

NOTE: This document is part of my Elite Entrepreneur Coaching program.

Imagine doubling the productivity of your business, without adding team members. That's exactly what my Elite Coaching program offers. I provide advanced training in implementing, optimizing, and leveraging cutting-edge AI tools to automate your workflows and build your business with AI. This isn't just any training. It's a deep, transformative approach to building systems and supercharging your business growth. Send me a message on Instagram with the word "Elite" to get more information.

AI Prompt Cheatsheet & Prompts to Start a Business

Learn from the best AI prompt formats and use ChatGPT to build your business.

AI Prompt Cheatsheet

BASIC STRUCTURE OF A PROMPT:

Acting as a **[ROLE]**, with this **[CONTEXT]**, do this **[COMMAND]**, output in **[FORMAT]**

ACT AS A [ROLE]

- MARKETER
- ADVERTISER
- MINDSET COACH
- BEST SELLING AUTHOR
- THERAPIST
- WEB DESIGNER
- JOURNALIST
- INVENTOR
- CFO
- COPYWRITER
- PROMPT ENGINEER
- ACCOUNTANT
- LEGAL ANALYST
- GHOSTWRITER

WITH THIS [CONTEXT]

- EMAIL EXAMPLES
- FINANCIAL STATEMENTS
- PRESENTATION FILE
- PERSONAL BACKGROUND
- RESEARCH DOC
- PREVIOUS RESULTS
- COMPETITOR WEBSITE
- SALES REPORT
- TRANSCRIPT
- WELL KNOWN FRAMEWORK

DO THIS [COMMAND]

- HEADLINE
- ARTICLE
- ESSAY
- BOOK OUTLINE
- EMAIL SEQUENCE
- SOCIAL MEDIA POST
- COVER LETTER
- BLOG POST
- SEO KEYWORDS
- SUMMARY
- VIDEO SCRIPT
- RECIPE
- COPY ANALYSIS
- AD COPY

OUTPUT IN [FORMAT]

- TABLE
- ALIST
- SUMMARY
- HTML
- CODE
- SPREADSHEET
- GRAPHS
- CSV FILE
- PLAINTEXT FILE
- JSON
- RICHTEXT
- PDF
- XML
- MARKDOWN
- GANTT CHART
- WORD CLOUD

LINKED PROMPTING

1. Provide me with the ideal outline for an effective & persuasive blog post.
2. Write a list of Engaging Headlines for this Blog post based on [Topic].
3. Write a list of Subheadings & Hooks for this same blog post
4. Write a list of Keywords for this Blog.
5. Write a list of Compelling Call-to-Actions for the blog post
6. Combine the best headline with the best Subheadings, Hooks, Keywords and Call-to-Action to write a blog post for [topic]
7. Re-write this Blog Post in the [Style], [Tone], [Voice] and [Personality].

PROMPT PRIMING

- **ZERO** - "Write me 5 Headlines about [Topic]"
- **SINGLE** - Write me 5 Headlines about [Topic]. Here is an example of one headline: 5 Ways to Lose Weight"
- **MULTIPLE** - Write me 5 Headlines about [Topic]. Here is an example of some headlines: 5 Ways to Lose Weight, How to Lose More Fat in 4 Weeks, Say Goodbye to Stubborn Fat. Find a faster way to Lose Weight Fast"

PROMPTS FOR BIZ OWNERS

- Give me a list of inexpensive ideas on how to promote my business better?
- Acting as a Business Consultant, What is the best way to solve this problem of [Problem].
- Create a 30 Day Social Media Content Strategy based on [Topic 1] & [Topic 2].

World-Class Prompt Examples

Marketing Example

Act as a headline generator and create 25 provocative, unique blog headlines for my boutique fitness studio that specializes in HIIT classes. Use these keywords as inspiration: Nutrition, mental health, fitness, weight loss, strength, endurance, longevity. Format them by major theme in a bullet list.

Sales Example

Act as an expert sales consultant and create a list of 10 common objections that my potential clients may bring up when I'm selling my premium YouTube services, along with three possible ways to overcome each one. My clients have at least 1000 subscribers and are comfortable on camera. Format the list in a nested bullet list.

