

PARIS PETROU
THE SMALL BUSINESS
AI STARTER KIT



**50 Plug-and-Play Prompts +
The 2-Page Business Brain Template**

WELCOME

This Starter Kit is built for small business owners and solo professionals who want practical results from AI without generic, fluffy output.

Inside you'll find two tools you can reuse every week:

- **The Business Brain Template:** it teaches AI your offer, your voice, and your boundaries so outputs sound like your business.
- **The Prompt Library:** copy-and-paste prompts for content, sales follow-ups, customer replies, admin, and SOPs.

The promise of this kit

This kit is designed to help you:

- Produce faster first drafts (without starting from a blank page)
- Keep a consistent voice across posts, emails, and replies
- Reduce mistakes by forcing inputs and constraints before generating anything

Who this is for

Use this kit if you:

- Sell a service (consulting, coaching, creative work, agency services, freelancing)
- Run a small team and need repeatable messaging
- Want templates and workflows you can run weekly

What this kit is not

This is not a “future of AI” overview. It is not a technical manual. It is a practical workflow tool.

The correct workflow (always)

1. Fill the Business Brain once
2. Copy a prompt
3. Paste your Business Brain under it
4. Run it in the AI tool of your choice
5. Edit before you publish or send

About the author

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QUICK START (10 minutes)

If you follow this exactly, you'll get usable output today.

Step 1: Fill the Business Brain (5–7 minutes)

Complete Pages 4–5. Be specific. Do not write “everyone” or “all businesses.”

When finished, save it as text somewhere you can copy easily:

- Notes app
- Google Doc
- One file called “Business Brain”

Rule: AI tools need text. Paper is fine, but you must have a typed version to paste.

Step 2: Pick one prompt (1 minute)

Choose a prompt that solves a real task you have this week:

- Need content: start in A (Content)
- Need follow-ups: start in B (Sales & Follow-ups)
- Need replies: start in C (Customer Replies)
- Need organization: start in D (Admin & Ops)
- Need process: start in E (SOPs & Checklists)

Step 3: Paste in the right order (2 minutes)

Paste in this order, every time:

1. The prompt
2. Your Business Brain (below it)

Then add this at the end:

Reliability rule: If anything is missing, ask me 1 question before you write. Do not invent facts.

Step 4: Edit before using (1–2 minutes)

Before you publish, send, or use the output:

- Verify facts, names, prices, dates, and claims
- Make sure tone matches your Business Brain
- Remove anything you would not say to a real customer
- Shorten if needed

Best first prompts to try (pick one)

- A2: Write 3 posts for this week
- C1: Saved replies for top FAQs
- B5: No-response follow-up sequence (3 messages)
- D1: Turn chaos into a to-do list

Troubleshooting (fast)

- Output sounds generic: your Business Brain is too vague. Add proof points and boundaries.
- Output is missing details: you did not include enough inputs, or you forgot the Reliability rule.
- Output is too long: add a limit (example: “max 140 words”).

BUSINESS BRAIN PAGE 1

BUSINESS BASICS

Business name:

Website:

Primary contact email:

Booking link (if any):

WHO I HELP + RESULT

Who I help *(be specific)*:

Main result I deliver:

TOP 3 SERVICES (SHORT)

1.

2.

3.

PRICING STYLE

HOURLY PROJECT-BASED RETAINER PACKAGES

DETAILS

TOP 5 CUSTOMER QUESTIONS (FAQs)

1.

2.

3.

4.

5.

BUSINESS BRAIN PAGE 2

MY TONE...

In 3 words:

WORDS I LIKE

Words and phrases I like to use.

- 1.
- 2.
- 3.
- 4.
- 5.

WORDS I AVOID

Words and phrases I avoid.

- 1.
- 2.
- 3.
- 4.
- 5.

PROOF POINTS

- 1.
- 2.
- 3.

BOUNDARIES

What I will not claim or do.

- 1.
- 2.
- 3.

STANDARD CALL-TO-ACTION

CTA:

A. CONTENT

A1) 10 post ideas for my audience

You are my content strategist. Using my Business Brain, generate 10 social post ideas for my audience. For each idea include: Hook (1 line), Main point (2 to 4 bullets), CTA (1 line).

Avoid buzzwords. Keep it practical.

[Paste Business Brain]

[Reliability rule]

Output format: Numbered list.

A2) Write 3 posts for this week

Write 3 social posts for this week based on my Business Brain.

Post 1: educational. Post 2: story or credibility. Post 3: offer or CTA.

Each post: 120 to 180 words, 1 strong hook, 1 clear CTA.

No emojis unless my Business Brain allows them.

[Paste Business Brain]

[Reliability rule] Output format: Post 1 / Post 2 / Post 3.

A3) Turn one idea into 5 variations

Topic: [insert topic]

Create 5 variations of a social post for this topic using my Business Brain.

Each variation must have a different hook angle. Keep each variation under 120 words.

[Paste Business Brain]

[Reliability rule]

Output format: Variation 1 to 5.

