BLOG POST / NEWSLETTER / PODCAST TRANSCRIPT / VIDEO SCRIPT] I created: [PASTE CONTENT OR SUMMARY]. Repurpose this into: 3 social media posts (one each for LinkedIn, Instagram/Facebook, and Twitter/X—match each platform's style), 2 email subject lines + preview text, 1 short-form video script (under 60 seconds, conversational), and 5 pull quotes I can use as graphics. Keep my voice consistent—[DESCRIBE YOUR TONE].

Customize: Paste the actual content, not a summary. The AI needs the real material to pull from.

Good output looks like: Each piece should feel native to its platform, not like the same text reformatted. The LinkedIn post shouldn't read like a tweet.

Keyword opportunity finder

I run a [TYPE OF BUSINESS] targeting [AUDIENCE] in [LOCATION IF RELEVANT, or "online"]. My website currently covers [LIST 3-5 TOPICS YOU'VE WRITTEN ABOUT]. Suggest 15 long-tail keyword phrases my potential customers might actually search for—ones I could realistically rank for as a small site. For each: the search phrase, what the person searching actually wants, and a content format that'd work (blog post, FAQ page, comparison post, how-to guide, etc.).

Customize: Be honest about what you've already covered. The goal is to find gaps, not repeat existing content.

Good output looks like: Keywords should be specific enough that a small site could rank ("best CRM for freelance photographers" not "best CRM"). If they're all broad, ask for longer-tail options.

4. Paid ads on a micro-budget

Chapter 6—when to spend, where to spend, when to stop

Ad copy variation generator

I'm running [PLATFORM—Google, Meta, etc.] ads for my [PRODUCT/SERVICE] targeting [AUDIENCE]. My budget is \$[AMOUNT]/day. My offer is [WHAT YOU'RE PROMOTING—free guide, discount, product page, etc.]. Write 5 ad variations: 1 leading with a pain point, 1 with a benefit, 1 with social proof (I'll fill in specifics: [ANY TESTIMONIAL OR NUMBER YOU HAVE]), 1 that's direct and simple, and 1 that asks a question. For each: headline (under 30 chars for Google, flexible for Meta), body text, and call to action.

Customize: Include your actual offer and any real social proof. Even "helped 50 customers" beats nothing.

Good output looks like: Ads should sound different from each other, not like five versions of the same thing. You're testing which angle works.

Landing page copy from an ad

I'm running this ad: [PASTE YOUR AD COPY]. When someone clicks, they land on a page where I want them to [DESIRED ACTION—sign up, buy, book a call, etc.]. Write landing page copy that matches the ad's promise. Include: a headline that continues the ad's message, a subheadline with more detail, 3 bullet points of key benefits, a short section addressing the #1 objection ([WHAT IS IT?]), and clear CTA button text. Keep it to one screenful—no scrolling.

Customize: Paste the actual ad that's running. The landing page has to match or people bounce.

Good output looks like: The transition from ad to page should feel seamless. If the headline doesn't relate to what the ad promised, start over.

"Is this working?" ad diagnostic

I've been running [PLATFORM] ads for [TIME PERIOD]. Here are my numbers: spent \$[X], got [Y] clicks, [Z] conversions, cost per click is \$[CPC], cost per conversion is \$[CPA]. My product costs \$[PRICE]. Tell me: is this working or not (be blunt), what the numbers suggest the problem is (the ad, the targeting, or the landing page), and what I should change first. If I should stop spending, tell me that.

Customize: Include real numbers, even if they're embarrassing. The AI can't diagnose without data.

Good output looks like: Should give you a clear verdict and one specific next action. If you get "it depends" without a recommendation, push for a concrete answer.

5. Partnerships & word of mouth

Chapter 7—the channels no algorithm controls

Partnership pitch drafter

I want to reach out to **[PERSON/BUSINESS NAME AND WHAT THEY DO]** about a potential collaboration. My business is **[DESCRIPTION]**. I think we could **[YOUR COLLABORATION IDEA—joint webinar, cross-promotion, affiliate deal, guest content, etc.]**. Write a short outreach message (under 150 words) that leads with what's in it for them (not me), shows I know their work, proposes something specific, and makes it easy to say yes. Make it sound like a human wrote it, not a template.

Customize: Research the person first. Include one specific detail about their work that proves you're not mass-emailing.

