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AI for freelancers: 12 prompts for the business side

You're good at the work. This is for the rest of it. Twelve prompts for pitching, pricing, scoping, awkward emails and getting paid.

How to use these

Paste a prompt into ChatGPT, Claude, Gemini or Copilot (the free versions are fine) and swap the [brackets] for your own words. Leave client names and confidential details out.

Win the work

PROMPT 1

Describe what you do in one clear line

Your website, your bio and "so what do you do?" all need the same answer.

I'm a freelance **[what you do]**. My best clients are **[who]**. The problem I solve for them is **[problem]**, and the result they get is **[result]**. Write ten one-line descriptions of what I do, in plain English, with no buzzwords. Then pick the three clearest and say why.

PROMPT 2

Write a pitch to a client you'd love

You've spotted a business you could really help.

Write a short email introducing myself to **[type of business]**. Something specific I noticed about them: **[observation]**. How I could help: **[one idea]**. Proof I can do it: **[one result or past client type]**. Under 110 words, friendly, no hard sell, ending with a low-pressure question.

Tip: One true, specific observation about their business does more than three paragraphs about you.

PROMPT 3

Turn a call into a proposal

The call went well and they said "send me something".

Write a proposal from these notes on a client call: **[your notes, without confidential details]**. Include: their problem in their own words, what I'll deliver, what's not included, the timeline, the price as **[amount or placeholder]**, payment terms of **[terms]**, and the next step. One page, plain English, confident.

Price and scope

PROMPT 4

Work out your day rate

You're guessing, and probably guessing low.

Help me work out a day rate. I want to take home about **[amount]** a year. My yearly business costs are about **[amount]**. I expect to have paid work on **[number]** days a year after holidays, sick days, admin and finding work. Show me the sums step by step, including a rough allowance for tax of **[percentage]**, and give me a day rate, a half-day rate and an hourly rate.

Tip: Tax and pension rules depend on where you live, so check the numbers with an accountant or your tax office's own guidance.

PROMPT 5

Price a project three ways

A client asks "how much?" and you don't want to lose them or undersell.

A client wants **[the project]**. I estimate it's **[days/hours]** of work at **[your rate]**. Give me three packages: a basic one, a standard one, and a premium one with something extra that's valuable to them and easy for me. Name each, list what's included, and suggest prices.

PROMPT 6

Write a clear scope

Before you start. The page that stops "can you just..." later.

Write a scope of work for this project: **[describe it]**. List exactly what I'll deliver, how many rounds of changes are included (**[number]**), what counts as extra and how it's charged, what I need from the client and by when, and the timeline. Plain English, one page.

Awkward emails

PROMPT 7

Handle "can you just..."

The client wants something outside the agreement.

A client has asked for **[the extra thing]**, which wasn't in our agreed scope of **[the scope]**. Write a friendly reply that says I'm happy to do it, explains it's additional, and gives the cost (**[amount]**) and the effect on the deadline. Keep it positive and short.

PROMPT 8

Raise your rates

You haven't put prices up for two years.

Write an email to an existing client telling them my rate will go from **[old]** to **[new]** from **[date]**. Thank them for the work so far, give the notice clearly, and don't apologise or over-explain. Under 100 words.

PROMPT 9

Say no to work that isn't right

Wrong fit, wrong budget, or you're full.

Write a polite email turning down a project because **[honest reason]**. Thank them for thinking of me, and if it fits, suggest **[an alternative: later date, smaller version, or someone else]**. Under 80 words.

Get paid

PROMPT 10

Chase an invoice, three ways

Thirty days have passed.

Write three reminders for an unpaid invoice of **[amount]**, number **[number]**, due on **[date]**. First: a friendly nudge. Second: firmer, a week later. Third: a final reminder mentioning **[your late-payment terms]**. Each under 80 words with the amount, the date and how to pay.

PROMPT 11

Ask for a testimonial

The project went well. Ask now, while they're pleased.

Write a short email asking a happy client for a testimonial about **[the project]**. Make it easy: suggest three questions they could answer in a line each (what the problem was, what it was like working together, what result they got). Under 90 words.

Run the business

PROMPT 12

Plan your week around paid work

Client work, admin and finding the next job all want the same hours.

This week I have these client deadlines: **[list]**. I also need to do: **[admin, marketing, invoices]**. I have about **[hours]** to work. Plan my week day by day, protect two blocks for finding new work, and tell me what to drop or push back if it doesn't fit.

Find the hours hiding in your week

Paint a normal working day on doingit.today. We'll show it as plain steps with the time each one takes, mark the ones AI could help with, and teach you each one.

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