UK BUSINESS AUTOMATIONS

AI for Business Beginners

A Complete Guide to Using AI Tools in Your
Everyday Business Operations

No coding required   Practical exercises   Real-world examples

ukbusinessautomations.com

Welcome to This Course

Welcome! If you have picked up this course, chances are you have heard a lot about AI (Artificial Intelligence) and you are wondering how it can actually help your business. Maybe you have seen headlines about ChatGPT, heard competitors talking about automation, or simply feel like the world is moving fast and you want to keep up.

The good news? **You do not need to be a tech expert to use AI in your business.** This course is designed specifically for business owners, managers, and team members who want practical, hands-on guidance — not complicated jargon or abstract theories.

By the end of this course, you will be able to use AI tools confidently in your day-to-day work, saving you time on tasks that currently eat into your week, and freeing you up to focus on what actually matters — growing your business and looking after your customers.

What You Will Learn

- What AI actually is (explained in plain English, no jargon)
- The most popular AI tools available right now and what each one is best at
- How to write effective prompts — the instructions you give to AI — to get great results
- Practical ways to use AI across your business: marketing, customer service, admin, and more
- How to save hours every single week by letting AI handle repetitive tasks
- The do's and don'ts of AI, including staying on the right side of data protection rules
- How to get your team on board and start building AI into your business culture

Who This Course Is For

This course is perfect for you if you run a small or medium business in the UK, manage a team, or simply want to understand how AI can make your working life easier. You do not need any technical background whatsoever. If you can send an email and use a web browser, you have everything you need to get started.

> ■ *Tip: Each chapter includes practical exercises you can do straight away. We strongly recommend completing them as you go — the best way to learn AI is by actually using it!*

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What Is AI? (And Why Should You Care?)

Before we dive into the practical stuff, let us take a few minutes to understand what AI actually is. Do not worry — we are going to keep this simple and focused on what matters for your business.

AI in Plain English

Artificial Intelligence is a broad term for computer systems that can perform tasks that would normally require human thinking. Things like understanding written text, recognising images, making predictions based on data, and generating new content.

When most people talk about AI in a business context today, they are usually referring to something called **Generative AI**. This is the type of AI that can create things — write emails, draft social media posts, summarise documents, answer questions, and much more. Tools like ChatGPT, Claude, and Google Gemini are all examples of generative AI.

Think of it like having a very capable assistant who has read millions of documents and can help you with almost any writing or thinking task. It is not perfect — and we will talk about its limitations — but it is incredibly powerful when used correctly.

How AI Is Already Changing UK Businesses

AI is not some far-off future technology. It is here right now, and businesses across the UK are already using it every day. Here are just a few examples:

- **A high street estate agent** uses AI to write property descriptions in seconds instead of spending 20 minutes on each one.
- **A care home in Leeds** uses AI to help audit their documentation and ensure they are meeting regulatory standards.
- **A small marketing agency in Bristol** uses AI to generate first drafts of blog posts and social media content, cutting their content production time in half.

• **An accountancy firm in Manchester** uses AI to summarise long tax documents and extract the key points their clients need to know.

• **A restaurant owner in London** uses AI to respond to online reviews quickly and professionally.

What AI Can and Cannot Do

What AI Is Great At

• Drafting written content (emails, posts, letters, reports)

• Summarising long documents into key points

• Answering questions based on information you provide

• Brainstorming ideas and creating outlines

• Translating text between languages

• Helping you research topics quickly

• Proofreading and improving your writing

What AI Is Not Good At (Yet)

• Making important business decisions on its own — it should always support your judgement, not replace it

• Guaranteeing accuracy — AI can sometimes produce information that sounds right but is actually wrong (this is called a 'hallucination')

• Understanding your specific business context without you explaining it

• Replacing the human touch in relationships with customers, clients, and staff

> ■■ **Important:** AI is a powerful tool, but it is not a magic wand. Always review what AI produces before using it. Think of it as a first draft that needs your expert eye, not a finished product.

> ■ **Your First Exercise**
>
> **Step 1:** Write down three tasks you do every week that involve writing, summarising, or repetitive thinking.
>
> **Step 2:** For each task, estimate how long it takes you.
>
> **Step 3:** Keep this list — we will come back to it later in the course when we start automating these tasks with AI.

