



# Beginner AI for Small Business Owners

**Vol. 3 — AI for Sales, DMs + Customer Conversations**

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# Welcome to Volume 3

You've learned how to:

- ✓ Save time with AI
- ✓ Create consistent content

Now it's time to turn attention into action.

***This guide will show you how to use AI to:***

- **Write confident sales messages**
- **Respond to DMs without overthinking**
- **Handle objections calmly**
- **Follow up professionally**
- **Convert conversations into customers**

➤ No pushy tactics.

➤ No awkward scripts.

➤ Just clear, helpful communication.

# Why Most Small Businesses Struggle With Sales Messaging

## MANY BUSINESS OWNERS:

- Over-explain
- Undersell
- Avoid follow-ups
- Feel uncomfortable talking about money

*The problem isn't confidence. It's clarity.*

## AI HELPS YOU:

- Organize your thoughts
- Refine your messaging
- Communicate benefits clearly
- Stay professional and calm

*You're not using AI to "sound salesy."*

*You're using it to sound clear.*

# The Simple Sales Conversation Framework

**Sales doesn't have to feel uncomfortable or complicated.**

**At its core, every successful sales conversation follows a simple structure.  
When you understand the structure, you stop guessing what to say.**

*EVERY SUCCESSFUL SALES CONVERSATION INCLUDES:*

- Understand the problem
- Clarify the solution
- Explain the benefit
- Invite the next step



# Step 1: Clarify Your Offer

*Before selling, you must clearly explain what you do.*

## **AI Prompt:**

"Help me clearly explain my service. I help \_\_\_\_\_. My ideal customer struggles with \_\_\_\_\_. Rewrite this in a simple, confident way."

## **Ask for:**

- Short version
- Longer explanation
- One-sentence version

*\*Save your best version. Use it everywhere.*

*When you can clearly explain what you do and who you help, sales conversations become easier. Clarity builds confidence – and confidence builds trust.*

# Step 2: DM Conversation Starters

**Many business owners freeze in DMs.**  
*Use AI to draft natural conversation starters.*

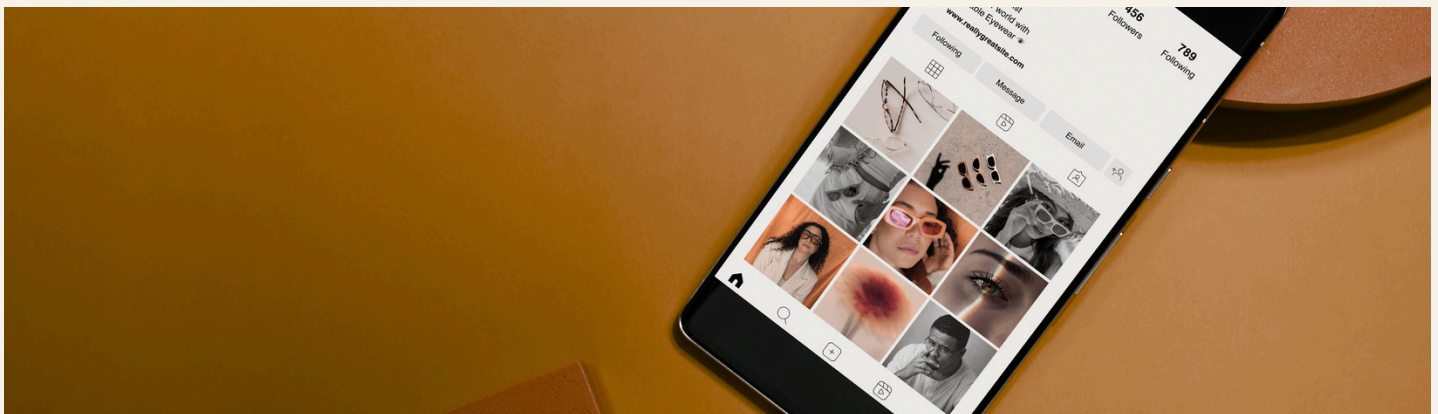
## **AI Prompt:**

"Write 5 friendly DM openers for someone who showed interest in \_\_\_\_\_. Keep it conversational and not pushy."

