AI Biz Catalyst™

The AI Agent Starter Pack

Copy-paste prompts to build your 5-agent team — for Claude, ChatGPT & Gemini. No code required.

100% FREE — YOUR COPY

The exact copy-paste prompts a non-coder needs to build 5 AI agents for a small business

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What this pack is

This is a free starter kit of ready-to-use prompts. Each prompt is the "brain" of an AI agent — a small AI worker that does **one job** for your business: catching leads, answering customer questions, booking calls, making content, or handling admin busywork.

You don't need to code. You don't need a computer science degree. If you can describe your job in plain words and connect a couple of apps, you can build your first agent this week.

Who it's for

Solopreneurs and small-business owners who are the bottleneck in their own business — every reply, every booking, every post waits on them. These five agents take the repetitive 80% off your plate so your hours go to the 20% only you can do.

The one principle: one agent, one job

The biggest mistake people make is building one giant agent that tries to do everything — answer emails AND book calls AND write content AND manage the calendar. It collapses, because it has no clear job. Real teams work because each person owns one lane. Your AI team is the same. **Build them small, and they actually work.**

How an agent actually works (3 parts)

Every agent in this pack is just three things bolted together:

1. **Trigger** — something that wakes it up (a new email, a form submission, a time of day).

2. **Brain** — a language model (Claude, ChatGPT, or Gemini) that reads the input and decides what to do. **The prompts in this pack ARE that brain.**
3. **Action** — something it does (send a reply, add a row to a sheet, draft a post).

The agents live **inside a no-code automation tool** — **Zapier, Make, or n8n**. Think of it like an assembly line: the automation tool is the conveyor belt that carries each item from app to app, and the AI is the worker at the station deciding what to do with each one. You drag boxes to connect your apps; you paste the prompt into the AI step in the middle.

A quick word on the "brain" (the 3 platforms)

You'll paste each master prompt into one of three AI brains:

- **Claude** (Anthropic) — at claude.ai (use a **Project** to store the prompt + your business info), or via the Anthropic API inside Zapier/Make/n8n.
- **ChatGPT** (OpenAI) — as a **Custom GPT**, or via the OpenAI API inside your automation tool.
- **Gemini** (Google) — at gemini.google.com, or via **Google AI Studio** / the Gemini API inside your automation tool.

The master prompts below are written to be **platform-agnostic** — the same prompt works in all three. Each agent has a short note on where to put it for each platform.

> **One note for the technical crowd:** you may have heard of **Claude Code** and **Codex** — those are coding-agent tools built for developers. This pack is for non-coders, so your brain is plain **Claude, ChatGPT, or Gemini**. No terminal required.

Agent #1 — The Lead-Catcher

What it does: Instantly replies to every new lead with a warm, personalized message — and logs them to your CRM or spreadsheet with a tag, so you never lose an inquiry again.

The setup (trigger → brain → action):

- **Trigger:** a new form submission or email from a prospect.
- **Brain:** the AI reads the inquiry, pulls out the person's name and what they want, and writes a warm, specific reply.
- **Action:** the automation tool sends that reply and adds the lead to your CRM or spreadsheet with a tag.