The AI Tools You Need to Know About

There are dozens of AI tools available, and new ones appear almost weekly. It can feel overwhelming. The good news is that you only need to know about a handful to get started, and this chapter will walk you through the most important ones.

The Big Three: ChatGPT, Claude, and Google Gemini

ChatGPT (by OpenAI)

ChatGPT is the tool that brought AI into the mainstream. It is a chatbot — you type a message, and it replies with helpful, human-sounding text. It can write content, answer questions, help with coding, analyse data, and much more.

- **Free version:** Available at chat.openai.com — good for basic tasks
- **Paid version (Plus):** Gives you access to the most powerful model and features like image generation and file analysis
- **Best for:** General-purpose writing, brainstorming, answering questions, and a wide range of business tasks

Claude (by Anthropic)

Claude is a strong alternative to ChatGPT. Many users find it particularly good at longer, more nuanced writing tasks and at following detailed instructions carefully. It is also designed with a strong focus on safety.

- **Free version:** Available at claude.ai — generous usage limits
- **Paid version (Pro):** More capacity and access to the most capable model
- **Best for:** Long-form writing, detailed analysis, following complex instructions, and tasks where accuracy and nuance matter

Google Gemini

Google's AI offering is built right into the Google ecosystem. If your business already uses Google Workspace (Gmail, Google Docs, Google Sheets), Gemini can be particularly useful because it integrates with tools you already use.

- **Free version:** Available at gemini.google.com
- **Paid version:** Included with some Google Workspace plans
- **Best for:** Businesses that live in the Google ecosystem and want AI built into their existing workflow

Specialist AI Tools Worth Knowing About

Tool	What It Does	Best For
Canva AI	Design graphics with AI assistance	Social media images, presentations
Grammarly	AI-powered writing and grammar checking	Polishing emails and documents
Otter.ai	Transcribes meetings automatically	Meeting notes, interviews
Descript	AI video and audio editing	Podcasts, video content
Copy.ai	AI marketing copy generator	Ad copy, product descriptions
Midjourney	AI image generation	Creating unique visuals and artwork
Notion AI	AI built into project management	Organising work, writing docs
Fireflies.ai	Meeting transcription and summaries	Recording and summarising calls

> ■ *Tip: You do not need to sign up for all of these tools! We recommend starting with just one — either ChatGPT or Claude — and getting comfortable with it before exploring others. Master one tool first, then expand.*

Free vs Paid — Is It Worth Paying?

The free versions of ChatGPT, Claude, and Gemini are genuinely useful and are a perfectly fine place to start. However, the paid versions offer meaningful advantages:

- Access to the most powerful, most accurate AI models
- Higher usage limits (you can ask more questions per day)
- The ability to upload and analyse files (spreadsheets, PDFs, images)
- Faster response times during busy periods

Our recommendation: start with the free version, use it for a couple of weeks, and if you find it genuinely useful (which most people do), the paid version is well worth the investment — typically around £20 per month.

■ Try It Yourself

Step 1: Go to chat.openai.com OR claude.ai and create a free account.

Step 2: Type this message: 'I run a small business in the UK. Can you suggest three ways AI could save me time this week?'

Step 3: Read the response and notice how natural and helpful it is.

Step 4: Try asking a follow-up question based on what it says.

Chapter 3

Your First AI Conversation

Now that you know what AI tools are available, it is time to actually start using one. In this chapter, we will walk through your first real conversation with an AI assistant, step by step.

Getting Set Up

If you have not already done so, go to either **chat.openai.com** (for ChatGPT) or **claude.ai** (for Claude) and create a free account. All you need is an email address. Once you are logged in, you will see a simple chat box — just like a messaging app.

Your First Message

The way you communicate with AI is by typing messages — these are called **prompts**. A prompt is simply the instruction or question you give to the AI. The better your prompt, the better the result you will get.