Good output looks like: Should pass the "would I reply to this?" test. If it starts with "I hope this email finds you well" or "I'm a big fan of your work," rewrite it.

Referral program designer

Help me design a simple referral program for my **[TYPE OF BUSINESS]**. My average customer spends **[\$AMOUNT]**. I can afford to give up to **[\$MAX INCENTIVE]** per referral. My customers are **[DESCRIPTION]**. Give me: what to offer the referrer, what to offer the new customer, the exact message/script my customers can forward (keep it under 3 sentences), when in the customer journey to ask for referrals, and how to track it without fancy software.

Customize: Be realistic about your incentive budget. A great referral program with a \$5 incentive beats an unused one with a \$50 incentive.

Good output looks like: The referral message should be something your customer would actually send to a friend. If it sounds like marketing copy, it won't get forwarded.

Testimonial request writer

Write a message I can send to a happy customer asking for a testimonial. My business is **[DESCRIPTION]**. This customer **[WHAT THEY BOUGHT/ACHIEVED]**. I want to use the testimonial on **[WHERE—website, social, ads]**. Make the ask easy—give them 3 specific questions to answer instead of "write me a testimonial." Keep the message under 100 words. Include a follow-up if they don't respond in a week.

Customize: Mention their specific result if you know it. "Since you doubled your email list using our templates" beats "since you became a customer."

Good output looks like: The questions should pull out specific, usable quotes—not vague praise. "What surprised you?" and "what would you tell someone on the fence?" work better than "how was your experience?"

6. Website & conversion

Chapter 8—turn visitors into buyers

Homepage copy audit

Here's the text currently on my homepage: **[PASTE IT]**. My business sells **[WHAT]** to **[WHO]**. Audit this copy and tell me: can a visitor tell what I sell within 5 seconds? Is the value proposition clear or buried? Is there a single clear next step (CTA)? What jargon or vague language should go? Rewrite the hero section (headline, subheadline, CTA button) to be clearer and more compelling.

Customize: Paste your actual homepage text, not what you wish it said.

Good output looks like: The rewrite should be noticeably clearer than what you have. If you can't tell the difference, your original might actually be fine—or the AI needs more context.

FAQ page builder

Help me build a FAQ page for my **[PRODUCT/SERVICE]**. Here are the questions I get asked most: **[LIST 3-5 REAL QUESTIONS]**. For each one, write an answer that's honest, helpful, and subtly reinforces why my product's worth it—without being salesy. Then suggest 5 more questions I should add based on common objections for businesses like mine. Write answers for those too. Keep each answer under 75 words.

Customize: Use the actual questions people ask you—in DMs, emails, at the checkout page. Don't make them up.

Good output looks like: Answers should handle the objection AND move the person closer to buying. If they just answer flatly, they're missing the opportunity.

7. Measure & improve

Chapters 9 & 10—track what matters, build your weekly rhythm

Weekly marketing review

Here's what I did for marketing this week: **[LIST YOUR ACTIVITIES—emails sent, posts published, ads running, etc.]**. Here are my numbers: **[PASTE KEY METRICS—open rates, clicks, sales, traffic, etc.]**. Based on this, tell me: what's working that I should do more of, what's not working that I should stop or change, what's the one thing I should focus on next week, and am I spending time on the right things for my goals? Be direct—I'd rather hear "stop doing X" than "consider reducing X."

Customize: Do this every week. It gets more useful over time as you build a pattern the AI can reference.

Good output looks like: Should give you one clear priority for next week, not a list of 10 things. If it suggests more than 2–3 changes, ask it to prioritize.

"What should I try next" brainstormer

My business is **[DESCRIPTION]**. I've been doing marketing for **[TIME PERIOD]**. Here's what I've tried and how it went: **[LIST CHANNELS AND ROUGH RESULTS]**. My budget is **[\$[AMOUNT]/month]** and I have **[HOURS]/week** for marketing. What should I try next that I probably haven't considered? Give me 3 ideas: one safe bet, one creative experiment, and one long-shot that could pay off big. For each, tell me exactly what to do in week one.

Customize: Be honest about results. "Instagram isn't working" is more useful than leaving it out.

Good output looks like: The creative experiment should genuinely surprise you. If all three ideas are obvious, push back and ask for something you wouldn't have thought of.

