.ARISTOLAC

AI Starter Pack

The best prompts for ChatGPT, Claude, Gemini, Copilot, Grok and more: quick setup, a simple formula and 36 copy-ready prompts for every team.

FREE · FEATURES CHECKED 18 OCTOBER 2026

By **Aristolac**
aristolac.com/ai-adoption

For business owners and teams
No technical knowledge needed

START HERE

How to use this pack

Pick one AI tool, set it up in five minutes, learn one formula, then copy the prompts for your role. Most work in any of the tools listed.

1
Choose a tool
Use the chart on the next page. Already use Google or Microsoft 365 at work? Start with the AI that's built in.

2
Learn the formula
Five parts: role, context, task, format, check. It turns vague answers into useful ones (page 6).

3
Copy a prompt
Find your role on pages 7–9. Replace everything in **[square brackets]** with your details.

What's inside

Which AI tool for what p.3
Quick setup: ChatGPT, Claude, Gemini, Copilot p.4
Quick setup: Grok, Perplexity, DeepSeek, Kimi, Mistral Vibe p.5
The prompt formula p.6
Prompts: owners, sales and marketing p.7
Prompts: operations, admin and HR p.8
Prompts: finance and customer service p.9
Safety tips p.10
Want a hand? p.11

Features were checked on each tool's official site on 18 October 2026. AI tools change monthly: if a button has moved, its name usually stays the same. Anything marked † could not be confirmed on the official site and should be checked before you rely on it. This pack has no prices; see each tool's own plans page.

START HERE

Which AI tool for what

There is no single best tool. Pick by where your work already lives and what you do most.

Tool	Best for	Plans (names only)
ChatGPT OpenAI	All-round writing, analysis, images and voice	Free, Go, Plus, Pro · Business and Enterprise for teams
Claude Anthropic	Long documents, careful writing and team Projects	Free, Pro, Max · Team and Enterprise
Gemini Google	Google users: Gmail, Docs and Drive	Free, Google AI Plus, Pro, Ultra · business via Google Workspace†
Microsoft Copilot Microsoft	Microsoft 365 offices: Word, Excel, Outlook, Teams	Individual, business and enterprise plans
Grok x.ai	Live news, trends and real-time research	Free, Plus, Premium, Super, Ultra · Teams (no training on data) and Enterprise
Perplexity Perplexity AI	Quick research answers with sources	Plans not verified†
DeepSeek DeepSeek	Free reasoning and drafting (non-sensitive work)	Free chat; API is paid separately
Kimi Moonshot AI	Research, slides and long documents	Plans not verified†
Mistral Vibe Mistral AI · formerly Le Chat	European option for work and code	Free, Pro, Team, Enterprise

RULES OF THUMB

- Already on Google Workspace or Microsoft 365? Try Gemini or Copilot first; they sit inside your apps.
- Long documents: Claude or ChatGPT. Live news: Grok. Sourced answers: Perplexity.
- Check a tool's data settings before any customer data goes in.

SET UP · FIVE MINUTES EACH

Quick setup, part 1

Three steps per tool. Start with one; add a second once it's routine.

ChatGPT OpenAI

BEST FOR: ALL-ROUND WRITING, ANALYSIS, IMAGES AND VOICE

Deep research, voice, image creation and memory. Projects, scheduled tasks and custom GPTs on Plus and above.

1. Sign up free at chatgpt.com, or get the web, iOS or Android app.
2. Open settings and review memory and data controls before work use.
3. Make a Project for each ongoing piece of work (paid plans).

Plans: Free, Go, Plus, Pro · Business and Enterprise for teams

chatgpt.com ↗

Claude Anthropic

BEST FOR: LONG DOCUMENTS, CAREFUL WRITING AND TEAM PROJECTS

Projects, artifacts, Research, connectors and skills. Team and Enterprise data isn't used for training by default.

1. Sign up free at claude.ai with your work email.
2. Add personal preferences so answers match your style.
3. For teams, the Team plan adds shared Projects and admin controls.

Plans: Free, Pro, Max · Team and Enterprise

claude.com ↗

Gemini Google

BEST FOR: GOOGLE USERS: GMAIL, DOCS AND DRIVE

Deep Research, Gemini Live (voice), Canvas, Gems (saved assistants), and image generation. Paid tiers add Gemini in Gmail, Docs and more.