Let us start with something simple. Try typing this:

> *"I own a small plumbing business in Birmingham with 5 employees. Can you write me a professional email to send to a customer who has not paid their invoice? The invoice was for £450 and it is now 30 days overdue. Keep it firm but polite."*

Notice how this prompt works. It tells the AI **who you are**, **what you want**, gives **specific details** (the amount and how late it is), and describes the **tone** you want. This is the recipe for a great prompt, and we will explore it in much more detail in the next chapter.

Understanding the Response

The AI will reply with a full, professional email ready for you to copy, paste, and send. It will probably include a subject line, a greeting, the key details, and a clear call to action. The whole

thing will have taken about 10 seconds.

Here is the important part: **always read what the AI produces before using it**. Check that the details are correct, the tone feels right for your business, and it says what you would want it to say. If something is not quite right, you can simply tell the AI what to change.

Having a Conversation

One of the most powerful features of modern AI tools is that they remember the context of your conversation. You can ask follow-up questions, request changes, or build on what has already been said. For example:

- "Can you make the tone a bit softer?"
- "Actually, change the amount to £650."
- "Now write a version I could send by text message instead."
- "Great, now write a follow-up email in case they still do not pay within 7 days."

> ■ *Tip: Think of your conversation with AI like talking to a helpful colleague. You do not need to be formal or use special language. Just explain what you need in plain English, exactly as you would to a person.*

Common Beginner Mistakes

- **Being too vague:** "Write me an email" will give you a generic result. Add details about who, what, why, and what tone you want.
- **Not reviewing the output:** AI is a starting point, not the finished article. Always check before using.
- **Giving up after one try:** If the first result is not right, tell the AI what to change. It is designed for back-and-forth conversation.
- **Thinking you need to be technical:** You do not. Plain English works perfectly.

> ■ **Practice Exercise**
>
> **Step 1:** Open ChatGPT or Claude and ask it to write a social media post promoting your business.
>
> **Step 2:** Give it details: what your business does, who your customers are, and the tone you want.
>
> **Step 3:** Read the response, then ask it to make two changes of your choice.
>
> **Step 4:** Ask it to create three different versions of the post for different platforms (Facebook, LinkedIn, Instagram).

Chapter 4

The Art of Prompting — How to Talk to AI

If there is one skill that will transform how much value you get from AI, it is learning to write good prompts. A prompt is the instruction you give to the AI, and the quality of what you get back depends almost entirely on the quality of what you put in.

The CRAFT Framework

We have developed a simple framework to help you write effective prompts every time. Remember the word **CRAFT**:

C	**Context** Tell the AI who you are and provide background information.
R	**Role** Tell the AI what role you want it to play (e.g., "Act as a marketing expert").
A	**Action** Be specific about exactly what you want the AI to do.
F	**Format** Describe how you want the output structured (bullet points, email, paragraph, table).
T	**Tone** Specify the voice and style (professional, friendly, persuasive, casual).

CRAFT in Action — Before and After

Bad Prompt

> *"Write me a blog post about plumbing."*

Good Prompt (Using CRAFT)

> *"**Context:** I run a plumbing business in Birmingham that serves residential customers.
> **Role:** Act as a content marketing expert. **Action:** Write a blog post about the five most
> common winter plumbing problems homeowners face and how to prevent them.
> **Format:** Use a numbered list with a paragraph for each problem, and include a brief
> introduction and conclusion. **Tone:** Friendly and helpful, like you are giving advice to a
> neighbour."*

See the difference? The good prompt gives the AI everything it needs to produce something genuinely useful and tailored to your business. The bad prompt will give you something generic that could apply to any plumbing business anywhere in the world.

Power Prompting Techniques

1. Give Examples

If you want the AI to match a particular style, show it an example. You could paste in a previous email or social media post and say "Write something in this style." AI is excellent at matching patterns.

2. Chain Your Requests

Break complex tasks into steps. Instead of asking for a full marketing plan in one go, ask for the strategy first, then the content calendar, then the individual posts. This gives you better results and more control.

3. Ask for Multiple Options

Say "Give me three different versions" or "Suggest five alternative headlines." This gives you options to choose from and helps you find the approach that feels right.

4. Set Constraints

Be specific about what you do and do not want: "Keep it under 200 words", "Do not use technical jargon", "Must include a call to action at the end", "Write it at a reading level suitable for anyone."

