



Brainstorm: AI Business Prompts Guide Sheet

Brainstorm: AI Business Plan Prompt Sheet

Jumpstart Your Plan with AI—One Smart Prompt at a Time

Not sure where to begin your business plan? Use these AI-powered prompts to get your ideas down fast. Whether you're starting from scratch or refining your vision, this sheet will help you move from concept to clarity—one question at a time.

Executive Summary

Prompt:

“Write an executive summary for a business that offers [your product/service] to [target audience] to solve [problem].”

Pro Tip: This is your big-picture pitch. Keep it brief, bold, and benefits-focused.

Market Research

Prompt:

“Describe the market for [industry] and identify key trends, opportunities, and customer pain points.”

Pro Tip: Use this as a starting draft, then verify with real research.

Products & Services

Prompt:

“Explain what [your business name] offers, how it works, and what makes it valuable to your target customer.”

Pro Tip: Think in plain language—if you can say it clearly, you can sell it.



Brainstorm: AI Business Prompts Guide Sheet

Marketing Strategy

Prompt:

“Outline a launch plan for [product/service] that targets [audience] using [channels, e.g., social media, email, etc.]”

Pro Tip: Be practical. What can you execute in the next 30 days?

Financial Projections

Prompt:

“Estimate monthly revenue and expenses for a [type of business], including one-time startup costs and recurring costs.”

Pro Tip: Start rough, then refine with actual data and costs.

Your “Why”

Prompt:

“Describe your personal motivation for starting this business and the impact you hope to make.”

Pro Tip: This helps shape your vision and connect with your audience.

Bonus Tip:

For best results, give the AI context and personality. Add tone, audience, and format instructions like:

“Make it sound confident and inspiring,” or “Write in bullet points for a pitch deck.”

Want more tools like this?

Download resources, get prompt ideas, and book a session at letsbrainstorm.org