A4) Carousel outline

Create a 6-slide carousel outline for: [topic].

Slide 1: hook. Slides 2 to 5: steps or key points. Slide 6: CTA.

Each slide: 1 short headline + 2 bullets.

Use my Business Brain voice.

[Paste Business Brain]

[Reliability rule]

A5) Short-form video script (30 to 45 sec)

Write a 30 to 45 second video script on: [topic].

Structure: Hook (first 2 seconds), 3 quick points, CTA.

Write it as spoken language.

[Paste Business Brain]

[Reliability rule]

A6) Newsletter draft

Write a newsletter email for my audience based on my Business Brain.
Topic: [topic]. Length: 250 to 400 words.
Include: subject line, preview line, body, CTA.
[Paste Business Brain]
[Reliability rule]

A7) Website section copy

Rewrite this website section using my Business Brain voice.
Goal: more clarity, less fluff.
Text to rewrite: [Paste text]
[Paste Business Brain]
[Reliability rule]

A8) Strong hooks for one topic

Create 15 hooks for this topic: [topic].
Hooks must be specific to my audience and offer.
Avoid vague promises.
[Paste Business Brain]
[Reliability rule]

A9) Case study post

Write a case study post using this info:
Client type: [who], Problem: [problem]
What we did: [process], Result: [result]
Include a CTA.
[Paste Business Brain]
[Reliability rule]

A10) Content calendar for 14 days

Create a 14-day content calendar.
For each day: post type, topic, hook, CTA.
[Paste Business Brain]
[Reliability rule]

B. SALES & FOLLOW-UPS

B1) Offer clarity: one-sentence offer

Using my Business Brain, write 5 versions of my offer in one sentence.

Clear, specific, no hype.

[Paste Business Brain]

[Reliability rule]

B2) Sales page outline

Create a sales page outline for my main service.

Include: headline, subheadline, problem, solution, process, proof, FAQ, CTA.

[Paste Business Brain]

[Reliability rule]

B3) Discovery call questions

Create 12 discovery call questions.

Group: goals, obstacles, timeline, budget, decision process.

[Paste Business Brain]

[Reliability rule]

B4) Follow-up email after a call

Write a follow-up email after a discovery call.

Include recap, recommended next step, timeline, CTA.

[Paste Business Brain]

[Reliability rule]

B5) No response follow-up sequence (3 messages)

Write 3 follow-up messages for a prospect who has not replied.

1) gentle check-in

2) provide value or clarity

3) close the loop and give an easy out

[Paste Business Brain]

[Reliability rule]

B6) Objection handling

Write short responses to objections:

- 1) It is too expensive.
- 2) I need to think about it.
- 3) I am not sure this will work.
- 4) I want to compare options.

5) Now is not a good time.

Each under 90 words.
[Paste Business Brain]
[Reliability rule]

B7) DM script to start conversations

Write 5 DM openers that start a conversation naturally.
No hard selling. Each includes one question.

[Paste Business Brain]
[Reliability rule]

B8) Proposal scope bullets

From this client request: [paste request], write a proposal scope.
Include deliverables, timeline, assumptions, what is not included, next steps.

[Paste Business Brain]
[Reliability rule]

B9) Pricing justification paragraph

Write a short pricing justification paragraph.

Tone: confident, calm, non-defensive.

No inflated claims.

[Paste Business Brain]
[Reliability rule]

B10) Simple upsell or add-on offer

Propose 5 add-ons that fit my services.

For each: name, includes, who for, price style.

[Paste Business Brain]
[Reliability rule]

C. CUSTOMER REPLIES

C1) Saved replies for top FAQs

Using my Business Brain and my FAQs, write 10 saved replies.

Each: 80 to 140 words, clear CTA.

FAQs: [paste]

[Paste Business Brain]

[Reliability rule]

C2) Polite boundary setting

Write 5 polite ways to say no to out-of-scope requests.

Include a helpful alternative if possible.

[Paste Business Brain]

[Reliability rule]

C3) Late payment reminder

Write 3 late payment reminders: friendly, firmer, final.

Short and professional.

[Paste Business Brain]

[Reliability rule]

C4) Intake email to new client

Write an intake email for a new client.

Include welcome, what happens next, what you need, timeline, CTA.

[Paste Business Brain]

[Reliability rule]

C5) Reschedule policy reply

Write a rescheduling reply that includes my policy: [paste policy].

Warm, direct.

[Paste Business Brain]

[Reliability rule]

C6) Fix a misunderstanding

Write a calm reply using this context: [paste].
Clarify facts, confirm next steps.
[Paste Business Brain]
[Reliability rule]

C7) Ask for a testimonial

Write 3 versions: email, SMS, DM.
Include 3 suggested questions they can answer.
[Paste Business Brain]
[Reliability rule]

C8) Refund request response

Write a response using this policy: [paste policy].
Respectful, clear.
[Paste Business Brain]
[Reliability rule]

C9) Handle a negative review

Write a public reply to a negative review.
Facts only, calm, accountable.
[Paste Business Brain]
[Reliability rule]

C10) We are not a fit message

Write a message saying we are not the right fit.
Kind, brief, one alternative suggestion.
[Paste Business Brain]
[Reliability rule]

D. ADMIN & OPS

D1) Turn chaos into a to-do list

Notes: [paste]

Convert into a prioritized to-do list: urgent, important, later.