> ■ **CRAFT Exercise**

Step 1: Think of a task you need to do this week (writing an email, creating a post, drafting a letter).

Step 2: Write a prompt using the CRAFT framework — include Context, Role, Action, Format, and Tone.

Step 3: Send it to ChatGPT or Claude and review the result.

Step 4: Refine your prompt based on what came back — ask the AI to adjust anything that is not quite right.

Step 1: Think of a task you need to do this week (writing an email, creating a post, drafting a letter).

Chapter 5

AI for Marketing and Content Creation

Marketing is one of the areas where AI can have the biggest immediate impact on your business. Whether you need social media content, blog posts, email campaigns, or advertising copy, AI can help you produce quality content in a fraction of the time.

Social Media Content

Creating a steady stream of social media content is one of the biggest challenges for small businesses. AI can help you go from struggling to post once a week to having a full content calendar.

Creating Posts

Here is a prompt you can use right now to create a week of social media content:

> *"I run a [your business type] in [your location]. My target customers are [describe them]. Create a week's worth of social media posts (Monday to Friday) for [Facebook/Instagram/LinkedIn]. Each post should have: a hook to grab attention, the main message, a call to action, and suggested hashtags. Mix up the types — include a tip, a behind-the-scenes look, a customer benefit, a question to boost engagement, and a promotional post. Keep the tone [your preferred tone]."*

Blog Posts and Articles

Blogs are brilliant for getting found on Google, but they take time to write. AI can dramatically speed up the process. Here is a smart workflow:

- **Step 1 — Research:** Ask AI to suggest 10 blog topic ideas that your target audience would search for.
- **Step 2 — Outline:** Pick a topic and ask AI to create a detailed outline with headings and key points.

- **Step 3 — Draft:** Ask AI to write the full blog post based on the outline.
- **Step 4 — Refine:** Read through, add your personal expertise and examples, then ask AI to polish the final version.

Email Marketing

Whether you send a monthly newsletter or promotional emails, AI can help you craft messages that get opened and acted on.

- Ask AI to write subject lines — request 10 options and pick the best one
- Generate the email body with a clear structure: opening hook, value, and call to action
- Create email sequences — for example, a 5-email welcome series for new subscribers
- A/B test different versions by asking AI to write two different approaches

Responding to Reviews

Online reviews hugely influence whether new customers choose your business. AI can help you respond to reviews quickly and professionally — both positive and negative ones.

Simply paste the review into AI and ask: "Write a professional response to this Google review for my [business type]. Be warm and genuine for positive reviews, and empathetic and solution-focused for negative ones."

■ *Tip: Always add your personal touch to AI-generated marketing content. Mention specific details about your business, local references, or personal stories. This makes the content authentic and helps it stand out from generic AI-generated material.*

■ **Marketing Exercise**

Step 1: Use the social media prompt above (fill in your details) to generate a week of content.

Step 2: Pick your best post and ask AI to create a matching image description you could use with Canva.

Step 3: Ask AI to write three email subject lines for your next customer email.

Step 4: Paste a recent customer review and ask AI to write a response.

Chapter 6

AI for Customer Service and Communication

Keeping your customers happy while managing a busy workload is one of the hardest parts of running a business. AI can help you respond faster, communicate more clearly, and handle routine enquiries without burning out.

Drafting Customer Replies

When you receive a customer email or message, instead of spending 10 minutes crafting the perfect reply, you can paste the customer's message into AI and say:

> *"A customer has sent me this message: [paste their message]. Write a helpful, professional reply. I run a [your business type]. Address their concern, offer a solution, and make them feel valued."*

Creating Template Replies

Most businesses get the same types of enquiries over and over. AI can help you create a set of template replies that you can personalise and send quickly. Ask AI to create templates for your most common scenarios:

- Enquiry about your services or prices
- Booking confirmation
- Appointment reminder
- Complaint acknowledgement
- Follow-up after a completed job
- Thank you message after a purchase
- Request for a review or testimonial

Handling Complaints

Dealing with complaints can be stressful, especially when emotions are running high. AI can help you craft measured, professional responses that defuse the situation. It is particularly good at helping you step back from the emotion and focus on the solution.

