

SMALL BUSINESS · 9 min read · September 5, 2026

5 ChatGPT Codes That Run Your Business

Five one-word shortcuts that write the messages you keep putting off: customer replies, payment reminders, quotes, review responses, and the price increase notice. Set them up once in ChatGPT, then type the word.

Every business owner has the same five messages sitting in the back of their head. The customer who wants to reschedule. The invoice that's three weeks late. The quote you keep meaning to send. The review you don't know how to answer. The price increase you've been putting off for a year.

These five codes write all of them. You set ChatGPT up once, which takes about a minute, and from then on you type one word, paste the situation, and the message is done. In your voice, ready to send.

In a nutshell

REPLY

Paste any customer message. Get three replies: short, friendly, firm.

CHASE

Paste who owes you and how much. Get all three payment reminders: the nudge, the firmer one, the final.

QUOTE

Two sentences about the job. Get the whole written quote.

REVIEW

Paste any review. Get the public reply, plus the private message if it was a bad one.

RAISE

Your current price and your new price. Get the increase notice that keeps the customer.

PART 1 The One Setup Step

The codes work because you teach ChatGPT what each word means, one time. You do that by pasting the block below into a place ChatGPT reads before every conversation. There are two places that work. Pick one.

Option A, Custom Instructions (applies to every chat). In ChatGPT, click your name in the bottom left, then Settings, then Personalization, then Custom Instructions. Paste the block into the box that asks how you'd like ChatGPT to respond. Save.

Option B, a Project (keeps your business stuff in one place). In the left sidebar, click Projects, then New project. Name it after your business. Open the project's instructions and paste the block there. Every chat you start inside that project knows the codes.

I'd go with the Project. It keeps your customer messages, quotes, and reviews together, and you can drop in a few examples of your own writing so everything comes out sounding more like you.

Paste this:

PROMPT

I run a small business. I'm going to use five one-word shortcuts. When I type one of these words followed by some text, do exactly what that word says and nothing else. Write in plain English, the way a real person talks. Short sentences. No corporate words, no exclamation points, no "I hope this finds you well." Match the tone I'd use with a customer: friendly, direct, professional.

REPLY: I'll paste a message from a customer. Give me three replies I could send: one short, one friendly, one firm. Label them. Each one should sound like me, not a company.

CHASE: I'll paste who owes me, how much, and how late it is. Give me three payment reminders as a sequence: a friendly first nudge, a firmer second one a week later, and a final one that states what happens next. Keep each under 100 words. Never threaten, never apologize for asking.

QUOTE: I'll describe a job in a sentence or two. Turn it into a clean written quote: what's included, what's not included, timeline, payment terms, and how long the quote is good for. Leave a blank for the price unless I give you one. Format it so I can paste it into an email.

REVIEW: I'll paste a customer review. If it's positive, write a public reply that thanks them specifically for what they mentioned, in two or three sentences. If it's negative, write a calm public reply that shows everyone reading that I take it seriously and handle it well, plus a separate private message to the customer to fix it. Never argue, never get defensive.

RAISE: I'll tell you what my price is now, what it's going to be, and when. Write the notice to existing customers: what's changing, when, one honest reason why, and what isn't changing. Make them feel valued, not squeezed. Under 150 words.

That's the whole setup. From here on, every message below gets one word plus the task you want it to do for you.

PART 2 REPLY

What it does. You paste the customer's message. ChatGPT hands back three ways to answer it, labeled short, friendly, and firm, all in your tone. You pick the one that fits the customer and send it.

When you'd use it. Every message you've read twice and not answered. The reschedule request. The "is this price right?" The vague complaint. The question you've answered a hundred times and are tired of typing.

Type this (swap in a real message from your inbox):

PROMPT

REPLY: Hi, I booked with you for Thursday but something came up. Can we move it to next week? Also I saw your price went up since last time, is that right?

● ChatGPT

EXAMPLE OUTPUT

REPLY: Hi, I booked with you for Thursday but something came up. Can we move it to next week? Also I saw your price went up since last time, is that right?



Short

No problem at all. I have Tuesday at 10 or Thursday at 2 next week. Which works? And yes, the rate went up a little this year. Happy to walk you through it if you'd like.

Friendly

Of course, life happens. Let's find you a spot next week. I have Tuesday morning or Thursday afternoon open. On the price, you're right, it went up a bit this year after I held it for two years. Same work, same me. Let me know which day and I'll get you booked.

