



# Beginner AI for Small Business Owners

**Vol. 1 – Save 5 Hours a Week  
With ChatGPT/Bonus Prompt Pack**

BY: SMALL BIZ AI ACADEMY

# Welcome!

This guide was created to help small business owners use AI in a simple, practical way — without tech jargon, overwhelm, or complicated tools. Inside this PDF, you'll learn:

- **How ChatGPT can save you 5+ hours every week**
- **The easiest tasks to automate**
- **How to talk to AI (even if you're a complete beginner)**
- **Copy-and-paste prompts you can start using today**

No experience needed. Just follow the steps inside, copy the prompts, and watch how much time you get back in your business.

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*Let's get started!*



## Why Use AI in Your Small Business?

AI is like having an extra team member — one who works fast, doesn't get tired, and helps you stay consistent.

1. Creating marketing content
2. Writing emails + newsletters
3. Answering customer questions
4. Organizing ideas + tasks
5. Creating product descriptions
6. Researching trends or competitors

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AI doesn't replace you. It supports you, saves you time, and helps you work more efficiently. When used correctly, AI becomes a daily business tool — just like email, Canva, or your website.



## 5 Tasks You Can Automate This Week

Here are the easiest tasks to start with (and the ones beginners see the biggest results from).

1. Social Media Captions – Give AI your topic → get 3–5 caption options in seconds.
2. Product or Service Descriptions – Perfect for websites, product pages, or TikTok Shop listings.
3. Customer Service Messages – Drafts for FAQs, delivery messages, follow-ups, and more.
4. Email Newsletters – AI can outline, write, and tighten your message.
5. Market Research – Ask AI to summarize what your competitors do well (or poorly). Huge time saver.

*Start with these and you'll immediately feel the time savings.*

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# How to Talk to ChatGPT

## *(Beginner Prompting Basics)*

*Use these four steps:*

1. Give context – Tell AI who you are and what your business does.
2. State the goal – What do you want it to create?
3. Describe the audience – Who will read or watch the content?
4. Set the tone – Professional? Friendly? Simple? A quick formula might be:  
“I am a \_\_\_\_\_. My audience is \_\_\_\_\_. I want to achieve \_\_\_\_\_. Please create \_\_\_\_\_ in a \_\_\_\_\_ tone.”

When you follow this format, the output is 10x better! *Great prompts = great results!*





## A Simple Time-Saving Workflow

### **Here's a beginner workflow you can use every day:**

Step 1: Brain Dump – Type your rough ideas or notes.

Step 2: Ask AI to Organize It – “Please organize these ideas into a clear outline.”

Step 3: Generate the Asset – Caption, email, flyer text, script – whatever you need.

Step 4: Ask for Variations – “Give me 3 shorter versions.”, “Rewrite this in a simpler tone.”

Step 5: Paste Into Your Business

# “Fix This For Me” Prompts (Beginner Favorites)

The everyday, time-saving prompts every  
beginner should have

“Rewrite this in a clear, professional tone: \_\_\_\_\_”

“Make this sound friendlier: \_\_\_\_\_”

“Shorten this to 1-2 sentences: \_\_\_\_\_”

“Turn this into an Instagram caption: \_\_\_\_\_”

“Turn this caption into a 15-second TikTok script.”

“Fix the grammar and keep my tone of voice: \_\_\_\_\_”

“Create three variations of this message: \_\_\_\_\_”

A dark, semi-transparent rectangular overlay is centered on a background image of a desk. The desk features a grey coffee cup on the left, a pair of black sunglasses resting on a brown paper bag in the foreground, a black pencil on the right, and a brown notebook. In the upper left background, there are small white flowers. The text is white and centered within the dark overlay.

# Marketing Prompts (Copy + Paste)

## **Social Media Captions:**

"Create 5 short social media captions for a small business that sells \_\_\_\_\_. Tone: friendly and simple."

## **TikTok Scripts:**

"Write a 15-second TikTok script that teaches \_\_\_\_\_. Make it beginner-friendly."

## **Email Newsletters:**

"Write a short newsletter announcing \_\_\_\_\_. Keep it conversational and easy to understand."

## **Product Descriptions:**

"Write an engaging product description for \_\_\_\_\_. Focus on benefits, not features."

# Sales + Customer Service Prompts

## **Customer Replies:**

"Write a friendly, helpful reply to a customer asking: \_\_\_\_\_."

## **DM Sales Message:**

"Write a short DM that invites someone to learn more about \_\_\_\_\_ without sounding pushy."

## **Follow-Up Message:**

"Write a gentle follow-up message for someone who showed interest in \_\_\_\_\_."

## **Service Descriptions:**

"Write a clear explanation of a service that helps customers \_\_\_\_\_. Keep it simple."



# Admin + Operations Prompts

## **Invoice Reminder:**

"Write a polite invoice reminder message for a customer. Friendly but professional."