1. Sign in with a Google account at gemini.google.com.
2. Create a Gem for a task you repeat, such as weekly reports.
3. Business use goes through Google Workspace; check your admin settings.

Plans: Free, Google AI Plus, Pro, Ultra · business via Google Workspace†

gemini.google.com ↗

Microsoft Copilot Microsoft

BEST FOR: MICROSOFT 365 OFFICES: WORD, EXCEL, OUTLOOK, TEAMS

Copilot inside Word, Excel, PowerPoint, Outlook and Teams. Cowork in Copilot plans and completes multi-step tasks (Microsoft 365 Premium and Pro).

1. Try the free Copilot at copilot.microsoft.com.
2. For work data, use a Microsoft 365 business plan with Copilot.
3. Start in Outlook: ask for a summary of a long thread.

Plans: Individual, business and enterprise plans

copilot.microsoft.com ↗

YOUR FIRST FIVE MINUTES, IN ANY TOOL

- Turn on two-step sign-in and use a work email you control.
- Open the privacy or data settings: decide whether chats may be used to improve the model.
- Add custom instructions: your role, business, audience and tone.
- Run one non-confidential task from page 7 and compare it with your own work.

SET UP · FIVE MINUTES EACH

Quick setup, part 2

Grok, Perplexity, DeepSeek, Kimi and Mistral Vibe.

Grok x.ai

BEST FOR: LIVE NEWS, TRENDS AND REAL-TIME RESEARCH

Real-time web and X search with citations, multi-agent mode, file and PDF analysis, image and video generation (Imagine), voice, memory and custom instructions.

1. Open grok.com or the iOS or Android app.
2. Sign in with your X or email account.
3. Set custom instructions with your role and preferred tone.

Plans: Free, Plus, Premium, Super, Ultra · Teams (no training on data) and Enterprise

grok.com ↗

Perplexity Perplexity AI

BEST FOR: QUICK RESEARCH ANSWERS WITH SOURCES

An answer engine that searches the web and shows its sources.†

1. Open perplexity.ai or the app.
2. Ask a research question and open the cited sources.
3. Check the plan and privacy settings on the site before work use.†

Plans: Plans not verified†

perplexity.ai ↗

DeepSeek DeepSeek

BEST FOR: FREE REASONING AND DRAFTING (NON-SENSITIVE WORK)

Free web chat and app with DeepThink (reasoning) and Search modes.

1. Open chat.deepseek.com or the app.
2. Turn on DeepThink for step-by-step problems.
3. Keep client and personal data out: its privacy policy says data is processed and stored in China.

Plans: Free chat; API is paid separately

deepseek.com ↗

Kimi Moonshot AI

BEST FOR: RESEARCH, SLIDES AND LONG DOCUMENTS

The Kimi app shows Projects, Deep Research, Slides, Docs, Plugins and Scheduled tasks.

1. Open kimi.com and sign in.
2. Try Deep Research or Slides on a non-sensitive topic.
3. Read the privacy policy before uploading business data.†

Plans: Plans not verified†

kimi.com ↗

Mistral Vibe Mistral AI · formerly Le Chat

BEST FOR: EUROPEAN OPTION FOR WORK AND CODE

100+ connectors, document libraries, skills, task scheduling, voice mode and web search. Le Chat is now Vibe.

1. Start free on the web or mobile app.
2. Upload files into a Library to reuse across chats.
3. Team plan adds a shared workspace, domain verification and admin controls.

Plans: Free, Pro, Team, Enterprise

mistral.ai/products/vibe ↗

THE PROMPT FORMULA

Five parts, every time

Brief the AI the way you'd brief a smart new colleague on their first day.

1 **Role**
Who should it act as? e.g. "Act as an experienced marketing manager for a small bakery."

2 **Context**
What it needs to know: business, audience, facts, files. e.g. "We sell to offices in the city; most orders come by WhatsApp."

3 **Task**
One clear job, with a verb. e.g. "Write three ideas for a weekday lunch promotion."

4 **Format**
Length, structure, tone. e.g. "A table: idea, offer, sample message. Friendly, under 100 words each."

5 **Check**
Ask it to flag what you must verify. e.g. "List any assumption or number I should double-check."

Before and after

VAGUE — GENERIC ANSWER

Write a promotion for my bakery.