Ask 1 question if unclear.

[Reliability rule]

D2) Weekly plan from goals

Goals: [paste]

Create a weekly plan with daily focus blocks and top 3 priorities per day.

Realistic for a solo business.

[Reliability rule]

D3) Meeting agenda

Create a meeting agenda for: [purpose].

Objectives, discussion points, decisions needed, next steps.

[Reliability rule]

D4) Meeting notes to action items

Notes: [paste]

Extract decisions, action items, owners, deadlines if mentioned.

Do not invent deadlines.

[Reliability rule]

D5) Write a simple policy

Write a simple policy for: [topic].

Short, clear, client-friendly.

[Reliability rule]

D6) Client onboarding checklist

Create a client onboarding checklist for my main service.
Include internal and client-facing steps.
[Reliability rule]

D7) Standard operating rhythm

Create a weekly operating rhythm.
Include content, sales follow-up, client work, admin, review.
Repeatable.
[Reliability rule]

D8) Rewrite a messy email

Rewrite this email to be clear, polite, direct: [paste].
Keep my voice.
[Reliability rule]

D9) Create a client report summary

Info: [paste]
Write a client update report: done, in progress, next, what you need.
[Reliability rule]

D10) Pricing table draft

Create a simple pricing table.
Do not invent prices. If missing, ask 1 question.
[Reliability rule]

E. SOPs & CHECKLISTS

E1) SOP from a process I describe

Process: [paste]

Turn into an SOP: purpose, inputs, steps, quality checks, done definition.

[Reliability rule]

E2) Content creation SOP

Create an SOP for weekly content creation.

Topic selection, drafting, review, posting, reuse.

[Reliability rule]

E3) Sales follow-up SOP

Create an SOP for lead follow-up from first contact to booking.

No invented dates.

[Reliability rule]

E4) Customer support SOP

Create a customer support SOP.

Triage categories, response times (ask me if missing), escalation, templates list.

[Reliability rule]

E5) Project delivery checklist

Create a project delivery checklist.

Final quality checks, handoff steps, follow-up steps.

[Reliability rule]

E6) Quality control checklist

Create a QC checklist: clarity, accuracy, brand voice, formatting, CTA.
[Reliability rule]

E7) Client intake form questions

Create an intake form: 12 to 18 questions.
Group by goals, audience, constraints, assets, approvals, timeline.
[Reliability rule]

E8) Monthly review checklist

Create a monthly review checklist.
Do not invent numbers.
[Reliability rule]

E9) Hiring or contractor brief

Write a contractor brief for: [role].
Scope, deliverables, standards, timeline assumptions, communication, success.
[Reliability rule]

E10) Prompt library SOP

Create an SOP for maintaining my prompt library.
Naming convention, when to update, how to test, where to store.
[Reliability rule]

Rules for Using AI Safely (Read This)

This kit includes prompt templates designed to work with third-party AI tools. AI can be fast and helpful, but it can also be confidently wrong. Use these rules every time.

1) Do not let AI invent facts

If you do not provide details, AI may fill gaps with fiction.

Before you use any output, verify:

- Names, titles, dates, locations
- Prices, policies, guarantees, claims
- Client details and case study numbers
- Legal or compliance statements

2) Treat AI as a draft tool

AI is for first drafts. You are responsible for the final version.

Always review for:

- Accuracy
- Tone and professionalism
- Clarity and completeness
- Anything that could create liability

3) Never paste sensitive data into AI tools

Do not paste:

- Client personal information
- Medical or financial information
- Contracts, passwords, private emails, private messages
- Anything confidential or proprietary

4) Avoid high-stakes advice

Do not use AI output as-is for:

- Legal decisions
- Medical guidance
- Financial or tax decisions
- If needed, consult a qualified professional.

5) Keep your brand voice consistent

If the output sounds generic, your Business Brain is too vague.

Improve it by adding:

- Proof points
- Boundaries
- A clear offer statement
- A clear CTA

6) Use the Reliability Rule

Add this line to the end of prompts when needed:

Reliability rule: If anything is missing, ask me 1 question before you write. Do not invent facts.

Want the full system?

The Small Business AI Playbook shows you how to build a repeatable AI communication workflow.

Paris Petrou

THE SMALL BUSINESS

AI PLAYBOOK



**A Strategic Guide to Using
AI in Your Business**

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THE SMALL BUSINESS AI STARTER KIT

Stop wasting time on generic AI output.

This kit gives you a simple system to get usable work from AI fast:

- A 2-page Business Brain Template that teaches AI your voice, offer, and boundaries
- 50 plug-and-play prompts for content, sales follow-ups, customer replies, admin, and SOPs
- A practical workflow you can reuse every week

If you want AI to save time without sounding fake, start here.

