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Free guide · 8 min read

AI for small business: 15 jobs to hand over

For cafés, salons, shops, trades and anyone who does the admin after closing time. Fifteen prompts for the jobs that pile up: reviews, quotes, chasing payments, posts and rotas.

How to use these

Open ChatGPT, Claude, Gemini or Copilot on your phone or computer. The free versions are fine. Paste a prompt, swap the words in [brackets] for your own, and send. If the answer isn't right, tell it what to change.

TELL IT ABOUT YOUR BUSINESS ONCE

Start a chat with two or three lines about your business: what you sell, where you are, who your customers are, how you like to sound. Every answer after that will fit you better.

PROMPT 1

Introduce your business

At the start of any chat.

I run **[type of business]** in **[place]**. Our customers are mostly **[who]**. We're known for **[what makes you different]**. I like to sound **[e.g. warm and down to earth, never pushy]**. Keep this in mind for everything I ask next. Just reply "Got it".

Tip: Save this in your phone's notes so you can paste it each time.

Customers

PROMPT 2

Reply to a bad review

A one-star review has ruined your morning.

Write a reply to this review of my business: **[paste the review]**. What actually happened from our side: **[your side, briefly]**. Be calm and polite, say sorry for what we got wrong, don't argue, and invite them to contact us at **[how]**. Under 80 words. Other customers will read this, so make us look fair.

Tip: Never paste the customer's full name or details. The wording of the review is enough.

PROMPT 3

Reply to a good review

Someone's said something lovely. Replying helps other people find you.

Write three different short thank-you replies to this review: **[paste it]**. Mention something specific they said, sound like a real person, and keep each under 40 words.

PROMPT 4

Answer the questions you get every day

You're typing the same replies again and again.

These are the questions customers ask me most: **[list them]**. Here are the true answers: **[your answers, roughly]**. Write a short, friendly ready-to-send reply for each one that I can save and reuse, and a single FAQ I can put on my website or pin on social media.

PROMPT 5

Say no politely

A customer wants a refund, discount or favour you can't give.

Write a polite message saying no to a customer who has asked for **[what they want]**. Our policy is **[the rule]**. I can offer **[anything you can do instead]**. Be kind and clear, don't over-apologise, and keep it under 90 words.

Money

PROMPT 6

Chase a late payment, three ways

An invoice is overdue and you hate asking.

Write three payment reminders for invoice **[number]** for **[amount]**, which was due on **[date]**. One: a friendly nudge. Two: a firmer reminder a week later. Three: a final notice that stays polite and mentions **[your late-payment terms]**. Each under 80 words, with the amount, due date and how to pay: **[payment details placeholder]**.

Tip: Send the first one a few days after the due date, and space the others a week apart.

PROMPT 7

Write a quote that wins the job

You've seen the job and need to send a price.

Write a clear quote for a customer. The job: **[what you'll do]**. Price: **[amount, and what it includes]**. Not included: **[anything extra]**. When I can start: **[date]**, and how long it takes: **[time]**. Payment terms: **[terms]**. Make it easy to say yes to, plain English, and add one line on why they can trust us: **[e.g. 12 years in business, insured]**.

PROMPT 8

Work out a fair price

You're not sure what to charge for something new.

Help me price **[product or service]**. My costs for each one are: **[materials, time, anything else]**. I'd like to earn **[amount]** an hour for my time. Similar businesses near me charge about **[range, if you know]**. Show me the sums step by step, suggest a price and a "good, better, best" set of three options, and tell me what to check.

Tip: It can't know your local market. Check its numbers against what others near you charge.

Getting found

PROMPT 9

A month of social posts in ten minutes

You know you should post more, and never know what to say.

Give me 12 post ideas for my business's **[Instagram/Facebook]** for the next month. Mix: behind the scenes, a customer question answered, a tip, a product or service in action, and a team or local story. For each, write the caption in my voice, under 60 words, and suggest the photo I should take. No hashtag walls: three at most.

PROMPT 10

Write your Google Business Profile description

People find you on Google Maps, and your description is blank or ten years old.

Write a description for my Google Business Profile. We are **[what you are]** in **[area]**. We offer **[main things]**. People choose us because **[reasons]**. Plain and friendly, under 700 characters, with the things people search for (**[e.g. "dog groomer in Walthamstow"]**) used naturally, once.

PROMPT 11

Write a sign, a menu line or a flyer

You need words on a wall or through a letterbox.

Write the wording for a **[sign/flyer/menu section]** about **[what it's for]**. The key facts are: **[details, dates, prices]**. Lead with the most useful thing for the customer, use as few words as possible, and give me three headline options.

Staff and running the place

PROMPT 12

Draft a staff rota

Sunday night, with a rota to fill.

Make a weekly rota. Opening hours: **[hours for each day]**. I need **[number]** people on at quiet times and **[number]** at busy times, which are **[when]**. Staff and their availability: **[list each person, their hours limit and days they can't work]**. Share weekends fairly. Show it as a table by day, then list each person's total hours so I can check it.

Tip: Check it against real availability. It can miscount hours, so ask it to show each person's total.

PROMPT 13

Write a job advert for your shop window and online

You need someone, quickly.

> Write a job advert for a [role] at my [type of business] in [area]. Hours: [hours]. Pay: [pay]. They'll be doing: [main tasks]. I'm looking for someone who is [qualities]. Experience: [needed or not]. Friendly, honest, under 150 words, and end with how to apply. Then a 30-word version for the window.

PROMPT 14

Write a simple how-to for a new starter

The same things get explained to every new person.

> Turn these rough notes into a simple step-by-step guide for a new member of staff on how to [task, e.g. close up at the end of the day]: [your notes]. Numbered steps, short sentences, and a checklist at the end they can tick off.

PROMPT 15

Plan a quiet-season offer

A slow month is coming.

> My [type of business] is quiet in [month/time]. Our regulars are [who]. Suggest five simple offers or events that could bring people in without big discounts. For each: what it is, what it costs me, how to tell people about it, and how I'd know it worked.

Which of your jobs could AI help with?

Paint a normal working day on doingit.today. We'll turn it into plain steps, mark the ones AI could help with, and teach you each one in a short lesson. No tech background needed.

Free to start. No tech background needed.

Start free at doingit.today

Keep going

- New to all this? Start with your first hour with AI.
- Print the one-page prompt cheat sheet for the staff room.

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