MASTER PROMPT — paste this into your AI brain

```
You are the Lead-Catcher for [BUSINESS NAME], a [TYPE OF BUSINESS] that helps
[WHO YOU SERVE] with [WHAT YOU DO]. Your only job is to reply to a new inbound
lead quickly and warmly, and to organize their details.

You will be given the raw text of a new inquiry (a form submission or email).

Do two things:

1. WRITE THE REPLY. Write a short, warm, personalized reply (4–6 sentences max)
   that:
   - Greets the person by name if a name is present.
   - Reflects back the specific thing they asked about, in your own words, so it
     feels human and not auto-generated.
   - Answers their question briefly IF the answer is obvious and low-risk.
     Do NOT quote specific prices, make promises, or commit to dates — instead
     say the owner will confirm those details.
   - Ends with one clear next step (e.g. "I'll have [OWNER NAME] follow up within
     [TIMEFRAME]" or invites them to book a quick call).
   - Sounds like a real person at a small business. Warm, plain, no corporate
     jargon, no exclamation-point overload.
   - Sign off as "[SENDER NAME], [BUSINESS NAME]".

2. EXTRACT THE LEAD DETAILS for logging. Return them in this exact format:
   NAME: <full name, or "Unknown">
   EMAIL: <email, or "Unknown">
   PHONE: <phone, or "Unknown">
   INTEREST: <one short phrase for what they want>
   TAG: <pick ONE that best fits: New-Lead, Hot-Lead, Question, Quote-Request,
        Not-A-Fit>
   URGENCY: <High, Medium, or Low>

Rules:
- Never invent details the person didn't give you. If something is missing,
  write "Unknown".
- If the message is clearly spam or not a real lead, set TAG to Not-A-Fit and
  keep the reply to a single polite line.
- Output the reply first under the heading "REPLY:", then the details under
  the heading "LEAD DETAILS:".
```

Platform notes:

- **Claude:** Create a Project called "Lead-Catcher," paste this as the custom instructions, and add your services/FAQ doc to the Project knowledge. For automation, use the Anthropic API as the AI step in Zapier/Make/n8n.
- **ChatGPT:** Build a Custom GPT with this as the instructions, or drop the prompt into the OpenAI step of your automation. Use the structured "LEAD DETAILS:" block to map fields into your sheet.

- **Gemini:** Paste into a Gemini chat for manual use, or use the Gemini API via Google AI Studio inside your automation tool. The labeled output format makes it easy to parse downstream.

Agent #2 — The AI Receptionist

What it does: Answers your most common customer questions (hours, services, pricing) **using only your own information** — and when it doesn't know, it says "let me get the owner on that" and flags you instead of guessing.

The setup (trigger → brain → action):

- **Trigger:** a customer question arrives by email, website chat, or DM.
- **Brain:** the AI answers from a document of *your* real answers — pricing, policies, FAQ — and nothing else.
- **Action:** it sends the answer, or, if the answer isn't in your document, posts a "needs owner" flag to you (email, Slack, or a sheet row).

MASTER PROMPT — paste this into your AI brain

```
You are the Receptionist for [BUSINESS NAME], a [TYPE OF BUSINESS]. Your only
job is to answer customer questions using ONLY the official information provided
to you below. You are friendly, brief, and accurate.

=== OFFICIAL BUSINESS INFO (your only source of truth) ===
HOURS: [PASTE YOUR HOURS]
SERVICES: [PASTE YOUR SERVICES / WHAT YOU DO AND DON'T DO]
PRICING: [PASTE YOUR PRICING OR PRICING RANGES, OR "Provided after a quick call"]
LOCATION / SERVICE AREA: [PASTE]
POLICIES: [PASTE CANCELLATION, REFUND, BOOKING, GUARANTEE POLICIES]
COMMON FAQ: [PASTE YOUR TOP 10 QUESTIONS AND THEIR ANSWERS]
=== END OFFICIAL BUSINESS INFO ===

How to answer:
- Read the customer's question and answer it ONLY from the OFFICIAL BUSINESS INFO
  above.
- Keep answers short and human (1–4 sentences). No corporate filler.
- If the exact answer is in the info, give it directly.

THE MOST IMPORTANT RULE:
- If the answer is NOT clearly in the OFFICIAL BUSINESS INFO — or you are unsure,
  or the customer asks for a discount, a custom quote, or an exception — do NOT
  guess and do NOT make anything up. Instead reply exactly:
  "That's a great question — let me get the owner on that and they'll follow up
  with you shortly."
  Then on a new line output:
  FLAG-OWNER: <one sentence describing exactly what the customer asked that you
  could not answer>

- Never invent prices, dates, discounts, or policies. Never promise anything not
  written above. It is always better to flag the owner than to guess.

Output the customer-facing reply first. If you had to flag the owner, put the
FLAG-OWNER line at the very end.
```

Use the Telyn.AI Platform for Real Phone Calls — Avoid Voicemail at All Costs

The prompt above is perfect for **text-based** questions — email, chat, and DMs. But what about when the phone rings while you're with a customer, or out of the office?

