



HARTLEY RESOURCES

AI CONSULTING · WORKSHOPS · BUSINESS SUPPORT

FOR SMALL BUSINESSES & NONPROFITS

The Ultimate AI Prompting Guide

Get better results from ChatGPT, Claude & Gemini —
with simple, copy-and-paste prompts that save you hours.



Distilled from the official guidance of OpenAI · Anthropic · Google

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“The right prompt turns AI into your most productive teammate.”

START HERE

AI Is the Great Equalizer for Small Teams

You don't need a big budget or a marketing department to compete anymore. With the right approach, AI tools like ChatGPT, Claude, and Gemini can draft your content, answer your customers, and organize your week — in minutes.

But here's the secret almost everyone misses: the quality of what AI gives you depends entirely on the quality of what you ask. The same tool that produces bland, generic fluff for one person produces sharp, on-brand, ready-to-use work for another. The only difference is the prompt.

What makes this guide different

This guide distills the official prompting advice from the world's top AI labs — OpenAI, Anthropic, and Google — into plain-English steps any business owner can use today. No jargon. Just better results.

Inside you'll find:

- ✓ The C.R.A.F.T. formula for great prompts
- ✓ A reusable "Brand Brain" setup
- ✓ A nonprofit prompt toolkit
- ✓ 6 habits the top AI labs teach
- ✓ 30+ copy-and-paste prompts
- ✓ A one-page cheat sheet

THE BIG IDEA

The #1 Mistake Businesses Make

Most people type something short and vague, then feel disappointed by the bland result:

The vague ask

"Write me a Facebook post."

Result: a generic post that sounds like everyone else.

The CRAFTed ask

"You're my marketing assistant. Write a warm, encouraging Facebook post for overwhelmed salon owners who want to save time with AI. Tell a short relatable story, give one quick tip, and end with a friendly invitation to my free workshop."

Result: a post that sounds like you — ready to publish.

The fix is context — teaching AI about your business, your audience, and exactly what you want. The good news: there's a simple formula for it.

“

Treat AI like a brilliant new hire. It's capable and eager — but it knows nothing about your business until you tell it.”

HOW ANTHROPIC DESCRIBES PROMPTING CLAUDE

THE FRAMEWORK

The C.R.A.F.T. Prompt Formula

Every strong prompt answers five questions. Remember them with one word — CRAFT — and you'll never stare at a blank chat box again. You don't need all five every time, but the more you include, the better your result.



Context — what AI needs to know

Give the background: your business, your audience, and the situation. This is the single biggest lever on quality.

e.g. “I run a small bookkeeping firm for restaurant owners...”



Role — who AI should be

Tell it the expert hat to wear. A defined role focuses the response.

e.g. “Act as a friendly email marketing expert...”



Action — what to do

State the specific task clearly. One clear job beats five fuzzy ones.

e.g. “...write a 4-email welcome sequence for new clients.”



Format — how to deliver it

Describe the shape of the output: length, structure, bullets, a table, sections.

e.g. “Give each email a subject line and keep it under 150 words.”



Tone — how it should sound

Name the voice you want so it matches your brand.

e.g. “Warm, encouraging, and jargon-free.”

Putting it together

Context + Role + Action + Format + Tone. Put them together and you’ve gone from “write me an email” to a prompt that delivers exactly what you pictured.

PRO MOVES

6 Habits the Top AI Labs Teach

These are the techniques OpenAI, Anthropic, and Google repeat across their official guides — simplified for everyday use.

1 · Talk to it like a brilliant new hire

It’s smart, but it has no idea how your business works until you spell it out. Over-explain rather than under-explain.

2 · Be specific — every detail helps

Vague in, vague out. Name the audience, the length, the format, and the goal. “Write a post” becomes “write a 120-word post for busy parents about...”



3 · Show an example, don't just describe

Paste a sample you love and say "match this style." Two or three examples teach AI your voice faster than a paragraph of description ever could.

4 · Give it something to work from

Don't make AI guess. Paste your notes, your website text, the actual email thread — the more real material it has, the more accurate and useful the result.

5 · For big jobs, go step by step

For anything complex, add "think it through step by step," or break a big job into a few smaller prompts. Quality jumps when AI isn't rushing.

6 · Treat it as a conversation — you stay in charge

Your first prompt is a draft. Reply with "make it shorter," "warmer," "more specific" — then always review and add your human touch before it goes out.

