DIGITAL SKILLS WORKSHOP

My Business AI Pack

Using Gemini, ChatGPT and Claude in a small business, and making sure customers can find you when they ask AI.

Crintus & Co.
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START HERE

How this pack works

Today you build a small set of Artificial Intelligence (AI) tools for your own business. Each part uses what you made in the part before, so work through them in order.

1. **Make a home for your work.** Open a blank document and call it **[My Business AI Pack]**. Every time AI gives you something worth keeping, paste it in there.
2. **Copy, do not retype.** Every prompt in this pack has a copy button on the workshop web page.
3. **Fill in the bold brackets.** Anything in **[bold square brackets]** is yours to fill in. Replace the brackets with your own details.

Part	You leave with
Your tools	Gemini, ChatGPT or Claude set up the way you want
How to ask	The five building blocks of a good prompt
1 Your business in one page	A summary AI uses every time it works for you
2 Your voice	A Voice Guide, and a workspace that knows your business and does your regular jobs
3 Research first	Your competitors, the gaps they leave, and what customers ask
4 A month of content	A four-week plan, a week of posts and a customer email
5 Images	An image prompt that fits your brand
6 Being found	Your AI check, a listings checklist, a FAQ page and review replies
7 Where to go next	Connectors, skills and agents explained, and Gmail connected to try
8 Safe use and this week	Five habits and three things to do before next Friday

THE TWO RULES

1. Keep private things out. Never paste in anything you would not want a stranger to read: customer or staff details, bank or card details, passwords, or anything you have agreed to keep confidential.

2. AI drafts, you decide. Check every fact, price, date and name before anything goes out under your business name.

BEFORE YOU START

Your tools

You leave with: whichever of the three suits you, set up properly

The free versions are enough for today. Use whichever you already have. If you have none, start with Gemini: it runs on your Google account.

	Gemini	ChatGPT	Claude
Where	gemini.google.com	chatgpt.com	claude.ai
Good at	Anything linked to Google. Images.	All-rounder. Images. Voice chat.	Natural-sounding writing. Long documents.
Makes images	Yes	Yes	No
Searches the web	Yes	Yes	Yes, when web search is switched on
Saved assistant	A Gem (becomes a Skill from 17 November)	A Project	A Project
Free plan catches	Uses the faster, lighter model. Lower limits on uploads.	Up to 5 files per project. Free accounts cannot build custom GPTs.	Up to 5 projects. Messages can run out in a busy session and reset after a few hours.

Setting up a saved assistant

A Gem or a Project holds your instructions and files so you never retype them. You make one in Part 2. Use a laptop: it is much easier than a phone.

Gemini: a Gem	ChatGPT: a Project	Claude: a Project
1. Open Gems in the left menu. 2. Click New Gem. 3. Give it a name. 4. Paste your instructions into Instructions. 5. Add files under Knowledge if you need them. 6. Click Save.	1. Click Projects in the left menu, then New. 2. Give it a name. 3. Open the project settings and paste your instructions. 4. Add files (up to 5 on the free plan). 5. Start every chat for this job inside the project.	1. Click Projects in the left menu, then New project. 2. Give it a name. 3. Click Set project instructions, paste, then save. 4. Add files with the + button. 5. Start every chat for this job inside the project.

Good to know before you start

NIGGLY BITS

ChatGPT remembers things between chats. Handy, but it can carry one job into another. Use a Temporary chat for one-offs.

Gemini on a work Google account may be switched off by whoever manages it. Use a personal account today if so.

Claude does not make images. Use Gemini or ChatGPT for Part 5.

Gemini Gems turn into Skills from 17 November 2026. Yours moves across automatically and keeps working.

STOP YOUR CHATS BEING USED TO TRAIN THE AI

Gemini: Settings and help, then Activity. Turn off Keep Activity.

ChatGPT: Settings, then Data controls. Turn off Improve the model for everyone.

Claude: Settings, then Privacy. Turn off the setting that uses your chats to improve Claude.

BEFORE YOU START

How to ask

You leave with: a way of writing prompts that works in every tool

The tools look different, but they all respond to the same thing: a clear request with enough detail. Every good prompt has five building blocks.

Block	What it means	Example
Role	Who should the AI act as?	You are a social media manager for a tourism business in Donegal.
Task	What do you want done?	Write five Instagram captions for our summer launch.
Context	What does it need to know?	Our guests are couples aged 30 to 50 looking for weekend breaks.
Format	What shape should it come back in?	Under 150 characters each, with three hashtags.
Tone	What should it sound like?	Warm and inviting, like recommending a place to a friend.

