

RUN ON AI

50 AI Prompts That Actually Change Things

Power phrases. Client attraction. Business tools. The insider stuff.

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These aren't just prompts — they're the actual phrases, frameworks, and techniques used by people who run their work on AI every day. Grab what's useful. Ignore what's not. And swap out the [brackets] for your real details.

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Power Phrases That Change Everything

Most people type a question and hope for the best. These aren't just prompts — they're modifiers. Stick any of these onto your existing requests and watch the output quality jump. Used by people who actually know what they're doing.

PROMPT 01

The Step-By-Step Activator

Forces the AI to reason before it answers — not just output the first thing it thinks of.

"Before you respond, take a deep breath and work through this step by step. Show me your reasoning, then give me your final answer."

Why it works: Without this, AI skips straight to an answer. With it, you get actual thinking. Works on anything complex — pricing decisions, troubleshooting, writing strategy.

PROMPT 02

The 10-Then-1 Framework

Stops you from accepting the first decent answer. Gets you to the actually good one.

"Give me 10 different ways to approach [problem]. Then tell me which one you'd pick and why."

Why it works: Your first idea is rarely the best idea. Neither is the AI's. This forces range before commitment — saves hours of going down the wrong path.

PROMPT 03

The Expert Role Stack

Telling the AI who it is changes how it responds. This is the full setup.

"You are a [role] with 15 years of experience working with [type of client/industry]. You speak plainly, you give real opinions, and you tell me when something won't work. Now help me with [task]."

Why it works: Generic prompts get generic answers. Giving the AI a specific identity, experience level, and permission to be direct gets you advice that actually sounds like it's from someone who knows their stuff.

PROMPT 04

The Assumption Surfacer

Makes the AI tell you what it's assuming before it runs with your request.

"Before you start, list the assumptions you're making about what I want. Then ask me to confirm them before proceeding."

Why it works: Huge time saver. AI often assumes the wrong context and builds on it. This catches that before you get 500 words in the wrong direction.

PROMPT 05

The Devil's Advocate

The fastest way to find holes in a plan before you commit to it.

"Here's my plan: [plan]. Now argue against it as hard as you can. What would a skeptic say? What could go wrong that I haven't thought of?"

Why it works: You don't want a yes-man. You want someone to stress-test your thinking. This prompt gives you that — and it's brutal in the best way.

PROMPT 06

The Blind Spot Finder

One of the most underused prompts. Forces the AI to look past what you asked.

"What am I not asking that I should be asking about [topic/situation]? What's the question behind my question?"

Why it works: You don't know what you don't know. This prompt surfaces the things you didn't think to ask — often the most important stuff.

PROMPT 07

The Confidence Check

Stops you from acting on shaky AI output without realising it.

"Rate your confidence in that answer from 1-10. Where are the gaps? What should I verify independently?"

Why it works: AI can sound completely certain about things it's actually guessing. This forces it to flag uncertainty — so you know what to fact-check before you act.

PROMPT 08

The Plain English Demand

Cuts through jargon instantly. Works for any complex topic.

"Explain [topic] to me like I'm smart but completely new to this. Use an analogy from everyday life. No jargon unless you explain it first."

Why it works: The cleaner the explanation you can get, the faster you can actually use the information. This prompt consistently produces the clearest summaries.

PROMPT 09

The Format Setter

Saves you from getting a wall of text when you needed a checklist.

"Give me your answer in [format: bullet points / a table / numbered steps / one paragraph]. Keep it under [word count]. Lead with the most important point."

Why it works: Half of bad AI output is great content in the wrong structure. Tell it exactly how you want the information and you'll almost always get something you can use immediately.

PROMPT 10

The Rewrite Without Losing Voice

For when the AI rewrites your copy and it suddenly sounds like a corporate brochure.

"Rewrite this to be clearer and more compelling — but keep my voice. Don't make it formal. Don't add buzzwords. If you're unsure of my voice, ask me to show you an example first."

Why it works: The worst thing AI can do to your writing is sand down all the personality. This prompt tells it exactly what not to do.

Client Attraction Without The Cringe

Prompts for getting the right people in front of you — and quietly filtering out the ones who'll drain you. No chest-beating, no fake testimonials, no 'I help entrepreneurs 10x their revenue.' Just content that makes the right person think 'this is exactly who I need.'

PROMPT 11

The Filter Post

Attracts your ideal client and gently puts off the wrong ones — without being obvious about it.

"Write a short social post that shows who I work with and who I don't, without being blunt about it. My ideal client is [describe]. The people I don't want to work with tend to [describe]. Tone: direct, warm, no fluff."