## **Examples:**

- "Hi! I saw you were interested in \_\_\_\_\_. Happy to answer any questions."
- "Thanks for reaching out! What are you hoping to improve right now?"

*Simple. Calm. Professional.*



## Step 3: Handling Objections

Objections are normal.  
They mean someone is considering your offer.

### COMMON OBJECTIONS:

- "It's too expensive."
- "I need to think about it."
- "I'm not ready."

### AI PROMPT:

"Write a calm, professional response to someone who says: '\_\_\_\_\_' Focus on understanding and reassurance."

*AI helps you respond with confidence instead of emotion.*



## Step 4: Follow-Up Messages

**Most sales happen in the follow-up.**

“Write a friendly follow-up message to someone who showed interest in \_\_\_\_\_. Keep it short and professional.”

**You can ask for:**

- 24-hour follow-up
- 3-day follow-up
- Final check-in message

***FOLLOW-UPS SHOULD FEEL HELPFUL, NOT DESPERATE.***

Consistency in follow-up builds reliability, and reliable businesses earn trust.

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## Step 5: Sales Page & Offer Messaging

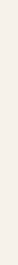
*AI can help refine your offer messaging.*

### **AI Prompt:**

“Rewrite this offer description to focus more on benefits instead of features: \_\_\_\_\_.”

### **AI Prompt:**

“Make this sales message clearer and more confident: \_\_\_\_\_.”



*Clear beats clever.*

*Simple beats complicated.*

# Turning Content Into Conversations

When someone comments on your post, respond intentionally.

AI PROMPT:

"Write a calm, professional response to someone who says: '\_\_\_\_\_' Focus on understanding and reassurance."

*When someone asks for details:*

"Write a helpful but concise reply explaining \_\_\_\_\_."

## **YOUR GOAL**

*Move from public comment → private conversation  
→ clear next step.*





## Beginner Mistakes to Avoid in Sales Messaging

### **AVOID THESE:**

- Writing paragraphs in DMs
- Over-explaining your offer
- Apologizing for your prices
- Avoiding follow-ups
- Sounding robotic

### **AI SHOULD MAKE YOUR TONE:**

- Clear
- Warm
- Confident
- Professional

*\*Always edit before sending.*

Small, consistent action creates  
real momentum.

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# The Simple Conversion Flow

Bringing everything into focus  
and turning clarity into confident action.

## HERE'S YOUR NEW SYSTEM:

- Content attracts interest
- DMs start conversation
- Clarify the problem
- Present solution
- Invite next step

*The key now is implementation. Don't overcomplicate the next step, choose one action, take it, and build from there. Momentum is created through movement, not overthinking. Trust what you've clarified and let it guide your next decision.*

# Bonus: Sales & DM Prompt Pack

## **COPY & REUSE THESE:**

1. "Write a short explanation of my service that feels confident."
2. "Create a friendly DM opener for someone interested in \_\_\_\_\_."
3. "Respond to this objection calmly: \_\_\_\_\_."
4. "Write a follow-up message for a potential client."
5. "Shorten this sales message and make it clearer: \_\_\_\_\_."
6. "Turn this feature list into benefit-focused copy: \_\_\_\_\_."
7. "Write a booking invitation message."
8. "Rewrite this so it doesn't sound pushy: \_\_\_\_\_."
9. "Create 3 variations of this DM: \_\_\_\_\_."
10. "Make this offer description more compelling but simple: \_\_\_\_\_."

These prompts turn uncertainty into direction,  
and direction into action.

# What's Next..

## You now have:

- *A time-saving AI workflow*
- *A content creation system*
- *A sales messaging framework*

***You don't need to be aggressive.  
You don't need complicated funnels.  
You need clarity and consistency.***

## Follow for more:

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***Clarity creates confidence.***

***Confidence creates conversions.***