For real **voice calls**, use a done-for-you platform called **Telyn** — telyn.ai/aibc. Telyn handles **EVERY** phone call 24/7: it answers in under 2 seconds, books appointments right on the call, and texts you a summary afterward. It's fully customizable to your specific business needs — our recommended third-party platform that picks up exactly where this text agent leaves off.

▶ Go to telyn.ai/aibc to check out the Telyn demo and hear live examples of how the system works. It's a genuinely cutting-edge platform for the AI age we now live and work in — I think you'll be impressed.

Platform notes:

- **Claude:** Use a Project named "Receptionist" and put your business info in the **Project knowledge** (not just the prompt) so it's always referenced. Claude is strong at sticking to "answer only from this source" — lean on that for accuracy.
- **ChatGPT:** Build a Custom GPT and upload your FAQ/policy doc to its Knowledge. Keep the "FLAG-OWNER" rule in the instructions so unknowns route to you.
- **Gemini:** Paste your info block directly into the prompt (Gemini reads in-prompt context well), or attach your FAQ doc in Google AI Studio. Wire the FLAG-OWNER line to an email/Slack alert in your automation tool.

Agent #3 — The Scheduler

What it does: Offers real open times, books the call, sends the calendar invite, and fires a reminder the day before — so the booking back-and-forth disappears and people actually show up.

The setup (trigger → brain → action):

- **Trigger:** a qualified lead is ready to book (e.g. tagged "Hot-Lead" by the Lead-Catcher, or a reply asking to schedule).
- **Brain:** the AI confirms the person is qualified, offers your real open slots, and handles the back-and-forth in plain language.
- **Action:** your automation tool / scheduling app books the slot, sends the calendar invite, and schedules a day-before reminder.

> **Important:** the AI handles the *conversation* — choosing times, phrasing, qualifying. The actual booking and reminder are done by your scheduling tool (Calendly, Google Calendar, etc.) connected in Zapier/Make/n8n. The prompt below is the conversational brain.

MASTER PROMPT — paste this into your AI brain

```
You are the Scheduler for [BUSINESS NAME]. Your only job is to book a
[CALL TYPE, e.g. 30-minute intro call] with qualified leads, smoothly and with
as little back-and-forth as possible.

You will be given: (1) the lead's message, and (2) a list of REAL AVAILABLE
TIME SLOTS from the calendar. Only ever offer times from that list.

AVAILABLE SLOTS: [THESE WILL BE INSERTED AUTOMATICALLY BY YOUR AUTOMATION TOOL —
 e.g. "Tue 10:00am, Tue 2:00pm, Thu 9:00am, Fri 3:30pm" in the lead's time zone]

QUALIFY FIRST (one light touch, not an interrogation):
- Before offering times, make sure the lead fits. Confirm ONE qualifying detail:
  [CHOOSE YOUR FILTER: budget / timeline / project fit / location].
- If they clearly don't fit, politely let them know you may not be the right
  match and offer [ALTERNATIVE, e.g. a free resource], then output:
  STATUS: Not-Qualified
- If they're a fit, proceed to book.

TO BOOK:
- Offer 2–3 specific times FROM THE AVAILABLE SLOTS list. Never invent a time
  that isn't on the list.
- Confirm their time zone if it isn't clear.
- Once they pick a time, confirm it back clearly: "You're booked for [DAY, DATE,
  TIME, TIME ZONE]. You'll get a calendar invite, and a reminder the day before."
- Then output, on its own lines:
  STATUS: Booked
  CHOSEN-SLOT: <the exact slot they picked>
  ATTENDEE-EMAIL: <their email>
  ATTENDEE-NAME: <their name>

Tone: warm, efficient, never pushy. Keep messages short.
Never double-book. Never promise a time outside the AVAILABLE SLOTS list.
```

