FRAN MURAD

2026 EDITION

EXECUTION MANUAL

ChatGPT for entrepreneurs

From zero to full productivity: how to ask AI for things properly, plus more than 50 ready-to-use prompts for marketing, sales, content, customer service and organization.

WRITTEN BY

Fran Murad

FIRST EDITION
2026

ChatGPT for Entrepreneurs

From zero to full productivity: how to ask AI for things properly, plus more than 50 ready-to-use prompts for marketing, sales, content, customer service and organization.

First edition · 2026 · Version 1.0
© 2026 Fran Murad. All rights reserved.

This work is for the personal use of the buyer. Reproducing it in whole or in part, distributing it, reselling it or using it to create derivative products without the author's written permission is not allowed.

The tools, prices and plans mentioned reflect the time of publication and may change. Always check the current terms on each tool's official website before signing up. Appendix D lists the official links.

This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

Questions, corrections or suggestions: write to contactofranmurad@gmail.com or on Instagram, @frann.murad.

Contents

CHATGPT FOR ENTREPRENEURS

Before you start 1

PART I · THE FUNDAMENTALS

01 What AI is and what it isn't 5

02 How to ask for things properly 10

03 Your business profile 15

PART II · BY BUSINESS AREA

04 Marketing 21

05 Sales 26

06 Content 31

07 Customer service 36

08 Organization and productivity 41

09 Numbers and decisions 46

PART III · THE SYSTEM

10 Your routine and your library 52

11 Limits, risks and good practices 56

Your business profile 61

The ten essential prompts 64

Prompt index 67

Sources and updates 72

INTRODUCTION

Before you start

Who this book is for, what you'll be able to do when you finish it and a note about the name.

Most entrepreneurs who try AI have the same experience: the first time it surprises them, the second it disappoints them and by the third they give up. It isn't that the tool doesn't work. It's that nobody taught them how to ask for things.

If you've ever asked ChatGPT “write me an Instagram post” and it gave you back something generic, full of emojis and phrases you'd never use, you know what I mean. The AI didn't do anything wrong: it did exactly what you asked, with the little information you gave it. The problem isn't the tool. It's the conversation.

This book teaches you to have that conversation well. And then it gives you more than fifty ready-to-use prompts for the tasks that take up the most of an entrepreneur's time: thinking through marketing, writing proposals, creating content, answering customers, organizing the week and understanding the numbers.

Who it's for

- Entrepreneurs and small business owners who want to save time on repetitive tasks.
- Independent professionals who do everything alone: sell, produce, manage.
- People who tried AI, weren't convinced, and suspect they were using it wrong.
- People who have never used it and want to start on the right foot.

You don't need to know anything about technology. If you can write a WhatsApp message, you can use AI.

What you'll have when you finish

- [ ] A clear idea of what AI does well, what it does badly and where it can get you into trouble.
- [ ] A five-part method for writing any prompt.
- [ ] Your business profile, ready to give the AI context in seconds.
- [ ] More than fifty prompts for marketing, sales, content, customer service, organization and numbers.
- [ ] A 30-minute daily routine with AI.
- [ ] Your own prompt library, which improves with use.

How it's organized

Part I is the fundamentals: what AI is, how to ask for things and how to give it your business's context. They're the three chapters that make all the book's prompts work. Don't skip them.

Part II goes area by area: marketing, sales, content, customer service, organization and numbers. Each chapter explains how to use AI in that area and includes seven to nine ready-to-use prompts.

Part III is the system: a daily routine, your prompt library, and the limits and risks worth knowing.

At the end there are four annexes: your business profile, the ten essential prompts gathered in one annex to keep at hand, the index of all the prompts and the sources.

About the name

The book is called *ChatGPT for Entrepreneurs* because ChatGPT is the best-known AI tool. But **everything you'll learn works the same in other conversational AI tools**, such as Claude, Gemini or Copilot. The prompts are written to work in any of them. ChatGPT is a registered trademark of OpenAI; this book is independent and is not affiliated with, sponsored by or endorsed by OpenAI or any other AI company.

WHICH ONE TO USE

You don't need to pay to start: the free versions are enough for almost everything in this book. Paid versions offer more capacity and features; try them once you use AI every day and the free one falls short. Terms change often: check them on the official site.