Customer Success

Act as a customer support representative and draft an email reply to an upset guest at my luxury hotel, acknowledging the error, apologizing, but also gently inform them that we cannot provide the \$2000 refund. The issue came from being downgraded upon arrival due to an overbooking. Format it in the first person when the writer is talking about themselves, but use "we" when referring to the company itself.

Product

Act as a product manager and create a list of all internal and external factors that could influence the outcome of our high-end treadmill sales goal. We're looking to grow from 8.2 sales per retailer per month to 12 in the next 3 months. List highly specific details, such as the effectiveness of in-store product demonstrations, customer reviews, price sensitivity in different regions, competitive promotions, etc. Format as a table with internal in column 1 and external in column 2.

Engineering

Act as a software engineer and list the 20 most likely ways that my new feature could break, and what the test cases would be that I'd need to test against to ensure that we catch the bugs before we ship them to production? The new feature is group texting within a text marketing platform. Format the items ranked by severity if it broke.

Operations

Act as a Google Spreadsheets expert and create the formula to measure "Progress To Goal" based on the "Monthly Total" and "Monthly Goal" columns in my spreadsheet. Column B is "Monthly Total", column C is "Monthly Goal" and column D is "Progress to Goal". Format the "Progress To Goal" red if it's below the goal, and green if the goal has been met or exceeded.

Using a Master Prompt to Get Better Answers

Want ChatGPT to give you the most relevant answers? Give it the context of WHO you are and WHAT you do. I call it having a Master Prompt. Create yours, save it as a PDF, and upload it to your ChatGPT or Claude project.

Example Master Prompt (for Dan Martell):

“Hey ChatGPT — here’s how to show up for me every time we chat:

My name’s Dan Martell.

I’m a software entrepreneur, investor, and executive coach who’s exited 3 companies. I coach high-performing SaaS founders and help people buy back their time.

I love my content to sound energetic, motivational, and casual — like I’m speaking on stage or to a friend. Think short sentences, occasional punchy fragments, conversational flow.

My vibe? A mix of mentorship and blunt honesty, but always positive and supportive. I sometimes use phrases like “the truth is...”, “the best part?”, or “everything you want exists on the other side of fear.”

I like explanations in simple language (around a grade 5 reading level) with metaphors and examples.

I prefer content formatted with lots of line breaks so it’s easy to read, and I love numbered points for clarity.

When you write for me:

- 1. Keep it PG (no heavy swearing)*
- 2. Use American spelling*
- 3. Use rhetorical questions to hook readers*
- 4. Highlight important words with caps, bold, or italics*
- 5. End sections on a strong, impactful sentence*

Also, I sometimes want my content in specific formats like:

- 1. Instagram captions*
- 2. Email newsletters*
- 3. YouTube scripts*
- 4. Book excerpts*
- 5. Short-form ads*

For future chats, remember who I am and how I speak. If you’re unsure, ask clarifying questions first.”

Book Architect Custom GPT:

There are thousands of smart people that have spoken about topics but never written books. What if you could ask ChatGPT to comb through everything they said about a topic and put a book outline together with their top points?

That's what I created here. Give a prominent figure who has published content online and a topic you want the book to be about. Example:

"Mr. Beast book on Content Creation"

Try here:

<https://chatgpt.com/g/g-6867e586d500819189774562feffe01c-book-architect?model=gpt-5-pro>

Want to see the prompt behind it?

Voice and Style: Insightful, concise, emotionally resonant, and faithful to the public figure's tone. Avoid fluff, stay grounded in direct quotes and real content.



BEHAVIOR INSTRUCTIONS

You are a world-class ghostwriter, deep researcher, and nonfiction book strategist. You specialize in creating full book outlines from a person's body of work. When asked about a specific person, your goal is to:

1. Research & Analyze

- *Search and analyze their top 100+ videos, interviews, blog posts, and quotes.*
- *Extract the person's most powerful mental models, frameworks, language, and metaphors.*
- *Use only verified teachings or public content—do not fabricate.*

2. Structure a Complete Book Outline

Write a structured book outline in this format:

Introduction: [Title]

Core focus: Their origin story or life event that revealed their life philosophy.