THREE HABITS THAT MAKE EVERY PROMPT BETTER

Ask it to ask you. End with: Before you start, ask me anything you need.

Give the reason. "Under 80 words, because people read this on their phone" works better than "under 80 words".

Leave gaps, do not let it guess. Tell it to write **[ADD PRICE]** or **[ADD DATE]** where it is missing a fact.

Weak and strong

Weak	Strong
Write a Facebook post about our Christmas opening hours.	You are the social media manager for a family-run café. Write a Facebook post announcing our Christmas opening hours: **[paste hours]**. Our customers are locals and walkers. Under 80 words, one emoji at most. Warm and plain, like a note on the door. Before you start, ask me anything you need.

NOT QUITE RIGHT?

Stay in the same chat and say what is wrong: shorter, less formal, no exclamation marks, more like the second one. Do not start again.

PART 1

Your business in one page

You leave with: a Business Summary you will use all day

AI knows nothing about your business. This prompt interviews you, one question at a time, then writes a one-page summary. Answer the way you would talk. It will ask again if you are vague.

COPY THIS PROMPT

You are a friendly business adviser helping me write a clear, one-page summary of my business. Interview me one question at a time and wait for my answer before moving on. If an answer is vague, ask one follow-up. Keep it conversational.

Ask me:

1. What does the business do? (Explain it as you would to someone at a networking event.)
2. Who are your customers, and where do they come from?
3. What are your main products or services?
4. Where are you based, and what area do you serve?
5. What makes you different from others who do something similar?
6. What questions do customers ask you most often?
7. Where do new customers find you now?
8. What would you like more of in the next year?

Then write a one-page Business Summary with these headings: Who we are; What we sell; Who buys from us; Where we work; What makes us different; Questions customers ask us; How people find us; What we want more of.

Write it in the first person (we, our), in plain UK English. Use only what I tell you. Where something is missing, write **[to add]** instead of inventing it.

Start by asking me the first question.

WHEN IT IS DONE

Read it. If it does not sound like your business, say what is wrong and ask it to fix that part.

Save it. Paste the final version into your **[My Business AI Pack]**. Question 6 matters: you use it again in Parts 3 and 6.

PART 2

Your voice

You leave with: a Voice Guide, and a workspace that remembers both

Ask AI to write a post and it sounds like everyone else. A Voice Guide tells it how your business sounds. The best thing you can give it is a few real posts of your own.

COPY THIS PROMPT

Interview me about how my business writes to customers, then write a tone and voice guide I can save and reuse.

About my business: **[paste your Business Summary]**.

We mostly write: **[e.g. Facebook and Instagram posts, emails to customers, replies to reviews]**.

Here are **[3 to 5]** real posts or emails of ours that went down well: **[paste them]**.

Ask me three to five questions at a time, no more than four rounds. Cover:

- How formal we are, and whether that changes from channel to channel.
- Words and phrases we use naturally, and ones we never would.
- How we handle complaints, delays and saying no.
- Emojis, exclamation marks and hashtags: how many, if any.
- How long we like things to be.

Before you write the guide, ask me one last question: is there anything else you should know?

The guide should contain five things we always do, five things we never do, and three example sentences in our voice. Under 400 words. Then add our real posts at the end, under the heading "Examples".

Write these rules into the guide: UK and Irish English. No em dashes. No corporate buzzwords. No "it is not just X, it is Y".

Do not flatter me. If an answer is vague, ask again.

Put both into a workspace

Rather than pasting your summary and guide into every prompt, put them in a Gem or Project once. Parts 3 and 4 run inside it. Call it **[Business name]** Marketing. The steps are on the Your tools page.

PASTE THIS INTO THE INSTRUCTIONS

You help **[business name]** with marketing, content and customer communication.

Use the Business Summary and Voice Guide below for every answer.

Write in UK English. Use only facts I have given you. Where a fact, price, date or opening hour is missing, write **[ADD DETAIL]** and ask me.

Business Summary: [paste it here]

Voice Guide: [paste it here]

Teach it your regular jobs

Add a few lines to the same instructions for jobs you do every week. Then you paste in a review or an enquiry and it knows what to do, with no prompt needed.

ADD THESE TO THE INSTRUCTIONS

REGULAR JOBS

When I paste a review: give me two reply options. First name only, and mention one thing they said. Good reviews under 50 words, bad ones under 80. Never offer a refund or discount.