Why it works: Your content needs to do pre-qualification. The right people read this and think 'that's me.' The wrong ones scroll past. Both outcomes are wins.

PROMPT 12

The Problem Post That Hits

Content that makes your ideal client feel seen before you've offered anything.

"Write a post about the specific frustration my ideal client feels before they find someone like me. Don't mention my service. Just describe the pain accurately enough that they think 'how did they know?'. Client: [describe]. Problem: [describe]."

Why it works: The most powerful marketing is when someone reads your content and thinks you're describing their life. This prompt gets you there without you having to pitch anything.

PROMPT 13

The Objection Post

Address the real reason people don't hire you — in a post that doesn't sound defensive.

"The main reason people don't hire me is [objection, e.g. 'they think they can't afford it' or 'they don't think it'll work for their industry']. Write a post that addresses this head-on, without sounding like I'm justifying myself."

Why it works: People have silent objections before they ever talk to you. Address them publicly and you remove the mental block before the conversation even starts.

PROMPT 14

The Story Hook

One real story, told well, is worth 20 posts about what you do.

"I want to write a post about a real situation: [describe what happened]. Help me structure it as: hook → context → turning point → result → takeaway. Keep it under 200 words. Australian tone — not formal."

Why it works: People don't engage with services. They engage with stories. Real moments that show how you think and what you value are the highest-conversion content you can post.

PROMPT 15

The Result Post Without Bragging

Sharing a win without sounding like you're bragging is an art form.

"I want to share this result: [describe outcome]. Write a post that leads with the client's situation and problem, not my achievement. End with what made the difference. Don't use the word 'proud' or 'excited'."

Why it works: Nobody wants to read a brag. Everyone wants to read a success story they can picture themselves in. Lead with the problem, not the win.

PROMPT 16

The Inbound Hook

A post designed to get people to ask what you do — rather than you telling them.

"Write a post that describes a surprising or counterintuitive thing I've learned about [your industry/expertise]. Something that makes someone who needs this service think 'wait, I need to know more.' Don't pitch. Just share the insight."

Why it works: The strongest inbound posts don't say 'here's what I do.' They demonstrate knowledge that makes people reach out to you.

PROMPT 17

The Niche Clarity Post

Explains exactly who you help and what you do — without sounding like a LinkedIn bio.

"I want to explain what I do clearly, without it sounding like a sales pitch or a job description. I help [who] do [what] so they can [outcome]. Write this as a first-person post that sounds like something I'd actually say out loud."

Why it works: Most people's 'what I do' explanation is confusing, forgettable, or both. Getting this right means every new follower immediately understands whether you're relevant to them.

PROMPT 18

The Teaching Post That Sells

Share something useful. The trust it builds does the selling for you.

"Teach [one specific thing your ideal client would benefit from knowing] in under 150 words. Don't mention your service. Just be genuinely useful. End with one question that invites them to engage."

Why it works: Teaching freely is the highest-ROI content strategy. When you help people before they pay you, they remember it — and they come to you when they're ready.

PROMPT 19

The Video Hook Bank

10 hooks for short-form video that make people stop scrolling.

"I make content about [topic] for [audience]. Give me 10 video hooks — opening lines that would make someone stop mid-scroll. Mix formats: question hooks, controversy hooks, 'I did X and here's what happened' hooks, and 'most people get this wrong' hooks."

Why it works: The first 2 seconds decide everything on TikTok and Reels. Having a bank of hooks to test means you never start a video with a blank page.

PROMPT 20

The Comment That Builds Authority

Leaving the right comment on someone else's post can send you hundreds of followers.

"Here's a post I want to comment on: [paste post]. Write me a comment that adds genuine value, shows my perspective as someone who works in [field], and doesn't try too hard. Under 3 sentences. No emojis."

Why it works: Strategic commenting is one of the fastest ways to get seen by new audiences. This prompt helps you say something worth reading — not just 'great post!'

Build Your Business With AI

The stuff agencies charge thousands for — you can now do yourself. These prompts are for running an actual business: understanding your costs, writing your own copy, building your own tools, and making decisions without paying someone to think for you.

PROMPT 21

The Pricing Sanity Check

Work out if your pricing actually makes sense — before you quote a client.

"I run a [type of business] in [location]. My costs are: [list]. I want to make [target income] per year. Help me work out what I need to charge per [job/hour/project] to hit that, accounting for holidays, admin time, and slow periods. Show your working."

