THE ULTIMATE AI PROMPT CHEAT SHEET FOR SOLOPRENEURS

High-Converting Prompt Templates for Text, Image, and Video Generation (2026 Edition)

SECTION 1: AI IMAGE PROMPTS (Midjourney, Leonardo AI, DALL-E 3)

Formula: Subject + Context + Style + Details + Format

1. Website Hero Banner Prompt (16:9)

- **Use Case:** Creating premium headers for landing pages with space for text overlays.
- **Prompt:**

Plaintext
```
A premium website hero image showing an AI automation workspace for solopreneurs. A modern laptop is open on a wooden desk, displaying floating workflow nodes and a clean SaaS interface. Bright modern studio lighting, minimal off-white background, with intentional empty space on the left side for text layout. No logos, no actual readable text, clean composition --ar 16:9 --v 6.0
```

2. Standalone Branding Icon / Logo Prompt (1:1)

- **Use Case:** Crafting flat, minimal app icons or vector-ready logos.
- **Prompt:**

Plaintext
```
A minimalist flat vector icon for a SaaS productivity tool. The icon features a clean, solid geometric shape representing momentum. Solid white background, flat design style. Use exactly two colors: midnight blue and electric lime. Absolutely no 3D rendering, no drop shadows, no gradients, no photorealistic textures --ar 1:1
```

3. Blog Feature Image Prompt (16:9 Claymation Style)

- **Use Case:** Friendly, professional graphics that keep your blog catalog visually consistent.
- **Prompt:**

Plaintext
```
A 3D isometric claymation graphic of a digital typewriter with glowing papers, clean startup aesthetic, modern web design style, minimalist workspace theme, pastel blue and soft teal color palette, isolated on a solid off-white background --ar 16:9 --v 6.0
```

SECTION 2: AI VIDEO PROMPTS (Runway, Kling, Higgsfield, HeyGen)

Formula: Framing + Subject + Motion + Mood + Constraints

1. B-Roll Social Media Video Hook (Vertical 9:16)

- **Use Case:** Creating high-energy background clips for Instagram Reels or TikTok.
- **Prompt:**

Plaintext
```
A close-up vertical shot of a solo founder's hands typing rapidly on a mechanical keyboard. A cup of coffee steam rises gently in the background. Soft natural desk lighting, shallow depth of field, subtle organic camera drift. Modern startup workspace vibe, professional look. No distorted hands, no chaotic motion --ar 9:16
```

2. Text-to-Video Article Summary Script

- **Use Case:** Dropping your blog content into video generation engines.
- **Prompt:**

Plaintext
```
Turn this blog outline into a 45-second vertical video for LinkedIn. Target audience: B2B solo SaaS founders. Tone: practical, clear, and zero hype. Structure: Start with a strong hook about a major problem, provide 3 practical bullet points, and end with a simple call to action. Keep background visuals clean and startup-focused.

Outline: [Paste your article outline here]
```

3. Conversational AI Avatar Script

- **Use Case:** For tools like HeyGen to generate clean, non-robotic product explainer videos.
- **Prompt:**

Plaintext
```
Write a 45-second conversational script for an AI presenter. Use short, punchy sentences. Avoid corporate jargon. The first sentence must be a strong hook addressing freelance design pain points. End with a single clear next step.

Topic: Managing scattered client feedback in one clean dashboard.
```

SECTION 3: CHATGPT BUSINESS STRATEGY PROMPTS

Formula: Role + Context + Task + Constraints

1. Discover Hidden Customer Pain Points

- **Prompt:**

Plaintext
```
Act as an elite market research analyst. My business is a one-person SaaS
that creates automated email systems for real estate agents. Analyze this
specific target audience and list the top 15 deeply frustrating operational
pain points they experience daily regarding lead follow-ups. Rank them from
highest to lowest urgency.
```

2. The High-Converting Case Study Generator

- **Prompt:**

Plaintext
```
You are an expert B2B copywriter using the "Before-During-After" narrative
arc. Turn my raw, unedited notes into a data-driven business case study.
Constraints: The tone must be professional and pragmatic. Do not use hype
words like "revolutionary" or "game-changing." Bold all core financial
metrics and percentages.

Raw Notes: [Paste your messy client outcome notes here]
```

3. Competitive USP (Unique Selling Proposition) Optimizer

- **Prompt:**

Plaintext
```
Act as a startup business coach. I am launching a premium Notion workspace
template for
```