SET IT UP ONCE

Build Your "Brand Brain"

Here's the highest-value move in this whole guide. Instead of re-explaining your business every time, you teach AI once and save the result. Paste this "Brand Brief" at the start of any chat, and everything it writes will sound like you.

STEP 1 · RUN THIS PROMPT

You are a senior brand strategist and copywriter. Study my business using everything I share below, then build a reusable Brand Profile.

Analyze: my website [paste your homepage + About text], a few social posts, and any materials I provide.

Then give me a Brand Profile with:

1. Overview — what we do, who we serve, our mission, and what makes us different.
2. Voice & Tone — 3 to 5 voice traits, words we love, and words to avoid.
3. Ideal Client — who they are, their #1 problem, and what they truly want.
4. Core Messages — an elevator pitch, a one-line description, 3 taglines, and our go-to calls to action.

Finally, condense all of it into a one-page “Brand Brief” I can paste into any AI chat to start a project. Keep it clear and practical.

[Paste your website text, About page, and 2–3 sample posts here.]

STEP 2 · Save it and reuse it

Save the “Brand Brief” AI gives you in a note or doc. From now on, paste it at the top of any prompt — or keep it as a saved project / custom GPT / Gem — and skip the explaining forever.

COPY & PASTE

The Prompt Library

Ready-to-use prompts for the jobs you do every week. Replace the [teal placeholders] with your details, and paste into ChatGPT, Claude, or Gemini. For best results, paste your Brand Brief first.

MARKETING & CONTENT

Scroll-Stopping Social Post

Use it for: Turning one idea into a ready-to-publish post for every platform.

PROMPT · COPY & PASTE



Using my Brand Brief above, write a social post that stops the scroll. Structure it as: a hook, a relatable problem, a short story or insight, one useful tip, and a clear call to action. Give me a Facebook, LinkedIn, and Instagram version, plus 10 relevant hashtags and an idea for the image. Topic: [your topic].

One Idea, a Week of Content

Use it for: Repurposing a single piece of content into many.

PROMPT · COPY & PASTE



Take the content below and repurpose it into: a short LinkedIn post, 3 Instagram captions, an email newsletter blurb, and a 30-second video script. Keep my brand voice. Content: [paste your blog post, transcript, or notes].

Friendly Email Newsletter

Use it for: A warm monthly update that keeps you top of mind.

PROMPT · COPY & PASTE



Write a friendly monthly newsletter for [who your audience is]. Include a warm intro, one helpful tip about [topic], a quick update on [news], and a soft call to action to [action]. Keep it under 250 words in my brand voice.

SALES & FOLLOW-UP

Find the Leaks in Your Sales Process

Use it for: Spotting where potential customers slip away.

PROMPT · COPY & PASTE



Act as a conversion strategist. Here is how a new lead currently moves from first contact to sale: [describe your steps]. Identify the 3 weakest spots where leads drop off, and give me one specific, practical fix for each.

Warm Follow-Up Sequence

Use it for: Following up with leads without feeling pushy.

PROMPT · COPY & PASTE



Write a 4-email follow-up sequence for a lead who [downloaded my guide / requested a quote / attended my workshop] but hasn't replied. Keep it warm and helpful, not salesy. Each email should be short with one clear next step. Space them over about 10 days.

Objection-Handling Cheat Sheet

Use it for: Answering the doubts that stop people from buying.

PROMPT · COPY & PASTE



List the top 5 objections a [your customer type] might have before buying [your offer]. For each one, give a short, honest, trust-building response I can use in conversation or email.

CUSTOMER SERVICE

Consistent FAQ Answers

Use it for: On-brand replies to the questions you hear all the time.

PROMPT · COPY & PASTE



You're my friendly customer-service assistant. Write clear, on-brand answers to these common questions, each under 80 words, matching my brand voice: [list your FAQs].

Thoughtful Review Responses

Use it for: Replying to reviews — good and bad — with grace.

PROMPT · COPY & PASTE



Write three responses to the customer review below: one to thank a happy customer, one to address a complaint we're fixing, and one neutral reply. Keep each warm, professional, and brief. Review: [paste the review].

PRODUCTIVITY & OPERATIONS

From Meeting Notes to Action Items

Use it for: Turning messy notes into a clear plan.