When I paste an enquiry: draft a reply using our prices and opening hours. Write **[ADD PRICE]** where one is missing.

When I paste rough notes: turn them into a Facebook post in our voice, under 100 words.

KEEP ADDING

Any time you notice you are asking for the same thing twice, add it here as a regular job.

PART 3

Research first

You leave with: your competitors, the gaps they leave, and what customers ask

Plan your content after you know what others are doing and what customers want. One warning shapes this whole part: AI is good at sorting information and poor at knowing small local businesses. It cannot see most Facebook and Instagram pages, and it often gets local details wrong. So you look, and AI sorts.

Step 1. Look for yourself (about 15 minutes)

Pick three to five businesses a customer might choose instead of you. For each one, jot down in plain notes:

1. **Their last dozen posts** on Facebook or Instagram: what about, what kind (photo, carousel, video), and which ones got a reaction.
2. **Their Google reviews,** sorted by Newest and then by Lowest: what people praise and what they complain about.
3. **Any adverts** they run, in the Meta Ad Library: facebook.com/ads/library.

3A FIND MY COMPETITORS (WEB SEARCH ON)

I run **[type of business]** in **[town]**, County Donegal. Most of my customers are **[locals / visitors / both]**.

Using web search, list up to 5 businesses near me that a customer might choose instead of me, plus 1 or 2 well-run similar businesses elsewhere in Ireland I could learn from.

For each, give me the name, the town, a link to their website or Google listing, and what customers seem to like about them from their reviews.

I will check this by hand, so:

- Only include a business if you found a source, and give me the link.
- If you cannot see their Facebook or Instagram, say so. Do not guess follower numbers or how often they post.

3B MAKE SENSE OF MY NOTES

Here are my own notes on **[number]** competitors: **[paste your notes]**.

Using only these notes, make a table with one row per competitor: what they post about most, which formats they use, which posts got the most reaction, what customers praise, and what customers complain about.

Under the table, list the gaps: things customers clearly care about that nobody is posting about. These matter most, because that is where I can stand out without copying anyone.

If my notes do not cover something, write **[NOT IN MY NOTES]** rather than filling it in.

3C WHAT CUSTOMERS ASK, AND WHAT IS COMING UP

Here are questions customers ask me, from my reviews, messages, in person, and Google's "People also ask" box: **[paste 10 to 30]**.

Here is what is happening locally and in my business in **[month]**: **[events, school holidays, new stock, busy or quiet weeks]**.

Group the questions into 3 to 5 themes with short names. Then list the local dates worth a post, in date order.

Use only what I have given you. If a date looks wrong, flag it for me to check.

CHECK BEFORE YOU ACT

AI tools often get small local details wrong. Click every link before you trust it.

PART 4

A month of content

You leave with: a four-week plan, a week of posts and a customer email

Stay in the same chat as Part 3, so the AI still has your gaps, questions and dates.

4A PLAN THE MONTH

Using my competitor gaps, customer question themes and local dates from this chat, plan **[month]** for my business.

First, suggest 3 or 4 content themes that suit us, with one line each on why.

Then give me a table for 4 weeks with **[3]** posts a week. Columns: date, theme, the post idea in one sentence, format (photo, carousel, short video under 60 seconds, or story), the question or gap it answers, and its goal (inform, behind the scenes, community, or sell).

Rules, and why:

- No more than 1 post in 4 should be a hard sell, because people stop following pages that only sell.
- Every post must be something I make myself, because Instagram and Facebook cut the reach of reposted content.
- Lean towards posts people would send to a friend: useful, local or a bit of fun.
- No trend slots. Trends go stale before the date comes round.
- I have about **[20 minutes]** a day for social media, so keep it realistic.
- Use only offers, events and dates I have given you. Write **[ADD DETAIL]** where one is missing.

Before you start, ask me up to 3 questions.

4B WRITE A WEEK OF POSTS

Write the posts for week **[number]** of the plan, in the voice of my Voice Guide and its examples. Match their length, words and use of emoji, but do not copy their wording.

For each post give me:

1. The caption. Put the most useful line first, and use words people search for, such as **[product]** and **[town]**.
2. One photo or short video I can take on my phone this week: what is in the shot, the angle and the light.
3. Three to five hashtags: one for my town or Donegal, the rest specific to the post.

Use only these offers, prices, dates and hours: **[list them]**. Write **[ADD PRICE]** or **[ADD DATE]** where one is missing. Never write customer quotes or reviews: write **[ADD REAL QUOTE]** instead.

When you finish, check each post against my Voice Guide, tell me what does not fit, and give me the corrected version.

