

The Workflow Guide: 25 AI Workflows to Buy Back Your Week

Free Starter Edition — Part 1 of the AI Operating Kit

How to Use This Guide

Pick the workflow that matches what you're doing right now. Copy the prompt into ChatGPT, Claude, or Gemini. Replace anything in [brackets] with your real details. Read the output before you send it — treat AI as a fast first draft, not a final answer.

1. Business Context Brief

Objective: Give any AI tool a one-time cheat sheet so future prompts don't need re-explaining.

Prompt: "I'm going to paste a short business profile. Remember it for this conversation and use it whenever I ask you to write something: Business name: [name]. What I sell: [product/service]. Who I sell to: [ideal customer]. Tone: [e.g. friendly, direct, no jargon]. Things I never say: [banned phrases/claims]. Confirm you've got it, then wait for my next request."

2. Brand Voice Card

Objective: Lock in a consistent tone before you generate anything customer-facing.

Prompt: "Read these examples of writing I like: [paste 3 samples — an email, a social post, a review reply]. Describe the voice in 5 adjectives, then write one new sentence in that same voice about [topic]."

3. Fact-Check Pass

Objective: Catch AI-invented claims before anything goes out under your name.

Prompt: "Here's a draft I'm about to publish: [paste draft]. List every factual claim, statistic, or promise in it. For each one, tell me whether I need to verify it before this goes live."

4. 30 Days of Posts from One Idea

Objective: Turn a single insight into a month of content instead of one post.

Prompt: "Here's one thing I know about my business: [insight, tip, or story]. Turn it into 10 different social post angles: a question, a myth-bust, a before/after, a quick tip, a behind-the-scenes, a customer story, a mistake to avoid, a numbered list, a bold opinion, and a call-to-action post."

5. Hook Generator

Objective: Fix the #1 reason short videos and posts get scrolled past.

Prompt: "Write 8 opening lines for a post about [topic]. Each one has to work in the first 3 seconds — no throat-clearing, no 'in today's video.'"

6. Repurpose Old Content

Objective: Get five new posts out of something you already wrote once.

Prompt: "Here's a piece I already published: [paste blog or caption]. Turn it into: 1 LinkedIn post, 1 short-form video script, 1 email, 1 Instagram caption, 1 FAQ answer."

7. SEO Article Outline

Objective: Start a search-ranking article without staring at a blank page.

Prompt: "I want to rank for '[keyword]'. Give me an article outline with one H1, five H2 sections, and two questions people search alongside this keyword that I should answer."

8. Local SEO Snippet

Objective: Get found by people searching '[service] near me.'

Prompt: "Write a 100-word 'About' paragraph for [business] in [city] that naturally includes [service] and [city] without keyword-stuffing."

9. Product Description

Objective: Turn a features list into a description that actually sells.

Prompt: "Here are the features of [product]: [list]. Write a product description that leads with the outcome, not the specs, in under 80 words."

10. Comparison Article

Objective: Capture people comparing you to a competitor before they decide.

Prompt: "Write a fair, factual comparison between [my product/service] and [competitor], covering price, what's included, and who each is actually best for."

11. Weekly Newsletter Draft

Objective: Keep a newsletter running without dreading Tuesdays.

Prompt: "Here's what happened in my business this week: [notes]. Turn it into a 200-word newsletter with one useful tip, one update, and one soft call-to-action."

12. Ideal Customer Snapshot

Objective: Know exactly who you're writing to before you write anything else.

Prompt: "Based on this description of my best customers: [notes], write a one-paragraph profile: what they want, what's stopping them, and the words they'd use to describe their problem."

13. Cold Outreach Message

Objective: Reach a new prospect without sounding like a template.

Prompt: "Write a 3-sentence outreach message to [name/role] at [company]. Reference [specific detail about them]. Offer [what you do] as it relates to their likely problem. No 'I hope this finds you well.'"

14. 5-Step Follow-Up Sequence

Objective: Stop losing leads who don't reply to the first message.

Prompt: "Write 5 short follow-up messages for a prospect who hasn't replied since my first outreach about [offer]. Day 1: friendly nudge. Day 3: add value. Day 7: different angle. Day 14: proof or case study. Day 21: polite close-out."

15. Objection Response

Objective: Answer the price objection without sounding defensive.

Prompt: "A prospect said: '[objection, e.g. it's too expensive]'. Write a calm response that acknowledges it, reframes the value, and offers one alternative or next step."

16. Quote / Proposal Draft

Objective: Turn a scope conversation into a professional quote fast.

Prompt: "Here's what the customer needs: [scope]. Here's my pricing: [pricing]. Write a short, clear quote with scope, price, timeline, and terms."

17. Angry Customer Reply

Objective: De-escalate without admitting fault you don't owe.

Prompt: "A customer wrote: '[complaint]'. Write a calm, empathetic reply that acknowledges their frustration, explains what happens next, and doesn't over-promise."

18. Negative Review Response

Objective: Respond publicly in a way that reassures future customers reading it.

Prompt: "Here's a 2-star review: '[review text]'. Write a short public response: acknowledge it, state what we're doing about it, invite them to continue the conversation privately."

19. Refund Request Reply

Objective: Handle refund requests consistently and professionally.

Prompt: "A customer is requesting a refund because: '[reason]'. Our policy is: [policy]. Write a reply that's clear about the policy but still sounds human."

20. Review Request Message

Objective: Ask for a review right after a good experience, not months later.

Prompt: "Write a short, low-pressure message asking [customer name] to leave a review after [what they just experienced], with a direct link placeholder [link]."

21. Turn a Process into an SOP

Objective: Get a repeatable task out of your head and onto paper.

Prompt: "Here's how I currently do [task], in my own words: [notes]. Turn this into a numbered Standard Operating Procedure someone else could follow without asking me questions."

22. Meeting Notes to Action Items

Objective: Leave every meeting with clear owners and deadlines.

Prompt: "Here are my raw meeting notes: [notes]. Pull out: decisions made, action items with an owner, and open questions still unresolved."

23. Weekly Owner Review

Objective: A 10-minute Friday check-in instead of losing track of the week.

Prompt: "Here's what happened this week: [notes on sales, marketing, issues]. Summarize it into: 3 wins, 2 problems, and 1 priority for next week."

24. Wear the Analyst Hat

Objective: Get a straight read on your numbers without a data team.

Prompt: "Here are this month's numbers: [paste data]. What's the single most important trend here, and what would you do about it if you were running this business?"

25. Wear the Hiring Manager Hat

Objective: Write a job post that attracts the right person, fast.

Prompt: "I need to hire a [role] to help with [responsibilities]. Write a job post that's honest about what the day-to-day actually looks like, not generic corporate language."

What's Next

This is 25 of the 100+ workflows in the full AI Operating Kit. The next 20 — built for discovery calls, churn saves, price changes, and the jobs only a solo owner does alone — are in the \$19 Core System at theworkflowguide.com/ai-operating-kit-core.

The Workflow Guide publishes independent reviews and workflow guides for remote workers, content creators, and small teams. This guide is part of the AI Operating Kit — the full system of 100+ workflows is available at theworkflowguide.com.

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