



PORAJ SERVICES AUSTRALIA

AI Prompt Starter Pack

20 reusable prompts for planning, writing, marketing, operations, and responsible AI use.

Practical, plain-language tools for building better digital work.



How to use this pack

Replace every item in square brackets with your own details. Give the AI enough context, check the output, and keep a person responsible for the final decision. Never paste passwords, payment details, health information, or confidential customer data into a public AI tool.

Plan and decide

1. Turn a vague goal into a plan

Act as a practical project planner. My goal is [GOAL]. My deadline is [DATE]. My constraints are [CONSTRAINTS]. Break this into phases, weekly milestones, risks, and the first three actions I should take today.

Use it well: Add a real date and at least two constraints.

2. Compare options

Help me compare [OPTION A], [OPTION B], and [OPTION C] for [DECISION]. Create decision criteria, weight each criterion, score each option, state your assumptions, and recommend the best choice with one downside.

Use it well: Replace the options and ask for the scoring table.

3. Prepare for a meeting

I have a meeting about [TOPIC] with [AUDIENCE]. Create a 30-minute agenda, five questions to ask, decisions we need by the end, and a concise follow-up email template.

Use it well: Include the audience roles and desired outcome.

4. Find the real problem

Use a five-whys approach to diagnose this problem: [PROBLEM]. Ask me one clarifying question at a time. Then summarise the likely root cause, evidence needed, and the smallest safe test.

Use it well: Answer the questions with concrete examples.

Write and communicate

5. Draft a clear customer email

Write a concise email to [CUSTOMER TYPE] about [TOPIC]. The outcome I want is [OUTCOME]. Use a warm, confident Australian business tone. Include a clear subject line and one call to action. Avoid hype and jargon.

Use it well: Paste any important facts the email must include.

6. Rewrite for plain language

Rewrite the text below for a general audience at about Year 8 reading level. Keep all facts, shorten long sentences, explain necessary technical terms, and end with the next action. Text: [PASTE TEXT]

Use it well: Always review names, dates, prices, and legal claims.

7. Create a useful FAQ

Based on this service description, create 10 customer FAQs. Cover price, timing, process, support, privacy, cancellations, and who the service is best for. Give short, honest answers. Description: [PASTE DESCRIPTION]

Use it well: Remove any answer that promises something you cannot deliver.

8. Turn notes into a report

Turn these rough notes into a professional one-page report with: summary, key findings, decisions, risks, owners, and next steps with dates. Do not invent missing facts; mark them as 'To confirm'. Notes: [PASTE NOTES]

Use it well: Ask the AI to show every 'To confirm' item at the end.

Market and grow

9. Build a content plan

Create a four-week content plan for [BUSINESS] serving [AUDIENCE]. Use three content pillars. For each week include one educational post, one proof or story post, and one offer post, with headline, key point, and call to action.

Use it well: Use real customer questions as the content pillars.

10. Improve a landing page

Review this landing page copy for clarity and conversion. Identify the audience, promise, proof, objections, and call to action. Then rewrite only the weakest sections, keeping the brand voice. Copy: [PASTE COPY]

Use it well: Check every rewritten claim is true before publishing.

11. Create a case study

Turn these project notes into a short case study with Situation, Challenge, Approach, Result, and Client Takeaway. Do not invent metrics. If a result is qualitative, describe it honestly. Notes: [PASTE NOTES]

Use it well: Add a verified client quote only with permission.

12. Generate ethical promotion ideas

Suggest 12 low-cost ways to promote [OFFER] to [AUDIENCE] in Australia. Prioritise trust, usefulness, accessibility, and measurable results. For each idea include effort, likely impact, and the first step.

Use it well: Choose three ideas to test before expanding.

Operate and support

13. Document a repeatable process

Create a standard operating procedure for [PROCESS]. Include purpose, owner, trigger, inputs, numbered steps, quality checks, exceptions, escalation path, and records to keep. Flag anything that needs human approval.

Use it well: Test the procedure with someone who has not done the task.

14. Summarise customer feedback

Analyse the feedback below. Group themes, count how often each theme appears, separate praise from problems, identify urgent safety or privacy issues, and recommend the top three improvements. Feedback: [PASTE FEEDBACK]

Use it well: Remove names and personal details before pasting.

15. Design a customer response

Draft a calm response to this customer issue: [ISSUE]. Acknowledge the concern, explain what we know, avoid blame, offer a realistic resolution, and state when we will follow up. Do not admit legal liability.

Use it well: Escalate safety, privacy, and legal issues to a human.

16. Make a weekly dashboard

For a [BUSINESS TYPE], propose a simple weekly dashboard with no more than eight metrics. Define each metric, data source, owner, target, warning threshold, and the decision it supports.

Use it well: Choose metrics that trigger action, not vanity metrics.

Use AI responsibly

17. Check a draft for risk

Review this draft for factual uncertainty, privacy risk, bias, unsafe advice, misleading claims, and missing human approval. Quote the risky sentence, explain the risk, and suggest a safer rewrite. Draft: [PASTE DRAFT]

Use it well: Do not paste confidential or identifying information.

18. Create an AI task policy

Create a one-page policy for staff using AI at [ORGANISATION]. Define allowed tasks, prohibited data, required review, approval for public content, record keeping, incident reporting, and who to ask for help.

Use it well: Have a qualified person review privacy and legal requirements.

19. Verify an AI answer

Create a verification checklist for this AI answer: [PASTE ANSWER]. Separate claims into facts, calculations, opinions, and recommendations. For each factual claim, state what reliable source would confirm it.

Use it well: Verify time-sensitive facts against current primary sources.

20. Plan a safe pilot

Design a two-week pilot for using AI to help with [TASK]. Include scope, users, sample size, success measures, privacy controls, human checks, failure conditions, and a review meeting agenda.

Use it well: Start with low-risk internal work and no sensitive data.

A simple prompt formula

Role + context + task + constraints + output format + quality check

Example: 'Act as a project manager. We are launching a small business website in six weeks. Create a week-by-week plan for one owner and one contractor. Put the result in a table, flag dependencies, and list the three biggest risks.'

Before you use an AI output

1. Check the facts. 2. Remove private information. 3. Review tone and accessibility. 4. Confirm dates, prices, and links. 5. Keep a human accountable for the final result.

Build your own prompt

Role and context	
Task and outcome	
Constraints and risks	
Output format	
Human quality check	

Your next step: choose one workflow worth improving

A prompt creates value only when it helps a real task become clearer, faster or more consistent. Use this short action plan to turn the pack into a practical business improvement.

1	Pick one repeated task Choose a task your team completes every week, such as planning content, answering enquiries or preparing reports.
2	Run one controlled test Use the most relevant prompt, check the facts and compare the result with your current method.
3	Decide what to improve Keep the prompt, train the team, or explore a custom AI agent when the same work repeats at scale.

Poraj may be a good fit when:

- Your team needs practical AI training, not theory.
- A repeated workflow could become a safe custom AI agent.
- You want a clear implementation plan before buying more tools.

Get a tailored AI recommendation

Tell us the task you want to improve. We will respond with a practical next-step recommendation and, where relevant, a clear quote. No obligation.

<https://www.porajservicesaustralia.com.au/contact.html>