



How to Build a Small Business Plan Template **With ChatGPT Prompts**



Use these ready-made ChatGPT prompts to generate pieces of your small business plan quickly. Copy, paste, and build step-by-step to create a clear, flexible plan to guide your business to success.

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Instructions

First things first — let's make this personal to you! Start by customizing the cover page of your plan. This should include your:

- Business logo
- Name
- Address
- Phone number
- Email address
- Website

After you've made your cover page, use the text boxes beneath each prompt to add your text in every section

Continue



Using This Guide

In the age of AI, you need a business plan that can easily be customized to you without taking hours of work. These prompts help you create the base of a plan that you can further personalize and add to as you see fit.

Here's how to use it:

**Pick one prompt from each section to get started
Paste into ChatGPT and save your answers in a doc
Come back for follow-up prompts to add depth (e.g., refining goals, checking metrics, testing strategies)
Review outputs for errors and refine answers to better fit your needs**

ChatGPT isn't perfect and can sometimes generate mistakes called a "hallucination," so it's always best to edit things the old-fashioned way. That same special human touch you give your business can allow you to personalize your plan into something unique.

**Let's get
started!**

Vision and Mission

- Help me write a short vision and mission statement for my [type of business] that explains who we serve, what value we provide, and what we want to be known for.
- Give me five variations of a mission statement for a [coffee shop/online store/etc.] that sound simple and inspiring.
- Turn this mission statement into a more customer-focused version: [insert mission].
- What are three questions I should ask myself to refine my vision if I'm feeling stuck?

Goal Setting

- Suggest five SMART goals for a [type of business] that wants to increase sales and customer loyalty.
- Rewrite this vague goal into a SMART goal: [insert your goal here].
- What are reasonable 90-day goals for a [business type] just getting started?
- Give me a stretch goal and a realistic goal for a [business type] so I can compare.
- Suggest three ways to track progress toward this goal: [insert your goal here].

Strategies

- Outline three low-cost marketing strategies for a small [type of business] with a limited budget.
- What are some ways a [candle maker/food truck/photographer] could build customer loyalty and repeat business?
- Give me five different sales strategies I could test to grow my [business type].
- Suggest one short-term and one long-term strategy for increasing revenue in a [business type].
- What's a simple way to test if my current strategy is working?

Timelines and Milestones

- Create a 12-month timeline with milestones for a [business type] starting from launch to first 100 customers.
- Show me a step-by-step roadmap for growing a [business type] from zero to sustainable revenue in one year.
- What are some key milestones most small businesses aim for in their first year?
- Suggest a timeline for launching a new product or service in a [business type].

Review and Adjust

- Suggest a monthly checklist I can use to review my business plan and update goals.
- What key metrics should a [business type] track to measure success?
- Give me three reflection questions to ask myself each quarter about my business progress.
- What are common warning signs that a plan needs adjusting?
- How do I reset goals without feeling like I failed?

Financial Planning

- Help me create a simple 12-month cash flow projection for a [business type].
- What startup expenses should I expect if I'm launching a [business type]?
- Give me a simple budget breakdown for a [business type] with \$5,000 in startup funds.
- Suggest three low-cost ways to improve profitability in a [business type].
- What financial ratios or numbers should I track monthly as a small business owner?

Risk Planning and Insurance

- List common risks a [type of business] faces and how insurance could help protect against them.
- Explain why product liability insurance might be important for a [business type].
- What are examples of unexpected risks that can shut down a [business type] if not planned for?
- How do other [business types] show proof of insurance to partners, vendors, or landlords?
- Suggest three questions I should ask an insurance provider before buying coverage.