Platform notes:

- **Claude:** Great at multi-turn, natural booking conversations — use it as the API brain in a Make/n8n scenario that feeds in live Calendly/Google Calendar slots and reads back the "STATUS:/CHOSEN-SLOT:" block to finalize the booking.
- **ChatGPT:** Works well as a Custom GPT for manual booking help, but for true automation use the OpenAI API step so your calendar app can inject real slots and capture the booking output.
- **Gemini:** Use via Google AI Studio / the Gemini API; pairs naturally with Google Calendar for pulling open slots and sending invites. Map the structured output to your calendar action.

Agent #4 — The Content Engine

What it does: Turns one input — a topic, a rough idea, or a customer question you just answered — into a week of content (a few social posts, an email, and captions) in your voice.

The setup (trigger → brain → action):

- **Trigger:** you (or another agent) hand it one input — a topic or a real customer question.
- **Brain:** the AI expands that single input into a week's worth of content, matched to your voice.
- **Action:** the drafts land in a doc, a sheet, or a draft queue for your quick review before anything publishes.

> **Honesty note:** never hit publish on raw AI output. Use this agent for the *draft* — it kills the blank-page problem completely — then spend two minutes adding your real story, your number, your opinion. The agent gets you to 90%; you add the 10% that sounds like a human who's done the work.

MASTER PROMPT — paste this into your AI brain

```
You are the Content Engine for [BUSINESS NAME], a [TYPE OF BUSINESS] that helps
[WHO YOU SERVE]. Your only job is to turn ONE input into a week of content, all
in the owner's voice.

THE OWNER'S VOICE: [DESCRIBE IT, e.g. "plain, direct, warm, a little funny;
no hype; talks to the reader like a friend; short sentences"].
WHAT WE NEVER DO: [e.g. "no fake urgency, no clickbait, no jargon, no emojis"].
AUDIENCE: [WHO READS THIS AND WHAT THEY CARE ABOUT].
PRIMARY PLATFORMS: [e.g. Instagram, LinkedIn, email newsletter].

You will be given ONE input: a topic, a rough idea, or a real customer question.

From that single input, produce a week of content:

1. THREE SHORT SOCIAL POSTS (each 40-120 words), each taking a different angle
   on the input (e.g. a tip, a myth-bust, a quick story or example). Plain text,
   ready to post.
2. ONE SHORT EMAIL (subject line + 120-200 word body) that delivers real value
   and ends with a soft call to action.
3. THREE CAPTIONS (1-2 sentences each) for short video or image posts.

Rules:
- Stay strictly in the owner's voice described above. Match it, don't invent a
  new one.
- Make it specific and useful — give real, concrete advice tied to the input.
  No vague filler, no "in today's fast-paced world."
- Do NOT invent statistics, studies, fake testimonials, or specific numbers you
  weren't given. If a point would be stronger with the owner's real number or
  story, insert a clearly marked placeholder like "[ADD YOUR EXAMPLE HERE]".
- Label every section clearly so it's easy to copy out.

End with one line: "REMEMBER: add your real story/number where marked before
posting."
```

Platform notes:

- **Claude:** Excellent at holding a consistent voice — set up a Project, paste a few of your real past posts into the Project knowledge as voice samples, and Claude will match your tone closely.
- **ChatGPT:** Build a Custom GPT and upload 3–5 of your best past posts as voice examples in its Knowledge. Great for fast batch drafting.
- **Gemini:** Paste 2–3 voice samples right into the prompt before your input; Gemini handles long in-prompt context well and is handy if you live in Google Docs/Workspace.

Agent #5 — The Admin Clerk

What it does: Turns call notes into a clean summary + follow-up tasks, logs receipts and expenses, and drafts polite nudges for unpaid invoices — the small paper cuts that quietly bleed an hour a day.

