

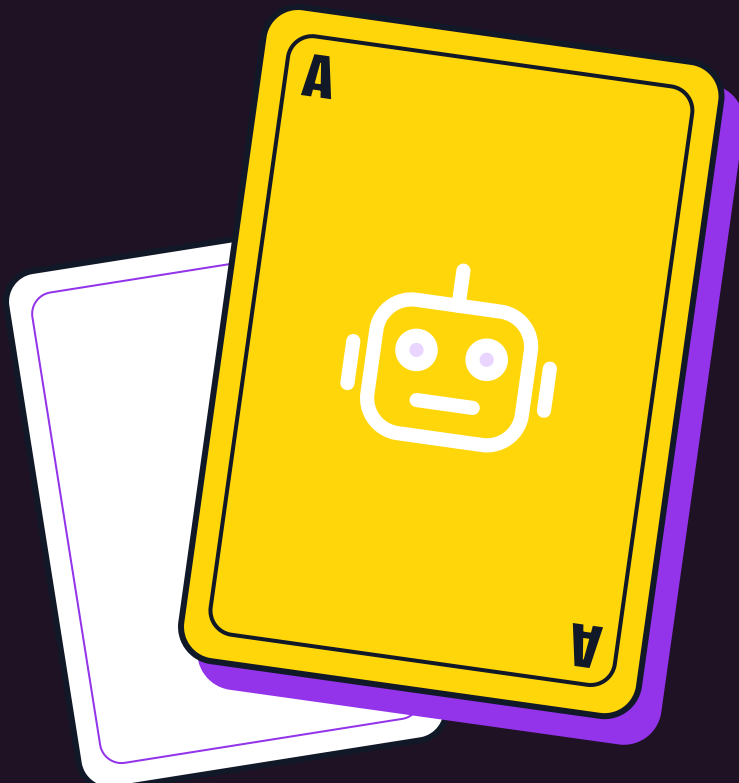
FREE COURSE · 6 LESSONS · ABOUT 45–60 MINUTES

AI FOR YOUR **SMALL BUSINESS**

better prompts, better results

Learn to use AI with your own business details to get marketing you can actually use. Six short lessons, a prompt builder that does the fiddly bit, and one finished, checked piece of marketing by the end.

By **Jack Easterbrook** 6 lessons Level: **Beginner**



Do it online: jaedigital.co.uk/learn/ai-foundations/

HOW TO USE THIS WORKBOOK

Work through one lesson at a time, with an AI chat tool open alongside. Read each section, then fill in the "Your turn" worksheet by hand. The quick-check answers are at the back. Prefer typing? The [online course](#) builds your prompts for you as you go.

THE LESSONS

1. **Start with one useful task** (about 7 minutes)
2. **Give AI useful context** (about 8 minutes)
3. **Build a better prompt** (about 10 minutes)
4. **Improve the first answer** (about 8 minutes)
5. **Review before you use it** (about 9 minutes)
6. **Create something for your business** (about 10 minutes)

WHAT YOU'LL NEED

- ☐ An AI chat tool you can open in another tab or on your phone: ChatGPT, Google Gemini, Microsoft Copilot or Claude. A free account is fine.
- ☐ A real marketing job you'd like help with this week
- ☐ Not sure how to describe your business? Lesson 2 has a ready-made prompt that gets AI to interview you first.
- ☐ About an hour, in one go or spread over a few days

WHAT YOU'LL FINISH WITH

1

One clear goal

A specific marketing task to work on through the course.

2

A business introduction

A short, reusable description of your business for AI tools.

3

Your first CAWR prompt

A four-part prompt ready to copy, download and reuse.

4

A review checklist

The checks to run on anything AI writes before it goes out.

5

One finished asset

An email, social post or service description,
written with AI and checked by you.

1

LESSON 1 OF 6 · ABOUT 7 MINUTES

START WITH ONE USEFUL TASK

By the end: one clear marketing task to work on, and an AI tool open and ready.

AI isn't magic and it isn't a replacement for you. Think of it as a very quick assistant who has read a lot, knows nothing about your business, and sometimes makes things up with total confidence. Used well, it takes the blank page off your hands.

What AI is good at

Chat tools like ChatGPT, Gemini, Copilot and Claude are strong at **first drafts and variations**: emails, social posts, service descriptions, FAQs, subject lines, ideas lists, tidying up your own rough notes and rewording things for a different audience.

They're also handy for thinking out loud: "what questions might a customer ask before booking a boiler service?"

Where to be careful

AI can get facts, prices, dates and rules wrong, and it won't always tell you it's unsure. It doesn't know your prices, your customers or what happened last week unless you tell it. Some tools can read web pages or create files and images; others can't, and features change often. So **you** stay the editor: you check it, you decide, you publish.

Keep private things private

Use made-up or public details while you're learning. Don't paste in customer names, contact details, health information, passwords or anything confidential. Your business name, services and town are public information and fine to use. On a free account, check the settings for whether your chats are used to train the tool, and turn that off if you'd rather they weren't.

EXAMPLE: A GOOD FIRST TASK

"Write a friendly email to past customers reminding them it's time for their annual boiler service."
Small, specific, useful this week, and easy to check.

Get your AI tool ready

1. Open the AI tool you want to use in a new tab, or its app on your phone. If you don't have one yet, any of the four above is fine to start with.
2. Sign in or create a free account. Look for a "new chat" button.
3. Have a quick look at the settings for anything about using your chats for training or improving the model, and choose what you're comfortable with.
4. Keep this course open alongside it. You'll copy prompts from here into the tool, then come back.

YOUR TURN

CHOOSE ONE TASK FOR THIS COURSE

Tick the kind of marketing you'd most like help with, then describe it in one sentence.

- ☐ **An email to customers** e.g. a reminder, an offer or a thank-you
- ☐ **A social media post** e.g. a tip, a before-and-after or a seasonal post
- ☐ **A service or product description** e.g. for your website or Google Business Profile
- ☐ **Answers to common questions** e.g. an FAQ for your website
- ☐ **Something else** Describe it in a sentence

Your task, in one sentence

Small and specific works best. Something you'd actually use this week.

QUICK CHECK

1. Which of these is the best first job to give AI?

- A. Write our whole marketing strategy for the year
- B. Draft a short email reminding past customers to book their annual service
- C. Tell us exactly how much to charge for a new service

2. An AI tool says a new law comes into force next month and you must update your website. What should you do?

- A. Update the website straight away
- B. Check an official source before doing anything
- C. Ask the same AI again to double-check

3. Which of these is fine to paste into an AI tool while you're learning?

- A. Your business name, services and town
- B. A customer's complaint email with their name and address
- C. Your online banking password, so it can check your accounts



TAKEAWAY

Pick one small, specific task you can check. AI drafts; you decide.

2

LESSON 2 OF 6 · ABOUT 8 MINUTES

GIVE AI USEFUL CONTEXT

By the end: a short business introduction you can paste into any AI tool.

The biggest difference between a bland AI answer and a useful one is context. AI knows nothing about your business, so without details it fills the gaps with averages. Tell it what a new member of staff would need to know on their first day.

Why vague prompts give vague answers

Ask "write a social post for my business" and the AI has to guess who you are, who you serve and what you want. You'll get something that could be about anyone. Add a few real details and it can write something only you could post.

The six things worth telling it

What you do and your main offer. **Who your customers are**. **Where** you work. **What makes you different**, in plain words. And **what you want people to do** next, like call, book or visit. That's it. You don't need an essay.

Only real, approved details

Only include things that are true and that you're happy to say in public. If you haven't got reviews yet, don't let AI imply you have. If you're not the cheapest, don't say you are. "Unknown" is a perfectly good answer: AI will work with it.

Vague vs specific

VAGUE

Write a social media post for my plumbing business.

SPECIFIC

I run Riverside Plumbing, a two-person plumbing and heating business in Taunton. Most of our customers are homeowners with older houses who want a tidy, reliable job and a clear price upfront. We're Gas Safe registered and we always send a photo of the finished work. Write a short Facebook post reminding people to book a boiler service before winter, and ask them to call us.

The second prompt gives the AI a business, a place, real customers, a difference and a clear next step. The answer can be specific because the question is. (Riverside Plumbing is made up for this example.)

WRITE YOUR BUSINESS INTRODUCTION

Answer in a few words each. Only include things that are true and that you're happy to say in public. Not sure? Write "unknown".

Your business name

eg. Riverside Plumbing

What you do and your main offer

eg. A two-person plumbing and heating business: boiler servicing, repairs and bathroom fitting

Who your customers are

eg. Homeowners with older houses who want a tidy, reliable job

Where you work

eg. Taunton and villages within 15 miles

What makes you different

eg. We're Gas Safe registered and send a photo of every finished job

What you want people to do

eg. Call us or book online

Not sure what to say? Copy this into your AI tool and let it interview you first

Context: I run a small business and I want to describe it clearly, so I can get better help from AI with my marketing. I'm not sure how to put some of it into words.

Action: Interview me about my business. Ask me one question at a time, starting with what we do and who our customers are. If an answer is vague, ask one follow-up to pin it down. Ask no more than 12 questions in total.

Warnings: Don't guess or fill gaps with made-up details. If I don't know something, write "unknown" and move on. Don't ask for customer names, contact details or anything private. Use UK spelling.

Result: When we're done, give me a short summary under these six headings, one or two lines each: Business name, What we do and our main offer, Our customers, Where we work, What makes us different, What we'd like people to do.

QUICK CHECK

1. You don't have any customer reviews yet. What should your business introduction say?

- A. "We have hundreds of five-star reviews"
- B. Nothing about reviews, and stick to what's true



TAKEAWAY

Context is what turns a generic answer into your answer. Save your introduction and reuse it.

3

LESSON 3 OF 6 · ABOUT 10 MINUTES

BUILD A BETTER PROMPT

By the end: a four-part CAWR prompt, ready to copy into your AI tool or download.

CAWR is the four-part formula Jack teaches at his workshops: Context, Action, Warnings, Result. It's a checklist, not a magic spell. It simply makes sure you've told the AI the things it needs.

C is for Context

Who you are, who it's for and why. That's your business introduction from lesson 2, plus anything specific to this task, like a seasonal offer or a past email that did well.

A is for Action

One clear job, starting with a verb. "Write three subject lines for our spring newsletter" beats "help with email". Big jobs work better in stages.

W is for Warnings

A few practical boundaries, not a long list of rules. Things like: use UK spelling, don't invent facts or prices, avoid jargon, keep it under 120 words. Say what you want instead where you can. Too many warnings can make the answer stiff.

R is for Result

What the finished thing should look like: an email with a subject line, three options to choose from, a bullet list, a 100-word paragraph. Add the tone, like friendly and plain-spoken.

EXAMPLE: A FINISHED CAWR PROMPT

Context: I run Riverside Plumbing, a two-person plumbing and heating business in Taunton. Our customers are mostly homeowners with older houses.

Action: Write an email reminding past customers to book their annual boiler service before winter.

Warnings: Use UK spelling. Don't mention prices or offers. Don't make up facts about us.

Result: One email with a subject line, under 150 words, friendly and plain-spoken, ending with a clear ask to call us.

BUILD YOUR CAWR PROMPT

C

Context: who you are, who it's for, why

A

Action: one clear job, starting with a verb

W

Warnings: a few practical boundaries

- ☐ Use UK spelling
- ☐ Don't invent facts, prices, reviews or awards
- ☐ Avoid jargon and buzzwords
- ☐ Keep it short and easy to read
- ☐ Don't use exclamation marks or emojis

Anything else?

R

Result: what the finished thing should look like

For example: One email with a subject line; Three short options to choose from; A social media post; A short paragraph (about 100 words); A bullet-point list.

Finish with: "Before you start, ask me any questions you need answered."

QUICK CHECK

1. Which is the clearest Action?

- A. Help me with my marketing
- B. Write three subject lines for our spring newsletter
- C. Be creative and do something good for social media

2. Which Warning is most useful?

- A. Don't be bad
- B. Don't make up prices or offers; I'll add those myself
- C. A list of 25 banned words



TAKEAWAY

Context, Action, Warnings, Result. Four short parts, and far better first drafts.

4

LESSON 4 OF 6 · ABOUT 8 MINUTES

IMPROVE THE FIRST ANSWER

By the end: a better draft, improved with a couple of follow-up messages.

The first answer is a draft, not the finished thing. The real skill is steering it. Stay in the same chat, say what to change, and add the detail it was missing. Two or three short follow-ups usually do more than rewriting your whole prompt.

Refine, don't restart

AI tools remember what you've said earlier in the same chat. So instead of starting again, reply with what's wrong: "Shorter." "Less salesy." "Make the opening line about the cold weather." Starting a new chat throws away the context you've built up.

Say what, not just "better"

"Make it better" leaves the AI guessing. Name the change: the tone, the length, the audience, the one thing it got wrong. If it invented something, say so and give it the right fact.

Let it ask you questions

Stuck? Reply: "Before you rewrite it, ask me any questions you need answered." The AI then fills gaps with your facts instead of guesses.

YOUR TURN

IMPROVE YOUR FIRST ANSWER

1. Go back to the chat where you used your prompt from lesson 3.
2. Read the answer and decide on the one thing you'd change first.
3. Send a follow-up in the same chat. Repeat once or twice until it's nearly there.

Follow-ups that work

- ☐ Make it shorter: no more than 80 words.
- ☐ Make the tone friendlier and less formal, like you're chatting to a neighbour.
- ☐ Remove anything that sounds like a sales pitch.
- ☐ You said we offer free quotes. We don't. Please remove that.
- ☐ Give me three different opening lines to choose from.
- ☐ Rewrite it for someone who's never used a service like ours before.
- ☐ Before you rewrite it, ask me any questions you need answered.

What did you change?

QUICK CHECK

1. The AI's email is fine but far too long. What's the best reply?

- A. Start a new chat and paste the whole prompt again
- B. "Make it better"
- C. "Cut this to under 100 words and keep the last line"

2. The draft says you've been "trading for 20 years". You started in 2019. What do you do?

- A. Correct it in the chat and give the real fact
- B. Leave it; nobody will check



TAKEAWAY

Treat the first answer as a draft. Name the change you want and stay in the same chat.

5

LESSON 5 OF 6 · ABOUT 9 MINUTES

REVIEW BEFORE YOU USE IT

By the end: a review checklist you can use on anything AI writes for you.

AI writes smoothly, which makes mistakes easy to miss. Before anything goes out with your name on it, read every word as if a customer will. Because they will.

What to check

- **Facts and claims:** prices, dates, qualifications, reviews, guarantees, anything legal.
- **Tone:** does it sound like you, or like an advert?
- **Missing information:** how to contact you, when and where.
- **Suitability:** would this be clear and fair to the customer reading it?

Be extra careful with

Anything that promises results, mentions the law or regulations, compares you with competitors, or talks about health, money or safety. If in doubt, leave it out or check with someone qualified.

A note on search rankings

AI can help write page titles and descriptions, but that doesn't guarantee you'll rank higher in Google. Useful, accurate pages for real customers are what count. Treat any AI "SEO tips" as suggestions to check, not rules.

YOUR TURN

SPOT THE PROBLEMS

Here's a fictional AI draft for a made-up business, Maple & Moss Florist in Bath. Circle every sentence you think needs fixing before it's posted, then check your answers.

- 1 Autumn is here, and our shop is full of warm oranges, deep reds and dried grasses.
- 2 As Bath's award-winning florist, we've been voted number one in the South West three years running.
- 3 Our autumn bouquets start from just £15.
- 4 Every bouquet is hand-tied in our shop on Walcot Street.
- 5 Flowers are scientifically proven to cure stress and anxiety.
- 6 Order by 2pm for same-day delivery anywhere in the UK!
- 7 Pop in and say hello, or call us to order.

8 Leveraging our synergistic floral solutions, we elevate your everyday.

The answers are at the back of this workbook.

Your review checklist

Run through this every time, before anything AI has helped with goes out.

- ☐ Every fact, date and price is correct and current
- ☐ No invented reviews, awards, qualifications or guarantees
- ☐ Nothing that overstates results or makes health, legal or money promises
- ☐ It sounds like us, in plain, friendly words
- ☐ It says clearly what to do next and how to contact us
- ☐ No customer names or private details
- ☐ UK spelling, and no typos
- ☐ I'd be happy for a customer to read it exactly as it is



TAKEAWAY

AI drafts, you check. Facts, claims, tone, missing details, then publish.

6

LESSON 6 OF 6 · ABOUT 10 MINUTES

CREATE SOMETHING FOR YOUR BUSINESS

By the end: one finished, checked piece of marketing and a clear next step.

Time to put it all together. Pick one piece of marketing, use your business introduction and the CAWR formula, improve the first answer, then check it before it goes anywhere.

The whole process in one go

1. Choose what you're making.
2. Copy the prompt below into your AI tool. It uses what you've written in earlier lessons.
3. Improve the answer with a follow-up or two.
4. Run through the review checklist.
5. Make it sound like you, then use it.

YOUR TURN

MAKE ONE PIECE OF MARKETING

1. What are you making?

- ☐ An email to customers
- ☐ A social media post
- ☐ A service description

2. What's it about?

3. Your prompt

Start with your business introduction from lesson 2, then your CAWR prompt from lesson 3.

4. Check it before you use it

- ☐ Every fact, date and price is correct and current
- ☐ No invented reviews, awards, qualifications or guarantees
- ☐ Nothing that overstates results or makes health, legal or money promises
- ☐ It sounds like us, in plain, friendly words
- ☐ It says clearly what to do next and how to contact us
- ☐ No customer names or private details
- ☐ UK spelling, and no typos
- ☐ I'd be happy for a customer to read it exactly as it is



TAKEAWAY

You've done the whole thing: context, prompt, refine, review, publish. Do it again next week and it gets quicker.

