Scrhoz

Say What You Do Prompt Pack

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15 simple prompts for explaining what you do in plain words, writing your about page and bio, finding your voice, and choosing a tagline.

How to Use This Pack

- Copy a prompt, paste it into any AI assistant (ChatGPT, Claude, Gemini or similar), and replace each [BRACKETED] part with your own details.
- Give the AI real facts about your work: what you offer, who you help and what you've actually done. The more true detail you add, the less generic the answer.
- Treat every answer as a draft. Keep what sounds like you, change the rest, and make the final words your own.
- Leave out clients' names and private details when you paste anything in.

Note: AI can invent claims, awards, results and customer details. Publish only what is true and what you can back up, and check any name or tagline you plan to use against existing businesses and trademarks in your country before you adopt it.

Know What You Offer

1. Say It in One Sentence

> Here is what I do: [DESCRIBE YOUR WORK IN A FEW SENTENCES, INCLUDING WHO YOU HELP AND WHAT CHANGES FOR THEM]. Write five one-sentence versions that say what I do, who it's for and the result they can expect. Use everyday words and no buzzwords. Mark the one you'd choose and say why.

Tip: Say each one out loud. The version that sounds natural is usually the right one.

2. Who It's For, and Who It Isn't

> My work: [DESCRIBE]. The people I usually help: [DESCRIBE]. Describe my ideal customer in a short paragraph, covering what they're trying to do, what gets in their way and how they might describe the problem in their own words. Then describe two kinds of people who wouldn't be a good fit, and why.

Tip: Saying who it isn't for makes it clearer to the people it is for.

3. What Makes Me Different

> Here is what I offer: [DESCRIBE]. These are the alternatives my customers might choose instead: [LIST, E.G. DOING IT THEMSELVES, A BIGGER COMPANY, A CHEAPER OPTION]. Ask me six questions, one at a time, about how I work and what customers say about me. Wait for my answers. Then suggest three honest ways I differ, using only what I've told you. Don't use superlatives such as "best" or "leading".

Tip: A real difference is something a customer could check.

4. Test My Description

> Here is how I describe what I do: [PASTE 2 TO 4 SENTENCES]. Pretend you've never heard of me. Tell me in your own words what you think I do, who I help and what a customer gets. Then list anything that was unclear, vague or full of jargon.

Tip: If the AI's summary surprises you, a stranger's would too.

Words for Your Site and Profiles

5. Draft My About Page

> Write a first draft of an about page of about [300] words for [NAME]. What I do: [DESCRIBE]. Why I started: [A FEW SENTENCES]. Who I help: [DESCRIBE]. Two things I've done that show I know my work: [LIST]. Open with what the reader needs, not with my life story. Write in the first person, in a [WARM / DIRECT / DRY] tone, and use only the facts I've given you.

Tip: Add one small true detail the AI couldn't know. That's what makes it sound like you.

6. Write My Bio at Three Lengths

> Write three versions of my professional bio in the third person, at about 30 words, 80 words and 150 words. About me: [NAME, WHAT YOU DO, WHO YOU HELP, ONE OR TWO THINGS YOU'VE DONE, ONE PERSONAL DETAIL IF YOU LIKE]. Use only what I've told you, and keep the tone [FORMAL / FRIENDLY / RELAXED].

Tip: Keep all three. Different places ask for different lengths.

7. Profile Headline and Summary

> I'm writing my profile for [LINKEDIN / A SPEAKER PAGE / ANOTHER SITE]. What I do: [DESCRIBE]. Who I help: [DESCRIBE]. Write five headline options of under [120] characters and one summary of about [150] words. Lead with what I can do for the reader, not a list of job titles.

Tip: Check the character limits on the site you're using. They change.

8. Fix My About Page

> Here is my current about page: [PASTE]. Point out where it's mostly about me and not the reader, where it uses vague phrases or jargon, and where it makes claims without any proof. Then suggest specific edits. Don't rewrite the whole page unless I ask.

Tip: A good about page answers one question: can this person help me?

Your Voice

9. Describe My Voice

> Here are three samples of my own writing that I like: [PASTE 3 SHORT PIECES]. Describe my voice in plain language: sentence length, vocabulary, how formal or relaxed I am, how I use humour, and what I tend to avoid. Quote a short example from my samples for each point.

Tip: Choose pieces you wrote on a good day and didn't over-polish.

10. Make a One-Page Voice Guide

> Based on this description of my voice: [PASTE THE ANSWER TO PROMPT 9 OR YOUR OWN NOTES], write a one-page voice guide I can keep. Include a two-sentence summary, five things I do, five things I avoid, words and phrases I like and ones I don't, and one short example each of "on voice" and "off voice".

Tip: Keep it beside you whenever you write, or ask an AI to draft anything.

11. Rewrite This in My Voice

> Here is my voice guide: [PASTE]. Here is a passage that doesn't sound like me: [PASTE 100 TO 300 WORDS]. Rewrite it in my voice. Keep the meaning and the facts exactly as they are. Then list the main changes you made so I can decide which to keep.

Tip: If it still sounds off, adjust the guide and try again.

12. Cut the Jargon

> Here is some text from my website or a proposal: [PASTE 100 TO 300 WORDS]. List every piece of jargon, buzzword or vague phrase (such as "solutions", "leverage" or "end-to-end") and give a plain-word alternative for each. Then show a version with those changes.

Tip: If you wouldn't say it to a friend over coffee, replace it.

Taglines and Introductions

13. Tagline Options

> My work: [DESCRIBE]. The one thing I most want people to remember: [DESCRIBE]. Give me ten tagline options of under [8] words in different styles: a plain description, a promise, a question and one with a little wit. Avoid cliches and buzzwords. Mark the three that say the most about what I actually do.

Tip: A tagline that explains what you do beats a clever one that doesn't.

14. Name a Service or Offer

> I'm creating a [SERVICE / PRODUCT / PACKAGE] that [DESCRIBE WHAT IT DOES FOR THE CUSTOMER]. Suggest ten names in three styles: descriptive, evocative, and short and invented. Add one line on the idea behind each. Keep them easy to say and spell.

Tip: Before you fall for a name, search for it and check trademark records in your country.

15. Answer "So, What Do You Do?"

> Write three spoken answers to "So, what do you do?" that I could say at a networking event or a party, lasting about 10 seconds, 30 seconds and 60 seconds. What I do: [DESCRIBE]. Who I help: [DESCRIBE]. Make them sound natural out loud, with no jargon, and end each with a short question that invites the other person to talk.

Tip: Practise them out loud. Written answers often sound stiff when spoken.

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