

The AI Builder *Starter Pack*

10 THINGS YOU CAN BUILD + THE PROMPTS TO START THEM

Ten practical business tools, what each one does, and a starting prompt for each. Chosen to be useful on day one, not impressive on paper.

Start small. Build the useful version first. Add complexity only when the business case earns it.

Start with a *problem*, not a tool.

Each page ahead describes one useful thing a small business can build, who it suits, what goes in, what comes out, and a prompt to begin. A prompt is a starting brief. Expect to review what you get, test it with a few real people, and adjust it before you rely on it.

Pick one.

Choose the build that solves the problem you notice most often.

Fill the brackets.

Replace anything in [square brackets] with your own details before you paste.

Test it small.

Try it yourself, then with a few real people, before sharing it widely.

THE TEN BUILDS

01 Lead Qualification Quiz

02 Service Recommendation Tool

03 Project Cost Estimator

04 Readiness Assessment

05 Interactive Checklist

06 Client Intake Tool

07 Content Planning Dashboard

08 Goal / Progress Tracker

09 ROI Calculator

10 Lead Magnet Generator

THE PRINCIPLE

Start small. Build the useful version first. Add complexity only when the business case earns it.

Lead Qualification *Quiz*

WHAT IT IS

A short quiz that asks a prospect a handful of questions and sorts them into three outcomes: ready to talk, needs more information, or not a fit right now.

GOOD FOR

Service businesses whose inquiries vary widely in fit, such as consultants, agencies, contractors and coaches.

WHAT THE USER ENTERS

What they need, their timing and budget range, plus a first name and email.

WHAT THE TOOL PRODUCES

A result message matched to their answers, one recommended next step, and a summary you can read at a glance.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a mobile-friendly lead qualification quiz for [your business], which helps [your ideal customer]. Ask 5 questions, one per screen, about what they need, when they need it, and their budget range. Use simple scoring to sort people into three results: ready to talk, needs more information, and not a fit right now. Write a short, friendly result message for each, with one next step. Ask for first name and email only on the final screen, with a plain-language consent line. Show a progress bar. Use [your brand colors and fonts]. Start with the simplest working version and tell me what you assumed.

START SMALL Three questions you would really use beat ten you will never read.

Service Recommendation *Tool*

WHAT IT IS

A guided set of questions that points a visitor to the service, package or product that suits them best.

GOOD FOR

Businesses with several offers where people struggle to choose, or keep asking which one they need.

WHAT THE USER ENTERS

Answers about their goals, their situation and what they prefer.

WHAT THE TOOL PRODUCES

One recommended option with a short reason, a runner-up, and a button to take the next step.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a service recommendation tool for [your business]. My offers are: [list your 3 to 5 services with one line on who each is for]. Ask 5 plain-language questions that tell them apart. Score the answers and show one recommended service with a two-sentence reason, one alternative, and a button linking to [your booking or contact page]. Keep the language warm and practical and design for phones first. Do not invent pricing or claims; use only what I provide. Start with the simplest working version and tell me what you assumed.

START SMALL Begin with your three most-requested services. Add the rest once people use it.

Project Cost *Estimator*

WHAT IT IS

A calculator that turns a few project details into a realistic price range, before anyone has to ask.

GOOD FOR

Contractors, designers, photographers, agencies, and anyone asked “how much?” before a conversation starts.

WHAT THE USER ENTERS

Project type, size or scope, timing, and any add-ons.

WHAT THE TOOL PRODUCES

A low-to-high estimate with the assumptions listed, and a way to request a firm quote.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a project cost estimator for [your business]. Inputs: [project type options], [size or scope], [timeline], and optional add-ons: [list]. Use these pricing rules: [your base prices and what changes them]. Show a low and a high range, never a single exact price, list the assumptions used, and say that the final quote depends on a conversation. Add a “Request a quote” form with name, email, and a summary of their selections. Make it work on a phone. Keep the first version to one service and tell me what you assumed.

START SMALL One service, four inputs, one range. Check the numbers against real past jobs before sharing.

Readiness *Assessment*

WHAT IT IS

A self-scoring assessment that shows someone how prepared they are and what to work on first.

GOOD FOR

Coaches, consultants and advisors whose customers need to prepare before they begin.

WHAT THE USER ENTERS

Yes, somewhat or no answers to about ten statements.

WHAT THE TOOL PRODUCES

A score in one of three bands, a short explanation, and one priority action.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a readiness assessment for [topic], for [your audience]. Use 10 statements they answer with Yes, Somewhat or No, scored 2, 1 and 0. Show three bands: getting started, building momentum, and ready. For each band write a short explanation and one recommended next step. Show a progress bar. Include a plain-language note that this is a self-assessment and not a guarantee of any outcome. Ask for first name and email to send the full result. Start with the simplest working version and tell me what you assumed.

START SMALL Ten statements, three bands, one next step per band. That is a complete first version.

Interactive *Checklist*

WHAT IT IS

A checklist people can tick through with their progress shown, in place of a static PDF they lose in a downloads folder.

GOOD FOR

Any process customers have to prepare for, such as a move, an event, a launch or onboarding.

WHAT THE USER ENTERS

Ticks against each item, and optionally their name.

WHAT THE TOOL PRODUCES

A progress meter, a list of what is left, and a tip beside each item that they can keep or copy.

COPY-AND-PASTE STARTER BUILD PROMPT

Build an interactive checklist for [process], for [your audience]. Include 10 to 12 items in a sensible order, each with a one-sentence tip explaining why it matters. Let people tick items off, show progress as "x of y done", and keep their ticks if they reload the page. Add a "Copy my remaining items" button. Finish with one clear next step: [your call to action]. Use large tap targets so it is easy on a phone. Start with the simplest working version and tell me what you assumed.