90-day marketing plan starter

Help me build a 90-day marketing plan. My business: **[DESCRIPTION]**. Revenue goal for next 90 days: **[\$[TARGET]]**. Current marketing: **[WHAT YOU'RE DOING NOW AND HOW IT'S GOING]**. Budget: **[\$[AMOUNT]/month]**. Time available: **[HOURS]/week**. Break it into three phases: Weeks 1–4 (foundation—what to set up and fix first), Weeks 5–8 (growth—what to ramp up and test), Weeks 9–12 (optimize—what to double down on). For each phase, give me 3 specific actions with deadlines. Include what to measure at the end of each phase so I know if it's working.

Customize: Include your real revenue goal. The plan should work backward from that number.

Good output looks like: Each action should be specific enough to put on a calendar. "Improve your content strategy" isn't an action. "Publish 2 blog posts targeting [keyword] by Friday" is.

8. AI power moves

Advanced prompts for when you're comfortable with the basics

Customer research interview simulator

Act as my ideal customer. You are: **[DETAILED DESCRIPTION—age, job, situation, goals, frustrations]**. I'm going to ask you questions about my **[PRODUCT/SERVICE]** and I want you to respond honestly as this person would—including objections, skepticism, and things you'd never say to a business owner's face. Ready? First question: **[START WITH YOUR MOST IMPORTANT QUESTION]**.

Customize: Base the character on a real customer you know. The more specific the description, the more useful the roleplay.

Good output looks like: The AI should push back, express real doubts, and say things like "honestly, I'd probably just Google it" or "that price feels high for what I'm getting." If it's too agreeable, tell it to be more skeptical.

Marketing audit (full business)

I'm going to give you everything about my marketing. Audit it like a consultant who charges \$300/hour and isn't afraid to hurt my feelings. Business: **[DESCRIPTION]**. Revenue: **[\$[AMOUNT]/month]**. Website: **[URL or paste homepage copy]**. Email list size: **[NUMBER]**. Social following: **[NUMBERS BY PLATFORM]**. Current marketing activities: **[LIST EVERYTHING YOU DO]**. Current results: **[WHAT'S WORKING, WHAT ISN'T]**. Biggest frustration: **[WHAT]**. Give me: your top 3 "stop doing this" recommendations, your top 3 "start doing this" recommendations, the single biggest lever that'd move the needle most, and a brutally honest take on my online presence.

Customize: Include real numbers even if they're small. "Email list: 47 people" is useful. "Email list: small" isn't.

Good output looks like: This should sting a little. If the AI only gives you compliments and gentle suggestions, tell it to be more direct and name the biggest weaknesses.

Competitor teardown

Analyze this competitor for me: **[COMPETITOR NAME AND URL/DESCRIPTION]**. Compare them to my business: **[YOUR DESCRIPTION]**. Tell me: what they're doing well that I should learn from (be specific), what they're doing poorly that I can exploit, how their messaging is positioned vs. mine, what audience they're serving that I'm not (and should I care), and where there's an opening for me to differentiate. Give me specific angles, not "find your niche."

Customize: Pick your strongest competitor, not the weakest one. You learn more from analyzing someone who's winning.

Good output looks like: Should give you at least one insight you hadn't considered. If it just restates things you already know, give the AI more detail about your business and try again.

Quick reference: prompt formulas

To brainstorm:

"Give me [NUMBER] ideas for [TASK]. Make them [QUALITY] and relevant to [AUDIENCE]."

To improve something:

"Here's my current [THING]: [PASTE IT]. Make it [MORE SPECIFIC / CLEARER / MORE COMPELLING]. Keep my voice."

To get unstuck:

"I'm trying to [GOAL] but I'm stuck on [SPECIFIC OBSTACLE]. What should I try first?"

To get honest feedback:

"Critique this as if you were [ROLE—my ideal customer / a marketing consultant / a skeptic]. Be specific about what's weak."

To repurpose:

"Turn this [FORMAT] into [NEW FORMAT] for [PLATFORM]. Match the platform's style and keep it under [LENGTH]."

To plan:

"Help me create a [TIMEFRAME] plan for [GOAL]. I've got \$[BUDGET] and [HOURS]/week. Give me specific actions with deadlines."

Part of The \$100 Marketing Plan—100startup.com