Opening story: A true, defining moment from their journey or client transformation.

5 Big Ideas:

- *Key insight 1*
- *Key insight 2*
- *Key insight 3*
- *Key insight 4*
- *Key insight 5*

5 Quotes/Aphorisms:

- *Direct quote 1*

- *Direct quote 2*
 - *Direct quote 3*
 - *Direct quote 4*
 - *Direct quote 5*
-

Chapter 1–12: Follow This Format for Each Chapter

Chapter Title: [Insert Clear Title]

Core focus: A clear, transformational concept.

Opening story: A short, real story that sets up the lesson.

5 Big Ideas

5 Quotes or Aphorisms

Each chapter builds logically from the previous. All insights must reflect the person's known beliefs and tone.

3. Match Their Voice

Match the tone and delivery of the public figure. Examples:

- *Peter Crone → grounded, direct, liberating*
- *Naval Ravikant → philosophical, first-principles, poetic*
- *Tim Grover → intense, competitive, unapologetic*
- *Brene Brown → empathetic, evidence-based, vulnerable*

Do not use generic self-help filler. Be concise, powerful, and quote-rich.

4. Do Not Do This

- *Don't make up quotes or ideas they haven't said.*
 - *Don't include biography unless it's part of the lesson.*
 - *Don't add content in your own voice.*
-



Final Output Requirements

- *At least 2,000 words*
 - *12 chapters + intro*
 - *5 big ideas and 5 quotes per section*
 - *Authentic voice and phrasing*
 - *Feels like the person wrote it*
-



Example Inputs

- *“Write a book outline based on Peter Crone’s teachings.”*
- *“Generate a self-help book using the mindset and language of Byron*

Katie.”

- *“Use Naval Ravikant’s philosophy to structure a book for entrepreneurs.”*

AI Prompt Templates for Starting a Business

danmartell.com

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General Instructions for Using These Prompts

1. **Identify the Prompt You Need:** Determine which stage of your business startup journey you're focusing on.
 2. **Replace the Placeholders:** Fill in the bracketed placeholders (e.g., [INDUSTRY]) with your specific information.
 3. **Paste into ChatGPT:** Copy the entire prompt (with updated details) into ChatGPT.
 4. **Review the Output:** Read and adapt the AI-generated instructions, templates, or guides to your unique situation.
 5. **Iterate as Needed:** If the response isn't detailed enough, ask follow-up questions or add more context in your prompt.
-

1. Business Idea

Prompt 1: Refining Your Core Idea and Strategic Innovation

You are an experienced startup consultant. I have a business idea in the [INDUSTRY] sector. Specifically, I want to offer [PRODUCT/SERVICE]. My target customers are [TARGET AUDIENCE/DEMOGRAPHICS], and the primary problem I want to solve is [CUSTOMER PROBLEM].

1. Help me refine my unique value proposition by identifying how my [PRODUCT/SERVICE] stands out from existing solutions.

2. Provide a concise “elevator pitch” that I can use to explain my business concept.
3. Offer any immediate next steps you recommend for validating my idea.

Placeholders:

- [INDUSTRY] (e.g., “fitness,” “technology,” “food & beverage”)
- [PRODUCT/SERVICE] (e.g., “mobile fitness app,” “handcrafted organic snacks”)
- [TARGET AUDIENCE/DEMOGRAPHICS] (e.g., “Millennial professionals in urban areas,” “families with small children”)
- [CUSTOMER PROBLEM] (e.g., “lack of easily accessible workouts that fit busy schedules,” “finding healthy snack alternatives for kids”)

Prompt 2: Testing Viability & Identifying Core Benefits

You are a business coach. My planned product/service is [PRODUCT/SERVICE], aimed at solving [CUSTOMER PROBLEM] for [TARGET AUDIENCE/DEMOGRAPHICS].

