

Start Small. Save Real Time.

Ready-to-use prompts for Owner, Ops, Marketing and Finance

This prompt pack is designed to sit beside the 5HESAR worksheet. The aim is not to find the most impressive AI project. It is to find a useful first task where AI can remove enough human effort to matter.

Use the role closest to your work, choose one prompt that matches a recurring task, and adapt the words in brackets. Then measure the human effort before and after. If the realistic saving reaches five hours in your chosen review period, it passes the 5-Hours Effort Saving Rule.

1

Pick the role closest to the work

OWNER • decisions, briefings, communication, management focus

OPS • repeatable processes, requests, handovers, operational friction

MARKETING • content, campaigns, customer language, idea backlogs

FINANCE • management reporting, preparation, cash visibility, commentary

2

Choose a prompt that solves work you already do

The best first use case is usually already visible in your week. Look for work that repeats, consumes attention, and has a clear before-and-after effort measure.

3

Adapt - do not over-engineer

Replace the bracketed text, paste only the information the task needs, and keep a human check where the outcome matters. The prompts are starting points, not rigid scripts.

4

Measure the result

Current human effort - human effort after AI = effort saved. Aim for 5+ hours in the review period you selected.

A simple use case that reliably saves time is a better beginning than a complex AI initiative that is hard to deploy, hard to trust, or hard to measure.

Owner

Use AI to reduce preparation, synthesis and blank-page work

Pick the idea that most closely matches work you already repeat. Start with the prompt as written, then improve it only after you see what the first run gets right and wrong.

1

Turn a messy decision into options

Use AI as a thinking partner when a decision has too many moving parts and you need a structured first pass - not the final decision.

STARTER PROMPT

I run a small business and need to decide about [decision]. Ask me only the questions needed to understand the situation. Then give me three realistic options, the upside and downside of each, the assumptions behind them, and the one piece of information that would most improve the decision. Do not make the decision for me.

2

Prepare for an important meeting

Save preparation time by turning scattered notes, emails, or documents into a focused briefing.

STARTER PROMPT

I have an upcoming meeting about [topic]. I will paste the available notes below. Build a one-page briefing with: what matters most, decisions likely to be needed, unanswered questions, risks, and five questions I should ask. Separate facts from assumptions.

3

Draft the first version of a business message

Use AI for the blank-page work on customer, partner, supplier, or employee communication.

STARTER PROMPT

Draft a concise message to [audience] about [topic]. The outcome I want is [outcome]. Keep the tone clear, professional, and human. Do not overstate anything. Give me a strong first draft and then list the three facts I should verify before sending it.

4

Find the weekly management signal

Turn a pile of updates into a short view of what actually needs the owner's attention.

STARTER PROMPT

I will paste this week's updates from the business. Summarize only what needs owner attention. Organize it as: decisions needed, risks, blocked items, unusual changes, and items that can be delegated. End with the three most important actions for the next seven days.

Ops

Use AI to make repeatable work clearer, faster and easier to hand over

Pick the idea that most closely matches work you already repeat. Start with the prompt as written, then improve it only after you see what the first run gets right and wrong.

1

Turn a recurring process into an SOP

A strong first use case when knowledge lives in people's heads, notes, or chat threads.

STARTER PROMPT

I will describe how we currently perform [process]. Turn it into a practical SOP for a small team. Include the trigger, inputs, numbered steps, decision points, exceptions, owner, output, and a short checklist. Flag anything that is unclear instead of inventing it.

2

Triage incoming requests

Use AI to sort, summarize, and prepare the next action for repetitive requests before a human takes over.

STARTER PROMPT

Classify each request I paste into one of these categories: [categories]. For each one, give me a one-sentence summary, urgency, the information still missing, and the recommended next action. Do not send or execute anything; prepare it for human review.

3

Create a handover from messy notes

Reduce time spent converting shift notes, project notes, or service logs into something the next person can use.

STARTER PROMPT

Turn the notes below into a clean operational handover. Use: current status, completed work, open items, blockers, owner for each open item, next deadline, and anything the next person must not miss. Preserve uncertain items as uncertain.

4

Spot recurring friction in operations

Use AI to identify patterns in complaints, tickets, delays, rework, or exception logs.

