



A FREE AI TOOL FOR VEHICLE REPAIR SHOP OWNERS

THE MASTER PROMPT BUILDER

Build The One Document That Gets Every
AI Tool Up To Speed On You And Your Shop.

Stop re-explaining your shop to AI every single day.

A guided interview that turns one focused conversation into a reusable operating manual for
the AI tools you use.

CUSTOM SHOPS MARKETING | CUSTOMSHOPSMARKETING.COM

A NOTE BEFORE YOU START

Your AI Doesn't Know Your Shop. Yet.

AI can write, research, organize, brainstorm and automate at incredible speed. But it cannot know what makes your shop different unless you teach it. Without context, it guesses - and those guesses are why AI output often sounds generic, overconfident or disconnected from the way your business actually operates.

Your Master Prompt fixes that. It becomes the operating manual for how AI should work with you and what it should understand about your business: your role, communication style, tools, guardrails, shop structure, ideal customers, services, customer promise and brand voice.

This edition is built for vehicle repair and specialty shops - including auto repair, motorcycle, truck, RV, performance and custom automotive businesses. The point is not to make AI sound clever. The point is to make it useful inside a real shop where phones ring, schedules fill, technicians need parts, customers want answers and marketing still has to get done.

You do not fill this guide out like a worksheet. Attach the PDF to a new AI conversation, paste the starter message on page 4, and let the AI interview you one question at a time. When the interview is finished, it will assemble your answers into one reusable Master Prompt.

WHY THIS MATTERS

A strong Master Prompt reduces repeated explaining, gives AI better first drafts, and makes it easier to use AI consistently across marketing, operations, hiring, customer communication and planning - without pretending the AI knows facts you never gave it.

Brad

CUSTOM SHOPS MARKETING

WHAT'S INSIDE

Thirteen Sections. Two Parts. One Master Prompt.

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THEN

Your Finished Master Prompt + Where To Use It

How To Actually Run This.

BEFORE YOU BEGIN



This is a conversation, not a form. The AI reads this guide, interviews you and builds the final document from your answers.

- Open a new chat in the AI tool you already use.
- Attach this PDF to the conversation. If your tool cannot accept files, paste the guide text into the conversation instead.
- Paste the starter message below in the same conversation and send it.
- Answer one question at a time. Use voice dictation if that is faster. Be specific, but do not overthink the first answer.
- Finish all 13 sections. At the end, copy the completed Master Prompt into the project, workspace or instruction area you use most often.

STARTER MESSAGE - COPY AND PASTE THIS

I've attached the Custom Shops Marketing Master Prompt Builder. Act as the interviewer described in the guide. Ask me one question at a time, beginning with Part 1, Section 1. Use the fictional Alex Martinez examples only as illustrations - never as facts about my business. If I get stuck, offer the smart default and let me confirm or change it. When all 13 sections are complete, give me one finished Master Prompt in a single copy-paste block, plus a short list of anything I should verify or update later.

Plan for about 25-40 minutes. If the AI starts summarizing the PDF instead of interviewing you, reply: "Start the interview now. One question at a time."

A Few Things That Make This Work

SHORT ON TIME?

Do Part 1, Sections 1-3 and Part 2, Sections 7-9 first. That captures who you are, how you want AI to communicate, what your shop is, who you serve and what you actually sell. You can finish the rest later.

- Use voice instead of typing when you can. Shop owners often give better context when they talk naturally. Rambling is fine; the AI can organize it.
- Describe reality, not the business you wish you had. If follow-up is inconsistent or the owner is still the bottleneck, say that. Advice built on imaginary systems is not useful.
- Give concrete examples. "We communicate well" is vague. "We text photos before adding work and call when the estimate changes" gives AI something it can actually use.
- Separate hard rules from preferences. "Never send a discount without approval" is a rule. "I prefer short answers" is a preference.
- Protect customer and employee privacy. Do not paste sensitive personal data, payment information, health information or confidential records into the interview.
- Say when you do not know. A good Master Prompt can contain an uncertainty. It is better to mark a fact for confirmation than let AI invent one.

How The Interview Runs, Section By Section

The same pattern repeats through all thirteen sections. The goal is to keep momentum without turning the conversation into an interrogation.