USING THE FORMULA — USEFUL ANSWER

Act as a marketing manager for a small bakery. We sell to [office workers in city]; orders come by WhatsApp. Write 3 weekday lunch promotions as a table: idea, offer, sample message (under 100 words, friendly). Then list any assumption I should check.

THREE HABITS

- Not right first time? Say what to change: "shorter", "more formal", "add prices from my list".
- Add "Ask me up to three questions before you start" for bigger tasks.
- Save prompts that work in a Project, Gem or custom instructions so your team can reuse them.

PROMPTS BY ROLE · COPY AND ADAPT

Owners, sales and marketing

Business owner

WEEKLY PRIORITIES

Act as my chief of staff. Here are my notes for this week: **[paste notes]**. Give me the 3 priorities that matter most, what I can delegate, and what I can drop. One line each.

DECISION MEMO

I need to decide **[decision]**. Options: **[A]**, **[B]**. Lay out pros, cons, risks and cost of each in a table, then recommend one and say what would change your mind.

PLAIN-ENGLISH SUMMARY

Summarise this **[contract / report / proposal]** for a busy owner: what it says, what it asks of me, deadlines, and anything unusual. **[paste text]**

CUSTOMER INSIGHT

Here are **[number]** customer reviews: **[paste]**. Group them into themes, count each theme, and give me the 3 changes that would please the most customers.

HARD EMAIL

Draft a firm but polite email to **[person]** about **[issue]**. Keep the relationship. Under 150 words. Give me two versions: warmer and stricter.

90-DAY PLAN

Our goal is **[goal]** in 90 days with **[team size and budget]**. Write a week-by-week plan with owners and one measurable target per month.

Sales and marketing

SOCIAL POSTS

Write 5 LinkedIn posts about **[product/service]** for **[audience]**. Each: a hook line, one useful tip, a soft call to action. Up to 3 hashtags.

SALES EMAIL SEQUENCE

Write a 3-email follow-up sequence for **[prospect type]** who asked about **[offer]** but went quiet. Friendly, short, each with one clear next step.

OBJECTION HANDLING

List the 6 most likely objections to **[offer]** from **[customer type]**, with a short, honest answer to each I can use on a call.

OFFER PAGE

Write a landing-page draft for **[offer]**: headline, subhead, 3 benefits, how it works in 3 steps, FAQs, and a call to action. Audience: **[audience]**.

COMPETITOR SCAN

Compare **[our business]** with **[competitor 1]** and **[competitor 2]** on offer, price positioning, tone and strengths. Table, then 3 ways we can stand out. Use only the information I give you: **[paste]**.

CONTENT CALENDAR

Make a 4-week content calendar for **[channel]** for **[business]**. Two posts a week. Columns: date, topic, format, hook, call to action.

PROMPTS BY ROLE · COPY AND ADAPT

Operations, admin and HR

Operations and admin

WRITE AN SOP
Turn these rough notes into a step-by-step standard operating procedure with numbered steps, who does what, and a checklist at the end: **[paste notes]**.

MEETING TO ACTIONS
From this meeting transcript, list decisions, action items (owner, deadline) and open questions. **[paste transcript]**

TIDY A SPREADSHEET
Here is data from **[system]**: **[paste]**. Clean it: fix names and dates, remove duplicates, and flag rows that look wrong. Explain what you changed.

VENDOR COMPARISON
Compare these quotes for **[service]**: **[paste]**. Table of price, what's included, terms and risks. Which gives best value and why?

PROCESS BOTTLENECK
Here is how **[process]** works today: **[describe]**. Where are the delays and errors likely? Suggest 3 fixes, starting with the cheapest.

POLITE REMINDER
Write a short, polite reminder to **[person/team]** that **[task]** is due on **[date]**. Offer help. Two lines.

HR and people

JOB DESCRIPTION
Write a job description for a **[role]** at a **[size/type]** business in **[city]**. Include purpose, 6 responsibilities, must-haves, nice-to-haves. Inclusive language.

INTERVIEW QUESTIONS
Give me 8 interview questions for a **[role]**, focused on **[skills]**. For each, what a strong answer sounds like.

ONBOARDING PLAN
Create a first-two-weeks onboarding plan for a new **[role]**: day-by-day tasks, who they meet, and what they should know by day 10.

