

FREE GUIDE

20 Ways to Use AI in Your Business This Week

Without losing the personal touch.

By Carla Rissmann, Connect Convert



**AI drafts.
You decide.**

Before you start

G'day, I'm Carla. I help Aussie small business owners use AI to get time back, without handing over control.

Pick ONE idea. Try it this week. Each takes about 10 minutes. The free version of ChatGPT or Claude is fine.

Where you see [square brackets] in a prompt, swap in your own details.

1

AI drafts, you decide.

Always read it before it goes anywhere.

2

Only share what you'd put on your website.

Never customer details, bank details or passwords.

3

Tell it who you are.

The more it knows, the less it sounds like a robot.

1

SOCIAL MEDIA

A week of Facebook posts in 10 minutes

Stop staring at a blank screen on Sunday night.

COPY AND PASTE THIS

I run [your business] in [your suburb].
My customers are [who they are]. Write
5 short Facebook posts for this week.
One tip, one behind-the-scenes, one
product or service, one question to get
comments, and one local or seasonal
post. Keep it friendly and Australian.
No hashtags, no emojis.

2

SOCIAL MEDIA

Turn one photo into a post

Upload a photo from your phone first, then ask:

COPY AND PASTE THIS

Write a short, warm Instagram caption for this photo from my business, [your business]. Two or three sentences, then one line inviting people to message me.

3

SOCIAL MEDIA

Reply to a comment you're stuck on

For the comments that make you put the phone down.

COPY AND PASTE THIS

A customer commented this on my Facebook post: "[paste comment]".
Write a friendly, short reply in my voice.
If it's a complaint, stay calm, say sorry where it's fair, and offer to sort it out by private message.

4

SOCIAL MEDIA

Ideas when you've run dry

A month of ideas in one go.

COPY AND PASTE THIS

Give me 20 post ideas for [your business] for [month]. Think about the season in Australia, local events, school holidays and the questions my customers ask.

5

EMAILS AND REPLIES

The email you've been putting off

We've all got one.

COPY AND PASTE THIS

Help me write a short, polite email to [who] about [what]. I want to [goal]. Keep it under 120 words and sound like a real person.

6

EMAILS AND REPLIES

A reply to a tricky customer

Take the heat out of it before you hit send.

COPY AND PASTE THIS

Here's an email from a customer:
"[paste it, without their name or details]". Help me write a calm, fair reply. I want to [refund / offer a swap / explain our policy]. Keep it kind but firm.

7

EMAILS AND REPLIES

Your five most-asked questions, answered once

Write it once, copy and paste forever.

COPY AND PASTE THIS

My customers keep asking these questions: [list them]. Write a short, friendly answer for each that I can copy and paste into emails and messages.

8

EMAILS AND REPLIES

A "thanks for your order" message

Small touch, big difference, and it asks for a review.

COPY AND PASTE THIS

Write a short thank-you message for customers who've just bought [product]. Include how to use it or look after it, and a gentle ask to leave a Google review.

9

SELLING AND QUOTING

Tidy up a quote

Same prices, more professional.

COPY AND PASTE THIS

Here's a rough quote I wrote: [paste it].
Tidy it up so it's clear and professional.
Keep my prices exactly as they are.
Add a short friendly intro and a line
about what happens next.

10

SELLING AND QUOTING

Describe a product properly

For your website, Facebook shop or market stall sign.

COPY AND PASTE THIS

Write a product description for [product] for my website. Who it's for, what it's made of, why it's good, how to use it. Around 100 words, then 3 short bullet points.

11

SELLING AND QUOTING

Follow up without being pushy

For the quote that's gone quiet.

COPY AND PASTE THIS

Someone asked me for a quote on [what] a week ago and hasn't replied. Write a short, friendly follow-up text message. No pressure.

12

SELLING AND QUOTING

Plan a simple sale or special

Without giving away your margin.

COPY AND PASTE THIS

I want to run a special for [occasion, e.g. Mother's Day] on [product].
Suggest 3 simple offer ideas that won't hurt my margins, and write a short Facebook post for the best one.

13

SAVE TIME ON ADMIN

Turn messy notes into a to-do list

Brain dump in, plan out.

COPY AND PASTE THIS

Here are my notes from today: [paste or type]. Turn them into a clear to-do list, grouped by urgent, this week, and later.

14

SAVE TIME ON ADMIN

Plan your week

And protect your Friday afternoon.

COPY AND PASTE THIS

Here's everything on my plate this week: [list]. I work [hours/days]. Help me plan it so the important things get done first. Keep Friday afternoon free.

15

SAVE TIME ON ADMIN

Write a simple policy

Returns, bookings or cancellations, in plain English.

COPY AND PASTE THIS

Write a short, plain-English [returns / booking / cancellation] policy for my small business in Australia. Keep it fair and friendly. Note anything I should double-check under Australian Consumer Law.

16

SAVE TIME ON ADMIN

Talk instead of type

Tap the microphone and talk for a minute, then ask:

COPY AND PASTE THIS

Turn what I just said into a tidy [email / post / note]. Keep my words where you can.

17

GETTING FOUND ONLINE

Freshen up your Google Business Profile

The first thing locals see when they search for you.

COPY AND PASTE THIS

Write a short description of [your business] for my Google Business Profile. Mention what we do, where we are in [suburb], and who we help. Under 750 characters.

18

GETTING FOUND ONLINE

Reply to your Google reviews

Every reply tells the next customer you care.

COPY AND PASTE THIS

Write a warm, short reply to this Google review: "[paste review]". Thank them by first name only and mention something specific they said.

19

GETTING FOUND ONLINE

Fix your "About" page

Make it sound like you, not a brochure.

COPY AND PASTE THIS

Here's my current About page: [paste it]. Rewrite it so it sounds like a real person talking. Keep all the facts. Make it shorter.

20

THE BIG ONE

Teach AI about your business once

This makes all the others better. Save what it writes, paste it in first next time, and watch how much less it sounds like a robot.

COPY AND PASTE THIS

I run a small business in Australia. Interview me, one question at a time, so you understand my business, my customers and how I like to talk. When we're done, write a one-page summary I can reuse every time I ask you for help.

Want AI to do this without you asking?

Everything in this guide works on a free account. With a paid plan, about the price of a couple of coffees a week, AI can:

- ✓ Remember your business, so you never paste it in again
- ✓ Read your inbox and calendar so it can help properly
- ✓ Learn your regular jobs and do them the same way every time
- ✓ Do jobs on a schedule, like drafting next week's posts on Sunday night

Level up with AI. Stay human. Carla

THE COMPLETE AI TOOLKIT

\$89

Six step-by-step guides with screenshots and short videos, 50 prompts and a workbook. Yours to keep.

connectconvert.com.au