- Explain why the section matters. The AI should tell you what the information will change in future work.
- Ask one field at a time. It waits for your answer before moving forward.
- Use one continuing fictional example. Alex Martinez is there to show the level of specificity, not to give you answers to copy.
- Clarify vague answers once. If you say "great service," the AI asks for one concrete behavior or example, then moves on.
- Use a smart default when you are stuck. The default is a starting point for you to confirm or correct - never a hidden assumption.
- Follow useful detours. A strong customer story, operational rule or sales insight is worth capturing even if it arrives out of order.
- Never invent policies, warranties, pricing or capabilities. Anything unknown stays marked as unknown until you confirm it.

READY?

Part 1 starts on the next page. Talk naturally. The AI's job is to sharpen your context without changing what is true.

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PART ONE

You (The Operator)

Every AI interaction runs through the owner or operator before it runs through the business. If AI knows how you make decisions, how much detail you want, what you never want automated and where you are strongest, it can support you instead of forcing you to keep correcting its style.

Six sections. Identity through goals. About twenty minutes if you talk it out.



SECTION 1 OF 13

Identity & Role

This is the foundation. AI gives very different advice to a solo owner turning wrenches all day than it does to an owner managing advisors, technicians and multiple locations.

FIELDS TO ASK

- Your name and preferred name in business communication.
- Your role today: owner-operator, owner/manager, GM, service manager, marketing lead or another role.
- How long you have been in the industry and how long you have been with this shop.
- Your city/state and whether the business serves one location or several.
- What you actually spend most of your week doing.
- The one-line version of what you do, written for someone outside the automotive industry.

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex Martinez owns Summit Auto & Performance in Colorado Springs, Colorado. He has been in the industry 12 years and has owned the shop for seven. He now spends more time leading the team, reviewing estimates and solving customer/production bottlenecks than working a full day in a bay. One-line version: "I run a repair and performance shop that helps drivers get clear answers and quality work without surprise add-ons."

SMART DEFAULT IF STUCK

Describe yourself the way you would at a local business meetup: your role, your shop and what you are responsible for. Nothing more formal than that.

SECTION 2 OF 13

Working Style & Personality

Two owners can run nearly identical shops and need completely different support from AI. This section captures how you decide, plan, solve problems and lose momentum.

FIELDS TO ASK

- If you already use an assessment such as DISC, Kolbe, MBTI, StrengthsFinder or another profile, what does it say that is actually useful?
- Planner or figure-it-out-as-you-go? Big picture first or details first?
- What kinds of work drain you: admin, numbers, long meetings, conflict, repetitive follow-up, technical writing?
- What are your strongest instincts that AI should support rather than over-explain?
- Where do you want AI to slow down and explain more?
- What reliably frustrates you or wastes your time?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex moves fast, likes to start with the practical answer and refine from there. He is strong at diagnosis, customer conversations and seeing where a job is getting stuck. Long planning documents and repetitive admin drain him. He wants AI to organize the detail, surface the tradeoffs and tell him when a recommendation depends on a number he has not provided.

SMART DEFAULT IF STUCK

Practical, decisive and action-oriented. Give me the recommendation first, then the reasoning. Flag it if that description does not fit me.

SECTION 3 OF 13

Communication Preferences

This is the most-used section in the entire Master Prompt because it shapes almost every response you receive. Specific preferences beat generic instructions like "be clear."

FIELDS TO ASK

- Bullets, short paragraphs or full explanations: what do you actually read?
- Bottom line first, then detail? Or reasoning first?
- One question at a time or several questions in a batch?
- Do you want the AI to recommend one path or lay out options first?
- How much pushback do you want when an idea is weak, risky or unsupported?
- Anything you want less of: caveats, hype, filler, jargon, long intros or repeated summaries?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex wants the answer first, then the why. Bullets for decisions, short paragraphs for writing. One question at a time during interviews. He wants a clear recommendation when enough information exists and explicit tradeoffs when it does not. He dislikes cheerleading, long disclaimers and generic "best practices" that ignore the shop's actual capacity.

SMART DEFAULT IF STUCK

Bottom line first. Plain language. One question at a time. Tell me directly when something is a weak idea, but explain the reason briefly.