Firm

I can move you to next week. Tuesday at 10 or Thursday at 2 are available. The price you saw is current, it went up this year and applies to all bookings from here on. Let me know which slot you'd like and I'll confirm it.

What comes back. Three labeled replies. The short one handles it in two lines. The friendly one adds warmth and an easy next step. The firm one holds your policy without sounding cold. Most days you'll send the friendly one. The firm one is there for the day you need it.

Make it yours. If all three come back a little too polished, add one line to the setup block: "I sign off with just my first name." Small things like that are what make it sound like you instead of a company.

PART 3 CHASE

What it does. You tell ChatGPT who owes you, how much, and how late it is. It writes the full sequence: a friendly first nudge, a firmer one for a week later, and a final notice that says plainly what happens next. Three messages, ready to schedule.

When you'd use it. The moment an invoice goes past due. Not when you've been stewing about it for a month. The first nudge going out on day one is what gets you paid without the awkward phone call.

Type this:

PROMPT

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CHASE: Sarah Mitchell owes me $450 for the work I finished on August 12. It was due August 26. She's usually reliable, this is the first time she's been late.
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CHASE: Sarah Mitchell owes me \$450 for the work I finished on August 12. It was due August 26. She's usually reliable, this is the first time she's been late.

**Reminder 1, friendly nudge (send today)**

Hi Sarah, hope you're doing well. Quick note that the invoice for the work I finished on August 12 (\$450) was due on the 26th and I haven't seen it come through yet. It may have slipped past, it happens. Whenever you get a chance, here's the link to pay. Thank you.

Reminder 2, firmer (one week later)

Hi Sarah, following up on the \$450 invoice from August 12. It's now about two weeks past due. Could you let me know when I can expect payment? If anything is holding it up, just tell me and we'll sort it out.

Reminder 3, final

Hi Sarah, this is my final reminder on the \$450 invoice from August 12, now three weeks past due. Please send payment by Friday. If I don't hear from you by then, I'll pause any new work until the account is settled. I'd much rather keep working together, so please reach out if there's a problem.

What comes back. Three short messages, each under 100 words, each one a notch firmer than the last. None of them threaten and none of them apologize for asking, because the setup block told ChatGPT not to. Send the first one today. Put the second and third on your calendar.

Make it yours. Tell it your real terms. "I charge a late fee after 30 days" or "I offer a payment plan on anything over \$500" and the final notice will say so.

PART 4 QUOTE

What it does. Two sentences about the job in, a full written quote out. What's included, what's not, the timeline, your payment terms, and how long the quote is good for. Formatted so you can paste it straight into an email.

When you'd use it. Every time someone asks "how much?" The quote that goes out the same day is the one that wins the job. This gets you from "I'll send that over" to sent in a couple of minutes.

Type this:

PROMPT

QUOTE: Deep clean of a three-bedroom house before the owners move back in, including inside the fridge and oven, all windows inside, and the garage floor. They want it done in one day next week.

QUOTE: Deep clean of a three-bedroom house before the owners move back in, including inside the fridge and oven, all windows inside, and the garage floor. They want it done in one day next week.



Quote: Move-In Deep Clean, 3-Bedroom Home

What's included

Full deep clean of all rooms, kitchen and bathrooms. Inside of the fridge and oven. All interior windows. Garage floor swept and washed. Baseboards, light switches and door handles wiped. Floors vacuumed and mopped.

What's not included

Exterior windows. Carpet shampooing. Wall washing or paint touch-ups. Removal of trash or leftover belongings.

Timeline

Completed in one day, next week. I'll confirm the date once you approve.

Price: \$_____

Payment terms

50% deposit to hold the date, balance on completion.

This quote is good for 14 days.

What comes back. A clean quote with a blank where the price goes, unless you gave it one. The “what’s not included” section is the part most owners skip and most disputes come from. ChatGPT writes it every time.

Make it yours. Put your real payment terms in the setup block once (“50% deposit, balance on completion, quotes good for 14 days”) and you never type them again.

PART 5 REVIEW

What it does. Paste a review, any review. If it's good, ChatGPT writes a public thank-you that mentions the specific thing they praised. If it's bad, it writes a calm public reply that shows every future customer reading it how you handle problems, plus a separate private message to the customer to make it right.

When you'd use it. Every review, within a day. The good ones deserve a real answer, and the bad ones are read by more people than the good ones. Your reply to a bad review is a sales page for everyone who reads it next.