Why it works: Most trade and service businesses underprice because they only think about materials and time — not overhead, slow periods, or the actual hours that don't get billed. This prompt forces the full picture.

PROMPT 22

The Quote Generator

Produce professional client quotes faster than you can open Word.

"I need to quote a client for [job description]. My rate is [rate]. Materials estimated at [amount]. Write a professional one-page quote with: scope of work, inclusions, exclusions, payment terms, and a simple call to action. Tone: confident, clear, not stiff."

Why it works: Every hour you spend formatting quotes is an hour you're not on the tools. Get this down to 5 minutes.

PROMPT 23

The Website Copy Writer

Write your own website copy — properly — without hiring an agency.

"I need homepage copy for my [type of business] in [suburb/city]. My ideal client is [describe]. What makes me different is [describe]. Write: headline, subheadline, 3-sentence intro, 3 service cards (name + 1-line description), and a call to action. Tone: direct, warm, trade-professional. No fluff."

Why it works: This is exactly what Taha used to build his own joinery website. What used to cost \$3,000+ in agency fees took an afternoon with the right prompts.

PROMPT 24

The Tool Builder Brief

Turn any repetitive task into a tool you build once and use forever.

"I need to build a simple tool that does: [describe what it should do]. I'm not a programmer. Using Claude Code or Cursor, write me step-by-step instructions to build this, including what to type and where. Assume I'm starting from scratch."

Why it works: Taha built a full cabinet drawing app (2D plans + elevations) using AI — no coding background. Saved thousands in software subscriptions. You can do the same for any repetitive task in your business.

PROMPT 25

The Proposal That Wins

Turn a brief conversation into a professional proposal that closes jobs.

"A client has asked me to quote for: [describe project]. Key things they mentioned: [list what they said]. Write a short project proposal (one page) that shows I understand their problem, my approach, what they get, timeline, and investment. Make it feel tailored, not templated."

Why it works: Clients don't just buy the cheapest quote — they buy the one that makes them feel understood. This prompt helps you write a proposal that shows you listened.

PROMPT 26

The SOPs In Minutes

Document how your business works — so it runs without you having to explain it every time.

"I need a standard operating procedure for: [task, e.g. 'onboarding a new client' or 'running a site visit']. Walk through it step by step. Include: who does each step, what tools are used, what the output should look like, and what to do if something goes wrong."

Why it works: Every time you explain the same thing to a staff member or subcontractor, you're losing money. Document it once properly with this prompt.

PROMPT 27

The Competitor Reverse-Engineer

Understand why your competitors win jobs — without guessing.

"I want to understand why [competitor type] wins business over businesses like mine. Analyse what they likely do differently in: pricing, marketing, client communication, and positioning. What can I learn from this? What should I do differently?"

Why it works: Your best business intel isn't a paid report — it's asking the right questions to an AI that's absorbed thousands of business case studies.

PROMPT 28

The Client Email That Doesn't Sound Desperate

Follow up on quotes, handle difficult situations, and communicate like a professional — without spending 30 minutes agonising over wording.

"Write a follow-up email to a client I quoted [timeframe] ago for [job]. I haven't heard back. I don't want to sound desperate or pushy. I want to sound like a professional who's just checking if they have any questions. Keep it under 5 sentences."

Why it works: The way you communicate between jobs shapes your reputation as much as the work itself. This prompt handles the uncomfortable emails quickly.

PROMPT 29

The Cost Breakdown Builder

Get clarity on what every job actually costs you — not just what you think.

"Help me build a cost breakdown for [job type]. I need to include: direct materials, labour time at [rate], equipment depreciation, travel, and overhead percentage. Then show me my actual margin at my current price of [price] and what I'd need to charge for a [target]% margin."

Why it works: Most businesses bleed margin because they can't see where it's going. This gives you a real breakdown you can use for every quote.

PROMPT 30

The AI Tool Audit

Work out which subscriptions are actually earning their keep.

"I currently pay for these tools: [list tools and monthly costs]. I use each one for: [describe]. Help me audit this stack — what should I keep, what am I paying for that AI can now do for free, and what am I missing that would genuinely save me time?"

Why it works: Most people are paying for 5-8 tools when 2 good AI tools and some custom prompts would cover 80% of it. Do this audit quarterly.

Content Creation On Autopilot

You don't need to post every day. You need a system. These prompts turn one idea into a week of content, write in your actual voice, and stop you from staring at a blank screen wondering what to say.

PROMPT 31

The One-To-Many Repurposer

Turn one piece of content into 5 different posts for different platforms.