SECTION 4 OF 13

Tools & Tech Stack

AI recommendations are only useful when they fit the systems you actually use. This section keeps the AI from designing workflows around software you do not have or cannot integrate.

FIELDS TO ASK

- What shop-management, CRM or lead-management system do you use?
- How do phones, texting, estimates, scheduling, payments and customer follow-up work today?
- Which AI tools do you currently use and what do you use each one for?
- Which marketing tools matter day to day: website/CMS, Google Business Profile, social platforms, email, review systems, paid ads?
- Are there tools or vendors you do not want replaced or duplicated?
- What important process is still manual or disconnected?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex uses a shop-management platform for repair orders, scheduling and customer history; a separate phone/text system; Google Business Profile; Facebook and Instagram; and ChatGPT for first drafts and planning. His biggest gap is that missed calls and unapproved estimates do not always get a consistent follow-up sequence.

SMART DEFAULT IF STUCK

Ask me which tool applies when a task comes up. Do not assume I have advanced software, an integration or an automation unless I told you I do.

SECTION 5 OF 13

Values, Rules & Boundaries

These guardrails travel with every future task. They are where you define what AI should never assume, promise, publish or change without your approval.

FIELDS TO ASK

- Non-negotiables in how you treat customers, employees, vendors and pricing.
- Anything AI must never promise: completion dates, diagnostic certainty, discounts, financing, warranty coverage or availability.
- What requires approval before it is sent, published, changed or automated?
- What types of customer or employee information should never be included in public-facing content?
- When a fact is unknown, should the AI ask, label the uncertainty or present options?
- Any compliance, manufacturer, warranty or safety language that must be handled carefully?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex will not use bait-and-switch pricing, invent urgency or promise a repair is "done today" before production confirms it. Customer-facing messages must match the actual estimate, written warranty and shop schedule. AI can draft, summarize and recommend, but anything that changes pricing, policy or a public offer needs approval.

SMART DEFAULT IF STUCK

Do not state an important business fact as certain unless I gave it to you. Ask before anything irreversible or customer-facing goes out. When unsure, say what needs confirmation.

SECTION 6 OF 13

Goals: What Success Looks Like

A Master Prompt should point toward something real. This section captures both business outcomes and what you want AI to improve in your daily work.

FIELDS TO ASK

- Where do you want the business in the next 1-3 years: revenue, bays, locations, team, service mix or owner involvement?
- What do you personally want more of: time off, fewer interruptions, less admin, better visibility, stronger management?
- What are the top 1-3 bottlenecks keeping the shop from that goal today?
- Three months from now, if the Master Prompt is working, what feels easier?
- What recurring problem do you most want AI to help reduce?
- What would count as a bad outcome even if growth improves?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex wants the shop to grow without every decision routing through him. Over the next two years he wants a stronger advisor/management layer, steadier lead flow and enough process consistency to take a real week away from the business. In the next three months, he wants AI to stop producing generic marketing and to help his team draft follow-up, content and planning materials that already fit the shop.

PART 1 COMPLETE

Six sections down. Part 2 tells AI what it needs to understand about the shop itself.

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PART TWO

Your Shop (The Foundation)

Part 1 teaches AI how to work with you. Part 2 teaches it what it must understand about the business before it writes marketing, recommends a process or speaks in the shop's voice.

Seven sections. Shop snapshot through brand voice. The more concrete the facts, the less generic the output.



SECTION 7 OF 13

Shop Snapshot

FIELDS TO ASK

- Company name, location(s) and year started.
- Shop type and specialties: general repair, performance, motorcycle, truck, RV, custom, collision or another niche.
- Owner(s) and key leaders AI may need to reference.
- Team structure: bays, technicians, advisors, office/admin and contractors.
- Operating hours and service area if they matter to customer communication.
- Any important partner, franchise, association or vendor relationship that is safe and relevant to mention.

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Summit Auto & Performance, Colorado Springs, Colorado. Opened in 2019. Six bays, four technicians, two service advisors and part-time bookkeeping support. Alex owns the business and leads operations; senior advisor Jordan coordinates the front counter and schedule.