START SMALL One checklist for one process. If it helps, build the next one.

Client Intake *Tool*

WHAT IT IS

A guided form that collects what you need from a new client, in short steps and in the right order.

GOOD FOR

Service providers who chase missing details after every new sign-up.

WHAT THE USER ENTERS

Contact details, project background, preferences and key dates.

WHAT THE TOOL PRODUCES

A tidy summary of every answer for you, and a confirmation for the client that says what happens next.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a client intake tool for [your business]. Break the questions into 4 short steps: about you, about the project, preferences, and dates. Ask only for: [list the information you need from every client]. Show progress, explain any error kindly, and allow going back a step. At the end, show a summary the client can review, then a confirmation that explains what happens next: [your process]. Do not ask for payment details or government ID numbers. Make it work on a phone. Start with the simplest working version and tell me what you assumed.

START SMALL Only the questions you ask every single client. Decide where the answers will be stored before you share it.

Only collect information you actually need. Avoid sensitive or confidential client information unless you have appropriate storage, privacy, and security controls in place.

Content Planning *Dashboard*

WHAT IT IS

A single page that keeps content ideas, dates and status together, for your own use.

GOOD FOR

Owners and small teams who plan posts, emails or articles one at a time and lose track.

WHAT THE USER ENTERS

Content ideas, the channel, a publish date and a status.

WHAT THE TOOL PRODUCES

A month view and a status board showing what is planned, in progress and done.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a content planning dashboard for [your business] that only I will use. Let me add content items with a title, a channel (for example [your channels]), a publish date, and a status: idea, drafting, ready or published. Show a simple month calendar and a status board. Add filters by channel and status. Save the data in the browser so it is still there when I come back. Keep the layout calm and easy to read. Start with adding, editing and filtering only, and tell me what you assumed.

START SMALL Add, edit, filter. Leave reminders and team features until you miss them.

Browser storage is useful for a simple first version, but it generally stays on that device/browser and does not automatically sync across devices. Do not use browser-only storage for sensitive business or client data.

Goal / Progress *Tracker*

WHAT IT IS

A tracker where someone sets a goal and logs progress over time, and sees how far they have come.

GOOD FOR

Coaches, trainers and program leaders who want clients to see their own progress.

WHAT THE USER ENTERS

A goal, a target and a due date, then regular updates.

WHAT THE TOOL PRODUCES

A progress bar, a simple history, and a short note about what to do next.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a goal and progress tracker for [your clients]. Let them set one goal with a target number and a due date. Let them log an update with a date, a number and an optional note. Show progress as a bar and a short history list, and show how many days remain. Add a plain, encouraging message based on how far along they are, without exaggeration. Keep the data in the browser. Design for phones. Start with one goal only and tell me what you assumed.

START SMALL One goal, one number, one bar. Let your clients tell you what is missing.

For a simple first version, browser storage can work well for progress tracking. It may not sync across devices, and it should not be used for sensitive health, financial, or confidential client information without appropriate privacy and storage controls.

ROI *Calculator*

WHAT IT IS

A calculator that compares what a purchase costs with what it could be worth, using the visitor's own numbers.

GOOD FOR

Businesses selling something with measurable value, such as software, services or equipment.

WHAT THE USER ENTERS

Three or four figures from their own situation, such as hours, rates and volumes.

WHAT THE TOOL PRODUCES

A side-by-side comparison with the assumptions written out, and a note that results depend on the numbers entered.

COPY-AND-PASTE STARTER BUILD PROMPT

Build an ROI calculator for [your product or service]. Ask for three or four numbers from the visitor's own situation, for example [hours spent per week, hourly cost, number of customers]. Compare their current cost with the cost of [your offer and its price]. Show the difference and the time to break even, with every assumption written out in plain language. State clearly that results depend on the numbers entered and are not a promise. Keep the first version to one comparison and tell me what you assumed.

START SMALL Use conservative defaults and show your working. A calculator people trust beats a flattering one.

Lead Magnet *Generator*

WHAT IT IS

A tool that helps someone shape a useful free offer from a few answers about what they sell and who buys it.

GOOD FOR

Marketers, consultants and course creators who need free resource ideas that fit their audience.

WHAT THE USER ENTERS

What they sell, who buys it, and the problem they can help solve quickly.

WHAT THE TOOL PRODUCES

Three lead magnet concepts with titles, hooks and outlines, plus a recommendation on which to build first.

COPY-AND-PASTE STARTER BUILD PROMPT

Build a lead magnet generator. Ask for what the visitor sells, who buys it, what usually happens right before someone needs it, and what problem they can help diagnose quickly. Generate three free-resource concepts, each with a title, a one-line hook, a format (checklist, scorecard, calculator, quiz or guide), what it should include, and how it connects to the paid offer. Then recommend which to build first and why. Avoid generic ebooks. Ask for first name and email before showing the full outlines. Start with the simplest working version and tell me what you assumed.

START SMALL Three questions, three concepts, one recommendation. Review every idea before you act on it.

You Don't Need Another *Folder Full of Prompts.*

The point is to build something useful.

EH Synergy AI Builder gives you a place to turn your business ideas into working pages, calculators, assessments, dashboards, tools, and web applications.

Pick One. Build the First Version.

Choose the build that solves the clearest problem in your business right now. Fill in the brackets, paste the prompt into AI Builder, and build the smallest useful version first.

1

Choose one build.

Start with the problem you notice most often.

2

Fill in the brackets.

Replace the placeholder details with your actual business information.

3

Build, test, refine.

Paste the prompt into AI Builder, test the first version, and improve it based on real use.

Start small. Build the useful version first. Add complexity only when the business case earns it.