"Here's a piece of content I made: [paste video script, post, or idea]. Turn it into: 1 TikTok hook + caption, 1 Instagram carousel outline (5 slides), 1 LinkedIn post, 1 Twitter/X thread (5 tweets), and 1 short YouTube description. Keep my voice — not formal, not corporate."

Why it works: Most content creators waste their best ideas by posting them once and moving on. This prompt extracts everything from a single idea before you move to the next one.

PROMPT 32

The Voice Capture Prompt

Teach the AI how you actually talk — so everything it writes sounds like you.

"Here are 3 examples of how I write: [paste 3 samples]. Analyse my voice: how I structure sentences, words I use, tone, what I avoid. Then write [content request] in that exact voice. If you're unsure, ask me to clarify before you start."

Why it works: The biggest problem with AI-written content is it sounds like AI. This prompt solves it by giving the AI your actual writing as a benchmark first.

PROMPT 33

The Weekly Content Plan

Five posts, one theme, no blank screen.

"This week I want to focus on the theme of [topic]. I post on [platforms]. Give me 5 post ideas — one for each weekday — that build on each other without repeating themselves. Include: post type, hook or opening line, and the core idea for each."

Why it works: Batching content planning into one session saves hours of daily 'what should I post today' anxiety. Do this on Sunday night for the whole week.

PROMPT 34

The Controversy Without The Drama

Take a strong position without starting a fight.

"I want to write a post with a counterintuitive take on [topic in your industry]. Something that challenges a common belief without being inflammatory. Help me find the angle that's genuinely interesting, back it up with reasoning, and write it in under 150 words."

Why it works: The algorithm rewards posts that make people stop and think. A well-reasoned contrarian take gets 5x the engagement of a safe, agreeable post.

PROMPT 35

The Talking Head Script

Write a 60-second video script that sounds like you're talking — not reading.

"Write a 60-second video script about [topic]. It should sound completely natural — like I'm talking to a friend, not presenting to a boardroom. Start with a hook. No formal language. Conversational Australian English. End with a soft question to prompt comments."

Why it works: The difference between a video that flops and one that gets shared is usually in the first 5 seconds and the last 5. This prompt nails both ends.

PROMPT 36

The FAQ Content Machine

Turn your most common questions into a week of content.

"The 5 questions I get asked most often by clients or followers are: [list questions]. For each one, write a short post answer — as if I'm responding to someone in the comments. Under 100 words each. Warm, direct, no jargon."

Why it works: Your FAQs are your content calendar. Every question you've been asked twice is a post waiting to happen — and it's pre-qualified content because real people care enough to ask.

PROMPT 37

The Caption For A Job Photo

Turn a before/after or progress photo into engaging content.

"I have a photo of [describe what the photo shows — e.g. a completed kitchen renovation, a freshly painted room, a finished cabinet install]. Write 3 different captions for Instagram: one that focuses on the craft, one that tells a short story about the project, and one that educates the viewer about one thing they might not know."

Why it works: Photos of your work are the highest-trust content you can post. Most people slap a one-liner on it. These 3 approaches get you 3x the engagement from the same photo.

PROMPT 38

The Comment Reply System

Stop leaving good comments unanswered.

"Someone left this comment on my post: [paste comment]. Write 3 different reply options — one short and warm, one that adds a little more value or context, and one that asks them a question back. Keep my voice: [describe your tone briefly]."

Why it works: Replying to comments isn't just being polite — it signals to the algorithm that your content generates conversation. Handled well, it doubles your reach.

PROMPT 39

The Testimonial Prompt

Get better testimonials from happy clients — before they forget the details.

"I want to ask a client I just finished a job for to leave me a review. Write me a short message asking for a Google review that: explains why it matters, tells them what would make a useful review (specific details), and doesn't sound like I'm begging. Under 5 sentences."

Why it works: Most people ask for reviews wrong. 'Please leave me a review!' gets you 'great service, 5 stars.' The right request gets you a detailed story that sells your next job.

PROMPT 40

The Series Starter

Build a content series that gives people a reason to keep following you.

"I want to create an ongoing content series about [topic]. My audience is [describe]. Give me: a name for the series, 10 episode ideas in order (each building on the last), and the hook for episode 1. Keep it specific and something I could realistically film or write."

Why it works: One-off posts build audiences slowly. A series builds them fast — because people follow to find out what's next.

The AI Insider Toolkit

This is the stuff most people never find because they're still asking ChatGPT to 'write me an email.' These prompts use AI the way it's actually designed to be used — as a research partner, a thinking tool, and a system builder.