SECTION 8 OF 13

Ideal Customer Profile (ICP)

Knowing who the shop is best built to serve keeps AI from writing generic copy for "everyone with a vehicle."

- Vehicle types, age ranges or specialties that fit the shop best.
- Geographic service area and how far good customers realistically travel.
- The problems, priorities and life situations that bring your best customers in.
- What they value most: trust, speed, expertise, convenience, performance, documentation, warranty or another factor.
- Why they choose a strong provider instead of the cheapest quote.
- What they fear or want to avoid: surprise bills, repeat failures, poor communication, long downtime, unsafe work.

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Best-fit customers are busy vehicle owners and enthusiasts who value clear communication and competent work more than chasing the lowest estimate. They want to understand what is urgent, what can wait and why. They are trying to avoid surprise add-ons, repeat visits and vague explanations.

SMART DEFAULT IF STUCK

Describe the last three customers you genuinely liked working with. What did they drive, what did they need and what made them a good fit?

SECTION 9 OF 13

Core Services & Differentiators

FIELDS TO ASK

- List the actual core services in plain language.
- Which services are priority services you want more of?
- Which jobs are a poor fit, low priority or not offered at all?
- What is operationally different about how the shop diagnoses, estimates, communicates, documents or completes work?
- What proof supports those differences: certifications, specialist experience, equipment, process, reviews, photos, documented inspections or warranties?
- Why do those differences matter to the customer?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Core services include diagnostics, maintenance, brakes, steering/suspension, drivability repair and selected performance upgrades. The shop uses documented inspections and clear estimate approval before added work. The customer benefit is less uncertainty: they can see what the shop found, understand the recommendation and decide before the scope changes.

SECTION 10 OF 13

Compelling Sales Proposition (Your USP)

Your USP is the plain-language reason a good customer should choose your shop. It should sound like something you would actually say, not a string of marketing adjectives.

- In one or two sentences, what do you do, for whom, and what is meaningfully different?
- What can your shop say credibly that a nearby competitor could not simply copy and claim?
- What customer outcome or experience does that difference create?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

"We help drivers get clear answers and quality repair work without surprise add-ons. We document what we find, explain what matters now versus later, and get approval before the job changes."

SECTION 11 OF 13

Customer Promise & Risk Reversal

A useful customer promise reduces perceived risk, but it must match what the shop can actually honor. Never let AI invent a warranty term, coverage window or remedy.

FIELDS TO ASK

- What written workmanship or parts warranty applies, if any?
- What happens when a customer is unhappy or a repaired concern returns?
- What can you promise about communication or approval that is operationally reliable?
- Are there exclusions or limits AI must never gloss over?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex does not let AI state a warranty length unless the written shop policy has been provided. His communication promise is simpler: no added work without approval, and if a concern returns, the shop will inspect it promptly and apply the written warranty or corrective process that actually applies.

SECTION 12 OF 13

Founder / Shop Origin Story

This gives marketing a human backbone. Keep it honest and short enough that it could be told across a counter without sounding rehearsed.

- Why did you actually get into this trade or start this shop?
- What did you want to do differently from places you had worked before?
- What has kept you in it through the hard seasons?
- What part of the story would a good customer or future employee care about?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Alex started the shop after years of seeing good technicians lose customer trust because communication was rushed or unclear. He wanted a place where the work could be technically strong and the customer could still understand what was happening. The part he still enjoys most is solving the problem and watching the team earn repeat business because they explained it well.

SECTION 13 OF 13

Brand Voice & Messaging

This is the section future marketing should read before it writes. "Professional and friendly" is too vague. The goal is a voice that sounds like your shop on its best day.

FIELDS TO ASK

- Choose 3-5 specific voice attributes: direct, technical, warm, calm, performance-minded, plainspoken, premium, playful or another fit.
- What should the shop never sound like: corporate, aggressive, gimmicky, macho, bargain-bin, alarmist, over-polished?
- Words or phrases you naturally use with customers.
- Words, claims or cliches you want AI to avoid.
- How technical should explanations be for customers versus employees?
- Any tagline, one-liner or recurring message worth preserving?