A useful prompt: "A customer is unhappy because [describe the issue]. Help me write a response that acknowledges their frustration, takes responsibility where appropriate, and offers a clear path to resolution. Keep it professional and empathetic."

Frequently Asked Questions

AI can help you build a comprehensive FAQ section for your website. Simply tell it about your business and ask it to generate the 20 most likely questions your customers would ask, along with clear, helpful answers. Then review them, add your specific details, and publish them on your website.

> ■■ **Important:** When using AI to help with customer communications, never paste sensitive personal data (like bank details, medical information, or National Insurance numbers) into AI tools. We cover data protection in detail in Chapter 8.

> ■ **Customer Service Exercise**
>
> **Step 1:** Ask AI to create five template replies for your most common customer enquiries.
>
> **Step 2:** Think of a real complaint you have received and ask AI to help you write a response.
>
> **Step 3:** Ask AI to generate a FAQ list for your business (aim for 15-20 questions and answers).
>
> **Step 4:** Review everything and personalise it with your own business details and voice.

Chapter 7

AI for Admin, Operations, and Everyday Tasks

This is where AI can give you back hours every single week. The admin and operational tasks that slowly eat away at your time are often the perfect candidates for AI assistance.

Email Management

If you spend ages crafting emails, AI can be a game-changer. Here are some practical ways to use it:

- **Drafting replies:** Paste the email you received and ask AI to draft a response
- **Summarising long threads:** Paste an email chain and ask AI to summarise the key points and action items
- **Professional polish:** Write your reply in rough notes and ask AI to turn it into a professional email
- **Translation:** Ask AI to translate an email to or from another language while keeping the professional tone

Document Creation

AI can help you create a wide range of business documents much faster than starting from scratch:

- Standard Operating Procedures (SOPs) for your business processes
- Employee handbooks and policy documents
- Proposals and quotes
- Meeting agendas and minutes
- Job advertisements and role descriptions
- Training materials for new staff

Data and Spreadsheet Help

Both ChatGPT (paid version) and Claude can analyse spreadsheets and data. You can upload a file and ask questions about it:

- "Summarise the key trends in this sales data"
- "Which products had the highest revenue last quarter?"
- "Create a formula that calculates the running total in column D"
- "Clean up this data — remove duplicates and fix inconsistent formatting"

Meeting Preparation and Notes

Before a meeting, you can use AI to prepare by asking it to help you create an agenda, list key talking points, or research a topic. After a meeting, you can paste your rough notes and ask AI to turn them into clear, structured minutes with action items and deadlines.

Time Saved — Real Examples

Task	Without AI	With AI	Time Saved
Writing a blog post	2-3 hours	30-45 mins	~75%
Replying to 10 emails	60 minutes	15 minutes	~75%
Creating an SOP	3-4 hours	45-60 mins	~80%
Social media (1 week)	3-5 hours	30-45 mins	~85%
Writing a job advert	45 minutes	10 minutes	~78%
Summarising a report	30 minutes	3 minutes	~90%

■ **Admin Exercise**

Step 1: Pick one task from the time-saving table above that you do regularly.

Step 2: Try completing it with AI assistance this week.

Step 3: Track how long it takes compared to doing it the traditional way.

Step 4: Write down the result — this will help motivate you (and your team) to use AI more.

Chapter 8

AI and Data — Privacy and Security

Using AI tools responsibly means understanding how they handle data. This is especially important for UK businesses, which must comply with data protection laws. This chapter will give you a clear, practical understanding of what you need to know.

UK Data Protection Rules (The Basics)

The UK has its own version of data protection law called the **UK GDPR** (General Data Protection Regulation), which sits alongside the **Data Protection Act 2018**. In simple terms, these laws say that you must be careful with any personal data you collect, store, or process — and using AI tools counts as processing data.

What Counts As Personal Data?

Personal data is any information that can identify a person. This includes:

- Names, addresses, email addresses, phone numbers
- Financial information (bank details, income, invoices linked to a named person)
- Health information
- Employee records
- Customer purchase histories linked to their identity

The Golden Rules for Using AI Safely

Rule 1: Do Not Paste Sensitive Personal Data Into AI

The simplest rule: do not paste personal data about your customers, employees, or anyone else into public AI tools like ChatGPT or Claude unless you have taken steps to anonymise it first. For example, replace names with "Customer A", remove addresses, and strip out any identifying details.

