

STAFFCASTLE

The Small Business AI Prompt Pack

25 copy-paste prompts your VA (or you) can run today

Marketing | Sales | Customer Service | Operations | Admin | Hiring

staffcastle.com

Vetted, English-fluent, AI-ready Filipino virtual assistants

HOW TO USE THIS PACK

Three rules before you paste

- 1. Fill every [BRACKET].** Each prompt has placeholders like [PRODUCT] or [CUSTOMER NAME]. The more real detail you feed in, the less generic the output.
- 2. AI drafts, a human ships.** Nothing goes to a customer, your website, or your books without a human read for accuracy and tone. Never let AI invent prices, policies, or numbers.
- 3. Delegate the loop.** The real win isn't running one prompt — it's handing this whole pack to a virtual assistant who runs it every day: drafts in the morning, your edits by noon, shipped by 2pm.

These prompts work in ChatGPT, Claude, or Gemini. On StaffCastle, every VA profile lists the AI tools they actually use — and AI-Ready badge holders completed our reviewed practicum.

SECTION 1

Marketing & Social

A week of content in one sitting — drafted by AI, scheduled by your VA, approved by you.

#1 30-day content calendar

Create a 30-day social content calendar for [BUSINESS TYPE] in [CITY] targeting [IDEAL CUSTOMER]. Mix: 40% helpful tips, 25% behind-the-scenes, 20% offers, 15% social proof. For each day give a one-line post idea and format (photo, reel, text). Keep ideas specific to [MY MAIN SERVICES].

VA tip: Your VA turns this calendar into drafted posts every Monday; you approve the batch in 15 minutes.

#2 Post batch from one idea

Turn this one idea into 4 pieces of content: [PASTE IDEA OR TIP]. Give me (a) an Instagram caption with hook + 5 hashtags, (b) a Facebook post, (c) a short LinkedIn version, (d) a 30-second video script. Same message, native to each platform.

#3 Google Business Profile post

Write a Google Business Profile update for [BUSINESS NAME] about [OFFER/NEWS/SEASONAL SERVICE]. 60-80 words, one clear call to action, no hashtags, mention [CITY] naturally once.

#4 Monthly email newsletter

Draft my monthly customer newsletter for [MONTH]. Sections: one seasonal tip related to [MY INDUSTRY], one featured service or product ([DETAILS]), one customer win (I'll add specifics), one clear offer with deadline. Friendly, skimmable, under 350 words. Give 3 subject line options.

#5 Ad copy variations

Write 3 Facebook ad variations for [OFFER] aimed at [AUDIENCE] in [AREA]. Each: hook line, 2-3 sentences of body, call to action. One pain-led, one benefit-led, one social-proof-led. No hype words, 8th-grade reading level.

SECTION 2

Sales & Follow-Up

Most sales die from silence. These prompts keep every lead warm without sounding like a robot.

#6 Speed-to-lead first reply

Write a first reply (text message, under 300 characters) to a new inquiry from [NAME] about [SERVICE] who found us via [SOURCE]. Friendly, zero pressure, one clear question to move toward booking. Do not sound automated.

VA tip: Your VA sends this within 5 minutes of every inquiry — speed is the whole game.

#7 Quote follow-up sequence

Create a 4-touch follow-up sequence for a customer who received a quote for [SERVICE, \$AMOUNT] but hasn't responded: Day 2 text, Day 5 email, Day 10 text, Day 20 email. Each adds value or reduces risk (guarantee, reviews, financing) instead of "just following up."

#8 Objection: 'Your price is too high'

A prospect says our quote for [SERVICE] is higher than a competitor's. Write a respectful response covering: what's included that cheaper quotes often skip, the cost of doing it twice, one proof point ([REVIEW/GUARANTEE/YEARS]). Offer a call, don't discount. Under 150 words.

#9 Win-back email for past customers

Write a win-back email to customers who haven't purchased from [BUSINESS] in [X MONTHS]. Warm, reference the season or [RELEVANT REASON TO ACT NOW], include a specific comeback offer [OFFER], one-click reply CTA. Under 120 words.

SECTION 3

Customer Service

Fast, consistent, kind replies — templated by AI, personalized and sent by your VA.

#10 Reply library for the top 10 questions

Here are the 10 questions customers ask us most: [PASTE LIST]. Write a friendly, on-brand reply template for each (2-4 sentences), leaving [BRACKETS] for specifics. Tone: [DESCRIBE TONE, e.g. warm and plain-spoken].

VA tip: This becomes your VA's playbook — consistent answers in your voice, every channel.

#11 Negative review response

Write a public response to this negative review: [PASTE REVIEW]. Acknowledge specifically, no excuses, state one corrective step, invite them offline to [PHONE/EMAIL]. Calm and professional — future customers are the real audience. Under 100 words.

#12 Positive review responses

Write 5 varied responses to positive reviews for [BUSINESS TYPE] — each 1-2 sentences, grateful, mentions a service naturally, never identical. I'll rotate them.