## **To-Do List:**

"Create a prioritized weekly to-do list for a business that \_\_\_\_\_."

## **Task Organizer:**

"Organize these tasks by priority and add suggestions: \_\_\_\_\_."

## **Meeting Notes:**

"Turn these messy notes into a clean, structured summary: \_\_\_\_\_."

# Beginner Mistakes to Avoid

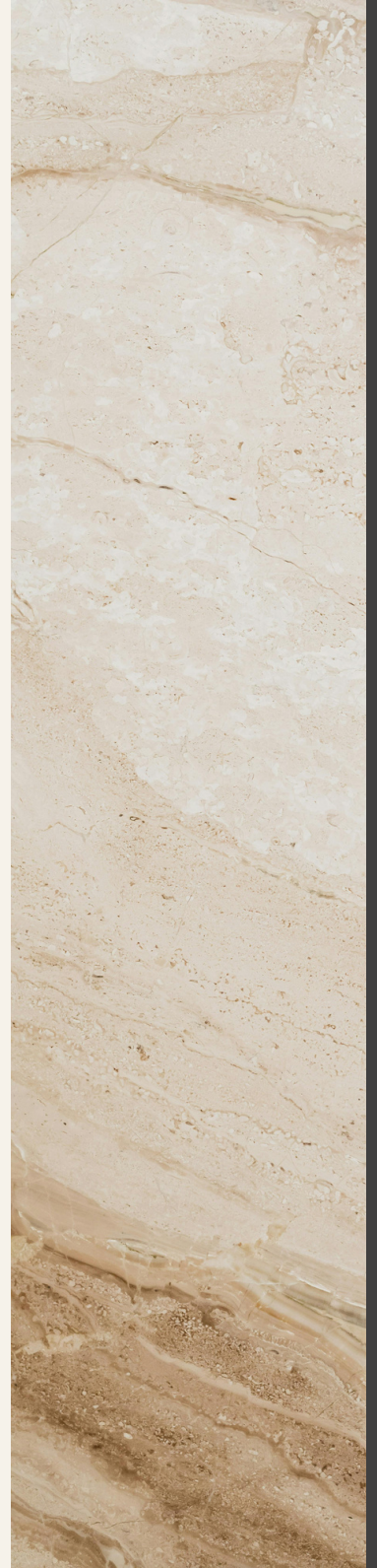
1. **Giving too little information** – A short prompt = a generic result.
2. **Asking AI to guess your business** – Always include context.
3. **Not asking for revisions** – AI works best when you guide it.
4. **Using AI output word-for-word** – Always edit for accuracy and personality.
5. **Forgetting to check facts** – AI can generate outdated or incorrect info — *always verify*.

# Quick Start Checklist

*A simple 6-step guide you can act on today:*

1. Create or log into your ChatGPT account
2. Copy the prompts in this guide
3. Start with one task (email, caption, description...)
4. Ask for 2-3 variations
5. Edit the final version to match your brand
6. Use AI daily for small tasks to build confidence

*Small steps lead to big time savings!*



# Bonus: 20 Extra Prompts

1. "Write 3 hooks for a TikTok about \_\_\_\_\_."
2. "Generate 10 content ideas for a small business that sells \_\_\_\_\_."
3. "Create a short elevator pitch for my business. We do \_\_\_\_\_."
4. "Write a simple FAQ section for customers asking about \_\_\_\_\_."
5. "Turn this blog idea into an outline: \_\_\_\_\_."
6. "Write a customer testimonial in a natural tone based on this: \_\_\_\_\_."
7. "Write 5 engaging product taglines for \_\_\_\_\_."
8. "Explain this like I'm a beginner: \_\_\_\_\_."
9. "Write a friendly thank-you message for my customers."
10. "Create a 3-step tutorial script for \_\_\_\_\_."
11. "Write a product benefit list for \_\_\_\_\_."
12. "Summarize this paragraph in a simpler way: \_\_\_\_\_."
13. "Write a caption that encourages engagement."
14. "Write a social media post that educates customers about \_\_\_\_\_."
15. "Improve this headline and make it more clear: \_\_\_\_\_."
16. "Write a call-to-action for someone considering \_\_\_\_\_."
17. "Create a one-liner for my website hero section: \_\_\_\_\_."
18. "Write a short product review from a customer who loves \_\_\_\_\_."
19. "Create 5 content hooks that start with: 'Most small business owners don't know that...'"
20. "Write a message telling customers about a limited-time offer."

## Next Steps...

Thank you for reading **Beginner AI for Small Business Owners – Vol. 1.**

*If you found this helpful, don't miss:*

### **Vol. 2: AI Content System for Small Business Owners**

Learn how to use AI to plan, write, and schedule  
a month of content in under an hour.

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***Your business just got easier.***