Rule 2: Check the AI Tool's Data Policy

Each AI tool has its own data policy. Some key points to be aware of: ChatGPT (free version) may use your conversations to train future models (you can opt out in settings). Claude does not use your conversations for training by default. Paid business versions typically offer stronger data protection.

Rule 3: Use Business-Grade Versions Where Possible

If your team will be using AI regularly, consider the business or enterprise versions of these tools. They typically come with: data processing agreements, stronger privacy commitments, the ability to manage what your team can and cannot do, and audit logs of what has been shared.

Rule 4: Create an AI Usage Policy

Even if it is just a simple one-page document, having a clear policy for how your team should (and should not) use AI tools is important. This protects your business and gives your team confidence to use AI without worrying about doing something wrong.

> ■ *Tip: Ask AI to help you write your own AI usage policy! Tell it about your business, your industry, and the AI tools you use, and it will draft a sensible policy document as a starting point.*

Practical Checklist for Safe AI Use

- ■ Never paste customer personal data into free AI tools
- ■ Anonymise data before using it with AI (replace names, remove addresses)
- ■ Review the data policies of any AI tools you use
- ■ Opt out of data training where possible (check settings)
- ■ Use business-grade AI accounts if you handle sensitive data regularly
- ■ Create an AI usage policy for your team
- ■ Keep a record of how you use AI (for accountability)
- ■ Always review AI output before sending or publishing

Chapter 9

Getting Your Team On Board

Introducing AI to your team is not just a technology change — it is a culture change. Some people will be excited, some will be nervous, and some may be resistant. This chapter will help you bring everyone along.

Addressing Common Fears

"Will AI Replace My Job?"

This is the number one concern, and it is completely understandable. The honest answer for most businesses is: **no, AI will not replace your team's jobs — it will change them**. AI is best at handling repetitive, time-consuming tasks, which means your team can spend more time on the work that actually requires human skills: building relationships, creative problem-solving, and providing the personal touch that customers value.

Frame it this way: "AI is not here to replace you. It is here to remove the boring bits of your job so you can focus on the parts that matter most."

"I Am Not Good With Technology"

The beauty of modern AI tools is that they work through natural conversation. If you can type a message, you can use AI. There is no coding, no complicated software to learn, and no special technical skills required.

"What If I Break Something?"

You cannot break anything by experimenting with AI. The worst that can happen is you get a bad result, and then you simply try again. Encourage your team to experiment and play with the tools in a safe, low-stakes environment first.

A Step-by-Step Rollout Plan

• **Week 1 — Show and Tell:** Demonstrate AI to the team. Show real examples relevant to their work. Let them see how quick and useful it is.

• **Week 2 — Hands On:** Give everyone access and a simple first task. Something like: 'Use AI to help you draft one email today.'

• **Week 3 — Share Wins:** Ask the team to share what they have tried and what worked well. Celebrate early wins, no matter how small.

• **Week 4 — Make It Routine:** Identify the top three tasks your team should regularly use AI for and make it part of the standard workflow.

• **Ongoing — Keep Learning:** Set aside 15 minutes in a monthly team meeting to share new AI tips and tricks.

> ■ *Tip: Find your AI champion — the one person on your team who is most enthusiastic about trying new things. Give them a head start and let them become the go-to person for helping others. Peer-to-peer learning is often more effective than top-down training.*

Chapter 10

Building Your AI Action Plan

You now have all the knowledge you need to start using AI in your business. This final chapter will help you pull everything together into a practical action plan that you can start implementing today.