WORKED EXAMPLE: ALEX MARTINEZ (FICTIONAL)

Direct, knowledgeable, approachable, calm and practical. Not hypey, combative or overly clever. Explain technical issues in plain language without talking down to the customer. Avoid "cheapest," fake urgency and sweeping claims. Sample line: "Clear answers. Quality work. No surprise add-ons."

THAT'S ALL THIRTEEN

Next: how the AI assembles your answers into one finished Master Prompt and how to use it.

AFTER SECTION 13 IS COMPLETE

Your Finished Master Prompt

The AI should produce one clean, reusable block that turns your interview into an operating manual. It should be written as usable instructions and context - not a transcript of everything you said.

THE FINAL OUTPUT SHOULD INCLUDE

- Part 1 - You: identity, role, decision style, communication preferences, tools, boundaries and goals.
- Part 2 - Your Shop: shop snapshot, ICP, services, differentiators, USP, customer promise, origin story and brand voice.
- Operating rules: ask when a critical fact is missing, do not invent shop policies, separate facts from recommendations, and label uncertainty.
- Current-state notes: anything temporary or time-sensitive should be labeled so it can be updated later.
- Verification list: any warranty, pricing, staffing, hours, service area or tool detail that still needs confirmation.

WHERE TO USE IT

ChatGPT: keep the full Master Prompt in a project/workspace or attach it as a reference file for ongoing work.

Claude: use project instructions or project knowledge.

Gemini: use the product's persistent instructions, saved context or a dedicated workspace/Gem when available.

Other AI tools: upload or paste the Master Prompt at the beginning of work that depends on shop context.

Menu names and limits change over time. The principle is simple: keep one current source of truth and reuse it consistently.

Do one real revision after you have used the Master Prompt for a few weeks. Every time you catch yourself correcting the same assumption, add that correction to the next revision. Then review it every few months or whenever the business changes materially.

ONE LAST PASS

Before Saving, Check For This

Thirty seconds of review is cheaper than letting a wrong assumption travel into every future conversation.

- Owner/operator role and shop structure reflect what is true today.
- Communication preferences are specific enough to change AI behavior.
- Tools and systems are current; integrations are not assumed.
- Approval boundaries are clear for customer-facing, financial or irreversible actions.
- Services and differentiators are written in plain language and are actually offered.
- Any warranty, guarantee, pricing or turnaround claim matches real written policy.
- The USP sounds like something the owner could say out loud.
- Brand voice is specific; generic words like "quality" and "professional" are backed by real behaviors.
- Time-sensitive facts are dated or labeled so they can be updated later.
- Unknowns are marked for confirmation instead of silently filled in.

BUILT FOR REAL SHOP OPERATIONS

This guide is intentionally grounded in the things that make repair-shop work different: phones, scheduling, advisor communication, technician capacity, estimates, customer trust, reviews, repeat business and follow-up. Your final Master Prompt should help AI fit those realities - not flatten them into generic small-business advice.

WHAT'S NEXT

You Mapped Your Shop. Now Put It To Work.

A Master Prompt makes AI more useful, but context alone does not fix a weak marketing system. The next step is to look at where leads are coming from, where they are getting lost and which improvements will create the biggest practical gain for your shop.

CUSTOM SHOPS MARKETING - 30 MINUTE STRATEGY SESSION

- A clear look at your current website, search visibility, paid media, social and reputation marketing.
- Where missed calls, slow follow-up, weak offers or inconsistent messaging may be costing opportunities.
- Which marketing and AI/automation improvements make sense now - and which can wait.
- A practical next-step plan built around the shop you actually run.

CALL 303-993-0911

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No pressure. No generic checklist. The goal is to identify the most important marketing bottleneck and give you a useful next move.



Built For Shops That Care About The Work.

Custom Shops Marketing specializes in online marketing for automotive businesses, including auto, motorcycle and RV shops. Services promoted on CustomShopsMarketing.com include search engine optimization, social media marketing, pay-per-click advertising, website development, email marketing and reputation marketing.

The Master Prompt Builder is designed to help shop owners give AI better business context before using it for marketing, planning, customer communication or internal workflows. The fictional example business in this guide is for illustration only. Replace every example with your real information before relying on the finished Master Prompt.

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