#13 Bad-news email (delay/backorder/reschedule)

Write an email telling a customer that [WHAT WENT WRONG: delay, backorder, reschedule] on [ORDER/JOB]. Lead with the fix and new timeline [DETAILS], apologize once without groveling, offer [GOODWILL GESTURE if any]. Clear subject line included.

SECTION 4

Operations & SOPs

If it happens twice, it needs an SOP. AI writes the first draft; your VA maintains the library.

#14 Turn a brain-dump into an SOP

Turn my rough notes into a step-by-step SOP titled [TASK NAME]: [PASTE MESSY NOTES OR TRANSCRIPT]. Number every step, bold decision points, add a "common mistakes" section, end with a done-checklist. Write it so a brand-new hire could follow it.

VA tip: Record yourself doing the task once on Loom; your VA transcribes and runs this prompt. SOP library builds itself.

#15 Weekly ops checklist

Create a weekly operations checklist for [BUSINESS TYPE] with [TEAM SIZE] staff, grouped by day. Include: [KEY RECURRING TASKS: e.g. inventory count, invoicing, social posts, follow-ups, supplier orders]. Mark which items a virtual assistant could own.

#16 Meeting notes to action items

Turn these raw meeting notes into a clean action list grouped by owner with deadlines: [PASTE NOTES]. Flag anything with no owner or no date, and list open questions separately.

#17 Vendor/supplier request email

Write an email to [VENDOR] requesting [QUOTE/DELIVERY DATE/ISSUE FIX] for [ITEM/SERVICE]. Include our account details placeholder, a specific deadline, and ask for written confirmation. Professional and brief.

SECTION 5

Admin & Finance

The quiet hours-eaters: inboxes, invoices, and reports. Draft with AI, verify with human eyes.

#18 Inbox triage rules

Create inbox triage rules for a virtual assistant managing [MY EMAIL]. Categories: reply-now, needs-my-decision, delegate, archive. For each: what belongs there, response-time target, and 2 example subject lines. Include 3 draft replies the VA can send without asking me.

#19 Past-due invoice sequence

Write a 3-step past-due invoice sequence for invoice [#] of [\$AMOUNT] due [DATE]: Day 3 friendly nudge, Day 10 firm reminder with payment link line, Day 21 final notice mentioning next steps. Keep the relationship intact; we want the money and the customer.

VA tip: Your VA runs this on a schedule so you never have the awkward conversation.

#20 Monthly numbers summary

Turn these figures into a plain-English monthly summary I can read in 60 seconds: [PASTE: revenue, expenses by category, top sellers, comparisons to last month]. Three sections: what went up, what went down, one thing to watch. No jargon, no advice — just what the numbers say.

#21 Client onboarding email pack

Write a 3-email onboarding pack for new [CLIENTS/CUSTOMERS] of [SERVICE]: (1) welcome + what happens next, (2) what we need from you (list: [ITEMS]), (3) how to reach us + what "success" looks like at 30 days. Warm, clear, each under 150 words.

SECTION 6

Hiring & Delegation

The meta-skill: using AI to figure out what to hand off — and to whom.

#22 Delegation audit

Here's everything I did this week: [PASTE TASK LIST OR CALENDAR]. Sort into 4 buckets: only-me, delegate-to-VA-now, delegate-after-SOP, stop-doing. For each VA item, estimate hours/week saved and note if it's a daily, weekly, or monthly rhythm.

VA tip: This one prompt usually finds 10-15 hours a week hiding in plain sight.

#23 VA job post

Write a job post for a part-time/full-time virtual assistant for [BUSINESS TYPE]. Responsibilities from this list: [PASTE FROM #22]. Include: tools we use [LIST], hours/time zone [DETAILS], what great looks like at 90 days, and how to apply with one small task to complete. Clear, respectful, no fluff.

#24 First-week VA training plan

Create a first-week training plan for a new virtual assistant taking over [TASKS]. Day-by-day: what to watch/read, what to do with supervision, what to do solo, and a Friday check-in agenda. Assume they're smart but new to our business.

#25 Weekly VA report template

Create a weekly report template my VA fills out every Friday: tasks completed, numbers that matter ([METRICS]), anything blocked, questions for me, one improvement idea. Formatted so I can read it in 2 minutes.

VA tip: Every StaffCastle hire can start with #24 and #25 — structure from day one.

THE REAL UNLOCK

Prompts don't run themselves.

Every prompt in this pack works. But the owners winning with AI aren't the ones with the best prompts — they're the ones who **delegated the running of them**. A trained Filipino virtual assistant runs your content calendar, follow-ups, inbox, and SOP library every single day, with AI making them 3x faster.

On StaffCastle, every VA profile shows the AI tools they actually use, a recorded English video intro, verified government ID, and internet speed proof. VAs with the **AI-Ready badge** completed our reviewed practicum — real exercises like the ones in this pack, reviewed by our team.

Ready to hand this pack to someone?

Browse vetted, AI-ready Filipino VAs free — or get a hand-picked shortlist of 3-4 finalists in 72 hours.

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