

SoloStack

5 AI Prompts to Run Your Solo Business Like a Pro

A free starter kit from the SoloStack AI Prompt Library

Copy. Paste. Customize. Get results in 5 minutes.

Each prompt works with ChatGPT, Claude, Gemini, or any AI tool.
Replace [BRACKETS] with your own details.

mysolostack.eu

How to Use These Prompts

Each prompt is ready to paste into ChatGPT, Claude, Gemini, or any AI tool. Replace the [BRACKETS] with your own business details. The more specific you are, the better the output. These 5 prompts cover the essentials: knowing your customer, standing out, reaching prospects, qualifying leads, and winning projects.

PROMPT #1 · MARKETING

Customer Avatar

This is the foundation. Every other prompt works better when you know exactly who you're talking to. Do this one first.

The prompt:

Write a customer avatar for [TARGET CLIENT] including demographics, pain points, goals, objections, and how [MY SERVICE] solves their specific problems.

Pro tip: Be specific: instead of 'small business owners', try 'solo web designers earning \$4-8K/month who struggle with client acquisition.'

PROMPT #2 · MARKETING

Positioning Statement

Clarifies who you are and why you're different. Without this, your marketing sounds like everyone else's.

The prompt:

Draft a strategic positioning statement for my [BUSINESS/SERVICE] that differentiates me from [COMPETITORS]. It should appeal to [TARGET CUSTOMER] and emphasize [UNIQUE ADVANTAGE].

Pro tip: Run this after the Customer Avatar prompt. Feed the avatar output as context for sharper positioning.

PROMPT #3 - SALES

Cold Email

The fastest path from stranger to call. One good cold email can land a \$5K project. This prompt keeps it under 50 words — short enough to actually get read.

The prompt:

Write a cold email to [PROSPECT COMPANY] that opens with a specific insight about [PAIN POINT], explains how I solved it for [SIMILAR CLIENT], and proposes a 15-min call. Keep it under 50 words.

Pro tip: The magic is in the specificity. 'I noticed your checkout page has no upsell flow' beats 'I help businesses grow' every time.

PROMPT #4 - SALES

Discovery Call Framework

Ask better questions, close better deals. This prompt generates a framework that uncovers what the prospect actually needs — before you pitch anything.

The prompt:

Generate a sales discovery call framework with questions that uncover [PROSPECT'S] pain points, budget authority, timeline, and decision-making process.

Pro tip: Print this out and keep it next to your screen during calls. The best salespeople don't wing it — they follow a structure.

PROMPT #5 - PROPOSALS

Project Proposal

Win more deals with better proposals. This prompt structures everything the client needs to say yes: scope, timeline, pricing, and ROI justification.

The prompt:

Write a proposal template for [SERVICE TYPE] that includes executive summary, scope, deliverables, timeline, pricing, and ROI/value justification for [AUDIENCE].

Pro tip: Always include ROI framing. Don't say '\$3,000 for a website' — say '\$3,000 for a website that converts 2% more visitors into paying customers.'

Like these? There are 235 more.

The full SoloStack toolkit includes 240 AI prompts across 8 business areas, plus a weekly planner, content calendar, revenue tracker, contract template, and workflow guide. Everything a solo operator needs to run like a team.

240 AI prompts (Marketing, Sales, Content, Client Comms, Financial, Ops, Proposals, SEO)

Weekly Planner with structured time blocks

30-Day Content Calendar with ready-to-customize post ideas

Revenue Tracker to see your cashflow at a glance

Freelance Contract Template ready for your next project

Workflow Guide showing exactly when and how to use each prompt

Quick-Start Guide with a 5-day action plan

Get the full toolkit at:

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