BEFORE YOU TURN THE PAGE

Open the AI tool you're going to use and create an account if you don't have one. Ask it any question about your business, the way you would today. Save the answer. When you finish chapter 3, you'll ask the same question with what you've learned, and compare.

How to use the prompts

The prompts come in boxes like this one:

EXAMPLE **HOW TO USE THEM**

The parts highlighted like **this** are the ones you need to fill in with your information. Everything else is copied as is. The more concrete the information you put in the highlighted parts, the better the answer will be.

01

What AI is and what it isn't

How it works in simple terms, what it's very good at, what it's bad at, and why it sometimes makes things up with complete confidence.

AI doesn't think like a person, doesn't know everything and doesn't seek the truth. It predicts which text makes the most sense after what you wrote. Understanding that saves you most of the disappointments.

You don't need to understand the technology from the inside to use it well, but it's worth having a correct idea of what it is. Many frustrations with AI come from expecting something from it that it isn't.

How it works, simply

Tools like ChatGPT, Claude or Gemini are based on **language models**: programs trained on enormous amounts of text to learn how words relate to each other. When you write something to it, the model generates an answer by predicting, word by word, what is most likely to come next, based on everything it learned and everything you've told it in the conversation.

Three practical consequences follow:

1. **It responds to what you give it.** If your request is vague, the most likely answer is generic. If your request is specific, the answer becomes specific.

2. **It sounds confident even when it's wrong.** The model generates text that sounds correct. That doesn't guarantee it is.
3. **It doesn't know your business.** It knows a lot about the world in general, but nothing about your particular case, except what you tell it.

What it's very good at

TASK	WHY IT WORKS WELL
First drafts	Copy, proposals, emails, scripts. It gets you past the blank page.
Rewriting and adapting	Changing the tone, shortening, simplifying, converting to another format.
Generating variations	Ten headlines, five versions of a message, twenty ideas.
Organizing information	Summarizing, classifying, pulling out what matters from a long text.
Explaining	Topics you don't understand, at the level you need.
Thinking with you	Asking questions, finding gaps, seeing something from another angle.
Spreadsheet tasks	Formulas, sorting data, explaining how to do something in Excel or Google Sheets.

What it's bad at

TASK	WHY IT FAILS
Precise, current data	It may not have the most recent information, or it may make it up.
Numbers and long calculations	It can get sums wrong, especially without calculation tools.
Knowing things about your business	It doesn't know them unless you tell it.
Making decisions for you	It can help you think, but it doesn't know your whole context or bear the consequences.
Professional advice	Legal, accounting, medical: it can guide you, but it doesn't replace a professional.

HALLUCINATIONS

When AI invents a fact, a quote, a number or a source that doesn't exist, and presents it with complete confidence, it's said to “hallucinate.” It happens more than you'd think, especially with specific data: statistics, laws, prices, names, dates. **This book's rule: every fact you're going to use with a client or publish gets verified in a reliable source.** If you can't verify it, don't use it.

Searching the internet

Many AI tools today can search the internet while they answer. That helps with current information, but it doesn't eliminate the problem: it can misread a source, mix up data or cite an unreliable page. When the answer includes links, open them and check that they say what the AI says they say.

> *Here are three posts I wrote that performed well. Notice the tone, the length and how I close. Write a new one about [topic] in the same style.*

This works much better than describing the style with adjectives (“friendly,” “professional,” “fun”), which can mean anything to the AI.

Iterating: the answer isn't the first one

The first answer is almost never the final one. AI is a conversation: you can ask for changes without starting from scratch. Some ways to iterate:

- **Shorter / longer:** “Cut it in half.”
- **A different tone:** “More direct, less formal.”
- **More concrete:** “Replace the general statements with examples from my business.”
- **Remove:** “Take out the emojis and exclamation marks.”
- **Choose:** “Of the five options, combine 2 and 4.”
- **Explain:** “Why did you choose that structure?”
- **Critique:** “Now critique what you wrote as if you were a demanding customer, and improve it.”

THE SELF-CRITIQUE TRICK

Asking the AI to critique its own answer and improve it usually gives noticeably better results than the first version. “Review what you wrote: what's generic, what sounds fake, what's unnecessary? Rewrite it fixing that.” It's one of the most useful requests there is.

Have it ask you first

When you're not sure what information to give it, ask it to ask you: