

## A.I. (Artificial Intelligence) for Small Business

Examples: OpenAI ChatGPT, Claude 3.0, Microsoft Copilot, Google Gemini, etc

Budget \_\_\_\_\_

Features or Benefits that are important for my Business

What are my company goals for using AI? Where do I think AI can increase efficiency?

What are my security concerns? Any vulnerabilities?

### 3 OPTIONS FOR COMPARISON

WHAT TO CONSIDER	1.	2.	3.
Is there a free version to try?			
Security features? Will my data be protected?			
Can I add-on features? Customization?			
Easy to use?			
What are the sources being used? Up-to-date?			
Pricing			

## A.I. Prompts for your Small Business Marketing

### Tips

- Give clear and concise directives and instructions; Include relevant information like your audience demographics.
- Do not copy and paste. Adjust and edit outputs to reflect your company's brand.
- Ask to include relevant hashtags for social media but verify that the hashtags are current and trending before posting.
- Ask for adjustments to tone of output. If you want it to be more creative, ask it to be more creative, humorous, playful, etc.
- Always verify the information that AI gives you for accuracy and misinformation.

### Sample prompts

Create a Facebook post for my small business for a sale during a specific time. [insert company website]. Add relevant hashtags.

- *Ex: Create a Facebook post for my retail candle shop small business for a 20% off sale on Summer Candle Scents in the Month of August. [www.wbdccandlecompany.com](http://www.wbdccandlecompany.com). Add relevant hashtags.*

Create a fun Instagram caption and post for my small business on shopping for a specific product. Add relevant hashtags.

- *Ex: Create a fun Instagram caption and post for my retail eyewear small business WBDC Can See on shopping for fashion sunglasses for back to school. Add relevant hashtags.*

Create an Instagram caption for an upcoming event for my business. Add relevant hashtags.

- *Ex: Create an Instagram caption of an upcoming popup shop event that my women's apparel company WBDC Has Me Covered happening on September 12th at 12pm at the Hyatt Hotel.*

Write a few Instagram captions for a picture [add photo description] for my small business.

- *Ex: Write a few Instagram captions for a picture of a woman trying on sunglasses for my eyewear small business WBDC Can See.*

Create an Instagram caption that highlights the behind-the-scenes of an upcoming marketing campaign.

- *Ex: Create an Instagram caption that highlights the behind-the-scenes of an upcoming marketing campaign for my candle small business WBDC candle Company. The campaign launch is on September 12th.*

Create a list of blogpost ideas for a newsletter for my small business.

- *Ex: Create a list of fall blogpost ideas for my landscaping small business.*
- *Ex: Create a blogpost outline on the topic "Preparing Your Garden for Winter: Tips on how to protect plants and soil during the colder months"*