1. Please list 3-5 core benefits that my target customers would gain from using this product/service.
 2. Suggest quick, low-cost methods or MVP approaches to test these benefits in the real world before fully launching the business.
-

2. Market Research & Competitive Analysis

Prompt 1: Understanding Your Market

Act as a market research analyst. My business idea is [PRODUCT/SERVICE] in the [INDUSTRY] industry. I'd like a preliminary market overview that includes:

1. Current market size and growth trends for [INDUSTRY].
2. Major customer segments (beyond my immediate [TARGET AUDIENCE/DEMOGRAPHICS]) that might be interested in this product/service.
3. Key industry trends or technologies shaping this market.

Placeholders:

- [PRODUCT/SERVICE]
- [INDUSTRY]
- [TARGET AUDIENCE/DEMOGRAPHICS]

Prompt 2: Analyzing Competitors

Act as a competitive intelligence specialist. I'm developing [PRODUCT/SERVICE] for [TARGET AUDIENCE/DEMOGRAPHICS]. Please:

1. Identify 3-5 primary competitors or substitute solutions in the [INDUSTRY].
 2. Compare each competitor's strengths, weaknesses, and unique value propositions.
 3. Suggest ways I can differentiate my business, considering the competition.
-

3. Business Plan & Strategy

Prompt 1: Mapping a Basic Business Plan

You are a business plan strategist. I am starting a company in the [INDUSTRY] space, offering [PRODUCT/SERVICE] to [TARGET AUDIENCE/DEMOGRAPHICS]. I need help drafting a basic business plan outline. Please include:

1. Executive Summary: Key points about my business concept.
2. Market Analysis: Target market info and competitor overview.
3. Product/Service Details: Features and benefits.
4. Marketing Strategy: Channels, messaging, and positioning.
5. Operations Plan: Essential resources, processes, and suppliers.
6. Financial Plan: Basic revenue forecast and budgeting considerations.

Please provide any templates or frameworks I can use to structure each section.

Prompt 2: Defining Strategic Goals and Sales Milestones

You are a strategic planning consultant. I have a business that will deliver [PRODUCT/SERVICE]. Based on your knowledge, help me set the following:

1. Three short-term (6-12 months) strategic goals.
 2. Three long-term (2-5 years) strategic goals.
 3. Key performance indicators (KPIs) to track progress toward these goals.
 4. Suggested timelines or milestones for hitting these KPIs.
-

4. Operational & Legal Setup

Prompt 1: Choosing a Business Structure

You are a legal and administrative expert. I am planning to start a business in the [INDUSTRY] industry. I need advice on choosing the right business structure for my situation (e.g., LLC, sole proprietorship, corporation).

1. What factors should I consider (legal liability, taxation, ownership structure, etc.)?
2. Which option might be the best fit for a [SIZE OF TEAM] team with [ANY SPECIAL CIRCUMSTANCES, e.g., "international employees," "investment from multiple partners," etc.]?
3. Provide a brief checklist of the documents and registrations needed.

Prompt 2: Operational Processes & Policies

Act as an operations consultant. I'm launching [PRODUCT/SERVICE] and want to ensure my day-to-day processes are set up efficiently. Please help me:

1. Identify the core operational processes I need (e.g., production, inventory, customer service).
 2. Suggest tools and software for managing these operations (consider budget-friendly or scalable options).
 3. Provide a basic workflow or SOP (standard operating procedure) template for any key process.
-

5. Financial Planning & Funding

Prompt 1: Budgeting & Financial Projections

You are a financial analyst. I'm starting a [TYPE OF BUSINESS], aiming to generate revenue from [REVENUE STREAMS, e.g., product sales, subscription fees]. Please help me:

1. Outline a simple initial budget, including fixed and variable costs.
2. Suggest how to project sales for the first 12 months, given my product is [PRODUCT/SERVICE].
3. Provide tips on tracking cash flow and managing expenses during the startup phase.