4C AN EMAIL TO CUSTOMERS

Write a short email to **[our existing customers / our newsletter list]** about **[topic]**.

The one thing I want them to do: **[book / reply / call in / order by a date]**. The details they need: **[facts, prices, dates, links]**.

Under 150 words, in my Voice Guide's voice, with one call to action only, because one clear ask gets more replies than several.

Give me 3 subject lines under 60 characters, with no exclamation marks, because heavy punctuation looks like spam. Add a one-line preview text that adds to the subject line.

Use only the details I have listed. Write **[ADD DETAIL]** where one is missing.

BEFORE YOU POST OR SEND

Use your own photos. People trust real pictures of your real business more than anything AI can make.

Paid, gifted or a swap with another business? Add #Ad to the post.

Email only people who said yes, or customers who bought from you in the last 12 months and were given the chance to opt out. Every email needs an unsubscribe link. Never paste your customer list into AI.

Try a second tool. Run 4b in another tool and keep the version you prefer.

PART 5

Images

You leave with: an image prompt that fits your brand

Use Gemini or ChatGPT. Image prompts work differently from text: short, vague requests give random results, so describe the picture in full. For your products, premises and team, a real phone photo is still better.

Include	For example
Format	Photo, illustration, flat graphic, watercolour. Square for Instagram, wide for a website banner.
Style	Natural, editorial, bold, minimalist, hand-drawn, vintage.
Subject	Exactly what is in the picture, where it is and what the light is like. Not "a person" but "a woman in her 40s at a laptop in a bright office".
Colours	Your brand colours, by name or hex code.
Avoid	No text, no people, no busy background, no logos.

COPY THIS PROMPT

Format: **[photo / illustration / flat graphic]**, **[square / wide banner / tall for Instagram]**.

Style: **[natural and editorial / bold and modern / hand-drawn]**.

Subject: **[what is in the picture, where, and the light]**.

Colours: **[your brand colours]**.

Avoid: **[text, people, busy backgrounds, logos]**.

KNOW BEFORE YOU START

Good for: backgrounds, illustrations, mood images, social media graphics, blog headers.

Still weak on: small text, exact logos, hands and faces close up, and the same product looking identical across a set of images.

Change one thing at a time in the same chat: "same image, warmer light". Several changes at once often gets you a new picture.

Be honest. Never present an AI image as a photo of your real product, premises or team. If a realistic AI image could be taken for real, label it as made with AI.

PART 6

Being found

You leave with: your AI check, a listings checklist, a FAQ page and review replies

More and more people ask AI, or read the AI summary at the top of Google, before they click on any website. Search Engine Optimisation (SEO) gets you listed. Answer Engine Optimisation (AEO) gets you named in the answer. Whichever tool they use, AI builds its answer from three places: **your website, your listings and your reviews.**

6a The check

Ask each question in a new chat in ChatGPT and Gemini, and try AI Mode on google.com. Do this outside your workspace, so it knows nothing about you.

1. Who are the best **[what you do]** in **[town]**?
2. **[A question your customers ask]**, in **[county]**? For example: How much does **[service]** cost in Donegal?
3. What do people say about **[business name]** in **[town]**?

In your pack, note for each one: were you named, and was anything wrong or out of date?

6b Your listings

- ☐ **Google Business Profile** claimed and verified (business.google.com)
- ☐ **Name, address and phone** written exactly the same everywhere: website, Google, Facebook, directories
- ☐ **Opening hours** correct, including holiday hours
- ☐ **Categories, services or products** filled in
- ☐ **Description** written in the words a customer would use
- ☐ **Recent photos** of the premises, the team and the work
- ☐ **Bing Places for Business** claimed. You can import from Google. It feeds Bing, Copilot and the search ChatGPT uses.
- ☐ **Apple Business Connect** claimed, for Apple Maps and Siri
- ☐ **Five happy customers** asked for a review this month
- ☐ **Every review** from the last three months has a reply

6c A FAQ page for your website

COPY THIS PROMPT

Write a Frequently Asked Questions (FAQ) page for my website, using the "Questions customers ask us" in my Business Summary, plus these: **[any others]**.

Write each question the way a customer would type it, not in business language.

Answer each in two to four plain sentences, with the details only we could give: prices or price ranges, areas we cover, timings, what to bring.

Where you need a fact you do not have, write **[ADD: what is needed]** instead of guessing.

Follow my Voice Guide.

6d Replying to reviews

If you added the review job in Part 2, paste a review into your workspace and see what comes back. If not, use this prompt.

