10 ChatGPT design prompts for better business graphics

A practical prompt collection for trades, local services and small businesses. Created by Steve at SMB Booster.

Start here

Use these prompts in an image-capable ChatGPT conversation. Replace every [placeholder], upload your logo and any relevant photos, then paste the brand brief below followed by one numbered prompt. Ask for one graphic at a time.

YOUR REUSABLE BRAND BRIEF

Business: [name]
Services and area: [what you do and where]
Audience: [ideal customer]
Brand colours: [hex codes or descriptions]
Style: [e.g. premium, friendly, clean]
Exact headline: [short headline]
Exact supporting copy: [one short sentence]
Exact call to action: [what to do next]
Website/contact: [exact details]

Use only the facts and assets I provide. Preserve my logo and the identity of people in my photos. Do not invent prices, reviews, awards or results. Keep text large, concise and away from the edges. If accurate logo reproduction is not possible, leave a clear space so I can add the original afterwards.

01 The local service advert

For introducing one service to people in your area.

Create a polished 4:5 portrait social media advert using my brand brief and attached logo. Promote [service] to [audience] in [town]. Use one strong, relevant photograph of [subject], a bold headline at the top, one short supporting sentence and one clear call to action at the bottom. Give the image room to breathe. Make the service and town readable at phone size. Use my brand colours consistently and avoid clutter, fake badges and excessive glow. Render only the exact headline, supporting copy, CTA and contact details from my brief. If the image is illustrative, do not present it as a completed customer job.

02 The premium offer graphic

For a genuine offer with clear pricing.

Design a premium 4:5 promotional graphic for [offer]. Use the exact price [price], payment frequency [frequency] and important condition [condition]. Make the benefit the main headline, the price the second most prominent element and the CTA easy to find. Use my attached logo, brand colours and a relevant product or service photograph. Add generous spacing, restrained shadows and high contrast. Do not invent urgency, discounts, savings or scarcity. Keep all supplied price conditions readable. Render the exact approved wording from my brief without adding extra sales claims.

03 The honest before-and-after

For showing real work with permission.

Create a clean 4:5 before-and-after graphic using my two uploaded photos. Photo 1 is BEFORE and photo 2 is AFTER. Preserve both images faithfully: do not improve the outcome, add objects, remove defects or generate replacement work. Place the photos in equally sized frames with sensible crops and clear BEFORE and AFTER labels. Add my logo, the exact headline [headline], the project description [description] and CTA [CTA]. Use a small branded footer. If the photos cannot be preserved accurately, leave two labelled photo spaces for me to insert the originals manually.

04 The customer review card

For making a genuine review easy to read.

Create an elegant square customer review graphic for my business. Use this exact approved customer quotation: [paste short review]. Attribution: [approved name or initials]. Use my brand colours, logo and a simple quotation-mark motif. Make the quotation the focal point with generous line spacing and a quiet background. Add the exact footer [footer]. Do not invent a star rating, review platform logo, customer portrait or verification badge. Keep every word of the quotation unchanged. If it is too long to fit clearly, ask me for an approved shorter excerpt before generating.

05 The website showcase

For showing a real site on desktop and mobile.

Create a premium 4:5 website portfolio graphic using the attached desktop and mobile screenshots. Place them inside realistic laptop and phone frames with believable perspective, subtle shadows and clear screens. Preserve the actual website design, text and branding; do not invent pages or results. Use my brand colours for the background and my agency logo above. Add only this headline [headline], this supporting line [line] and this CTA [CTA]. Keep devices large enough to appreciate the design. If precise screenshot placement is not possible, create clean screen placeholders for manual insertion.

06 The useful tips series

For sharing useful advice across several posts.

Design the first square graphic in a consistent five-part tips series for [audience]. Series title: [title]. This graphic is tip 1 of 5. Exact tip heading: [heading]. Exact explanation, maximum 25 words: [text]. Use a bold numbered marker, one simple relevant illustration, my logo and brand colours. Keep the layout clean and the text readable on a phone. Create only this first graphic now. Once I approve it, use the same typography, margins, logo placement and numbering style for the remaining four graphics using the copy I supply.

07 The seasonal booking post

For promoting real availability.

Create a 4:5 seasonal booking graphic for [business type] in [area]. The season or occasion is [occasion]. Use my exact headline [headline], availability statement [actual availability] and CTA [CTA]. Show an appropriate photograph or illustration of [subject]. Keep the visual recognisably on-brand rather than filling it with seasonal clip art. Use one focal image, an uncluttered layout and a restrained seasonal colour accent. Do not invent limited slots, deadlines, weather conditions or discounts. Add my attached logo and exact contact information [details].

08 The course or digital product launch

For promoting a course, guide or workshop.

Create a polished 4:5 launch graphic for [course or digital product name], aimed at [audience]. Show a tasteful tablet or workbook mockup with a cover featuring the exact product name. Main headline: [headline]. Supporting line: [line]. Price or access wording: [exact wording]. CTA: [CTA]. Use my logo and brand colours, one strong visual theme and clear typography. Use only the supplied learning benefits [benefits]. Do not invent accreditation, certificates, earnings, student numbers or testimonials. Label any illustrative interface as a concept if it could be mistaken for the real product.

09 The meet-the-owner post

For a personal introduction that builds familiarity.

Create a warm, professional 4:5 meet-the-owner graphic using my uploaded portrait. Preserve my real facial features, age and expression; do not substitute a different person. Remove the original background cleanly and place me against a subtle branded backdrop. Use this exact headline [headline], introduction [short introduction] and CTA [CTA]. Add my logo without a white box if the original asset allows it. Keep the face natural, avoid exaggerated retouching and give the text its own clear space. Make it feel approachable and credible rather than like a celebrity endorsement.

10 The rescue-my-design prompt

For improving an existing graphic without changing the offer.

Redesign my uploaded graphic so it looks more polished and is easier to read on a phone. Keep all approved wording, prices, contact details and the original logo unchanged. Improve alignment, spacing, contrast and visual hierarchy. Use no more than two complementary type styles. Make the main message immediately obvious, simplify decorative elements and use one clear CTA. Preserve genuine photos and evidence. Do not add claims or change the offer. Create a 4:5 version with generous edge margins. If the supplied copy is too long, propose shorter wording for approval before generating.

A better result in three passes

1. Get the composition right

Start with one image and a short headline. Choose a clear focal point and a single action you want the reader to take. Generate a first version before adding more detail.

2. Change one thing at a time

Follow-up prompt: "Keep the layout, logo and photographs unchanged. Make the headline larger, improve contrast behind the supporting line and give the CTA more breathing room. Do not change the wording."

3. Check before publishing

Read every word. Check prices, payment frequency, dates, phone numbers and URLs. Compare logos and screenshots with the originals. View the graphic at phone size. If small text or logos drift, add the original assets and final text in your design editor.

Useful formats

Ask for 4:5 portrait for a feed creative, square for a reusable social card, or 9:16 for a story. Treat these as design shapes, not a guarantee of exact exported pixels. Check the finished file and crop for your intended placement.

Keep the evidence genuine

Use photos you own or have permission to use. Do not generate fake before-and-after results or customer reviews. AI illustrations can support an idea, but they should not be presented as proof of your work.

Need the website behind the graphics?

I am Steve from SMB Booster in Maldon, Essex. We build and manage websites for local businesses from £25 per month, with £0 upfront. Explore the service and request a free website mockup at smbbooster.co.uk/free-website-mockup.

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