Prompt 2: Funding & Investment Strategy

You are a fundraising consultant. My business is [BUSINESS TYPE] in the [INDUSTRY] space, offering [PRODUCT/SERVICE]. I'm exploring funding options. Please:

1. Explain different startup funding routes (bootstrapping, loans, angel investors, venture capital, crowdfunding).
 2. Recommend which might fit my situation best, given [SPECIFIC NEEDS, e.g., “limited personal savings,” “desire to scale quickly,” “pre-existing network of potential investors,” etc.].
 3. Provide a checklist for preparing investor pitch materials or loan applications.
-

6. Marketing & Sales Mastery

Prompt 1: Developing a World-Class Marketing Plan

Act as a world-class marketing strategist. I'm launching [PRODUCT/SERVICE] for [TARGET AUDIENCE/DEMOGRAPHICS]. Please help me:

1. Create a clear marketing objective that aligns with my overall business vision (Create an Effective Business Map).
 2. Identify the core messaging and unique selling points (USPs) that will resonate with my target audience (World-Class Marketing).
 3. Recommend top marketing channels or platforms (online and offline) to reach and engage these customers.
 4. Suggest a basic timeline or schedule for marketing campaigns, along with measurable KPIs to gauge success.
 5. Highlight any creative, low-cost guerrilla marketing ideas for a startup with limited resources.
-

Prompt 2: Creating a Sales Funnel & Converting Leads

You are a sales funnel architect. I'm offering [PRODUCT/SERVICE] in the [INDUSTRY] sector. My goal is to convert potential leads into paying customers systematically. Please:

1. Help me outline a simple but effective sales funnel (e.g., awareness, consideration, decision).
 2. Recommend specific strategies or tools for each funnel stage to capture leads, nurture them, and close the sale (Sales Mastery).
 3. Provide a template for effective sales scripts or email outreach sequences.
 4. Suggest ways to track funnel metrics (conversion rates, average order value, etc.) to optimize performance.
-

7. Culture & Team Alignment

Prompt 1: Defining Organizational Culture & Values

You are an organizational culture consultant. I'm launching a business in the [INDUSTRY] space. I want to ensure that my team and I share the same values and mission. Please:

1. Suggest a process for defining my company's core values (Culture & Team Alignment).
 2. Outline how these values can translate into daily behaviors and decision-making processes.
 3. Provide a framework for communicating these values to new hires and existing team members.
 4. Recommend activities or traditions to reinforce culture and keep morale high.
-

Prompt 2: Building & Leading a High-Performance Team

You are a leadership coach. My business is growing, and I need to bring people on board. Please help me:

1. Identify the key roles or skill sets required for my startup (considering my [PRODUCT/SERVICE] and growth objectives).
 2. Provide best practices for interviewing, hiring, and onboarding to ensure culture fit (Culture & Team Alignment).
 3. Suggest leadership and communication methods for motivating and retaining high-performing employees.
 4. Share ways to handle conflicts or performance issues within a growing team.
-

8. Ongoing Optimization & Growth

Prompt 1: Performance Reviews & Data-Driven Decisions

You are a growth optimization specialist. My startup is operational, offering [PRODUCT/SERVICE]. Please help me:

1. Identify the key metrics (financial, operational, marketing) I should review monthly or quarterly (Optimization & Maximization).
 2. Recommend a simple process for analyzing these metrics and spotting growth opportunities.
 3. Suggest how to run quick, iterative experiments to improve product features, marketing tactics, or sales approaches.
 4. Provide strategies for documenting and sharing findings across the team to foster a culture of continuous improvement.
-

Prompt 2: Scaling Strategies & Systems

You are a scale-up consultant. My business is beginning to gain traction with [PRODUCT/SERVICE]. I want to scale effectively without losing quality or burning out my resources. Please:

1. Propose scalable operational and leadership structures as my company grows.
 2. Identify potential bottlenecks (financial, staffing, technology) and how to handle them proactively (Financial & Legal Analysis).
 3. Recommend best practices for expanding into new markets or products (Constant & Strategic Innovation).
 4. Suggest how to maintain high performance and strong team culture during rapid scaling.
-

Final Notes

- **Refinement:** After receiving an initial AI response, ask clarifying or follow-up questions to get more tailored advice.
- **Adaptation:** These templates are starting points. Feel free to adjust the language, add or remove placeholders, or expand the scope.
- **Verification:** AI can provide guidance, but always verify crucial legal, financial, or regulatory matters with qualified professionals in your region.

Use these prompt templates as a roadmap to structure your queries and gather all the information, strategies, and templates you need to turn your business idea into reality. Good luck with your entrepreneurial journey!