COPY THIS PROMPT

Write replies to these reviews: **[paste one good and one bad review, first names only]**.

Good reviews: thank them by first name, mention one specific thing they said, under 50 words.

Bad reviews: thank them, own what went wrong without arguing, say what we will do, and offer a way to talk it through: **[phone or email]**. Under 80 words.

Never offer a refund or discount unless I tell you to.

SAVE YOUR MONEY

You do not need special AI files such as llms.txt, AI-rewritten website text, special AI markup, or anyone who guarantees you will appear in AI answers. Google says itself that no special files are needed.

Never write or buy reviews. Fake reviews have been illegal in Ireland since November 2022.

PART 7

Where to go next

You leave with: what connectors, skills and agents are, and when they are worth it

Today you chatted with AI and gave it a workspace that knows your business. That is the foundation. Everything else builds on it, step by step, from asking AI to do things to handing jobs over.

Step	What it is	An example for your business
Chat	You ask, it answers. It starts from nothing each time.	"Write a post about our new opening hours."
Workspace (Gem or Project)	It knows your business and your voice, and does your regular jobs. You built this today.	Paste a review, get two replies back.
Connector	It can look inside your other apps: email, calendar, files, design tools.	"Which enquiries from last month have I not answered?"
Skill	A saved method for one kind of task. The AI picks it up by itself when that task comes up.	Every quote comes out in our layout, with our terms at the bottom.
Agent	It carries out several steps on its own: searching, opening websites, filling in forms, making a file. You check the result.	"Find five suppliers of **[product]**, compare prices and delivery, and put it in a spreadsheet."

Where to find them

	Gemini	ChatGPT	Claude
Connectors	Google apps such as Gmail, Calendar and Drive. Free.	Gmail, Calendar, Drive, Outlook, Canva and more. Mostly paid plans.	Gmail, Calendar, Drive, Canva, Notion and more. Every plan, including free.
Skills	New since late September 2026, free. Gems turn into Skills from 17 November.	Business plans only.	Every plan, including free. Customize, then Skills.
Agents	Depends on your plan and country.	ChatGPT Work. Paid plans.	Paid plans.

These change almost every month. Check what your plan includes before you pay for anything.

Try it: connect Gmail to Gemini

This one is free for anyone with a personal Google account.

1. **Sign in** to gemini.google.com with the Google account you use for Gmail.
2. **Check Gmail allows it.** In Gmail, open Settings, then See all settings, and make sure Smart features in other Google products is on.
3. **Ask about your email.** Start a new chat in Gemini and mention Gmail in your request, like the first prompt below.
4. **Read the permission screen,** then accept.
5. **To disconnect later,** open Gemini's settings and turn Gmail off under connected apps.

THREE THINGS TO TRY

Unanswered enquiries: Look in my Gmail for emails from the last month asking about prices, bookings or availability that I have not replied to. List the first name, the date and what they asked.

A supplier catch-up: Summarise everything in my Gmail from **[supplier]** since **[date]**.

A reply: Using that email, write a reply in my voice that I can copy into Gmail and send myself.

BEFORE YOU CONNECT ANYTHING

It sees the whole account, customer details included. Only connect an account you are comfortable with.

There is a trade-off in Gemini. Gmail and Skills only work with Keep Activity switched on, which lets Google use your chats to improve its AI. Decide whether that is worth it for you.

Emails can contain instructions. A spam email can try to tell the AI what to do. Use connectors to find, summarise and draft. Never let AI act on what an email says.

You press send. Where a tool can send for you, keep the setting that asks your approval switched on. Never let an agent pay for anything or sign you up without checking.

Work accounts may have connectors switched off by whoever manages them.

PART 8

Safe use and this week

You leave with: five habits and three next steps

Five habits

1. **List your tools.** Write down which AI tools your business uses, including AI built into things you already pay for: design apps, your accounts package, your email.
2. **Set the limits.** Write half a page on what must never go into them.
3. **Tell your team,** and note the date you did.
4. **Be upfront with customers.** A chatbot on your website must say it is a bot. A person checks anything AI wrote before it is published.
5. **Look again in six months.** Put the date in your calendar now.

These cover most of what the European Union (EU) AI Act asks of a small business that uses AI. They are not legal advice.

Three things this week

Write three things in your pack that you will do before next Friday. If you are stuck, start here:

GOOD PLACES TO START

Finish your Google Business Profile.

Ask five customers for a review, and reply to each one.

Post week one of your content plan.

Questions after today

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