LESSON 1: START WITH ONE USEFUL TASK

1. Which of these is the best first job to give AI?

- A. Write our whole marketing strategy for the year. Too big to check well. Start with something small and specific, then build up.
- B. ✓ Draft a short email reminding past customers to book their annual service.** Yes. It's specific, useful this week and easy for you to check.
- C. Tell us exactly how much to charge for a new service. AI doesn't know your costs, competitors or customers. Pricing is your call.

2. An AI tool says a new law comes into force next month and you must update your website. What should you do?

- A. Update the website straight away. AI can state things confidently that are out of date or wrong.
- B. ✓ Check an official source before doing anything.** Right. Anything about laws, rules, prices or dates needs checking with an official source.
- C. Ask the same AI again to double-check. Asking again can give you the same mistake twice. Check somewhere official.

3. Which of these is fine to paste into an AI tool while you're learning?

- A. ✓ Your business name, services and town.** Yes. That's public information about your business.
- B. A customer's complaint email with their name and address. Leave personal details out. Describe the situation in general terms instead.
- C. Your online banking password, so it can check your accounts. Never share passwords or financial logins with any AI tool.

LESSON 2: GIVE AI USEFUL CONTEXT

1. You don't have any customer reviews yet. What should your business introduction say?

- A. "We have hundreds of five-star reviews". Never let AI (or anyone) claim reviews or awards you haven't got.
- B. ✓ Nothing about reviews, and stick to what's true.** Right. Leave it out, or say what you can back up, like "family run since 2019".

LESSON 3: BUILD A BETTER PROMPT

1. Which is the clearest Action?

- A. Help me with my marketing. Too broad. The AI has to guess what you want.
- B. ✓ Write three subject lines for our spring newsletter.** Yes. One job, starting with a verb, with a clear number.
- C. Be creative and do something good for social media. The AI can't tell what "good" means for you. Say what you want.

2. Which Warning is most useful?

- A. Don't be bad. Too vague to act on.
- B. ✓ Don't make up prices or offers; I'll add those myself.** Right. Specific, practical and it prevents a real problem.
- C. A list of 25 banned words. A few essentials work better. Too many rules can make the answer stiff or odd.

LESSON 4: IMPROVE THE FIRST ANSWER

1. The AI's email is fine but far too long. What's the best reply?

- A. Start a new chat and paste the whole prompt again. You'd lose the context you've built. Stay in the chat.
- B. "Make it better". Better how? Name the change.
- C. ✓ "Cut this to under 100 words and keep the last line".** Yes. Specific, quick and it keeps what's working.

2. The draft says you've been "trading for 20 years". You started in 2019. What do you do?

- A. ✓ Correct it in the chat and give the real fact.** Right. Tell it what's wrong and what's true, then check the new version.
- B. Leave it; nobody will check. Made-up claims can mislead customers and damage trust. Always correct them.

LESSON 5: REVIEW BEFORE YOU USE IT

Spot the problems

1. Fine. Fine, as long as it's true of the shop right now.
2. **Fix this one.** An invented award and ranking. Unless it's real and you can prove it, remove it.
3. **Fix this one.** A price the AI made up. Check your real prices before posting any figure.
4. Fine. Fine, if that's where you are. Details like this make posts feel real.
5. **Fix this one.** A health claim that overstates the evidence. Say something you can stand behind, like "a little colour for the kitchen table".
6. **Fix this one.** A delivery promise the business can't keep. Check what you actually offer.
7. Fine. A clear, friendly next step. Just make sure your phone number is on the post.
8. **Fix this one.** Jargon that says nothing. Customers want plain words.

THE FIVE STEPS

1. Choose one task.
2. Give AI your business introduction.
3. Write a CAWR prompt: Context, Action, Warnings, Result.
4. Improve the first answer in the same chat.
5. Check it before you use it.

got stuck? no shame in it

SHORT ON TIME? **WORK WITH US.**

This is our day job. Tell us where you got to and we'll pick it up from there, finish it with you, or take the whole thing off your hands. Discovery calls are free and take 30 minutes.

EMAIL JACK

jack@jaedigital.co.uk

CALL

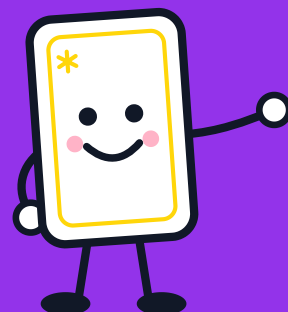
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