POLICY IN PLAIN WORDS
Rewrite this policy so every employee understands it in 2 minutes. Keep the meaning exactly. **[paste policy]**

FEEDBACK CONVERSATION
Help me prepare a feedback conversation with **[employee]** about **[issue]**. Give me an opening line, 3 specific points, questions to ask, and how to agree next steps.

TEAM SURVEY
Write a 10-question anonymous team survey on **[topic]**. Mix rating scales and 2 open questions. Neutral wording.

PROMPTS BY ROLE · COPY AND ADAPT

Finance and customer service

Finance

EXPLAIN THE NUMBERS

Here is our monthly P&L: **[paste]**. Explain in plain English what changed versus last month, the 3 biggest drivers, and what I should ask my accountant.

CASH-FLOW CHECK

Using these figures **[paste income and expenses]**, build a simple 3-month cash-flow forecast table and flag any month we might run short.

INVOICE FOLLOW-UP

Write a polite payment reminder for invoice **[number]**, **[amount]**, overdue by **[days]**. Firm but friendly; include payment details placeholder.

BUDGET DRAFT

Draft a simple annual budget for **[team/project]** with these assumptions: **[list]**. Table by quarter, with a short note on each assumption.

SPREADSHEET FORMULA

I use **[Excel / Google Sheets]**. Column A has **[data]**, column B has **[data]**. Write a formula to **[goal]** and explain it in one sentence.

EXPENSE PATTERNS

Here are last quarter's expenses: **[paste]**. Group by category, show the top 5, and suggest where we could save without hurting operations.

Customer service

REPLY TO A COMPLAINT

Draft a calm, caring reply to this complaint: **[paste]**. Acknowledge, apologise where it's fair, explain next steps, and offer **[remedy]**. Under 120 words.

FAQ FROM TICKETS

From these customer questions **[paste]**, write an FAQ: group similar questions, give a clear answer to each, and mark any answer I must confirm.

TONE FIXER

Rewrite this reply to sound friendly and professional, without changing the facts: **[paste]**.

REPLY TEMPLATES

Write 5 short reply templates for **[common issues]**, each with a **[name]** placeholder and one personal line I can edit.

TRANSLATE A REPLY

Translate this reply into **[language]**, keeping it polite and natural for a customer in **[country]**. Then back-translate it to English so I can check it. **[paste]**

ESCALATION SUMMARY

Summarise this customer conversation for my manager: issue, what we tried, what the customer wants, and a recommended action. **[paste thread]**

Make them your own: save your best prompts with your business name, audience and tone already filled in. New prompts every month at aristolac.com/ai-adoption.

SAFE USE

Safety tips for every team

AI is a fast first draft, not a final answer. These habits protect your customers and your business.

1

Check before you trust

AI can sound sure and still be wrong. Check facts, figures, names, quotes and links against the original source.

2

Mind the data

Don't paste passwords, card numbers, health records or confidential customer data into free consumer plans. Business plans usually give stronger data protections; read the tool's settings.

3

Know where data goes

Each tool stores data under its own policy and country's rules. DeepSeek's policy, for example, says data is processed and stored in China.

4

A human signs off

Anything that goes to a customer, regulator, employee or the public is reviewed by a person who is accountable for it.

5

Be open about it

Agree as a team where AI is used, and tell customers when it is appropriate to.

6

Write it down

A one-page AI policy: approved tools, what data is allowed, who reviews what. Review it every quarter.

Checked 18 October 2026 on official sites: ChatGPT plans · Claude plans · Gemini plans · Copilot plans · Grok · Grok plans · Grok for business · DeepSeek · Kimi · Mistral Vibe plans · Perplexity. † Not confirmed: Perplexity's site blocked our check; Kimi plans and privacy; Gemini business plans via Google Workspace.

NEXT STEP

Got the basics?
Want a hand going further?

Everything in this pack works on its own. If you'd like AI set up around how your business actually runs, that's what Aristolac does.

1

Setup done for you

The right tool and plan, shared workspaces, instructions and prompt libraries built around your business.

2

Team training

Hands-on sessions for owners, managers and staff, using your own (anonymised) work so habits stick.

3

Custom AI tools

Tools built around your work, for example an AI-powered CRM for follow-ups, or an assistant that knows your own documents.

TALK TO US — NO OBLIGATION

contact@aristolac.com · aristolac.com/ai-adoption

.ARISTOLAC

Free guides, learning libraries and new prompts every month.