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YOUR AI STARTER KIT FOR  
SMALL BUSINESS GROWTH



# Table of Contents

<b>Introduction: Why AI Is Your New Marketing Assistant.....</b>	<b>2</b>
 <b>Use Case #1: AI for Social Media Content.....</b>	<b>3</b>
 Try This Prompt:.....	3
 Caption Generator Prompt:.....	3
 Hashtag Helper Prompt:.....	3
 Pro Tip:.....	3
 <b>Use Case #2: AI for Email Marketing.....</b>	<b>4</b>
 Try This Prompt:.....	4
 Subject Line Generator Prompt:.....	4
 Follow-Up Prompt:.....	4
 <b>Use Case #3: AI for Website &amp; Blog Content.....</b>	<b>5</b>
 Try This Prompt (for Website Copy):.....	5
 Blog Post Outline Prompt:.....	5
 Content Improvement Prompt:.....	5
 Pro Tip:.....	5
 <b>Bonus: 7 Tips for Better AI Prompts.....</b>	<b>6</b>
1. Be Specific.....	6
2. Include the Outcome You Want.....	6
3. Give It a Role or Voice.....	6
4. Tell It Who the Audience Is.....	6
5. Ask for Variations.....	6
6. Paste Your Own Drafts.....	7
7. Don't Be Afraid to Go Back-and-Forth.....	7
 <b>AI Prompt Cheat Sheet.....</b>	<b>8</b>
 Pro Tip:.....	8
 <b>Ready to Go Further with AI in Your Marketing?.....</b>	<b>9</b>
 Get the Full AI Marketing Toolkit.....	9

## Ready to go deeper?

Take what you learned here and turn it into a full AI-powered marketing system.

Get instant access to **The AI Marketing Toolkit** — 50+ prompts, workflows, and templates to plan smarter and create faster.

 [\*\*Grab the Toolkit for just \\$27 »\*\*](#)

# Introduction: Why AI Is Your New Marketing Assistant


If you're a small business owner, you're already juggling a lot — sales, operations, customer service... and then there's marketing. Creating content, writing emails, coming up with social posts, and keeping up with your website can feel overwhelming.

That's where AI comes in.

We're not talking about robots taking over your job. We're talking about tools like ChatGPT that act like a marketing assistant — ready to brainstorm ideas, draft content, and even optimize your campaigns in a fraction of the time it would normally take.

But let's clear something up...

 **Myth:** "AI will replace marketers."

 **Truth:** AI *assists* marketers by speeding up the process and improving results — especially for small businesses without big teams or budgets.

This starter kit is designed to give you a quick, practical look at how AI can:

- Save you time on marketing tasks
- Help you show up more consistently online
- Make your brand look more professional

Inside, you'll find three real-world ways to use AI in your business — along with actual prompts you can copy and paste into ChatGPT or your preferred tool to get results right away.

Let's get started.

 Want more? Check out the full **AI Marketing Toolkit** — 50+ prompts, templates, and workflows to help you plan and launch campaigns faster than ever. [Grab it now →]



## Use Case #1: AI for Social Media Content

Let's face it — staying consistent on social media is tough. Coming up with ideas, writing captions, and figuring out what your audience will actually engage with can feel like a full-time job.

AI can change that.

With the right prompts, tools like ChatGPT can help you:

- Brainstorm content ideas in seconds
- Write engaging captions tailored to your voice
- Suggest relevant hashtags
- Repurpose blog posts, testimonials, or FAQs into shareable content

Whether you're posting on Instagram, Facebook, LinkedIn, or even TikTok, AI can help you create more content, faster — without sacrificing quality.

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### Try This Prompt:

**“Give me 5 Instagram post ideas for a local [type of business] that highlight our [product/service] and encourage customers to visit our location in [city/state]. Keep the tone friendly and conversational.”**

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### Caption Generator Prompt:

**“Write a friendly, engaging Instagram caption for a post about [topic]. Include an emoji or two, and end with a question or call-to-action to get comments.”**

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### Hashtag Helper Prompt:

**“Generate a set of 10 relevant hashtags for a post about [topic]. Focus on small businesses and location-based engagement.”**

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### Pro Tip:

After the AI gives you results, follow up with:

*“Make this sound more fun/informal/local/quirky/like a real person.”*  
Small tweaks = big improvements.

## Use Case #2: AI for Email Marketing

Email is one of the highest-converting marketing tools you have — but only if you actually send emails. For many small business owners, the challenge isn't knowing *that* they should be emailing their audience... it's knowing *what* to say and *how* to say it.

AI can help you:

- Plan a series of emails around a promo or event
- Write clear, on-brand copy that gets opens and clicks
- Generate subject lines that stand out in crowded inboxes
- Rephrase or polish your rough ideas into something great

Even if you've never written a marketing email before, AI can give you the confidence and structure to get started fast.

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### Try This Prompt:

**“Write a 5-email welcome sequence for a new subscriber who downloaded my free guide on [topic]. Keep the tone friendly, helpful, and not too salesy.”**

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### Subject Line Generator Prompt:

**“Give me 7 subject line options for an email about [your promo, event, or blog topic]. Use curiosity and urgency to encourage opens, but keep it honest and not clickbait.”**

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### Follow-Up Prompt:

After reviewing the AI's results, try:

*“Can you rewrite email #3 to focus more on the benefits of the offer and add a testimonial?”*  
or  
*“Make this email shorter and more conversational.”*

The more direction you give, the more personalized and useful the results.