Your 30-Day AI Action Plan

Days 1-7: Quick Wins

- Set up a free account on ChatGPT or Claude
- Use AI to complete three writing tasks (emails, posts, or documents)
- Try the CRAFT prompting framework on each task
- Create template replies for your five most common customer enquiries

Days 8-14: Build Your Routine

- Start using AI daily for at least one task
- Create a week of social media content with AI
- Use AI to summarise a long document or email thread
- Draft a blog post or article using the step-by-step workflow from Chapter 5

Days 15-21: Involve Your Team

- Demonstrate AI to your team (use your best examples from the past two weeks)
- Give each team member a simple first task to try with AI
- Create your AI usage policy using the guidance from Chapter 8
- Set up a shared document where the team can note useful prompts

Days 22-30: Scale Up

- Identify the three tasks where AI saves the most time and make them standard practice
- Explore one specialist AI tool from the table in Chapter 2

- Consider upgrading to a paid AI plan if you are hitting usage limits
- Review and celebrate what you have achieved — and plan your next steps

Measuring Your Success

Track these simple metrics to see the impact AI is having on your business:

- **Time saved per week** — estimate the hours you and your team save on AI-assisted tasks
- **Content output** — are you producing more content than before?
- **Response speed** — are you replying to customers faster?
- **Team adoption** — how many team members are using AI regularly?
- **Quality** — is the quality of your written output improving?

What Comes Next?

This course has given you a solid foundation in using AI for your business. But AI is just the beginning. When you are ready to go further, our **Automation Masterclass** course will show you how to connect your apps together and build automated workflows that run in the background — saving you even more time. And our **Scale With AI** course covers advanced strategies for using AI to grow your business to the next level.

Visit **ukbusinessautomations.com** to explore our other courses, resources, and services. And if you want personalised help with automation and AI strategy, book a free 30-minute consultation call — we would love to help you take the next step.

Chapter

Bonus: Quick-Reference Prompt Library

Here is a collection of ready-to-use prompts for common business tasks. Simply copy the one you need, fill in the details in square brackets, and paste it into ChatGPT or Claude.

Social Media Post

"I run a [business type] in [location]. Write a [platform] post about [topic]. My target audience is [describe them]. The tone should be [tone]. Include a call to action and relevant hashtags."

Professional Email

"Write a professional email to [recipient] about [topic]. I am [your name/role] at [company]. The key points to include are: [list points]. Keep the tone [tone] and end with [desired action]."

Blog Post

"Act as a content marketing expert. Write a blog post titled '[title]' for my [business type]. The target reader is [describe them]. Include an introduction, [number] main sections, and a conclusion with a call to action. Keep the tone [tone] and aim for [word count] words."

Customer Complaint Response

"A customer of my [business type] is unhappy because [describe issue]. Write a professional, empathetic response that acknowledges their concern, takes responsibility where appropriate, offers a clear solution, and aims to retain them as a customer."

Job Advertisement

"Write a job advert for a [job title] position at my [business type] in [location]. The role involves [key responsibilities]. We offer [benefits]. The ideal candidate has [requirements]. Keep the tone [tone] and make it appealing to candidates."

Meeting Summary

"I have rough notes from a meeting: [paste notes]. Turn these into clear, structured meeting minutes with: date, attendees, key discussion points, decisions made, and action items with owners and deadlines."

Standard Operating Procedure

"Create a Standard Operating Procedure (SOP) for [process name] at my [business type]. The process involves these steps: [describe steps roughly]. Write it clearly enough that a new team member could follow it. Include a purpose statement, scope, and step-by-step instructions."

Google Review Response (Positive)

"A customer left this positive Google review for my [business type]: '[paste review]'. Write a warm, genuine response that thanks them specifically for what they mentioned and encourages them to visit again."

Google Review Response (Negative)

"A customer left this negative Google review for my [business type]: '[paste review]'. Write a professional, empathetic response that acknowledges their experience, apologises where appropriate, and offers to resolve the issue offline."

Weekly Newsletter

"Write a weekly email newsletter for my [business type]. My subscribers are [describe audience]. This week I want to cover: [topics]. Include a friendly introduction, the main content, and a call to action. Keep it under [word count] words."

Thank You for Completing This Course!

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You now have the knowledge and tools to start using AI in your business effectively. Remember — the best way to learn is by doing. Open up ChatGPT or Claude and start experimenting today.

Ready for the Next Step?

Visit **ukbusinessautomations.com** to explore our Automation Masterclass, Scale With AI course, and our full range of services.

■ Book a Free 30-Minute Consultation

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