PROMPT · COPY & PASTE



Turn these meeting notes into a clean summary with: key decisions, action items (who does what), and deadlines. Flag anything unclear or unassigned. Notes: [paste your notes].

Instant Step-by-Step SOP

Use it for: Documenting a process so anyone can follow it.

PROMPT · COPY & PASTE



Create a simple step-by-step process document (SOP) that a brand-new team member could follow to [do the task]. Number each step, use plain language, and add a short checklist at the end. The task: [describe it].

Plan My Highest-Impact Week

Use it for: Cutting through the to-do list to what matters.

PROMPT · COPY & PASTE



Act as my executive coach. Here is everything on my plate this week: [dump your full list]. Sort it into: do now (high impact), schedule, delegate, and drop. Then tell me the 3 things that will move my business forward the most.

FOR MISSION-DRIVEN TEAMS

The Nonprofit Prompt Toolkit

Punch above your budget. These prompts help small nonprofit teams write grants, thank donors, recruit volunteers, and plan events — without a full communications department.

Heartfelt Donor Thank-You

Use it for: Making every donor feel genuinely seen.

PROMPT · COPY & PASTE



Write a warm, personal thank-you to a donor who gave [amount] toward [program]. Name the specific impact their gift makes, such as [impact example]. Keep it heartfelt and under 200 words, signed by [name and role]. Avoid generic phrasing.

Grant Summary for Your Board

Use it for: Condensing a long grant into board-ready bullets.

PROMPT · COPY & PASTE



Summarize the grant document below into 5 bullet points for our board: the funding amount, the purpose, who it serves, the expected outcomes, and the deadline. Use plain language, no jargon. Document: [\[paste the grant text\]](#).

Volunteer Recruitment Posts

Use it for: Filling roles with inviting, specific calls to action.

PROMPT · COPY & PASTE



Write 3 short social posts (under 100 words each) recruiting volunteers for [\[role\]](#) at [\[event or program\]](#). Include the time commitment, who it's perfect for, what they'll gain, and a clear sign-up step. Keep it warm and inviting.

Simple Fundraiser Plan

Use it for: Mapping out an event your small team can actually run.

PROMPT · COPY & PASTE



Act as an event planner. Help me plan a [\[type\]](#) fundraiser for [\[goal or audience\]](#). Give me a simple timeline from 8 weeks out to event day, a task checklist, and 3 creative theme ideas. Keep it realistic for a small team.

USE IT WISELY

Using AI Responsibly

AI gives you the draft. You give it the heart — and the final say. A few simple ground rules keep you and the people you serve protected.

- ✓ Protect private information. Never paste donor, client, or employee personal details into public AI tools. Keep sensitive data out of the chat.
- ✓ Keep a human in the loop. AI drafts; you approve. Read everything before it goes to a customer, donor, or the public.

- ✓ Check facts and fairness. Verify names, numbers, and claims. Review for tone and bias so the output reflects your values.
- ✓ Be transparent. Let your team and supporters know how you use AI. Honesty builds trust.

KEEP THIS HANDY

Your One-Page Cheat Sheet

Pin this up. Everything in this guide, distilled to what you'll actually use.

The C.R.A.F.T. formula

C · Context — your business, audience, and situation

R · Role — the expert hat AI should wear

A · Action — the specific task

F · Format — length, structure, and shape

T · Tone — the voice that sounds like you

FILL-IN-THE-BLANK TEMPLATE

Context: Here's my business and who I'm talking to — [your business + audience].

Role: Act as a [type of expert].

Action: I need you to [the specific task].

Format: Give it to me as [length / structure / format].

Tone: Make it sound [the voice you want].

The golden rule: if a new employee would be confused by your instructions, AI will be too. When in doubt, add more context — then refine from there.

“
Start with one task that eats your week. CRAFT
one great prompt. Watch the time come back.”

YOUR NEXT STEP



ABOUT HARTLEY RESOURCES

Let's Put AI to Work for Your Mission

We help small businesses and nonprofits simplify AI, marketing, lead generation, and the systems that keep everything running.



HOW WE CAN HELP

- ✓ AI Consulting & Workshops
- ✓ Sales Funnels & Lead Generation
- ✓ Content & Marketing Systems
- ✓ Operations & Event Support

Support that feels like a breath of fresh air.

READY TO SAVE HOURS EVERY WEEK?

Schedule a Free Discovery Call

dj@hartleyresources.com · www.hartleyresources.com