PROMPT 41

The Custom Instructions Setup

Set up Claude or ChatGPT once so it already knows who you are — every single conversation.

"Write me a custom instructions block for Claude/ChatGPT that tells it: who I am, what I do, how I like to communicate, what I want it to always do, and what I never want it to do. My details: [your name, your business, your tone, your preferences]."

Why it works: Most people start every conversation from scratch. Custom instructions mean the AI already knows your voice, your business, and your preferences before you type a word.

PROMPT 42

The Research Deep Dive

Use AI as a proper research partner — not just a fact regurgitator.

"I'm trying to understand [topic] properly. Don't just give me a summary. Walk me through it like you're explaining it to someone who will make real decisions based on this. What do most people get wrong? What's the thing everyone talks about that's actually overhyped? What's the underrated part?"

Why it works: This is the prompt that turns AI from a search engine into a thinking partner. The 'what do people get wrong' framing consistently surfaces the most useful insight.

PROMPT 43

The Claude Code Project Starter

Build something real — without knowing how to code.

"I want to build [describe the tool/app/calculator you want]. I'll be using Claude Code. I'm not a developer — I understand what I want it to do but not how to build it. Ask me 5 questions to understand exactly what I need, then give me a step-by-step plan for building it, including the first prompt I should give Claude Code to start."

Why it works: Claude Code is how non-technical people build real software. Taha used this approach to build a cabinet drawing tool that generates 2D plans and elevations — replacing software that cost hundreds per month.

PROMPT 44

The Decision Framework

Use AI to structure a decision you've been going back and forth on.

"I need to decide between: [option A] and [option B]. Here's my situation: [context]. I keep going back and forth because [what's making it hard]. Help me structure this decision. What are the criteria I should be weighing? What information am I missing? What would you do in my position and why?"

Why it works: When you're too close to a decision to think clearly, having an AI ask you the right questions often cuts through the noise faster than talking to anyone else.

PROMPT 45

The Prompt Improver

Turn a weak prompt into a strong one — using AI itself.

"Here's a prompt I've been using: [paste your prompt]. Improve it. Tell me what's weak about it, what context is missing, and give me an upgraded version I can use immediately. Then test it and show me what the improved output looks like versus the original."

Why it works: The fastest way to get better at prompting is to have the AI critique your prompts. This creates a feedback loop that makes you better every time.

PROMPT 46

The System Prompt Builder

Create a reusable AI persona for a specific task you do regularly.

"I regularly need to do [describe the task]. Build me a system prompt I can use every time I open a new conversation for this task. It should set the AI's role, give it the context it needs, tell it my preferences, and define the output format I want."

Why it works: The difference between people who use AI occasionally and people who run on it is reusable systems. A saved system prompt turns a 20-minute setup into a 30-second start.

PROMPT 47

The Knowledge Base Builder

Paste in your business info once — use it forever.

"Here's everything about my business: [paste your bio, services, pricing, ideal client, tone, FAQs, etc.]. Organise this into a structured knowledge base I can paste at the start of any conversation when I want the AI to 'know my business.' Flag anything that seems missing."

Why it works: This is Taha's exact approach for the InsideOut Joinery website — feeding the full business context into AI and getting it to produce real, specific content instead of generic filler.

PROMPT 48

The Contrarian Research Prompt

Find the argument against the thing everyone agrees on.

"Everyone in [industry/topic] says [widely accepted belief]. What's the strongest argument against this? Who disagrees and why? Is there evidence that contradicts the mainstream view, and how strong is it?"

Why it works: Most AI use reinforces what you already believe. This prompt forces it to find the counter-evidence — which is often where the real insights live.

PROMPT 49

The Learning Accelerator

Learn any skill 5x faster with a structured learning plan.

"I want to learn [skill] from scratch. I have [time available per day/week]. I'm currently at [beginner/intermediate/some experience]. Build me a structured 30-day learning plan with: daily tasks, the best free resources for each stage, how to measure progress, and the 20% of the skill that gives 80% of the results."

Why it works: AI is the best tutor you've never had — if you ask it to actually teach you instead of just explain things.

PROMPT 50

The Meta-Prompt

The last prompt you'll ever need to write a prompt.

"I need a prompt to help me [describe what you want to achieve]. I'll be using [Claude/ChatGPT]. Ask me any questions you need to understand my situation better, then write me the best possible prompt for this task — including the right role, context, constraints, and output format."

Why it works: When you don't know how to prompt something, have the AI figure it out for you. Tell it what you want to achieve and let it write the prompt. This is recursive AI use at its most useful.

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