## Use Case #3: AI for Website & Blog Content

Your website is often the first impression potential customers get — and your blog is one of the best tools you have for building trust and showing up in Google search results. But writing effective web content can be time-consuming and intimidating.

AI can help you:

- Write service or product page copy that speaks to your audience
- Create SEO-friendly blog post outlines or full drafts
- Rewrite or polish your existing content for clarity and tone
- Generate keyword ideas and content briefs to improve rankings

With the right prompts, AI can help you sound more professional, more consistent, and more focused — without spending hours staring at a blank page.

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### Try This Prompt (for Website Copy):

**“Write a homepage paragraph for a [type of business] in [City, State] that welcomes visitors, highlights our main services ([list]), and includes the keywords: [insert keywords]. Keep it warm and approachable.”**

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### Blog Post Outline Prompt:

**“Give me an outline for a blog post titled: ‘5 Mistakes People Make When Hiring a [Your Service Type]’ — keep it educational and relevant to small business owners.”**

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### Content Improvement Prompt:

**“Rewrite this paragraph to sound more clear and persuasive: [paste your original content here]. Make it suitable for a website page.”**

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### Pro Tip:

If you want to rank in Google, follow up with:

*“Add a section that answers a frequently asked question related to this topic.”*  
Search engines love helpful, relevant content.

## **Bonus: 7 Tips for Better AI Prompts**

The key to getting great results from AI? It's all in the prompt.

Think of AI like a smart assistant — it can do a lot, but only if you give it clear instructions. These 7 tips will help you get better, more usable output every time.

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### **1. Be Specific**

Instead of saying *“Write a social post,”* say *“Write an Instagram caption for a bakery promoting a weekend cupcake special.”*

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### **2. Include the Outcome You Want**

If you want engagement, say so:

*“Write a caption that encourages comments about people’s favorite cupcake flavors.”*

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### **3. Give It a Role or Voice**

Start your prompt with:

*“Act as a friendly local business owner...”*

or

*“Write in the voice of a fun, energetic brand...”*

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### **4. Tell It Who the Audience Is**

The more AI knows, the better. Example:

*“My audience is 30–50-year-old homeowners in Sarasota, FL.”*

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### **5. Ask for Variations**

Didn't love the first result? Try:

*“Give me 3 alternate versions”*

or

*“Make this more concise/playful/professional.”*

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## 6. Paste Your Own Drafts

Let AI help you revise! Example:


*“Make this blog intro more exciting and SEO-friendly: [your draft].”*

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## 7. Don't Be Afraid to Go Back-and-Forth

The first result is rarely perfect — treat it like a collaborator. Ask for tweaks, summaries, rewrites, or expansions.

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 **Pro Tip:** Use AI as your *first draft engine*, not your final editor. You bring the strategy and brand — AI brings the speed.

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**Want 50+ ready-made prompts for emails, social posts, blogs, and more?**

👉 Unlock the full [AI Marketing Toolkit] and save hours every week.



# AI Prompt Cheat Sheet

## 7 Quick Tips for Better Results with AI Tools

 #

 Prompt Tip

 Example

- |   |                              |  |
|---|------------------------------|--|
| 1 | <b>Be Specific</b>           | “Write a LinkedIn post for a real estate agent about a new listing in downtown Sarasota.”    |
| 2 | <b>State the Outcome</b>     | “Write a caption that gets people to comment their favorite weekend plans.”                  |
| 3 | <b>Assign a Role/Tone</b>    | “Act as a cheerful bakery owner writing for Instagram.”                                      |
| 4 | <b>Name Your Audience</b>    | “Create content for small business owners in their 40s who struggle with digital marketing.” |
| 5 | <b>Ask for Variations</b>    | “Give me 3 subject line options with different tones: fun, curious, direct.”                 |
| 6 | <b>Paste Your Own Drafts</b> | “Rewrite this to sound more confident: [your text here].”                                    |
| 7 | <b>Refine in Chat</b>        | “Make this shorter and add a question at the end.”   |
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### Pro Tip:

Think of AI like an intern: it’s fast, helpful, and always improving — but it needs direction. The better your prompt, the better your results.



## Ready to Go Further with AI in Your Marketing?

You've just scratched the surface of what's possible.

In this Starter Kit, you saw how AI can help you:

- Generate social media ideas and captions in seconds
- Write email sequences that sound like *you*
- Build website and blog content faster and better
- Get better results with smarter prompts

But this is just the beginning.

If you're ready to simplify your marketing, save hours every week, and start showing up like a pro — without the overwhelm — I've got something for you...

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## Get the Full AI Marketing Toolkit

**50+ Prompts • Templates • Campaign Workflows**

This downloadable toolkit gives you:

- ✓ Copy-and-paste prompts for social, email, blog, and website content
- ✓ Sample campaign workflows using ChatGPT
- ✓ Quick-start guide to turn AI into your full-time marketing assistant
- ✓ Bonus mini-course walkthrough videos (optional)

All for just **\$27**.



**[\[Grab the Toolkit Now\]](#)**

You don't need to be a tech expert. You just need the right tools.

Let AI help you do more — and stress less — starting today!