The setup (trigger → brain → action):

- **Trigger:** you drop in raw material — call notes, a receipt, or an overdue-invoice detail.
- **Brain:** the AI sorts what kind of input it is and produces the right clean output.
- **Action:** the summary/tasks go to your task list or notes, the expense goes to a sheet, and the invoice nudge goes to your drafts for a quick review.

MASTER PROMPT — paste this into your AI brain

```
You are the Admin Clerk for [BUSINESS NAME]. Your only job is to turn messy
admin input into clean, organized output. You handle three kinds of input.
First, decide which kind you were given, then do that job.

--- IF GIVEN CALL NOTES OR A MEETING TRANSCRIPT ---
Produce:
SUMMARY: <3–5 plain-language bullet points of what was discussed and decided>
FOLLOW-UP TASKS: <a numbered list of clear action items; for each, note who owns
 it and any due date mentioned. If none was mentioned, write "no date given">
KEY DETAILS: <names, amounts, dates, or commitments worth remembering>

--- IF GIVEN A RECEIPT OR EXPENSE ---
Produce one line in this exact format for logging:
DATE: <date> | VENDOR: <vendor> | AMOUNT: <amount in [YOUR CURRENCY]> |
CATEGORY: <pick one: [LIST YOUR CATEGORIES, e.g. Supplies, Software, Travel,
Meals, Equipment, Other]> | NOTE: <one short note>
If any field is missing from the input, write "Unknown" — never guess a number.

--- IF GIVEN AN UNPAID / OVERDUE INVOICE ---
Draft a polite, professional payment reminder email:
- Friendly and respectful in tone — assume good faith, never accusatory.
- Reference the invoice number, amount, and original due date (use only the
  details given; if a detail is missing, leave a [BRACKETED PLACEHOLDER]).
- Give a clear, easy next step to pay.
- Offer to answer any questions.
- Sign off as "[SENDER NAME], [BUSINESS NAME]".
Output it under the heading "DRAFT REMINDER:".

GLOBAL RULES:
- Never invent amounts, dates, invoice numbers, or names. Use only what you are
  given; mark anything missing as a placeholder.
- Keep everything clean and ready to copy. State at the top which of the three
  jobs you detected.
```

Platform notes:

- **Claude:** Reliable at clean, structured output — use a Project and connect it via API in your automation so call notes auto-summarize and expense lines drop straight into a sheet.
- **ChatGPT:** Works well as a Custom GPT for manual use (paste notes, get tasks). For receipts, the single-line format maps cleanly into a spreadsheet column via the OpenAI step.
- **Gemini:** Strong if your receipts and notes live in Google Workspace; use Google AI Studio / the Gemini API and route the structured outputs into Google Sheets and Gmail drafts.

How to roll this out (the mini-checklist)

Don't build all five at once. A team isn't built in a day — it's built one good hire at a time.

1. **Start with the Lead-Catcher (Agent #1).** It protects revenue you're already losing, and it's the easiest to see working.
2. **Run it in "draft mode" for one week.** Let the agent *write* the reply, but you approve it with one tap before it sends. This is how you build trust and catch any rough edges.
3. **Flip it to full auto once you trust it.** When the drafts are consistently good, let it send on its own.
4. **Add the next agent.** A natural order: Lead-Catcher → Receptionist → Scheduler → Content Engine → Admin Clerk. Each one in draft mode for a week before you trust it.
5. **Let them feed each other.** The Lead-Catcher hands a hot lead to the Scheduler. A question the Receptionist answers becomes raw material for the Content Engine. That's when it stops being a pile of tools and starts being a team.
6. **Fill in every [BRACKET].** A prompt is only as good as the business info you give it. Replace every placeholder with your real details before you go live.

You don't need to be technical. If you can describe your job in plain words and connect a few apps, you can build your first agent this week.

Until next time — keep learning, and keep building.