STARTER PROMPT

I will paste a set of operational issues from the last [period]. Group similar issues, identify the recurring causes visible in the data, estimate which categories consume the most effort, and suggest three small process experiments. Do not claim a root cause unless the evidence supports it.

Marketing

Use AI to multiply useful work without multiplying production effort

Pick the idea that most closely matches work you already repeat. Start with the prompt as written, then improve it only after you see what the first run gets right and wrong.

1

Repurpose one useful piece of content

Stretch existing expertise into several formats instead of starting every post or email from scratch.

STARTER PROMPT

I will paste one piece of source content. Turn it into: one LinkedIn post, one short customer email, three short social snippets, and five headline ideas. Keep the core facts unchanged, avoid hype, and adapt the wording to each channel rather than simply shortening the same text.

2

Build a first campaign brief

Use AI to organize a campaign before anyone starts writing assets.

STARTER PROMPT

Help me create a campaign brief for [offer] aimed at [audience]. Ask me for the missing essentials first. Then produce: customer problem, desired action, value proposition, proof we can legitimately use, key message, objections, channels, and a simple success measure. Flag claims that need evidence.

3

Turn customer language into messaging

Use real customer comments, reviews, calls, or survey responses to find language that already resonates.

STARTER PROMPT

I will paste customer comments below. Identify repeated problems, desired outcomes, objections, and phrases customers naturally use. Then suggest five message angles using their language without inventing claims. Show which comments support each angle.

4

Create a content backlog from one theme

Useful when marketing is inconsistent because idea generation keeps restarting from zero.

STARTER PROMPT

Create a four-week content backlog around [theme] for [audience]. Give me 12 practical ideas across education, proof, objection handling, and behind-the-scenes content. For each, include the hook, the one point it should make, and the best format. Keep production effort low.

Finance

Use AI to prepare, explain and organize - with human review where judgment matters

For finance work, treat AI output as preparation for review. Keep final accounting, tax, payment, compliance, and approval decisions with the responsible human.

1

Explain a management report

Use AI to translate finance output into questions and management meaning - while keeping accounting judgments with the responsible person.

STARTER PROMPT

I will paste a management report or summary. Explain the main movements in plain business language. Highlight unusual changes, questions I should ask, and items that need verification. Do not invent causes and do not give tax or accounting conclusions that are not supported by the data.

2

Prepare invoice or expense coding for review

Reduce repetitive preparation work while keeping final booking and compliance decisions with finance.

STARTER PROMPT

I will paste a list of transactions and the categories we use. Suggest a category for each transaction, explain the reason briefly, and mark any item that is ambiguous or needs a receipt or more context. Do not treat your suggestion as the final accounting entry.

3

Build a simple cash view

A good first use case when cash information exists but takes too long to assemble into a decision-ready view.

STARTER PROMPT

Using the figures I provide, organize a simple cash view for the next [period]. Show expected inflows, expected outflows, fixed commitments, uncertain items, and the lowest projected cash point. List assumptions separately and flag missing information before drawing conclusions.

4

Draft a monthly finance commentary

Turn numbers plus known context into a short narrative for owners or managers.

STARTER PROMPT

I will provide this month's figures, last month's figures, and any known events. Draft a concise management commentary covering the largest changes, what is known, what is uncertain, and what should be watched next month. Use only the information I provide and clearly label assumptions.

Choose One to Test

Do not leave with sixteen ideas. Leave with one experiment.

Write down the two or three prompts that feel closest to real work in your business. Then pick the one with the clearest path to a five-hour saving.

A		Shortlist	
PROMPT / USE CASE	ROLE	HOURS I THINK IT COULD SAVE	EASY TO TEST?
		___ h	[] Yes
		___ h	[] Yes
		___ h	[] Yes

B	My first prompt to test
Use case:	_____
Role:	_____
Review period:	_____
Current human effort:	_____
Target human effort after AI:	_____
Expected effort saving:	_____

C	What will tell me it worked?
Write one observable result: time saved, faster turnaround, fewer manual steps, more consistent output, or another measure you can compare before and after.	

If the result is useful and the realistic saving reaches five hours, you have found a strong first use case. Improve it, document it, and only then look for the next one.