Type this:

PROMPT

REVIEW: "Two stars. The work itself was fine but they showed up 45 minutes late and didn't call. I had to rearrange my whole morning."

● ChatGPT

EXAMPLE OUTPUT

REVIEW: "Two stars. The work itself was fine but they showed up 45 minutes late and didn't call. I had to rearrange my whole morning."



Public reply

Thank you for the honest feedback, and I'm sorry. You're right, we were late and you should have had a call before that happened, not after. That's on us. I'm glad the work itself was good, but showing up on time is part of the job. I've reached out to you directly to make this right.

Private message

Hi, this is [Your name]. I saw your review and I wanted to reach out personally. Being 45 minutes late without a call isn't how I run things, and I'm sorry it cost you your morning. I'd like to make it right: your next visit is on me, or if you'd rather, I'll refund a portion of this one. Just let me know which you'd prefer.

What comes back. For a bad review, two pieces: the public reply, which never argues and never gets defensive, and the private message, which offers a real fix. For a good review, a short public reply that sounds like a person, not a template.

Make it yours. If you have a standard way of making things right (a discount on the next visit, a redo at no charge), put it in the setup block so the private message offers it automatically.

PART 6 RAISE

What it does. This is the one nobody wants to write. Give ChatGPT your current price, your new price, and the date. It writes the notice to existing customers: what's changing, when, one honest reason, and what isn't changing. Written so people feel valued, not squeezed.

When you'd use it. When your costs went up and your prices didn't. Most owners wait a year too long because they can't find the words. This finds them.

Type this:

PROMPT

RAISE: My hourly rate is \$65. It's going to \$75 starting October 1. Supplies and insurance both went up this year and I haven't raised my price in two years.

RAISE: My hourly rate is \$65. It's going to \$75 starting October 1. Supplies and insurance both went up this year and I haven't raised my price in two years.



Hi [Customer],

A quick note about pricing. Starting October 1, my hourly rate will be \$75, up from \$65. This is the first increase in two years. Supplies and insurance have both gone up this year, and this keeps things sustainable on my end without cutting corners on yours.

Nothing else changes. Same work, same care, same me. Anything already booked before October 1 stays at the current rate.

Thank you for trusting me with your business. It means a lot, and I don't take it for granted.

[Your name]

What comes back. A notice under 150 words. It leads with what stays the same (you, the quality, the relationship), states the change plainly, gives one honest reason, and gives them time. That structure is why customers stay.

Make it yours. If you're grandfathering anyone in, or giving existing customers an extra month at the old rate, say so in your paste. It's the single most effective line in a price increase and ChatGPT will build the notice around it.

PART 7 Make Every Code Sound Like You

The setup block gets you 80% of the way. This gets you the rest.

Open your Project (or a new chat, if you used Custom Instructions) and paste three things you actually wrote yourself: a text to a customer, an email, a social post. Then say:

PROMPT

Read these three things I wrote. Describe my voice in five bullet points: sentence length, how formal I am, words I use a lot, words I'd never use, how I sign off. Then use that voice for every code from now on.

From then on, REPLY sounds like your replies, CHASE sounds like you asking, RAISE sounds like you explaining. Customers won't be able to tell which messages you typed and which ones you didn't, which is the whole point.

PART 8 Add Your Own Codes

Once the five are working, you'll start noticing the other messages you write over and over. Add a code for each one. The pattern is always the same: the word, what you'll paste, what you want back.

PROMPT

FOLLOWUP: I'll paste a quote I sent that hasn't been answered in a week. Write a short, friendly check-in that makes it easy to say yes or no. Under 60 words.

POLICY: I'll paste a question customers keep asking. Write a clear one-paragraph answer I can put on my website and reuse in messages.

NO: I'll describe a request I need to turn down. Write a kind, direct no that leaves the door open for future work. Under 80 words.

Paste any of those into your setup block and the word works immediately. Five codes is where you start. Most owners end up with ten.

WHEN A CODE STOPS WORKING

If you type a word and ChatGPT answers like it never heard of it, you're in a chat that can't see the setup block. Either you're outside the Project, or Custom Instructions didn't save. Open the Project or check Settings, then Personalization, and paste the block again. Thirty seconds and you're back.

THE ONE HABIT THAT MAKES THIS STICK

Keep the ChatGPT tab open next to your inbox. The codes only save you time if they're one click away when the message comes in. Read the message, type the word, paste, send. After a week it's a reflex, and the five messages you used to dread are the fastest part of your day.

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